



APPLICATION FOR POLLUTION RECOVERY FUND ASSISTANCE

DATE OF APPLICATION: April 30, 2007

A. BASIC ASSISTANCE

1. Applicant: The legal name of the applicant/organization, the organizational unit and the complete mailing address of the applicant.

Name: Savannah Walters, Founder
Organization: Pump 'em Up
Address: 19702 Wyndcliff Dr.
Odessa, FL 33556

2. Project Manager Information: Give name and title of the representative of the applicant who will be the Environmental Protection Commission's principle contact concerning this application

Name: Sandy Rowe
Title: President
Address: 19702 Wyndcliff Dr.
Odessa, FL 33556
Phone Number: (813) 732 - 6611
Email: sandy@pumpemup.org

Project Title **Pump 'em Up Hillsborough!**

Project Time Start: 09/01/2007 End: 06/01/08

Total Cost of Project \$ 206,325
Total EPC share requested \$ 206,325

3. Assistance Type: **New or Renewal** (check one)

New - Award of funds for initial request within the project period.

Renewal - Award of additional funds for a project beyond the current project period.

4. Project Location: The specific location(s) of the project. (Attach Site Map)

Hillsborough County

5. Is the Project for:

Restoration of a polluted area

Mitigation of the effects of pollution

Pollution Control Activity to prevent or minimize pollution

Education (Environmental Stewardship and/or Pollution Prevention)

6. Is the Project directed toward restoring an identified "polluted area" (a geographic area destroyed or altered by dredging or filling or contaminated by an emission or discharge), or toward terminating an identified pollution source? Identify and explain:

Pump 'em Up seeks to educate drivers that properly inflated tires would reduce gas consumption by as much as 5%, thereby reducing emissions, improving air quality, conserving gas and reducing the harmful effects of global warming.

7. Is the harm or potential harm to health, safety or welfare of the public or wildlife actual or potential? Does the project seek to alleviate actual or potential harm and what is the severity of the harm and the causal relationship between the “pollution” and the harm?

Identify and explain:

The harm to health and safety of the public and wildlife is very real and getting increasingly worse daily. At least 25% of the American population drives their cars with too little air in the tires. The enormous population growth happening in Hillsborough County has added hundreds of thousands more cars on the road each year, which makes the problem of car emissions greater here than in other places across the country.

Emitted pollution from vehicles causes many health concerns including respiratory disease such as asthma, chronic bronchitis and emphysema..

8. How long has the pollution existed or how long before any harm will be evident?
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Pollution from car emissions has existed since Henry Ford made them affordable. The harm is evident now and must be addressed immediately. That is the beauty of the Pump ‘em Up campaign. It is youth driven because they know they have to step up to the plate and protect their planet NOW. Founder, Savannah Walters, age 14 says, “Checking your tire pressure is such a simple little thing to do, but if we all did it we could make a HUGE difference – Pump ‘em Up!”

9. Identify and describe how the project proposes to alleviate the pollution (addressing technical, practical, and cost effectiveness issues):

Pump ‘em Up proposes to take a two-pronged approach to reduce pollution from car emissions. The first objective is to educate drivers on the importance of proper tire inflation. The second is to create an atmosphere where gas conservation becomes a habit for new drivers. One that breaks the “oil addiction” trend that is so harmful to the environment. A US Department of Transportation study reported the leading cause of drivers not properly inflating their tires was because of a lack of working air compressors and reliable tire pressure gauges. The youth volunteers of Pump ‘em Up seek to educate drivers from the moment they get their license that proper tire inflation does more than just save them money on gas. That is why one of the key components of **Pump ‘em Up Hillsborough!** is high school outreach in partnership with Dottie Groover of Take Charge!

Once Pump ‘em Up gets the message across, it is our hope to follow up with concrete and measurable results by providing free air compressors in convenient locations, i.e. high school parking lots and other strategic locations. **Pump ‘em Up Hillsborough!** will capitalize on its youth initiative and mobilize newly-licensed teen drivers to get on board and save their planet through conservation and personal responsibility.

Savannah would like to make **Pump 'em Up Hillsborough!** a model for communities across the country to follow in an effort to make our cities more *green* by doing simple things **now** while we also work hard toward the BIG long-term solutions.

10. Is the polluted area one which has previously been subject to commission enforcement and, if so, when and what was the result?

Once Florida did away with annual car inspections there are no longer any checks and balances on emissions.

11. If no actual pollution exists and no prior commission enforcement action has occurred, does the project otherwise enhance pollution control activities within the County?

