

Saskatoon Home Energy Map

Climate Communications Case Story



Feedback



Personalization



Social Norms and Prompts



Visual Storytelling

PROJECT AT-A-GLANCE

Project Title: Saskatoon Home Energy Map

Location: Saskatoon, Canada

Project Partners: City of Saskatoon

Date: Launched in 2023

Climate Issue: Greenhouse gas (GHG) emissions and energy inefficiency

Action Area: Community engagement and energy conservation

Behavioural Theme(s): Feedback, Personalization, Social Norms and Prompts, Visual Storytelling

Audience: Saskatoon homeowners and residents

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Home energy upgrades can help homeowners reduce their energy consumption and utility bills while reducing emissions at the same time.

— Hilary Carlson, GHG Controls Specialist at the City of Saskatoon²⁶

²⁶ Gabruch, J. (2023, October 24). Know your score: City of Saskatoon launches digital home energy map. *The Star Phoenix*. <https://thestarphoenix.com/sponsored/news-sponsored/know-your-score-city-of-saskatoon-launches-digital-home-energy-map-3>

IMPACT STORY

The City of Saskatoon introduced a free online tool that allows residents to check their homes' digital energy score and identify potential energy-saving upgrades. The interactive map provides energy efficiency scores for over 69,000 single-family homes, helping homeowners compare their house's efficiency to similar properties and pinpoint how and where energy is being lost. Residents can sign up to get a customized retrofit plan with cost estimates, tailored to their home and budget. New homebuyers can also use the tool to check a property's energy efficiency. Plus, the City offers free energy coaching, connecting residents with experts for personalized advice on home energy upgrades.

PROJECT OBJECTIVES INCLUDE...

- Educating homeowners about their property's energy performance; and,
- Encouraging prioritization of retrofits and upgrades using energy efficiency incentive programs and free city services.



COMMUNICATION & ENGAGEMENT ACTIVITIES

- **Coaching Service:** After using the map, residents can connect with a free energy coach who helps them understand their energy use and provides recommendations to save energy.
- **Demo Videos:** The City's YouTube channel features a demonstration video for homeowners, explaining how to assess their home's current energy footprint, compare it to others in their community, and use the online tool effectively.
- **Information Guide:** The City offers a Home Energy Savings booklet on their website, providing residents with a starting point to explore retrofit options, financing programs, and simple tips to improve their home's energy efficiency.
- **Social Media Campaigns:** The City spread the word about the program's launch through Facebook, Twitter, and YouTube, making it easy for residents to learn more and get involved.
- **Visuals:** The interactive city map displays homes in a colour-coded system, with red indicating low energy efficiency and green representing the most efficient properties. Clicking on a home reveals a simple infographic detailing its energy use and areas of energy loss.

BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Feedback:** The city's energy map gives real-time data on household energy performance, highlighting areas where energy is being wasted. This actionable feedback motivates homeowners to address inefficiencies and improve their homes.
- **Personalization:** Homeowners receive customized insights about their energy usage, along with access to free energy coaching tailored to their specific needs and circumstances.
- **Social Norms and Prompts:** The map lets homeowners compare their usage with friends and neighbours, using social norms as a subtle prompt for action.
- **Visual Storytelling:** Tools like colour-coded maps, infographics, and demo videos present complex energy data in a clear, engaging way, making it easier for residents to understand and act on the information.

SOURCES

City of Saskatoon. (n.d.). Home energy renovation resources. <https://www.saskatoon.ca/services-residents/homebuilding-renovations-improvements/home-energy-renovation-resources>

City of Saskatoon. (2023). Home energy map. *Open Tech*. <https://yxehomeenergy.opentech.eco/>

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CONCLUSION

The City of Saskatoon's energy efficiency tool demonstrates how easy-to-access information and personalized support can empower homeowners to make smarter energy choices. By providing real-time feedback, custom recommendations, and an engaging community comparison, the initiative encourages residents to take action and improve their homes' energy performance.

MORE CASE STORIES AND RESOURCES ONLINE

This case story was developed by ICLEI Canada through the Ontario Resource Centre for Climate Adaptation (ORCCA) as part of a Climate Communications Toolkit. Find more case stories and additional climate communications resources online at icleicanada.org/project/climate-communications-toolkit

ORCCA is a pilot initiative led by ICLEI Canada and supported by the Ontario Ministry of Environment, Conservation and Parks alongside financial support from the Government of Canada through the federal Department of Environment and Climate Change Canada.

CLIMATE COMMUNICATIONS TOOLKIT

