



311 Conf. Center Bldg  
Knoxville, TN  
37996-4134

865.974.3625  
865.974.1838 fax  
jgoverly@utk.edu  
ETCleanFuels.org



The ETCFC is housed within the **Institute for a Secure and Sustainable Environment** at the University of Tennessee at Knoxville.

#### 2009 Founding Partners:



March 17, 2009

The East Tennessee Clean Fuels Coalition & The Institute for A Secure and Sustainable Environment (ISSE) at the University of Tennessee (UT)  
311 Conference Center Building  
Knoxville, TN 37996-4134  
**Via email: sestep@utk.edu**

Hello,

We are very pleased to be a team member on this I-75 Green Corridor project for funding expanding public access to B20 and E85! Partnerships such as this essential in impacting Americans with the availability of alternative fuels and educating Americans to the need for their use.

For my work as a Principal Investigator (PI), I will manage the overall project with assistance from a UT-ISSE staffer, making sure that all stations are opened, fuel usage goals are met, reporting to DOE is timely and effective, and that all work gets completed in a timely manner. Additionally, as PI, I will be responsible for managing the contracts with and reimbursements to the stations.

As a Corridor Leader, I will work on two committed B20 stations (one in Lenoir City and one in Knoxville) and one uncommitted E85 station in downtown Chattanooga. For the uncommitted station, we have sincere interest from a fuel supplier and his station owner partner for installing a new E85 at a current station, however the owner is in the middle of purchasing that station so we could not finalize the commitment.

Our coalition is now seven years old and we have spent much of our time thus far talking to users and station owners about getting these fuels in use and being offered in our area. We will treat this new station no differently. Here's is a list of some of what we will do to market these new biofuel stations.

- ▶ Work with station owners as necessary through their installation or upgrading process for dispensing B20 or E85, including helping them secure appropriate permits, provide required signage on reader boards, obtain necessary commitments for three years of fuel sales, develop partnerships with nearby FFV and diesel vehicle dealers, and target area fleets for using the new pumps.
- ▶ Assist stations in developing and implementing marketing plans including station openings and other media outreach, local advertising, cross-marketing, and direct mail, if applicable.
- ▶ Include news of these station openings and of the entire I-75 effort in the statewide newsletter, the *Tennessee Alt Fuels Advisor*, that reaches roughly 2,500 subscribers across the country each quarter; another 1,000 of these newsletters will be handed out at regional events all over Tennessee
- ▶ Include news of the the entire effort in an Ezine for which I serve as co-editor, the *Southeastern Fuels Fix*, that reaches over 10,000 recipients via email quarterly

I understand that it is my responsibility to get quarterly records on E85 consumption and average pricing to UT.

I expect that out of my total time devoted to this project as PI and as a Corridor Leader, I will use local or state dollars to match my 60 percent cost share which equals \$29,878 (\$24,390 as PI; \$5,488 as Corridor Leader). The remaining 40 percent is applied for via federal funding.

Sincerely,

Jonathan G. Overly, Executive Director  
East Tennessee Clean Fuels Coalition





JENNIFER M. GRANHOLM  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF ENERGY, LABOR & ECONOMIC GROWTH  
LANSING

STANLEY "SKIP" PRUSS  
DIRECTOR

March 5, 2009

Jonathan Overly, Project Coordinator  
East Tennessee Clean Fuels Coalition  
11 Conference Center Building  
Knoxville, TN 37996-4134

RE: Funding Opportunity Number DE-PS26-09NT01236-01—US Department of Energy, National Energy Technology Laboratory—Clean Cities FY09 Petroleum Reduction Technologies Projects for the Transportation Sector

Dear Mr. Overly:

The Michigan Department of Energy, Labor & Economic Growth, Bureau of Energy Systems (DELEG/ESB) supports the 6-state application of the East Tennessee Clean Fuels Coalition for the above referenced funding opportunity. We are pleased to offer our support for the I-75 Green Corridor proposal to expand public access to B20 and E85.

For this proposal the Bureau of Energy Systems commits \$10,000 in FY2009 appropriated Stripper Well funds for marketing, promotion and outreach to support public service stations offering E85 and B20 fuel along the I-75 corridor in Michigan. If awarded financial assistance by the U.S. Department of Energy, these funds will be provided to the Clean Energy Coalition, Michigan's lead agency for this project.

Bureau of Energy Systems staff will also provide support for the I-75 project by participating in project coordination conference calls and by serving as a project partner. However, this staff time cannot be included as cost share as the designated staff member is funded by the U.S.DOE/State Energy Program (SEP) grant and matching funds.

The DELEG/ESB also administers a Biofuel Signage Rebate Program for stations along our interstate highways to advertise the availability of E85 and B20. The rebate can provide 50% of the cost of the signage and first year annual fee (maximum rebate of \$1,500). As part of this project we will directly contact all biofuel stations along I-75 regarding the availability of this rebate and assist interested station owners in obtaining this rebate. This rebate program is also funded by Michigan's SEP grant and is proposed as additional leveraged resources and not project cost share.

Sincerely,

A handwritten signature in cursive script that reads "Jan Patrick".

