



2008 Partner Application Workbook

Become a Proponent!
Champion a Project or Projects!
Support Education, Outreach and Publicity Efforts!

For more information about involvement with these projects, please contact:

Nicole Cooper, City of Dallas at 214-670-6646

or

Mindy Mize, North Central Texas Council of Governments at 817-608-2346

- Table of Contents -

Partner Application Information 3
Eligibility and Benefits of DSSI 3
Dallas Sustainable Skylines Project Categories 4
Dallas Sustainable Skylines Partner Responsibilities 5
Dallas Sustainable Skylines Initiative Projects 6
Project 1: Urban Heat Island/Stormwater Mitigation..... 6
Project 2: Green Taxis 7
Project 3: Green Buildings Project..... 8
Project 4: Greenhouse Gas Strategy 9
Project 5: Renewable Energy/Energy Efficiency Outreach 10
Project 6: Site Assistance Visits Plus (SAV+) Program..... 11
Project 7: Small Off-Road Equipment Replacement and Retrofits..... 12
Other DSSI Options 13
Project Partner Application Form..... 14

Sustainable Skylines – Dallas

- Partner Application Information -

Eligibility

The Dallas Sustainable Skylines Initiative (DSSI) is a joint effort between the City of Dallas, the North Central Texas Council of Governments (NCTCOG), and U.S. Environmental Protection Agency (EPA). Its primary goal is to promote the adoption of sustainable environmental and energy practices throughout the greater Dallas area, which results in the improvement of the city's air quality and overall quality of life.

Participation in the Initiative is open to both public and private entities that operate/conduct business within the City of Dallas and its surrounding areas.

*Become a Proponent!
Champion a Project or Projects!
Support Education, Outreach and Publicity Efforts!*

The Benefits of DSSI

The Dallas Sustainable Skylines Initiative is proud to acknowledge those companies, corporations, school districts, organizations, and businesses that undertake voluntary initiatives to reduce air emissions and/or energy consumption, and improve air quality.

In addition to the personal satisfaction and community-wide recognition that comes with being good stewards of the environment, Dallas Sustainable Skylines partners have the added benefit of knowing that they are contributing to positive environmental change in their own backyards—for their own families, schools, homes, and businesses... *for their own Dallas!*

Becoming a partner means that you're pledging to do your part to implement and utilize innovative technologies and programs to improve air quality. Citizens of Dallas can benefit from your participation:

- Reduced population pollutant exposure
- Enhanced livability in the city
- Economic growth with state-of-the-art environmental protection
- Potential for credit under the Clean Air Act State Implementation Plan program

Some potential Sustainable Skylines Partner designation incentives include:

- Recognition on the Dallas Sustainable Skylines Initiative web site and press releases
- Presentation of an official "Sustainable Skylines Partner" plaque
- Limited use of the Sustainable Skylines logo for advertising and promotional purposes
- Potential Sustainable Skylines Initiative opportunities at participating retailers
- Positive publicity

Dallas Sustainable Skylines Project Categories

There are five project categories under DSSI. Included in this packet are seven possible projects (under the five categories) in which partners may participate. Partners may pledge to participate in any one, or in multiple projects, or may design their own DSSI projects under one of the five categories. (Application on page 13) The five DSSI project categories are described below.

- Enhance central city livability
 - Mitigate the urban heat island effect and reduce stormwater runoff through the use of strategic shading and tree planting, green and reflective roofs, permeable surfaces for parking lots, etc.
 - Replace existing fleets of taxis, rental cars, or other fleet vehicles with ultra-low or zero-emitting vehicles as a demonstration for the rest of the region to duplicate
- Promote green buildings and developments
 - Assist in constructing highly energy efficient, affordable homes with partners
- Implement and promote renewable energy/energy efficiency
 - Complete an energy-related air emissions reduction strategy for the City of Dallas and implement selected voluntary measures to reduce air emissions from electrical grid power use and commercial natural gas use
 - Perform various outreach efforts to promote renewable energy/energy efficiency, focusing on two different sectors: large retail companies and schools
- Reduce emissions from stationary sources/area sources
 - Reduce air emissions at Dallas area industries using TCEQ's existing Site Assistance Visit+ Program (SAV+)
- Reduce off-road emissions
 - Replace small gasoline and diesel powered off-road equipment with electric-powered equipment, concentrating on small equipment such as lawn maintenance equipment and small utility vehicles, thereby demonstrating feasibility for widespread change-outs.

