

BC Woodstove Exchange Program – 2018 Coordinator Report

DIRECTIONS

- If you have questions, please contact: Markus Kellerhals, Ministry of Environment, 778-698-4875.
- **This form is to report on programs that were funded at the end of 2017 for the year of 2018 PLUS programs that carried any past funding into 2018. The reporting period is the year 2018**

PROJECT INFORMATION

Project Name or Location	BVLD Airshed Management Society Wood Stove Exchange Program, Report for the year 2018.
Project Manager or Coordinator	Sue Brookes
E-Mail	coordinator@cleanairplan.ca or notonsea@hotmail.com
Telephone Number	250 877-8739

A. ECONOMIC INDICATORS – list people directly employed by the program and their contribution to it

Short term jobs created for the project	Contribution to the Program (not dollar amount)
Program Coordinators - hired Program Coordinators - already employed with a local government	110 hours
Burn It Smart workshop facilitator	facilitator name(s) Zigi Gadomski number of workshops held: 4
Any other local government staff time (e.g. administration, web design, outreach materials)	Bylaw enforcement officer finds it difficult to estimate time spent policing and/or educating. He has ben at events and promoting the exchange and fulfills the Town of Smithers rebate portion by requesting additional information and making house visits as needed. front desk town hall, the source for a couple apps.

B. COMMUNITY INVOLVEMENT

Volunteer Hours

Identify type of volunteer and activity for each (e.g. distributing flyers, door to door, etc.)

Type of Volunteer	Activity	Number of Hours Volunteered
dealers - 2 stores, 6 individuals	promo of the program	20
	promo/plan of the block party	20
	attendance of the block party	40
firefighters - 4 ind.	open house at the block party	15
Directors - 2 ind.	interviews promoing the program door to door donation drive	8, plus dave doing purple air....
steering committee - 4 ind.	wood stove exchange in the Town of Smithers	10

tech support - 3 individuals	by request facebook updates, front page updates, other tech support	40
grant writer - 2 ind.	looking for matching or overlapping grants, applied for 2 and got 2, 1 ind. is proofer	14
wetzink'wa community forest association - 3 ind.	provision of dry firewood to TofS parks	10
smithers library association - 2 ind.	host of launch of the new purple air, available for sign out! 2 hour speak on w/stove fundamentals, pm2.5, monitoring & mitigation strategies, prep of take home resources in the ppl air kit	10

Total number of volunteers involved: approx. 25

Comments (successes or obstacles with volunteer participation): I need to recruit a volunteer who can do a lot more local area promotion. Particularly in Burns Lake. This would require some mentoring and training and a selection process. Essentially we should start posting for a volunteer intern in every village and community in the airshed. Gather them together, train them up and let them loose!

Local Elected Officials' Involvement

Did you have any local elected officials (mayors, councillors, RD directors) involved in the program (e.g. media interviews, ribbon cutting)? Yes/No. If yes explain their role.

The Town of Smithers PM2.5, 10 involvement can be summarized by emission source. I'm not reporting work on other sources nor am I sure of the standing of other communities or how active smoke management planning is at the municipal. More utreach would be required. We think a scorecard system might be useful in tracking what goes on at the municipal level in all areas of smoke management planning.

T of Smithers, Wood burning:

We had a sub committee of council in the Town of Smithers. They committed \$ to the program in terms of rebate \$ and education. We met twice to clarify details. The Town also committed to mitigating the effects of woodsmoke by promoting the online 'aqadvisory' service and enabling bylaw enforcement. Councillor Greg Brown of Smithers has done at least one interview, Taylor appeared at the PG Air conference in June 2018, and there was likely other interviews around this commitment and pertaining to the CAAQ's meetings. The Town of Smithers also addressed 'campfire' smoke in Town limits by using wood made available by the Wetzin'kwa Community Woodlot Association. The town spilt and delivered this wood to camping locations. It was reported residents were backing up to some piles and taking wood away. This would still improve air quality in the region so we don't encourage this but aren't upset by it! And in any event there was still enough wood for summer operations of the campground and we believe that using this seasoned wood improved smoke conditions rather than the alternative wood, riverside blow down or wash up and nearby wood from trail maintenance.

Debate on smoke management planning around wood burning included:

- mandatory declaration of wood stove usage
- banning OWB's in town limits
- licensing usage: rates dependent on installation, technology and education of residents
- continued partnership between the woodlot wood and Town for processing, seasoning of wood and residential pick up

The RDBN and TofS provided space for our presence at the 2018 May Smithers Trade Show. We had a small table and manned it over a 2 day period.

Former Councillor John Siebenga’s commitment is firm including door to door visits, fielding questions, and so on.

Now Telkwa Mayor Brad Layton participated in all quarterly society meetings, providing input and feedback on the coordinator’s reports at those.

Civil Servant (City or District Staff) Involvement

Did you have any local officials (e.g. Fire Marshall, bylaw staff, or building staff) involved with the program? Yes/No. If yes explain their role.

Yes, bylaw enforcement officer of the Town of Smithers, see section A

Yes, volunteer firefighters - 4 voluntarily manned an open house

Yes land fill managers - District of Houston, 1 land fill locations, recycling sign off and receipt of old wood burning appliances

Yes works departments - 2 town works departments, Hazleton and Smithers, recycling sign off and receipt of old wood burning appliances

Comments (successes or obstacles with city or district staff participation): These people are quite willing to support what’s asked. I did get turned down on using the Gateway signage in the Town of Smithers to promote the rebates. This is a hi way billboard that bookends the community. Reason given “not appropriate use of the sign - not really event related or time stamped.” The front desk staff need regular reminders of the program and process.

Retailers Involved

What is the total number of retailers involved? 7

Comments (successes or obstacles with retailer participation): dealers and retailers are quite different and retailers should be negotiating trade deals, flyer advertising and discount periods at the head office and provincial level. I sneak materials into these stores and talk to staff but I’m not sure of its effectiveness.

2nd hand sales are another channel and we should be monitoring emission ratings more closely on these.

C. PUBLIC EDUCATION – AWARENESS

Identify the workshops and/or clinics, community events, etc, the number of participants and the number of total hours the coordinator spent at each:

Please refer to Chris Garda for attendance numbers. Roughly...

Event	Number of Participants	Coordinator Hours of attendance
Burns Lake BIS	0	0
Houston BIS	2	0
Telkwa BIS	5	0
Smithers BIS	15	5
Smithers Block Party	5	5
Puple Air available at the Library	25	3
Smithers Trade Show	100	4 -5

Are there any important groups that your events are NOT reaching?

The marginalized can’t get toe events because of no transport, planing requirements and/or health. Particularly in Houston. Next time:

- shuttle offers
- work with health agencies to get them there
- co present in conjunction with another event

Please mention any strategies that were effective at increasing attendance? Re: BIS

1. requested registration -don’t think this made a difference
2. promoted door prizes, free concessions- pleased everyone but again, not sure it was a driver in Smithers anyway

3. promoted the “technical” aspect of the BIS workshop - this did get us 4 engineers, ‘husbands’ and self proclaimed geeks in attendance so the poster had niche appeal. This may have also alienated some women or others and they didn’t attend.
4. weather again was bitterly cold despite them being indoor workshops.
5. timing - the Houston and Telkwa workshops were on a weekday evening, this likely had a lot to do with attendance as well. Saturday morning seemed a good time slot in Smithers.

Re: Block Party

1. event radio coverage - lots of people heard about it before and during and that was great, but it didn’t figure into attendance. There had been a radio car accident the week of the event so some of their banners and the car with signage wasn’t available at the event. We did not get a discount for this.
2. again I think it was just too bitterly cold and snowy.
3. what was originally envisioned changed slightly when it happened, we made these decisions to increase attendance. (for instance the event was in a very accessible, public space) We should perhaps go back to our original brain storm and take the event into neighbourhoods.

D. OUTREACH & TOOLS

Please indicate which means of outreach you used.

Identify who the moisture meters and DVDs were distributed to (i.e. program participants, workshop participants, non-participants with smoky chimneys, etc):

Both meters and dvd's were distributed to the program participants of the Burn it Smart workshops and Smithers Trade Show. We are out of moisture meters but DVD's were available in the Witset gas bar, Smithers and Houston Public Libraries, Smithers Town Hall, Smithers Respiratory Therapy office and at the counter with 2 dealers.

Were the moisture meters and/or DVDs useful? Yes, people request the moisture meters. Our group believes the most effective tool is the stove top thermometer. We would also like a more accurate moisture meter for house visits.

