

Heat Clean Program

Board of Directors
Santa Barbara County
Air Pollution Control District

Our Mission: To protect the people and the environment
of Santa Barbara County from the effects of air pollution.

Aeron Arlin Genet
Executive Director / APCO

Emily Waddington
Air Quality Specialist

1/16/2025

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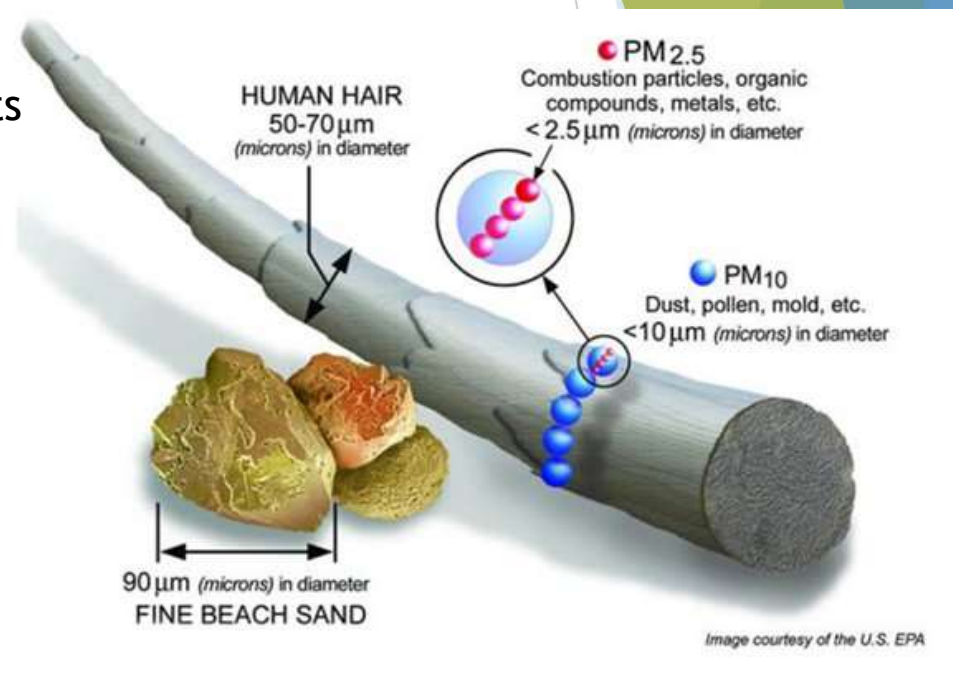
Heat Clean Program Background



- ▶ Three cycles of program completed
 - ▶ Formerly known as “Woodsmoke Reduction Program”
- ▶ Mission: Reduce woodsmoke emissions from households by replacing wood-burning fireplaces and stoves with cleaner electric heaters
- ▶ Maximize benefits (75% of funds) to low-income households, and households located in low-income or disadvantaged communities or on tribal lands
- ▶ Funds (total of \$445,004) and program guidelines from California Air Resources Board (CARB)
- ▶ CAPCOA funding priority for state budget

Woodsmoke Health Impacts

- ▶ Woodsmoke contains particulate matter ($PM_{2.5}$), ozone precursors, greenhouse gases, black carbon, and other toxic air contaminants
- ▶ 30% of county's wintertime $PM_{2.5}$ emissions
- ▶ Neighborhood impacts
- ▶ Health effects:
 - ▶ Respiratory irritation and illnesses
 - ▶ Heart problems
 - ▶ More severe symptoms in sensitive populations

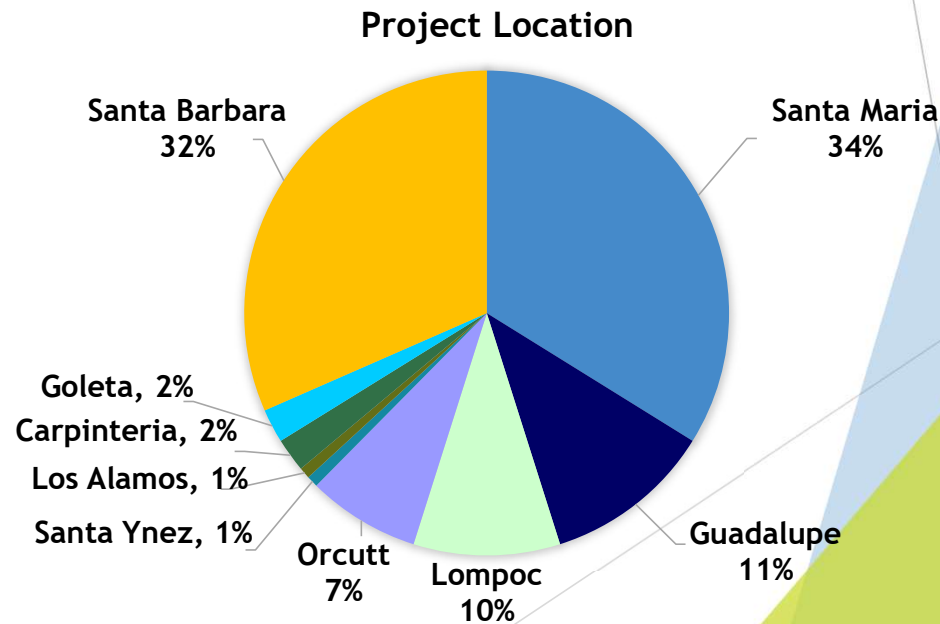


Size of Particulate Matter

Past Program Success

Programs	Years Operated	Low-Income Projects Completed	Total Projects Completed	\$ Expended for Low-Income Projects	Total \$ Expended
Cycle 1 (Pilot)	2017-2018	-	32	-	\$31,500
Cycle 2	2018-2019	43	55	\$213,000	\$225,000
Cycle 3	2019-2021	44	46	\$212,062	\$214,062
Total	2017-2021	87	133	\$425,062	\$470,562

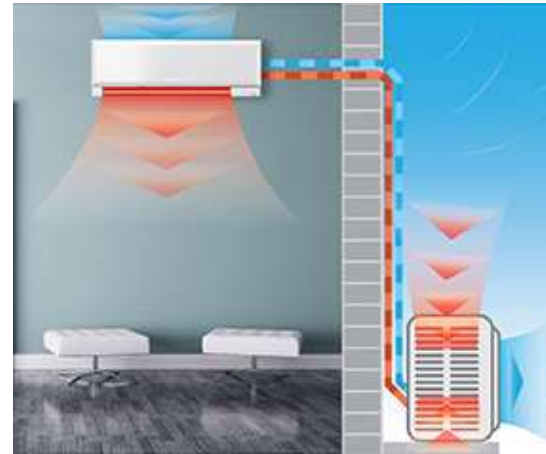
- ▶ 133 projects completed
- ▶ 90% of funds to priority populations
- ▶ 360 tons of pollutant reductions = 1,040 passenger cars



Eligible Heater Types

- ▶ Existing Heater
 - ▶ Used as a heat source, operational
 - ▶ Wood-burning fireplace
 - ▶ Uncertified wood-burning stove or fireplace insert
- ▶ New Heater
 - ▶ Electric heat pump
 - ▶ Electric fireplace insert
 - ▶ Gas heaters are no longer an eligible option
- ▶ Option to keep existing wood-burning heater in case of power outage for heat pump projects

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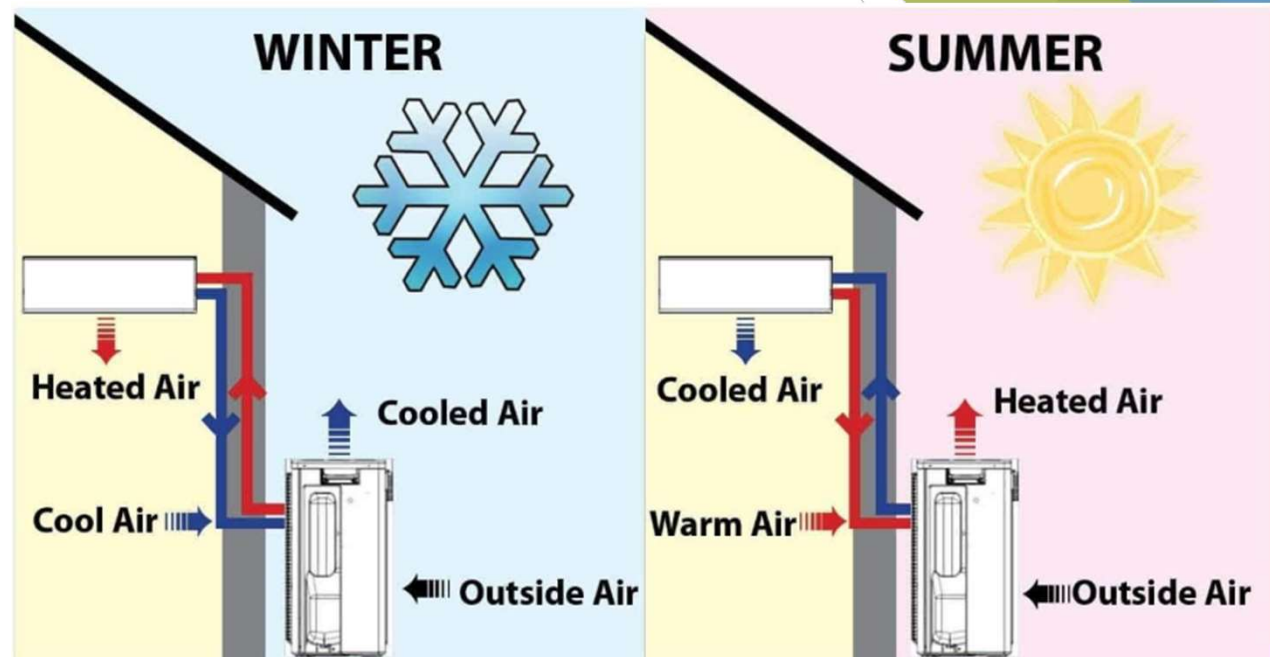
Electric Heat Pump



Electric Fireplace Insert

Heat Pumps

- ▶ How they work - transfer heat rather than generate heat
- ▶ Can heat and cool
- ▶ Efficient
 - ▶ ¼ energy use of traditional heater
- ▶ Zero emission
- ▶ Higher upfront cost
- ▶ Federal, state, and local incentives available

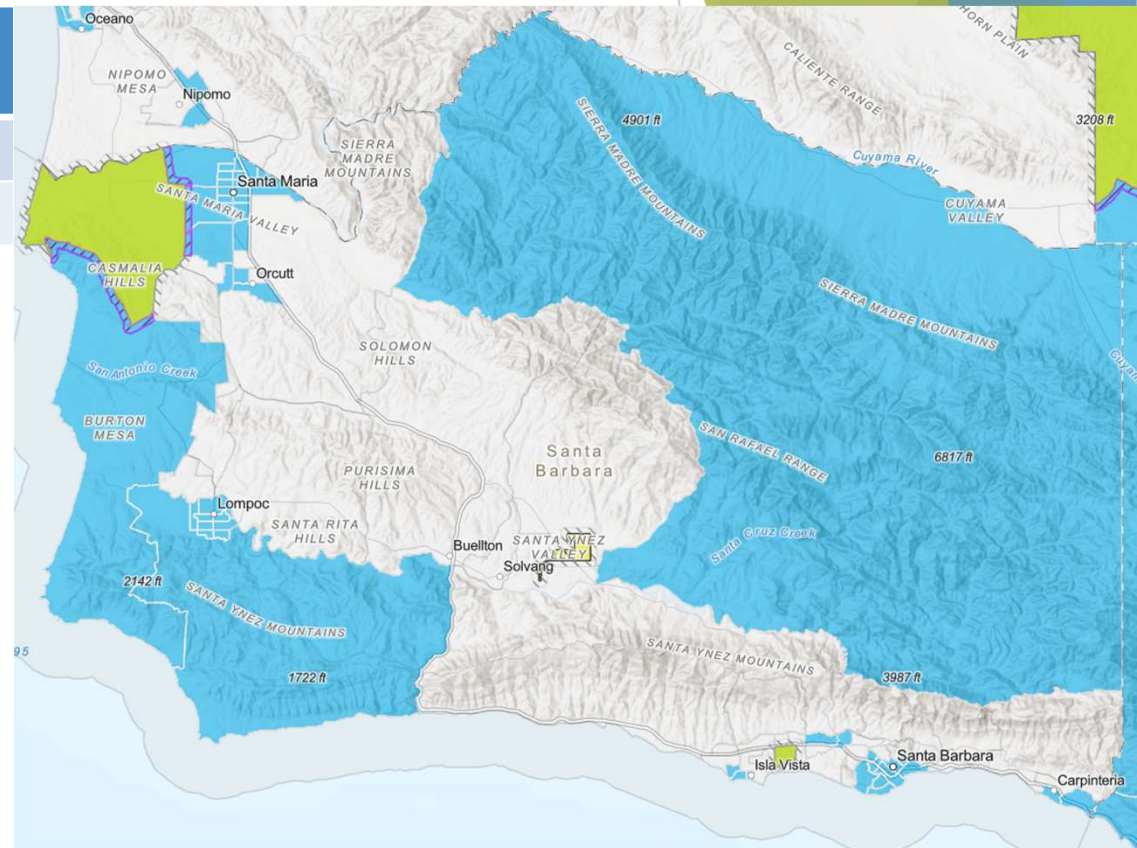


How Heat Pumps Work

Vouchers

Replacement Heater	Standard Voucher	Enhanced Voucher
Heat Pump	\$5,000	\$10,000
Electric Fireplace Insert	\$2,500	\$5,000

- ▶ Households eligible for Enhanced Voucher:
 - ▶ Located in low-income or disadvantaged community or on tribal lands
 - ▶ Low-income households
 - ▶ Participation in federal or state low-income assistance program
- ▶ CARB may increase Enhanced Voucher amounts



California Climate Investments Priority Populations 2024: Blue areas are designated low-income communities and green areas are designated disadvantaged communities



Participating Installers

- ▶ Installation must be completed with a participating installer
- ▶ Participating installers must meet CARB guidelines, undergo program training, and sign agreements with District
- ▶ Installers will accept voucher and reduce amount at point of sale
- ▶ Two fireplace installers participating
- ▶ Outreach to 14 HVAC contractors for heat pump installation

Outreach and Timeline

- ▶ Focus on low-income, disadvantaged communities and tribal lands
- ▶ Interested parties email list
- ▶ News release with countywide coverage
- ▶ Newspapers, online media and social media
- ▶ Collaboration with participating installers and other local heat pump programs
- ▶ Outreach events
- ▶ Materials translated to Spanish
- ▶ Applications available at www.ourair.org/heatclean/
- ▶ Expected launch in late February





Emily Waddington

Air Quality Specialist

(805) 979-8334

waddingtone@sbcapcd.org

@OurAirSBC 