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Project Title: **I-40 Transcontinental Green Corridor Project**

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1.0 Project Description

1.1 Introduction

The goal of this project is to make I-40 mostly drivable from end to end via refueling on publicly available E85 ethanol and B20 biodiesel. To accomplish this goal, project staff at the University of Tennessee's (UT) Institute for a Secure and Sustainable Environment (ISSE) and its East Tennessee Clean Fuels Coalition (ETCFC) will work with the staff of the Clean Cities coalitions and other partners along the I-40 route to add E85 and/or B20 refueling pumps at current stations. The team will focus on the gaps along the route where no such pumps exist, working toward having roughly 300 miles between E85 or B20 pumps.

UT, the official land grant institution for the State of Tennessee, is one of the oldest institutions of higher education in the United States. It now extends to several campuses across the state, but Knoxville remains the flagship campus. Funded research at UT Knoxville exceeds \$130 million per year, placing the school among the country's leading research institutions.

ISSE is a multi-disciplinary research center at UT. It seeks to promote the development of policies, technologies, and educational programs that cut across multiple disciplines, engage the university's research faculty and staff, and grow in response to pressing environmental and security issues facing the state, the nation, and the globe. The ETCFC is physically housed within the ISSE and will be primarily responsible for administering this project. Jonathan Overly, ISSE Research Associate and Executive Director of the ETCFC, is the principal investigator (PI).

1.2 Partners

UT-ISSE staff contacted staff at Clean Cities coalitions, state agencies, and other organizations and they have agreed to participate in this project. Each of these partners identified specific persons within their organizations to work on this project as a cost-shared participant, as follows:

- ▶ JoAnn Armenta, Coordinator, ***Southern California Coalition of Governments Clean Cities Coalition***, Diamond Bar, California, and Co-coordinator, ***Valley of the Sun Clean Cities Coalition***, Phoenix, Arizona
- ▶ Frank Burcham, State Coordinator and Executive Director, ***Land of Enchantment Clean Cities Coalition***, Albuquerque, New Mexico
- ▶ Mary-Jo Rowan, Program Manager, ***Texas State Energy Conservation Office***, Austin, Texas
- ▶ Yvonne Anderson, Clean Cities Program Manager, ***Association of Central Oklahoma Governments***, Oklahoma City, Oklahoma (and the coordinator for the ***Central Oklahoma Clean Cities Coalition***)
- ▶ Karen McSpadden, Program Officer, ***Winrock International*** (and staffer at the ***Central Oklahoma Clean Cities Coalition***)
- ▶ David Pelton, Executive Director, ***Clean Cities of Middle Tennessee***, Nashville, Tennessee
- ▶ Jonathan Overly, Executive Director, ***East Tennessee Clean Fuels Coalition***, Knoxville, Tennessee
- ▶ Joe O'Neill, Clean Transportation Specialist, ***North Carolina Solar Center***, Raleigh, North Carolina
- ▶ Kathy Boyer, Coordinator, ***Triangle Clean Cities Coalition***, Research Triangle Park, North Carolina

These are the "Corridor Leaders," and they will be responsible for managing the portion of the overall project and its funding within their region. A portion of their time will be covered in the project budget,

using a working rate of 50 hours per station. This number, 50 hours per station, was derived from past experience with very similar projects. This should be enough time to tackle likely the most important aspect of this work: adequately marketing the biofuels and building biofuel sales. In some cases, certain partners will split time working on stations. Specific tasks the Corridor Leaders will perform include:

- ▶ conducting discussions with stations to get them committed to fill our remaining gaps
- ▶ assisting stations in obtaining cost estimates for biofuel retrofit, upgrade, or new construction
- ▶ submitting necessary station info to UT-ISSE
- ▶ assisting stations with NEPA completion
- ▶ receiving and reviewing budgeting info from stations; submitting to UT-ISSE
- ▶ preparing for station grand opening event
- ▶ holding station grand opening event
- ▶ working on other marketing, outreach, and publicity for station
- ▶ obtaining quarterly report data and submitting to UT-ISSE

1.3 Simplified Work Plan

With the assistance of project partners (and by using the DOE/EERE Alternative Fuels Station locator in addition to their knowledge of stations within each of their states), we determined current locations of E85 and B20 stations along I-40 that were within three miles of the route. We then identified several stretches along the route where no stations existed. Corridor Leaders then targeted these stretches for new stations offering E85 and/or B20 looking to maximize fuel usage through thoughtful station placement. This included working to place new stations as near to population centers as possible.

2.0 Objectives

The overall objective of the project is to increase the availability of E85 ethanol and B20 biodiesel to the public and fleets along the I-40 interstate corridor from Barstow, California at its western terminus to Wilmington, North Carolina at its eastern terminus. Grant funds will be used to reimburse station owners for installing new refueling equipment and/or upgrading current equipment to sell E85 and B20. The major participants/partners, or “Corridor Leaders,” will help the station owners in a number of ways include with technical assistance and in marketing the stations to fleets and the public. The UTK ISSE and project management partner the East Tennessee Clean Fuels Coalition will administer the grant on behalf of the partners. The specific objective of the project is to make E85 and B20 publicly available and close to I-40 (within 3 miles) to add to the ability to find these biofuels roughly every 300 miles along I-40. We will do the following through this project:

- ▶ Add at least 11 more public E85 pumps, and 9 more public B20 pumps at stations along I-40
- ▶ Displace over 1.3 million gallons of petroleum per year
- ▶ Increase the number of vehicles using biofuels
- ▶ Increase awareness about these stations with local fleets and corridor travelers
- ▶ Increase awareness for the need to use more of these biofuels in our communities along I-40

The objectives within each of phase of the work will be

- ▶ Phase I – install or upgrade infrastructure to put at least 20 public E85 or B20 pumps into use
- ▶ Phase II – Market these stations to reach our goals for monthly usage
- ▶ Phase III – Collect data to verify our progress and achievements

3.0 Project Data & Information

3.1 Up-front Data – Distances, Stations and the Gaps

To begin, we located data on where I-40 goes, which states it traverses, and which coalitions exist in those states. Here is a breakdown of the amount of I-40 that is in each state, and distances between select, larger cities that are on the corridor.

Table 3.1 – Total Length of I-40 and Miles in Each State

State	Miles
CA	154.61
AZ	359.48
NM	373.51
TX	177.10
OK	331.03
AR	284.69
TN	455.28
NC	423.55
Total	2559.25

From Wikipedia: http://en.wikipedia.org/wiki/Interstate_40

Table 3.2 – Distances between Select Cities Along I-40

City to City	Miles
Barstow to Flagstaff	356
Flagstaff to Albuquerque	324
Albuquerque to Amarillo	287
Amarillo to Oklahoma City	262
Oklahoma City to Little Rock	337
Little Rock to Memphis	137
Memphis to Nashville	213
Nashville to Knoxville	179
Knoxville to Asheville	116
Asheville to Raleigh	247
Raleigh to Wilmington	131
	2,589

From Google Maps, checking distances between cities. Depending on where the city center was placed, we believe that the total distance is not as accurate as that provided in Table 3.1.

