Wood Stove Survey Results & Kamloops Wood Stove Exchange Program (KWSEP)

Kamloops Air Quality Roundtable

October 5, 2017

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RESIDENT WOOD STOVE SURVEY

PURPOSE:
- To guide the design and delivery of the Kamloops Wood Stove Exchange Program
- To approximate the number of wood burning appliances that could be replaced
- To gauge the level of interest in an incentive-based exchange program
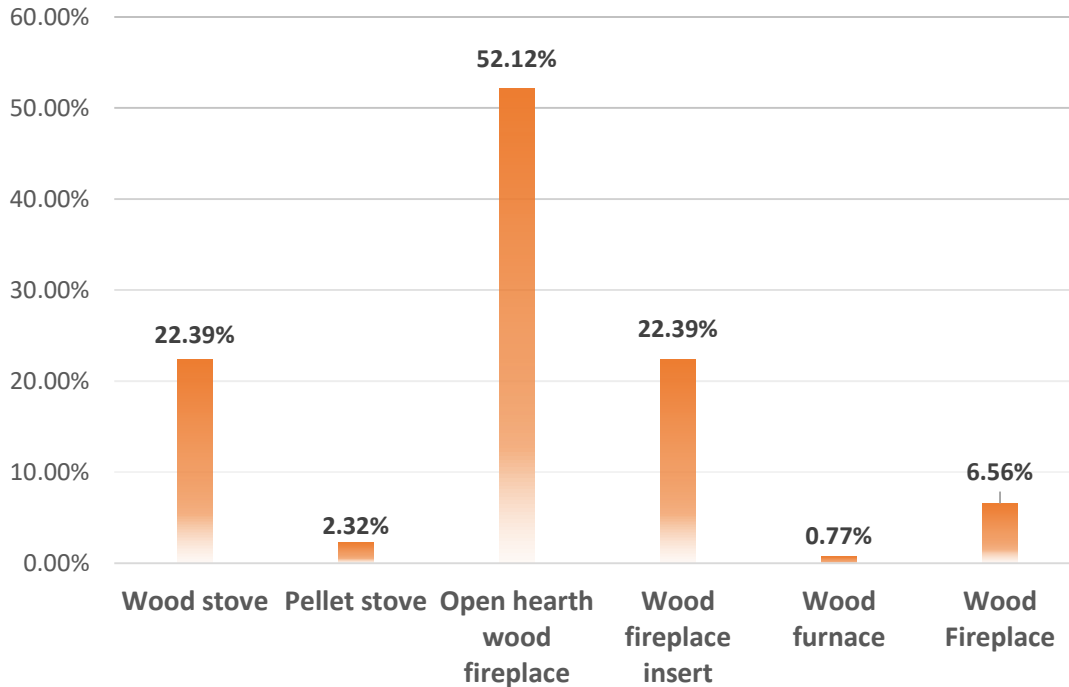
METHOD:
- Survey notice (and incentive) sent to property owners c/o May Utility Statements
- Distributed to approximately 20,000 property owners
- Completed surveys submitted online (530) and in-person paper (379)
- Total of 900+ responses (approx. 4.5% response rate)

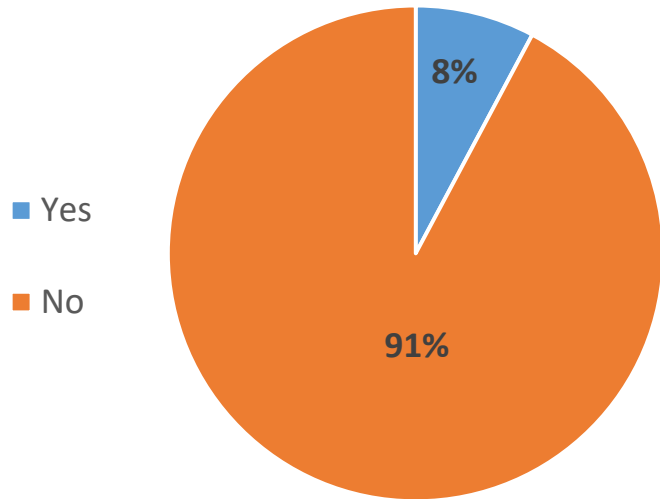# Responses when asked what type of wood burning appliance they have

- Over half of respondents with a wood burning appliance have an open-hearth wood fireplace

