

Program Title	Keene Woodstove Changeout Campaign
Location (City, Counties, Regions included in program)	City of Keene, New Hampshire
Population/No. of Homes (No. of people/homes in area covered by program)	Population: 22,407 (2008) Housing Units: 9,599 (2008)
Objectives (NAAQS attainment/maintenance, indoor air, visibility, air toxics, public education)	<ul style="list-style-type: none"> • Reduce fine particles (PM_{2.5}) from wintertime woodsmoke • Remain in attainment with daily PM_{2.5} air-quality standard • Changeout 100 woodstoves by offering \$1000. rebate vouchers for new stoves (cordwood, pellet, or gas)
Milestones (Time frame for program, no. of changeouts, air quality goals, no. of low-income homes targeted, if applicable)	<ul style="list-style-type: none"> • <u>Phase 1:</u> Oct 2009 - March 2010 78 stoves installed • <u>Phase 2:</u> March - June 2010 Target: houses with wood as primary fuel & qualify for low-income fuel Assistance 8 stoves installed • <u>Total:</u> 86 new stoves: 63 wood, 15 pellet, 8 gas
Budget (projected/actual cost of program)	\$141,000
Funding Sources (government funds, grants, SEPs, fees, etc.)	<ul style="list-style-type: none"> • \$35,000 in Section 105 funds from EPA Region 1 • \$106,000 in SEP funds from settlement with American Electric Power
Partners (gov't/private organizations involved in the changeout program)	<ul style="list-style-type: none"> • New Hampshire Department of Environmental Services • City of Keene • EPA Region 1 & OAQPS • Hearth, Patio and Barbeque Association
Incentives Offered (rebates, discounts, vouchers, special incentives for low-income homes, etc.)	<ul style="list-style-type: none"> • <u>Phase 1:</u> \$1000. voucher for new stove • <u>Phase 2:</u> \$3000. voucher for new stove • 30% federal tax credit to install Energy Star products • Free ton of wood pellets with purchase of pellet stove (market value: \$275)
Ordinances/Regulations	No state mandates for replacing old

(mandates for use of cleaner-burning hearth devices)	woodstoves
Program Yardstick (means for measuring program success; e.g. number of stoves changed out)	<ul style="list-style-type: none"> • 87 woodstoves replaced (3-4 tons PM reduced/winter season) • Home Heating Surveys by Keene College students - analysis on-going • Customer Satisfaction Survey - positive results • Windshield Surveys (smoke, woodpiles, etc.) by Keene College students
Program Contact (name, organization, phone #, e-mail address)	Jessica Morton, New Hampshire Department of Environmental Services (603-271-1390; jessica.morton@des.nh.gov)
Lessons Learned (What worked? What didn't? How can the program be improved?)	<ol style="list-style-type: none"> 1) Partnerships between local/state government and private sector are key - need support of local dealers. 2) Educational outreach on proper use of woodstove before, during, and after campaign is essential. Ask dealers to show buyers how to use their new stoves. Distribute EPA's "Burn Wise" material. 3) Campaign must be flexible. Coordinator must be able to identify "barriers" and overcome them quickly. 4) If funds remain, have backup plan. Consider extending program or adding Phase 2. For bringing in low-income families, get help from community service organization. 5) There are many ways to implement changeout program. During planning phase, get information/final reports from other campaigns to determine your "plan of attack".
Outreach/Marketing (e.g. radio public service announcements (PSAs), workshops, woodstove expo, flyers, mailouts, other?)	<ul style="list-style-type: none"> • Local radio show announcements/interviews • Use of posters in Keene Public Library, Cheshire Medical Center, "lunch crowd" restaurants • Door-knob hangtags near NH DES air-monitoring station • Letters to 5 largest city employers and

	<p>local churches asking to put notice on bulletin boards/newsletters</p> <ul style="list-style-type: none"> • Flyers distributed at local events • Advertisement in <u>Keene Sentinel</u> • Articles in <u>Keene Sentinel</u> and <u>The New York Times</u>
<p>Air Quality Data (current air quality status in the area covered by this program, and is reducing wood smoke believed to be an important factor in improving local air quality?)</p>	<ul style="list-style-type: none"> • Will take several years to identify any air-quality trend due to changeouts • No unhealthy air-quality days in Keene during winter 2009-10, but may not be due to campaign.