Here are the *current stations* data from a combination of 1) the Alternative Fuel & Advanced Vehicles Data Center's (AFDC's) Alternative Fuel Station Locator Website, and 2) each state's own information on E85 and B20 pumps in their states. By our best efforts, this list is accurate as of March 2009.

Table 3.1 – Current E85 and B20 Stations near I-40

City	#	Proximity	Company/Station
<u>E85</u>			
NEW MEXICO			
Albuquerque	1	0.8 miles	Ever-Ready Oil Company
OKLAHOMA			
Oklahoma City	1	1.1 miles	ConocoPhillips
ARKANSAS			
Lonoke	1	2.0 miles	MFA Oil Petro-Card 24
Carlisle	1	2.0 miles	MFA Oil Petro-Card 24
TENNESSEE			
Nashville	2	1.6 / 1.9 miles	Daily's #8863 / Citgo
Lebanon	1	0.6 miles	Daily's 6135
Knoxville	1	at exit	Pilot Food Mart #105
NORTH CAROLINA			
Hickory	1	2.0 miles	Pit Stop
Durham	1	1.3 miles	Cruizers #20
TOTAL	10		
<u>B20</u>			
NEW MEXICO			
Albuquerque	1	0.8 miles	Ever-Ready Oil Company
ARKANSAS			
Brinkley	1	2.1 miles	Tri-County Farmers
TENNESSEE			
Memphis	1	1.9 miles	BP - Riverside
Nashville	4	1.6 / 1.9 / 1.0 / 1.9 miles	Daily's #8863 / #7100 / #6604 / Citgo
Hermitage	1	at exit	Daily's #7218
Lebanon	1	0.6 miles	Daily's #6135
Knoxville	1	0.8 miles	Regal Fuels - all cards card lock
Newport	1	at exit	Mr. Gas Texaco
NORTH CAROLINA			
Asheville	2	2.3 / 0.9 miles	Gas-Up / Eblen Short Stop Citgo
Raleigh	1	0.9 miles	Stop and Quick
Wilmington	1	at end of I-40	Ted's Exxon
TOTAL	15		

After researching where the current stations are on I-40 that are less than three miles from an exit in driving distance, not direct distance, the major holes for each fuel were fairly obvious:

- E85 – There are two stations on I-40 between Barstow and Little Rock
- B20 – There is one station on I-40 between Barstow and Oklahoma City

The majority of our stations are working to fill-in these monster gaps on this corridor in biofuels availability although we are still placing some stations in the eastern half of the U.S. to fill-in some gaps there. A limitation is that this station finding exercise has to marry a couple of different criteria, including the location and having a local refueling population in addition to corridor users to use the fuel, and there are almost no even medium-sized cities between the larger cities in I-40 in the western half of the U.S. Two pieces of information influenced our decision-making for stations placement.

- ▶ Through on-going discussions with GM for other projects, we specifically posed the question “How far can the typical GM FFV go while driving on E85?” The response was usually 300-350 miles. Thus, we set our goal of trying to place E85 every 300 miles, but the distances between some of the large cities on I-40 make that difficult. Clearly, we will be working to drive interstate traffic to these stations, but a local user base to build up sales is very important.
- ▶ For diesel vehicles, most can go quite a bit further than a gasoline vehicle due to their more efficient engine (and in many cases their larger fuel tanks... think F250s and Sierra 3500s). Personal experience with both a 2001 Jetta TDI and a 2001 Dodge Ram 2500 proved 500 miles between fill-up is typical. Thus, we knew we had a little more breathing room in actually making the corridor traversable on B20, and made some B20 station decisions based on this information.

3.2 The Big Picture(s)

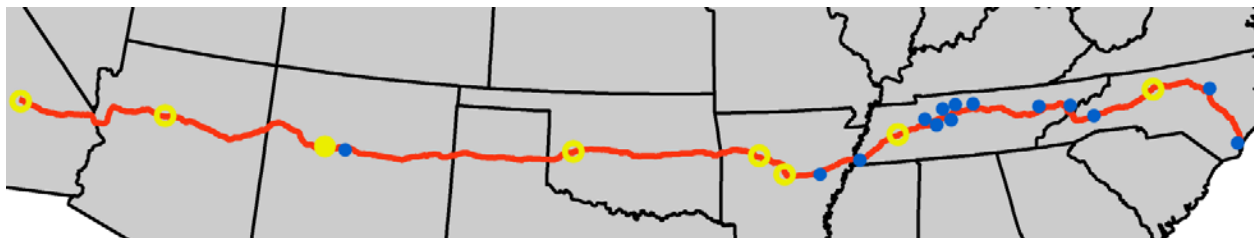
Graphically, the next two images—E85, then B20—show how we will add stations to this corridor to as best as possible fill in gaps along I-40. The below legend denotes current stations and our stations to be added including already committed stations and uncommitted stations. None of the yellow dots are hiding blue dots behind them; all dots (stations) are visible.

- Legend:
- - Current station
 - - Committed project station
 - - Uncommitted project station; area of focus for station placement

Image 3.1 – E85 Project Map



Image 3.2 – B20 Project Map



The requested and included (in the overall submission) RFAFT document shows information on the four committed stations. For almost every uncommitted station, we either have stations leads (just could not get the letter of support in or completed before the application deadline) or have leads and/or other partners that are going to help us locate the pumps in each region. Specifically for E85, we have three Pilot stations and two Star Fuels that are officially uncommitted in the proposal, but have by voice committed to working with us.

3.3 Project Non-cost-shared Partners

Through this effort, we have brought on-board a variety of non-cost-shared partners to ultimately help us 1) locate the remaining stations, 2) market all the stations, and 3) meet our goals for usage at each location. By “non-cost-shared,” we mean entities that are bringing time and/or dollars into the project without request for federal funding. Here is this partner list:

- ▶ National Biodiesel Board (NBB)
- ▶ Protec Fuel Management (for E85 stations)
- ▶ Clean Fuels Development Coalition (CFDC)
- ▶ AAA of East Tennessee (as a lead for AAA clubs covering all of I-40)
- ▶ FFV Club of America (for cross-promotion and to help build a community of committed FFV users that show their support for E85 on their vehicles)
- ▶ Several state energy offices, including Tennessee’s [We have letters of support from all of our state energy offices except for California and Arizona; our Corridor Leader for Texas (Mary-Jo Rowan) works for that state’s energy office.]

This list does not include a variety of other in-state or national coalition partners that will help with the effort but either 1) aren’t able to pin down specific cost share, or 2) or couldn’t complete a letter of commitment due to their time constraints with ARRA funding grabbing everyone’s attention right now (due largely to the size of the funds and the quite-soon deadlines).

3.4 Discussion of Individual Regions, Corridor Partners and Committed and Uncommitted Stations

3.4.1 – California & Arizona

We struggled for quite a while getting coalitions from Arizona and California to participate, largely because I-40 does not run through their coalition areas. However, we were finally able to secure JoAnn Armenta who works a fairly large service area in southern California. She has many fuel supplier/station owner contacts and believes that she can find 2 stations in Barstow (our California target location) to offer E85 and B20 (one fuel each) or perhaps a combined station. Barstow is a major thoroughfare for southern California drivers headed to Las Vegas and is en route to Route 66’s old western terminus in Santa Monica (more on Route 66 at the end of this section). In addition it is the home to the Marine Corps Logistics Base Barstow and the AFDC Website does not show any public or private biofuel refueling in Barstow (or within almost 50 miles of Barstow) so that is another option for helping to meet usage goals. After crossing through Needles, California, I-40 heads east to and through Flagstaff, Arizona. The closest coalition is the Phoenix coalition and they were working to hire a coordinator early in our discussions, so that did not help our effort (they did not have anyone to help on the project). However, in the past few weeks they hired Armenta as a co-coordinator to help train the new hire and she is going to serve us in both states. After some discussion with their coalition board and with Armenta, they are supporting her in working on placing one E85 and one B20 in or near Flagstaff. Additionally, Pilot has said they will place an E85 station in Bellemont, a city less than 10 miles from downtown Flagstaff to the west where they have a large Travel Center. Add to that that the current executive director of the Phoenix coalition runs a biodiesel production company—Bill Scheaffer of Amereco Arizona, LLC—and we have some good

chances of placing these stations effectively. Scheaffer will help Armenta on the B20 station and they will look to see if they can make the B20 station a truck stop to increase sales of the B20.

3.4.2 – New Mexico

Frank Burcham of the Land of Enchantment Clean Cities Coalition in New Mexico signed on early to our project and wanted to help. He secured one of our first commitments in Ever-Ready Oil to place a combined B20/E85 station in or nearby to Albuquerque, the largest city in the state and a total population of over 500,000, and is going to work on another station along the corridor as well and see how far from Albuquerque he can go while still having some local FFV or diesel population to refuel there. Frank will have substantial help from his state energy office who have committed a significant amount to helping promote their new stations and the corridor in their part of the highway.

3.4.3 – Texas

There are six Clean Cities coalitions in Texas, but none of them is anywhere near where I-40 goes in Texas, which is through the panhandle in the north part of the state. After discussions with Mindy Mize of the Dallas-Fort Worth Clean Cities Coalition, she was able to help us by bringing Mary-Jo Rowan on-board who actually works for the state energy office there and is a program manager for alternative fuels for the SEO. With a very solid lead in Pilot Oil who has said they will locate an E85 station in Amarillo, this combination really helped us fill-in the hole between Oklahoma City and Albuquerque for E85.

3.4.4 – Oklahoma

A seasoned and respected Clean Cities coordinator, Yvonne Anderson of Central Oklahoma Clean Cities will lead our work in this state. She will work to place two E85s with the help of Steve Walk of Protec Fuel Management who already has Star Fuels lined up to join the project. Star Fuels has on the order of 50 stations just in the greater Oklahoma City area and more than a handful are on I-40, so we will likely have some great locations to choose from. Additionally, Walk has data that says that the FFV population in the central Oklahoma region is stellar – there are a bunch of FFVs in that area. That lays the ground work for exceeding our usage goals there *if* we market the stations effectively. Nearby in eastern Oklahoma City is Tinker Air Force Base, which is not currently served with E85 right now, so not too far from there will likely be one choice for one station location. Additionally, she will place a B20 station in Oklahoma and has a couple of leads for such on the western side of the state (around Elk City) which will help us fill in the gap towards Texas and New Mexico.

3.4.5 – Arkansas

Winrock International has been the housing agency for the Central Arkansas Clean Cities Coalition for several years now. Karen McSpadden who will work on the project has an MBA so we will utilize her business and communications skills to locate two B20 stations in prime locations, working to ease our traveling distances for diesel vehicles in this project, likely placing one of the B20 stations on the western side of the state. She will also work with Walk of Protec to promote and market the two E85 stations that we have as commitments there through Coulson Oil that will go in North Little Rock and Conway, Arkansas. Similarly to Oklahoma, Walk says that Arkansas is also a hot bed of FFVs; he is excited about the usage potential for these new stations.

3.4.6 – Tennessee

Although the PI on this project, Jonathan Overly had no need to place E85 or B20 stations in the eastern part of Tennessee due to current and soon-to-open stations for both fuels. The main gap in Tennessee is in the western part of the state between Nashville and Memphis. David Pelton of Clean Cities of Middle Tennessee will work on placing one B20 station and one E85 station, and already has a lead for the E85 in Pilot Travel Centers. One of Pilot's centers is in Jackson (halfway between Nashville and Memphis) and will likely become the E85 station and serve travelers and the Jackson area (Overly garnered Pilot's support for placing three E85 stations at their sites in Jackson, Tennessee, Amarillo, Texas, and

Bellefont, Arizona). Pelton will work to locate the B20 station somewhere between Jackson and Dickson, Tennessee. Pelton has several good leads for the B20 station including one fuel supplier he knows well, Tri-Star Oil, which is an area C-store chain operator and who already has the record for having the most B20 *and* E85 stations in Tennessee.

3.4.7 – North Carolina

Although perhaps the state with greatest density of total E85 and B20 stations of all the participating states, only a few of those were on I-40. North Carolina had just a couple of holes that needing filling in the middle part of the state and on the eastern end. Joe O’Neill works for the North Carolina Solar Center (which has a strong bent on biofuels work) and Kathy Boyer is the coordinator for the Triangle Clean Cities Coalition out of the Triangle Research Park area near Raleigh. Boyer already has a commitment for what will be the first E85 station in the greater Raleigh area and they plan to market it heavily. O’Neill will be helping to fill holes in other parts of the state and is already having discussions with several chain fuel retailers (like Kangaroo Markets) to place a B20 station in the Greensboro area and an E85 station at our eastern terminus, Wilmington. In addition, the Biofuels Center of North Carolina will be helping this team with station grand openings and marketing.

3.4.8 – Historic Route 66

While no longer an official U.S. Highway route, Route 66 is a historic route that is still traveled today by those wanting to get a glimpse of an older America. It just happens that Route 66 travels right through almost all of our major participant cities from Oklahoma City all the way to Barstow, so we do plan to work up marketing opportunities with organizations, groups, and Websites that promote this route.

Image 3.3 – Route 66 Map



4.0 Merit Review Criteria

4.1 Criterion 1: Probability of Project Success Based on Team Expertise and Prior Experience (30%)

- ▶ *Ability to assemble a team necessary to successfully accomplish the objectives of the proposed project*
Effective, proactive, and well-networked Clean Cities coalitions should be able to successfully accomplish such a project on their own. However, we have several great partners and they will provide solid contributions to the team’s success, and that includes the National Biodiesel Board (NBB) for B20 and Protec Fuel Management for E85. The NBB will certainly be helping us market the entire effort and potentially help us with some station finding work through their extensive network of members. Protec has already lined up essentially four of our E85 stations (2 committed stations in Arkansas and 2 not-quite-committed stations in Oklahoma) and may help find others. Their ability to find interested stations and help build strong station-project relationships will help our effort. Additionally, Pilot Oil, the largest operator of travel centers in the nation, has verbally agreed to placing three E85 stations along I-40 (Arizona, Texas and Tennessee) that is helping us fill-in substantial holes and will bring large-chain marketing skills to the team. Also, Overly is viewed as a leader among his peers. He was selected as one of the three first National Coordinator’s Council co-chairs (this Council is a relatively new primary leadership organization for all of the Clean Cities coalitions nationally), and was voted Coordinator of the Year in 2006 at the National Alternative

Fuels and Vehicle Exposition in Phoenix. Add to that a partner like AAA (“Triple A”) who is going to help us market the new stations through the multiple services they offer and we believe we have a pretty strong team put together.

▶ *Qualifications, expertise, and experience of identified key personnel in areas relevant to the proposed work*

Overly’s experience as a Clean Cities coalitions and coordinators’ leader (see immediately above) should enable this process to run smoothly including dealing with unforeseen circumstances.

Anderson of Oklahoma has been doing her job as Clean Cities coordinator for 10 years and is one of the elder statesmen in the group. Boyer out of Raleigh is the PI for a similar project called the Southeast Ethanol and Biodiesel Infrastructure (SEBI) Project. That project placed roughly 25 biofuels stations in Tennessee, Georgia, South Carolina and North Carolina and her experience with this process will add substantially to our “reality check” of meeting deadlines on-time and being on the lookout for problems before they occur. Additionally, Overly was a project participant on that project placing 4 biofuel pumps in East Tennessee through that federal funding. Adding groups like the NBB and CFDC who perform nationwide work on biodiesel and ethanol support, respectively, adds to our collective experience and expertise.

▶ *Corporate and individual experience and degree of success achieved in conducting projects of similar scope and nature*

→ Similar corridor/regional projects – As mentioned above, Overly and Boyer are both completing work on the SEBI project that was awarded from DOE in 2006. Also, several of our coordinators have worked on putting state funds to use in our states for biofuels pumps and this experience will add to our ability to complete this project on time and solve problems as they may arise.

→ Within the SEBI project, decommitments (originally committed stations who later changed their mind about involvement and opted out) were rampant and largely due to a shift in ethanol pricing at that time. The team was able to find replacements for almost all of the stations in an unattractive market. In this situation/project, we were able to handle the adversity and still achieve the project station-placement goals.

→ Protec – The company goal is to place more E85 stations and be the fuel supplier for those stations. The company is a great partner in that they have data about FFVs in areas all over the country, and have proven their worth to us by being responsible for bringing one committed and one or two other uncommitted stations to the table for our project. They note that they have converted over 40 E85 stations just in the last 10 months so are clearly actively involved in placing E85 stations. And as the hopeful E85 supplier, they target areas with high sales potential due to excellent FFV density or other criteria.

▶ *Strength of partnerships and extent of active participation of Clean Cities Coalitions and state and local agencies*

→ Active, hardworking coalitions from every state that I-40 traverses are participating in this project.

→ Included in this application are letters of support from every state that I-40 traverses expect for California and Arizona, and that was due to it taking some time to find the right person to be our partner, not that they don’t want to support it. Our Texas Corridor Leader is Mary-Jo Rowan who works for the state energy office there and supports Clean Cities coalitions state-wide; her letter serves as a cost-share, support letter as a Corridor Leader and as the their SEO’s letter.

→ All of the coalitions have good relationships with their state energy offices (SEOs), DOTs, and environmental divisions. We focused primarily on included letters of commitments from the SEOs as the main organization to include from each state, but we regularly work with the other state agencies and have established relationships where our collective goals (including expanding

public access to biofuels) are aligned. One examples includes Tennessee where Overly has helped the Tennessee DOT (TDOT) with four consecutive rounds of funding to place E85 and B20 pumps, and is on the review committee TDOT assembled to make final decisions on who is funded.

→ The CFDC, NBB, AAA and the Flex Fuel Vehicle Club of America all will be adding time to our effort to help strengthen our ability to effectively perform the needed outreach to meet our station sales goals.

▶ *Appropriateness of the planned assignment of responsibilities and level of effort among individuals and corporate team members*

→ Overly will succeed in leading the team and getting the required information from Corridor Leaders in a timely manner. His leadership not only as a past Coordinator of the Year and his currently serving on the National Coordinators Council, but also as a Board member of the Transportation Energy Partnership (a group of coalitions working to help all coalitions) should underscore his capacity to lead the entire effort and effectively communicate and interact with coalitions and other partners to bring the project to success.

→ The overall plan is to coordinate the project through Overly and UT while letting Corridor Leaders take the lead in their areas to find station or fuel supply company participants. The Leaders manage their areas in terms of length of I-40 working to fill in the holes or gaps while allowing UT and the other multi-state partners (e.g., NBB, Protec, Pilot Oil) to provide oversight and guidance as needed. Overly at UT will manage all reporting to DOE and review fiscal documentation from stations (after Corridor Leaders review their stations' fiscal data) and will be responsible for ensuring that all submitted materials are twice reviewed and approved.

→ The Corridor Leaders know exactly how important diversifying our national transportation fuels mix is and are committed to helping this project succeed. They know their roles and through our eight (8) conference calls that we have already held for this project, have shown their desire to be part of a larger, collaborative team that will help take small steps (such as this project) to achieving its goals.

→ We will utilize the NBB for B20 and Growth Energy for E85 as key marketing advisors. They will help us share how these fuels are marketed in other regions of the country to bring the best ideas to the table for our marketing plan. Although Growth Energy could not get together a support letter in time for proposal submission, they are wanting to help and participate. We have incorporated some of their ideas already into our marketing plan, but expect that as we delve further into specific station cases we will bring out of them even more examples that can spur us not only to success but also to achieving wide market realization of what our team can do.

▶ *Adequacy of the applicant and/or team resources to successfully complete the proposed work*

The key resources in this proposal are the partners themselves. Approved equipment for these biofuels is not hard for stations to find (although we can help them with that if needed) and the marketing needs and connections are in place. (For example, just the ETCFC has over 200 media contacts in our region, and we will work those contacts regionally to disperse widely information about our region's grand opening events and the new availability of these fuels.) The team is already interconnected and this project should only further that connectedness.

▶ *Quality and strength of letters documenting technical and/or financial support and/or site availability from all team partners and station owners (projects that include documented commitments for fuel purchases at the refueling site will be ranked higher)*

→ Our SEOs know how important such projects are and know that collaboration is perhaps the most important element in their success. We expect to use this project to lay a framework for these states partnering again in the future on projects that could be very similar but focusing on truck

stop electrification or general electric vehicle recharging, CNG or LNG station expansion, or even hydrogen refueling expansion. See the SEO letters provided in the commitment letters section.

