

Barriers to Deliver Low Income Programs

3 Types of Barriers / Tactics

1

Reaching all

- ▷ Geographies
- ▷ Communities
- ▷ Housing Agencies
- ▷ Landlords

2

Signing up

- ▷ Skepticism
- ▷ Lack of Trust
- ▷ Pride
- ▷ Shame

3

Installing

- ▷ Clutter
- ▷ Lack of Trust
- ▷ Lack of Commitment
- ▷ Old-Home Challenges

Tactics

- Partnerships
- Community Engagement/
Outreach team
- Remote Trips

- Clear & concise communication
- Confidentiality
- Understanding

- Health & Safety
- Flexibility

Success Stories

Desmond - Windsor

- ▶ Single senior in a 1927-home, unable to work and on CPP
- ▶ HAP-HWP combo provided attic & wall insulation, draftproofing, new fridge & freezer and LEDs throughout the home
- ▶ Said he would never be able to insulate the home on his own



Senior's Apartment - Ottawa

- ▶ Non-profit housing, 32 units
- ▶ HAP provided new Energy Star freezers, fridges, and LEDs
- ▶ Helped lower the building's annual energy costs by over \$2,600
- ▶ Better living conditions for senior residents



Family of 5- Toronto

- ▷ Very old house (Early 1900's)
- ▷ Relied on blankets to keep warm during the cold season
- ▷ HWP provided wall and attic insulation
- ▷ Customer feedback: *"God bless you , GreenSaver and God bless Canada"*



Program Feedback/ Quotes

Program Feedback

"Thank you to all for your assistance. This program will help me to keep living in the family home for many years to come."

"Your program is the best thing going for low income families. Thank you so much for everything."

"I was so pleased with the program and am very grateful that I qualified for the upgrades that were done. The staff was friendly, helpful and knowledgeable. Thank you so much."

"From the day I applied for this program I cannot say enough about the service I got from the from those involved it was exceptional & very helpful. Thanks again for all the positivity"

