
Name of Organization: Hearth Products Association

Type of Organization: Other

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Project Title: Great Lakes Great Stove Changeout

Project Category: Pollution Prevention and Reduction - BNS

Rank by Organization (if applicable): 1

Total Funding Requested (\$): 120,000 **Project Duration:** 1 Years

Abstract:

This project will be a multi-state, public private partnership focused on the Air deposition of Benzo(a)pyrene into the Great Lakes. The project builds on a pilot project currently underway by our Association in Green Bay, WI, and Traverse City, MI, with in-kind support and encouragement from the Michigan Office of the Great Lakes, and the Region V BNS staff. B(a)P from Residential Wood Combustion is a significant part of the non-Mobile emissions inventory, and may be the most difficult source of B(a)P to reduce, due to the large number of very small sources. A recent survey shows that approximately 600,000 households heat with woodstoves in Wisconsin alone.

The Great Stove Changeout is a program with public and private partners, which originated between our trade association and the Puget Sound Air Pollution Control District (Seattle, Wa), and the local chapter of the American Lung Association, in 1990. Since then the program has been used in Denver in partnership with the Regional Air Quality Agency, in the entire state of Washington with the state Department of Environment (DOE), and in Northern California, in partnership with over 20 local Air Districts and a major Natural Gas utility (PG & E).

The program is designed to educate the public as to the need to reduce woodsmoke (in this case specifically B(a)P), by removing and destroying old un-certified stoves. The full Great Lakes program will consist of 4 to 6 major media events, with follow-up press contact, as well as discounts for families who surrender their old stove while upgrading. Local dealers will store the stoves and then deliver them to a scrap yard. A "tracking form" is part of the program which documents the name and address of the family turning in the old stove, and what type of fuel replaced it. We have found in the past, that, 1/3rd to one-half of the households in this program replace their woodstoves with a gas-heating device, which substantially improves the impact on

Geographic Areas Affected by the Project

States:

- | | | |
|------------------------------------|--------------------------|--------------|
| <input type="checkbox"/> Illinois | <input type="checkbox"/> | New York |
| <input type="checkbox"/> Indiana | <input type="checkbox"/> | Pennsylvania |
| <input type="checkbox"/> Michigan | <input type="checkbox"/> | Wisconsin |
| <input type="checkbox"/> Minnesota | <input type="checkbox"/> | Ohio |

Lakes:

- | | | |
|-----------------------------------|-------------------------------------|-----------|
| <input type="checkbox"/> Superior | <input type="checkbox"/> | Erie |
| <input type="checkbox"/> Huron | <input type="checkbox"/> | Ontario |
| <input type="checkbox"/> Michigan | <input checked="" type="checkbox"/> | All Lakes |

Geographic Initiatives:

- | | | | | |
|--|----------------------------------|-------------------------------------|--------------------------------------|---|
| <input type="checkbox"/> Greater Chicago | <input type="checkbox"/> NE Ohio | <input type="checkbox"/> NW Indiana | <input type="checkbox"/> SE Michigan | <input type="checkbox"/> Lake St. Clair |
|--|----------------------------------|-------------------------------------|--------------------------------------|---|

Primary Affected Area of Concern:

Other Affected Areas of Concern:

For Habitat Projects Only:

Primary Affected Biodiversity Investment Area:

Other Affected Biodiversity Investment Areas:

Problem Statement:

B(a)P is one of the PBTs in the Bi-National Toxics process. In the current inventory, as much as 58% of the non-mobile air emissions of this toxin are from Residential Wood Combustion (RWC). This means that 100s of thousands of households in the Great Lakes area have to be educated to reduce their emissions. Based on industry estimates, as many as 90% of the woodheaters in use in the U.S. are thought to be pre-EPA certified devices which means they emit several times as much Organic Carbon as the EPA Certified appliances. (Extensive source testing of both types of appliances has not been done for B(a)P, but there is general agreement that the relative reduction in Fine Particulates is an adequate surrogate for all of the PAH's).

Since the end of the Energy Crisis of the 1980's there has been a slow erosion in the number of households who heat with wood. In 1988, the USEPA adopted a New Source Performance Standard (NSPS) for Wood Heaters, and consequently every woodstove produced or imported since 1988 has substantially lower emissions. . Unfortunately, the old stoves are very slow to wear out, and many will last for several more decades. This program is designed to accelerate the natural changeout, through incentives and education, and to document the destruction of the old stoves. The principle goal of this program is to encourage households to accelerate their removal of old stoves far beyond the time frame of this program.

The Great Lakes Great Stove Changeout program is designed to educate the public as to the need to reduce woodsmoke (in this case specifically B(a)P), by removing and destroying old un-certified woodheaters. This program will consist of four to six major media events, with follow-up press contact, as well as discounts for families who surrender their old stove while upgrading. Local dealers store the stoves and then deliver them to a scrap yard. A "tracking form" is part of the program which documents the name and address of the family turning in the old stove, and what type of fuel replaced it.

So far in other states, 1/3rd to 1/2 of the households replace their woodstoves with a gas-heating device, which substantially improves the impact on the inventory.
The most substantial impact is the public education that results from the media impact of the program

Proposed Work Outcome:

The program is designed to educate the public as to the need to reduce woodsmoke (in this case specifically B(a)P), by removing and destroying old un-certified woodheaters. The program typically consists of one or more major media events, with follow-up press contact, as well as discounts for families who surrender their old stove while upgrading. Local dealers store the stoves and then deliver them to a scrap yard. A "tracking form" is part of the program which documents the name and address of the family turning in the old stove, and what type of fuel replaced it.

So far in this program, 1/3rd to 1/2 of the households replace their woodstoves with a gas-heating device, which substantially improves the impact on the inventory.

Based on efforts in Northern California, with several large media markets, and a large population, we anticipate that this program will result in the direct replacement of 800 to 1200 old woodstoves. The principle impact of the program, however, will be the increased awareness of both the media, and consumers regarding household level impacts on water quality, as well as B(A)P.

It is our hope that a multi-state monitoring project currently being organized by Ms.Joy Taylor of MDEQ will also be funded to quantify the ongoing impacts of the program

Project Milestones:	Dates:
Project Start-Planning meetings	05/2000
Identify Kick-Off Event Locations	09/2000
Meet with Environmental Groups	09/2000
Organize retail dealers in Region	12/2000
Complete Press materials & video	12/2000
Media Events	02/2001
Evaluate & issue report	05/2001
Project End	05/2001

Project Addresses Environmental Justice

If So, Description of How:

Project Addresses Education/Outreach

If So, Description of How:

In the pilot projects this far, we have found ourselves explaining air borne deposition of Toxics to local reporters. For much of the media in Traverse City this program was the first contact they had had with this concept, or with B(a)P as a pollutant of concern. By focusing attention on "Woodsmoke and Water Quality", during the late winter, and early spring time frame, we anticipate reaching 70 to 80% of the major media outlets in the region outside of Chicago and Cleveland (we are not yet certain that this issue will play in those urban markets, although a LOT of wood is burned there). We think our program may constitute the first exposure to these issues for much of the media in the Great Lakes, especially in the context of Household Toxic emissions.

In addition, we anticipate directly removing and destroying between 800 and 1200 old woodstoves, based on the program we ran in Northern California in 1998.

The real impact will be the accelerated replacement of the old stoves in this region which is always difficult to document but which we believe, based on anecdotal evidence, takes place for the next 12 to 18 months following this type of program. We will naturally also promote this program through a web site.

Project Budget:

	Federal Share Requested (\$)	Applicant's Share (\$)
Personnel:	15,000	20,000
Fringe:	5,000	7,000
Travel:	25,000	20,000
Equipment:	0	0
Supplies:	5,000	10,000
Contracts:	70,000	10,000
Construction:	0	0
Other:	0	0
Total Direct Costs:	120,000	67,000
Indirect Costs:	0	0
Total:	120,000	67,000
Projected Income:	0	0

Funding by Other Organizations (Names, Amounts, Description of Commitments):

The Hearth Products Association, a non-profit trade association, and our regional affiliates, the North Central Hearth Products Association, and the Middle States Hearth Products Association will provide both direct, and in-kind support for this project.

Non included in the in-kind budget are the discounts that the retailers will offer. These discounts vary, but tend to average 10%. Based on goals of 800 to 1200 stoves changed out, this means that from \$80,000 to \$200,000 in discounts will be provided to consumers to participate in this program.

Consumers will provide the bulk of the money for the actual changeout, and will reap the returns in reduced wood use, as well as improved neighborhood and indoor air quality.

Description of Collaboration/Community Based Support:

The pilot project for the Great Lakes Great Stove Changeout in Traverse City has collaborated with the Grand Traverse Bay WaterShed Initiative very effectively. This project will need to collaborate with similar local groups throughout the region. The history of this type of program is that it brings together members of the regulatory, environmental, health, and business community to take ownership of this issue, and to jointly address solutions. We anticipate support from the USEPAs BNS staff, and the Michigan Office of the Great Lakes.

Our experience is that the mix of partners changes based on local interest. In other states, in the past, we have involved: state and local air agencies, banks (for low interest loans), local chapters of the American Lung Association, Utilities (who include information in their bills), and environmental groups.

Our current pilot program has received assistance from Mr. Tracy Mehan, of the Michigan Office of the Great Lakes and we anticipate a major focus on Michigan in the future, especially given its impact on the lakes. Our choice of sites for the media events will be closely influenced by the response of the state agencies.

We have had strong expressions of support from the National Steel Recycling Institute of Pittsburgh, Pa, but have not yet received firm commitment of resources. We anticipate that they will focus their support on the collection of the old stoves from remote rural dealers. We hope that their involvement will strengthen the ties of stove dealers and recycling yards and lead to more documentation of future removals.

Finally, this program will collaborate with a similar program in Canada, although none of the funds requested in this grant will be used outside the U.S.

Certainly the collaboration with Canada, especially Ontario, is important to the ecosystem of the Great Lakes.