- Our station partners, even in a down market, appear to see the overall importance of this project to our nation's goals. They know that appropriate pricing may not make it a great investment for them immediately (depending on fuel prices in their areas), but know that the picture for oil's pricing in the longer term is certainly volatile if not clearly expected to rise. Please see their letters of commitment.
- We do not have any letters of commitments from fuel users in this proposal, but have many opportunities for users at every site. Several of the communities along I-40 are noted for the heavy FFV density and this should help meet our E85 goals.

4.2 Criterion 2: Probability of Project Success Based on Technical Approach and Work Plan/Statement of Work (30%)

- ▶ *Responsiveness and relevance of the application to the programmatic goals and requirements identified in this announcement for this area of interest*
The RFP says the main purpose of this effort under Area of Interest 1 is “for expanding alternative fuel refueling and blending infrastructure to help decrease the nation’s dependence on petroleum by helping grow the alternative fuels market.” Clearly, this proposal is germane to the FOA through expanding access to biofuels along a major thoroughfare in the United States. Additionally, this proposal helps on two key fronts: a) puts new stations near people that currently do not have access or limited access to the biofuels B20 and E85, and b) develops marketing efforts and partnerships to ramp up use at those locations. That is all in addition to assisting travelers in accessing biofuels as they travel I-40.
- ▶ *Likelihood of successfully completing the proposed project based on the adequacy and thoroughness of the approach to the proposed work including the technical feasibility, location, number, type, and size of the proposed infrastructure installations to successfully meet the project objectives*
What better approach is there than dealing directly with station owners to get these stations in place? With enough funding and time, we believe that on top of the stations we already have as commitments, we will be able to add substantially to the network of stations that enable completely traversing I-40 on one of these two biofuels. The previous experience of coalitions and their partners is that they can get such projects done, having the knowledge and salesmanship to get station owners participating. Last but not least, a consideration for this proposal is its total cost in light of the total amount of funds available in this particular Area of Interest. Creating an infrastructure network that spans this much interstate distance and enables refueling the entire distance is not easy, but we needed to consider the plethora of potential projects that may be received by DOE and be attractive and work to keep our costs down as much as possible.
- ▶ *Clarity, completeness, and adequacy of the detailed description of the work to be performed*
This project is quite simple in its concept, and in its implementation. Build on current partnerships and continue developing further partnerships to get the stations in place quickly and ramp up the fuel usage to expected levels as soon as possible using tried and true and newer methods of outreach into the local communities and to I-40 travelers.
- ▶ *Adequacy and appropriateness of the schedule including the duration and sequencing of tasks and the scheduling of project milestones and decision points*
Our committed station owners have all said that they expect to have their stations open by the end of early 2010 at the latest (with a reasonable timeframe for actual announcement and awarding of the funded projects). Due to many conversations on-going now (in March and April 2009) to select the

stations to fill-in the uncommitted locations, we expect relatively quick opening of those sites (8 of 14 open before the end of the first budget period and the remaining 6 open within a year of project kick-off). Because the total number of stations (19) is scattered amongst eight Corridor Leaders, and because we have multiple cases where a Corridor Leader will be communicating with one person for multiple station openings, we do not believe that this project will be difficult to implement within the timeframe projected. Additionally, it is worth noting that we designed into the implementation schedule some setbacks. That is, it is possible that we complete some committed and uncommitted station openings *ahead of schedule*. We will take an attitude of “shovel ready” in this project to get the work accomplished as soon possible.

- ▶ *Adequacy of the proposed data collection and reporting activities*
Data collection and reporting for this project should be quite easy, as initial projections for consumption will be compared to real-world usage as the data collection part of the project moves forward. Simple quarterly reporting by stations to their Corridor Leaders and then to the PI should enable quality data to result at the end of the project. Stations can easily access sales through certain pumps by month or quarter so tracking down this data is not complicated. If any unforeseen difficulties arise in data collection, the Corridor Leaders will work with one another, the PI, other project partners and the assigned DOE PMC contact to handle them appropriately.

- ▶ *As appropriate, the adequacy and reasonableness of the methodology and approach for selecting sites that have not yet been identified*
While constantly nurturing current station owner/fuel supplier relationships and building new ones, Clean Cities coordinators/staff and Corridor Leaders have to balance picking the site they want with getting a willing partner on-board that has a station near the desired location. Our first goal was/is to place stations that directly fill-in E85 or B20 gaps, but that also brings with it a reasonable amount of monthly usage based on nearby fleets or enough state vehicles or other fleet traffic. For our proposal, we know where our weak spots are for each fuel, which for I-40 is mostly in the west. Certainly last but not least, the methodology we use to locate the committed stations is exactly the same for the uncommitted stations, we just need more than the originally provided time frame to nail down all those commitments. Our partnerships—including Protec Fuel Management and just the coalitions themselves—bring a substantial amount of current station opportunities to the table such that we expect to have almost all of our uncommitted stations (as they are included in the proposal) committed well before any award. If we do not receive an award, we will still have new relationships in place for working to place E85 and B20 pumps through other opportunities. If we are awarded, we will be prepared to implement our project as quickly as possible, making us essentially “shovel ready.”

- ▶ *Degree of public access to the proposed infrastructure installations*
 - All of the stations in our proposal are or will be publicly accessible stations.
 - Many of the new stations we are bringing to this proposal are at common exits along I-40, and thus should be easily accessible for corridor travelers. For those stations, and for those that are a few miles off of I-40, the team will work to ensure that interstate signage of some type exists to direct refuelers to those stations.

- ▶ *Effectiveness of proposed marketing plan to increase public awareness of alternative fuels and for offering any incentives for purchasing alternative fuel*
 - Our team brings substantial and diverse experience to the table with regard to marketing public biofuel pumps. We expect to tap into a wide array of media to make sure that a large number of people in the local markets find out about these new stations, and additionally are planning multi-state marketing to help further build traveler awareness.

