

# RULE 4901- Wood Burning Fireplaces And Wood Burning Heaters



## A Report for SCAQMD

Wayne Clarke  
Compliance Manager  
August 2007



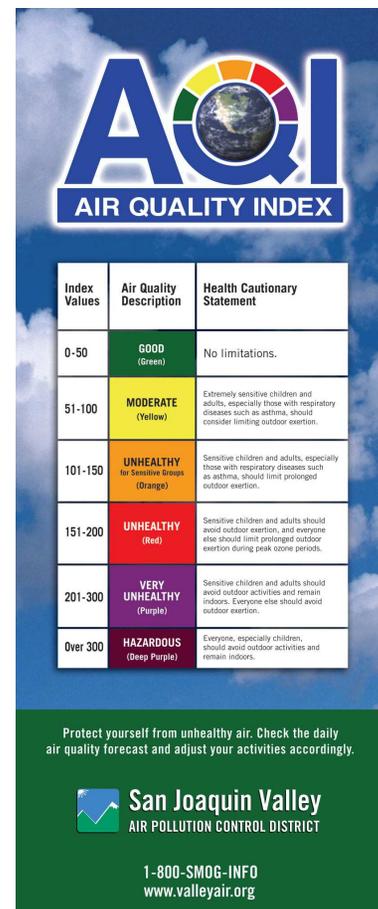
# Rule 4901 Elements



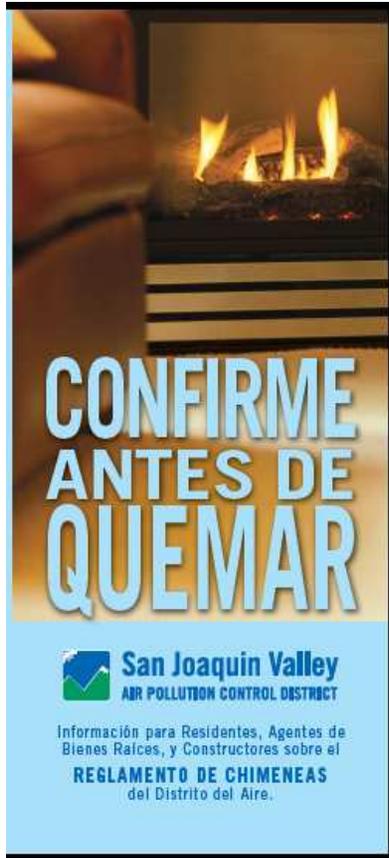
- Sales of Stoves and Inserts
- Limit Wood Burning Devices in New Development
- Requirements Upon Sale or Transfer of Property
- Wood Burning Curtailments

# Curtailments

- Mandatory Curtailments  
AQI above 150
- Voluntary Curtailments  
AQI above 100
- Exceptions
  - Above 3,000 ft.
  - No gas service to the home
  - Sole source of heat



# Wood-Burning Curtailments - continued



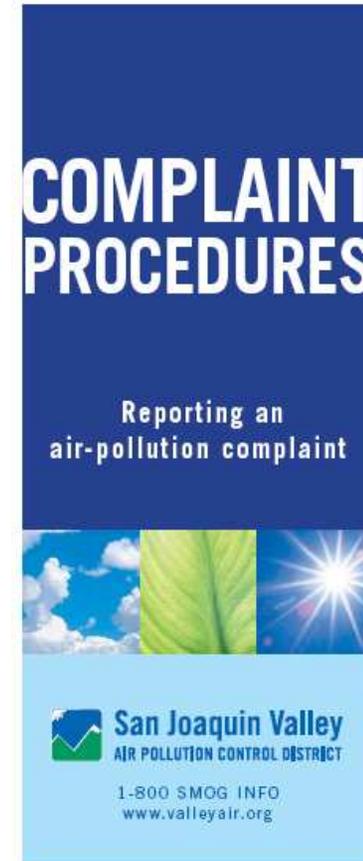
## Last Winter Nov. 2006- Feb. 2007

- 39 incidents of mandatory curtailments: between one in San Joaquin and 12 in Fresno, depending on county
- Voluntary curtailments: between 22 in San Joaquin to 50 days in Kern
- Cold weather, stagnant conditions
- Good public cooperation
- No PM10 exceedances

# Wood-Burning Curtailments - continued

## Enforcement

- Complaints and surveillance
  - 400 complaints this season
- NOV when wood smoke is visible
  - Inspectors stay off private property
  - Photos are taken from street
  - NOVs are mailed
  - Recipient can contest the NOV
- NOVs this season: 192 (5 dropped)
- First-time violators: \$50 settlement or attend “Compliance School”
- 40 residents attended Compliance school



# Burn Cleaner Program

- Financial incentive to change out old wood-burning fireplaces, stoves and inserts for cleaner devices
- Six-week voucher program 2/1 – 3/15/07
- Program funded through a \$198,500 EPA grant
  - District provided staff and marketing support
- Old wood-burning devices = more than 50 grams of particulates/hr
- New devices = about 6 grams of particulates/hr
- Pellet stoves = less than 1 gram/hr



# Wood-Burning/Check Before You Burn Education & Outreach



## Media Relations

- 14 news releases
- 56 news interviews (local and statewide) specific to Check Before You Burn & Burn Cleaner

## Community Relations

- 607 public calls specific to wood-burning issues
- 48 community outreach events or presentations
- 2,500 English and 1,000 Spanish brochures
- 5,000 calendars in Hmong
- Daily status to 1,000 by email & 100+ media reps

## Advertising Campaign

- \$202,015 campaign in English, Spanish and Hmong in three media markets over four months
- Secured 700 free PSAs for Burn Cleaner

# Paid Advertising Campaign

## Outdoor

- Billboards in three markets in English and Spanish
- Two four-week flights
- 66 posters (33 per flight)



# Advertising Campaign - continued

**Lub cajj rauv taws los txog lawm**  
**THOV HU RAU TUS XOV TOOJ QHIA TXOG**  
**HUAB CUA UA NTEJ KOJ ZES TAWS**  
**Thiab pab txo iab oo thaum lub cajj ntuj no**

Thaum lub cajj ntuj no, iab co los ntawm kev xaiv taws  
xaiv nrog muaj luag 140,000 lb luag ib hlab.

Pa laus haij yam his nyab zeeb rau me nyuam yam,  
cov laus, cov mob plawv, thiab cov mob ntawv tawb  
pab.

Mau zang cov neeg no tau mus saib haug kho mob vav  
haub cov his hov.

Lub 11'11" nrog mus rau lub 2'11" nrog, yug lub cajj nrog  
taws. Tauv siv an ntej luag zes hoo. Hov hu rau las an  
luag qhia luag haub cov rau haub ntawm.

Thaum haub cov his zoo thiab his phom, luag cai his  
hoo kev xaiv taws.

Hlab luag haub cov his nyab zeeb rau me nyuam  
yam, cov laus, cov mob plawv, thiab cov mob ntawv  
tawb pab mob, luag cai yam his hoo kev xaiv taws,  
taws siv, hoo hlab rau taws.

Hlab luag haub cov his zoo rau hlab luag hlab his,  
luag cai hoo his pab rau taws rau hlab ntawm yug  
his boem muaj luag luag hoo kev xaiv an hoo hoo  
siv. Yog luag luag yam luag taw, mus yam nrog qhia.

Thov hu rau las cov luag qhia luag haub cov an ntej luag  
zes taws. Thaum rau taws, taws siv cov laus qhia  
his cov laus muaj muaj rau hoo tawb. Tawb rau hu  
nyuam, hoo muaj hlab muaj cov, his tawb.

Tawb cov luag hlab his hoo hoo qhia luag haub cov yug.  
**1-800-344-1212.**

Thaum pom cov  
cim sab tom no hauv  
this vis qhia tias:

No wood  
burning  
restrictions

Wood  
burning  
restrictions

No wood  
burning  
restrictions

State of New York  
Department of Environmental Conservation

## Radio

- 28 stations in three media markets
- 1,321 English spots
- 1,225 Spanish spots
- 510 Hmong spots

# Advertising campaign - continued

## Television

- 3 media markets
  - Broadcast and cable in Fresno and Bakersfield
  - Cable in Tri-County
  - Concentrated in Nov.-Dec. and early January
- 881 English spots
- 450 Spanish spots



# RULE 4901- Wood Burning Fireplaces And Wood Burning Heaters



**Questions?**

**Wayne Clarke**

**(559)230-5968**

**[wayne.clarke@valleyair.org](mailto:wayne.clarke@valleyair.org)**



**San Joaquin Valley**  
AIR POLLUTION CONTROL DISTRICT