

Media Release



Switch Stratford Program Sees Tremendous Uptake

For Immediate Release: May 27, 2022

Imagine that!

In July 2021, less than a year ago, the Town of Stratford launched a new residential energy efficiency and renewable program called 'Switch Stratford', along with Charlottetown and Wolfville, NS. The program was Canada's first multi-provincial energy efficiency and renewable program operating under a Property Assessed Clean Energy (PACE) Financing Model and was supported by \$14.1 million in funding from the Federation of Canadian Municipalities, divided between the three municipalities based on population. It provided 0% interest loans to residents making qualified energy upgrades.

It is likely that recent worldwide events, including the increased price of oil and rising cost of living, contributed to the programs quick success with uptake, particularly this past spring, faster than expected. As of May 2022, the Town of Stratford's remaining portion of funding is allocated to projects that are in the final stages of signing participation agreements. Earlier this year, Wolfville ended their program after using their allocation as well.

"The Switch Stratford program has meant that our community has benefited from an increase in energy efficiency actions being taken by residents," said Stratford Mayor Steve Ogden. "Though we also recognize that the current end to the Program means some residents who were earlier in the process will not be able to participate through Switch Stratford at this time, it is our hope that residents will continue to make green choices and take advantage of rebates through the Provincial and Federal governments."

Residents are being contacted over the next week by Switch Stratford representatives to advise them of the status of their project and potential next steps. Town of Stratford residents will continue to be able to receive assistance with arranging for their free home energy assessment, reviewing projects to ensure that they are eligible for any Federal or Provincial rebates, and connecting residents with trusted contractors to complete their projects.

"We hope that residents will continue to take advantage of the elements that remain," added Councillor Darren MacDougall. "Residents can benefit from having their home energy audit completed and receiving advice and support from Switch Stratford representatives. There remain opportunities for residents to continue to live greener and complete projects and upgrades on their own, and we will continue to encourage residents to do so. It's a win for our community, province and world when we do so."

The Town of Stratford will begin exploring potential expansion of the Switch Stratford program however it is anticipated that a 0% interest rate will not be accessible in the future unless further financing is provided by other levels of government.

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