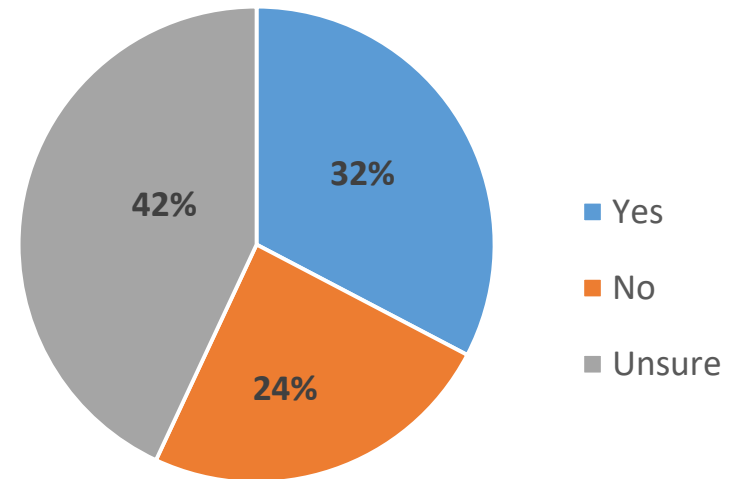- Other common types include wood fireplace insert and wood stoves.

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Responses when asked if wood burning appliances provide the main heating source

Legend: ■ Yes ■ No

8%

91%

Responses when asked if the wood burning appliance owned is EPA-Certified

Legend: ■ Yes ■ No ■ Unsure

32%

42%

24%

- Majority of respondents with wood burning appliances have an alternative source that provides the primary heat.

- Almost half of respondents who have wood burning appliance were unsure.
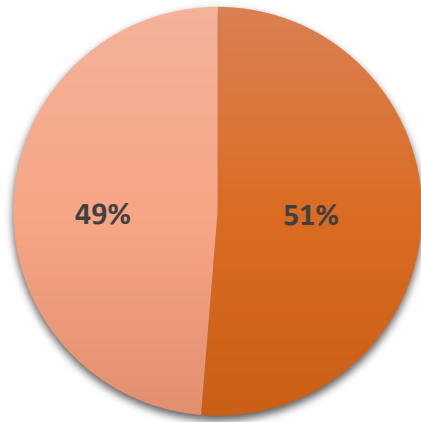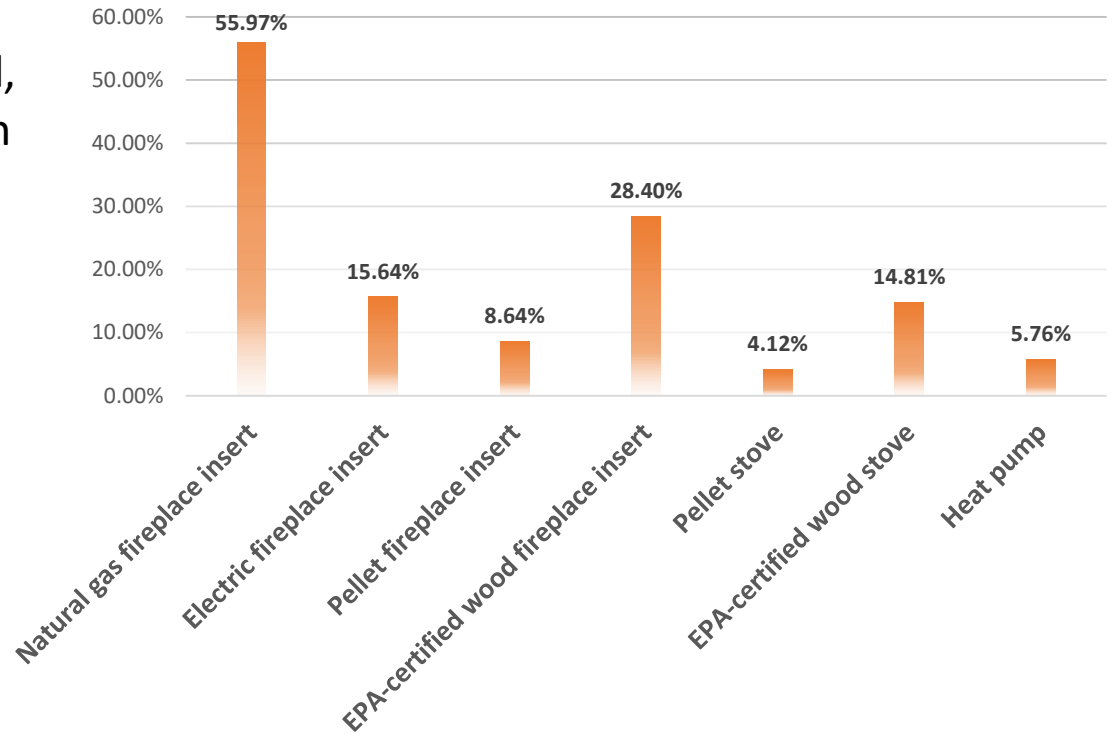- Out of those who knew, **43%** have non EPA-Certified appliances.

