

BC Woodstove Exchange Program - 2020 Coordinator Report

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	77.25 hours
Program Coordinators - already employed with a local government	0 hours
Burn It Smart workshop facilitator	0 facilitator name(s) 0 number of workshops held
Any other local government staff time (e.g. administration, web design, outreach materials)	40 hours

B. COMMUNITY INVOLVEMENT

Volunteer Hours

Identify type of volunteer and activity for each (e.g. distributing flyers, door to door, social media - Face book or Twitter involvement etc.)

Type of volunteer	Activity	Number of Hours Volunteered
dealers - 5 stores, 6 individuals	guidance of the program promo in store and on site, extra educational measures taken in operational training, free recycling of old units	80
Directors - 2 ind.	collaboration, support, citizen science	100
tech support - 2 individuals	by request, web management, research, problems	20
social media	proofer, poster	10
bylaw enforcement	collaboration	16

Total number of volunteers involved:

13

Comments (successes or obstacles with volunteer participation):

We could use more volunteers, recruiting them for specific tasks in each of the communities. After our workshop in Houston we had one volunteer come forward to help with proofing and advertising in that community.

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 they are discussing funding in budget meetings. They also have closed meetings concerning CAAQ's targets. They also distribute meeting minutes and approve the use of village and district resources for use like meeting rooms, copying and free recycling services in municipal and regional district land fill sites. Other staff support is provided upon request.

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. The Smithers Bylaw enforcement officer finds it difficult to estimate time spent policing and/or educating. He fulfills the Town of Smithers rebate portion by requesting additional information and making house visits as needed when there is an air quality advisory or complaint. He also collaborates with me regarding other strategies and major offenders.

Recently it was made clear the Houston Bylaw officer who is shared with the Regional District may have some time to strategically target some Houston hot areas.

Comments (successes or obstacles with city or district staff participation): We just need to ramp up the requests for help.

Retailers Involved

What is the total number of retailers involved? No retailers just dealers see above.

Comments (successes or obstacles with retailer participation): Hard to do anything with COVID this year but one dealer has mentioned they have space in Burns Lake and would support us with outreach there anytime going forward.

Retailers need coordination at a Provincial Level - I would provide Contract specifics if you would like me to do this! This would require coordinated endcap displays, Mail In Rebates with product and maybe other promotion at point of sale.

C. PUBLIC EDUCATION - AWARENESS

Identify the workshops and/or clinics, community events, etc., (they can either be in person or virtually) the number of participants and the number of total hours the coordinator spent at each:

Event	Number of Participants
Shared workshop with the focus being - build your own home air filter cheap!	4
Blog - the poster and links regarding this topic attracted this many views	455

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

Many, socio-economic and cultural factors play into affordability and heat and lifestyle. Many people can't reach us and we literally have to knock on their door and spend the time finding ways of making introductions. Diversity.

Please mention any strategies that were effective at increasing attendance?

Airing events on line or providing links would help.

D. OUTREACH & TOOLS

Please indicate which means of outreach you used.

Media	Yes/No (and estimated number if yes)
Interviews	5
PSA Announcements	N
Articles or newsletters in local media	10
Engagement	
Telephone inquiries from the public	30
Web site hits	blog:average over 400 views related to 7 posts
Facebook or Twitter Engagement	yes but thru municipalities so not getting responses
Face to Face	100
Flyers distributed	50
House visits	2
Advertisements	
Print/online/social media ads	60 from me but municipalities also advertise
TV ads:	0
Radio ads:	0
Educational Resources	
Moisture meters	0
DVDS	10
Fact Sheets / other printed materials	7 unique items developed, distribution on line, posters on boards: 50
Stove Top Thermometers	35

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

all of the above

Were the moisture meters and/or DVDs useful? Yes - our bylaw enforcement officer will use them on woodpiles when he makes house visits. To seem they really appeal to others they scoff!

