



**Wood Stove Exchange Evaluation Tools and Tips
B.C. Ministry of Environment
Fall, 2007**

Produced by FRAUSE
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The Why and How of Evaluating Wood Stove Exchanges

What are Wood Stove Exchange Programs?

- Wood stove exchange programs offer a solution to the residential wood smoke problem. These programs can help reduce the amount of air pollution from wood smoke in an area by replacing old wood burning technology for newer appliances. This is a voluntary program that provides information and incentives (e.g., rebates or discounts) to encourage people to replace their old, conventional wood stove with a cleaner burning gas, wood, or pellet stove.
- An exchange program is a partnership between government, the wood stove and fireplace insert industry, and other stakeholders, such as chimney sweeps, energy efficiency experts, health organizations and environmental organizations.
- To-date, there are many stove exchanges that have taken place throughout Canada as well as in the United States (U.S).

Intensive Efforts

A wood stove exchange program is an intensive effort that takes time and resources for administration and incentives. But, despite the hard work, a wood stove exchange is extremely effective in making a difference. In fact, many communities have seen big differences in their air quality after a wood stove exchange program. But, because these programs are often completed on tight budgets, and under tight public and private scrutiny, it is essential to evaluate them to make sure the outcomes meet expectations. Generally, evaluation provides the foundation for future exchange programs, and it provides a meaningful way to measure success.

Evaluation is Important

The results of a wood stove exchange program can vary based on location, demographics, incentives and promotion. The income and economic well-being of a community can also contribute, as can the perception of the agency or organization that is implementing the program. For many jurisdictions, it is important to assess market conditions and determine the potential barriers and benefits for an audience, as well as evaluate the outcomes of a program in order to determine success, and to improve it for a future effort.

Steps to Evaluation

The best way to evaluate a wood stove exchange program is to assess the tactical implementation, as well as to evaluate the emissions benefits and community health impacts. This evaluation can be completed through a variety of research tools, such as telephone surveys, in-depth interviews, focus groups and other methods. The British Columbia (B.C.) Ministry of the Environment has created templates for wood stove exchange program survey tools in support of successful efforts. Samples of the tools are included within this document. These available survey tools are also described below.

“Quantitative” means that the results are scientifically valid and can be applied to a large group. For instance, a quantitative telephone study that interviews 100 individuals will yield results that can then be applied to a group of 2,000. “Qualitative” refers to studies that deliver information about how participants feel about a product or issue, their emotional responses, opinions, experiences and other subjective data. The results that come from focus groups are qualitative: they aren’t scientifically valid and cannot be applied to a larger audience.

Survey Tools Templates Available

- **Consumer Awareness Survey:** This quantitative telephone survey asks specific questions of consumers who have not participated in a wood stove exchange in order to assess their familiarity with the program as well as determine the perceived benefits and barriers to participating in the program in the marketplace. Data from this type of survey can help establish the level of awareness among target audiences, and reveal whether marketing strategies need to be refined or revised. *(Addendum A)*
- **Participant Survey:** This qualitative telephone survey asks consumers who received a voucher through a wood stove exchange program about their experience with the program as well as their motivation to utilize the program. Findings from a participant survey will pinpoint key benefits that may represent marketing opportunities, and implementation hiccups that should be corrected in future programs. *(Addendum B)*
- **Non-Participant Survey:** In contrast to the Participant Survey, this qualitative telephone survey asks consumers who received a voucher through the program why they did not participate. Among other things, information obtained from non-participants will identify program barriers that should be addressed in future programs. *(Addendum C)*
- **Partners/Retailer Survey:** This qualitative telephone survey assesses the wood stove program from participating retailers' perspectives. This audience is likely to provide information that is quite different from feedback received from participants and non-participants. Some of the data may even contradict the findings from other studies. This type of survey is an excellent measurement tool to evaluate program strengths and weaknesses from an operational standpoint. *(Addendum D)*
- **Focus Groups:** These are small group opportunities to evaluate – through discussion and observation - peoples' responses to messaging, and help identify program barriers and benefits. A focus group can also provide the opportunity to test responses to a proposed marketing effort and the design of specific materials. *(Addendum E)*
- **Coordinator Self-Evaluation:** A complete overview and internal analysis of a program will garner feedback about the program outcomes. This type of evaluation also provides perspective from the Coordinator. *(Addendum F)*
- **Evaluation Perspectives:** Information available in the marketplace can aid understanding about wood stove exchange programs. Assessments of past programs and programmatic details can be revealing. *(Addendum G)*

Emissions and Air Quality Data

In addition to interpreting the overall program, and evaluating the benefits and barriers of a program, it is ultimately beneficial to gather the air quality and emissions data from an exchange program. Some specific reporting mechanisms are as follows:

- **Pre- and Post-Air Quality Reporting:** An air regulation program where air quality monitors assess the air quality levels before and after a wood stove exchange program. For example, a level at a certain monitor would be recorded and then the level of the monitor would be recorded after the exchange program had occurred, and after a complete heating season.
- **Emissions Calculations:** This is an on-paper calculation where the total emissions of the stoves replaced is determined and noted. The final figure would be used to define the volume of particulates removed from an air shed.

Example of emissions reduction situation per household:

Different areas may burn different amounts and types of wood. Information about burning practices in various regions in B.C. is recorded in a report, "Residential Wood Burning Emissions in British Columbia" (http://www.env.gov.bc.ca/air/airquality/pdfs/wood_emissions.pdf):

From the report, you know that an area average wood use is 3.894 cords per household per season. If you assumed that fir is the wood of choice and that fir is 0.9829 tonnes/cord at 12 percent moisture, and that the emissions factor for a older conventional wood stove is 23.2 Kg PM2.5/tonne of wood, then this stove would produce 88.8 kg of PM2.5 (or particulates) per household per season. Because a cleaner-burning stove produces 70 percent less emissions on the average, then the total emissions reduction would be 62 Kg per season.

Calculations:

$23.2 \times 0.9829 \times 3.894 = 88.8$ Kg of PM2.5 per household per season.

Reduce the emissions by 70 percent by converting to a model certified by the U.S. Environmental Protection Agency: $88.8 \times 0.7 = 62$ Kg reduction of PM 2.5 per household per season.

Implementation Insights

The enclosed research tools can be used to implement surveys in-house (try using Survey Monkey or other simple survey software) or utilized by an outside research firm. The benefit of handling these projects internally is primarily budget related. Outside research firms are professionally-trained to implement these surveys and projects so as to avoid tainting the results with their own opinions or swaying a conversation according to a particular group or an individual participant's agenda. Often the most basic of focus groups or surveys can produce benign results due to an ineffective researcher or a rogue participant. Before determining if a survey should be conducted internally, it is wise to consult a variety of researchers who can bid on a specific project scope.

Implementing a Stove Exchange

Details about stove exchange programs and specific insights into how to operate and succeed in a program can be found through the B.C. Ministry of Environment (<http://www.env.gov.bc.ca/epd/woodstove/index.htm>). For detailed information on how to implement a wood stove exchange program, look for the "Wood Stove Exchange Implementation Information and Program Basics" document.

For information, contact:

Rebecca Freedman
Environmental Management Analyst
Air Protection
B.C. Ministry of Environment
3rd Floor 2975 Jutland Road
Victoria, BC V8T 5J9
250-356-0664 250-356-7197 fax

Addendum A – Consumer Awareness Survey

BACKGROUND: This survey was developed and administered by Environics Research Group (<http://erg.environics.net/>) in both the Skeena region and the Cariboo region where two separately run wood stove exchange programs took place. The advantage to including two areas in the evaluation is that comparisons can be made regarding consumer awareness levels and the types of awareness activities employed, as well as the cost savings realized by combining the evaluations.

Wood Stove Exchange Evaluation Template Consumer Awareness Survey

Questionnaire

Introduction

Good morning/afternoon/evening. My name is _____ and I am calling from the _____ . Today we are conducting a brief study with residents in your area for the _____ about a local initiative. Please be assured that we are not selling or soliciting anything.

[IF ASKED: The survey will take about 10 minutes to complete]

[IF ASKED: We can provide you with a contact at _____ if you would like to verify this survey: _____ .

We would like to speak with an adult member of your household who would be involved in major household purchases. Would that be you?

IF PERSON SELECTED IS NOT AVAILABLE, ARRANGE FOR CALL-BACK

A. General Introductory Questions

I'd like to start out with a couple of general questions about your community. . .

1. Before we begin, can you tell me in which community you currently reside? *(Use codes or names.)*
2. How would you rate the quality of the air in your community, that is, the presence or absence of pollution?

Is it generally:

01 - Excellent

02 - Good

03 - Only fair

04 - Poor

VOLUNTEERED

05 - Depends

99 - DK/NA

3. As far as you know, what are the major sources of air pollution in your area?

DO NOT READ - CODE FIRST AND OTHER MENTIONS; PROBE: Any others?

01 - Wood burning/wood stoves/fireplaces

02 - Agricultural sources/stubble burning/livestock/methane from cattle

03 - Emissions from power generating plants

04 - Industry/factory emissions

05 - Natural events (forest fires, volcanic eruptions)

06 - Ozone/ground level ozone

- 07 - Paints/aerosols/spray cans
- 08 - Pollution from the U.S/distant regions
- 09 - Road dust
- 10 - Small engine emissions (lawnmowers, snowmobiles)
- 11 - Vehicle emissions (cars, trucks, SUVs)
- 12 - Weather
- 13 - Forest fires
- 14 - Paper mill/Lumber mill/Logging
- 15 - Energy plants/Pellet plant
- 16 - Cement plant
- 17 - Trucking/Diesel trucks
- 97 - None/no sources of pollution
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

4. Do you currently have a wood stove or other wood burning appliance in your home?
 READ IF NECESSARY: Wood burning appliances include wood furnaces, outdoor wood boilers, wood stoves, pellet stoves, fireplace inserts and fireplaces

- 01 - Yes
- 02 - No SKIP TO Q.35
- 99 - DK/NA SKIP TO Q.35

5. (IF YES IN Q.4) In what year was this stove or appliance purchased?

IF MORE THAN ONE, RECORD MOST RECENT

____ Year

- 9997 – Came with house when moved in – ASK FOR YEAR WHEN MOVED IN
- 9999 – DK/NA

6. Does your wood stove or appliance have a label for a U.S. EPA Environmental Emissions Certification?

INTERVIEWER: U.S. EPA: United States Environmental Protection Agency: CSA: Canadian Standards Association

- 01 - Yes
- 02 - No
- VOLUNTEERED
- 04 - CSA Safety sticker/Certification
- 98 - Other Certification (SPECIFY _____)
- 99 - DK/NA

B. Wood Stove Exchange Program

7. Do you recall seeing or hearing something about a program in your area to encourage residents to exchange their old, inefficient wood stoves for more energy-efficient and clean burning models?

- 01 - Yes
- 02 - No SKIP TO Q.25a-b
- 99 - DK/NA SKIP TO Q.25a-b

8. (IF YES TO Q.6) Where do you recall seeing or hearing about this program?
 DO NOT READ – CODE ALL THAT APPLY

- 01 - Newspaper/magazine ad
- 02 - Newspaper/magazine article
- 03 - TV commercial
- 04 - TV news/feature story
- 05 - Radio commercial
- 06 - Radio new/feature story
- 07 - Municipal Council or office
- 08 - Billboard
- 09 - Community bulletin board
- 10 - Utility bill/insert
- 11 - Direct mail/flyer advertisement/door hanger
- 12 - Display in store
- 13 - Internet/website (SPECIFY Website _____)
- 14 - Retail store/contractor
- 15 - Realtor
- 16 - Financial institution/bank
- 17 - Tradeshow/fair
- 18 - Friend/neighbor/other family member
- 19 - Co-worker
- 20 - Local newsletter
- 21 - Pamphlet
- 22 - Firm that did the house assessment/evaluation
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

9. Would you say you are very, somewhat, not very or not at all familiar with this program?

- 01 - Very familiar
- 02 - Somewhat familiar
- 03 - Not very familiar
- 04 - Not at all familiar SKIP TO Q.25a-b
- VOLUNTEERED
- 05 - Have participated in program REDIRECT TO PARTICIPANT SURVEY
- 99 - DK/NA SKIP TO Q.25a-b

10. From what you know or have heard, what is this program all about?
DO NOT READ – CODE ALL THAT APPLY

- 01 - Program to retire old wood stoves
- 02 - Purpose is to clean up air/address pollution problem
- 03 - Provides rebates/financial incentives to exchange old stoves
- 04 - Discourage wood burning/use other sources of heat
- 05 - Educate residents on how to use wood stoves/appliances
- 06 - Education residents on how to reduce pollution from wood stoves/appliances
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

11. What organizations are involved in promoting or implementing this program?
DO NOT READ – CODE ALL THAT APPLY

- 01 - B.C. Ministry of the Environment
- 02 - B.C Government
- 03 - Local town/district
- 04 - BVLD Airshed Management Society
- 05 - Quesnel/Williams Lake Air Quality Roundtable
- 06 - B.C. Lung Association

- 07 - Wood Energy Technicians of B.C. (WET B.C.)
- 08 – Hearth Patio & Barbecue Association (HPBA)
- 09 – Hearth Patio & Barbecue Association – Western Chapter (WHPBA)
- 10 – Baker Creek Enhancement Society (BCES)
- 11 – Local retailer/stores selling wood stoves/appliances
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

PROGRAM SPECIFIC

12. Were you aware of any of the following types of support offered in conjunction with the wood stove exchange program?

READ AND ROTATE A AND B; ALWAYS READ C LAST

- a. Special low interest loans from local credit unions to help finance the purchase of a new energy efficient wood stove or appliance.
- b. Cash rebates for new wood stoves offered by some local municipal and regional districts.
- b. Wood moisture meters and “how-to” DVDS on wood stove that can be borrowed from your community library.

- 01 – Yes
- 02 – No
- 99 – DK/NA

13. (ASK IF YES TO Q.12c) Have you ever borrowed these materials from your library?

- 01 – Yes
- 02 – No
- 99 – DK/NA

14. Were you aware this wood stove exchange program offered cash rebates from both retailers and the local municipal and regional districts?

- 01 – Yes
- 02 – No
- 99 – DK/NA

15. (ASK ALL) Have you participated in this program, in terms of exchanging an old stove for a newer more energy efficient and cleaner burning model or appliance?

01 – Yes CONFIRM THAT ACTUALLY EXCHANGED OLDER WOOD STOVE/APPLIANCE 02 –2 THROUGH THE EXCHANGE PROGRAM (VS. ON OWN); THEN SWITCH TO 99 – 99 – PARTICIPANT SURVEY OR SCHEDULE CALLBACK OF SURVEY NOT READY

- 02 – No CONTINUE
- VOLUNTEERED
- 03 - In process of participation SKIP TO Q.18
- 99 - DK/NA CONTINUE

16. (IF NO/DK/NA TO Q.15) Have you considered or did you consider participating in this wood stove exchange program?

01 - Yes SKIP TO Q.18
02 - No
99 - DK/NA

17. (IF NO/DK/NA TO Q.16) What is the main reason you did not consider this wood stove exchange program?
DO NOT READ – CODE ALL THAT APPLY

01 - Too costly to replace
02 - Satisfied with current stove
03 - Current stove not that old/works fine
04 - Financial incentives not large enough
05 - Do not know enough about program
06 - Program too complicated to use
07 - Never really thought about it
08 - Don't believe program is needed/air pollution not a problem
09 - Moving to new home
10 - Renting home
98 - Other (SPECIFY _____)
99 - DK/NA

SKIP TO Q.19

18. (IF YES IN Q.16) Do you anticipate exchanging your wood stove through this program:
READ – CODE ONE ONLY

01 - Within the next two months
02 - Within the next three to six months
03 - In the next 7 to 12 months
04 - In 1 to 2 years
05 - More than two years down the road
VOLUNTEERED
06 - Depends
07 - DK/NA

19. Do you have friends, neighbors or other people you know who have exchanged their wood stove through this program?

01 – Yes
02 – No
99 – DK/NA

20. Have you yourself looked for information about this wood stove exchange program?

01 – Yes
02 – No SKIP TO Q.23
99 – DK/NA SKIP TO Q.23

21. (IF YES TO Q.20) Where have you looked to learn more about this program?

DO NOT READ – CODE ALL THAT APPLY

01 - Provincial government
02 - Local government
03 - Local utility
04 - Retailers/wood stove dealers

- 05 - Contractor
- 06 - Internet/Web
- 07 - Friends/family/co-workers
- 08 - Local newspaper
- 09 - Pamphlet
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

22. Did you end up finding the information on this program you were looking for?

- 01 - Yes
- 02 - No
- 99 - DK/NA

IF ALREADY ASKED Q.18 – SKIP TO Q.24

23. How likely are you to exchange your wood stove through this program? Are you definitely, likely, likely not or definitely likely to do so?

- 01 - Definitely participate
- 02 - Likely participate
- 03 - Likely not participate
- 04 - Definitely not participate
- VOLUNTEERED
- 05 - Depends
- 99 - DK/NA

24. From what you know or have heard about this program, would you recommend it to someone you know well?

- 01 - Yes
- 02 - No
- VOLUNTEERED
- 03 - Depends
- 99 - DK/NA

ASK IF OWN WOOD STOVE IN Q.3 AND NOT FAMILIAR/DKNA IN Q.9. OTHERS SKIP TO Q.29

25a. In 20XX, the XX offered a program to encourage residents to exchange old, inefficient wood stoves for newer energy-efficient and cleaner burning models that meet a higher standard that reduce local air pollution. A XX% cash rebate was available from retailers in the spring, and residents are still eligible for a cash rebate ranging from \$XX to \$XX, and a low interest loan from local credit unions.

How likely would you be to exchange your wood stove through this program in the next year (definitely, likely, likely not or definitely NOT likely)?

- 01 - Definitely SKIP TO Q.26
- 02 - Likely SKIP TO Q.26
- 03 - Likely not
- 04 - Definitely NOT likely
- VOLUNTEERED
- 05 - Depends
- 99 - DK/NA SKIP TO Q.26

26. (IF LIKELY/DEFINITELY NOT/DEPENDS IN Q.25a-b) Why would you be unlikely to participate in this wood stove exchange program?

DO NOT READ – CODE ALL THAT APPLY

- 01 - Too costly to replace/Cannot afford/Not affordable
- 02 - Satisfied with current stove
- 03 - Current stove not that old/works fine
- 04 - Financial incentives not large enough
- 05 - Do not know enough about program
- 06 - Program too complicated to use
- 07 - Never really thought about it
- 08 - Don't believe program is needed/air pollution not a problem
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

27. Are you interested in getting more information about this wood stove exchange program?

- 01 - Yes
- 02 - No SKIP TO Q.29
- 99 - DK/NA SKIP TO Q.29

28. (IF YES TO Q.27) Which of the following formats would this information be most useful to you?

READ AND ROTATE – CODE ALL THAT APPLY

- 01 - Printed booklet
- 02 - Website
- 03 - Newspaper ads
- 04 - Radio ads
- 05 - Utility bill/property tax insert
- VOLUNTEERED
- 98 - OTHER (SPECIFY _____)
- 99 - DK/NA

C. Burn-it Workshops

29. Do you recall seeing or hearing anything about workshops on wood stove use and clean burning practices in your area held earlier this year, called "Burn-it Smart" workshops?

- 01 - Yes
- 02 - No SKIP TO Q.35
- 99 - DK/NA SKIP TO Q.35

30. (IF YES TO Q.29) Where do you recall seeing or hearing about these workshops?
DO NOT READ – CODE ALL THAT APPLY

- 01 - Newspaper/magazine ad
- 02 - Newspaper/magazine article
- 03 - TV commercial
- 04 - TV news/feature story
- 05 - Radio commercial
- 06 - Radio new/feature story
- 07 - Municipal Council or office

- 08 - Billboard
- 09 - Community bulletin board
- 10 - Utility bill/insert
- 11 - Direct mail/flyer advertisement/door hanger
- 12 - Display in store
- 13 - Internet/Website (SPECIFY Website _____)
- 14 - Retail store/contractor
- 15 - Realtor
- 16 - Financial institution/bank
- 17 - Tradeshow/fair
- 18 - Friend/neighbor/other family member
- 19 - Co-worker
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

31. Did you attend one of the Burn-it Smart workshops held in your area?

- 01 - Yes
- 02 - No SKIP TO Q.35
- 99 - DK/NA SKIP TO Q.35

32. (IF YES TO Q.31) What prompted you to attend?

DO NOT READ – CODE ALL THAT APPLY

- 01 - Learn more about wood stove use
- 02 - Learn more about burning wood cleanly and efficiently
- 03 - Learn more about health effects related to wood smoke
- 04 - Learn more about air quality/pollution impacts of wood smoke
- 05 - To learn more about wood stove exchange
- 06 - Door prizes/incentives being offered for attendance
- 07 - Accompanying someone else who wanted to attend.
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

33. Overall how useful did you find the workshop? Was it very, somewhat, not very or not at all useful in terms of what you hoped to learn from it?

- 01 - Very useful SKIP TO Q.35
- 02 - Somewhat useful SKIP TO Q.35
- 03 - Not very useful
- 04 - Not at all useful
- VOLUNTEERED
- 99 – DK/NA

34. (IF NOT VERY/NOT AT ALL USEFUL IN Q.33) In what ways could it have been more useful for you?

SPECIFY

99 – DK/NA

D. Local By-laws

35. Are you aware of any local by-laws or regulations governing the use of wood stoves in your community?

- 01 - Yes
- 02 - No SKIP TO Q.37
- 99 - DK/NA SKIP TO Q.37

36. From what you know or have heard, what do these by-laws cover?

DO NOT READ – CODE ALL THAT APPLY

- 01 - What type of wood stoves/appliances can be sold or purchased?
- 02 - What type of wood stove/appliance can be installed?
- 03 - Restrictions on using wood burning appliances when air quality is poor/during advisories?
- 04 - Old inefficient wood stoves must be removed/no longer used by certain date.
- 98 - Other (SPECIFY _____)
- 99 - DK/NA

37. Provincial regulations currently require that all wood stoves sold by B.C. retailers must meet EPA and Canadian standards for emissions and energy efficiency. Do you strongly support, somewhat support, somewhat oppose or strongly oppose this current provincial regulation?

- 01 - Strongly support
- 02 - Somewhat support
- 03 - Somewhat oppose
- 04 - Strongly oppose
- VOLUNTEERED
- 05 - Depends
- 99 - DK/NA

38. Do you strongly support, somewhat support, somewhat oppose or strongly oppose the following local by-laws currently in effect in your community?

REPEAT RESPONSE SCALE AS NEEDED

- a. All stoves and other wood burning appliances installed must meet EPA emissions and safety standards.
- b. All currently installed stoves and wood burning appliances that do not meet EPA emissions standards must be removed from use by December 2010.
- c. All currently installed stoves and wood burning appliances that do not meet EPA emissions and safety standards must be replaced or removed upon the sale of the property.
- d. Residents are not allowed to use their stove or wood burning appliance during an Air Quality Advisory, unless it is the sole source of heat for their home.

- 01 - Strongly support
- 02 - Somewhat support
- 03 - Somewhat oppose
- 04 - Strongly oppose

VOLUNTEERED
05 - Depends
99 - DK/NA

39. Before we complete the survey, do you have any further comments about any of the topics we've covered?

SPECIFY

99 - DK/NA/None

E. Respondent Characteristics

Finally, I'd like to ask you just a few questions about yourself that will help us analyze the results of this survey. . .

40. How many individuals, including yourself, currently live in your household?

99 - NA/REFUSE

41. Which one of the following categories best describes your home?

READ – CODE ONE ONLY – STOP AS SOON AS CATEGORY IS IDENTIFIED

01 - A single-family house detached from any other house

02 - A single-family house attached to one or more houses, for example a townhouse or duplex

03 - An apartment building or condominium no more than four stories, or

04 - A mobile home or trailer

VOLUNTEERED

98 - Other (SPECIFY _____)

99 - DK/NA

42. Do you currently own or rent your home?

01 - Own

02 - Rent

99 - NA/Refuse

43. In what year were you born?

_____ Year born

9999 - REFUSE/NA

44. For statistical purposes only, we need information about your household income. Please tell me which of the following categories applies to your total household income for the year 2006?

READ – CODE ONE ONLY – STOP AS SOON AS CATEGORY IS IDENTIFIED

01 - Less than \$40,000

02 - \$40,000 up to \$75,000

03 - \$75,000 up to \$100,000

04 - \$100,000 up to \$150,000

05 - \$150,000 and over

VOLUNTEERED

99 - DK/NA

45. And finally, may I have the six digits of your postal code?
RECORD

999999 – NA/Refuse

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I have your first name?

First Name: _____

This survey was conducted on behalf of the B.C. Ministry of the Environment. Thank you very much for your participation.

IF REQUESTED: PROVIDE CONTACT FOR MORE INFORMATION ON WOOD STOVE EXCHANGE PROGRAM:

46. Gender

01 - Male

02 - Female

Addendum B – Participant Survey

BACKGROUND: This survey was developed and administered by Environics Research Group (<http://erg.environics.net/>) in both the Skeena region and the Cariboo region where two separately run wood stove exchange programs took place. It was conducted with the program participants – those people that completed wood stove exchanges - from both Cariboo and Skeena programs and customized depending on the specific program elements each region offered.

Wood Stove Exchange Evaluation Participant Survey

Questionnaire

Introduction

Good morning/afternoon/evening. My name is _____ and I am calling from the _____ . Today we are conducting a brief study with households who participated in a recent wood stove exchange program in your area.

May we speak with [NAME FROM LIST] IF NOT AVAILABLE ARRANGE FOR A CALL BACK.

[IF ASKED: The survey will take about 15 minutes to complete]

[IF ASKED: We can provide you with a contact at B.C. Environment if you would like to verify this survey: _____

A. Participation Confirmation

1. I'd like to confirm you participated in this wood stove exchange program in the past year:

01 - Yes

02 - No

99 - DK/NA

THANK AND TERMINATE

THANK AND TERMINATE

2. Did you receive a voucher or a voucher number for a cash rebate for exchanging your old wood stove or wood burning appliance for a new one?

01 - Yes

02 - No

99 - DK/NA

3. In what month did you exchange your old wood-burning appliance for a new one?
INTERVIEWER: SHOULD BE MONTH WHEN OLD APPLIANCE WAS REMOVED

___ ___ Month

SKIP TO Q.5

96 - Have not yet exchanged wood stove/appliance

99 - NA/REFUSE

SKIP TO Q.5

4. (IF NOT YET EXCHANGED IN Q.3) When do you plan to replace your old stove or wood burning appliance for a new one?

___ ___ Month in 2007

13 - Sometime in 2008

14 - No specific timetable yet

97 - Do not plan to do so

99 - DK/NA

Right now we are surveying residents who have replaced their wood stove or appliance through this exchange program. We may like to call you back at another time to do a related survey.

[REQUEST PERMISSION AND RECORD RESPONSE – THEN THANK AND TERMINATE]

B. Program Participation

5. Can you tell me how you first heard about the wood stove exchange program in your area?

DO NOT READ – CODE ALL THAT APPLY

- 01 – Posters around town/in store windows
- 02 – Newspaper ad
- 03 – Local radio ad
- 04 – Phone call invitation
- 05 – Letter/door hanger received at home
- 06 – From friend/family member/co-worker
- 07 – A retail outlet/store display or staff
- 08 – Local air quality group/organization
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

6. What would you say are the main reasons you decided to participate in this program?

DO NOT READ – CODE ALL THAT APPLY

- 01 – Needed to exchange wood stove/appliance anyway
- 02 – Financial incentives/money back
- 03 – Safety reasons – old stove no longer safe
- 04 – Environmental concerns – old stove was polluting
- 05 – Efficiency/more heat for less fuel
- 06 – Neighbor concerns
- 07 – Reduce energy costs/save money
- 08 – Save on wood/burn less wood
- 09 – Local bylaw or insurance requirement
- 10 – Wanted more attractive/aesthetic stove/appliance
- 11 – General concern about air quality in area
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

7. Were you already planning to exchange or replace your old stove or wood burning appliance when you first heard about this program?

- 01 – Yes
- 02 – No
- 99 – DK/NA

8. Would you have gone ahead and replaced your old stove or appliance even if this program was not offered?

- 01 – Yes
- 02 – No
- VOLUNTEERED
- 03 – Yes but at some later date/eventually
- 99 – DK/NA

9. How long did it take you to buy a new wood stove or appliance after hearing about the exchange program?

RECORD IN DAYS, WEEKS OR MONTHS - IF ONE YEAR OR MORE CONVERT TO MONTHS

___ ___ Days
___ ___ Weeks
___ ___ Months
99 – DK/NA

10. (IF Q.9 IS LONGER THAN TWO MONTHS) Is there any particular reason why you did not exchange your old wood stove or appliance sooner than this?

DO NOT READ – CODE ALL THAT APPLY

01 – Didn't get around to it
02 – Cost/financial reasons – significant investment
03 – Deciding what new product to buy
04 – Getting information about exchange program
05 – Personal reasons (health/travel)
06 – Old appliance was working fine
98 – Other (SPECIFY _____)
99 – DK/NA

11. (IF NOT MENTIONED IN Q.10) Have you experienced any problems obtaining the information you needed about the exchange program?

01 – Yes
02 – No
99 – DK/NA

12. Was the information you obtained or received on the exchange program sufficient to meet your particular needs?

01 – Yes
02 – No
99 – DK/NA

13. What financial incentives were you able to take advantage of when you exchanged your wood stove or appliance?

READ LIST IF NECESSARY – CODE ALL THAT APPLY

01 – In-store 15% discount on new product
02 – Rebate/voucher/cash back from local government (amount may range from \$50 to \$500)
03 – Rebate/voucher/cash back from B.C. Ministry of Environment
04 – Low interest loan from credit union

- 13b. IF NOT CODE 01 AT Q13: Did you get a retail discount of 15% off the cost of your new appliance?

01 – Yes
02 – No
99 – DK/NA

14. ASK IF VOUCHER RECEIVED IN Q2: Did receiving the voucher make a big difference, some difference or little difference in going ahead and exchanging your old wood burning appliance for a new one?

01 – Big difference
02 – Some difference
03 – Little difference
VOLUNTEERED
04 – No difference
99 – DK/NA

15. ASK IF VOUCHER RECEIVED IN Q2: Did you experience any problems getting the information you needed about how the voucher worked?

01 – Yes
02 – No
99 – DK/NA

16. ASK IF VOUCHER RECEIVED IN Q2: Did you experience any problems cashing in your voucher?

01 – Yes
02 – No
99 – DK/NA

C. Product Purchase

17. Did you purchase a new wood stove, a wood furnace, a pellet stove or some other type of appliance under this exchange program?

READ CATEGORIES IF NECESSARY. CODE MORE THAN ONE IF VOLUNTEERED

01 – Wood stove
02 – Wood furnace
03 – Pellet stove
04 – Fireplace insert
05 – Heat pump
06 – Gas or electric stove
07 – Outdoor wood boiler (INTERVIEWER CLARIFY – ITEM NOT ELIGIBLE FOR THIS PROGRAM)
98 – Other (SPECIFY _____)
99 – DK/NA

18. Approximately how much did you end up paying for?

- a) The appliance itself, after all rebates and including all taxes, but not including installation.
b) Any extra costs, such as installation, removal of the old appliance, chimney installation, repair or modification, or any other charges related to replacing your old wood-burning appliance.

SPECIFY – IF OVER \$10,000 CLARIFY IF RESPONDENT MEANS “XX HUNDRED” OR “XX THOUSAND”

\$ _____

02 – CAN ONLY GIVE TOTAL AMOUNT – STOP ASKING Q18A/B AND ASK Q18B
99999 – DK/NA

18b. What was the total amount of the purchase?

(IF ASKED CLARIFY: What was the final price after all rebates were used, including taxes?)

SPECIFY – IF OVER \$10,000 CLARIFY IF RESPONDENT MEANS “XX HUNDRED” OR
“XX THOUSAND”

\$ _____
99999 – DK/NA

(Q19 DELETED)

20. How satisfied were you with your experience in purchasing this product from this retailer?
Were you:

01 – Completely satisfied	SKIP TO Q.22
02 – Somewhat satisfied	SKIP TO Q.22
03 – Not very satisfied	
04 – Not at all satisfied	
VOLUNTEERED	
99 – DK/NA	SKIP TO Q.22

21. (IF NOT VERY/NOT AT ALL SATISFIED IN Q.20) In what way were you not more satisfied
with this purchase experience?

SPECIFY

99 – DK/NA

22. Did this retailer remove your old wood burning appliance, or was this done by someone
else?

DO NOT READ – CODE ONE ONLY

01 – Same retailer
02 – Another retailer
03 – Contractor
04 – Did yourself
VOLUNTEERED
05 – Has not been removed yet
98 – Other (SPECIFY _____)
99 – DK/NA

23. ASK IF NOT CODE 05 AT Q22. Were there any particular problems in having your old
appliance removed?

01 – No problems
02 – Yes, had a problem: SPECIFY _____
99 – DK/NA

24. ASK IF CODE 01, 02, 03 AT Q17: Was a permit required for the installation of your new
appliance?

DO NOT READ CATEGORIES

- 01 – Yes
- 02 – Installation did not require a permit
- 03 – Installation required a permit but did not get one
- 04 – Not yet installed
- 99 – DK/NA

25. ASK IF NOT CODE 04 AT Q24: Was your new appliance installed by the same retailer you bought it from, or by someone else?

DO NOT READ – CODE ONE ONLY

- 01 – Same retailer who sold product
- 02 – Another retailer
- 03 – Contractor
- 04 – Did yourself
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

26. ASK IF NOT CODE 04 AT Q24: Were there any particular problems in having this [APPLIANCE FROM Q.17] installed?

SPECIFY

99 – DK/NA

D. New Appliance Operation

ASK THIS SECTION IF CODE 01, 02 OR 03 AT Q17 – OTHERS SKIP TO SECTION F

27. Is your [APPLIANCE FROM Q.17] currently operating to your expectations?

- 01 – Yes SKIP TO Q.29
- 02 – No
- VOLUNTEERED
- 03 – Have not used yet SKIP TO Q.30
- 99 – DK/NA SKIP TO Q.29

28. (IF NO IN Q.27) In what way is it not operating as you expected?

DO NOT READ – CODE ALL THAT APPLY

- 01 – Not as efficient/uses more wood
- 02 – Not as clean/creates more ash/smoke
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

29. Have you noticed any of the following improvements in the use of your new [APPLIANCE FROM Q.17]?

- a) More efficiency, that is, uses less wood for the same functions as your old appliance
- b) Produces less ash
- c) Creates less smoke

- 01 – Yes

02 – No
99 – DK/NA

30. Did you receive any information on how to maximize the efficiency and life of this new appliance?

01 – Yes
02 – No SKIP TO Q.33
99 – DK/NA SKIP TO Q.33

31. (IF YES TO Q.30) Where did you receive this information?

DO NOT READ – CODE ALL THAT APPLY

01 – Manufacturer (booklet with appliance or web site)
02 – Retailer/in-store sales person, display, brochure or pamphlet
03 – Internet (general)
04 – Air Quality display or booth
05 – Ministry of the Environment web site or office
06 – Library
07 – Exchange program coordinator
08 – Clean Air Day or other event
09 – Burn-it Smart workshop
98 – Other (SPECIFY _____)
99 – DK/NA

32. Did you find this information to be very, somewhat, not very or not at all useful?

01 – Very useful
02 – Somewhat useful
03 – Not very useful
04 – Not at all useful
VOLUNTEERED
05 – Too early to say/just received
99 – DK/NA

33. Would you find it helpful to obtain additional information about maximizing the performance of your [APPLIANCE FROM Q.17] before the next burning season?

01 – Yes
02 – No SKIP TO Q.35
99 – DK/NA SKIP TO Q.35

34. (IF YES TO Q.33). Which format for such information would be most useful for you?

READ – CODE ALL THAT APPLY

01 – Video or DVD
02 – Printed brochure
03 – Website
04 – In-person workshop
VOLUNTEERED
98 – Other (SPECIFY _____)
99 – DK/NA

E. “Burn-it-Smart” Workshops

ASK THIS SECTION IF CODE 01, 02 OR 03 AT Q17 – OTHERS SKIP TO SECTION F

35. Do you recall seeing or hearing anything about Burn-it-Smart workshops on wood burning appliances use in your area held earlier this year? I'd like to confirm that you attended a workshop in the past year?

01 – Yes
02 – No SKIP TO Q.37b
99 – DK/NA SKIP TO Q.37b

36. (IF YES TO Q.35) Where do you recall seeing or hearing about these workshops?

DO NOT READ – CODE ALL THAT APPLY

01 – Newspaper/magazine ad
02 – Newspaper/magazine article
03 – TV commercial
04 – TV news/feature story
05 – Radio commercial
06 – Radio new/feature story
07 – Municipal Council or office
08 – Billboard or posters around town
09 – Community bulletin board
10 – Utility bill/insert
11 – Direct mail/flyer advertisement/door hanger
12 – Posters or display in-store/at retail outlet
13 – Internet/website (SPECIFY Website ____)
14 – Contractor
15 – Realtor
16 – Financial institution/bank
17 – Tradeshow/fair
18 – Friend/neighbor/other family member
19 – Co-worker
98 – Other (SPECIFY _____)
99 – DK/NA

- 37a. Did you attend one of the Burn-it Smart workshops held in your area?

01 – Yes SKIP TO Q.38
02 – No ASK Q37B THEN SKIP TO Q.41
99 – DK/NA ASK Q37B THEN SKIP TO Q.41

- 37b. Would you be interested in participating in an evening or weekend Burn-it-Smart workshop to learn useful tips on efficient and safe wood burning practices, so that you can get the most out of your firewood and new appliance?

01 – Yes SKIP TO Q.41
02 – No SKIP TO Q.41
99 – DK/NA SKIP TO Q.41

38. (IF YES TO Q.37a OR IF ATTENDANCE CONFIRMED IN Q35) What was the main thing that prompted you to attend the Burn-It Smart workshop?

DO NOT READ – CODE ALL THAT APPLY

- 01 – To learn more about wood stove use
- 02 – To learn more about wood stove exchange
- 03 – Door prizes/incentives being offered for attendance
- 04 – Accompanying someone else who wanted to attend.
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

39. Overall how useful did you find the workshop? Was it very, somewhat, not very or not at all useful in terms of what you hoped to learn from it?

- 01 – Very useful SKIP TO Q.41
- 02 – Somewhat useful SKIP TO Q.41
- 03 – Not very useful
- 04 – Not at all useful
- VOLUNTEERED
- 99 – DK/NA

40. (IF NOT VERY/NOT AT ALL USEFUL IN Q.39) In what ways could it have been more useful for you?

SPECIFY

99 – DK/NA

F. Overall Program Success

41. From what you have heard, how successful do you think this wood stove exchange program has been in encouraging residents to turn in old wood burning appliances for new more efficient ones? Would you say very, somewhat, not very or not at all successful?

- 01 – Very successful
- 02 – Somewhat successful
- 03 – Not very successful
- 04 – Not at all successful
- VOLUNTEERED
- 99 – DK/NA

42. Would you recommend this wood stove exchange program to someone you know?

- 01 – Yes
- 02 – No
- VOLUNTEERED
- 03 - Depends
- 99 – DK/NA

43. Before we complete the survey, do you have any further comments about any of the topics we've covered?

SPECIFY

99 – DK/NA/None

G. Respondent Characteristics

Finally, I'd like to ask you just a few questions about yourself that will help us analyze the results of this survey. Please be assured all of the answers you provide on this survey will remain completely anonymous.

44. How many individuals, including yourself, currently live in your household?

99 – NA/REFUSE

45. Which one of the following categories best describes your home?

READ – CODE ONE ONLY – STOP AS SOON AS CATEGORY IS IDENTIFIED

01 – A single-family house detached from any other house

02 – A single-family house attached to one or more houses, for example a townhouse or duplex

03 – An apartment building or condominium no more than four stories

04 – An apartment building or condominium five or more stories, or

05 – A mobile home or trailer

VOLUNTEERED

98 – Other (SPECIFY _____)

99 – DK/NA

46. Do you currently own or rent your home?

01 – Own

02 – Rent

99 – NA/Refuse

47. In what year were you born?

_____ Year born

9999 - REFUSE/NA

48. For statistical purposes only, we need information about your household income. Please tell me which of the following categories applies to your total household income for the year 2006?

READ – CODE ONE ONLY – STOP AS SOON AS CATEGORY IS IDENTIFIED

01 – Less than \$40,000

02 – \$40,000 up to \$75,000

03 – \$75,000 up to \$100,000

04 – \$100,000 up to \$150,000

05 – \$150,000 and over

VOLUNTEERED

99 – DK/NA

49. And finally, may I have the six digits of your postal code?

RECORD

_____-_____-_____-_____-_____-_____
999999 – NA/Refuse

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I have your first name?

First Name: _____

This survey was conducted on behalf of the B.C. Ministry of the Environment. Thank you very much for your participation.

IF REQUESTED: PROVIDE CONTACT FOR MORE INFORMATION ON WOOD STOVE EXCHANGE PROGRAM:

RECORD:

51. Gender

- 01 - Male
- 02 - Female

52 RECORD COMMUNITY

Addendum C – Non-Participant Survey

BACKGROUND: This survey was developed and administered by Environics Research Group (<http://erg.environics.net/>) in both the Skeena region and the Cariboo region where two separately run wood stove exchange programs took place. The programs kept track of contact information for people who signed up for the exchange by taking a voucher, but did not complete the exchange. The number of people surveyed was small and finite.

Wood Stove Exchange Pilot Evaluation Non-Participant Survey

Questionnaire

Introduction

Good morning/afternoon/evening. My name is _____ and I am calling from _____. Today we are conducting a brief study with households who obtained vouchers as part of a recent wood stove exchange program in your area. This survey is to help evaluate the effectiveness of the program and to design improvements for the future.

May we speak with [NAME FROM LIST] IF NOT AVAILABLE ARRANGE FOR A CALL-BACK.

[IF ASKED: The survey will take about 10 minutes to complete]

[IF ASKED: We can provide you with a contact at B.C. Environment if you would like to verify this survey: _____]

A. Participation Confirmation

1. I'd like to confirm if you obtained a voucher as part of a wood stove exchange program in the past year.

01 – Yes

02 – No

99 – DK/NA

THANK AND TERMINATE

THANK AND TERMINATE

- 2a. Have you used your voucher to obtain a new wood burning appliance yet?

01 – Yes

02 – No

03 – In process

99 – DK/NA

TRANSFER TO PARTICIPANT SURVEY IF STILL IN FIELD. IF NOT STILL IN FIELD: This survey is only of people who did not participate in the program. Thank you for your time.

- 2b. Are you still planning to use your voucher?

01 – Yes

02 – No

99 – DK/NA

B. Program Participation

3. Can you tell me how you first heard about the wood stove exchange program in your area?

DO NOT READ – CODE ALL THAT APPLY

01 – Posters around town/in store windows

02 – Newspaper ad

- 03 – Local radio ad
- 04 – Phone call invitation
- 05 – Letter/door hanger received at home
- 06 – From friend/family member/co-worker
- 07 – A retail outlet/store display or staff
- 08 – Local air quality group/organization
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

4. What would you say are the main reasons you thought about participating in this program?

DO NOT READ – CODE ALL THAT APPLY

- 01 – Needed to exchange wood stove/appliance anyway
- 02 – Financial incentives/money back
- 03 – Safety reasons – old stove no longer safe
- 04 – Environmental concerns – old stove was polluting
- 05 – Efficiency/more heat for less fuel
- 06 – Neighbor concerns
- 07 – Reduce energy costs/save money
- 08 – Save on wood/burn less wood
- 09 – Local bylaw or insurance requirement
- 10 – Wanted more attractive/aesthetic stove/appliance
- 11 – General concern about air quality in area
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

5. Were you already planning to exchange or replace your old stove or wood burning appliance when you first heard about this program?

- 01 – Yes
- 02 – No
- 99 – DK/NA

6. How long ago did you obtain the voucher?

RECORD IN DAYS, WEEKS OR MONTHS - IF ONE YEAR OR MORE CONVERT TO MONTHS

- ___ ___ Days
- ___ ___ Weeks
- ___ ___ Months
- 99 – DK/NA

7. Is there any particular reason why you have not exchanged your old wood stove or appliance yet?

DO NOT READ – CODE ALL THAT APPLY

- 01 – Didn't get around to it
- 02 – Cost of appliance/significant investment/ need time to save money
- 03 – Deciding what new product to buy
- 04 – Getting information about exchange program
- 05 – Personal reasons (health/travel)
- 06 – Old appliance was working fine
- 07 – Had a negative experience with the Wood stove Exchange program

- 08 – Time of year not convenient – old appliance still in use
- 09 – Amount of discount/cash incentive/voucher was not enough (INTERVIEWER NOTE: SPECIFIC REFERENCE TO PROGRAM, NOT GENERAL COST OF APPLIANCE TOO HIGH)
- 10 – Ran out of time/ program ended
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

7b. IF CODE 07 AT Q7: Can you tell me what problem you had with the program?

PROMPT IF NECESSARY TO VERIFY IF PROBLEM WAS WITH RETAILER, MUNICIPAL REGULATIONS OR PROGRAM ADMINISTRATION

RECORD VERBATIM

8. (IF NOT CODE 04 IN Q.7) Did you experience any problems obtaining the information you needed about the exchange program?

- 01 – Yes
- 02 – No
- 99 – DK/NA

9. Was the information you obtained or received on the exchange program sufficient to meet your particular needs?

- 01 – Yes
- 02 – No
- 99 – DK/NA

10. As far as you recall, what financial incentives are part of the wood stove exchange program?

READ LIST IF NECESSARY – CODE ALL THAT APPLY

- 01 – In-store 15% discount on new product
- 02 – Rebate/voucher/cash back from local government (amount may range from \$50 to \$500)
- 03 – Rebate/voucher/cash back from B.C. Ministry of Environment
- 04 – Low interest loan from credit union

10b. IF NOT CODE 01 AT Q10: Do you recall if there is a retail discount of 15% off the cost of a new appliance?

- 01 – Yes
- 02 – No
- 99 – DK/NA

11. Did you experience any problems getting the information you needed about how the voucher worked?

- 01 – Yes
- 02 – No
- 99 – DK/NA

C. Product Purchase

12. Were you originally planning to replace a wood stove, a wood furnace or some other type of appliance under this exchange program?

READ CATEGORIES IF NECESSARY – CODE MORE THAN ONE IF VOLUNTEERED

- 01 – Wood stove
- 02 – Wood furnace
- 03 – Pellet stove
- 04 – Fireplace insert
- 05 – Heat pump
- 06 – Outdoor wood boiler
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

13. Are you taking any steps to reduce the smoke created by your current [APPLIANCE FROM Q12]?

- 01 – Yes
- 02 – No
- 99 – DK/NA

14. Would you find it helpful to obtain additional information about maximizing the performance of your [APPLIANCE FROM Q.12] before the next burning season?

- 01 – Yes
- 02 – No
- 99 – DK/NA

15. (IF YES TO Q.14). Which format for such information would be most useful for you?
READ – CODE ALL THAT APPLY

- 01 – Video or DVD
- 02 – Printed brochure
- 03 – Website
- 04 – In-person workshop
- VOLUNTEERED
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

E. Burn-it Smart Workshops

17. Do you recall seeing or hearing anything about workshops on wood burning appliances use in your area held earlier this year, called “Burn-it Smart” workshops?

- 01 – Yes
- 02 – No SKIP TO Q.19
- 99 – DK/NA SKIP TO Q.19

18. (IF YES TO Q.17) Where do you recall seeing or hearing about these workshops?

DO NOT READ – CODE ALL THAT APPLY

- 01 – Newspaper/magazine ad
- 02 – Newspaper/magazine article

- 03 – TV commercial
- 04 – TV news/feature story
- 05 – Radio commercial
- 06 – Radio new/feature story
- 07 – Municipal Council or office
- 08 – Billboard or posters around town
- 09 – Community bulletin board
- 10 – Utility bill/insert
- 11 – Direct mail/flyer advertisement/door hanger
- 12 – Posters or display in-store/at retail outlet
- 13 – Internet/website (SPECIFY Website _____)
- 14 – Contractor
- 15 – Realtor
- 16 – Financial institution/bank
- 17 – Tradeshow/fair
- 18 – Friend/neighbor/other family member
- 19 – Co-worker
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

19. Did you attend one of the Burn-it Smart workshops held in your area?

- 01 – Yes SKIP TO Q.21
- 02 – No ASK Q20
- 99 – DK/NA ASK Q20

20. Would you be interested in participating in an evening or weekend Burn-it-Smart workshop to learn useful tips on efficient and safe wood burning practices, so that you can get the most out of your firewood and wood-burning appliance?

- 01 – Yes
- 02 – No
- 99 – DK/NA

F. Program Success and Improvement

21. From what you have heard, how successful do you think this wood stove exchange program has been in encouraging residents to turn in old wood burning appliances for new more efficient ones? Would you say very, somewhat, not very or not at all successful?

- 01 – Very successful
- 02 – Somewhat successful
- 03 – Not very successful
- 04 – Not at all successful
- VOLUNTEERED
- 99 – DK/NA

22. The B.C. government and local air quality groups are interested in improving the wood stove exchange program so that it better meets the needs of people like you who are interested in replacing an older wood-burning appliance. How much of a difference would the following have made to encourage you to cash in your voucher?

Would [LIST ITEM] have made a big difference, some difference or little difference in going ahead and exchanging your old wood burning appliance for a new one? How about [NEXT LIST ITEM], would that have made a big, some or little difference?

RANDOMIZE ORDER

- a) Increasing the length of time that the retail discount and voucher program was valid
- b) Increasing the amount of the cash incentive
- c) Providing help with selecting an appropriate appliance
- d) Waiving any required permit fees
- e) Having an old appliance pick-up or central drop-off location
- f) A loan program to help finance the balance of the cost of the new appliance

- 01 – Big difference
- 02 – Some difference
- 03 – Little difference
- VOLUNTEERED
- 04 – No difference
- 99 – DK/NA

23. IF SOME OR BIG DIFFERENCE AT Q22B: What is the minimum amount for a rebate that you would consider high enough to get you to change out your old wood-burning appliance?

SPECIFY. IF OVER \$10,000 CLARIFY IF RESPONDENT MEANS XX HUNDRED OR XX THOUSAND

\$ _____
99999 – DK/NA

24. If you had been asked to pay a \$10 deposit to get the voucher that would be fully refundable when you cashed it in, would you have been more likely to have exchanged your appliance by now?

DO NOT READ – CHECK ONLY ONE

- 01 – Yes
- 02 – No – would still not have cashed
- 03 – Would not have got voucher if required to pay a deposit
- 99 – DK/NA

25. Are there any other improvements to the program that might have encouraged you to cash the voucher and exchange your old appliance?

SPECIFY

99 – DK/NA/None

G. Respondent Characteristics

Finally, I'd like to ask you just a few questions about yourself that will help us analyze the results of this survey. Please be assured all of the answers you provide on this survey will remain completely anonymous.

26. How many individuals, including yourself, currently live in your household?

99 – NA/REFUSE

27. Which one of the following categories best describes your home?

READ – CODE ONE ONLY – STOP AS SOON AS CATEGORY IS IDENTIFIED

- 01 – A single-family house detached from any other house
- 02 – A single-family house attached to one or more houses, for example a townhouse or duplex
- 03 – An apartment building or condominium no more than four stories
- 04 – An apartment building or condominium five or more stories, or
- 05 – A mobile home or trailer
- VOLUNTEERED
- 98 – Other (SPECIFY _____)
- 99 – DK/NA

28. Do you currently own or rent your home?

- 01 – Own
- 02 – Rent
- 99 – NA/Refuse

29. In what year were you born?

_____ Year born
9999 - REFUSE/NA

30. For statistical purposes only, we need information about your household income. Please tell me which of the following categories applies to your total household income for the year 2006?

READ – CODE ONE ONLY – STOP AS SOON AS CATEGORY IS IDENTIFIED

- 01 – Less than \$40,000
- 02 – \$40,000 up to \$75,000
- 03 – \$75,000 up to \$100,000
- 04 – \$100,000 up to \$150,000
- 05 – \$150,000 and over
- VOLUNTEERED
- 99 – DK/NA

31. And finally, may I have the six digits of your postal code?

RECORD

999999 – NA/Refuse

This completes the survey. In case my supervisor would like to verify that I conducted this interview, may I have your first name?

First Name: _____

This survey was conducted on behalf of the B.C. Ministry of the Environment. Thank you very much for your participation.

IF REQUESTED: PROVIDE CONTACT FOR MORE INFORMATION ON WOOD STOVE EXCHANGE PROGRAM:

RECORD:

51. Gender

01 - Male

02 - Female

52 RECORD COMMUNITY

Addendum D – Partner/Retailer Survey

BACKGROUND: This survey was developed and administered by Footprint Environmental Strategies (<http://www.footprintbc.com/>) in both the Skeena region and the Cariboo region where two separately run wood stove exchange programs took place. The consultant used the online program Survey Monkey (<http://www.surveymonkey.com/>) for the evaluation.

Wood Stove Exchange Pilot Evaluation Partners Survey – Retailers

Questionnaire

This partner survey objective is to determine the commitment of retailers to higher level program objectives and what they are willing to do to help us succeed. There are some parameters that need to be used with this survey: use list of retailers with contact name and phone number, brand names offered, and community; may need to do in person or over phone, but record responses in Survey Monkey; and, do a test run or two of the survey for timing and to refine questions.

Introduction

Good morning/afternoon/evening. My name is _____ and I am calling on behalf of the B. C. Ministry of the Environment. Today we are conducting a brief study with retailers who participated in the _____ wood stove exchange program.

[IF ASKED: The survey will take about 20 minutes to complete]

[IF ASKED: We can provide you with a contact at B.C. Environment if you would like to verify this survey

We would like to speak with the person who was most involved with wood stove exchange programs. Would that be you?

IF PERSON SELECTED IS NOT AVAILABLE, ARRANGE FOR A CALL-BACK.

Overall

1. What brand names of stoves do you supply?
2. Who is your supplier?

A. Program Objectives

1. What were your reasons for agreeing to participate?

DON'T READ OUT LOUD AND PROMPT IF NECESSARY.

- 01 - Improve local air quality by lowering wood smoke emissions.
- 02 - Part of our company's commitment to social and environmental responsibility
- 03 - Generate some "off season" sales
- 04 - Support community program
- 05 - Other – please explain
- 99 - DK/NA

2. How would you classify the impact of the Wood Stove Exchange Program on your company's success for 2007?

ASK THEM TO ELABORATE AFTER PROVIDING THE RESPONSE.

- 01 - Very positive
- 02 - Somewhat positive
- 03 - Neutral

- 04 - Slightly negative
- 05 - Very negative
- 99 - DK/NA

3. Over the past three years, have new wood burning appliance sales including outdoor wood burning boilers and pellets at your store been increasing in general?

- 01 - Yes
- 02 - No
- 03 - Other – please explain
- 99 - DK/NA

4. What is affecting this trend?

DO NOT READ - PROBE

- 01 - Exchange programs
- 02 - Education programs
- 03 - Popularity of environmental issues
- 04 - High price of oil and gas
- 05 - Pine beetle wood
- 06 - Marketing from retailers or suppliers
- 07 - Specific appliance popularity
- 08 - Local bylaws
- 09 - Other/ please explain
- 99 - DK/NA

5. The in-store discount took place during March and was then extended into April. What prompted you to agree to extend the sales into April? Check all that apply.

- 01 - We were asked to by the program coordinator
- 02 - Our suppliers agreed to it
- 03 - We knew we had guaranteed sales if the discount continued.
- 08 - Other – please explain
- 99 – DK/NA

6. How did the actual sales in this period compare with your expectations?

- 01 – Far exceeded
- 02 – Exceeded
- 03 – About the same
- 04 – A little less
- 05 – Far less
- 08 - Other – please explain
- 99 – DK/NA

7. What would you say accounted for the level of sales your store had?

DO NOT READ. CAN PROMPT IF NEEDED.

- 01 – Exchange program marketing
- 02 – Education programs
- 03 – Popularity of environmental issues
- 04 – High price of oil and gas
- 05 - Pine beetle wood
- 06 - Marketing from retailers or suppliers

- 07 - Specific appliance popularity
- 08 - Local bylaws
- 09 - vouchers/discounts
- 10 - Other – please explain
- 99 – DK/NA

B. Advertising

8. Did you see or hear any of the ads created for the program by the coordinator?

- 01 - Yes
- 02 - No
- 99 – DK/NA

9. Did you pay an extra fee as part of the registration process to contribute to program advertising?

- 01 - Yes
- 02 - No
- 08 - Other – please explain
- 99 – DK/NA

10. How satisfied were you with the amount and style of advertising done by the program coordinator?

- 01 - Very satisfied
- 02 – Satisfied
- 03 – Not satisfied
- 04 – Extremely dissatisfied
- 08 - Other – please explain
- 99 – DK/NA

11. What was your level of satisfaction with the amount and style of advertising done by the program coordinator to promote the extension into April?

- 01 - Very satisfied
- 02 - Satisfied
- 03 - Not satisfied
- 04 - Extremely dissatisfied
- 08 - Other – please explain
- 99 – DK/NA

12. Did you supplement the program marketing with your own marketing?

- 01 - Yes
- 02 - No
- 08 - Other – please explain
- 99 – DK/NA

13. Would you be willing to work more closely with program coordinators to share your expertise with marketing?

- 01 - Yes
- 02 - No
- 08 - Other – please explain
- 99 – DK/NA

14. Additional comments on advertising?

C. Program Duration

15. For the pilot program, the retailer discounts were extended into April. Would you support an 8 week discount period for future programs?

- 01 - Yes
- 02 - No
- 03 - Depends – prompt for elaboration
- 99 – DK/NA

16. Why or why not?

If the answers to 15 and 16 are negative, go to question 17.

17. Is there something that the Province and local coordinators could do to help overcome these obstacles?

18. Would you support adjusting the timing of the program to the beginning of the wood burning season?

- 01 - Yes
- 02 - No
- 03 - Depends – prompt for elaboration
- 99 – DK/NA

19. Why or why not?

If the answers to 18 and 19 are negative, go to question 20.

20. Is there something that the Province and local coordinators could do to help overcome these obstacles?

D. Eligible Appliances

21. For the pilot project, the list of old appliances that qualify for the change out was expanded to include any old, low-efficiency appliance (i.e. furnaces and outdoor boilers). Would you support this expansion for future programs?

- 01 - Yes
- 02 - No
- 99 – DK/NA

22. Why or why not?

If the answers to 21 and/or 22 are negative, go to question 23.

23. Is there something that the Province and local coordinators could do to help overcome these obstacles?

24. For the pilot project, the list of new appliances that qualify for the change out was expanded to include any new, high efficiency appliance or system. Would you support this expansion for future programs?

25. Why or why would you not support the expansion of future programs?

If the answers to 24 and 25 are negative, go to question 26.

26. Is there something that the Province and local coordinators could do to help overcome these obstacles?

27. Would you support a local initiative to ban the sale of Outdoor Wood Burning Boilers in populated areas that do not meet emission standards?

- 01 - Yes
- 02 - No
- 03 - Other – please explain
- 99 - DK/NA

E. Administration

28. Were you contacted in time to register for the program?

- 01 - Yes
- 02 - No
- 03 - Other /please explain
- 99 - DK/NA

29. Were you satisfied with the level of input you had into the program design?

- 01 - Yes
- 02 - No
- 03 - Other – please explain
- 99 – DK/NA

30. Was the voucher system easy to use?

- 01 - Yes
- 02 - No
- 03 - Other – please explain
- 99 - DK/NA

31. Who filled in the majority of the vouchers?

- 01 - Customer
- 02 - Retailer
- 03 - Mix of customer and retailer
- 04 - Other
- 99 - DK/NA

32. What percentage of the vouchers were given to the customer and filled in at the time of sale?

Record ____%

33. Do you have any ideas for how to improve the system?

Check each option that retailer mentions – do not read. Can do this as an open-ended question.

- 01 - Expiration date
- 02 - Raffle ticket style where customer name is retained

03 - Other – please explain
99 – DK/NA

34. Did you think that the government incentives offered outside of in-store discounts were adequate?

01 - Yes
02 - No
03 - Other – please explain
99 – DK/NA

35. If you wanted more information or paperwork for the program, did you know where to get it?

01 - Yes
02 - No
03 - Other – please explain
99 – DK/NA

36. When you needed more information or paper work, was the coordinator was able to supply it in a timely way?

01 - Yes
02 - No
03 - Sometimes – prompt for elaboration
99 – DK/NA

37. All retailers were originally invited, but not all signed up. Do you think we should continue to invite all retailers? Check all that apply.

01 - Yes
02 - No
03 - Other – please explain
99 - DK/NA

38. Was there a system in place to adequately ensure destruction and recycling of exchanged stoves?

01 - Yes
02 - No
03 - Other – please explain
99 – DK/NA

40. Additional retailer comments on program?

41. How would you like to be contacted for feedback on future exchange programs?

RECORD SUGGESTIONS FOR TIMING EVALUATIONS.

01 - Drop by the store
03 - Direct mail
04 - Phone call
05 - E-mail
08 - other – please explain
99 – DK/NA

F. Environmental Management Objectives

42. Both government and industry's role in environmental management of products is changing to consider the whole life cycle of products that are manufactured and/or marketed in B.C.

Life cycle responsibility includes designing for low environmental impact during the manufacturing stage as well as during consumer use and at the end of the product life. For example, beverage containers and some electronics are now under "industry stewardship programs".

43. By participating in Wood Stove Exchange Programs, your company is voluntarily moving in the direction of increased product life cycle responsibility (explain if necessary). What do you think the future role of retailers and suppliers should be for changing out old stoves?

CHECK ALL THAT APPLY.

01 - Manufacturers should be responsible for collecting and recycling all stoves at the end of their lifecycle

02 - Manufacturers of today's stoves should not be responsible for the end life of yesterday's stoves

03 - Role in environmental management can increase over time in line with other industries

04 - Our current involvement in wood stove exchange programs is sufficient

05 - We should contribute more to efforts to remove old, inefficient stoves from use

06 - Other, please explain

99 - DK/NA

Thank you for completing this survey. Do you have any questions?

(Answer simple questions i.e. Website address for more information on Wood Stove Exchange Program or refer to the local contacts for further information)

Addendum E – Focus Groups

Wood Stove Exchange Pilot Evaluation Focus Groups

Questionnaire

General Protocol

- A response is obtained from each participant on every question, and each person has an equal opportunity to share his or her views and perspectives;
- The discussion is focused on the topic/question at hand, and is commenced and completed on time (2-2.5 hour meeting duration);
- Each participant has a pen/pencil and paper;
- The note-taker records the full range of responses for each focus group question, enabling frequencies to be easily determined for the purposes of preparing the meeting summary;
- The note-taker and facilitator keeps an eye out for potential geographic or demographic differences in response to the focus questions.
- In addition to the verbal responses of the participants, the note-taker also observes and records when possible facial expressions, body language and voice intonation.

Opening remarks and Introductions (5-7 minutes)

Hello, my name is _____. I work for _____. We're an independent research company. My job is to chair the meeting on behalf of the B.C. Ministry of the Environment. I do not work for the Ministry or the provincial government. Before we start, I'd like to thank you all for coming and we look forward to hearing your ideas and perspectives during the meeting.

So why have we asked you here?

We'd like to get a sense of what B.C. residents know and think about wood stoves and how they use them.

Before we start, I'd like to bring a few things to your attention...

First, this meeting is one of several meetings that are being conducted with B.C. residents on this topic.

Second, if you have any questions that go beyond this specific project we will take your name and number after the meeting and have a representative contact you.

Third, during the session my colleague will be taking notes. These notes will help ensure that we have an accurate record of what was said during the meeting. In addition, for most questions we will also be asking you to jot down in point form your responses on the provided paper prior to sharing them with the group. When you are asked to respond to a question I would like you to use these notes as a guide for your comments. At the end of the session I will ask you to turn in your notes so that we can refer to them when we prepare the report. You should know that anything you say or write will be treated in confidence. We will use our notes and your written responses to prepare our report on this meeting, but no names will be used. So, please feel free to speak frankly.

I will also be recording the session. I use the tapes to write my report, and once I'm finished, I destroy all the tapes.

You were chosen to attend this focus group because you heat your home with wood. There are no right or wrong answers to the questions we will be exploring. We are seeking opinions only.

We have a limited amount of time and I need to hear from everyone this evening, so I might have to interrupt from time-to-time to keep things moving. I would also like you to speak one at a time so I can hear what everyone says and your responses can be recorded.

Focus Group Questions

Opening question

We are going to run a brief introduction around the table. Please tell everybody your name, and where you are from.

Introductory questions

(Warm-up question) First, let's start by talking about the woodstove* you have in your house. I'd like to ask everybody to write down:

- A description of the woodstove/fireplace insert you have in your house (if you have both more than one of them, please describe the one that is used most), and
- The tricks used in your household to keep a woodstove fire burning well.

Give people two minutes to write down their answers, and then ask each person to share their responses [10 minutes]. Mention that "woodstove" used throughout the evening also includes wood burning fireplace inserts

Main questions

Name two to three things you like most about your woodstove? What are two to three things you don't like about your woodstove?

Give people a minute to write down their answers, and then ask each person to share their responses. [10 minutes]

Do you like the smell of wood smoke or not? If you do, please write down up to three reasons why you like it; or if you dislike it, please explain why you don't like it with up to three reasons. *Give people a minute to write down their answers, and then ask each person to share their responses. [10 minutes]*

- a. Is wood smoke ever a problem in your neighborhood? That is, is it ever too smoky?
- b. How frequently would you describe your community as being smoky? **1** *very often*, **2** *sometimes*, or **3** *never*?

Do you perceive there being a downside to wood smoke or not?

Do you do anything to reduce the amount of wood smoke you produce? If so, what do you do?

Why did you decide to reduce the amount of wood smoke you produced? Are you aware of anything else people could be doing to reduce wood smoke?

Give people a minute to write down their answers, and then ask each person to share their responses. [10 minutes]

Do you think your household knows how to operate a woodstove in a way that produces as little smoke as possible? If not, are you interested in receiving more information? What format would be most desirable for this information?

Do you have any plans to purchase a new technology woodstove in the near future? Why or why not? If you'd like to get a new technology unit, but have been unable to do so, what limits your ability to act (*Give people a minute to write down their answers*)? (IF NOT MENTIONED PROBE FINANCIAL ISSUES)

What type of financial incentive would be helpful?

Give people a minute to write down their answers, and then ask each person to share their responses. [20 minutes]

Have any of your friends installed a new woodstove since 1995? Are you aware of the differences between these newer units and the older conventional one in your household?

Give people a minute to write down their answers, and then ask each person to share their responses. [10 minutes]

In some areas bylaws have been passed where woodstoves cannot be used during periods of poor air quality.

Would this be a good option to reduce wood smoke in _____ or not?

If a similar program was introduced in the _____ area, how likely do you believe it would be that residents would replace older woodstoves with newer high-efficiency stoves? Would you replace your woodstove?

Give people a minute to write down their answers, and then ask each person to share their responses. [10-15 minutes]

Some areas have people going door-to-door when a home is producing lots of wood smoke. The first few visits typically involve advising how to burn clean. Subsequent visits may involve issuing a ticket that is similar to a parking ticket.

Would this be a good option to reduce wood smoke in _____ or not?

If a similar program was introduced in the _____ area, how likely do you believe it would be that residents would replace older woodstoves with newer high-efficiency stoves? Would you replace your woodstove?

Give people a minute to write down their answers, and then ask each person to share their responses. [10-15 minutes]

Similarly, there are locations where residents have been charged monthly fees if they use older woodstoves.

Would this be a good option to reduce wood smoke in _____ or not?

If a similar program were introduced in B.C., how large would the fee have to be before most residents would replace older woodstoves with a newer high-efficiency EPA stove? Would you replace your woodstove?

Give people a minute to write down their answers, and then ask each person to share their responses. [10-15 minutes]

The questions asked during this focus group session are intended to provide information to the government on residential wood heating practices and opinions. The primary reasons for looking into these issues are these facts:

Wood smoke contains many toxic pollutants. Several studies have related wood smoke to respiratory (lung) symptoms such as coughing, asthma, congestion, and wheezing. In British Columbia, air pollution is estimated to account for 25 to 250 deaths per year, and costs our health care system \$85 million per year. Health risks are higher for pregnant women, children, elders and those with existing heart and lung problems.

Air quality in _____ is negatively affected by residential wood smoke. The provincial health officer has recommended that action be taken to reduce wood smoke emissions. OPTION: Present statements in a poster or handout and ask a few questions about each:

Were you aware of this before?

Does this concern you?

How much confidence do you have in these facts?

Would this encourage you to change to newer technology woodstove? Why or why not?

If you had been aware of these facts at the start of this focus group would you consider changing out your old technology appliance; and also would your responses to any of this evening's questions be different?

Facilitator recap:

Q3 - Do you like the smell of wood smoke?

Q5 - Your plans to purchase and install a new technology unit?

Give people a minute to write down their answers, and then ask each person to share their responses. [10 minutes]

Addendum F – Coordinator Evaluation

Wood Stove Exchange Pilot Evaluation Evaluation Template

PROJECT INFORMATION

Project Name	
Location	
Project Manager	
E-Mail	
Telephone Number	
Website	

A. ECONOMIC INDICATORS

Short term jobs created for the project	Number of hours worked (not dollar amount)
Professional Coordinators	

Wood Training Experts	
Media Consultants	
Others - Identify type of consultant(s):	

B. COMMUNITY INVOLVEMENT

Volunteer Hours

Identify type of volunteer and type of activity for each (e.g. distributing flyers, setting up display, etc.)

Type of Volunteer	Activity	Number of Hours Volunteered

Difficulties with volunteer participation if any:

Other comments:

Local Officials' Involvement

Identify type of elected official (e.g. Mayor, type of event for each, i.e. ribbon cutting, launch, closing, etc.) and the number of hours spent.

Type of Official	Activity	Number of Hours

Difficulties with local officials' participation if any:

Other comments:

Civil Servant

Identify type of official (e.g. Fire Marshall), their role and the number of hours spent.

Type of Official	Department	Activity	Number of Hours
------------------	------------	----------	-----------------

Difficulties with Civil Servants' participation if any:

Other comments:

Retailers Involved

What is the total number of retailers involved?

Identify the retailer, their role and the number of hours spent.

Retailers	List Activities involved in other than sales	Number of Hours

Difficulties with Retailer participation if any:

Other comments:

Vouchers

What is the value of program voucher?