Jan Patrick, Supervisor  
Bureau of Energy Systems

Bureau of Energy Systems  
Post Office Box 30221 • LANSING, MICHIGAN 48909  
[www.michigan.gov/energyoffice](http://www.michigan.gov/energyoffice)



Clean Fuels Ohio

3400 N. High Street, Suite 430 • Columbus, OH 43202  
(614) 884-7336 • CleanFuelsOhio.org

March 17, 2009

Dear Jonathan:

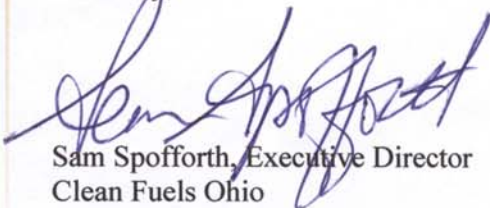
We are excited to be a team player on this I-75 Green Corridor proposal to expand public access to and use of E85 and B20! We commit to identify two B20 stations along I-75 in order to place stations every 200 miles (that already exists for E85 in our state). Brad Couch, our Program Director, will be the lead for CFO. We will provide technical and marketing assistance to these new stations by:

- ▶ Soliciting and developing station partners along I-75 in Ohio;
- ▶ Assisting retailers in applying for state matching funding through the Alternative Fuel Transportation Grant Program (worth up to \$40,000 per new installation, \$10,000 per conversion, and \$5,000 per site for marketing);
- ▶ Working with the station owners as necessary through their installation or upgrading process for dispensing B20, including helping them secure appropriate permits, provide required signage on reader boards, obtain necessary commitments for three years of fuel sales, where possible, and developing partnerships with nearby FFV and diesel vehicle dealers;
- ▶ Assist stations in developing and implementing marketing plans including station openings and other media outreach, local advertising, cross-marketing, and direct mail, if applicable.

I understand that it is our responsibility to provide necessary and reviewed receipts for station reimbursement for infrastructure upgrades to UT, and provide quarterly records on each station's biofuel consumption and pricing after opened. We look forward to participating and helping spread the use of these fuels in our state. We will complete in a timely manner all reporting requested by DOE.

While we worked to get some stations on-board as commitments, we have interested parties but several speed bumps hindered our quick progress. We expect to locate both of our stations during the first project year, and expect to achieve our in-state goals for fuel usage. Based on Brad's estimated workload for this project, we are bringing 60 percent of his costs in as cost share from other non-federal funding, and that equals \$2,280. We look forward to participating!

Sincerely,



Sam Spofforth, Executive Director  
Clean Fuels Ohio



March 6, 2009

Charise Stephens  
Middle Georgia Clean Cities Coalition  
Historic Terminal Station  
200 Cherry Street  
Macon, Georgia 31204  
**Via email: Charise.Stephens@macon.ga.us**

RE: Funding Opportunity Number DE-PS26-09NT01236-01—US Department of Energy, National Energy Technology Laboratory—Clean Cities FY09 Petroleum Reduction Technologies Projects for the Transportation Sector

Dear Jonathan:

We are very pleased to be a project partner in the I-75 Green Corridor proposal for funding to expand public access to B20 and E85! We believe that this is a critical activity for our nation on multiple fronts, and partnerships such as this are needed to get infrastructure in place.

For this proposal, we are supporting two stations, one E85 in North Georgia (less than one mile off I-75) and one B20 station in South Georgia. The E85 site will be in Cartersville (north of Atlanta) along I-75 and will help fill-in the gap between TN cities and the Atlanta region on this interstate. The B20 site will be in south Georgia and help fill-in the hole between the greater Atlanta area and the current multi-fuel station in Lake City, FL. We will provide technical and marketing assistance to this new stations by:

- ▶ Working with the station owners as necessary through their installation or upgrading process for dispensing E85 or B20, including helping them secure appropriate permits, provide required signage, and obtain necessary commitment for sale of E85 or B20 for three years;
- ▶ Working with the station owners to target and encourage fleets in the area to use E85 or B20;
- ▶ Marketing the opening of the new station in a number and variety of ways.

I understand that it is my responsibility to obtain necessary receipts from the B20 station owner (you'll take care of this for the Cartersville E85 Pilot station) for reimbursement for infrastructure and provide this to UT, and provide quarterly records on the biofuels' consumption and pricing. We look forward to participating and helping spread the use of these fuels in our region. We will complete in a timely manner all the reporting requirements requested by DOE.

My coalition will cover 60 percent of my time spent on the project, and I am authorized to commit the expenditure of these services. This equals \$2,250 for the multi-year project period. My goal is to assist the fuel station owners in successfully maximizing their monthly E85 or B20 sales and hopefully increasing that number as more marketing is completed.

Sincerely,

*Charise Stephens*

Charise Stephens, Executive Director  
Middle Georgia Clean Cities Coalition



February 25, 2009

Jonathan Overly, Project Coordinator  
East Tennessee Clean Fuels Coalition & The Institute for a Secure and Sustainable Environment  
at the University of Tennessee  
311 Conference Center Building  
Knoxville, TN 37996-4134

RE: Funding Opportunity Number DE-PS26-09NT01236-01—U.S. Department of Energy,  
National Energy Technology Laboratory-Clean Cities FY09 Petroleum Reduction Technologies  
Projects for the Transportation Sector

Dear Jonathan,

I am writing this Letter of Commitment on behalf of the Georgia Center of Innovation for Energy (COI-Energy) in support of the I-75 Green Corridor proposal. I am well aware of the capabilities of you and your partners, having worked closely with the East Tennessee Clean Fuels Coalition (ETCFC) in its early years while I was the Transportation Project Officer for US DOE Southeast Region.

