



If you think it's smoky...
*Bylaws and woodstove exchanges
in the Bulkley-Valley Lakes District*

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Overview

- Market Research
- Promotions
- Bylaws
- Partnerships
- Evaluation
- Resources



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Market Research



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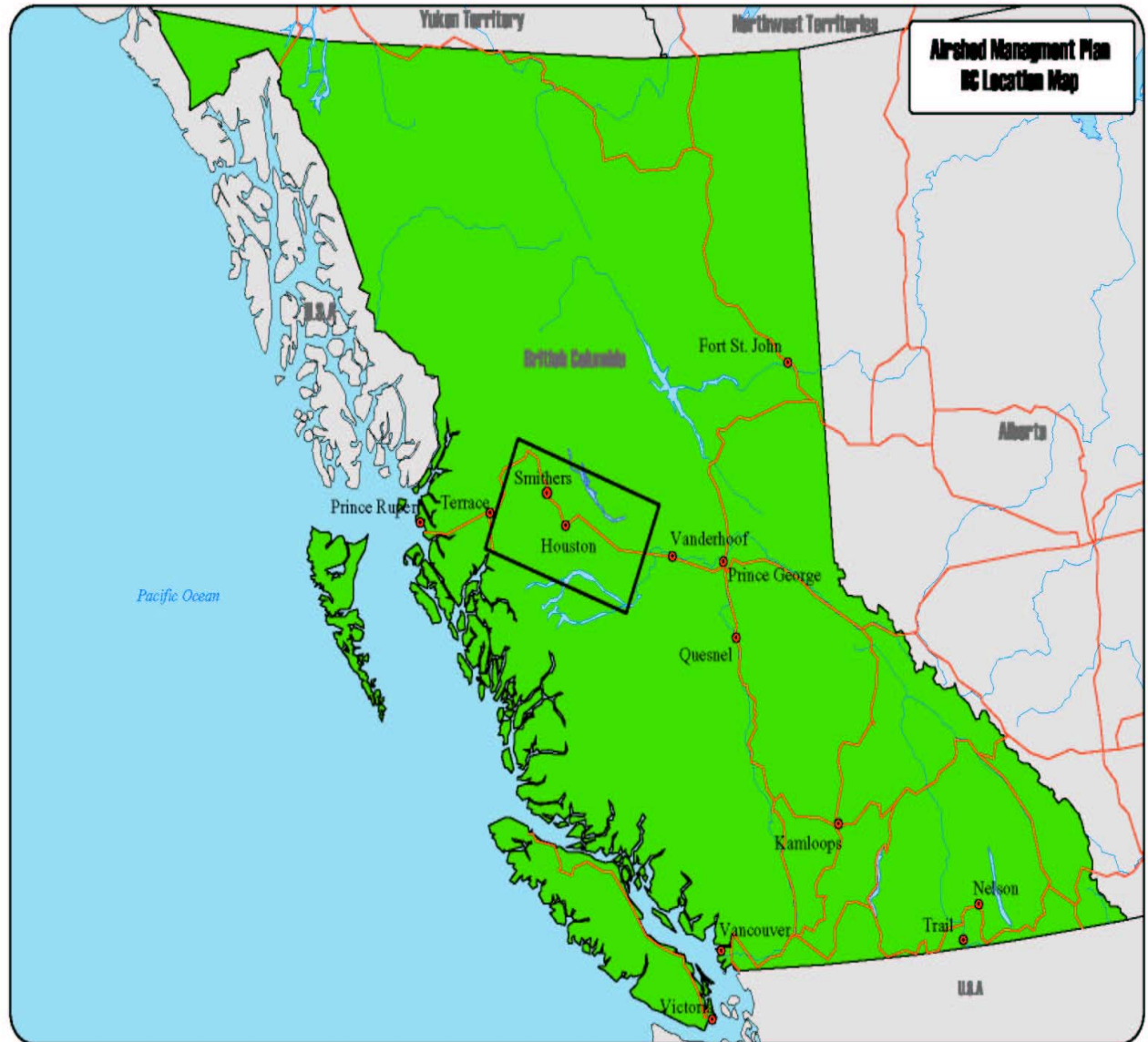
- Focus groups and questionnaires in 2006 to understand our customers – **what do they need to hear?**
- Continuous knowledge building and training – how many stoves to exchange, **emission comparisons**, what technology is out there and how does it work, **how much does it really cost to change out an existing appliance?**



