

Attachment 9

Draft Behaviour Change and Monitoring Programme

Behaviour Change

A national behaviour change project has identified that a programme to successfully decrease emissions from domestic burners requires the following key elements:

1. Tell the story (raise awareness that smoky fires/poor burner operation cause emissions/contribute to Nelson's air pollution problem)
2. Individual contact (ie targeted letters to smoky burner operators, with instructions on better burning and offering support)
3. Disruptor (eg using spotters to identify ongoing smoky burners/monitor progress)
4. Feedback (letting households know how they are going).

To date the Council's initiatives have been largely reactive, consisting of:

- Extensive media campaign over several years, including stalls, promoting better burning tips
- Our Good Wood scheme – promoting access to dry wood
- Eco Building Advice – free home audits/energy & home heating advice
- Responding to complaints regarding smoky chimneys

The Council has done well at telling the story – there is a high level of awareness in Nelson that woodburners contribute to Nelson's air pollution. However, some people still feel they are burning properly and others are causing the problem, or do not know what they can do to improve the operation of their burner. The Council can be more proactive by developing a more targeted and supportive approach. Recommended actions to increase behaviour change to achieve a 10% reduction in emissions from burners are:

- Extend Good Wood scheme to include chimney sweeps (Clean Sweep scheme) and burner retailers to promote regular flue cleaning/burner maintenance
- Identify/target excessive & ongoing smoky burners – review why (eg wet wood/dirty flue/poor burner operation) & support them to change
- Follow up changes/improvements – monitoring progress and provide feedback to homeowners.

Estimated costs for this are around \$60,000, consisting of: \$25,000 to develop an effective strategy, \$15,000 for 'spotters' (eg EIL staff identifying smoky burners to target with a support package over winter months) and \$20,000 for the supporting information package/follow up.

Monitoring

The following monitoring is required to inform a comprehensive two yearly air quality modelling programme in Nelson.

Airsheds A and B1:

Continue with existing PM10 and meteorological monitoring.

Modelling report every two years would cost approximately \$3000 each year in 2016/17, 2018/19, 2020/21.

Airshed B2:

Continue monitoring PM10. Met data is available from the airport.

Meteorological trends analysis would cost approximately \$14,000 (2016/17). Update would cost \$3,000 each year in 2018/19, 2020/21.

Airshed C:

Continue monitoring PM10. Additional monitoring to develop a better idea of PM10 dispersion in this extensive and diverse airshed could be done by establishing an additional monitoring site (costing approximately \$35,000) or undertaking some mobile monitoring (approximately \$20,000).

There is no meteorological station for this airshed. Establishing one would cost approximately \$30,000.

Once meteorological data was available meteorological trends analysis would cost approximately \$14,000 (2016/17). Update would cost \$3,000 each year in 2018/19, 2020/21.