- While we do not have a letter of support from a Route 66 promotion group, adding marketing through such Historic Route 66 groups should strengthen the public awareness of these new refueling locations.
 - With all the dotted i's and crossed t's that are needed in the submission, we have not yet figured out how many of our stations will be willing to work in such a program as "buy 9 get 10th fill-up free" or similar incentives. However, we plan to work with each station and bring our team's experience to the conference calls and to the discussions with the stations to talk about how best to ask such of stations and to show them how that provides a return on their investment by ultimately increasing fuel sales.
- ▶ *The willingness of the station owner(s) to display the availability and price of the alternative fuel in a manner similar to its postings for conventional fuels*
ALL of our committed stations have agreed to display the biofuel's availability and price on their marquees or reader boards (4), and some uncommitted station owners like Pilot (who we expect to work on three E85 stations with) have already noted that they will work to put the fuel and price on their marquee. We expect all 15 of our uncommitted stations to do the same.
 - ▶ *Degree that approach develops and strengthens alternative infrastructure in a local and/or regional basis*
 - In the next 10 years, and in the next few years as Stimulus money flows to transportation and alternative fuel projects, building biofuels infrastructure nationwide will become increasingly important to getting both the light-duty and heavy-duty markets continually using biofuels. As more drivers begin buying FFVs and diesels and look to use more American fuels, having access in local markets as well as along their drives will be critical. This project will work to achieve goal #1 (more E85 and B20 refueling points on I-40) while balancing that with the known need to have a base load of area users. Therefore, ensuring we reach the local market is as important as educating travelers to the availability of these fuels along I-40. With the appropriate selection of marketing based on the local market that new stations go into, we will work to strengthen local markets, too.
 - From a regional perspective, I-40 spans three of the EPA's regional diesel collaboratives or initiatives [Region nine's West Coast Diesel Collaborative, region six's Blue Skyways Collaborative and region four's Southeast Diesel Collaborative (SEDC)], whom coalitions already participate on conference calls and other partnering activities. We plan to relate the availability of new B20 stations as well as the strength of the corridor approach to our partners in and through these EPA initiatives. Just on the SEDC's conference calls, from time-to-time as many as 50 plus people can be on any one call. The SEDC has been very inviting and open-minded about making the collaborative truly that: a collaborative of many partners working towards the same goals. In fact, they asked Overly to be the coordinator for their 2009 ad hoc committee for Green Corridors, and he is serving in that role. We expect to utilize these initiatives to expand the awareness of the I-40 work.
 - ▶ *Appropriateness of the planned level of manpower*
With a limited amount of funds, there is a boundary to how many people can effectively work on such a project while helping the federal dollars stretch as far as they can, or get as much as they can installed and used. Our idea was to have in most cases one perhaps two Corridor Leaders per state who will help us make the project successful. Therefore, our hope is that we have struck the right balance between real-world manpower needs and appropriate use of taxpayer dollars. For our project, the amount of federal funding going to stations versus to pay labor and management is over 30 to 1.

- ▶ *Adequacy of the discussion of safety compliance rules and other permitting and codes and standards considerations (including plans to coordinate projects with local safety and fire protection officials)*
We expect in all cases to have the necessary permits applied for and approved. If local codes deem it necessary to have fire inspections, then these will be completed as needed.
- ▶ *Adequacy of the discussion of environmental considerations of the proposed project (e.g., licenses, permits, NEPA)*
We have multiple coalitions on this project that have participated in corridor or interstate biofuels development projects, including the need to obtain the required permits. For each station, we will make sure that the NEPA paperwork is completed and all reporting within is accurate so as to ensure that if there are any environmental issues at sites, we get the appropriate actions implemented to make sure that our overall “for the environment” project doesn’t skip a beat at the local, station level.

4.3 Criterion 3: Energy Security and Petroleum Reduction Potential (25%)

- ▶ *Adequacy of the project to reduce the consumption of conventional fuels and maximize the use of alternative fuels*
The key elements in answering this question are 1) ensuring all the stations open and 2) reaching the numbers—or going beyond them—that we have projected for monthly fuel sales. We do not believe that opening 19 *or more* stations for the federal funding we have requested will be a problem. This is discussed in other sub-criterion, but essentially, even in a down market there is marketplace competition going on right now to see who can access the growing biofuel markets. With our project partnerships setup to help station owners, we do not expect problems on that front. What remains is to ensure that we achieve the goals we have setup for biofuel sales at each station. What will determine the success of this are the marketing partnerships for each station. It will be the leadership’s and entire team’s responsibility to make sure that each sub-team (if you will, stations and the local Corridor Leaders) follow through to use *every tool they can* to maximize the marketing. To support this, we will create from our marketing plan and yet-to-be-held conference calls a **marketing checklist** that will help each Corridor Leader have a document to refer to for making sure that they have worked on all that they can in their local market. We will ask that the checklist be provided back to UT after the grand opening to assess how well each sub-team has done in maximizing their opportunity to meet our goals for offsetting petroleum use.
- ▶ *Reasonableness of the monthly quantity of alternative fuels to be dispensed and number of AFVs to be served during the operational phase of the project*
Different E85 and B20 stations have different potential for monthly alt fuel sales. It is dependent on the population locally, the major corridors that flow through the area, the number of regional fleets that use either of the biofuels, the population of FFVs or diesel vehicles in the area, whether or not the fuel price is on the reader board, and other criteria. The best we can hope to do is to maximize that use for each market. The numbers we have chosen for the committed stations and for the uncommitted stations (as reasonable averages) reflect the above criteria.
- ▶ *Extent to which the project will contribute to a sustainable alternative fuel market*
 - All of our committed stations have agreed to sell their biofuel for the requested three years. We will only bring on stations for our uncommitted stations that will agree to do the same.
 - As a separate point, while stations have agreed or will agree to sell the fuels for three years, what they do beyond that is up to them. The reality of what happens in the market for these fuels cannot be lost in the commitment. Thus, two points. It is very important that the team members work to bring up their sales early in the process, which we will do. If we can do that in a market that is unattractive for both biofuels right now (depending on your region and its access to low-cost biodiesel and ethanol), as the market improves their usage should only go up. Second, we

will work to express to these stations how important their leadership for these fuels is in their communities and to their country. We cannot make them do anything, but we can work on their soft side to get them seeing the importance they play in the bigger scheme of fighting for American energy independence.

- ▶ *Adequacy of plans for continued deployment of alternative fuel infrastructure beyond the proposed effort*

The best way to answer this question would be to look at the team that is working to implement it. For all of the Corridor Leaders and for most of our other teammates, moving biofuels to greater use is a core piece of what we do (e.g., NBB advancing the use of biodiesel, Protec continuing to expand access to and sales of E85). Thus, our missions are not changing. We will continue working to expand the availability and use of these fuels both in our regions and across the United States.

- ▶ *Probability that the project will lead to market transformation and bring about significant and sustainable use of alternative fuels (applicants should explicitly outline how the project will be expanded beyond the initial scope to lead to greater volumes of alternative fuel use)*

Generally, since this interstate is such a centerpiece, traveled corridor in the United States, it will help develop a strong core for making interstate biofuels propagation work. It will not do it alone by any means, but it can be one strategy for effectively expanding biofuels accessibility.

More specifically, one of the Clean Cities coalition’s main goals is to expand alt fuels infrastructure. With all the partnerships developed and/or strengthened through this proposal, including

- coalition/Corridor Leader to coalition/Corridor Leader,
- coalition/Corridor Leader to station owner/chain owner/fuel supplier,
- coalition/Corridor Leader to marketing partner, and
- marketing partner to station owner/chain owner/fuel supplier,

we believe that the interconnectedness will create more connections between Actors for Change that can help continue this work in the future. We will all likely still be working on these efforts separately in the future, but this project should help us find efficiencies and more great partners for future work. Just one example would be that I’ll likely bring Protec to the table for many future E85 stations in my area of East Tennessee to see if they can help the station owner through the process.

4.4 Criterion 4: Project Cost and Cost Share (15%)

- ▶ *Reasonableness of the cost effectiveness of the project in terms of total project cost per gallon of conventional fuel estimated to be displaced per month during the operational phase of this project*
Once all stations are fully realizing their alt fuel sales, and assuming simple conversion factors to get to “conventional fuel” estimates (85 percent of a gallon of E85 is the alternative fuel and 20 percent of a gallon of B20 is the alternative fuel), the below table shows our numbers.

Table 4.1 – Project Forecasted Biofuel Usage and Petroleum Use Reductions

Monthly Values	E85	B20
Gallons of blend (gal/month)	117,000	67,000
85% of E85 + 20% of B20 (gal/month)	99,450	13,400
TOTAL gallons per month of conventional fuel offset		112,850
Total project cost (\$), including un-cost-shared funding	\$1,657,374	
Total project cost / gallon of conv. fuel displaced monthly		\$14.69/gal
<i>Total project cost (\$), excluding un-cost-shared funding</i>	<i>\$1,554,920</i>	
<i>Total project cost / gallon of conv. fuel displaced monthly</i>		<i>\$13.78/gal</i>

<i>Total federal cost (\$)</i>	<i>\$757,562</i>	
<i>Total federal cost / gallon of conv. fuel displaced monthly</i>		<i>\$6.71/gal</i>

The total administrative costs (including travel) are only about \$103,000 of the total project cost (6.2% of total), of which roughly \$41,000 is requested through the grant (5.4% of requested amount).

▶ *Financial commitment demonstrated by the percent of cost share to be provided by the applicant and team partners*

See the budget justification file for a complete summarization of budgeting and project costs and percents. Below is shown just the final totals, which includes all un-cost-shared/donated funding and labor.

- Total project cost: \$1,657,374
- Nonfederal project cost: \$899,812
- Percent nonfederal cost share: 54.3%

5.0 Relevance, Outcomes, and Impacts

The purpose of this RFP and AOI #1 is for “expanding alternative fuel refueling ... infrastructure.” Here is what we expect to do through this project:

- ▶ Add 11 more public E85 pumps and 9 more public B20 pumps along I-40 and in the participating eight states, largely in urban areas
- ▶ 117,000 additional gallons of E85 use per month; 67,000 additional gallons of B20 use per month
- ▶ Displace over 1.35 million gallons of petroleum per year
- ▶ Have 4,350 FFVs and 1,700 diesels refueling on biofuels at these stations month
- ▶ Increase awareness both about the need to use more of these biofuels and the addition of the 19 stations to fleets and individuals in the communities along I-40, and for corridor travelers
- ▶ Assuming a twenty year life and meeting sales goals, displace over 27 million gallons of petroleum over that period

6.0 Roles of Participants

The key roles for our primary participants, our Corridor Leaders, is to ensure we get at least 19 stations selling alternative fuels in place and meet or exceed our design values for usage at each station. The complete list of what they will tackle in working with each station is provided previously in this narrative. They need to lean on the management and marketing teams to make sure they get any help that is needed to fulfill that expectation. Management will conference with the Corridor Leaders on a regular basis to ensure that project goals are being completed by each Leader in a timely manner.

7.0 Facilities and Other Resources

The vast majority of the non-site construction work for this project will be performed in offices, making phone calls and otherwise communicating to make sure station progress is on-track, marketing is being put in motion, that grand openings events are effectively pulled together and managed, and quarterly follow-up reporting is completed. Those Corridor Leaders’ addresses are provided below and are listed

west to east; this information is all listed in the SF424 document except for several of the Leaders addresses because the number of fields in that document is limited to eight total (did not let you enter any more); all the Tennessee and North Carolina contacts are not included due to this limitation. A small percent of the total time will be spent onsite at stations during grand opening events, or in meetings with DOE; these sites are not listed due in part because many of them are known. Corridor Leaders will travel to new sites as is needed to attend and manage grand opening events in concert with the station owners and any other partners that will be helping at those sites for the openings.

Table 7.1 – Major Participant Office Addresses

Corridor Leader Organization Name	Address	Congressional District
Southern California Association of Governments Clean Cities Coalition	21845 East Copley Drive, Suite 1138, Diamond Bar, CA 91765	CA-042
Valley of the Sun Clean Cities Coalition	PO Box 457, Bisbee, AZ 85603	AZ-008
Land of Enchantment Clean Cities Coalition	11621 San Antonio Dr NE, Albuquerque, NM 87122-2437	NM-001
Texas State Energy Conservation Office	111 East 17th Street, #1114, Austin, Texas 78711-1440	TX-021
Central Oklahoma Clean Cities	21 E. Main St, Suite 100, Oklahoma City, OK 73104-2405	OK-005
Central Arkansas Clean Cities Coalition	2101 Riverfront Drive, Little Rock, AR 72202-1748	AR-002
Clean Cities of Middle Tennessee	PO Box 41831, Nashville, TN 37204	TN-005
East Tennessee Clean Fuels Coalition (PI)	311 Conference Center Bldg, Knoxville, TN 37996-4134	TN-002
North Carolina Solar Center	Box 7401, North Carolina State University, Raleigh, NC 27695-7401	NC-004
Triangle Clean Cities Coalition	P O Box 12276, Research Triangle Park, NC 27709	NC-004

8.0 Equipment

Standard office equipment will be used in the offices including computers, printers, copiers, fax machines and landline and mobile phones. The equipment installed by the stations will be purchased and meet accepted standards for holding and dispensing the two biofuels E85 and B20. Additionally, what could be called “equipment,” we plan to utilize a number of materials to educate drivers at stations, but one item that we expect to help us build regional awareness of E85 is the “FFV” stickers from the Flexible Fuel Vehicle Club of America. They are listed as “supplies” in our budgeting documentation.

