



Bay Area Woodstove Changeout Program

Teresa Lee- Director, Public Information & Outreach Office
Ralph Borrmann- Public Information Officer



Local Authority

- 1955 - 2005
- 9 counties, 6000 sq. miles
- Seven million people



Wintertime Particulate Strategy

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



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 PM_{2.5} readings are expected to exceed 150 AQI
- Ask residents to drive less and not to burn
- Wood burning produces about 30% of the particulate pollution on a typical winter night



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
 - Per 1,000 new homes, three tons of PM10 are avoided each winter
 - Estimated 1.7 million fireplaces and wood stoves in the Bay Area
 - Allows for local government control over quality of life
 - As of December 2004, 32 cities and 6 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
- First large urban 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 Program Coordination First Program



- CEC mandates
- 2002 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

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



Silicon Valley Power Program Second Program

- Overlapping programs
- 1300 since inception. 550 rebates since summer
- 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



Current Challenges

- Where does it pay the most?
 - Rebate dollars should be in proportion to their mitigation values?
 - Too much time spent with fireplace conversions
 - High costs of advertising. Partner with PG&E?
 - Limited geographic area. Making it Bay Area wide.



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 _____



Recycling Receipt

RODEO WOODSMOKE REBATE RECYCLING RECEIPT

Please include this original stamped receipt with the completed application when applying for the \$300 rebate. Keep a copy for your records. Make sure it is completely filled out by Pick-n-Pull. Mail completed package to: BAAQMD, Rodeo Woodsmoke Rebate, 939 Ellis Street, San Francisco, CA 94109.

1. Applicant

Name _____

Address _____

City _____ Zip _____

Phone _____

Pick-n-Pull Stamp

2. Pick-n-Pull

Acknowledge Receipt of Woodstove (staff signature) _____

Date _____

Number



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT





SoCalGas Utility Rebate Program An Alternative Approach

- Hands off approach
- Sold from an energy efficiency perspective
- Utilities have declining use per meter, losing market share
- Leveraged by uniting manufacturers, retailers, and the utility
- Win win. Everyone gets something out of the process
- Gov's office and NRDC stress reducing energy use. Program discontinued
- Future implementation based on teaming up with local air quality agency



SoCalGas Rebate Program

1. "Fireside Living" Gas Logs

- Winter program, started in 1997
- 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 coupons, sponsored by 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

2. "Fireside Living" Stoves

- Started in 1998, a fall program
- Promotes awareness of natural gas fireplaces and freestanding stoves, and their 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
 - \$25 processing fee to manufacturers, paid by SCG
 - Dealer co-op ads (50%, \$2000 max per dealer)
 - Direct Mail to select homes with gas stubs
 - Dealer location support through IVR, Web site



Future Modifications ?

- Make the program more widely available
- Air District concentrates on messaging
- Manufacturers & retailers provide the rebate dollars
- Retailers provide customer contact and support
- Provide extra incentive for woodstove recycling
- Team with PG&E



Which way do we go?



This



Or this