

## Summary of Our Success



**August, 2007**

Momentum is definitely building! Looking back at the first year of our Pilot Woodstove Exchange Program shows us why:

**124 Rebates of \$250 each** distributed by the BVLD Airshed Management Society to residents between Burns Lake and Terrace. That's a total of **\$31,000**, with another **276 rebates still to go!**

**That means 124 Old Belchers destroyed!** This represents approximately 3% of target 4200 est. conventional stoves in the BVLD Airshed.

**Reduced emissions:**  $124 \times 94.3 \text{ kg/stove/season} = \mathbf{11,693 \text{ Kg PM 2.5/season}}$ . Based on calculations using 2004 Report "Residential Wood Burning Emissions in British Columbia."

**Wood Conserved:**  $124 \times 1.63 \text{ cords/season} = \mathbf{202 \text{ cords/season}}$ . Assuming new appliance owners use 1/3 less wood of estimated average 4.79 cord/winter in BVLD region.

**Wood Stove By-Laws Adopted** in partner municipalities of Smithers, Houston and Burns Lake, with Houston and Burns Lake offering additional rebate incentives for residents to upgrade.

**Partnered with 14 Retailers** between Burns Lake and Terrace. Many retailers noticed significant increase in winter and spring sales and installations.

### Getting the Word Out:

- Launched Exchange Program with presentations to municipal councils of Burns Lake, Houston, Telkwa, Smithers and Terrace, as well as to Regional Districts of Bulkley – Nechako and Kitimat – Stikine.
- Ran regular advertisements in all four community newspapers as well as Northern Daily, and Bulkley Browser. Program highlighted in seven or more newspaper articles.
- Placed inserts or submitted posters in seven community newsletters, including: Lake Babine Nation, Moricetown, Hagwilget Village, Gitanmaax, Gitwangak, Kitsumkalum, and Village of Telkwa.

## 2007 Skeena – BVLD Woodstove Exchange Program

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- Developed five different radio spots which ran several times per day on The Peak and CJFW through month of March.
- Four Live Radio interviews on The Peak and CFNR.
- CFTK Television coverage of Houston and Terrace program launches, Smithers Burn-it-Smart Workshop, and recycling of old stoves in Houston.
- Created colourful SuperStove hero and Old Belcher villain custom promotional material with local artist and graphic designer. Have ability to edit as needed.
- In-Store posters and promotional materials displayed at retail partners.
- Posters and promotional materials displayed at five branches of participating partner credit unions.
- More than 50 posters displayed at community bulletin boards throughout region.
- Hung door knob hangers on more than 400 homes in targeted neighbourhoods of Houston and Smithers.
- Created X-Change Hotline and responded to 185 inquiries.
- Created Woodstove Exchange Web-page link on [www.cleanairplan.ca](http://www.cleanairplan.ca) and responded to over 30 email requests.

**Community Outreach:** Held Burn Trailer Demonstrations at 11 community events including:

- Bulkley Valley Fall Fair, Aug 06
- Houston Trade Show, Sept 06
- Smithers Mountain Hockey Tournament, Winter 07
- Houston Mall Demonstration, Winter 07
- Smithers Trade Show, Spring 07
- Terrace Trade Show, Spring 07
- Smithers Burn it Smart Workshop, Spring 07
- Houston Burn it Smart Workshop, Spring 07
- Burns Lake Trade Show, Spring 07
- Granisle Days and Parade, Summer 07
- Hazelton's Pioneer Days, Summer 07



**Using LESS WOOD and being GOOD to our neighbourhoods!**

**X-Change Hotline: 1-888-334-0335**

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