Identify the additional vouchers, quantity and value.

Partner	Number of Vouchers	Value of Voucher

C. PUBLIC EDUCATION - Awareness

Identify the workshops and/or clinics, the number of participants and the number of total hours they spent at each:

Event	Number of Participants	Number of Hours

Identify activities specifically for children, First Nations communities, or seniors:

Audience at Event	Estimated % of total attendees
Sex	Male Female
Community	Rural

	Urban
Age	Less than 20 Years old
	Between 20 - 40 Years old
	40 - 60 Years old
	60 years plus
Behaviour	Non-wood burners
	Wood burners

D. OUTREACH & TOOLS – Communication Events

Provide the estimated number of events, and if applicable the estimated dollars spent and the number of hours to do it.

Media	Estimated Total Number	Estimated \$ Spent	Number of Hours
Interviews			

PSA Announcements			
Articles			
Tools	Estimated Total Number	Estimated \$ Spent	Number of Hours
Telephone Inquiries from the public			
External Web sites hits			
Flyers distributed			
House visits			
Advertisements	Estimated Total Number	Estimated \$ Spent	Number of Hours
Print ads			
TV ads:			
Radio ads:			

Other Tools	Estimated Total Number	Estimated \$ Spent	Number of Hours

E. EDUCATION – Directed At Professionals

	Estimated Number	Number of Hours
Total number of WETT trained professionals in the community:		
New Insurance people trained:		
New Fire safety professionals trained:		
Identify Others trained: (e.g. teachers, healthcare workers, social workers, civil servants etc.)		

F. PARTNERSHIPS

Partner:	Estimated % of total budget:	Estimated % of total budget From in-kind contributions:

G. SUSTAINABILITY

Item	Total Estimated Number
Old chimneys inspected	
Old units changed-out	
Old stoves destroyed/recycled	
New EPA units professionally installed	
Savings	Total Estimated Number
Reduced PM emissions (62 kg/stove/season)	0.0

Total Estimated Number of Cords saved (assumes new appliance owners use 1/3 less wood of a typical 4 cord winter)	0.0
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H. MESSAGES and APPROACHES

If applicable, indicate if and what type of social marketing approaches were used (approaches targeting specific barriers or increasing benefits of changing out). For example, the following are social marketing approaches that may have been used:

- Send out flyers to all houses and wait to see who shows up to the workshops, invite that all participants are welcome through a public service announcement.
- Identify individuals who already heat with wood and invite them individually or offer them home visits.

What activity got the best response?

What messages and activities would you recommend for a similar project?

List the 3 most re-occurring questions from your audience:

1. _____

2. _____

3. _____

Was there any vocabulary that needed clarification? For example, the type of information: health, safety and environment.

Level of information:

What information was missing?	What information was right to the point?	What information could have been better documented?

I. MATERIALS – Type of Document

In your opinion from the list below identify the 3 most valuable materials in order from 1 most valuable and 3 being the least valuable.

Material	Ranking
Poster	
Brochures	
Decals	
Point of Purchase Stand	
Banner	

Workshop survey	
Better Burn Plan - pledge card asking workshop participants how they will improve their burning habits	
Media Kit materials (news release, fact sheets, backgrounder)	
Radio Scripts	
Q&As	
Web site: burn it smart.org and chauffage au bois.org	

Which one would you not recommend we use again?

What is missing? Identify and describe:

Identify all other educational materials you used or would have liked to use (e.g. burn trailer):

What could we have used more of	What could we have used less of

J. COMMITMENTS

Identify ways in which you will know if the community has or will change their wood burning habits? (e.g. interview participants).

Completed items	Total estimated number completed	Identify follow-up action
Completed Surveys		
Completed Tracking forms		

Recommendations for possible future change-outs or workshops	Improvements for consideration – What could be improved

Addendum G – Evaluation Tools

Wood Stove Exchange Pilot Evaluation Evaluation Template

Links / Background

There have been several wood stove change-out programs, but few have taken the time to evaluate behavioral change program successes. Most resources are devoted to the development and administration on the program, with self-evaluations being completed, if any. Many programs use the number of wood stoves changed as their yardstick of success, extrapolating the decrease in ambient PM_{2.5} pollution levels or describing general observations. Very little research has been done on behavior change as a result of a wood stove change-out program.

B.C.

The Central Okanagan Regional District Air Quality Program

- 2004 Final Report
- Author: The Central Okanagan Regional District Air Quality Program
- http://www.epa.gov/woodstoves/Documents/Process/Success/2004_Okanagan_wood_stove_exchange.pdf
- Lists results & summaries of program. Page 4 makes reference to a tracking form.

Skeena-Bulkley Valley Regional District Changeout, 2004

- Author: Footprint Environmental Strategies
- Prepared for: BC Lung Association
- http://wlapwww.gov.bc.ca/ske/epd/air/woodstove/Skeena_BVLD_Wood_Stove_Exchange_2004.pdf
- Evaluation section pages 7-13

Canada

Georgian Bay Wood Stove Changeout and Education Program, Ontario.

- Report on a Telephone Survey they administered
- <http://www.epa.gov/woodstoves/Documents/Process/Success/WoodheatsurveyReportfinal.pdf>

Feasibility Assessment of a Change-out / Education Program for Residential Wood Combustion

- September 20, 2004
- Authors: The Canadian Centre for Pollution Prevention, CULLBRIDGE Marketing and Communications and Action-Environnement
- Prepared for: Canadian Council of Ministers of the Environment
- Page 11 – outlines research findings from other change-out programs
- Page 25 – evaluation of effectiveness of change-out programs and education campaigns
- http://www.ccme.ca/assets/pdf/rwc_final_report.pdf
- Record of stakeholder comments: Stakeholder Consultation Workshop on Options to Reduce Emissions from Residential Woodburning Appliances: http://www.ccme.ca/assets/pdf/rwc_wkshp_consultation_rpt_e.pdf

BC Lung New Brunswick – communication from Alison Howells, Director of Environmental Initiatives, NB Lung Association, 506-55-8961, etc 110

- Used the number of older model stoves traded-in for a discount on an EPA-certified stove as our main indication of our program's success. However, in later programs, put proofs in place in the form such things as a sign-off from the previous owner and the solid waste management people to ensure that older stoves were indeed recycled/destroyed and not re-sold (as was suggested in the program's first year).
- Other indicators of program success were:
 - Number of people attending events (plus participants that filled out commitment forms indicating what they learned / that they'll try better burning techniques etc.)
 - Number of calls to our toll-free number
- "Many people cannot afford to change-out an older wood stove (even with incentives), however I had been told by my Department of Environment that if people burned properly (dry wood, no garbage, hot fire etc.) that they could significantly reduce their emissions that way. I really think that it is very important that this message not be lost in a change-out program."
- Educational materials used:
 - A brochure called "Your Wood Stove – Burn It Hot, Keep It Clean"
 - A fact sheet put out by Environment Canada (only in some Atlantic Canada provinces) called "Residential Wood Burning – The Straight Facts"
 - A Natural Resources Canada booklet on wood burning
 - Burn It Smart materials.
- Alison does not have any copies of what the commitment forms looked like, but they were simple forms asking for contact information and asking if they would commit to a list of good wood burning practices. They could check-off what they wanted to do. After a period of time, follow-up can be done with participants to see if they are still carrying out their commitments - and if not, why not – do they need more info etc.

U.S.

EPA – Focus Group testing in Dayton, Ohio – communication with Amanda Aldridge, US EPA, Office of Air Quality Planning and Standards, Phone: (919) 541-5268, Fax: (919) 541-7674

- Conducted a focus group in an area that recently had a Wood Stove Changeout program.
- Wanted to find out why a person chose or didn't choose to proceed with changing out their stove.

Change 4 Clean Air change-out program California – communication with Steve Pulone, HPBA/Pacific Coordinator, (626) 237-1200

- Still in the learning process of these change outs. Use a form to track a sale and supply any applicable rebates from manufacturers. The rebates are tallied up at the end of the program and to get an "idea" of what took place. They also work with various Air Districts within the state of California which each offer their own rebates and discounts on changing out an older, dirty stove. HPBA ask the Air District to provide their final numbers as to how many vouchers were requested, and how many were actually paid. HPBA attempts to cross reference the data to know how many units were changed out.
- HPBA is interested in any ideas and programs we can provide.

Great Wood Stove & Fireplace Changeout 2001: Report

- North Central Hearth Products Association Report
- http://www.epa.gov/woodstoves/Documents/Changeout_Programs/Report%20-%20Basic.pdf
- Page 9 for consumer survey

The Crested Butte Experiment: An Air Quality Analysis Scheme to Identify Particulate Impacts Associated with a Wood Stove Replacement Program

- Steven Arnold, Gordon Pierce, Gary E. Kenniston, Robert D. Osterburg, Colorado Department of Health, Denver, Colorado
- Documented emissions reductions from a wood stove exchange program
- http://www.epa.gov/woodstoves/Documents/Process/Success/Crested_Butte_AQ_study.pdf

Sacramento Metropolitan Air Quality Management District

- Ali Mohamad, Associate Air Quality Engineer
- Wood Stoves & Wood Fireplace Change Out Incentive Program
- <http://www.airquality.org/bod/2006/JunSEEDWoodstoveStaffReport.pdf>

Literature on Developing Evaluation Frameworks

It All Adds Up

- Materials to understand evaluation research process & tools to help evaluate the effectiveness of the program. Has a webinar (45 min) on evaluation processes.
- Information is geared to a transportation focus, but potential to adapt.
- Utilizes a 'workbook' to assist in transportation program evaluation.
- http://www.italladdsup.gov/community_partners/dc_teachmehow_02.asp
- http://www.italladdsup.gov/pdfs/toolkit/ChapterK_updated0403.pdf

The Evaluation Centre

- Evaluation design checklists
- <http://www.wmich.edu/evalctr/checklists/index.html>
- <http://www.wmich.edu/evalctr/checklists/qec.pdf>
- <http://www.wmich.edu/evalctr/checklists/evaldesign.pdf>

Community Tool Box – A Framework for Program Evaluation

- http://ctb.ku.edu/tools/en/sub_section_tools_1338.htm

A Practical Guide to Evaluating Your Own Programs

- <http://www.horizon-research.com/reports/1997/stock.pdf>