N/A

12. Can this Project be divided into separate and independent parts, and if so,

- a) What are they? 1.) **Educate.** The **Pump 'em Up Hillsborough!** awareness campaign in partnership with Dottie Groover of Take Charge! will focus on attacking the problem of reducing car emissions with youth volunteers who will host events in their schools, churches, neighborhoods etc. to educate drivers on the importance of proper tire inflation. 2.) **Alleviate.** By removing the number one reason that people drive on under-inflated tires, **Pump 'em Up Hillsborough!** will provide and install four sites with free air compressors and pressure gauges* in the four quadrants of the county as models for the rest of the county and state to alleviate the difficulty of not being able to find a place to properly inflate tires.
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*See attached Newsletter on following page for sample **Pump 'em Up Hillsborough!** site.

- b) How would the costs be allocated between them? 1.) would require 25% of the costs and 2.) would require 75%.
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- c) Would the applicant be willing to accept only partial funding? Yes,
although we do believe the two pronged approach would be the most beneficial to the population of Hillsborough County in the reduction of air pollution.
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Principal Investigator and Key Personnel – Savannah Walters, founded Pump ‘em Up in 2001 at age nine when she heard of plans to drill for oil in the Arctic National Wildlife Refuge. She learned that Americans waste more gas by driving on under-inflated tires than could be gotten out of the refuge and wondered, “why people wouldn’t just Pump ‘em Up.” Savannah held her first Pump ‘em Up event with her Brownie Troop on Earth Day and when Sears and Goodyear donated 1,000 gauges for her to give away, she sent extras to family and friends across the country so they could do Pump ‘em Up events in their towns too.

Savannah and Pump ‘em Up burst onto the national scene when the Alaska Wilderness League invited her to come and speak at a rally on the west lawn of the Capitol in 2005. Following that speech, Savannah has been to Washington, DC four more times spreading the word that the power to help reduce car emissions is in our own tires! Even after receiving many awards and a lot of recognition, Savannah’s message remains the same- “We should learn to conserve what we have instead of wasting it and looking for more in our special wild places.” The message has taken on an even greater importance now that she learned that car emissions are the number two cause of global warming. Air pollution will also be reduced if drivers are consuming less gas by having their tires properly inflated.

Sandy Rowe, the president of Pump ‘em Up, will oversee all aspects of **Pump ‘em Up Hillsborough!** Prior to helping her daughter, Savannah, launch her grassroots environmental campaign, Ms. Rowe was Director of Programs for K.I.D.S., a \$50 million children’s charity based in NYC. She was the primary contact for 36 programs nationwide and was involved in all aspects of the organization including grant management, budgeting and volunteer coordination. Ms. Rowe’s national experience in the philanthropic community helped her guide the young Savannah, and allowed her to take her passionate message beyond that first Brownie Troop Pump ‘em Up project in 2001, to an international voice for conservation.

Dottie Groover, will partner with Pump ‘em Up for the educational side of **Pump ‘em Up Hillsborough!** through Youth In Charge! Ms. Groover, is founder and Executive Director for TAKE CHARGE!!! Lifestyle Management, Inc., a behavioral health education company passionately dedicated to providing quality educational resources and services to the Tampa Bay community. Ms. Groover has facilitated environmental

programming for over 20 years, educating children, teenagers, and adults on important components of health and air quality, and has assisted many organizations with youth programming such as the American Lung Association and USF's Center for Urban Transportation Research. Since 1996, TAKE CHARGE!!! Lifestyle Management, Inc., has provided education, training, advocacy, and resources, specific to the issues of indoor and outdoor Air Quality, Asthma, Tobacco, Smoking Cessation, Stress Management, Self-Image, and Immune health.

Project Narrative

- a) **Pump 'em Up Hillsborough!** seeks to *educate* and *alleviate* – educate about the importance of proper tire inflation and alleviate the difficulty in doing so. The objective is to educate drivers on the importance of gas conservation through proper tire inflation and alleviate the problem of not being able to find a working compressor to Pump 'em Up. A 1995 US Department of Transportation study indicated that Americans waste over 4 million gallons of gas daily just by driving on under-inflated tires. A new study has not been done since then, but some estimates put the number as high as 12 million gallons of gas wasted daily by improper tire inflation in our country when you factor in the large number of SUV's now on the road. Hillsborough County certainly has more than our share of the burden of this wasteful practice because of our rapid population growth. Reducing car emissions is more important for our community than other places because of the vast amount of traffic we have in our state, not only from the residents, but from the thousands of visitors we host each year. Another US Department of Transportation study cited the main cause of people driving on under-inflated tires was the lack of working air compressors with reliable tire gauges available at service stations.
- b) **Project** - The principal environmental objective of the project is to educate ALL drivers that properly inflated tires can reduce fuel consumption by as much as 5% thereby reducing harmful emissions and reducing air pollution and the harmful effects of global warming. The subordinate environmental objective is to alleviate the main obstacle that causes drivers to drive on under-inflated tires by providing reliable, working Pump 'em Up Air Compressor stations in key sites in Hillsborough County.

- c) **Results and/or Benefits Expected** – Burning less fuel reduces the amount of Carbon Dioxide released into the air. The simple act of properly inflating tires can have a tremendous positive effect on air quality in Hillsborough County while at the same time reduce the harmful effects of global warming. Added benefits to drivers are saving hundreds of dollars each year on gas, increasing the life of their tires by 25% and being safer on the road. Everyone benefits from the message of Pump ‘em Up and founder, Savannah Walters says it best – “It’s a simple little thing to check your tire pressure, but if we all did it we could make a HUGE difference. People are very willing to do their part, the problem is it’s too difficult to find a working air compressor with a reliable pressure gauge and if you are lucky enough to find one you have to have a pocket full of quarters to keep it running long enough to fill all four tires!”
- d) **General Project Information** – The awareness campaign has been ongoing nationwide for six years. Our hope is that we can create a community in Hillsborough County that can serve as a model for the rest of Florida and indeed the country. In an effort to truly make a difference, Savannah believes, in addition to giving people free tire gauges, she must also make it easy for them to join in the effort. “People live VERY busy lives and driving around to three or four different service stations in order to properly inflate their tires is not something they are going to do. The environment is what suffers here – people don’t want to pollute! Removing obstacles will surely reduce the number of drivers wasting gas and polluting our air.” We will monitor and track the use of the **Pump ‘em Up Hillsborough!** free air compressor sites. Each compressor will be equipped to measure its use.

4. **Scope of Work**

A.) **Pump ‘em Up Hillsborough!** awareness campaign.

Savannah Walters and her youth volunteers will continue their work hosting local Pump ‘em Up events at schools, churches, parks and events around the country. These events consist of the children checking tire pressure for people, giving them a free tire gauge so they can continue the practice and educating drivers to the importance of taking a small step to reduce pollution in our community.

B.) **Pump ‘em Up exhibit at MOSI** will be first site.

We will provide and install a **Pump ‘em Up Hillsborough!** air compressor at MOSI for all visitors to use free of charge. There will be a designated Pump ‘em Up parking spot that visitors can pull into to check their tire pressure and inflate their tires. It will be family friendly and will strive to make it educational and fun to help the earth by pumping up your tires.

C.) **Three more sites** to be determined with the idea of reaching drivers of all ages and in all parts of the county.

In order for the program to be the most successful, Savannah feels it is important to teach drivers that filling up their tires is as important as putting gas in the tank. With that in mind, we are hoping to have at least one **Pump ‘em Up Hillsborough!** site at a high school in the county. The first choice would be Hillsborough High School where Savannah will be entering 9th grade as an IB student in the fall. The other two sites would most be in the western and northern parts of the county at sites to be determined with the EPC.

5. Budget Information

BUDGET CATEGORIES

	PRF Funds	Federal	Applicant	State	Other
a. Personnel					
1. President	\$ 55,000				
2. Project Mgr.	\$ 30,000				
b. Administrative	\$ 14,000				
c. Materials	\$ 40,000				
d. Contractual	\$12,000				
e. Construction	\$ 34,000				
f. Other	\$ 11,500				
g. Total Direct Charges (Sum of a. to f.)	\$196,500 (X 5%)\$ 9,825 \$206,325				

C. SUBMITTAL OF APPLICATION

Please submit a total of five (5) applications [Four (4) paper + one (1) in electronic format on a CD] to:

Environmental Protection Commission of Hillsborough County
Environmental Resources Management Division
Attn: Tom Ash / Pollution Recovery Fund
3629 Queen Palm Dr., Tampa, Florida 33619

***Completed applications must be received at the above address by
5:00 p.m. (EDT), May 1, 2007.
Late applications and email applications will not be considered.***

www.epchc.org

E-Mail: epcinfo@epchc.org

AN AFFIRMATIVE ACTION – EQUAL OPPORTUNITY EMPLOYER

Attachments found in hard copies available at

www.pumpemup.org

at the following link:

http://www.pumpemup.org/worksheets/PeU_nwsltr_Spring2006.pdf