Media	2018 No or estimated number of posts
Articles in local media	no
Interviews	7
Other articles	1
PSA Announcements	1
Engagement	2018 No or estimated number of contacts
Events	152
Flyers, posters distributed	38
House visits	16
Inquiries from corps, societies, gov's	24
Inquiries from public (email)	18
Inquiries from the public (telephone)	30
Teleconference calls	3
Testimonial interviews	20
Web site visits	45553
Advertisements	
Print/ online ads	8
Radio ads:	1 wk, 1 day on location
TV ads:	no
Educational Resources	Estimated Number Distributed
Door Hangers	50
DVDS	10
Fact Sheets / other printed materials	100
Moisture meters	30
Rebate Variations Available (max)	10

E. Other PARTNERSHIPS

Examples: recycling, by-law development, advertising

Partner	Type of contribution
NHA	Appointed a Director for the BVLD AMS, - set up conference call capability whenever needed
Town of Smithers	recycling in works yard, rebate \$
Village of Hazelton	recycling in works yard
RDBN	recycling, Knobloch Landfill
District of Houston	rebate \$
Regional Public Libraries	they are all signing up to make at home monitors available for sign out
Storey Tellers Foundation	hosting a purple air in Hazelton

F. CHANGE OUT RESULTS

Recording date: December 31, 2018

Please report your results for the calendar year 2018 using the funding that was distributed in late 2017 or early 2018 **(plus any earlier funding you carried over)**

Item	Total Estimated Number
WETT inspections	just started tracking this, most are
Old units changed-out*	18
Old stoves destroyed/recycled*	18
New units professionally installed*	16
Conversions from uncertified wood appliances to:	
Certified Wood Appliance	11
Pellet Appliance	4
Natural gas or propane appliance	3
Electric insert	0
Electric heat pump	0

*ideally these three should be the same number!! a couple self installed but still WETT inspected

Number of \$250 provincial rebates issued in 2018: 12

Number of \$400 provincial rebates issued in 2018: 6

Cumulative change-outs

How many change-outs has your program funded since the program began in your region? 723

G. MESSAGES and APPROACHES and MATERIALS

Community-based social marketing emphasizes that direct contact throughout the community and removing structural barriers will bring about behaviour change. It also uses a set of "tools" that have been identified as effective in fostering such change.

Barriers to Participation

What barriers did your program face?

1. not enough cash incentive in the rebate amount of \$250
2. inquiries on fireplaces seem to be coming up frequently now, perhaps we need specific demolition or retrofit guidelines
3. holes in the coverage of the provincial program leave some people caught where there is no coverage

How did the program overcome those barriers?

1. persuasive argument, referral to health impacts and 'being a good neighbour tactics' Also some people tried to sell their stove over and above the \$250 and were unsuccessful. Two people mention they will keep the old unit in storage and its not worth the rebate, another tried to sell first then cashed in on the rebate.
2. referred to the rules and considered the location of the resident and extent of remodel. I have some confusion over hearth gas inserts and recessed units. Clarification on wall mounts has been received.
3. one on one consideration, deliberation by a committee (the bvld ams Directors).

Strategies

What tools, promotional messages and/or educational activities got the best response?

- radio adverts did stick in minds. Months after the event people still remember the ads.
- long hours spent in public places actually bringing the conversation around to wood stoves works. Dropping hints & suggestions in these scenarios.
- The launch of a library purple air monitor got great attendance and interest in self monitoring (or citizen science) and cheap filter solutions.
- having my name on posters now means I am stopped (by strangers) on the street by people who know my name and connection to the program. It allows for more engagement.

Were there tools, messages and activities that did not work?

- some directors think there should be a closed period for redemptions so it drives residents to cash in while they can.
- time to come up with some fresh poster material

List the most common questions from your audience:

1. Is the EPA certification process and standard something we should rely on? We can't reproduce those conditions in our home. Nor can small suppliers make these testing fees and are therefore eliminated from the market, even if they have viable products.
2. Why are there still licences issued for slash burning and stack or industrial emissions? How is this in the interest of the common good? Can we not require more from industry?
3. Why has my family suffered from prolonged cough and sickness for so long this winter?

Materials:

Comments on the usefulness of the DVDs?
same as above.

Comments on the usefulness of the moisture meters? Useful to those who are more organized but you can also see what's moist or green. There is still this myth to use green wood to keep the fire a glow all night.

