

Agenda Item C

Education and Outreach



Public Outreach

Public outreach to affected parties is critical in ensuring the success of the program. DEQ hopes to work closely with the realtors and home inspectors in getting the information on the requirements out to affected homeowners, as they will be the key people interfacing with homeowners during the home sale process. However, DEQ is working with limited resources to implement the program and is pursuing the most efficient methods to get the message out. The following lists some potential options for reaching the affected parties.

Realtors

- Provide trainings across the state to local realtors to inform them of new requirements.
- Send out information to major real estate firms in Oregon, Washington, and Idaho (written brochures and materials)
- E-mail announcements to realtor organizations
- Talk with local realtors to find out how they receive news of regulations or policies that would affect their home sales. Brainstorm ways to get the information out in an effective manner.

Building inspectors/Contractors

- Send letters to all licensed contractors in the state, informing them of the new requirements

Woodstove dealers

- Send out information via Oregon Hearth Patio & Barbecue Association
- Send letters and e-mails to all independent woodstove dealers

Metal Recyclers

- Inform metal recyclers of new requirements, see if any would be willing to host a rural collection event
- Conduct trainings or workshops to discuss the requirements for proper disposal of a stove, how to fill out the destruction form.

Cities, Counties (including the Building Codes Departments)

- Inform via e-mail and letters of the new requirements
- Meet with specific city councils and counties to inform them of the new requirements. (Bend, Medford, Klamath Falls, Lakeview – areas that had

existing woodstove removal requirements, since these rules will supersede their requirements)

Chimney sweeps

- Inform via e-mail and letters of the new requirements

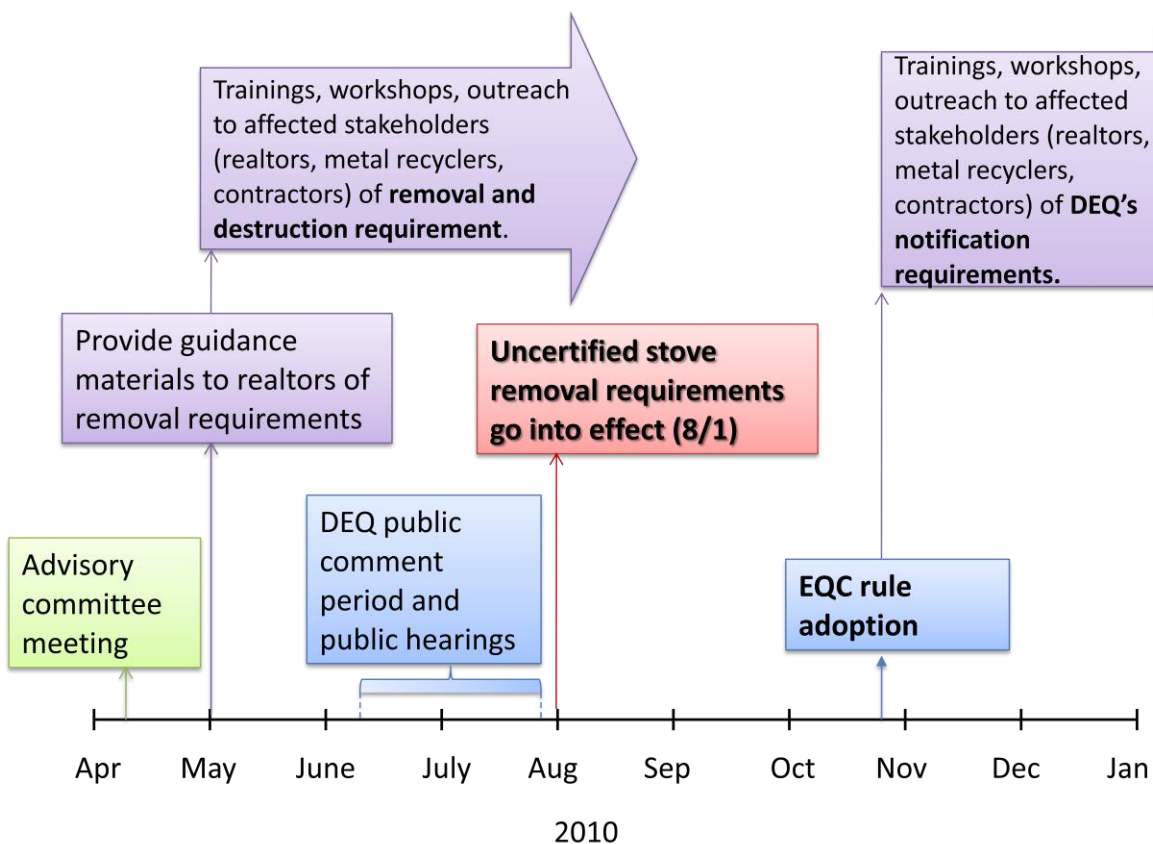
Mortgage companies

- Inform via e-mail and letters of the new requirements

Internet

- DEQ
 - Create a Woodstove Removal Requirement webpage
 - Update DEQ internet webpages to reflect the new requirements.
 - Include forms for notification that stove has been removed and destroyed
- Post information on For Sale By Owner webpage
- Inform EPA of requirements, have them include a link on their woodstove webpage

Outreach Schedule (2010)



Questions for Consideration:

- 1) Who are the key people within each affected stakeholder group that should be notified?

- 2) Are there other stakeholders/interested parties who should be included on this list?
- 3) Are there other effective ways to get the message out about the new requirements?
- 4) DEQ has limited resources to implement the program (1/2 staff person). What are the critical outreach components that should be conducted to ensure we reach the key stakeholders? What could be considered a less critical outreach component?

Education

DEQ also sees this public outreach effort as an opportunity to raise awareness about woodstoves, including correct use of the devices, proper burning techniques, and potential woodstove changeout options. Part of the problem associated with woodstove emissions is homeowners not properly using their stoves. Oftentimes, woodstove users burn wet wood, damp down the stove overnight, or even burn garbage in their stoves. These practices contribute to air pollution, as it causes the woodstoves to emit particulate pollution and air toxics.

Questions for Consideration:

- 1) Are there other educational messages we should convey to homeowners, relating to woodstoves?