

BC Woodstove Exchange Program - 2017 Coordinator Report

DIRECTIONS

- Contact: Markus Kellerhals, Ministry of Environment, 778-698-4875.
- This form is to report on programs that were funded at the end of 2016 for the year of 2017 PLUS programs that carried any past funding into 2016. The reporting period is the year 2017

PROJECT INFORMATION

Project Name or Location	BVLD Airshed Management Society Wood Stove Exchange Program, Report for the year 2017.
Project Manager or Coordinator	Sue Brookes
E-Mail	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	76 hours
Burn It Smart workshop facilitator	0
Any other local government staff time (e.g. administration, web design, outreach materials)	0

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
in kind labour donation public at large, trade group, non profit	looking for opportunities for grassroots cross over, burn operator cross over, promo, education, set up take down at event	32
in kind other donation non profits	waive of fees for space rentals, use of network and resources	value: \$180
Board of Directors	oversee of program	46

Total number of volunteers involved: 22

Comments (successes or obstacles with volunteer participation): We need to be target certain tasks to certain people and deploy an active recruitment strategy to create a base of volunteers.

ordinary meetings between the MOE, Town Engineering, Town - Community Police, Council, a volunteer and ourselves. Out of this came a direction for a small amount of their spending on wood burning appliance education and an agreement to provide rebates in two amounts, \$750 and \$1500 depending on whether this was a primary source of heat for residents. We also hammered out a contract and process of fulfillment between ourselves and the office of the Community Police.

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. Community Police are bylaw enforcement (in our case only one officer and a desk attendant) and we had this bylaw officer in contact with us on a regular basis, increasingly more as the year progressed. He is increasing his education level and referring people to the program and actively knocking on doors where there is a dirty stove burning. His directions come from Engineering and Council and so he was supported in stepping up his role in door to door communication and event planning.

Comments (successes or obstacles with city or district staff participation): This has been great and is hugely valuable in not only stopping polluters when the air is particularly adverse but informing the general public about the bylaw and a subscriber list which lets people know of particularly bad air days or air quality alerts. This guy is also working one to one with residents, referring to us and coming up with individual solutions. Also because this guy is Town staff we have a little more credibility in working with other departments like Works or Fire. Everyone on staff in Smithers has been super helpful in getting the message out and air quality and the program has been featured front page on their website for the lat quarter of 2017 - even still.

Retailers Involved

What is the total number of retailers involved? 8 retailers are on the list - 3 dealers are actively referring resident for rebates, 2 of which are in regular communication and suggesting improvements etc.

Comments (successes or obstacles with retailer participation): Dealing with retailers ... - would be better facilitated if someone from the Province (or one coordinator was hired) to speak to Marketing Directors in Head Offices and coordinate a provincial wide response. This would mean one on one with the big retailers - CND Tire, Hme, Hrdware *only 2 in Smithers and include in store advertising, flyer advertising, giveaways, store discounts and fulfillment.

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:

Event	Number of Participants
Burn Operators Forum	10 +, 3 coordinator hours
Clean Air Day Event	30, 3 coordinator hours

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

Parent Associations thru the schools.

Please mention any strategies that were effective at increasing attendance?

PSA Announcements	2
Articles in local media	2
Engagement	
Telephone inquiries from the public	20
Web site hits	5500
Flyers distributed	20
House visits	1
Advertisements	
Print/ online ads	2
TV ads:	0
Radio ads:	0
Educational Resources	
	Estimated Total Number
Moisture meters	10
DVDS	100
Fact Sheets / other printed materials	0

Identify who the moisture meters and DVDs were distributed to (i.e. program participants, workshop participants, non-participants with smoky chimneys, etc): available at library, health units (offices) and Town Offices, available at appearances to whomever.

Were the moisture meters and/or DVDs useful? YES, great conversation point, distributed to interested public members. We stickered the dvd so people could get a hold of us.

E. Other PARTNERSHIPS

Examples: recycling, by-law development, advertising

Partner	Type of contribution
NHA	Appointed a Director for the BVL D AMS, teleconferenced calls regarding their media channels available to us, shared marketing material(posters)
T of Smithers	recycling
Village of Hazelton	recycling

F. CHANGE OUT RESULTS

Recording date: December 31, 2017

Please report your results for the calendar year 2017 using the funding that was distributed in late 2016 or early 2017 **(plus any earlier funding you carried over)**

Item	Total Estimated Number
WETT inspections	not tracking
Old units changed-out*	12
Old stoves destroyed/recycled*	12
New units professionally installed*	10

Electric insert	
Electric heat pump	

*ideally these three should be the same number!!

Number of \$250 provincial rebates issued in 2017: 12

Number of \$400 provincial rebates issued in 2017: 0

Cumulative change-outs

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

705

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. Public perception that air pollution is not a problem.
2. Little targeted funding in the regional districts although they were quite willing to support us thru funding in the Grant In Aid channel.
3. Financial incentive still not enough.
4. Upgrades from old pellet stove to newer more efficient a few inquiries and obviously not qualified. Same goes for broken certified stack stoves.
5. Holes in provincial coverage.

How did the program overcome those barriers?

1. We created a subcommittee with the Town of Smithers which directed funding on town initiatives. This was great and we decided together on a workplace. This involved higher cost radio advertising, news and print, door to door and web posts. The implementation of this begins in 2018. Also the society and volunteers have created a network of purple air monitors and provided training and technical reports to those communities installing them. See attached report.
2. We will draft Grant In Aid requests in future although the society is fundraising for a micro emission inventory and this has been the fundraising target for this year.
3. Town of Smithers incentives!
4. Considered a couple when dealer did an inspection, neighbourhood is dense, there is seasoned wood and the stove is obviously malfunctioning. Also when financial incentive made a difference.
5. We will refer to board and consider depending on landfill used and whether the money is an incentive to exchange or the exchange program is an after thought cost recovery.

Strategies

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

Having a good relationship with dealers. Regular dealer visits, swag and material to leave in store.

Large, laminate size slides featuring certain aspects of the program.

Combining events: the promotion and the education components of the wood stove exchange with other grass roots or industry initiatives.

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

Little pick up of old literature - very wordy and no pics.

List the most common questions from your audience:

1. What about upgrading?
2. What about the other sources of emissions - will my wood stove make a difference?
3. Who is selling dry wood at a fair price?

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

1. Magnetic stove thermometers.
2. Door Hangers - these are in development and will roll 2018.
3. We would like to come up with a personalized campaign with quotes and faces from actual sufferers. We want to run a series of ad's like this. We've got a quote, the steering committee in Smithers likes it we just need more money and time to do it!

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

H. Vouchers / Rebate

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

Partner / Source	Quantity of Incentives	Value of Incentive
Provincial	32	8000
Regional or Municipal	26	20000
Retailer/Distributor		
Other Local Partner		

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

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)	8700	0	8700
BCMOE/ BC Lung (carryover)	3760.3	0	3760.3
Municipal	5075	0	5075
Regional District	0	0	0
NGO:	2000	0	2000
Retailers	0	0	0
Other:	0	180	180
TOTAL	19535.3	180	19715.3

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

Project Costs	Budget granted	Budget used	Budget remaining
Salaries	2000	1823	177
Advertising	200	40.18	159.82

Remaining Funding:

Only fill out if provincial funding remains.

Provincially funded Rebates remaining (include carry over from previous years): at end of
2017 and not including the 2018 funding from the province, a value of \$5000.00

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

If no, amount of funding to be returned: