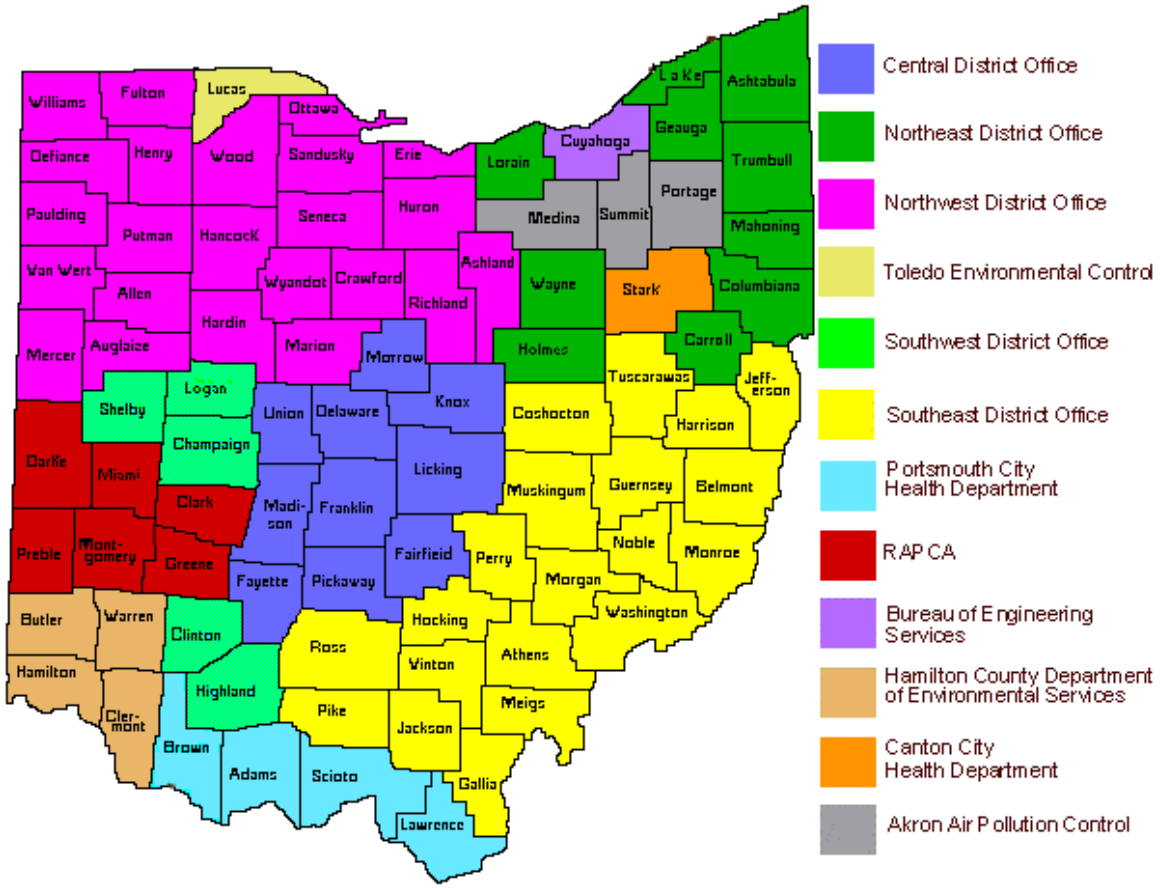
Greater Dayton Woodstove Change-out Program

Residential Wood Combustion
Regional Haze SIP Day
July 12, 2007

RAPCA Background

- Local air agency - 6 county jurisdiction in SW Ohio
- 3 counties non-attainment for the annual PM2.5 Standard (15ug/m3)
- Likely to have 2 or 3 counties designated as non-attainment for the new 24hr PM2.5 standard (35 ug/m3)
- Anticipate meeting annual PM2.5 standard by 2010 with on-the-books controls
- 4 counties in the process of being redesignated as attainment for the 8hr Ozone standard