Identify any other educational or promotional materials you used or would have liked to use:

Learning tools:

- Stove top thermometers - we fund a supplier on line for \$3.00 each and ordered 15 to try them. They keep fine temp but celsius is a bit covered by the needle - but they work and for 3 dollars we feel they are good enough to get people checking their temperatures and keeping the draught open!
- info. graphic showing emission sources, from the province, an info graphic showing real consequences and the value of prevention
- provincial reports on local monitor data - how many days operational? how many day averages between smoky skies and advisories, how many days above the provincial and CDN rolling 24 hour average, can you provide this to societies on a yearly basis?
- more provincial monitors and techs, more mobile units and release of findings
- investment and fixing of the AQHI for the Bulkley, Nechako - this incorrectly feeds the weather network among other publicly accessed sites

What about these 2 tools as mentioned in "What makes a Successful Woodsmoke-Reduction Program?" by D L Robinson

1. smart burn catalyts
2. ion beam analyses -used to determine the source of particles collected on filters

Educational Materials: more publicly funded science

1. scientific data that links health and particulate levels
2. charts: local and provincial trends in wholistic and cumulative health care costs and particulate or air quality
3. stats: health care costs by weight of particulate pollution, correlated to MEI's
4. tables: accurate, accessible, publicly funded scientific data on emissions inventories

5. releases: scientific up to date correlations between emergency room visits, school absentees and smoky skies or advisories
6. referral #'s: publicly released data on asthma diagnosis, respiratory disease and cardiovascular disease death rates and other health trends

H. Vouchers / Rebate

Value of program rebate voucher? (provincial + municipal + industry)

Current Wood Stove Rebates

Rebate Type	Base Amount	Regional Top Up	Total Amount	Rebate Description	Place	Expired
1	\$250	0	\$250	BVLD AMS wood Stove Exchange Program wood to wood	Bulkley Valley Lakes District Airshed	N
2	\$400	0	\$400	BVLD AMS wood Stove Exchange Program wood to other	Bulkley Valley Lakes District Airshed	N
3	\$250	\$750	\$1,000	ToS, old appliance was Secondary Heat Source and new appliance uses stack wood	Town of Smithers only	N
4	\$400	\$750	\$1,150	ToS, old appliance was Secondary Heat Source and new appliance uses pellets or some other form of energy	Town of Smithers only	N
5	\$250	\$1,500	\$1,750	ToS, old appliance was Primary Heat Source and new appliance uses stacked wood	Town of Smithers only	N
6	\$400	\$1,500	\$1,900	ToS, old appliance was Primary Heat Source and new appliance uses pellets or some other form of energy	Town of Smithers only	N
7	\$400	\$250	\$650	DoH, wood to other	District of Houston only	N
8	\$250	\$250	\$500	DoH, wood to wood	District of Houston only	N
9	\$400	\$500	\$900	DoH, wood to other, BurnItSmart attendance	District of Houston only	Y, Mar 22, 2018
10	\$250	\$500	\$750	DoH, wood to wood, BurnItSmart attendance	District of Houston only	Y, Mar 22, 2018

Identify any additional incentives: source, quantity and value. (i.e. permit fee waive, landfill fee waived, etc):

I'm pretty sure the Building Permit Fee is waived in Smithers, when there is a reno. related to an upgrade, this is valued at \$35. I will double check this. This is advertised by the Bylaw Enforcement Officer.

The BVCU still has zero interest loans for purchasing EPA certified appliances. We advertised this at the Block Party.

I. BUDGET

Two tables here, one for overall project funding the other to account for spending of BC MOE/ BC Lung funding.

Overall Project Funding (Budget from all sources including estimated in-kind contributions)

Project Funder	Cash	In Kind	Total
BC MOE/ BC Lung (2017)	\$7,900.00	\$200.00	\$8100.00
BCMOE/ BC Lung (carryover from previous years)	\$7,637.12		\$7637.12
Municipal *not counting bylaw enforcement	\$5500.00	\$500.00	\$6000.00
Regional District	\$0.00	\$0.00	\$0.00
NGO:		\$110.00	\$110.00
Retailers		\$200.00	\$200.00
Other:		\$497.40	\$497.40
TOTAL	\$21037.12	\$1507.40	\$22544.52

Ministry in Kind is unknown, Ben and Chris donated time moving a trailer around and coordinating the Burn It Smart workshops.

Accounting for BCMOE/BC Lung Funding (account for how the provincial funding was spent)

Project Costs	Budget including reserved funds from previous years	Budget used	Budget remaining
Coordinator	\$3,535.36	\$2,805.00	\$730.36
Printing/Ads	\$2,179.26	\$1,416.44	\$762.82
Education	\$6,222.50	\$3,807.13	\$2,415.37
Rebates	\$9,100.00	\$5,400.00	\$3,700.00
society admin expense unknown at this point	\$0.00	\$0.00	\$0.00
TOTAL	\$21,037.12	\$13,428.57	\$7,608.55

Remaining Funding:

Only fill out if provincial funding remains.

Provincially funded Rebates remaining (include carry over from previous years): \$3700.00

Continue program until all rebates distributed (yes/no): yes please

If no, amount of funding to be returned \$0.00