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Subtopic 1A—Biofuel Retail Infrastructure Program

Project Title: **I-75 Green Corridor Project**

Submitted by: The University of Tennessee (UT)
1534 White Avenue
Knoxville, TN 37996-1529

Institute for a Secure and Sustainable Environment (ISSE) and
East Tennessee Clean Fuels Coalition (ETCFC)
311 Conference Center Building
Knoxville, TN 37996-4134

Principal Investigator: Jonathan Overly
Research Associate, ISSE, and Director, ETCFC
Phone: 865-974-3625
Fax: 865-974-1838
Email: jgoverly@utk.edu

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1.0 Project Description

1.1 Introduction

The goal of this project is to make I-75 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-75 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 to leave no greater than 200 miles between same fuel (E85 or B20).

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.

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:

- ▶ Sean Reed, Executive Director, *Clean Energy Coalition*, Ypsilanti, Michigan (also serves as the coordinator for the Ann Arbor Area Clean Cities Coalition)
- ▶ Brad Couch, Program and Policy Director, *Clean Fuels Ohio*, Columbus, Ohio
- ▶ Melissa Howell, Executive Director, *Kentucky Clean Fuels Coalition*, Louisville, Kentucky
- ▶ Jonathan Overly, Executive Director, *East Tennessee Clean Fuels Coalition*, Knoxville, Tennessee
- ▶ Noelle Joy, Operations Manager, *The Center for Transportation and the Environment*, Atlanta, Georgia (operational partner to Clean Cities-Atlanta)
- ▶ Charise Stephens, Executive Director, *Middle Georgia Clean Cities Coalition*, Macon, Georgia
- ▶ Bill Young, Executive Coordinator, Florida Solar Energy Center, Cocoa, Florida (also serves as the coordinator for the *Space Coast Clean Cities Coalition*)
- ▶ Larry Allen, Program Manager, *Florida Gold Coast Clean Cities Coalition*, Hollywood, Florida

These are the "Corridor Leaders," and they will be responsible for managing a substantial 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-75 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 and within 3 miles of the I-75 interstate corridor so that a driver of a flex-fuel vehicle (FFV) or diesel vehicle can traverse the entire corridor and find their alternative fuel every 200 miles or less. This includes traveling from I-75's northern terminus in Sault Ste. Marie, Michigan to its southern terminus in Hialeah, Florida, a suburb of Miami. The individual objectives are:

- ▶ Add at least 10 more public E85 pumps, and 15 more public B20 pumps at stations along I-75;
- ▶ Displace almost 1.78 million gallons of petroleum per year;
- ▶ Have 6,800 FFVs and 4,300 diesels refueling on biofuels at these stations monthly;
- ▶ Increase awareness about these stations with local fleets and corridor travelers, and increase awareness for the need to use more of these biofuels in our communities along I-75; and
- ▶ Develop a Website that will detail information for not just the biofuels E85 and B20 but all of the alternative fuels that are publicly available and within 3 miles of the corridor (including biodiesel, electricity through truck stop electrification, ethanol, natural gas and propane).

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

3.0 Project Data & Information

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

To begin, we located data on where I-75 goes, which states it traverses, and which coalitions exist in those states. Here is a breakdown of the amount of I-75 that is in each state, and distances between select, larger cities that are on the corridor.

Table 3.1 – Total Length of I-75 and Miles in Each State

State	Miles
MI	395.54
OH	211.30
KY	191.78
TN	161.86
GA	355.11
FL	470.88
Total	1786.47

From Wikipedia: http://en.wikipedia.org/wiki/Interstate_75

Table 3.2 – Distances between Select Cities Along I-75

City to City	Miles
Sault Ste. Marie, MI to Saginaw, MI	230
Saginaw, MI to Toledo, OH	140
Toledo, OH to Dayton, OH	152
Dayton, OH to Lexington, KY	134
Lexington, KY to Knoxville, TN	170
Knoxville, TN to Atlanta, GA	213
Atlanta, GA to Gainesville, FL	331
Gainesville, FL to Fort Myers, FL	255
Fort Myers, FL to Hialeah, FL	144
	1,769