9.0 Statement of Project Objectives

9-A. Objectives

The overall objective of the project is to increase the availability of E85 ethanol and B20 biodiesel to the public and fleets along the I-40 interstate corridor from Barstow, California at its western terminus to Wilmington, North Carolina at its eastern terminus. Grant funds will be used to reimburse station owners for installing new refueling equipment and/or upgrading current equipment to sell E85 and B20. The major participants/partners, or “Corridor Leaders,” will help the station owners in a number of ways include with technical assistance and in marketing the stations to fleets and the public. The UT ISSE and project management partner the East Tennessee Clean Fuels Coalition will administer the grant on behalf of the partners. The specific objective of the project is to make E85 and B20 publicly available and close to I-40 (within 3 miles) to add to the ability of flex-fuel and diesel vehicle drivers to find their biofuel roughly every 300 miles along I-40. We will do the following through this project:

- ▶ Add at least 11 more public E85 pumps, and 9 more public B20 pumps at stations along I-40
- ▶ Displace over 1.3 million gallons of petroleum per year
- ▶ Have 4,350 FFVs and 1,700 diesels refueling on biofuels at these stations month
- ▶ Increase awareness about these stations with local fleets and corridor travelers
- ▶ Increase awareness for the need to use more of these biofuels in our communities along I-40

The objectives within each of phase of the work will be

- ▶ Phase I – install or upgrade infrastructure to put at least 25 public E85 or B20 pumps into use
- ▶ Phase II – Market these stations to reach our goals for monthly usage
- ▶ Phase III – Collect data to verify our progress and achievements

9-B. Scope of Work

Prior to the start of Phase I, we will implement a communications plan for the entire project of monthly conference calls to provide updates to the PI and between partners. These calls will be also used in the early months to continue thinking creatively about the marketing approach for all of our stations.

Phase I: Install or upgrade the necessary infrastructure at the partner stations to provide E85 and/or B20 to fleets and the public. Our eight Clean Cities coalitions and the other “Corridor Leaders” will work directly with station owners to create a “biofuels corridor” or “green corridor” along the entire length of I-40 (all 2,559 miles of it).

Phase II: Increase the use of the biofuels through these new pumps via effective local and corridor marketing. This marketing will include media events, direct work with fleets and FFV and/or diesel vehicle dealers, blogging and other outreach methods.

Phase III: The Corridor Leaders will gather data on average fuel prices and volumes of each fuel sold each quarter for at least two years after each station is opened.

The three phases of this project will not run in sequence as different phases apply independently to each station; much will run simultaneously. With that said though, we expect to have 13 of our total 19 stations completed during the first budget period; the remaining 6 will be completed during the second budget period. In addition to that, some of the marketing activities (phase II) will occur before the infrastructure is installed. These types of activities include meeting with fleets about using the station and meeting with

FFV and potentially diesel vehicle dealers about including information on the stations in the vehicles they sell.

9-C. Tasks to be Performed

Phase I: Purchase, Install, and/or Upgrade E85 and B20 Infrastructure

In phase I, the station owners will be ordering, purchasing, installing, and/or upgrading the infrastructure at their stations. This will take varying amounts of time for each station, but all infrastructure will be installed within 12 months from the start of the grant.

Task 1.0: Secure uncommitted stations – 15 of the total 19 stations are not committed, or uncommitted, although we have very strong leads for many of these locations. Our first priority is to secure these stations with a focus on filling gaps in interstate length where either fuel is not available. We will attempt to fill-in the current gaps as best we can through this effort.

Task 2.0: Secure necessary permits – Station owners will secure the necessary permits, if any, to install or modify their stations to accommodate the alternative fuels.

Task 3.0: Purchase equipment – Station owners will follow their standard procedures for purchasing the necessary equipment (tanks, dispensers, signage, etc.) to sell the alternative fuels, and collect and keep the invoices/receipts for later reporting and reimbursement.

Task 4.0: Install/upgrade equipment and fill with fuel – The station owners will have the equipment installed and/or upgraded and purchase ethanol and/or biodiesel for sale at the stations.

Task 5.0: Identify and negotiate with alternate stations – Corridor Leaders and station owners will identify alternate stations to install/upgrade the equipment in the instance where one of the stations that have committed to participating in this grant program cannot participate.

Phase II: Market Stations

Some of this phase will coincide with phase I and III, in that the Corridor Leaders will be continuously marketing biofuels and these stations.

Task 5.0: Identify and meet or communicate with fleet users – Corridor Leaders will identify potential fleets through fleet associations, state agencies, local businesses, Clean Cities coalition meetings, and other networks that the Leaders use on a regular basis to identify potential biofuels users. For larger FFVs or diesel fleets, in terms of vehicles or fuel usage, the Leaders will meet with those fleets and provide information about the fuels and the stations.

Task 6.0: Take care of all simple site listings and notifications – Inform the AFDC database as well as other databases of the existence of this new E85 or B20 station. Make sure new sites are listed on regional and state agency lists of E85 or B20 refueling points.

Task 7.1: Organize media events – The Corridor Leaders will organize media events at the stations to call attention to the fact that biofuels are being sold. Events may include ribbon cutting ceremonies, special promotions in conjunction with local radio stations, or other high-profile events.

Task 7.2: Issue press releases – The Corridor Leaders will work with our own marketing advisory team, the station owners, newspapers, TV stations, bloggers, local dealerships, and any fleets that have agreed to fuel at the station to issue a press release for the purpose of alerting other fleets and the public about the station opening.

Phase III: Data Collection

This phase will begin once a station is selling the fuel. Corridor Leaders will work with station owners to collect quarterly data on fuel prices and on volumes of each fuel sold. Where possible, we will work to make the best “guesstimates” on the number of vehicles using each fuel, as well.

Task 8.0: Create standardized forms for data collection – UT will work with the other Corridor Leaders to develop an easy to use and comprehensive form to collect data in an easy-to-read and standardized fashion. This form will be used for all the stations so data are easily comparable and condensable.

Task 9.0: Establish schedule for data collection – The Corridor Leaders will develop a schedule for collecting quarterly data so that the data from all the stations are collected over the same period every quarter. This will ensure the data are received in a timely manner and are comparable and uniform.

Task 10.0: Work with the station owners to collect the data – The Corridor Leaders will work with the station owners using the standard form to collect the necessary data during the scheduled week. As new stations that are part of this project come online, they will be added to the data collection efforts.

Task 11.0: Consolidate data from all the stations and report it to DOE – UT will consolidate all the data collected from the stations into reports that will be provided to DOE during each budget period.

9-D. Milestone Plan

The key events or milestones of this project are

- › Securing the uncommitted stations (15, as a minimum of the number of stations those federal dollars can add to our project; we can exceed that number, but just can't open less than that);
- › Construction complete and the station opened (all 19 stations);
- › Grand opening event held; the event is used as a general metric that most of the marketing associated with each station will be in place by that date;
- › Achieving our monthly usage goals at each location; and
- › Timely reporting and monitoring to DOE; this includes PI reporting on the whole project and quarterly reporting of fuel usage and average sales price data.

9-E. Deliverables

UT will submit the semiannual progress reports which will include the all the data from the quarterly price and sales reports. Progress reports will begin at the end of the first budget period which will start in late summer or fall 2009 (end in early 2010); they will end at the end of the project period. These reports will include a summary for each station and information on any area fleets that have been contacted or have started using biofuel at that station. Also, we will provide any information on press that was received related to the biofuel's availability at station, including marketing done in any local media with samples. UT will also submit a final report per requirements outlined by DOE.

9-F. Briefing/Technical Presentations

UT will work with the Corridor Leaders to create the necessary briefings and presentations for DOE as outlined in the Request for Proposals. The reports provided will detail our plans, progress and results of the effort to the date of the briefing(s).