



## **Innovative developer building new smart neighbourhood in Moncton**

### **For Immediate Release**

**Moncton, NB (December 2, 2020)**

A new and innovative neighbourhood is coming to Moncton as Solaire Homes has started construction on New Brunswick's first solar powered community. North Branch, which is being built in Northeast Moncton will feature up to 100 highly energy efficient and 'zero energy' ready homes.

The North Branch neighbourhood splits off from the northern section of Halls Creek and is one of the last bastions of land right in the heart of Moncton. Accessible off of McLaughlin Drive, the natural setting of North Branch is a perfect location to develop this smart energy community of the future.

Solaire Homes has partnered with NB Power and Siemens Canada to ensure these homes have the latest smart energy technologies, such as home energy management systems, rooftop solar panels and smart energy storage batteries. In return for participating in ongoing research, the solar and storage home installations will be subsidized by funding from the Government of Canada's Strategic Innovation Fund and NB Power.

Paul Arsenault, of Solaire Homes said, "We hear from people all the time that they want to live greener and make smarter choices about their energy consumption. These affordable homes will allow residents to do just that."

The goal is to create a one-of-a-kind, self-sufficient neighbourhood where NB Power and Siemens can learn from homeowners looking to take advantage of new smart energy technologies. Each home will be built to the highest energy efficiency standards and consume both energy being generated by their own solar panels and stored in their own home battery.

The North Branch Smart Energy Neighbourhood Project in Moncton is part of a four-year federally funded research and demonstration program called Smart Grid Atlantic (SGA) that includes NB Power, Siemens Canada and NS Power. SGA is aimed at determining how smart energy technologies can provide customer, community, and provincial benefits, while reducing our energy use and our carbon footprint. The first Smart Energy Community Project has been underway for about a year in Shediac with nearly 500 homes participating in the research, and the new North Branch Smart Energy Neighbourhood will be the first new neighbourhood of its kind in New Brunswick.

This new development will be an economic driver for the region and the province with a provincial information technology workforce building the technological platforms for global markets; and local trades and craftspeople building the homes and installing the technologies. The fully outfitted homes are expected to range in price from \$270,000 for a semi-detached to \$400,000 for a single-family home with energy savings expected to cover any extra costs in construction and technology. The

neighbourhood will eventually include up to 100 homes leading to an increased municipal and provincial tax base and serve as a renewable energy-powered showcase for the Greater Moncton area.

Brent Staeben, Director of Smart Grid Atlantic for NB Power said, “Every year, more homeowners are choosing to build new, highly energy efficient smart homes using progressive new building practices and new smart energy technologies. Products such as rooftop solar, smart home batteries for energy storage, smart thermostats, and heat pump water heaters help you to use less energy within your home. And when we find ways to synchronize all of those systems to operate in harmony, that means lower household consumption and less peak-time energy required from provincial electricity generation facilities, some of which burn fossil fuels. Consumers will have more control in managing their energy costs with a more efficiently-run and greener grid; a big win-win for all New Brunswickers.”

Faisal Kazi, President and CEO of Siemens Canada added, “This project will help utilities better understand how customers want to engage with new technologies and will demonstrate how to design new business models, create value, and analyze how incentive structures can influence behaviour. By bringing together all the right stakeholders including the homeowner, North Branch can help provide a critical roadmap for an efficient and cost-effective energy transition, leading to a more resilient and sustainable future.”

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For more information: [www.northbranchmoncton.ca](http://www.northbranchmoncton.ca)

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### **About Solaire Homes**

Solaire Homes based in Nova Scotia and New Brunswick, is a contemporary home designer and builder, with an exclusive focus on zero energy homes and Smart Technology practices. They believe that you can have it all in your new home — modern amenities, dramatic style, today’s design and energy efficiency at affordable prices.

### **About NB Power**

NB Power is the primary electric utility in New Brunswick and this year marks its 100th anniversary. It serves more than 400,000 customers with safe, reliable and efficient electricity, and has the lowest residential rates in Atlantic Canada. The utility, which has 14 generating stations ranging from thermal generation, to hydro to nuclear, wind and other renewables, is focused on promoting the efficient use of energy in customers’ homes and businesses by enabling and providing new, value-added energy efficient solutions in order to help reduce carbon, better integrate renewable energy

and stimulate the economy. During this past year, New Brunswick customers benefited from 80 per cent non-emitting electricity.

**About Siemens Canada**

Since 1912 Siemens Canada has stood for engineering excellence, innovation, quality, and reliability. The company is active across the country, focusing on intelligent infrastructure for buildings and distributed energy systems and on automation and digitalization in the process and manufacturing industries. Siemens brings together the digital and physical worlds to benefit customers and society. Through Siemens Mobility, a leading supplier of smart mobility solutions for rail and road transport, Siemens is helping shape Canada's passenger rail services. Via its majority stake in the publicly listed company Siemens Healthineers, Siemens is also a world-leading supplier of medical technology and digital health services. In addition, Siemens holds a minority stake in Siemens Energy, a global leader in the transmission and generation of electrical power with operations in Canada. As of September 30, 2020, the company has approximately 2,500 employees from coast-to-coast and 24 office and production facilities across Canada. Further information is available at [www.siemens.ca](http://www.siemens.ca)