Dallas Sustainable Skylines Partner Responsibilities

Once accepted as a Dallas Sustainable Skylines partner, you will be recognized as a *Working* partner meaning that you are in the process of completing an activity outlined in your pledge. Your company logo, pledge letter, and a brief summary of your expected activities will be placed on the Dallas Sustainable Skylines website. In addition, you will be honored at the annual Texas State Fair Discovery Gardens' Columbus Day event hosted by the City of Dallas, the US Region 6 Environmental Protection Agency, the North Central Texas Council of Governments, and the news media.

In addition to committing to an activity, the Sustainable Skylines administrators request that you submit an annual summary of your project's activities and progress. The purpose of this request is to document your efforts and to allow your company to be recognized for all of its environmental activities. This report will also allow the Sustainable Skylines administrators to track and measure the success of the Dallas Sustainable Skylines Initiative, and allow for the continuation of the Initiative after the pilot period concludes.

Once an activity is complete, or you have fulfilled the commitment in your pledge, you will be recognized as a *Certified* Dallas Sustainable Skylines partner, designated as such on the website. Notice of your Sustainable Skylines activities and accomplishments will also be released to the news media.

After becoming a *Certified* partner, continued efforts will be recognized annually along with the new partners. Your contributions will also be updated on the DSSI website.

The Dallas Sustainable Skylines Initiative acknowledges those that are leaders in environmental stewardship, and the Sustainable Skylines administrators reserve the right to ask partners to step down if they do not meet their pledged activities within one year of becoming a working partner, or by the timeframe specified in the application.

Dallas Sustainable Skylines Initiative Projects

Project 1: Urban Heat Island/Stormwater Mitigation

The goal of this project is to develop and implement an urban heat island program for the City of Dallas that will both decrease heated surfaces and increase permeability of surfaces in the Central City and other areas of Dallas.

Specific examples of activities for *Urban Heat Island and Storm Water Mitigation* that partners can engage in, but are not limited to:

- Place cool/green roofs on company stores, buildings
 - Design permeable/vegetated/shaded pavement areas into store parking lots
 - Contribute resources to the City's tree-planting efforts that reduce the urban heat island effect
 - Participate in an adopt-a-woods/adopt-a-forest program for company property
 - Design new stores to be strategically shaded and energy efficient
 - Support a central business district plan to financially encourage permeable surfaces (e.g., impermeable surface cap-and-trade program)
 - Provide funding to the Houston Advanced Research Council (HARC) to expand tree study
 - Incorporate a rain-water harvesting system into your facility storm water management plans
 - Sponsor/fund storm water management controls including, but not limited to, the installation of rain-water harvesting system(s) for others
-

Project 2: Green Taxis

The goal of the North Texas Green and Go Clean Taxi Partnership is to facilitate the replacement of existing taxis with very low-emitting vehicles. Knowing that the local fleet consists of over 2,500 taxis, that their mileage is very high (estimated between 60,000 and 80,000 miles per year), and that the driving conditions in which they operate are congested, taxis are a significant source of potential emission reductions. The program will also provide education on the additional benefits of green taxis and the suitability of these vehicles to meet industry needs.

Specific examples of *Green Taxis/Rental Car* activities that partners can engage in, but are not limited to:

- Commit to purchasing very low emitting cars as an increasing share of company fleets (e.g. hybrids, alternative fuel vehicles)
 - Contribute resources to a revolving loan fund for the purchase of green taxis
 - Support/sponsor publicity to draw positive attention to the availability of green taxis/rental cars
 - Sponsor a green taxi
-

Project 3: Green Buildings Project

The City of Dallas proposes to link green building techniques with construction alternatives to address the need for residential and commercial construction that is affordable, accessible and environmentally friendly. This includes constructing highly energy efficient green homes, offices and warehouses.

Specific examples of *energy-efficient* activities that partners can engage in, but are not limited to:

- Contribute resources to energy efficiency measures in the Dallas-Habitat for Humanity building program
 - Donate Energy Star appliances, windows, insulation, roofing materials
 - Provide outreach education materials to affordable home development organizations in Dallas
 - Donate consultation on designing green homes, establish a precedent or green design parameters
 - Donate consultation on landscaping (e.g. Xeriscaping) and/or donate native plants to reduce water consumption and trees that provide shade to reduce cooling energy needs
 - Specify “green” technologies in building specs during planning and construction
 - Work with architects/designers on future facility design to incorporate “green” building techniques and practices
-
-

Project 4: Greenhouse Gas Strategy

The goal of this project is to complete a greenhouse gas reduction strategy for the City of Dallas (model example) and implement select measures to reduce greenhouse gas and air emissions by decreasing electrical grid power use and commercial natural gas use.

Specific *Greenhouse Gas Strategy* activities that partners can engage in, but are not limited to:

- Contribute funds for installing small-scale wind turbines, solar photovoltaic (PV), cool/green roofs, landfill methane capture, microturbines, etc. in/near DART stations and high-profile City buildings
 - Adopt-a-digester (methane capture and power production) at City Zoo and possibly at nearby agricultural operations to supply power to City operations
 - Help design a district-wide heating/cooling system pilot for Central Dallas (similar to that in downtown Austin)
 - Help the City with a Greenhouse Gas Reduction Strategy
 - Help the City compile a Greenhouse Gas Inventory for the entire City
 - Support/encourage Mass Transit Oriented Development
-
-

Project 5: Renewable Energy/Energy Efficiency Outreach

The goals of this project are to reduce energy usage in retail stores; to increase the energy efficiency awareness of customers in order to promote the purchase and use of energy efficient household items; and to educate DISD students regarding energy efficiency.

Specific examples of *Renewable Energy/Energy Efficiency* activities that partners can engage in, but are not limited to:

- Contribute materials for give-away programs in DISD (e.g., compact fluorescent lights (CFLs), coupons/rebates for energy efficient housing materials, appliances)
 - Contribute personnel to assist in educational efforts
 - Provide funding for the production of energy efficiency outreach materials and place educational displays in your place of business
 - Commit to using and promoting your use of renewable energy such as installing small scale wind turbines or solar panels or buying “clean” energy
 - Promote the use of energy efficient measures in your place of business including but not limited to power strips and motion-detected lighting
 - Educate company personnel in marketing for energy efficient items
 - Sponsor a DISD short education practicum – teachers’ study aid
 - Provide incentives for employees to switch to “clean” energy at their homes
-
-

Project 6: Site Assistance Visits Plus (SAV+) Program

The City of Dallas will collaborate with the TCEQ through their existing Site Assistance Visit+ (SAV+) Program to provide on-site, technical assistance to Dallas area industries. The focus of these efforts will be to identify pollution prevention, energy conservation, and water conservation strategies and technologies that can be incorporated into a facility's operations. A specific focus will be to provide recommendations for reducing the use of VOC coatings, solvents, and adhesives, and promoting the use "cleaner" alternatives, and for improving energy efficiency in a facility's operations.

Specific examples of SAV+ activities that partners can engage in:

- Conduct free energy audits for schools and government buildings in collaboration with the State Energy Conservation Office of Texas (SECO)
 - Agree to participate in the Texas Commission on Environmental Quality's SAV+ Program and make necessary recommended changes for energy efficiency
-
-

Project 7: Small Off-Road Equipment Replacement and Retrofits

This project will concentrate on replacing small gasoline and diesel- powered equipment (such as lawn maintenance equipment and small utility vehicles used in facility and grounds maintenance) to reduce NOx emissions.

Specific examples of *Green Off-Road Equipment* activities that partners can engage in, but are not limited to:

- Contribute funds for the City to purchase of electrical off-road equipment (such as Mowers and Lawn care equipment), retiring existing machinery
 - Provide consultation to the City in an effort to minimize necessary grass mowing, plant low maintenance grasses, and use native non-grass plants where grass isn't necessary (e.g. Xeriscaping)
 - Provide consultation to the City to help identify zero landscaping opportunities
 - Help engage companies that produce low-emitting landscape equipment to test the equipment (gratis) in Dallas for one season (or more)
 - Procure low-emitting landscape equipment for work on company property/projects
 - Specify only low-emission vehicles be used in contract bids
-
-

Other DSSI Options

The projects outlined above may not fit into the scope of your initiative. Below are examples of additional activities related to the listed project categories. Partners may choose an activity below or propose an activity of their own in which to engage.

