



Canadian
Home Builders'
Association

Meeting Notes - August 29, 2001
CHBA/NRCan Senior Level Meeting
Dick Miller, Neil MacLeod, John Kenward

Program Stability

- It was noted that R-2000 Builders need a Program that they perceive to be sustainable and ongoing to allow them to plan confidently.
- This leads to an immediate need to establish Program stability.
- Program stability requires a commitment to a work plan which encompasses all program elements including and most particularly the elements which are essential for effective program delivery.
- It was agreed that a work plan would be prepared for the end of September.

Performance Expectations

- It was noted that the release of new money was occurring later than anticipated.
- It was also noted that delivery elements must be completed in order for the Program to pick up momentum.
- It was agreed that expectations for the Program for the remainder of this year would take these and other factors into account.

Communications

- It was noted that it was not reasonable to expect all correspondence and administrative detail to be reviewed by both CHBA and NRCan.
- It was noted that correspondence and administrative matters should be shared and receive review by NRCan and CHBA when it deals with significant matters affecting Program delivery, impacts on delivery organizations, and introduces initiatives and/or changes which are likely to trigger concerns among participants in the Program.
- It was agreed that any such matters will receive the attention of both CHBA and NRCan.

Division of Responsibilities

- It was noted that in support of effective Program performance and industry confidence and commitment, it was important to pay attention to the question of whether or not it was appropriate for a particular task to be carried out by CHBA or NRCan.
- It was agreed that when tasks are considered, this will be part of the evaluation process when determining which organization undertakes specific tasks. The concern is to reinforce industry leadership and participation rather than inadvertently creating the impression that R-2000 is wholly a government Program.

Messaging

- It was noted that it is very important that the Program be seen as a public/private partnership.
- It was noted that it was important to present CHBA as the major partner on the industry side.
- It was also noted that there are other important participants, each of which brings real value to the Program and have a stake in it.
- It was further noted that it was important that the federal government and department receive exposure and strong recognition for their role.
- It was also noted that NRCan's role as third party assurance is a key asset.
- It was agreed that all of these elements bear upon the matter of messaging and an emphasis should be placed on CHBA as being the major industry partner with NRCan.

Energuide For Houses

- It was noted that there are industry concerns about undermining R-2000 by introducing a labelling program in the form of Energuide for new houses.
- It was noted that NRCan believes the effect of marketing an Energuide for Houses (EGH) new house labelling initiative will result in a greater recognition and support for R-2000 and help to market R-2000; not the reverse.
- It was noted that NRCan believes that there will be a net gain in energy efficiency improvement and R-2000 will benefit, not suffer.
- It was noted that NRCan is prepared to stop the Energuide for Houses (EGH) new house labelling initiative if there is substantive, verifiable evidence that it is undermining R-2000. Ad hoc anecdotal commentary won't do.
- It was agreed to establish a senior officials group to monitor this situation. The group will establish methodology and criteria which will be used for assessing and monitoring the impact of marketing the EGH new house labelling initiative on R-2000 Builders and the marketplace. The group will be chaired by Neil MacLeod and Dick Miller.

Program Launch

- It was recognized that the EGH new house labelling initiative may result in an adverse reaction by R-2000 Builders and service providers at a time when they are already concerned about Program stability and sustainability.
- It was also noted that there was a need to provide regional delivery organizations and other participants with a clear picture of the Program and its future.
- It was agreed that visits could be organized across the country in order to communicate with provincial delivery agents and that these visits should be headed up by senior officials (Neil MacLeod and Dick Miller) this Fall/Spring.
- Dick Miller would be advising the industry through speeches of the current status of the Program. Comments would be reviewed by Neil MacLeod.

Publicity

- It was recognized that it is not appropriate at this time to publicize to the general public the renewal of R-2000.
- It was agreed that publicity in such media as trade publications was appropriate.

Builders Committee

- It was agreed that it would be beneficial for Neil MacLeod to attend the next meeting and participate in its proceedings.

CHBA Board of Directors

- It was agreed that it would be beneficial for Neil MacLeod to attend CHBA's next National Board of Directors Meeting to make a presentation (October 21, 2001).

Management

- It was noted that neither CHBA nor NRCan wish to involve themselves in the micro-management of each other's activities.
- It was noted that with the preparation of a work plan and good staff communications, such concerns will dissipate.
- It was observed with respect to communications that the way in which Barbara Mullally Pauly had communicated with CHBA on the 'letter of comfort' was a good example of effective

communications. It was also felt that staff enjoyed this approach and would like it to be encouraged by senior officials.

Strategic Planning

- It was noted that there is a five-year commitment for R-2000.
- It was also noted that diffusion continues to be an extremely important part of evaluating the performance of the R-2000 Program.
- It was agreed that a five-year strategic plan should be developed by CHBA and NRCan which will lay out what is expected of the Program over the next five years and criteria for evaluating Program progress and performance.
- It was also noted by NRCan that the new government-wide approach to evaluating program performance will dictate much of what can and cannot be included in the strategic plan, particularly in the area of performance measurement.
- It was noted that Program funding can be reprofiled from this year to next year.

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