

Greater Dayton Woodstove Change-out Program

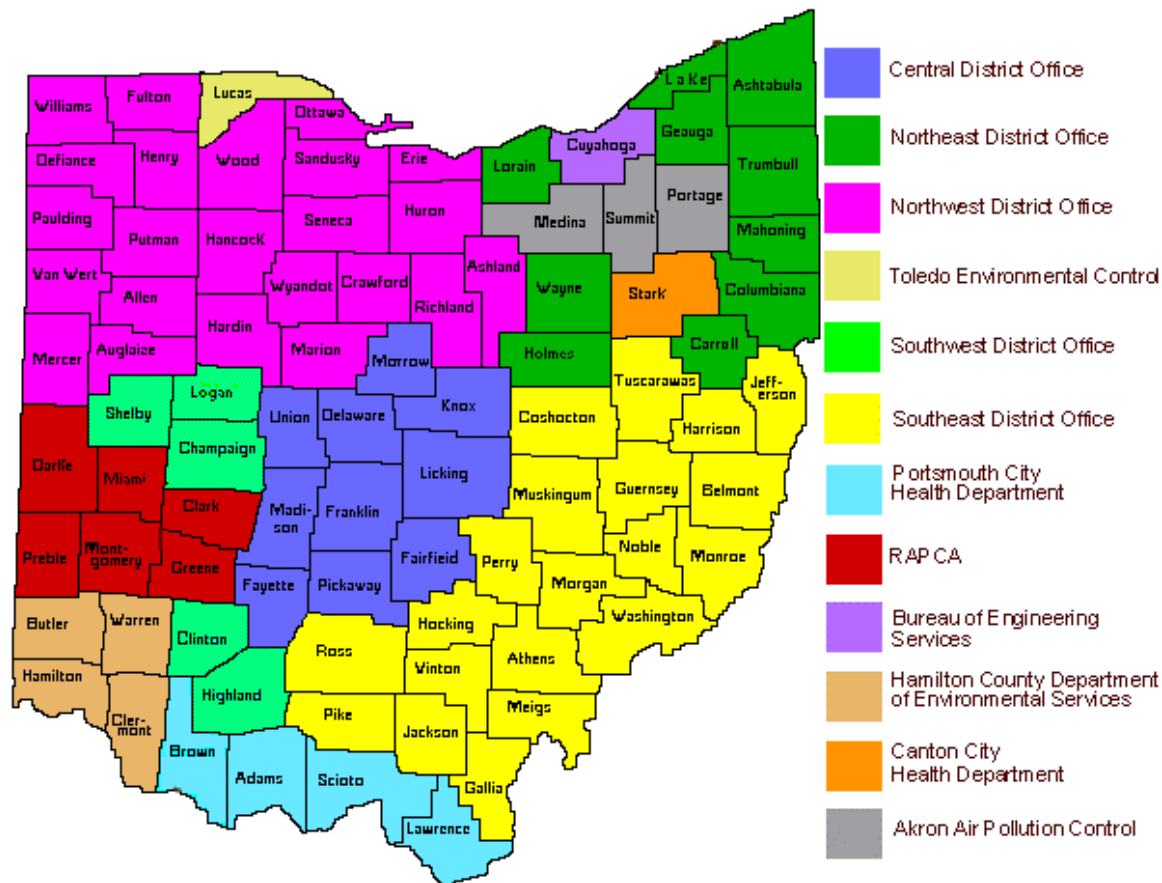


Residential Wood Combustion
Workshop – Philadelphia, PA
September 26, 2007

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 redesignated this summer 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

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 jurisdiction
 - 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
 - 3 old woodstoves replaced with new woodstoves

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
- Faster reimbursement

Questions?

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