

BC Woodstove Exchange Program 2016 Coordinator Report Template

DIRECTIONS

- Coordinators/Project Managers please complete and return this form
- To fill in the required information and move forward in the document, press 'tab' or click on the shaded cell. Zero values will update once the cell has been de-selected or tab has been pressed again. Remember to save!
- Add rows where needed
- If you have questions, please contact: Markus Kellerhals, Ministry of Environment, 250-387-8432.
- This form is to report on programs that were funded at the end of 2015 or programs that carried any past funding into 2016. The reporting period is the year 2016 OR since your last report.

PROJECT INFORMATION

Project Name or Location	BVLD Airshed Management Society Wood Stove Exchange Program, Report for the year 2016.
Project Manager or Coordinator	Sue Brookes
E-Mail	coordinator@cleanairplan.ca
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	1 - coordinator, outreach and education
Burn It Smart workshop facilitator	0
Any other local government staff time (e.g. administration, web design, outreach materials)	0
contractors	2 - workshop facilitators

B. COMMUNITY INVOLVEMENT

Volunteer Hours

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

Type of Volunteer	Activity	Number of Hours Volunteered
2 members	admin.	2
3 member	education	10.5

Total number of volunteers involved:

In our accounting I can only book \$10 and hour for volunteer contributions which is what Canada Revenue says we can record. Also there are in kind contributions which are valued for our books.

Local Elected Officials' Involvement

Identify type of elected official (e.g. Mayor, type of event for each, i.e. ribbon cutting, launch, closing, etc.) and the number of hours spent.

Type of Official	Activity	Number of Hours
councillor	deliver of literature	1
councillor	rent of open house space	.5
Mayor, councillor	discussion of woodstove exchange survey req's	2
councillor	strategy	4

Comments (successes or obstacles with elected official participation):

Civil Servant (City or District Staff)

Identify type of official (e.g. Fire Marshall), their role and the number of hours spent.

Type of Official	Department	Activity	Number of Hours
town works yard operators	works and operations	recycling	4
contractor	council	research outreach possibilities	4
dept head	Engineering	discuss survey outcome w/ coord.	1
meteorologist	MOE	discuss AQ event, new leg fact sheet	1

Comments (successes or obstacles with city or district staff participation):

Retailers Involved

What is the total number of retailers involved? 0 retailers but yes 5 dealers
 Note: 2 other dealerships were involved and aware but we didn't have an ongoing relationship

Retailer contribution to or participation with advertising (could be a range, if different retailers are contributing at different levels): 0, not this year (besides in store advertising and counter space for literature)

Comments (successes or obstacles with retailer participation):

C. PUBLIC EDUCATION - AWARENESS

Identify the workshops and/or clinics, community events, etc, the number of participants and

twice at smither's farmers market	80	8
hazelton farmers market	25	4
houston farmers market	30	4

Identify any activities or events specifically targeting youth, First Nations communities, or seniors:

- specific emails to First Nations based on our own contact list
- colouring sheets for kids distributed around town and at markets

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

Please mention any strategies that were effective at increasing attendance?

- advance notice to members to alert them to come by and mingle, share wisdom

D. OUTREACH & TOOLS

Provide the estimated number of tools used, and if applicable the estimated dollars spent and the number of hours the coordinator spent to organize or do it.

Note: I assume estimated \$ spent is over and above the cost of coordinator hours.

Media	Estimated Total Number	Estimated \$ Spent	Coordinator's Hours Spent
Interviews	3	0	2
PSA Announcements	5	0	4
Articles	1	NA	2
Engagement	Estimated Total Number	Estimated \$ Spent	Coordinator's Hours Spent
Telephone inquiries/ conversations from the public	300	NA	23
Web site hits	to come	volunteered	0
Flyers distributed	100		3
House visits	0	NA	
Advertisements	Estimated Total Number	Estimated \$ Spent	Coordinator's Hours Spent
Print/ online ads	4, one recurring	326	2
TV ads:			
Radio ads:	free spots		
Educational Resources	Estimated Total Number	Estimated \$ Spent	Coordinator's Hours Spent

Fact Sheets / other printed materials	6 or 7 key pieces not publicly distributed but displayed	30	1 distributing to educators
Other Tools	Estimated Total Number	Estimated \$ Spent	Coordinator's Hours Spent
powerpoints	1	0	1 updating and distributing to educators

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

-offered door to door in the Town of Smithers, also to non participants with smoky chimneys, and other home owners who requested them.