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-75

City	#	Proximity	Company/Station
E85			
MICHIGAN			
Sault Ste. Marie	1	at exit	USA Gasoline #320
Saginaw	1	2.5 miles	Meijer Gas #250
Birch Run	1	at exit	Meijer Gas #213
Warren	1	2.0 miles	Meijer Gas #237
Detroit	1	2.0 miles	Valero-Knight Enterprises
Taylor	1	1.0 miles	Meijer Gas #35
OHIO			
Toledo	1	0.4 miles	Kroger Fuel Center #617
Perrysburg	1	1.0 miles	Kroger Fuel Center #939
Bowling Green	2	1.8/0.9 miles	Meijer #156 & Energy Plus 24

Troy	2	0.5/0.7 miles	Meijer Gas #112 & Kroger Fuel Center #914
Dayton	1	1.6 miles	GasAmerica
Franklin	1	0.9 miles	Meijer #61
Cincinnati	1	2.9 miles	Kroger - Finneytown
TENNESSEE			
Clinton	1	at exit	Weigel's #64
Knoxville	1	at exit	Pilot Food Mart
GEORGIA			
Jonesboro	1	2.3 miles	Texaco
Byron	1	at exit	Fillers #202 Shell
Perry	1	at exit	Davis Oil Co./Fillers #24 Shell
Vienna	1	at exit	Davis Oil Co./Fillers #16 Shell
Cordele	1	at exit	BBW Pecans Produce
FLORIDA			
Lake City	1	2.0 miles	First Coast Biofuels
Hialeah	1	0.9 miles	West Hialeah U-Gas
TOTAL	24		
B20			
OHIO			
Bowling Green	1	1.0 miles	Energy Plus 24
TENNESSEE			
Knoxville	1	0.8 miles	Regal Fuels
Cleveland	1	1.8 miles	Fuel and Mart USA #4
GEORGIA			
Marietta	1	2.5 miles	SA White Oil Company
FLORIDA			
Lake City	1	2.0 miles	First Coast Biofuels
Hialeah	1	2.3 miles	Sol Atlantic Biodiesel
TOTAL	6		

After researching where the current stations are on I-75 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 – All of Kentucky, Knoxville to Atlanta, and the majority of Florida
- ▶ B20 – All of Michigan, most of Ohio, all of Kentucky, the southern 2/3s of Georgia and the majority of Florida

This is where we focused the majority of our efforts in working to locate stations partners. 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.

3.2 The Big Picture(s)

Graphically, the next two images—E85 to the left, B20 to the right—show how we will add stations to this corridor to as best as possible fill in 200 miles gaps along I-75. A legend is provided that 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

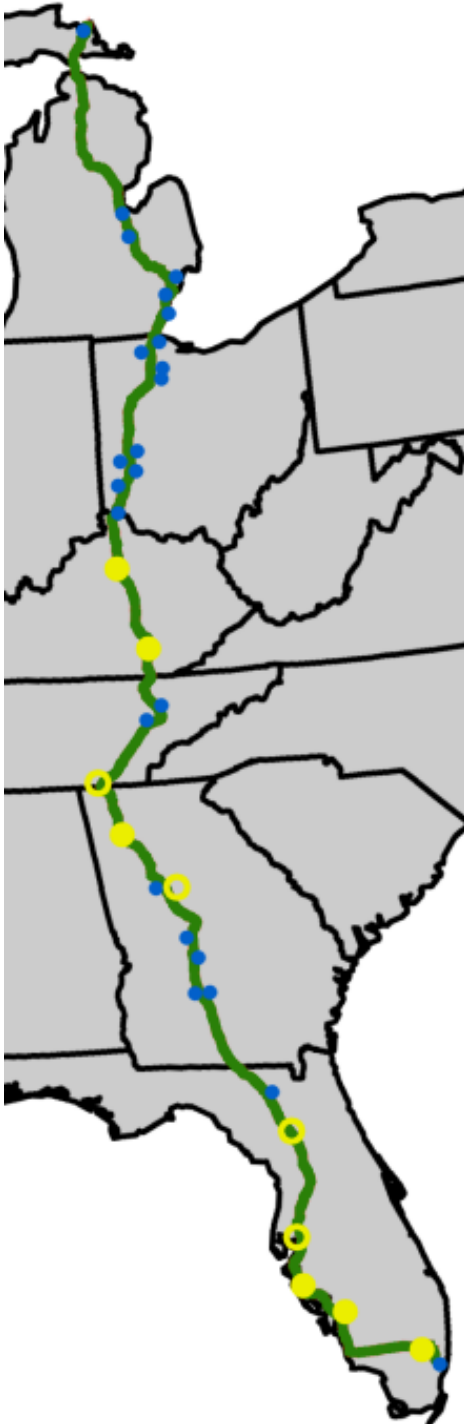


Image 3.2 – B20 Project Map



The requested and included (in the overall submission) RFAFT document shows information on all of the 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.

