

# **BC Woodstove Exchange Program – 2019 Coordinator Report**

## **DIRECTIONS**

- For any questions, please contact: Tarek Ayache, Ministry of Environment and Climate Change Strategy, [Tarek.Ayache@gov.bc.ca](mailto:Tarek.Ayache@gov.bc.ca).
- This form is to report on programs that were funded at the end of 2018 for the year of 2019 PLUS programs that carried any past funding into 2019. The reporting period is the year 2019
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## **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	<a href="mailto:coordinator@cleanairplan.ca">coordinator@cleanairplan.ca</a> or <a href="mailto:notonsea@hotmail.com">notonsea@hotmail.com</a>
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	91 hours
Burn It Smart workshop facilitator	0
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	240
	promo at Burns LK trade show	40
Directors - 2 ind.	interviews promoting the program door to door collaboration	20
steering committee - 4 ind.	wood stove exchange in the Town of Smithers	6
tech support - 2 individuals	by request facebook updates, front page updates, other tech support	20

grant writer - 1 ind.	proofer	4
bylaw enforcement	collaboration	16
public	translation	50
health units	front desk, distribution of posters	15

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! We need some train the trainer sessions in all communities.

### 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.

Yes - The Town of Smithers, District of Houston and Village of Telkwa all have Directors on our board who mentor and offer support to the program.

Their offices also support social media updates about the program and office poster boards for the program. They also donate meeting rooms whenever we request. They each also have landfills or recycling depots (along with the Regional District of Bulkley Nechako) which accept and sequester away the old wood burning appliances.

The Town of Smithers has a bylaw enforcement officer who is taking apps, and fulfilling them for the Town's matching grants. He also goes door to door when alerts are issued and visits complaints and hot spots.

We think a scorecard system might be useful in tracking what goes on at the municipal level in all areas of smoke management planning.

### 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 above

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, Hazelton 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. 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 and purchases on line are another sales channel and we should be monitoring trade and emission ratings more closely on these.

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## 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:

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

The marginalized can't get to events because of transport, planning requirements and/or health.

This would apply to events in Houston. Next time remember to:

- offer shuttle
- 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.

1. pre-registration - made a difference to vendors at the health fair
2. door prizes, free swag, give aways - very big in First Nation communities but also at trade shows
3. weather
4. event radio coverage - works
5. language and material relevant to locals - works
6. technology - drew an audience - fun games on line where people used their own handheld device to participate- big time crowd

Event	Number of Participants
Smithers Lake Trade Show	600
Witset Health Fair	100

## 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, Directors, and at events. 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. We bought American Chimney Thermometers and wood gladly have more using Celsius but they were cheap and everyone wants one.

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	estimated number of posts
Articles in local media	1
Interviews	5
Other articles	34
PSA Announcements	1
Engagement	estimated number of contacts
Events	300
Flyers, posters distributed	50
House visits	16
Inquiries from corps, societies, gov's	15
Inquiries from public (email)	20
Inquiries from the public (telephone)	15
Teleconference calls	3
Testimonial interviews	20
Web site visits	roughly 13 000/month
Blog entry pages	230
Advertisements	
Print/ online ads	5, plus blog
Radio ads:	no
TV ads:	no
Educational Resources	Estimated Number Distributed
Door Hangers	25

Media	estimated number of posts
DVDS	10
Fact Sheets / other printed materials	200
Moisture meters	0
Rebate Variations Available (max)	6

## 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, great contact and mentor
Town of Smithers	recycling in works yard, rebate \$
Village of Hazelton	recycling in works yard
RDBN	recycling, Knobloch Landfill
First Nations Health Authority	shared info, shadowed our volunteer monitor installer, took info. and starting to create thier own network of monitors
Regional Public Libraries	they are all signing up to make at home monitors available for sign out
RDBN	space at the Trade Show in Smithers

## F. CHANGE OUT RESULTS

**Recording date: December 31, 2019**

Please report your results for the calendar year 2019 using the funding that was distributed in late 2018 or early 2019 **(plus any earlier funding you carried over)**

Item	Total Estimated Number
WETT inspections	just started tracking this, most are
Old units changed-out*	10
Old stoves destroyed/recycled*	10
New units professionally installed*	8
Conversions from uncertified wood appliances to:	
Certified Wood Appliance	5
Pellet Appliance	3
Natural gas or propane appliance	2
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 2019: 12  
 Number of \$400 provincial rebates issued in 2019: 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
4. tiny homes - uncertified stoves yet low emission ratings, why don't these stoves qualify

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).
4. we will look into a reasonable tiny home (trailer) emission standard.

## Strategies

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

- the newspaper article appearing in May launched a large social media campaign, a letter to the editor by a respected stove producer here in the valley had people questioning the appropriateness of EPA certification since testing facilities require manufacturer investment, little manufacturers can't compete for certification, also the method of burning for testing differs from actual burning practice and materials, what about a local certification program - something that can be done at a community level? This debate also led to a newspaper poll on air quality, the # of respondents the paper hasn't provided...
- long hours spent in public places actually bringing the conversation around to wood stoves works. Dropping hints & suggestions in these scenarios.
- our 4 ad's spread into 3 papers, running week after week garnered lots of interest, this has led to a second series
- a video of an elder speaking words in her language was quite effective and appreciated by the community

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? Where is the reporting on open burn and slash pile light ups? correlated with air quality results - why isn't the province doing this?
3. Why has my family suffered from prolonged cough and sickness for so long this winter?
4. Why has there been such long down times on Ministry monitors and where were backup technicians when they were needed? What happens to Ministry monitor data and meeting CAAQ targets when there are large holes and gaps in available data?

## Materials:

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
- we would like to see: provincial reports and scorecards on the full spectrum of smoke management and air quality (all emission sources)
- we would like to see: on local Ministry 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

- we would like to see: more publicly funded, glossy, colourful, pictorial flyers

Educational Materials:

1. we used a bylaw summary guide for bylaws in our airshed - by request
2. we used an AQ 101 or fact sheet - and often
3. we used interviews and pictures of local air quality episodes
4. we would like to see scientific data that links health and particulate levels
5. charts: local and provincial trends in wholistic and cumulative health care costs and particulate or air quality
6. stats: health care costs by weight of particulate pollution, correlated to MEI's
7. tables: accurate, accessible, publicly funded scientific data on emissions inventories and slash pile burning and particulate readings
8. releases: scientific up to date correlations between emergency room visits, school absentees and smoky skies or advisories
9. referral #'s: publicly released data on asthma diagnosis, respiratory disease and cardiovascular disease death rates and other health trends

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## H. Vouchers / Rebate

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

Partner / Source	Quantity of Incentives	Value of Incentive
Provincial	10	5500
Regional or Municipal	3	2250
Retailer/Distributor		
Other Local Partner		

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

- Building Permit Fee is waived in Smithers, value \$35
- builind inspections no longer necessary if the stove is WETT inspected
- the BVCU still has zero interest loans for purchasing EPA certified appliances
- no landfill or recycling depot fees at any location

## 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)	\$10,000.00	\$200.00	\$10200.00
BCMOE/ BC Lung (carryover from previous years)	\$9,609.00		\$9609.00
Municipal *not counting bylaw enforcement	\$3250.00	\$500.00	\$3750.00
Regional District	\$0.00	\$200.00	\$200.00
NGO:		\$250.00	\$250.00
Retailers		\$200.00	\$200.00
Other:		\$500.00	\$500.00
<b>TOTAL</b>	<b>\$22859.00</b>	<b>\$1850.00</b>	<b>\$24709.00</b>

Ministry in Kind is unknown.

### 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	\$3,630.81	\$2,543.55	\$1,087.26
Printing/Ads	\$1,562.82	\$73.78	\$1,489.04
Education	\$3,415.37	\$1,446.19	\$1,969.18
Rebates	\$11,000.00	\$5,500.00	\$5,500.00
society admin accounting	\$0.00	\$0.00	\$0.00
<b>TOTAL</b>	<b>\$19,609.00</b>	<b>\$9,563.52</b>	<b>\$10,045.48</b>

### Remaining Funding:

Only fill out if provincial funding remains.

Provincially funded Rebates remaining (include carry over from previous years): \$5500

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

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

### 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