The COI-Energy is part of the Georgia Environmental Facilities Authority which is also home for the State Energy Office. If the I – 75 Green Corridor proposal is selected for funding, we commit to supporting it by:

- Helping to identify station owners interested in participating
- Posting information such as maps or information about fuels and vehicles on our web sites.
- Participating in conference calls related to the projects and providing professional advice as appropriate.
- Representing the State of Georgia at grand openings or other media events.



These activities will primary require my time, but may also involve our Director, Jill Stuckey, and Information Technology and Energy Division personnel. I expect this commitment would total 50 hours over the life of the project with a monetary value of no less than \$2100, depending on the staff mix needed. I wish you all success.

Sincerely,

A handwritten signature in black ink that reads "J. David Dunagan". The signature is written in a cursive style with a checkmark-like flourish at the beginning.

**J. David Dunagan**

Renewable Energy Program Manager

Georgia Environmental Facilities Authority (GEFA)

Center of Innovation for Energy

Office: 404.584.1105

Mobile: 404.308.9880

[www.gefa.org](http://www.gefa.org); <http://energy.georgiainnovation.org/>

March 10, 2009

Jonathan Overly, Project Coordinator  
East Tennessee Clean Fuels Coalition & The Institute for a Secure and Sustainable Environment  
at the University of Tennessee  
311 Conference Center Building  
Knoxville, TN 37996-4134  
Via email: jgoverly@utk.edu

**RE: I-75 Green Corridor Proposal**

Dear Mr. Overly:

I want to start off this letter by letting you know that we are pleased to be part of a larger effort to bring more public biofuels stations to Americans! It is refreshing to know that there are efforts at the local and regional levels joining together to help equitably utilize our federal dollars to bring us back to using American fuels.

This letter is to serve as Protec Fuel's official submission for this joint I-75 DOE proposal response. Protec Fuel has teamed up with numerous retailers across the United States in providing e85 station conversion services, equipment, expertise and e85 fuel supply, and collaborated with Clean Cities coalitions. Protec Fuel has converted over 40 stations in the past 10 months alone and possibly over 200 e85 stations over the past 4 years. A few points regarding Protec Fuel:

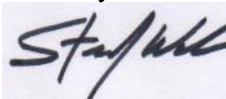
- Supplying approximately 200 retail E85 sites in 12 states
- E85 and E10 fuel supply through the DESC to numerous military bases, Navy and NASA
- Supplying E10 and E85 to numerous state, county and municipal fleets
- 12 bulk ethanol storage and blending facilities to support these ethanol programs
- Creation of several new ethanol storage terminals to support these efforts

As it pertains to the I-75 corridor application and opportunity, Protec Fuel is teaming up with Urbietta Oil and the Gold Coast Clean Cities Coalition for 1 combined e85/b20 station in Davie, Florida to be included in this application, and with an uncommitted station and Clean Cities-Atlanta to place an e85 station in the Atlanta area. The Davie, FL station demographics and estimates are included with this application.

If the grant is awarded, it is estimated that Protec Fuel will contribute \$5,000 in time and equipment towards these two stations.

Thank you and if any questions, please contact me.

Sincerely,



Steve Walk  
(651) 442-7240



**National Biodiesel Board**

P.O. Box 104898

Jefferson City, MO 65110-4898

(573) 635-3893 phone (573) 635-7913 fax

(800) 841-5849

March 16, 2009

Jonathan Overly, Project Coordinator  
East Tennessee Clean Fuels Coalition  
311 Conference Center Building  
Knoxville, TN 37996-4134

**RE: I-75 Green Corridor Proposal through the FY09 DOE-Clean Cities Funding Opportunity**

Dear Jonathan,

It was good to see you in San Francisco recently at the National Biodiesel Conference and Exposition and hear of your proposal for greening America along interstate I-75. From all of your information, it sounds like a good team that could have a very positive impact on our country by furthering the availability and use of the biofuels biodiesel as B20 and ethanol as E85. We would like to support you and the team in this endeavor.

Please receive this letter as our official submission of partnership and support for this project, and here's how we plan to help:

- ▶ participate on team conference calls to provide any valuable input we can on the biodiesel side of the equation related to the market picture, pricing, outreach and marketing, and selecting uncommitted sites;
- ▶ assess some of the states and markets which you all will be expanding biodiesel access in and make plans to participate in some of the B20 station grand opening events;
- ▶ provide marketing materials to the stations opening B20 pumps like customer education and outreach pamphlets and/or mandatory or informational stickers or signage; and
- ▶ potentially help out directly with some marketing dollars depending on the market.

While we cannot right now commit up-front a specific dollar amount to marketing, what we can do is specify a time commitment. From our internal discussions on supporting this project, we believe a minimum amount of time as dollars equal to **\$4,000** will be spent over the initial 2-3 years to assist in making this project a success. As you requested, we will be the marketing lead for B20 stations and play a major role in helping frame appropriate marketing strategies. Either I or another National Biodiesel Board marketing or communications person will serve in this way.

Once the project is funded, let me know what the regular call schedule will be, and I'll hear you then. Please don't hesitate to contact me via phone or email if you or the U.S. DOE have any questions about our participation (573-635-3893; [tverry@biodiesel.org](mailto:tverry@biodiesel.org)).

Sincerely,

Tom Verry, Director of Outreach and Development  
National Biodiesel Board



CLEAN  
FUELS  
DEVELOPMENT  
COALITION

-Via email: jgoverly@utk.edu

March 18, 2009

Mr. Jonathan Overly, Project Coordinator  
East Tennessee Clean Fuels Coalition &  
The Institute for a Secure and Sustainable Environment at the University of Tennessee  
311 Conference Center Building  
Knoxville, TN 37996-4134

RE: Funding Opportunity Number DE-PS26-09NT01236-01 -- US Department of Energy, National Energy Technology Laboratory -- Clean Cities FY09 Petroleum Reduction Technologies Projects for the Transportation Sector, Area of Interest #1 - Infrastructure

Dear Jonathan:

It is good to hear about your team's proposal for expanding E85 and B20 access along I-75. Collectively, we have a lot of work to do to truly diversify this country's fuel supply in a relatively short period of time, but I believe that efforts like your's can help us take big steps in that direction, if marketed successfully. That's where we believe we can help.

We have a lot of partnerships with those working mostly in the ethanol but also in the biodiesel field, and can bring those forces to the table to help you in your project, if funded. You do have a pretty good team assembled already, but as we participate on phone calls and help review the entire effort and specific pieces of your marketing plan, we will do what we can to help you maximize the fuel usage at your stations, likely focusing more on the E85 side.

We will also assess some of the states and markets you all are building E85 infrastructure in, and as we can, provide onsite assistance in a couple of ways.

While neither the CFDC nor I can commit up-front dollars in cost share for the marketing work, we can commit our time in helping out. Based on our discussion of the timeframe for the project and an idea of roughly two years of potential participation, we believe that a minimum of \$2,500 in staff time will go to this specific project. Either I or another CFDC staff person that has experience in biofuels marketing and promotion will be on your calls as you discuss those aspects of this project. Our extensive work with legislators could also help bring some national attention to the proposal, or federal legislators to the grand opening events.

Best of luck with the proposal! Let me know as we get closer to awards time for DOE and we look forward to collaborating on action for Energy Independence.

Sincerely,

Douglas A. Durante  
Executive Director



## East Tennessee

**Headquarters**  
100 W. 5<sup>th</sup> Avenue  
P.O. Box 1107  
Knoxville, TN 37901-1107  
Tel. 865-862-9250  
Fax 865-862-9251  
dlindsey@aaaet.com

March 19, 2009

Jonathan Overly, Project Coordinator  
East Tennessee Clean Fuels Coalition &  
The Institute for a Secure and Sustainable Environment at the University of Tennessee  
311 Conference Center Building  
Knoxville, TN 37996-4134  
Via email: jgoverly@utk.edu

RE: Funding Opportunity Number DE-PS26-09NT01236-01—US Department of Energy, National Energy Technology Laboratory—Clean Cities FY09 Petroleum Reduction Technologies Projects for the Transportation Sector, Area of Interest #1 - Infrastructure

Dear Jonathan:

All of I-75, huh? When you take a bite, you take a big bite! It is good to hear about your team's proposal for expanding E85 and B20 access along I-75. From our discussion on the phone, I concur that we've got a lot of work to do to truly diversify this country's fuel supply, but I think this effort is one good way to take a big step in that direction, if marketed successfully. That's where I think we can help.

As you know, AAA clubs are all over the United States. While AAA East Tennessee helps you and the ETCFC with promotion in our club magazine, we are just one example of such partnering as I'm sure there are others. I know club leaders in areas that are served by I-75; there are about seven clubs that it traverses (for example, Florida and Georgia are all one big club). If your project is funded, we will contact all of the clubs along I-75, tell them of this proposal, and see how they can partner with your corridor partners working in their states to promote this "Green Corridor" through their magazines, and perhaps through other media including Website or possibly TripTik<sup>®</sup> travel planners. Each club will choose its own way to help, but I believe that many will want to do so.

It will take me a little while to get in-touch with the right people at each club, but I would love to participate. While I cannot speak for the other clubs, I can commit to contacting the other I-75 clubs to educate them about the project, and see how they can participate. I know that AAA wants to be an outlet for helping travelers find the fuels they seek, and considering what we do this seems like a perfect fit in us helping to show I-75 travelers where they can find the biofuels E85 and B20 on their way.

I can commit to spending time helping you on this, and by my best guess at this point is this would end up in the equivalent of \$1,000 in my time. In addition to contacting other clubs, you can count on our support to include articles or perhaps an ad letting our members in East Tennessee know about the project and directing them to more information.

Best of luck with the proposal! Let me know after you get funded and we look forward to collaborating on action for energy independence.

Sincerely,

Don Lindsey  
Director, Public Affairs  
AAA East Tennessee

### Financial Services Automotive Services Travel Insurance

**Knoxville (West)**  
110 Capital Drive  
Knoxville, TN 37922  
Tel. 865-637-1910  
Fax 865-691-1503

**Maryville, TN**  
715 W. Lamar Alexander Pkwy.  
Maryville, TN 37801  
Tel. 865-637-1910  
Fax 865-890-9222

**Johnson City**  
1805 N. Roan St., Suite C-2  
P.O. Box 3703 CRS, 37602  
Tel. 423-938-7671  
Fax 423-938-0800

**Kingsport**  
504 W Center St.  
P.O. Box 236, 37662  
Tel. 423-246-7107  
Fax 423-246-6223



March 18, 2009

Jonathan Overly, Project Coordinator  
East Tennessee Clean Fuels Coalition &  
The Institute for a Secure and Sustainable Environment at the University of Tennessee  
311 Conference Center Building  
Knoxville, TN 37996-4134  
**Via email: [jgoverly@utk.edu](mailto:jgoverly@utk.edu)**

RE: Funding Opportunity Number DE-PS26-09NT01236-01—US Department of Energy, National Energy Technology Laboratory—Clean Cities FY09 Petroleum Reduction Technologies Projects for the Transportation Sector, Area of Interest #1 - Infrastructure

Dear Jonathan:

Thank you for considering the FlexFuel Vehicle Club of America as part of your team proposal for expanding E85 and B20 access along I-75. Projects like yours can help us take big steps in reducing the impact of the E10 blend wall and meeting the goals of the nation's renewable fuel standard. We are glad to be of assistance to your team.