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:

- ▶ General Motors
- ▶ National Biodiesel Board
- ▶ Protec Fuel Management (for E85 stations)
- ▶ Clean Emissions Fluids (for B20 stations)
- ▶ Clean Fuels Development Coalition
- ▶ AAA of East Tennessee (as a lead for AAA clubs covering all of I-75)
- ▶ 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

All of the above have provided letters of support that are contained with the “CLTP” file. The state energy offices that were able to provide letters of support on-time include Michigan, Tennessee, and Georgia. Kentucky and Florida’s state energy office’s letters were received too late to include in the proposal package, and the general level of state busyness due to federal dollars flow impeded our ability to communicate with the Ohio energy office and receive a support letter. However, Clean Fuels Ohio has a good relationship with their state energy office and we will be working with them to market these new biofuels pumps in their states. Ohio has some incentives that we will use to facilitate our work there.

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 – Michigan

After determining which coalition would be our partner (since three exist there), the Clean Energy Coalition’s (CEC’s) previous work to help move state funding to stations made them a natural fit. However, several E85 stations had opened very recently or were opening during February and March. Our E85 stations information was a moving target for several weeks, but after taking stock, it became clear that B20 needed to be the primary focus in this state. Michigan has the second greatest quantity of miles of interstate 75 (out of the six states it traverses), yet zero B20s on I-75. It just so happened that several coalitions in Michigan had been talking with a relatively new business partner, Clean Emissions Fluids (CEF), who offers a simple system for placing B20 at a current station. They have agreed to work with Sean Reed and the CEC to help locate sites that would help them fill-in the almost 400 miles of I-75 in Michigan with three B20 pumps. Additionally, Reed has not only his coalition’s previous station connections but also an as-of-yet unasked Michigan Petroleum Association and Michigan Association of Convenience Stores to solicit for assistance in locating stations to plug holes.

3.4.2 – Ohio

Although two coalitions exist in Ohio, one serves Cuyahoga County (Cleveland) while the other is called “Clean Fuels Ohio” (CFO) and serves 87 of Ohio’s 88 counties, including the entire I-75 corridor, so they were our logical choice for a partner. The ETCFC has collaborated with CFO and Executive Director Sam Spofforth before and a good relationship exists. Reviewing the data for Ohio showed, like Michigan, that there are a fair number of E85 stations on I-75 in the state, thus work on E85 was not needed there. One B20 station currently exists on I-75 in Ohio (in Bowling Green) and the next B20 station close to I-75 headed south is in Knoxville, 432 miles away. Thus due to a fair amount of traffic there (FHWA – “I-75 is among the busiest trucking routes in North America, with truck traffic approaching six billion miles annually.”), and based on the number of cities along I-75 in Ohio, we chose to work to place two B20s in Ohio. As noted below, even with working to place a B20 station in Lexington to fill in the stretch in Kentucky, there are still 83 miles from Lexington to the Kentucky-Ohio border at Cincinnati. Brad Couch and CFO will utilize their extensive network, including their working relationship with the Ohio Petroleum Marketers and Convenience Store Association, to cross-reference station locations with the proprietary CFO database containing Diesel and FFV vehicle locations to choose the highest impact locations to help site the most appropriate stations along I-75 in Ohio.

3.4.3 – Kentucky

Kentucky was clearly a gap as state retailers have been slow to respond to E85 retail there. Early on, Jonathan Overly was speaking with Pilot Oil/Pilot Travel Centers (as they are based out of his area in Knoxville and are partners/stakeholders in the East Tennessee Clean Fuels Coalition). They had already done analysis of quite a few stations and knew that Georgetown and Corbin would be relatively easy stations for them to convert, and with that conversion ease came reduced cost. Thus, they came on-board to place two E85 stations in Kentucky in fantastic spots (one in the southern stretch of Kentucky in Corbin and one just north of Lexington in a Lexington bedroom community, Georgetown). After netting this partner, what was left was B20. Melissa Howell has been working on this as she can, but she has been dealing with two parents in different hospitals and now the death of her father, thus she has not been able to give it her full attention. When she can better pull in some of her coalition stakeholders and partners, we expect to be able to find a station in the greater Lexington area on I-75 that wants to put in B20.