Bulkley Valley- Lakes District Airshed

35 000 sq km
pop. 30,000

Terrace also
included in
project



Promotions

- Newspaper ads
- Media interviews incl. TV
- Radio ads
- Live demonstrations
- Door hangers
- Moisture meters and DVDs in libraries
- Business referral cards
- Inserts in utility bills
- www.cleanairplan.ca
- X-change Hotline
- Word-of-Mouth
- Posters
- Fact Sheets



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Top 6 reasons to exchange your ol' belcher



Cash in on big \$avings by March 31:

- \$250 from the Airshed Management Society (for the first 400 customers only)
- In-Store Discounts of 7.5 to 15% off for the month of March, visit your local retailers for details!
- Additional rebates for residents of the District of Houston (\$300) and rural residents in the Regional District of Kitimat-Stikine (\$50)
- No fees from municipalities and regional districts for recycling and related building inspections




Act on great financing options through local Credit Unions.

Loans up to \$5000 for program participants with an interest rate of prime (6%) over three years with no prepayment penalties.

- A \$2000 loan equals monthly payments of \$60.84, total interest of \$190.24 over 3 years
- \$3000 loan equals monthly payments of \$91.27, total interest of \$285.00 over 3 years



 **Help clean up the air in your neighbourhood and in your home!** Emission certified stoves result in emission reductions of around 70% compared to uncertified.





Reduce annual fuel and firewood needs:

New, high efficiency woodstoves use 1/3 less wood, saving you time and money. High efficiency appliances using other fuels such as pellets, also qualify.



Home insurance savings:

Clean burning stoves greatly reduce risks of chimney fire and if your annual wood use drops below three cords, your woodstove can qualify as a secondary heat source, reducing your monthly house insurance rate.



Support community goals of cleaner air by 2010.

The Town of Smithers and the District of Houston have adopted bylaws to reduce emissions from woodburning appliances, and the Village of Burns Lake is in the process of drafting a new bylaw.

When you burn clean, you support clean air communities and the BVLD Community Action Plan for Clean Air (adopted June 2004).



Radio Ads

- Two radio stations, two audiences
- 30 sec spots rotating everyday during March
- Sample pricing: \$7 per spot; 50% off for non-profits, production included
- Recommend running at least 18 ads per week (or 3 per day)



Door hangers



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\$250 CASH

**Don't wait
X-Change
Your old stove
NOW**

superStove

Join us and see the difference for yourself. Burn less firewood and save hundreds of dollars when you upgrade your old woodstove.

X-Change Hotline 1 888-334-0335
www.cleanairplan.ca

Logos for bvld airshed management society and BRITISH COLUMBIA Ministry of Environment.

For smoking up the air in your neighbourhood and eating your firewood

WANTED

Act now for a **\$250 CASH REWARD**
X-Change Hotline
1 888 334 0335
www.cleanairplan.ca

Logos for bvld airshed management society and BRITISH COLUMBIA Ministry of Environment.

SuperStove has Ol' Belcher on the Run!



"It's time to clean up the air in this town," challenges SuperStove, a local Airshed Action Hero. "Ol' Belcher's been eating up your firewood and smoking up your neighbourhoods for too long now. In some homes, he's responsible for wasting an extra five pick-up loads of wood per season. And where is this extra wood going? It's billowing out your chimney and polluting

the air we all breathe."

Help is here. "There's never been a better time to get rid of that old smoky stove," says SuperStove. If you live between Terrace and Burns Lake, then you could qualify for a **\$250 cash rebate**, plus in-store discounts at participating retail stores next March, favourable financing at local Credit Unions, and no town permit fees for stove upgrades.

What can you do to help?

First make sure that you're burning split, well-seasoned firewood. "If you cut it this year, then it's too green to burn clean," SuperStove cautions.

And if you spot Ol' Belcher in your home or neighbourhood, then you or your neighbour should seriously consider upgrading to a cleaner burning appliance. "Join me this winter, and together we'll

clear the air and get the most out of your wood, SuperStove urges."

To find a registered retailer, or to help clear the air in your neighbourhood contact Colin Macleod at the

**Woodstove X-Change Hotline:
1 888 334 0335**

Or e-mail Colin.Macleod@gov.bc.ca

2007 Skeena – BVL D Woodstove Exchange Program

SOME GOOD REA\$ON\$ TO ACT NOW!



ARMINDO DETEVES of Houston received \$550 in rebates from the District of Houston and the BVL D Airshed Management Society when he upgraded to a new Harmon pellet stove in January. "I sure appreciate the clean, steady heat this new pellet stove provides and am glad to be doing my part to keep the air clean."

A.J. Downey of Smithers installed a new advanced

combustion stove two years ago. "I am so impressed with how clean and efficient this new stove is. I burned less than three cords of wood last year, which allows my stove to qualify as a secondary heat source and lowers my house insurance payments each month."

Nadine Harrison of Burns Lake upgraded to a super-efficient catalytic woodstove four years ago. "We love our

woodstove! It burns right through the night and our annual firewood use dropped almost in half! It saves us loads of time, work and money."

ROY BECKLEY of Terrace received \$250 from the BVL DAMS when he exchanged his old airtight for a new clean burning stove in January. "The difference in smoke coming out of my chimney is night and day. I've made my neighbours really happy, and my home and family

are safer with the reduced risk of chimney fire."

DON'T MISS YOUR OPPORTUNITY TO join these satisfied stove owners who are making a positive difference in their neighbourhoods!

LOCAL CREDIT UNIONS are offering favourable loans at **prime** for program participants so that you can act now and reap the savings. Visit your local branch for details.

Visit a Local Retailer and take advantage of discounts, rebates, and firewood savings when you upgrade to a new efficient woodstove or appliance!

Use LESS WOOD and be GOOD to your neighbourhood!

For program details or to find a retailer near you call the X-Change Hotline: 1-888-334-0335 or e-mail: Colin.MacLeod@gov.bc.ca or visit www.cleanairplan.ca

Demonstrations





Bylaws



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- Workshop held April 2006 on how local governments can reduce emissions from wood burning appliances
- **Smithers and Houston adopted bylaws within 3 months, Burns Lake has a draft ready but one councilor objecting**
- Bylaws and Exchange programs work hand in hand



Common elements of Bylaws

- No new installations of appliances not meeting emission standards including outdoor boiler systems
- No burning of garbage or unseasoned wood (unseasoned meaning < 0.5 to 1 year or moisture content >20%)
- Woodstove changeout program funding through taxation and grants
- Target of removing all non-emission certified appliances by December 31, 2010
- See AMS handout – Bylaw Basics



Partnerships



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- BC Ministry of Environment
- **Hearth Products Association**
- Local governments
- **13 local retailers in 5 communities**
- Environment Canada
- **Northern Health**
- Credit Unions
- **BC Lung**



Partner profile: District of Houston

- Bylaw
- Rebate
- Community outreach



Evaluation



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- Total number of exchanges this year and each subsequent year of the program (multi-year)
- Improvement in neighbourhood air quality (multi-year)
- Quantity and content of enquiries by caller and agency including media, local government, AMS, MOE



- Level and method of awareness of exchange
- Motivation for exchange
- Quality of experience for everyone including partners and staff



Sensitivity analysis



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- Size of rebate
- Advance notice
- Media mix
- Quality of experience for homeowner before and after new purchase
- Community goal and bylaws



Results to date



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- Before March 1, cheques mailed out for 30 vouchers
 - 14 Smithers
 - 8 Houston
 - 4 Terrace
 - 2 Hazeltons
 - 2 Burns Lake
- March 1 – 13
 - ? Smithers
 - ? Houston
 - ? Terrace
 - ? Hazeltons
 - ? Burns Lake
- Predictions for March 31?



Resources:



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- How-To Guide for Implementing a Woodstove Changeout Program (US EPA) epa.gov/Woodstoves/Library.html
- Clean Air Bylaws Guide (wcel.org)
- Cleanairkit.ca (Env. Can, BC MOE, and BC Transit)
- Cleanairplan.ca (BVLD Airshed Mgmt Society)
- Toolsofchange.com (social marketing)
- Impacs.org (communications)



Thank you!
Questions, Predictions?