- Of the respondents who have wood burning appliances, **over half** (51%) would be interested in an exchange program.
- Of those that know their appliance is **non EPA-certified**, **20%** would be interested in an exchange program

Responses when asked the optimal choice to replace their current wood-burning appliances

■ Yes   ■ No

Responses when asked if wood burning smoke is an issue in their neighbourhood

- Yes
- No

15%

85%

32%

53%

- Own an Appliance
- Don't Own
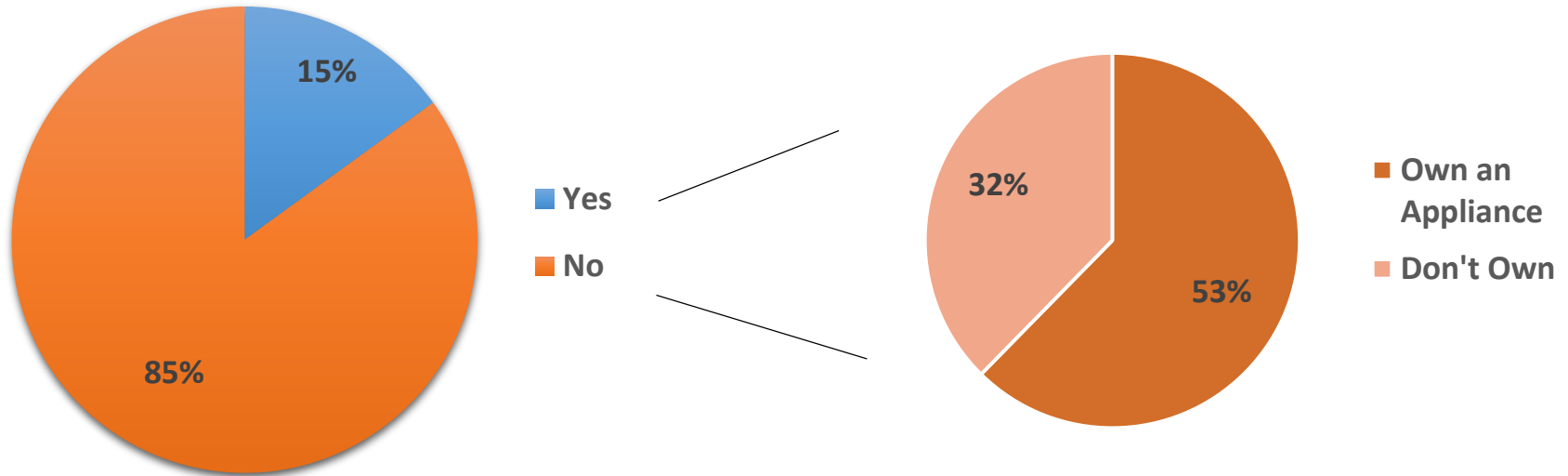
- Majority of respondents (85%) stated they don't believe smoke from wood burning appliances is an issue in their neighbourhood.

- 53% of people who don't think wood smoke is an issue, own a wood burning appliance

KAMLOOPS WOOD STOVE EXCHANGE PROGRAM

PROGRAM DESIGN & IMPLEMENTATION PROCESS

- 1. Approval
- 2. Secure Retailers
- 3. Participating Retailer Training
- 4. Marketing
- 5. Application & Tracking
- 6. Program Review

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RESIDENT APPLICATION PROCESS

STEP 1: Determine Eligibility → STEP 2: Acquire New Appliance → STEP 3: Obtain Building Permit → STEP 4: Install Appliance and Obtain Wood Energy Technology Transfer (WETT) Inspection

