

## Applicant Information Form--Sue Pope North Texas Pollution Reduction Program

Organization:		North Texas Clean Air Coalition (NTCAC)			
Organization type		The only 501(c)(3) nonprofit organization in the region dedicated to improving air quality in North Texas through educating, engaging, and recognizing the business community on all they can do through their business practices and employee trip reduction programs.			
Organization Street Address:		c/o North Texas Commission 8445 Freeport Parkway			
City, State, Zip		Irving, TX 75063			
Project Officer (Title, First, MI, Last, Suffix):		Richard Maxwell, Vice Chairman of the Board of Directors			
Phone-- extension	(817) 215-8645	Fax	(817) 215-8709	Email	rmaxwell@the-t.com
Project Name		<b>Working for Clean Air™ “Let’s Do Lunch” Seminars</b> , designed to educate and engage employers to take immediate action within their circles of influence--through business practices and through employee trip reduction programs for their employees.			
Location of Project		The DFW non-attainment area, with special emphasis in Tarrant, Denton, and Dallas Counties; additional funding would help us expand this effective education and engagement program to other counties like Johnson and Ellis, for instance.			
Project Start Date (MM/DD/YYYY)		05/03/2010			
Project End Date (MM/DD/YYYY)		09/17/2010 (A five month series, focused during the worst of ozone season; followed by recognition programs and events that further engage employers in our clean air mission.			
BUDGET: Please summarize your budget request in the space provided. You should also provide a more detailed budget in your pre-proposal.					
<b>Line Item</b>	<b>Requested Funds</b>			<b>Matching Funds</b>	
Salaries and Benefits	\$15,500 (\$3100. per seminar; five seminars) for proven contracted consulting and project management assistance that guides and leverages the Clean Air Coalition volunteer and community resources.			Significant cash and in-kind contributions will be made by the Coalition board members, the Business Community Outreach Committee members, host sites, and community and media partners.	

Other: Lunch for participants, outreach collateral materials, and PR to help attract participation	<p>\$1800 (Lunch for the estimated 300+ participants; works as an incentive for company reps to attend.)</p> <p>\$3100 (Development and printing of on-demand materials for the five seminars to include the extensive clean air handbook, outlining the many options for implementation.)</p> <p>\$4600 (Placement of targeted ads to attract attention to clean air issues and increase seminar participation.)</p>	Drinks and paper goods will be provided by host site each time. Venue, signage, parking, and equipment is also donated by host each time. A speaker specific to that area is provided by host. The media purchases are matched by in-kind media.
<b>Total:</b>	<b>\$25,000.</b>	<b>Cash and in-kind contributions by board members, outreach committee members, sponsors, media, community partners, estimated over \$75,000.</b>

**Use this Page to Provide Us With Additional Information:**

Pre-proposals 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 pre-proposals should also include the applicant information form (attached to this program announcement). Please provide us with additional information regarding the project:

**Introduction:**

***The North Texas Clean Air Coalition (the Coalition) is the only nonprofit organization in the region dedicated solely to encouraging voluntary efforts to improve air quality in North Texas through educating, engaging and recognizing the business community.***

The Coalition is a unique collaboration of key organizations and individuals dedicated to cleaner air for our region, including the North Texas Commission, the Fort Worth Chamber of Commerce, the Dallas Regional Chamber, the North Central Texas Council of Governments, DART, the T, DCTA, cities, counties, and business leaders. NTCAC serves the DFW nonattainment area including Tarrant, Dallas, Denton, Collin, Rockwall, Kaufman, Johnson, and Parker Counties.

A volunteer Executive Board guides and directs the organization's mission. The volunteer Business Community Outreach Committee helps implement the program of work which focuses on outreach/education, engagement/technical assistance, and recognition to and for the business community of North Texas. Please see the roster of both the Executive Board and the Business Community Outreach Committee included in this proposal.

The business community of North Texas is defined by the Coalition as employers large and small, their employee-base, and building owners and managers, representing thousands of decision-makers, consumers and other stakeholders who can do "their share for cleaner air" and make a difference.

Experience tells us when we influence our companies to take the many pro-active, voluntary clean air measures available to them, it is not only good for our air, it's good for business. Yet, serving a nine-county area and working to influence literally hundreds of businesses and thousands of their employees is a job. Our work is cut out for us and **we need your help.**

*We request financial support for the **Working for Clean Air™ “Let’s Do Lunch” Seminar Series**, an important part of our program of work, which directly affect the economic development, community development, and quality of air for our region and its citizens, helping to achieve key NOx reductions and making an important public impact.*

**Please consider joining our efforts.**

**Working for Clean Air™ “Let’s Do Lunch” Seminar Series—An Important Part of Our Program of Work to Achieve NOx Reductions and Achieve Public Impact**

#### **NOx Reductions and Public Impact:**

- Because many of the air emissions in the D/FW nonattainment region come from mobile sources, chiefly automobiles, the Coalition works to encourage the business community in this region to promote and implement commuter programs and other air quality programs to help solve this problem. The coalition works to promote employer-organized programs such as transit passes, vanpools or carpools or to provide creative incentives for employees who participate in trip reduction programs.
- Green building and sustainable development initiatives were new for us in 2007, and the impact of these initiatives is important for cleaner air. Clean fleets are promoted and encouraged and we put mentor companies and organizations in touch with others.

A primary vehicle used to reach the business community regarding these important programs is the **Working for Clean Air™ “Let’s Do Lunch” Seminar Series**, designed to educate and engage employers to take immediate action within their circles of influence--through business practices and through commute solutions/trip reduction programs for their employees

At the seminar series, held at various key locations across the region, our collaborative team of experts present valuable information and provide the “tool kit” of ways to positively impact our air. Too, participants benefit from the round table discussions among their peers and the resulting clean air and environmental mentoring.

Significant volunteer and staff time is spent recruiting the companies to attend these meetings, including online and e-mail outreach, print collateral, phone calls, and personal invitations, and then to work one on one with them afterward, providing technical assistance. Through these **Working for Clean Air™ “Let’s Do Lunch” Seminars**, critical clean air program information shared includes:

- carpooling
- vanpooling
- mass transit
- employer-provided incentives
- guaranteed ride home
- telecommuting
- flexible scheduling
- bicycle/pedestrian options
- trip reduction programs
- energy efficiency
- green building
- clean vehicles and fleets
- clean construction equipment
- sustainable development
- energy conservation measure for design
- tax advantages, retained employees, improved or lessened parking

Environment impact results of this program include, but are not limited to:

- EPA standard requirements attainment
- cleaner air
- healthier environment
- fewer emissions
- better health
- improved employee well-being and productivity
- money saved by businesses and consumers
- savings in auto and insurance costs
- reduced carbon footprints
- lower costs
- sustainable development
- renewable sourcing
- green building
- fewer government sanctions
- recycling
- cleaner fleets and other business practices

Through this program, in 2008 *alone*:

- **56 employers representing over 52,000 employees participated**
- **727, 294 vehicle miles were reduced**
- **\$323, 682 in savings was achieved** (calculated using the AAA Average Annual Vehicle Ownership/Operations cost of \$.52/mile)

In addition, during the seminar series, companies are encouraged to apply for recognition for their implementation of programs encouraged by the Coalition. The impact of our 2008 programs alone made on these employers include:

- **57 employers in various industries represented over 96,000 employees**
- **45% of participating employers subsidize a portion of their employee transit passes**
- **42% provide reduced parking or reserved parking for carpools**
- **73% provide flex-time scheduling for employees**
- **67% have implemented energy efficiency measures at their location.**

The Commuter Challenge for TryParkingIt.com is promoted through this series and boasts these statistics as of June 11, 2009:

- **Total Employers:** 358
- **Total Users/Employees:** 1,884
- **Total New User Registrations:** 441
- **Users Logging Rideshare:** 567
- **Total Miles Traveled:** 263,512
- **Vehicle Trips (VT) Reduced:** 3,584
- **Vehicle Miles of Travel (VMT) Reduced:** 182,377

Based on the success of the 2008 outreach and engagement and recognition efforts and our work underway for 2009, we estimate that we will double our results this year, educating hundreds of employers and working directly with scores of them, affecting thousands of employees, their family members, and creating a positive ripple effect of change. We would like to grow our impact in 2010, and with your help and funding support, we believe we can focus on emission reductions more than ever before, working hand in hand with employers to provide the technical assistance they need to implement programs that work. This will directly impact cleaner air and provide significant NOx reductions and economic and environmental public impact to the community of North Texas.

#### **Budget:**

This type of diligent environment and economic impact and strategy takes significant, committed human resources, great events and a significant investment in marketing, outreach, and technical assistance. Your funding help of \$25,000 will help off-set the expenses of the contracted professional assistance that directs and leverages the incredible volunteer resources of the Executive Board Members and Business Outreach Committee listed here, while underwriting the lunches for the participants of our seminar series, and helping to pay for print-

on-demand collateral and one round of print ads to increase awareness and attendance.

- Proven Contracted Consulting and Project Management-\$15,500
- Lunches for participants of seminars-\$1800
- Development of print-on-demand collateral for the five seminars to include the extensive clean air handbook, outlining the many options for implementation-\$3100.
- Print ads to increase awareness and attendance-\$4600.

**Volunteer Resources:**

<b>North Texas Clean Air Coalition--2009 Executive Board Members</b>	
Cathy Altman, 2009 Chairman	Carrington, Coleman, Sloman & Blumenthal, LLP
Jay Barksdale	Dallas Regional Chamber
D.D. Currie	Lockheed Martin
Howard Gilberg	Guida Slavich & Flores, P.C.
Kristina Brevard	Denton County Transportation Authority
Rusty Hodapp	DFW Airport
Joe Downing II	Bell Helicopter Textron, Inc.
Leah King	Chesapeake Energy
Richard Maxwell	Fort Worth Transportation Authority
Commissioner John W. Matthews	Johnson County
Tony McQuary	Peterbilt Motors Company
Mindy Mize	North Central Texas Council of Governments
Dennis Mochon	Dallas Area Rapid Transit
Brinton Payne	Fort Worth Chamber of Commerce
Allen Wallach	Concussion

**Business Community Outreach Committee**

Kim Affat-City of Dallas  
 Betty Battles-the T  
 Nicole Cooper-City of Dallas  
 Carmen Hillebrand-Dallas Area Rapid Transit  
 Earl Mahar-the T  
 Tony Mendoza-Dallas Area Rapid Transit  
 Dennis Mochon-Dallas Area Rapid Transit  
 Lindsay Simon-Concussion Advertising  
 Brenda Whitaker-Dallas Area Rapid Transit

Dr. Tim Barth (Councilman)-TCU  
 Sarah Engelhardt-North Central Texas Council of Governments  
 Jonathan Feinstein-imc<sup>2</sup>  
 Valerie Jones – American Airlines  
 Richard Maxwell- the T  
 Karen Minato-Frito-Lay, Inc.  
 Francisco Pinto -Ash Grove Texas, LP  
 Nathan Loftice-FedEx Office  
 Ralph Zaragoza-North Central Council of Governments

**Conclusion:**

The North Texas Clean Air Coalition works diligently on a daily basis to make a significant impact on emissions reduction for our region. *Your funding help in the amount of \$25,000* is greatly needed to continue and expand the important program of work that will impact the air quality of North Texas. Please contact us with any questions. We look forward to hearing from you.

**Contact Information:**

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