3.4.4 – Tennessee

Early on in the process, a stakeholder with the ETCFC, Calloway Oil, was interested in adding stations on I-75. The two locations add to the corridor development and place B20 in great locations for adding biodiesel use. The Lenoir City location is a busy exit with a 3-mile long strip of commercial stores including Home Depot and Wal-Mart right along the exit thoroughfare (the confluence of U.S. Highways 73, 95 and 321. (Highway 321 is a primary corridor for taking people coming from the west to the Great Smoky Mountains National Park.) The north Knoxville location places a B20 station in a busy urban area that is also very commercial. No public B20 station currently serves either of these two markets. Although the E85 site is not committed, we have a specific station selected in the Chattanooga market, working through a 6-year partner for biodiesel and ethanol expansion in Chattanooga. With a larger metropolitan area population of almost ½ million people, this would be the first E85 station in Chattanooga and has a good chance of hitting some high usage numbers. We do not have a commitment letter because the site is currently in the middle of being purchased but both the new site owner and fuel provider want to add E85 and be involved with the I-75 project.

3.4.5 – Middle Georgia Clean Cities and their Satellite Regions

In 2007, this Clean Cities coalition took advantage of Georgia markets that were not being served with Clean Cities assistance, and expanded to add offices in north Georgia and southern Georgia (as the original office was in Macon, roughly in the middle of the state. Charise Stephens runs this coalition and is respected in the south for not being afraid to ask partners and non-partners alike to get on-board with a

project. The work by Overly with Pilot landed the northern Georgia E85 station (in Cartersville), and Stephens worked her partners originally for E85 in southern Georgia before we figured out a couple of new E85 stations existed. Thus, she had to go back to the drawing board recently and has not found a commitment yet, but she will locate a B20 in southern Georgia to help ease the distances for B20 between Atlanta and northern Florida by using her resources directly with stations and through organizations like the Georgia Oilmen's Association.

3.4.6 – Clean Cities-Atlanta

We recognized that we had E85 and B20 nearby I-75 and this very large metropolitan area (over 5 million) early on, but wanted to add access due to its size and the volume of traffic that flows through this area. Additionally, that huge metropolitan area has only two B20 stations and only one E85 station that are within “the Perimeter,” I-285. Protec will work with Noelle Joy of the Center for Transportation and the Environment (CTE, a partner to Clean Cities-Atlanta) to find the best spot for one new E85 pump, and CTE will work to find two B20 stations, one a truck stop.

3.4.7 – Florida

Two Clean Cities coalitions exist in Florida – the Space Coast and the Gold Coast Clean Cities programs. Due to their locations largely on the east coast and I-75's running down the center and over to the west coast, our effort had some help at the beginning. Martin Costello and Robert Wong of the Florida Department of Environmental Protection spent quite a few hours helping in February and March, and had great success. Their efforts netted the project the Fort Myers, Venice and Wildwood stations' commitments, filling in half or more (depending on fuel) of the almost 500 miles of I-75 in Florida. The Fort Myers and Venice sites are two of our three stations that are putting in both fuels; the other is at the southern terminus of I-75 in Davie, Florida, a city just west of Fort Lauderdale and Hollywood. Steve Walk of Protec landed this station for the project and will assist on paperwork and marketing at this location. The Wildwood commitment that Costello netted is a truck stop that will offer B20 to class 8 tractor trailers and is at the junction of I-75 and the northern end of the Florida Turnpike (U.S. route 91). The Wildwood station abuts the Space Coast coalition's area and thus Bill Young will participate with a goal of helping this owner meet his sales goal. Larry Allen, the coordinator for the Gold Coast coalition, has agreed to work the rest of the state and partner with the other committed stations as well as utilize his partnerships to place two other E85 stations along I-75 in population centers.