Specific examples of how partners can *Enhance Central City Livability* include:

- Initiate and maintain a recycling or composting program
- Replace business fleet with hybrid or alternative fuel vehicles
- Implement an alternative commute system for employees
- Sponsor solar trash can in City parks

Specific examples of how partners can *Promote Green Buildings and Developments* include:

- Remodel existing buildings to incorporate green technologies

Specific Examples of how partners can *Promote Renewable Energy/Energy Efficiency* include:

- Fund energy efficiency outreach materials and place educational display in your store
- Contribute technical expertise to an outreach effort
- Contribute personnel to assist with City of Dallas educational efforts
- Educate company personnel in marketing for energy efficient items
- Install water-efficient measures in restrooms

Specific examples of how partners can *Reduce Emissions from Stationary Sources* include:

- Commit to replacing existing lighting in stores or company facilities with energy efficient lighting (interior and exterior) such as T-5 and T-8 fluorescents, LED signs, occupancy sensors, reduced nighttime lighting levels, smart lighting in parking lots
- Commit to replacing equipment in retail stores with energy efficient options

Sustainable Skylines - Dallas

- Project Partner Application Form -

Section I – Sustainable Skylines Application Review Process

DSSI partner applications are reviewed by the DSSI Outreach Workgroup staff. After an initial screening of the application, you will be contacted if further information is necessary. Once your application is approved, an official project pledge letter will be sent to you to sign and return to the City of Dallas Office of Environmental Quality.

The proposed project(s) must involve an activity or effort that goes above and beyond the required company or regulatory requirements and result in *quantifiable* improvements to air quality and/or the environment (directly or indirectly).

The proposed project(s) must demonstrate effective collaboration and partnerships.

The applicant must demonstrate how each project will be quantified and explain the air quality and/or environmental benefits.

To find out what our current partners have pledged, please visit the DSSI website at:

<http://SustainableSklyines.org/Dallas/Partners.html>

Section II – Applicant Contact Information

Submitted by: _____

Title: _____

Organization: _____

Address: _____

Telephone #: _____

FAX #: _____

E-Mail: _____

Section III – Project Pledge Description

Project Name: _____

Project Location: _____

Organization Responsible for Project: _____

If your project involves multiple partners, please list them here:

Which category applies to the project(s) in which you are willing to participate?
Check all that applies and give a brief description of the project:

Enhance Central City Livability

(Project 1: Urban Heat Island/Stormwater Mitigation; Project 2: Green Taxes)

Section III – Continued

Promote Green Buildings and Developments

(Project 3: Green Building Program)

Implement and Promote Renewable Energy/Energy Efficiency

(Project 4: Greenhouse Gas Strategy; Project 5: Renewable Energy/Energy Efficiency Outreach)

Reduce Emissions from Stationary/Area Sources

(Project 6: Site Assistance Visit + Program (SAV+))

Section III – Continued

Reduce Off-Road Emissions

(Project 7: Small Off-Road Equipment Replacement and Retrofits)

Section IV – Project Quantification and Proposed Timeline

To the extent possible, please specify/quantify your projects' contribution to air pollution emissions reductions (tons of NO_x, PM, hydrocarbons/toxics reduced, consumers/students/readers/viewers reached with your outreach message, reduced electricity consumption, etc.)

Section IV – Continued

Projected timeline for proposed project

Start Date: _____

Milestones/Target Dates for Project Goals:

Section V – Mailing Address and Contact Information

If you do not have Adobe Professional, you will not be able to save and electronically submit your application. So save your application from Adobe Reader, please go to File...Print...and choose Primo PDF. Print pages 14-18. You will not be able to change the information once entered and saved.

Download Primo PDF from www.primopdf.com

Mail, Fax, or E-Mail Application form to:

The Dallas Sustainable Skylines Initiative
ATTN: Nicole Cooper
1500 Marilla St, L2FS
Dallas, TX 75201-6300
Fax Number 214-670-0134
sustainableskylines@dallascityhall.com

If you have questions about a particular project, please contact the project coordinator indicated on the project page:

http://SustainableSkylines.org/Dallas/Current_Projects.html

For general questions, please e-mail the Sustainable Skylines administrators