Ohio Local Air Agencies



Opportunity

- RAPCA was aware of U.S. EPA's woodstove change-out campaign
- Funding available - enforcement case
- Looking for additional PM reductions
- HPBA data suggested that there are 20,000 woodstoves in Dayton area, 75% are pre-1992 (~15,000) – data base on three of RAPCA's six counties

Overview

- Two-part program:
  - Rebate Program
  - Low Income Program
- Initial Rebate Program (Phase I) ran from 7/15/06 to 9/17/06
  - Originally scheduled for 6 weeks – extended 2 additional weeks
- Phase II Rebate program ran from 03/24/07 to 4/30/07
- Low Income Program: On-going

Funding

- $75K grant from Cargill
- $500 contribution from the A&WMA – Southwest Ohio Chapter
- Spend 75% of funding on rebate program
  - ~150-160 stoves
- Spend 25% on low-income program
  - ~10-15 stoves

Partners

- Cargill
- City of Dayton Fire Department
- U.S. EPA
- HPBA (including the MidStates HPBA)
- Chimney Safety Institute of America
- RAPCA

Rebate Program Basics

- Participants must meet and agree to the following terms:
  - Live in RAPCA jurisdiction
  - Have an old wood burning stove (pre-1992)
  - New stove installed by participating woodstove dealer
  - Old stove removed and destroyed
- Clean Air Coupon worth:
  - $300 for wood, corn or pellet
  - $400 for gas
- Participants receive “rebate” at time of purchase
- RAPCA reimburses dealer

Woodstove Dealers

- MidStates HPBA recruited 10 woodstove dealers in and around RAPCA's jurisdiction
- MidStates HPBA required a nominal fee for dealers to participate

Advertising

- Mini-Kick-off in May ’06:
  - News Release
  - Round table media discussion
- July 15, 2007 – Full kick-off event
  - Venue was held at City of Dayton Fire Training Center
  - Variety of stove demonstrations
  - Invited local TV stations, newspaper and radio
  - Coordinated release of self-authored article with 10-15 weekly newspapers.
  - Speakers included:
    - Local Health Commissioner
    - Fire Department Representative
    - HPBA – John Crouch
    - U.S. EPA Acting Region V Administrator – Norman Niedergang
- Sent Dealers media kits
  - Hanging tags, banners and brochures
  - Samples for print or radio advertising

- Local chimney sweeps passing out brochures (Chimney Safety Institute of America)

Clean Air Coupon Process

- Customer would request coupon from dealer
- Dealer would screen customer based on program requirements
- Dealer would fax RAPCA customer info
- RAPCA faxed back Clean Air Coupon (with expiration date) within 24-48 hours
- Customer had 20 days to make a purchase

Clean Air Coupon Process Cont…

- After purchase, dealer was required to fax RAPCA invoice showing full or partial payment to “lock-in” rebate
- After installation – dealer fills out coupon, send to RAPCA and we start the reimbursement process.
- Dealer receives rebate check in 4-8 weeks.

Low Income Program

- Up to $2,500 off the cost of a new stove
- Same requirements as coupon program:
  - Must live in RAPCA jurisdiciton
  - Must have old wood stove
  - Allow dealer to install new stove
  - Old stove removed and destroyed
- National Fireplace Institute (NFI) certified installers only
- Participants must be Home Energy Assistance Eligible (HEAP)
- Work with local Weatherization program to determine qualifications
- Dealer reimbursement

Program Results

- Phase I: (10 dealers)
  - 83 woodstoves replaced with:
    - 40 wood stoves
    - 19 corn stoves
    - 15 gas stoves
    - 9 pellet stoves
- Phase II – (4 dealers)
  - 6 woodstoves replaced with:
    - 2 corn, wood and pellet
- Low Income (on-going)
  - 1 woodstove

Lessons Learned

- Better communication with dealers
- Larger rebates?
- Program timing
- Dealer participation – number of dealers and advertising
- More advertising:
  - Consider match funding for dealer advertising
  - Advertise in classifieds – fire wood section

Questions?

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