E. Other PARTNERSHIPS

Examples: recycling, by-law development, advertising

Partner	Type
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 \$, Bylaw enforcement Officer
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 their own network of monitors
Regional Public Libraries	they are all signing up to make at home monitors available for sign out
Community Futures Nadina	they have provided us with free office space, small print job printing and coffee!
Individual	donated an old Apple

F. CHANGE OUT RESULTS

Recording date: December 31, 2020

Please report your results for the calendar year 2020 using the funding that was distributed in late 2019 or early 2020 (plus any earlier funding you carried over)

Item	Total Estimated Number
WETT inspections	7
Old units changed-out ¹	11 + 1 in the Town of Smithers
Old stoves destroyed/recycled ¹	11
New units professionally installed ¹	10
Conversions from uncertified wood appliances to:	
Certified Wood Appliance ²	7
Pellet Appliance ²	3
Natural gas or propane appliance ²	1
Electric insert ²	
Electric heat pump ²	

Number of \$250 provincial rebates issued in 2020³: 7
 Number of \$400 provincial rebates issued in 2020³: 4
 Number of \$500 provincial rebates issued in 2020³:
 Number of inquiries not fulfilled: 8

Notes:

1. Ideally these three numbers should be the same!
2. The total number of conversions from uncertified wood appliances to different qualified appliances should equal to the number of old units changed-out.
3. Numbers of \$250, \$400, and \$500 provincial rebates issued together should equal to the number of old units changed-out.

Cumulative change-outs

How many change-outs has your program funded since the program began in your region? 744

Grant Amount	\$12500.00	
	2020 TOTAL	
Burns Lake	0	110
Francois Lake	1	1
Granisle	0	23
Hazeltons/Kispiox	0	100
Houston	1	112
Kitwanga	0	2
RDBN (includes Smithers until 2018)	5	187
Town of Smithers	3	13
Southbank	0	1
Telkwa	1	79
TOTAL	11	744

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? see next page
 How did the program overcome those barriers? 4 responses below:

what barriers did your program face	how did you overcome
Covid	Learned, adapted and applied COVID protocols in workshop. Increased blogging.
not enough cash incentive in the rebate amount of \$250	Thought long and surveyed dealers and directors as to what programming would work next year. Better strategizing for the intervention procedure.
geography - wood stoves always provide heat even when there is no electricity	We are expanding our list of services to include the rebates but also provide assessments and solutions based on each unique need.
socio-economic status - low income and at risk populations have more exposure and fewer resources to make change	Figured out how to position our offerings using better language, repeat visits to certain homeowners.

Strategies

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

Blogging seemed to reach a big audience and was great for sharing already existing resources and knowledge. Because we use a free platform for blogging the video and audio and file sharing options are constrained. If we could get the province or a partner to buy this for us - that would be a big deal. There is much video and audio editing we could do to share our acquired knowledge.

We are trying to get buyin from a school to build and use a lego air quality monitor. We still need to pitch this idea formally. This work is great for collaborating and getting out wood stove messaging but not funded.

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

The workshop was not well attended. maybe the poster was explicit enough maybe it was Covid.

List the most common questions from your audience:

- 1 Why are industrial source emitters allowed to continue operations despite COVID?
- 2 The EPA certification standard is questionable. 2021 specifically is no good, you cannot shut down the burn, why do you not fund other types of exchanges or units that are non EPA?
3. Why not support Canadian manufacturers with in house quality assurance and/or testing practices.

Materials:

Comments on the usefulness of the DVDs?

Yes we have 100 burned and are still giving them away. Great content but on line I refer to the PG Air guys and their videos.

Comments on the usefulness of the moisture meters? Some love them but others question accuracy? Still people love free stuff.

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

There is no better tool than the stove top thermometer and while we found cheap ones available in China, our testing alongside those once provided by the Ministry showed their readings were accurate but they use Fahrenheit and so they are not as easy to read. Arabic/Punjab translations of material would be useful, there is a growing population here. Better sharing of other coordinator resources. Can one coordinator be selected and funded to create an index or catalogue of Provincial program resources?