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. Of the involved coalitions, executive directors of three of them have been designated “Coordinator of the Year” by DOE and their peers:

- ▶ '08 – Melissa Howell, Kentucky;
- ▶ '07 – Sam Spofforth, Brad Couch's director, Ohio; and
- ▶ '06 – Jonathan Overly, East Tennessee

However, we have great partners and they will provide solid contributions to the team's success, and that includes General Motors (GM) for E85 and the National Biodiesel Board (NBB) for B20. Add to that team Protec Fuel Management for assisting with locating E85 stations and helping build strong station-project relationships (which they did before proposal submission and are continuing to do after proposal

submission to fill-in an uncommitted spot or two), and Pilot Oil, the largest operator of travel centers in the nation, and you have an even stronger team assembled. Last but not least, Overly is viewed as a leader among his peers, having been 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).

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

Begin by noting the Coordinators of the Year involved in the project (above); they are leaders for coalitions in three of the six states in the project. Add to that Clean Cities Atlanta, which is one of the longest running coalitions and the Clean Energy Coalition of Michigan, which oversees multiple clean energy initiatives in that state (and already oversee state funding going to stations for adding public stations) and you have a strong set of coalitions. Additionally, other coalitions in this mix besides Michigan (including Ohio, Kentucky, Tennessee and Georgia) have multiple times in the past helped out with putting state funds to use for exactly the same purpose: opening public E85 and B20 stations. The qualifications, expertise and experience of GM in assisting with station placement and fuel marketing is huge due to their massive involvement with E85 and ethanol propagation in the U.S.; the same can be said for the NBB as the nationwide main trade association for biodiesel advancement.

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

→ Similar corridor/regional projects – Overly and Charise Stephens are both completing work on the Southeastern Ethanol and Biodiesel Infrastructure (SEBI) project that was awarded from DOE in 2006 to a four-state team in GA, NC, SC and TN. Howell was on the I-65 team that was the first biofuels corridor project that placed stations all along that interstate. GM was involved in the I-65 project and brings to the table the pros and cons of what were achieved in that project in addition to Howell.

→ 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 most 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, 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-75 traverses are participating in this project.

→ GM has been actively involved with coalitions for years and has even provided incentive funding to coalitions in the past for excelling at placing new E85 stations in their areas. Add to that that four of the states involved (MI, OH, TN and FL) are part of the 10 states that GM just awarded “Pump Partnerships” to, and it ups the partnering framework that will help this project succeed.

- 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.
- ▶ *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 effectively communicate and interact with coalitions and other partners to bring the project to success.
 - The overall plan is to coordinate the whole 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-75 working to fill in the holes or gaps while allowing UT and the other multi-state partners (e.g., GM, NBB, Protec) 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.
 - For our fuel marketing leaders, GM for E85 and the NBB for B20, we feel that their roles as marketing advisors is appropriate. 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. 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 to achieving wide market realization of what such teams 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. Not all SEOs were able to provide letters of support by our internal deadline, but we have had discussions with all of the SEOs and they know of our effort and are supportive.

- 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 right now, 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. Leads include state office refueling at many of the sites, and other examples such as six postal (USPS) distribution sites near one refueling center in Davie, Florida.

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 RFP 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-75.
- ▶ *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-75 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.
- ▶ *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-75 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 2009 (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 (5 of 13 open before the end of the first budget period and another 6 open within a year of project kick-off). Because the total number of stations (25) 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 here 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*.

- ▶ *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 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. Their first goal 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. For example, for B20, the states that have the most of I-75 in them (#1 – FL at 471 miles and #2 – MI at 396 miles) have virtually no stations close to I-75. Thus, our mapping shows a) how many stations are needed to fill-in an every-200-mile segmentation, and b) what general ranges of locations along I-75 to work to place those stations. Certainly last but not least, the methodology we use to locate the committed is exactly the same for the uncommitteds, 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-75, and thus should be easily accessible for corridor travelers. For those that are a few miles off of I-75, 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.

- 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 GM's and certain coalition'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 (9), and we will expect all 13 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. That is, focusing on wide markets and not just individual markets. 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 (E85 and B20 no greater than 200 miles between refueling points on I-75) 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-75. 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-75 spans two of the EPA's regional diesel collaboratives or initiatives [Midwest Diesel Initiative and the 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-75 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 funding going to stations versus to pay labor and management is over 6 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 25 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 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, and is right next to the first biofuels corridor that was developed here (I-65), 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.

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)	123,000	218,000
85% of E85 + 20% of B20 (gal/month)	104,550	43,600
TOTAL gallons per month of conventional fuel offset		148,150
Total project cost (\$), including un-cost-shared funding	\$1,836,271	
Total project cost / gallon of conv. fuel displaced monthly		\$12.39/gal
Total project cost (\$), <i>excluding un-cost-shared funding</i>	\$1,746,489	
Total project cost / gallon of conv. fuel displaced monthly		\$11.79/gal
Total federal cost (\$)	\$818,090	
Total federal cost / gallon of conv. fuel displaced monthly		\$5.52/gal

The administrative costs are only about \$127,000 of the total project cost (7.3% of total), of which roughly \$51,000 is requested through the grant (6.2% 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: \$1,836,271
- Nonfederal project cost: \$1,018,180
- Percent nonfederal cost share: 54.1%

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 10 more public E85 pumps and 15 more public B20 pumps along I-75 and in the participating six states, largely in urban areas
- ▶ 123,000 additional gallons of E85 use per month; 218,000 additional gallons of B20 use per month
- ▶ Displace almost 1.8 million gallons of petroleum per year
- ▶ Have 6,800 FFVs and 4,300 diesels refueling at these stations monthly
- ▶ Increase awareness both about the need to use more of these biofuels and the addition of the 25 stations to fleets and individuals in the communities along I-75, and for corridor travelers
- ▶ Assuming a twenty year life and meeting sales goals, displace over 35 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 25 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 Leader addresses are provided below and are listed north to south; this information is all listed in the SF424 document except for Center for Transportation and the Environment because the number of fields in that document is limited to eight total (did not let you enter any more). 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 not all 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
Clean Energy Coalition (of Michigan)	124 Pearl St., Ste 402, Ypsilanti, MI 48197-2662	MI-015
Clean Fuels Ohio	3400 North High St, Ste 430, Columbus, OH 43202-1142	OH-015
Kentucky Clean Fuels Coalition	PO Box 5174, Louisville, KY 40255-0174	KY-003
East Tennessee Clean Fuels Coalition (Corridor Leader & PI)	311 Conference Center Bldg, Knoxville, TN 37996-4134	TN-002
Middle Georgia Clean Cities	200 Cherry St, Macon, GA 31204-3300	GA-008
Center for Transportation and the Environment	730 Peachtree St, Ste 330, Atlanta, GA 30308-1209	GA-005
Florida Space Coast Clean Cities Coalition	1679 Clearlake Road, Cocoa, FL 32922-5703	FL-024
Florida Gold Coast Clean Cities Coalition	3440 Hollywood Blvd. Suite 140, Hollywood, FL 33021-6900	FL-017

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 and within 3 miles of the I-75 interstate corridor so that a driver of a flex-fuel vehicle (FFV) or diesel vehicle can traverse the entire corridor and find their alternative fuel every 200 miles or less. This includes traveling from I-75’s northern terminus in Sault Ste. Marie, Michigan to its southern terminus in Hialeah, Florida, a suburb of Miami. The individual objectives are:

- ▶ Add at least 10 more public E85 pumps, and 15 more public B20 pumps at stations along I-75;
- ▶ Displace almost 1.78 million gallons of petroleum per year;
- ▶ Have 6,800 FFVs and 4,300 diesels refueling on biofuels at these stations monthly;
- ▶ Increase awareness about these stations with local fleets and corridor travelers, and increase awareness for the need to use more of these biofuels in our communities along I-75; and
- ▶ Develop a Website that will detail information for not just the biofuels E85 and B20 but all of the alternative fuels that are publicly available and within 3 miles of the corridor (including biodiesel, electricity through truck stop electrification, ethanol, natural gas and propane).

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 in Michigan, Ohio, Kentucky, Tennessee, Georgia, and Florida 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-75 (all 1,786 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 25 stations completed during the first budget period; another 7 will be completed during the second budget period and the final two stations during the third. 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 18 months from the start of the grant.

Task 1.0: Secure uncommitted stations – 13 of the total 22 stations are not committed, or uncommitted. Our first priority is to secure these stations with a focus on filling gaps in interstate length where either fuel is not available. We have leads for many of these stations. We will attempt to create new biofuel refuel points with a distance no greater than 200 miles in between any two stations.

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 (13, 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 22 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).