Specifically, the FlexFuel Vehicle Club can help stimulate the demand for ethanol and increase the utilization of E85 in Flexible Fuel Vehicles (FFVs). As you know, the drive to market E85 often stops the day the E85 pump has been open. The FlexFuel Vehicle Club's E-Powerment program can continue and complete the development of infrastructure with ongoing education and outreach based on the FFV branding of vehicles in the local communities. We are working to strengthen and broaden the partnerships of E85 stakeholders to include local automobile dealers and related civic organizations. We believe addressing the last part of the refueling infrastructure development lifecycle (e.g., residual marketing) will complement your project goals and team. We will help your team maximize the fuel usage at new and old stations, likely focusing more on the E85 side. With thirty years of experience, we can also help your team with some strategic planning and general advice and counsel in many project areas.

While the FlexFuel Vehicle Club cannot commit up-front dollars in cost share for the marketing work, we can commit our time and web infrastructure to help out. Based on our discussion of the period for the project and an idea of roughly two years of potential participation, we believe that a minimum of \$2,500 in staff time will go to this specific project. In addition, it would be very helpful if matching funds could be provided for the auto/door/pump decals that support the FFV branding effort after the grand opening events.

We look forward to collaborating with you on this project and taking specific and measurable actions that will increase the utilization of E85 in FFVs and also support our national FFV awareness campaign.

All the best,

Burl Haigwood  
President/CEO  
FlexFuel Vehicle Club of America  
202-441-2400 : [www.flexiblefuelvehicleclub.org](http://www.flexiblefuelvehicleclub.org)



March 6, 2009

Jonathan Overly, Project Coordinator  
East Tennessee Clean Fuels Coalition & The Institute for a Secure and Sustainable Environment at the  
University of Tennessee  
311 Conference Center Building  
Knoxville, TN 37996-4134

**RE: I-75 Green Corridor Proposal**

Dear Jonathan,

Thanks for your efforts to help our country diversify to renewable American fuels like E85. We are pleased to be a part of the effort you are putting together along I-75 to expand access to E85 and B20 and commend you on this effort.

Please receive this letter as Pilot Travel Centers official notification of support for participating in this joint I-75 DOE proposal. Per our previous discussions, we plan to locate E85 pumps at three separate sites along I-75:


1. Pilot Travel Center #47 - 259 Cherry Blossom Way, Georgetown, KY 40324  
- This location is located just north of Lexington, Ky on I-75 It is a high volume gasoline site that averages around 200,000 gallons per month. We estimate that the E-85 sales will be about 10,000 per month (1,000 vehicles). We will take an existing Kero tank, clean it, install a new E-85 pump, signage, etc for a total cost of approximately \$40,000.
2. Pilot Travel Center #231 - 249 West Cumberland Gap Pkwy, Corbin, KY 40701  
- This location is also on I-75 and is a very high volume gasoline site that averages around 300,000 gallons per month. We estimate that the E-85 sales will be about 8,000 per month (800 vehicles). At this site we plan to bring in a 4000 gallon above ground tank, new E85 pump, wiring, small canopy and signage for a cost of approximately \$60,000.
3. Pilot Travel Center #67 - 968 Cass White Rd NE, Cartersville, GA 30121  
This location is just north of Atlanta GA on I-75 it is a high volume gasoline site that averages around 200,000 gallons per month. We estimate that the E-85 sales will be about 10,000 per month (1,000 vehicles). We will take an existing Kero tank, clean it, install a new E-85 pump, signage, etc for a total cost of approximately \$40,000.

*The Customer Driven Company*

As we have done in other locations where we have placed E85, we will put the fuel's availability and cost on our reader boards at each location. We are also committed to selling the fuel for three years from the commencement date. We will work with the East Tennessee Clean Fuels Coalition as the lead coalition with them handling all the paperwork and them coordinate with the Clean Cities coordinators in Kentucky (Melissa Howell) and Georgia (Charise Stephens) on the site grand openings and marketing.

Please don't hesitate to contact me via phone or email if you or the U.S. DOE have any questions about our submission (865-588-7488 x2558; [wrighta@pilottravelcenters.com](mailto:wrighta@pilottravelcenters.com)).

Sincerely,

A handwritten signature in black ink, appearing to read "Alan Wright". The signature is fluid and cursive, with a large loop at the end.

Alan Wright, Vice President of Supply and Distribution  
Pilot Travel Centers LLC

### **Other Information for the Pilot E85 Pumps in the I-75 Green Corridor Proposal**

Fuel types to be sold: E85 at all three locations

Project Schedule and Anticipated Completion Date: If funded, we can start work in Summer '09 and should be completed before the end of the 2009 calendar year.

Discussion of licensing and permitting requirements and environmental assessment needs: We have not begun our permitting work for the station as of yet, but do not expect any problems.