Identify any helpful tools or promotional resources that were developed locally that may be shared with other exchanges:

- one page double sided flyer, although it speaks also to the airshed management society
- wood smoke and health posters addressing wood stove operation, inflammation, being a good neighbour and those at risk

E. Other PARTNERSHIPS

Examples: recycling, by-law development, advertising

Partner	Type of contribution
T of Smithers	recycling
Village of Hazelton	recycling

F. SUSTAINABILITY RESULTS

Recording date: December 31, 2016

Please report your results for the calendar year 2016 OR since your last report, using the funding that was distributed in late 2015 or early 2016 (plus any earlier funding you carried over)

Item	Total Estimated Number
WETT inspections	
Old units changed-out*	4
Old stoves destroyed/recycled*	4
New units professionally installed*	4
Conversions from uncertified wood appliances to:	
Certified Wood Appliance	4
Pellet Appliance	
Natural gas or propane appliance	

Cumulative change-outs

How many change-outs has your program funded since the program began in your region? (if known)

Skeena Woodstove Exchange Program			*	New tracking as of 2014							
Bulkley Valley Airshed Management Society			na	Not covered as of 2014							
Community Exchange Numbers											
		2006/2007	2008	2009	2010	2011	2012/13	2014/2015	2016	2017	TOTAL
Burns Lake		33	23	13	8	8	14	8		1	108
Fort Babine *								6			6
Hazeltons		21	28	14	11	11	8	2		1	96
Houston		34	21	23	16	13	4				111
Smithers		58	34	33	15	15	6	5	3	2	171
Stewart					1	1		1			3
Tachet *								1			1
Telkwa		15	18	17	9	5	7	1	1		73
Fort St James				4	2			na	na	na	6
Fraser Lake				6	3	1		na	na	na	10
Granisle		3	8	8		2	1	na	na	na	22
Kitimat					3	2	1	na	na	na	6
Terrace		23	11	10	21	7	2	na	na	na	74
Vanderhoof				6	4			na	na	na	10
Kitwanga *										2	2
TOTAL		187	143	134	93	65	43	24	4	6	699

PM reductions (optional):

You may calculate and include this information if you wish. The attached information sheet gives a suggestion for a province-wide average reduction per change-out. However you may also use wood consumption data particular to your region or even information obtained from the individuals who undertake change-outs. (Please feel free to talk to Markus for more information.)

Not sure how we would calculate MEI will help determine this...

- Estimated annual PM emission reductions from this year's woodstove exchanges.
- Estimated annual PM emission reductions from all woodstove exchanges in your community (since starting the WSEP)

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.

Community-based social marketing involves:

- identifying the barriers to a behaviour
- developing and piloting a program to overcome these barriers
- implementing the program across a community
- evaluating the effectiveness of the program

Barriers to Participation

What barriers did your program face?

Little uptake from municipal governments

undertake. Consulting and providing hand out materials and inviting reports from the door to door survey in the Town of Smithers.

Encouraged in-store rebates and coordinator visits to them regularly.

Undertook many one to one conversations. Considering an on line camera education campaign either as part of this program or another. Tossing the idea out and fundraising for that.

Strategies

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

Dealer promotion and market appearances worked the best but we also used these channels:

1. on line - making available for download, web classifieds digital monitor
2. racking
3. radio blurps
4. print media
5. appearances - hand to hand, person to person
6. meetings - person to person, teleconference

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

List the most common questions from your audience:

Even with the dealer rebates and yours a new stove will cost you over \$1000....

