



Downwinders

reducing toxic air pollution in north texas *at risk*

Program Solicitation Sue Pope North Texas Pollution Reduction Program

INTRODUCTION

The Sue Pope North Texas Pollution Reduction Program seeks to achieve significant reductions in the level of NO_x—a category of nitrogen and oxygen compounds produced by the burning of fossil fuels. Elevated levels of NO_x contribute to the formation of smog, impair visibility, and have significant health consequences. Due to the impact that NO_x has on air quality, it has been identified as a target pollutant for pollution reduction efforts nationwide.

Blue Skies Alliance Trust (BSA Trust) and Downwinders at Risk Education Fund (DAREF) have received \$2.25 million dollars in a settlement agreement, with these funds dedicated to achieving significant public reductions in NO_x in the North Central Texas Council of Government region's four core counties (Collin, Dallas, Denton, and Tarrant) and affected surrounding counties (Ellis, Erath, Hood, Hunt, Johnson, Kaufman, Navarro, Palo Pinto, Rockwall, Somervell, and Wise). Funds are to be disbursed to projects within these 16 counties by BSA Trust and DAREF through agencies including NCTCOG, DFW nonattainment area city or county governments, or Habitat for Humanity.

PROGRAM DESCRIPTION

The Sue Pope North Texas Pollution Reduction Program provides grants to third parties who agree to carry out activities that have a likelihood of achieving NO_x reductions. Funded projects may include school bus/fleet emission retrofits or reductions, low-income household weatherization, truck stop electrification, car replacement programs, or energy efficient building projects.

Each project will be reviewed on the basis of two review criteria:

- **Achieving Key Reductions.**
Applicants will be asked to provide evidence that their project achieves key reductions in NO_x as well as other major pollutants that impact human health. Preference will be given to projects that address multiple pollutants, achieve the highest ratio of reductions to project cost, and with the greatest overall longevity of NO_x reductions. Projects that address populations downwind of major point sources are strongly encouraged.
- **Public Impact.**
Applications will be reviewed based on whether the project serves as an important public exemplar of the application of air quality reductions. The public impact criterion may be satisfied by including an educational component on the importance of NO_x reductions and air quality, targeting sensitive groups (people with lung or heart disease, children and the elderly), or historically disadvantaged groups. Organizations may also satisfy the public impact criterion by

acquiring matching funds for their project from government or local agencies; however, matching funds are not required.

Projects should explicitly address the two review criteria, with approximately 4/5 of project budget and time dedicated to achieving key reductions, with 1/5 of the project addressing the public impact goal.

APPLICATION GUIDELINES

Application for the Sue Pope North Texas Pollution Reduction Program requires the submission of a proposal by a potential grantee demonstrating interest and general outline of the project. Proposals will be reviewed and select organizations will be invited to submit a final full proposal.

Preproposals are currently being accepted:

Preproposals shall be no longer than five pages, and should include a description of the activities for which the applicant requests funding, the deliverables and environmental results, a detailed budget, and project timeline. Applicants should specifically address the two review criteria and identify the project activities that will address each of these criteria. All preproposals should also include the applicant information form (attached to this program announcement).

Final Proposal upon invitation:

The Sue Pope Fund will notify selected applicants that they may formally submit a full proposal. The complete application package will require additional project descriptions, detailed information on the environmental results, and letters of support from participating organizations. Applicants invited to submit a full proposal will be guided in the proposal completion process by a member of the organization to help craft a proposal that meets the objectives of the program.

BSA Trust and DAREF will make a formal announcement of funded projects to coordinate with the beginning of ozone season. Upon announcement of the grantees, arrangement will be made for transfer of project funds to recipient organizations within thirty (30) days.

MAILING ADDRESSES AND INFORMATION

Applicants who need clarification about specific requirements of the Sue Pope North Texas Pollution Reduction Program, or who would like to submit a preproposal may contact The Sue Pope Fund – North Texas Pollution Reduction Program.

THE SUE POPE FUND NORTH TEXAS POLLUTION REDUCTION PROGRAM

Office 972.296.9400

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Email: info@suepopfund.org



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Applicant Information Form Sue Pope North Texas Pollution Reduction Program

Organization:	City of Arlington – Environmental Services
Organization type	Local Government
Organization Street Address:	101 S. Mesquite Street # 420
City, State, Zip	Arlington, TX 76004

Project Officer (Title, First, MI, Last, Suffix):				Ms. Pamela Rambo-Estill Mr. Robert Smouse	
Phone— extension	817-459- 6244	Fax		Email	Pamela.Rambo-Estill@arlingtontx.gov
	817-459- 6150		817-459- 6199		Robert.Smouse@arlingtontx.gov
Project Name			Eco-Fest Electric Lawn Mower Exchange		
Location of Project			City Hall – Levitt Pavilion		
Project Start (MM/DD/YYYY)	Date	08/01/2009			
Project End (MM/DD/YYYY)	Date	05/01/2010			

BUDGET: Please summarize your budget request in the space provided. You should also provide a more detailed budget in your preproposal.

Line Item	Requested Funds	Matching Funds
Salaries and Benefits	0	\$6,500
Equipment	\$44,500	0

Other:	0	\$4,000
Total:	\$44,500	\$10,500

Use this Page to Provide Us With Additional Information:

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Please provide us with additional information regarding the project

On behalf of all the various City Departments, Businesses and entire community participating in the first-ever Arlington Eco-Fest, the City of Arlington’s Environmental Services requests \$44,500 from the Sue Pope Fund to conduct a Eco-Fest Electric Lawn Mower Exchange. Recently, the cities of Dallas, Ft. Worth and Plano have demonstrated the public’s overwhelming acceptance of these initiatives. By providing incentives, area residents will be able to exchange their working, gasoline-powered mowers for clean electric-powered units. Upon exchange, a \$150 voucher will be issued to each Arlington resident (one per resident & gas powered lawn mower turned-in) attending the Eco-Fest. The \$150 voucher will reduce the actual purchase price of the selected electric lawn mower at participating vendors within the Arlington city limits. We have solicited special arrangements with two providers of electric mowers to efficiently provide the needed educational outreach, products and services to the expected 3,500 attendees.

The EPA estimates that gas mowers emit as much hourly pollution as 11 cars. Emissions of NOx from residential lawn equipment make up approximately 1.26 tons\day of all non-road NOx in the DFW metroplex. Our Electric Lawn Mower Exchange will permanently remove 296 gas mowers. Benefits include reductions in air pollution as well as enhanced public awareness of how personal activities affect air quality. Based on EPA estimates, we expect these results:

EXPECTED REDUCTIONS

CO2 - 25341.2 pounds
CO - 14155.9 pounds
VOC - 1590.1 pounds
NOx - 69.9 pounds
PM25 - 4.74 pounds
SO2 - 4.74 pounds

Event Schedule

ACTIVITY	TIMELINE
Coordinate event and Eco-Fest promotion	July – September 2009
Coordinate vendor and retailer participation	June – September 2009
Conduct initial mower exchange event	September 19, 2009
Event follow-up evaluation	October 2009
Conduct 2 nd mower exchange event (if	March/April 2010

necessary)	
Event follow-up evaluation	May 1, 2010

EVENT BUDGET

ITEM	DESCRIPTION	REQUESTED FUNDS	MATCHING FUNDS
Electric Mowers	269 units of various models @ \$150	\$44,500	0
Personnel	City Staff Coordination, site preparation, recycling, volunteers, retailers, marketing, documentation, evaluation	0	\$6,500
Event and Expo Marketing	Press releases, City's web site development, electronic e-newsletters, environmental group broadcasts, telemarketing, presentations, newsletters, etc	0	\$4,000
TOTAL		\$44,500	\$10,500