Estimated monthly fuel sales for both stations: 10,000 gallons per month after enough local advertising and marketing is done to reach the local and thru-travel market. There are a number of area fleets that we will contact—alongside assistance from the Clean Cities coalitions in those areas—to make them aware of the new pumps. State fleets in these areas will be at the top of our list to contact.

Projected number of AFVs that will use the facility: From our past experience, we estimate that we will be able to supply E85 to ~~84,000~~ <sup>8400</sup> FFVs per year.



March 9, 2009

Jonathan Overly, Project Coordinator  
East Tennessee Clean Fuels Coalition & The Institute for a Secure and Sustainable Environment at the  
University of Tennessee  
311 Conference Center Building  
Knoxville, TN 37996-4134  
Via email: [jgoverly@utk.edu](mailto:jgoverly@utk.edu)

**RE: I-75 Green Corridor Proposal**

Dear Mr. Overly,

I want to start by letting you know we are pleased to be part of the larger effort to bring public biofuel stations to the more of the motoring public! It is refreshing to know there are efforts at the local and regional levels helping earn federal dollars that will enable Calloway Oil Company to construct the infrastructure it needs to sell American produced biofuels to American travelers.

This letter is to serve as our—Calloway Oil Company's and E-Z Stop Food Marts—official submission for this joint I-75 BioFuel Corridor proposal.

We operate and own 22 E Z Stop convenience stores and motor fuel facilities in the central East Tennessee area and have been working over the past five years to provide greater access to biodiesel blends for the motoring public at our stores. We already have 6 stores and one bulk plant where a biodiesel blend is offered. The two sites we are submitting for this application will add substantially to our offering of biodiesel blends in the East Tennessee area and will greatly increase the public's access to B20 along I-75 since there is only one other station in all of Tennessee along I-75 that sells biodiesel blends now.

The two stations we are submitting for your consideration for the monetary grant are:

- ▶ EZ Stop 14, 315 Merchants Rd., Knoxville, TN 37912 – This store is on exit 108 in north Knoxville at the Merchants Road and Merchants Center Boulevard intersection one block west of I-75. This store would be the only store in the north Knoxville and downtown Knoxville area offering a Biodiesel blend. Blue informational signs are not available here since it is inside the Knoxville city limits but we do lease a billboard that we can add the fuel offering to if we are selected for a grant.
- ▶ EZ Stop 23, 1111 Hwy. 321, Lenoir City, TN 37771 – The northeast corner of the most trafficked exit in Loudon County, Exit 81 off I-75 and Highway 321. Highway 321 is major commercial artery that runs from I-75 approximately three miles east to downtown Lenoir City. Blue interstate logo signs are available at this exit. We also lease two billboards, one north and one south of this exit, that we can put the fuel offering on if we are selected for a grant.

For each station, we believe (from past experience doing this exact procedure) it will cost approximately \$75,000 per station to complete the purchase and installation of the necessary dispensing equipment and make the associated necessary changes to the existing fuel lines and tanks. This will make the total cost for two stations \$150,000. **We are asking for a \$35,000 grant per station at a 50/50 cost share, for a total grant for both stations of \$70,000.**


At EZ Stop 14 we will install a new 3+1 MPD with Credit card reader on one of the outer islands. We will have to trench and install a new Biodiesel product line and electrical conduit to this newly installed MPD from the converted tank. We will also have to change the existing MPD's to blend MPD's because we will use an existing gasoline tank for biodiesel.

At E-Z Stop 23 the process will be essentially the same. We will have to purchase and install a 3+1 Blender MPD with credit card reader and convert the existing pumps to blenders. We will have to trench and install a new product line and electrical conduit from the biodiesel tank to the new MPD as well.

We are committed to selling the B20 for three years and will put the fuel's cost on our reader boards at each location. We will happily work with the East Tennessee Clean Fuels Coalition, as we have in the past, to market the Biodiesel offering at these locations.

Please do not hesitate to contact me via phone or email if you or the U.S. DOE have any question about our submission (865-977-7070; [tommy@ezstop.net](mailto:tommy@ezstop.net)).

Sincerely,



Tommy Hunt, CEO  
EZ Stop Food Marts

## **Other Information for the I-75 Green Corridor Proposal**

Fuel types to be sold: B20 at both locations mentioned above

Project Schedule and Anticipated Completion Date: If funded, we can start work in the Summer of 2009 and should be completed before the Fall 2009.

Discussion of licensing and permitting requirements and environmental assessment needs: We have not begun our permitting work for the station as of yet, but do not expect any roadblocks exist that will prevent us from adding B20 to the current products.

Estimated monthly fuel sales for both stations: 8,000 gallons per month after enough local advertising and marketing is done to reach the local and thru-travel market. There are a number of area fleets that we—with the ETCFC's help—will contact to make them aware of the new fuel offering.

Projected number of AFVs that will use the facility: From our past experience, we estimate that we will be able to supply B20 to 200 diesel vehicles per year.



# Petroleum Company

March 11, 2009

Mr. Jonathan G. Overly, Executive Director  
East Tennessee Clean Fuels Coalition  
The University of Tennessee, Knoxville  
& the Institute for a Secure and Sustainable Environment  
311 Conference Center Building  
Knoxville, TN 37996-4134

Dear Mr. Overly:

## I-75 Green Corridor Funding Request

We appreciate being a part of this project and believe it is the ideal vehicle to jump start the penetration of B20 into the Southeast. Gate Petroleum Company was among the first Florida companies to convert all 54 of our Florida convenience stores and truck stops to E10. We have been looking for the optimum manner in which to begin converting our diesel offering to B20. We believe that this project provides a perfect entrée.