Please also see my paraphrasing of last years comments:

- an info. graphic showing emission sources, from the province based on 2018 or even more current data, an info graphic showing real consequences and the value of prevention
- we would like to see: provincial reports and localized scorecards on the full spectrum of smoke management and air quality issues. Obviously we want this broken out by emission source but having a woodsmoke section is a great start. We have a micro emission inventory underway but perhaps coordinating this among coordinators makes more sense than each of us going it alone. This would include identification of shared values and also how to...calculate things like reduced tonnes of PM2.5, cordwood savings, # of advisory level days in winter and so on.
- from the BC Lung Association or other Health Authority we would like to see the interpretation of the above data into impacts on health. Correlations between emergency room visits, Covid or Influenza contractions, absentee rates at schools - whatever!
- we would like to see a quarterly meteorological report: on local Ministry monitor data. Yes we can download data from archives but what is the context or scientific take of meteorologists or AQ Managers provincially? There are questions like how many days are monitors operational? How many day averages between smokey skies and advisories, how many days above the provincial and CDN rolling 24 hour average, how many advisory level days per quarter and more? How do they feel they are doing capturing and conveying and improving the public good? Share your positive stories!
- more provincial monitors and techs

H. Vouchers / Rebate

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

Partner / Source	Quantity of Incentives	Value of Incentive
Provincial	3	400 max
Regional or Municipal	4	1900 max
Retailer/Distributor	in store discounts not tracked	
Other Local Partner		

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

Yes land fill fees waived, Building Permit Fee waived, value \$35 in the Town fo Smithers so a total of: \$105.00.

I. BUDGET

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

Spending of BC Env't BC Lung Funding	Description	Reserved Funds-Beginning 2020	WSEP 2020 (Approved)	2020 spending	Unused from previous years
WSEP	Coordinator	\$1,386.81	\$1,000.00	\$2075.00	\$311.81
	Printing/Ads	\$1,489.04	\$1,000.00	\$1460.74	\$1028.30
	Education	\$1,969.18	\$2,500.00	\$573.75	\$3895.43
	Rebates (1)	\$3,000.00	\$8,000.00	\$3350.00	\$7650.00

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

Project Funder	Cash	In Kind	Total
BC ENV/ BC Lung (2020)	\$12500.00	\$0.00	\$12500.00
BC ENV/ BC Lung (carryover)	\$7845.03	\$0.00	\$7845.03
Municipal	\$3750.00	\$310.00	\$4060.00
Regional District	\$0.00	\$0.00	\$0.00
NGO:	\$0.00	\$50.00	\$50.00
Retailers	\$0.00	\$20.00	\$20.00
Other: CFDC Nadina, Public	\$0.00	\$2715.00	\$2715.00
TOTAL	\$24095.03	\$3095.00	\$27190.03

We had a \$15000 rebate fund approved by the Town of Smithers in 2018. This was exhausted this year. The Municipal Funding Cash reflects the amount they would have paid for out of that \$15000 in 2020.

Index of attached files:

Table 1-7

intnewsfeb19_20	interior news article
2020averages-1(1).pdf	a PM citizen science report based on adjusted 2020 pm2.5 data from purple airs
ams_aqmcure.pdf	flyer re: intro to aqm, familiarizing myself with the program CANVA
ams_cuta.pdf	flyer re: improving the air
Hstnwrkshp_fltr	houston workshop poster
intnewsads2020REVISED	newspaper ad's in the region
intnewsfeb19_20	new articles
wsep_neighbrpstr	poster

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

Remaining Funding:

Only fill out if provincial funding remains.

Provincially-funded rebates remaining (include carry over from previous years):

\$7650.00

Continue program until all rebates distributed (yes/no): Yes Please, we have a full suite of new offerings this year.

If no, amount of funding to be returned: