

Bay Area Woodstove Changeout Program

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Local Authority

- 1955 - 2007
- 9 counties, 6000 sq. miles
- Seven million people
- 1 million fireplaces



Wintertime Particulate Strategy

- Health effects of wood smoke
- Particulate strategy
 - "Spare the Air Tonight"
 - Model Ordinance
 - Woodsmoke Rebate Program

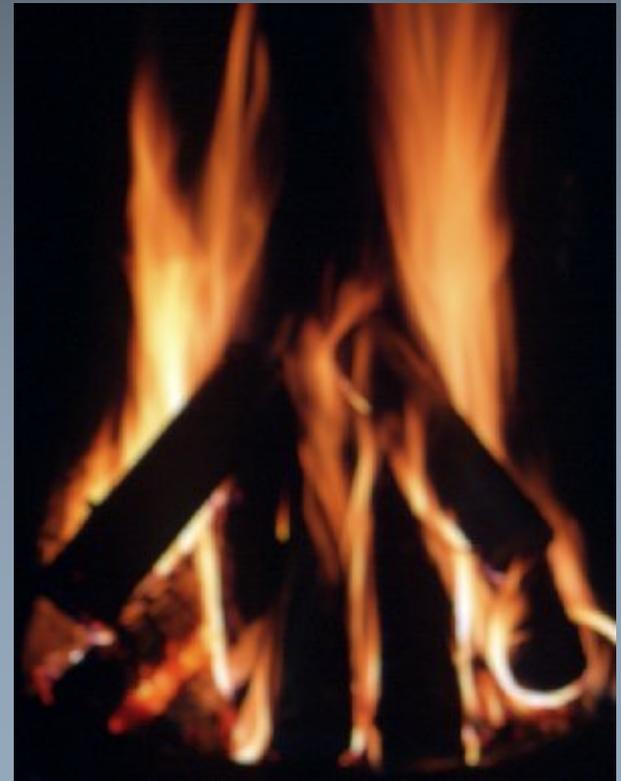
The screenshot shows the website for the Bay Area Air Quality Management District's "Spare the Air" program. The main heading is "Spare the Air in the Bay Area". A navigation menu includes Home, Air Quality & Health, Employers, Teachers & Kids, Community, FAQ, Links, and Contact. The "Site Features" section includes a "Site Index" and a "Subscribe to AirAlert e-mail notices" button. A "Clean Air Primer" graphic is also visible. The "Spare the Air Program" section explains that the winter season runs from November 20, 2006, through February 15, 2007, and lists sources of PM like wood burning and motor vehicles. It also mentions that the program was established to educate people about air pollution. The "Air Quality Forecast" table shows AQI values for various regions on Thursday and Friday. A "Five Day Forecast" button is present. At the bottom, a table shows "Winter 2006-07 PM10 Exceedances" with values for National 24-hr PM2.5 Excess Days (12), National 24-hr PM10 Excess Days (0), and California 24-hr PM10 Excess Days (4).

	Thu	Fri
North Counties	72	80
Coast and Central Bay	36	52
Eastern District	39	58
South Central Bay	39	54
Santa Clara Valley	54	68

Winter 2006-07 PM10 Exceedances	
Spare the Air Nights	26
National 24-hr PM2.5 Excess Days	12
National 24-hr PM10 Excess Days	0
California 24-hr PM10 Excess Days	4

Health Effects of Wood Smoke

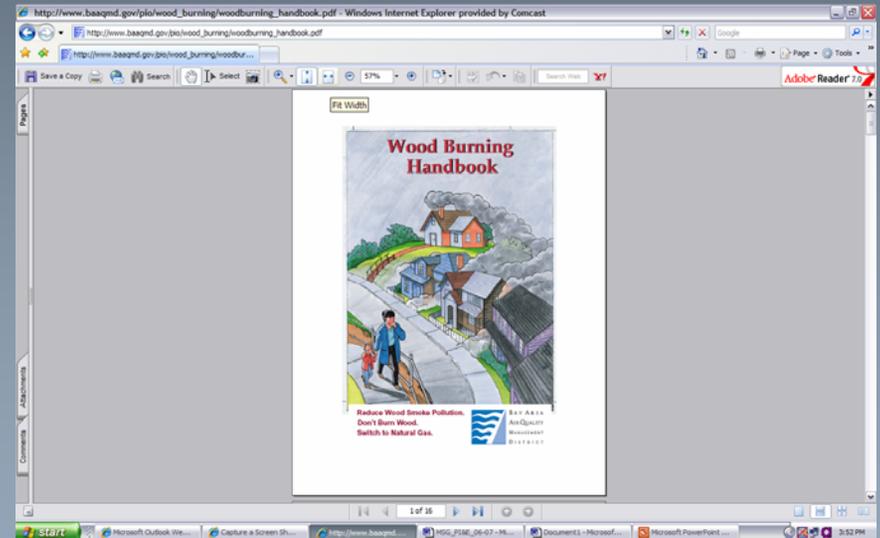
- Smoke Contains Toxic Pollutants
 - CO - carbon monoxide
 - NO₂ - nitrogen dioxide
 - VOCs - volatile organic compounds
 - PM - particulate matter
 - Toxins – dioxin
- Air Pollution Increases with Population



Particulate Strategy

1. Spare the Air Tonight!

- Issued when PM2.5 readings are expected to exceed 101 AQI
- Ask residents to drive less and not to burn
- Wood burning produces about 30% of the particulate pollution



Particulate Strategy

2. Model Woodstove Ordinance

- A guidance document for cities and counties
- Does not ban wood burning in fireplaces
- Air Quality Benefits of the Model Ordinance
 - Attaining and maintaining federal and state PM standards in a reasonable, cost-effective manner
 - 41 cities and 8 counties have adopted the model ordinance

Particulate Strategy

3. Woodsmoke Rebate Program

- Modeled on the Great Stove Changeout and Three Mountain Power Project in Burney, CA.
- California Energy Commission directed PM-10 emission mitigation for power plant projects
- Urban area rebate program
- 100% voluntary. Cash Incentive
- Power Plant sponsors, Air District administers.
- Real emission reduction targets



Ways to Organize

- Retail incentive- (Great Stove Changeout)
 - Rebate given by retailer off purchase price
 - Retailer is the main point of information
 - Advertising through utility bill inserts or retailer
- Direct rebate- (Energy efficiency programs)
 - Rebate sent direct to consumer
 - Air District is the main contact for information
 - Advertising through paid marketing campaign
 - Air District handles all administration

Calpine Sponsored Program

- California Energy Commission mandate
- Registered retailer agreements
- Limited geographical area
- Rebate amounts & eligibility requirements
 - Invoice & proof of payment for appliance and plumbing
- Numbered voucher
- PR and advertising
 - Radio, print, bill inserts, tabling, direct mail, press release, TV, counter ad, brochure, web, media stories

Mitigation Calculations

PICO Power Plant PM10 Mitigation efforts implemented by BAAQMD

Mitigation Goal 33,300 pound per year of PM10

Emission Reductions Achieved - Woodsmoke **12,003**

Emission Reductions Achieved - School Buses

Amount of Reductions still needed **21,297**

Completed Woodsmoke Projects	# of Units	Emission Reductions per unit (lb/year)	Emission Reductions Achieved	% of Emission Reductions	Incentive Per Unit	Total Incentives
Woodstove replacements	64	93.3	5971.2	49.7%	\$ 500	\$ 32,000
Fireplace Retrofits	580	10.4	6032	50.3%	\$ 300	\$ 174,000
Totals	644		12003.2	100.0%		\$ 206,000

Projected Activity to achieve goal	% of Emission Reductions	Lbs/year of PM10 to be reduced	Emission Reductions per unit	# of Units	Incentive per unit	Cost
Woodstove replacements	49.7%	10594	93.3	114	\$ 500	\$ 56,776
Fireplace Retrofits	50.3%	10702	10.4	1029	\$ 300	\$ 308,721
Totals		21,297		1143		\$ 365,498

Money Matters

Funding received	\$ 488,500
Funds reserved for admin	\$ 60,000
Funds expended on incentives	\$ 206,000
Balance Available	\$ 222,500
Funds needed to achieve goal	\$ 365,498
Shortfall/Surplus	\$ (142,998)

Funds reserved for Admin	\$ 60,000
Actual admin costs	\$ 100,000
Available or deficit	\$ (40,000)

Challenges to Success

- The number of stoves vs. fireplaces
- Limited geographic area
- Local network vs. traditional marketing
- Dealer network
- High rebate amounts
- High Administrative costs

Silicon Valley Power Sponsored Program

- Overlapping programs
- 2300 rebates
- Changes
 - Reduced rebate amount
 - Downloadable unnumbered voucher
 - Customer buys anywhere they wish
 - Proof of purchase, payment, invoice, UPC
 - Ability to change or end the program at any time

Challenges

- Where does it pay to put your efforts?
 - Should you pay more for a stove vs. a fireplace conversion?
 - Too much time spent with fireplace conversions.
 - High costs of advertising.
 - Geographic area. Bigger is better.

SANTA CLARA COUNTY WOODSMOKE REBATE PROGRAM APPLICATION



Mail to: BAAQMD Woodsmoke Rebate • 939 Ellis Street • San Francisco, CA 94109 • Tele. (1-800) HELP-AIR

6. Instructions

- Complete all sections of the application on the reverse side.
- Retain a copy of this application and the receipt for your records. The Rebate Program is not responsible for materials lost by mail.
- (1) Attach both the **original payment receipt** and the **original retail invoice** to this application. Copies will not be accepted.
- (2) Attach the **original UPC code** from the box, or the make and model description from the box.



- In order to receive the \$300 rebate you must also recycle your pre-1990 woodstove. Please include the **original** proof of recycling receipt that will be given to you at Pick Your Part yard in Milpitas.
- Agree to the terms of the Rebate Program listed below and sign the application.

7. Rebate Program Terms

Important! Please Read Carefully! In signing you are agreeing to the following provisions.

- This rebate offer is only available for homes in Santa Clara County.
- To receive the \$300 rebate amount, your pre-1990 woodstove must be scrapped at Pick Your Part – Milpitas. Please remove the stove doors separately or make the stove un-viable in some way before delivery to Pick Your Part. They are located at 595 Trade Zone Blvd. in Milpitas. Tele. (408) 262-4500.
- I understand that I must complete the installation of the new gas appliance before sending in this application for processing. The rebate is not available to replace existing gas appliances.
- I understand that participants are limited to receiving one rebate per household.
- I understand that rebates are processed in the order received. Rebates will be distributed on a first come – first served basis. Funding is limited, therefore rebates are not guaranteed. To check availability call (1-800 HELP-AIR).
- I understand that the new gas appliance must be purchased and installed at the address listed on the reverse side beginning August 26, 2004 and extending through November 30, 2006. These dates may end earlier if allocated funds are depleted.
- I understand that the new gas appliance, for which a rebate is issued, may be subject to on-site installation verification. If the new gas appliance cannot be verified, the customer will reimburse the Rebate Program for funds issued and other costs associated with processing the rebate.
- As of August 26, 2004 you will no longer be required to install a new gas line in order to apply for a rebate or to purchase the appliance from an authorized retailer. This rebate does apply to pre-plumbed fireplaces, and you may purchase the appliance where you wish. Requirements of the previous program are no longer applicable.
- No retroactive rebates available.
- Please allow 6 – 8 weeks for processing.

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Santa Clara County residents can make a clean air choice and save money too! The Bay Area Air Quality Management District is offering rebates when you replace your woodburning appliance with one that uses natural gas instead. Switching from burning wood to using gas will reduce air pollution and improve air quality in your neighborhood. Available rebates are:

- **\$100** to retrofit an existing fireplace by installing a new gas log set or a new insert.
- **\$300** to replace an existing woodburning stove or fireplace insert (must be 1990 or older) with a new gas appliance. Your old woodstove must be scrapped at Pick Your Part yard in Milpitas.

The Santa Clara Woodstove Rebate Program is co-sponsored by Silicon Valley Power as part of an air quality mitigation program required by the California Energy Commission for the new Donald Von Raesfeld Power Plant in Santa Clara. The Bay Area Air Quality Management District manages the program locally. For more information call (1-800) HELP-AIR or go online to www.sparetheair.org

1. Residence Data (Installation Address)

Name _____
Address _____
City _____ Zip _____
Phone _____

Which rebate are you applying for?

- \$100 to purchase and install gas logs or an insert.
- \$300 to purchase and install gas logs or an insert. You must also recycle your old pre-1990 woodstove at Pick Your Part yard in Milpitas.

3. Gas Appliance Information

Manufacturer _____ Model # _____
Retailer (where Purchased) _____ City _____

4. Program Evaluation

- How did you hear about the program? Newspaper Utility bill inserts Retailer Website Other
- What was your reason for this purchase? Convenience Remodel Reduce pollution Rebate dollars
- Was the rebate a significant factor in switching to natural gas? Yes No Somewhat
- How often did you burn wood last season? 1 – 7 days 7-14 days 14- 21 days Over 21 days

5. Your Signature

I certify that the information on this application is true and correct.
I have read, understand, and agree to the terms of the REBATE PROGRAM on the reverse side.

Customer Signature _____

Print Name _____ Date _____

Clean the Air and Save Money Too!

Switch from burning Wood to using Gas

Up to
\$300
Rebate

This winter, Santa Clara County residents can make a clean air choice and save money too! The Bay Area Air Quality Management District is offering rebates when you replace your woodburning appliance with one that uses natural gas instead. Switching from burning wood to using gas will reduce air pollution and improve air quality in your neighborhood.

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Upgrade
your
Woodburning
stove or
Fireplace
and SAVE!



Rebate Program Terms

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To receive the \$300 rebate amount, your pre-1990 woodstove must be scrapped at Pick Your Part - Milpitas. Rebates are processed in the order received. Rebates will be distributed on a first come - first served basis.

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How to apply

To download an application go to www.sparetheair.org or call 1-800-HELP-AIR and one will be sent to you.



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

The Santa Clara Woodsmoke Rebate Program is co-sponsored by Silicon Valley Power as part of an air quality mitigation program required by the California Energy Commission. The Bay Area Air Quality Management District manages the program locally.

Santa Clara County residents who switch from woodburning to gas appliances can earn a rebate of

\$300 to \$500



For more information see www.sparetheair.org

This winter, residents of Santa Clara County can make a clean air choice and save money too. The Bay Area Air Quality Management District is offering rebates of up to \$500 when you replace your wood burning appliance with one that uses natural gas. Making this switch will improve the air quality in your neighborhood and the health in your community.



Utility Rebate Approach

- Hands off method. Very low processing cost.
- Sold from an energy efficiency perspective
- Leveraged by uniting manufacturers, retailers, and the utility
- Gov's office and NRDC stress reducing energy use. Program discontinued

SoCalGas Rebate Program

Gas Logs

- Promotes decorative gas logs as a clean, convenient alternative to wood burning
- Participants
 - 159 specialty dealers
 - 7 manufacturers / distributors
- Key Elements
 - Bill insert to single family homes
 - \$25 from manufacturers / dealers
 - \$5 processing fee paid by SCG
 - Dealer co-op ads (50%, \$2000 max per dealer)
 - Direct Mail to select homes with gas stubs
 - Dealer locator support through IVR and web site



SoCalGas Rebate Program

Stoves

- Promotes natural gas fireplaces and freestanding stoves, efficiency and zone heating benefits
- Participants
 - 65 specialty dealers
 - 4 manufacturers / distributors
- Key Elements
 - Bill insert to above average gas use homes
 - \$125 coupons from manufacturers / dealers
 - \$5 processing fee paid by SCG
 - Dealer co-op ads (50%, \$2000 max)
 - Direct Mail to select homes with gas stubs
 - Dealer location support through IVR, Web



Future Modifications ?

- Make the program more widely available
- Concentrate on messaging
- Manufacturers & retailers provide additional rebate dollars
- Retailers provide customer contact and support
- Provide extra incentive for woodstove recycling



Which way do we go?



This



Or this