The information below describes the location we are submitting for your consideration and the proposed retrofit:

- **Location:** A truck stop located at 744 E. State Road 44, Wildwood, FL 34785-9626. This truck stop (which includes a Steak N Shake restaurant) is at the intersection of I-75 and SR 44 and is approximately 100 yards from the I-75 access road. It is also .25 miles north of the intersection of the Florida Turnpike and I-75. As a result, traffic flow is high.
- **Estimated cost of retrofit:** \$130,000.
- **Funding requested:** \$50,000.
- **Work to be performed:** We would be replacing 2 or more ULSD dispensers with blender dispensers and installing a new 20,000 gallon tank for B100 and the necessary lines. The new dispensers would offer either ULSD or B20. The blending dispenser will not be used to offer blends less than B20. B20 and ULSD would be the only fueling options at the new dispensers. This approach is the cheapest way of making the fuels available, versus installing new pumps just for the B20. The B100 tank and the lines would be insulated and/or heated to maintain a minimum temperature of 55°. The project would entail breaking through existing concrete, running pipe and then repaving.

- **Signage:** We will post a price on the reader board for B20. We will explore the feasibility of adding B20 to our tall electronic sign that is visible from I-75.
- **B20 offering:** We will commit to offer B20 for a minimum of three years
- **Estimated B20 volume:** The initial estimated monthly B20 sales is 90,000 gallons (15% of our current ULSD volume). This number could increase significantly if the B100/ULSD price spread narrows.
- **Current average monthly volume:** ULSD 600,000 gallons, gasoline 250,000 gallons.
- **Estimated vehicles refueling with B20 per month:** 1,200 (at 75 gallons per fill).

Please let me know if you have any questions or need additional information.

Sincerely yours,



R. B. Hoover

President  
Gate Biofuels, Inc.

Vice President-Petroleum Supply  
Gate Petroleum Company.

**Mid-State Energy, Inc.**  
**Highlands Oil Co.**  
**Blue Flame Gas**  
**1130 N. Scenic Hwy.**  
**Lake Wales, Fla. 33853**  
**863-676-3910**  
**863-676-0483 fax**  
[www.midstateenergy.com](http://www.midstateenergy.com)

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March 13, 2009

Jonathan Overly, Project Coordinator  
East Tennessee Clean Fuels Coalition & The Institute for a Secure and Sustainable Environment at the  
University of Tennessee  
311 Conference Center Building  
Knoxville, TN 37996-4134  
Via email: [jgoverly@utk.edu](mailto:jgoverly@utk.edu)

**RE: I-75 Green Corridor Proposal**

Dear Mr. Overly:

Mid-State Energy, Inc. is please to participate in an alternative fueling network along the I-75 Florida corridor. It is refreshing to know that there are efforts at the local and regional levels joining together to help equitably utilize our federal dollars to reduce this nations dependency on foreign oil.

Currently we have two sites for your consideration for funding under the DOE grant where we plan to make both of the biofuels, E85 and B20, available at each location:

1. 360 Commercial Court in Venice, FL. This location is at the intersection of I-75 and the Jacaranda exit in Venice. This location has been in operation for approximately 7 years and currently sells gasoline (E-10) and conventional diesel fuel through multiple fueling dispensers under separate canopies. This exit is serviced by the Florida approved Highway directional signs located on I-75. (We currently sell 75,000 gallons of total gasoline and 50,000 gallons of diesel on a monthly basis at this station.)
2. 4030 Boatways Road in Ft. Myers, FL. This location is at the intersection on I-75 and Hwy 80 in Ft. Myers. This location has been in operation for approximately 12 years and currently sells gasoline (E-10) and conventional diesel fuel through multiple fueling dispensers. This exit is serviced by the Florida approved Highway directional signs located on I-75. (We currently sell 90,000 gallons of total gasoline and 20,000 gallons of diesel on a monthly basis at this station.)

At each location we believe that it will be most cost effective to install an above ground tank in an area suitable for ingress and egress as well as tank advertising for customer awareness. The dispensers will be a type that will be acceptable for E-85 and the B-20 blends.

Based on our investigation we believe that due to current Florida Environmental regulations that the project for each location will cost approximately \$133,500 for a total of \$267,000. The funds that we are submitting for would be \$50,000 per station for a total of \$100,000. This would be a 63%/37% cost share of the project.

Additionally, based on our projections, we believe that with adequate marketing and through contacting local fleets about these biofuels' availability (working in concert with the Florida Clean Cities coalitions), we can sell the following numbers for each station monthly, and will realize the following numbers for vehicles refueling on a monthly basis:

Venice:

- ▶ E-85: 15,000 gallons; 600 FFVs
- ▶ B-20: 12,000 gallons; 300 diesel vehicles

Ft. Myers:

- ▶ E-85: 15,000 gallons; 600 FFVs
- ▶ B-20: 8,000 gallons; 200 diesel vehicles

As part of this project Mid-State Energy, Inc. would commit to sell the alternative fuel products for a minimum of 3 years. Advertising of the products and prices for each will be added to our existing hi-rise signs. Another thought initially for advertising is to "wrap" the above ground tanks with E85 and Bio-diesel themed material.

