



24,000 Uncertified Devices

“I think we’re going to need a bigger carrot”

*Clean healthy air for
everyone, everywhere,
all the time.*

Tacoma/Pierce County WA Nonattainment Area (NA)



- 600,000 people affected
- Wood Smoke in winter drives Nonattainment
- Over 50% of wood burners get wood for free

Clean healthy air for everyone, everywhere, all the time.

Community Task Force

- Set of strategies
 - A. Enhanced enforcement of burn bans
 - B. Date certain uncertified removal rule (Why not time of sale?)
 - C. Incentives - wood stove program

Legislature's direction re: stove rule

Video



*Clean healthy air for
everyone, everywhere,
all the time.*

Wood Stove Program

- Funding: State capital budget, allocated by Department of Ecology for NA or at risk areas
- Three parts:
 1. Low income- full replacement cost and can get a certified stove
 2. Not low income- \$1500 incentive(\$1000 was too low) but cannot use for wood
 3. Scrap stove, drop off/pick up-\$200-350

Clean healthy air for everyone, everywhere, all the time.

Results to date...

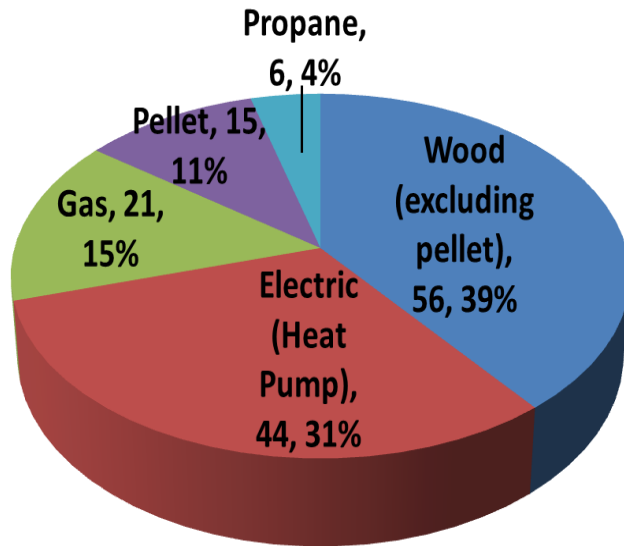
- Nearly 2,400 old stoves/inserts removed!
- Anticipate at least 500 more by June 2015



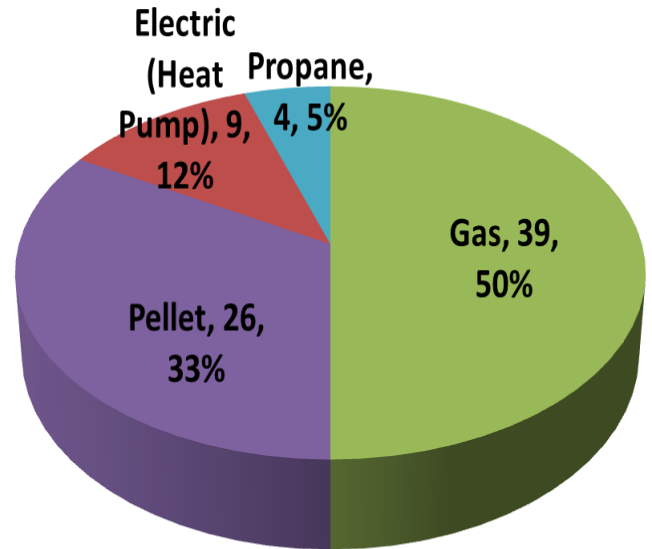
Clean healthy air for everyone, everywhere, all the time.

2013-14 Program Analysis – At-a-Glance New Fuel Choices

Income Qualified Discount



Not low income



*Clean healthy air for
everyone, everywhere,
all the time.*

Community-based social marketing

- Ask participants to help spread the word!
 - Put up a sign
 - Hand out flyers
 - Provide a testimonial
 - Post on Facebook
 - Their other ideas



*Clean healthy air for
everyone, everywhere,
all the time.*

Sample testimonials received

“Replacing my wood fireplace insert with a gas insert gives me peace of mind, knowing that on the coldest days (when it seems that burn bans are most frequent) I can rely on a fire in my fireplace to give me a steady source of heat without risking a fine.” – Dan from Tacoma (low-income who received a free gas insert)

Clean healthy air for everyone, everywhere, all the time.

Keys to Success

- No time gaps in program, use the Fair
- Burn ban enforcement resolution option
- Clear, fair and firm exemption for NOASH
- Once low hanging fruit is gone, need carrots and sticks – what focus groups of wood burners told us

Clean healthy air for everyone, everywhere, all the time.

And for the Future...

INNOCENTIVE®

1-855-CROWDNOW · 0

My IC

Products/Services

For Solvers

Challenge Center

Resources

About Us



Retrofit Residential Wood Burning Stoves for Pollution Reduction

TAGS: Physical Sciences, Clean Tech, Engineering/Design, Requests for Partners and Suppliers, eRFP

AWARD: **varies** | DEADLINE: **11/21/14** | ACTIVE SOLVERS: 104 | POSTED: 9/29/14

The Seeker, the Puget Sound Clean Air Agency, is seeking new, emerging, or recent technologies for reducing emissions from older, uncertified residential wood burning stoves.

This is an electronic Request-for-Partners (eRFP) Challenge; the Solver will only need to initially submit a written proposal to be evaluated by the Seeker. The Seeker will evaluate the technical merits of the submissions and may select up to the three best for third-party technical testing, analysis, and/or validation. If selected, a functioning prototype must be able to be fabricated and available for testing within 2 months from the time of notification.

Source: InnoCentive Challenge ID: 9933616

Clean healthy air for everyone, everywhere, all the time.