STEP 5: Proper Disposal → STEP 6: Submit Application → STEP 7: Receive Incentive
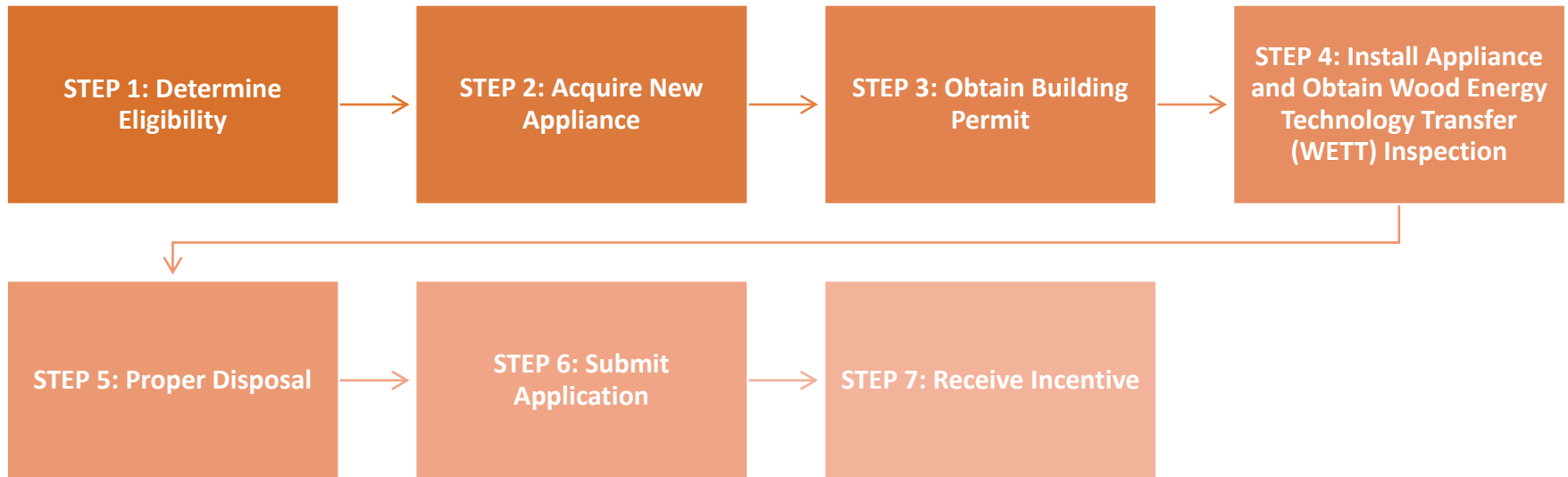
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INCENTIVE OPPORTUNITIES

Available Incentives

Incentive Provider	Potential Incentive Amount ($)
Provincial Government **BC Lung Association**	$250 for wood to EPA-wood exchange $400 for a pellet stove, an electric heat pump, or natural gas
City of Kamloops	$250 for wood to EPA-wood exchange (includes permit fee)
	$400 for a pellet stove, an electric heat pump, or natural gas
FortisBC	$300 for a natural gas appliance
BC Hydro	$800 for a heat pump

Incentive Bundling Options

Appliance Type	Potential Bundling Amount ($)
EPA Certified Wood Stove	$500 ($250 from the Province, $250 from City of Kamloops)
Pellet Stove	$800 ($400 from the Province, $400 from the City of Kamloops)
Electric Fireplace	$250 ($250 from the Province)
Natural Gas Stove	$1,100 ($400 from the Province, $400 from the City of Kamloops, $300 from FortisBC)
Electric Heat Pump	$1,600 ($400 from the Province, $400 from the City of Kamloops, $800 from BC Hydro)

PROGRAM TIMELINE

	Sep '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18	Mar '18	Apr '18	May '18	Jun '18	Jul '18	Aug '18
Application Submission and Approval	■	■										
Secure Retailers	■	■										
Retailer Training			■	■								
Program Marketing			■	■	■	■	■	■	■			
Resident Application Tracking					■	■	■	■	■	■	■	■
Resident Application Deadline												■
Program Review and Report												■

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Canada's Tournament Capital

NEXT STEPS

- Focus group with interested retailers

- Develop marketing and advertising platform

- Organise Clean Burning workshops

- Program roll-out scheduled for early 2018

QUESTIONS

1.What marketing opportunities do you see for the program?

2. How can we best overcome obstacles of the program (Identifying appliances, lack of retailers, lack of resident interest etc.)

3. What are the drivers of residents changing behaviour (i.e. what is going to sell this program to residents)?

4. Suggestions to improve/enhance resident application process?

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