Please also note this additional information:

- ▶ **Project Schedule:** Depending on the engineering and permitting time, equipment delivery delays, contractor schedule and committed funding, we believe that once the funds are in place that the project can be operational within 4-5 months.
- ▶ **Licensing and Permitting:** Mid-State has not begun to initiate any of the engineering or permitting. We do not anticipate any delays or regulations that would prohibit this project from being approved by the controlling authorities.

We are excited to work with the Clean Cities coalitions and the Florida Department of Environmental Protection on these projects and will commit to do our part in educating our customers and assist with changing their buying habits.

Please feel free to contact me with any questions you may have concerning this submission.

Sincerely,



Ken E. Allen Jr.  
President  
Mid-State Energy, Inc.



We'll Exceed your Expectations

March 6, 2009

Urbietta Oil, Inc.  
9701 NW 89<sup>th</sup> Avenue  
Medley, FL 33178

Jonathan Overly, Project Coordinator  
East Tennessee Clean Fuels Coalition & The Institute for a Secure and Sustainable Environment at the University of Tennessee  
311 Conference Center Building  
Knoxville, TN 37996-4134  
Via email: [jgoverly@utk.edu](mailto:jgoverly@utk.edu)

**RE: I-75 Green Corridor Proposal**

Dear Mr. Overly:

Urbietta Oil is proud to be part of the effort to bring more renewable bio-fuel stations to the American public. On September 13, 2006, Urbietta Oil opened the first retail station offering E85 in South Florida. Since this first station, Urbietta has continued its "Green" initiative and we now currently have the following ten (10) stations offering bio-fuels:

	Midway U-Gas	U-Gas	210 NW 79th Ave	Miami	FL	Dade	33126
2	West Hialeah U-Gas	U-Gas	7950 W 28th Ave	Hialeah	FL	Dade	33018
3	Falls U-Gas	U-Gas	14395 S Dixie Hwy	Palmetto Bay	FL	Dade	33176
4	Hallandale Beach U-Gas	U-Gas	990 W. Hallandale Beach Blvd.	Hallandale Beach	FL	Broward	33009
5	Lighthouse Point U-Gas	U-Gas	5200 N Federal Hwy	Pompano Beach	FL	Broward	33064
6	Swap Shop U-Gas	U-Gas	3591 W Sunrise Blvd	Sunrise	FL	Broward	33311
7	Sunset U-Gas	U-Gas	9691 SW 72nd St	Miami	FL	Dade	33173
8	Golden Glades U-Gas	U-Gas	10 NE 167th St	North Miami Beach	FL	Dade	33162
9	East Flagler U-Gas	U-Gas	2695 W Flagler St	Miami	FL	Dade	33135
10	Miami Shores U-Gas	U-Gas	8700 Biscayne Blvd	Miami	FL	Dade	33138

With the above stations, we sell over 250,000 gallons of E85 per month. Urbietta Oil has formed a successful partnership with our ethanol supplier, Protec Fuel Management ([www.protecfuel.com](http://www.protecfuel.com)). This partnership with Protec Fuel has proven to be successful in together converting, supplying and promoting alternative fuel stations. Urbietta Oil is fully committed to increasing the availability of green fuels in our marketing area. In teaming up with Protec Fuel, Urbietta has marketed its stations to the general public as well as local fleets, state fleets and federal fleets. We know it is the right thing to do for many reasons that include: reducing our dependence on foreign crude, lessening the negative environmental impact of carbon based fuel, generating employment within the U.S., and improving future generations' quality of life. However, we can not accomplish this on our own. Efforts at the local and regional levels to help equitably utilize our federal dollars are critical to allow us to expand this goal of using more American fuels.





## We'll Exceed your Expectations

Please accept this letter as Urbietta Oil's official submission for this joint I-75 DOE proposal response. In addition to the above stations, we would like to expand our offer to include another 10 stations. One of these ten additional stations is located right off of I75 at the Griffin Road exit with an address of 4997 SW 148th Avenue, Davie, FL. This location is a perfect candidate for this proposal. The State of Florida is requiring us to upgrade the underground storage tanks at this facility to double wall. Our plan is to further upgrade this facility by adding the bio-fuels offer of B20 biodiesel and E85 flex fuel. This upgrade includes the following required capital investments:

- One 10,000 gallon underground storage tank for B20 biodiesel,
- One 10,000 gallon underground storage tank for E85,
- One B20 biodiesel dispenser with required piping and lines,
- One E85 flex fuel dispenser with required piping and lines,
- One two-sided readerboard sign redesigned to include the price of both bio-fuels.

This equipment alone will cost well over \$50,000 not including permits, approvals, labor and installation. The total expected cost for the project has been quoted at approximately \$125,000.00. We are asking for \$50,000 in federal support. This support will put our cost share at well over 50 percent. Part of our marketing strategy includes clearly visible competitive pricing and we will place the biofuels availability on the new readerboard. We will be selling these two biofuels for at least three years. We are fully committed to this project and hope to have the station completed in mid-summer. This grant award will help us continue to provide alternative fuels to the public and local fleets.

This station has historically sold an average of 150,000 gallons of gasoline and 25,000 gallons of diesel fuel per month. A great number of FFV's exist in the area in addition to 6 USPS facilities. We anticipate selling at least 25,000 gallons of E85 and 20,000 gallons of B20 per month at this location.

Please don't hesitate to contact me via phone or email if you or the U.S. DOE have any questions about our submission (954.562.2113 or [eflores@urbietaoil.com](mailto:eflores@urbietaoil.com)).

Sincerely,

Edwin Flores  
President