What does the BC Lung Association do locally?

What about the other sources of emissions - will my wood stove make a difference?

Who is selling dry wood at a fair price?

Europeans can't understand why people don't have firewood stacked and stored for years ahead, this is unheard of in Europe!

Materials:

Were you able to access or create suitable educational and promotional materials?

Yes - I am using the plethora of Ministry and non profit materials developed over the years and so only have one flyer that is current. I have mined the Ministry office of this and could do so again and send to other coordinators if so desired. Materials include State of the Air, BVLD AMS flyer, Wanted vouchers, Burn It Smart flyer, Open Burn Smoke Control Regulation Guidelines, other ancient MOE flyers on topics such as Home Heating with Wood E and French, GHG Emissions, Climate Change, Particulate Matter, BVLD Airshed Management Clean Air Plan, fridge magnets, wood smoke bc lung phone #, AirCare bookmarks, BVLD AMS colouring book (old), BVLD AMS colouring pages, Burn It Right DVD's, BVLD AMS posters, MOE Moisture Meters, Pollution in the Home, Inflammation, quick hits for radio covering the above plus personal safety, grass burning, backyard burning and more.

Comments on the usefulness of the DVDs?

Awesome they are going fast just now, I wonder about a version of the master burner course on dvd - will that be available? Rural people don't have high speed downloads so stick or dvd is good.

Comments on the usefulness of the moisture meters? Not so good as batteries not included and a little fidgety.

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

Chimney thermometers, other swag for events.

Other Social Marketing Ideas we are floating:

A testimonials media campaign - faces, names, company names or heredity titles or Bands with a comment of fuel savings or improved respiratory wellness. Seems like the public would like this - great for monitor media campaigns.

We need an info. graphic - there are a few out there but none that really hit the mark.

Another campaign we're talking about is the use of an inexpensive sensor for more localized

regional classifieds and list them all in one place automatically, allow addition to these classifieds by someone who goes thru print media or posters, allows updates and comments by users.
Tree identification 101 - whats going on in forestry, species, burn ability, wood efficiency - hardwoods vs softwoods, seasoned versus green - looks like, feels like, smells like chainsaw maintenance and more

Either BC Lung, NHA or MOE finance the reproduction or production of First Nation or language specific materials. We need to flood communities with this stuff. While writing the pieces we can consult with Aboriginal Health Authorities and begin building relationships.

Develop a piece that speaks to pellet stoves, compares pellet grades, measures cost/benefit, prices out electoral draw and cost based on current prices, on on line calculator would be great. I'll do this next time we get funding for Education.

Calculators - like the versions on line that measure your carbon footprint, how about a measure your particulate pollution version or hoe heating energy consumption in kJ's or cost. Using true cost accounting and standard scientific measurement.

Use proactive teleconference calls for media news stories but also village, municipal, regional, band gov't associations - offer them lunch and learns with regard to health, creating their communities scorecard, measuring bylaw effectiveness and enforcement.

H. Vouchers / Rebate

What is the value of program rebate voucher? (provincial + municipal + industry)

Partner / Source	Quantity of Incentives	Value of Incentive
Provincial	22	\$5500.00
Regional or Municipal		
Industry		
Other		

Identify any additional incentives: source, quantity and value. (i.e. permit fee waive, landfill fee waived, etc): no recycling fees

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 (2016)	\$9200.00		
BCMOE/ BC Lung (carryover)	\$1802.87		
Municipal			
Regional District			
NGO:		\$147.50	
Retailers			
Other:			
TOTAL	\$11002.87	\$147.50	

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

Material Production	\$0.00	\$0.00	\$0.00
Educational Initiatives	\$1500.00	\$980.00	\$520.00
Rebates	\$7250.00	\$1000.00	\$6250.00
TOTAL	\$11002.87	\$3055.69	\$7947.18

Remaining Funding:

Only fill out if provincial funding remains.

Provincially funded Rebates remaining (include carry over from previous years):
\$value of \$6250

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

If no, amount of funding to be returned: