National FlexFuel Vehicle Awareness Campaign

Presented by the Clean Fuels Foundation
To the Department of Energy’s Office of Energy Efficiency and Renewable Energy
May 12, 2011
The Messengers

- **Clean Fuels Development Coalition**
  - *Legislation & Regulation, 501 c 6*

- **Clean Fuels Foundation**
  - *Education, 501 c 3*

- The **National FlexFuel Vehicle Awareness Campaign** is a public education project of the Clean Fuels Foundation.

- The project team is uniquely and expertly qualified to engage FFV dealers, E85 retailers, and other government and private stakeholders to advance the RFS.
National FFV Awareness Campaign Endorsements

State NGO Endorsements in Target Markets

- Alamo Area Clean Cities Coalition
- Central Texas Clean Cities Coalition
- East Tennessee Clean Fuels Coalition
- Florida Biofuels Association
- Iowa Office of Energy Independence
- Maryland Grain Utilization Board
- Minnesota Corn Growers Association
- Texas Renewable Energy Industries Association
- Virginia Clean Cities Coalition
Meeting the National RFS Challenge

Challenges
Meeting the RFS, new consumer choices, breaking through the E10 Blend Wall, supporting refueling infrastructure investment, filling the void in consumer and FFV dealer, encourage investment in 1\textsuperscript{st} and 2\textsuperscript{nd} generation ethanol, motivate FFV owners -- the early adopters of higher than 10% blends of ethanol.

Campaign Mission
Locate and educate owners of FlexFuel Vehicles (FFVs) and motivate them to use higher blends of ethanol – in order to meet the goals of the national Renewable Fuel Standard.

Collaborate with Federal and State Government Agencies
Collaborate with federal agencies and engage state governments at their DMV, Agriculture, DOT, EPA agency levels with the Campaign’s “State Government Roadmap.”

Leverage Stakeholders
Train, organize and mobilize NGOs, FFV Dealers, E85 retailers with the Campaign website, media events, and promotions.
Tested, Turnkey, and Ready to Rollout

State Fleet and/or Inspection Station Decal

Brochure for POP, Pumps or Info Business Card

State DOT Road Sign

Reminder Mirror Hang Tags for FFV Dealerships, Fleets & Car Rentals, And Tag & Release Promotions

Retail POP, Pump Top, Station, FFV Dealer Decal

Customer Engagement Opportunities

Promote Civic Pride

Retail POP, Pump Top, Station, FFV Dealer Decal

Customer Engagement Opportunities

Promote Civic Pride
Minnesota has 225,000 FFVs and 350 stations carrying E85. Education and outreach efforts increased FFV awareness from 10% to 50% and increased federal and state fleet use of E85. E85 sales increased from 8 to 22 million gallons in three years – nearly a 300% increase!

Iowa reported a 43% increase in E85 sales in 2010, reaching 9.31 million gallons. Iowa currently has 138 retail outfits offering E85. North Dakota and South Dakota are also growing E85 markets.

Market tests in Florida and Texas are reporting education and outreach can increase higher blends of ethanol by up to 30% within a few months.

New Needs to Consider

- Effort vs. Volume, Cost per Gallon, Larger New FFV/Gasoline Target Markets, earned media vs. buying media, are there any other efforts or options?

Public Education Works. When Stakeholders Work Together!
What Will We Do? Endorse, Engage, and Execute

Ohio FFV Awareness Campaign Demonstration Project and Model

Education/Earned Media  Point of Purchase Education

Frank's

ED TOMKO
CHRYSLER JEEP DODGE
CleanFuelsOhio
POET
Energy inspired.
The Andersons
USDA
Rural Development
Committed to the future of rural communities.

GIANT EAGLE
Ohio Corn Marketing Program
Guaridan Lima, LLC
State FFV Awareness Campaign Rollout: Who, What and Why

Establish Core FFV Campaign Stakeholder Team

Identify and Contact Stakeholder Targets For Endorsement and Engagement

State Government
FFV Dealerships
E85 Retailers
NGO Stakeholders

Tool Box of Possible Action Items, Tasks, and Deliverables

DMV/FFV Database, inspection/registration.
DOT for Signs. Ag, Energy, Environ., Econ. Development , Meetings
Sales/Service Training
Buyer Outreach
Public Outreach
FFV Outreach
Promotions/Events
POP Education Info
- General Public
- FFV Owner
- FFV Dealer
Promotions/Events
Press Conferences
Media Releases
Prepared Articles
Feed Social Media
Promotions/Events

Expected Outcomes:

*Consumer Awareness and Product Education Leading to the Increased use of E85 in FFVs sold through FlexFuel Pumps*
### Examples of the Campaign’s Toolbox Approach: Illustrating Outreach Options That Can Be Executed Based on Stakeholder Interest, Funding, Cooperation, and Timing

<table>
<thead>
<tr>
<th>Action Item</th>
<th>Objective(s)</th>
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</thead>
<tbody>
<tr>
<td><strong>Market/Legislative/Regulatory Assessment</strong></td>
<td>Market Assessment, Identify hurdles, UL, Tank, Blending, ASTM E85 tracking, FlexFuel Pump Funding Support, Incentives</td>
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<tr>
<td><strong>Stakeholder Development Plan</strong></td>
<td>Define Core Team of 5-10 Stakeholders</td>
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<td>Stakeholder Campaign Endorsement</td>
<td>Send FFV AC letters to stakeholder database</td>
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<td>Funding Plan</td>
<td>Submit Funding Request to stakeholders</td>
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<td>Develop Educational Materials</td>
<td>Design/Print/Self Print</td>
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<td>Campaign Launch Event</td>
<td>Press Conference</td>
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<td>Develop Website</td>
<td>Create content/link to endorsers/interconnect stakeholders</td>
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### State Government Campaign “Roadmap”

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<th>Action Item</th>
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<tr>
<td>Solicit Support from the Governor</td>
<td>Letter to request cooperation and support/press conference?</td>
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<td>Department of Agriculture</td>
<td>Data support, outreach, intra agency support</td>
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<td>State Energy Office</td>
<td>Information regarding funding (DOE SEP/ARRA )</td>
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<tr>
<td>Department of Motor Vehicles</td>
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<tr>
<td>FFV Registration Database</td>
<td>Define ownership, use, and generate outreach activities</td>
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<tr>
<td>Vehicle Registration Mailings</td>
<td>Define time, cost, agreement opportunities</td>
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<tr>
<td>Vehicle Inspection</td>
<td>POP education, FFV decals, integrate FFV ID</td>
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<tr>
<td>Driver Education Test</td>
<td>Energy awareness, FFV awareness, fuel choice</td>
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## State FFV Awareness Campaign Tool Box (continued)

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<tr>
<th>Action Item</th>
<th>Objective</th>
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<tr>
<td>DMV On-site POP educational materials</td>
<td>Provide information, FFV decals, integrate FFV Awareness</td>
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<td>Economic Development Office</td>
<td>Request economic stimulation data, ranking, and state priorities</td>
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<tr>
<td>Department of Transportation</td>
<td>Can they track E85 sales? Support highway refueling signage?</td>
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<td>Office of Environmental Protection</td>
<td>Location of USTs, ozone attainment, station configuration</td>
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<td>Department of Health</td>
<td>Air toxics and air quality education</td>
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<td>Fire Marshall</td>
<td>Define hurdles obstacles, dispenser database</td>
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<tr>
<td>Agency Web site links</td>
<td>Assessment of FFV/E85/RFS information</td>
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### Commercial/Stakeholder Campaign

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<tr>
<td>Notify Clean Cities Coordinators</td>
<td>Define existing outreach plan</td>
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<tr>
<td>Identify and enroll local FFVAC champion</td>
<td>State point of contact</td>
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<tr>
<td>Auto/Oil/Stakeholder Calendar of Events</td>
<td>Define public events for collaboration/piggyback</td>
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<tr>
<td>Gasoline Retailer Outreach</td>
<td>Develop POC list and contact</td>
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<td>Gasoline Retailer Consumer Education</td>
<td>POP information distribution</td>
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<td>Gasoline Retailer Workshop</td>
<td>City/Regional</td>
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<td>Gasoline Retailer Promotion</td>
<td>E85 give away promotion/Website link</td>
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<tr>
<td>FFV Dealer Car Shows</td>
<td>City/Regional/Car Show</td>
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<tr>
<td>FFV New &amp; Used Dealer Workshop</td>
<td>City/Regional/Car Show</td>
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<tr>
<td>FFV Dealer Consumer Education</td>
<td>Showroom materials, training, Clean Energy Fair</td>
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<tr>
<td>FFV Dealer/Gasoline Retailer Promotion</td>
<td>FFV VIN Number Lotto/Fuel Giveaway</td>
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Asking Others to Help

- The RFS is similar to other “for-the-national-good” pieces of legislation.

- Therefore, no single entity should or could be responsible for completely funding and/or executing a public education campaign that could change consumer values and buying habits – which is needed to meet the RFS.

- The RFS is safe common ground to unify public and private partners and take ownership of this national issue and engage in public education activities to change behavior. The nation has succeeded before.
Messaging: Engage the Vehicle Seller and Owner

Easy and Simple Co-Branding of FFVs with FlexFuels and FlexFuel pumps

The goal is to make “FlexFuel Vehicle” and “FFV” positive household words synonymous with economic, environmental, energy, and national security. It’s like Energy Star for your car!

The Campaign focuses on increasing throughput after the refueling investment to meet the RFS (push) and attracts new investment in refueling infrastructure (pull) with program success.
We have a simple, positive, and sustainable news story...

...with many easy Dick and Jane value propositions the public can understand and will believe.

Using higher blends of ethanol is not altruistic – it's personal. The nation’s addiction to oil/gasoline has direct and negative impacts on every individual’s economic, environmental, energy, and national security. The use of ethanol to replace gasoline has positive impacts as defined by EPA’s RFS2 regulatory impact analysis. Who owns the oil-import-pollution story and market advantage? Nissan? One size does not fit all.
## Determining Target Markets

### State FFV Awareness Campaign: State Target Priority Ranking -- Jan 2011

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<td>FFV Makers</td>
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FFV Awareness Campaign Target Markets

Number of FFVs, Gasoline Demand, Existing FlexFuel Pumps

**Target Markets**
1. Ohio: Cleveland, Columbus, Cincinnati, Dayton, Toledo
2. MD/VA/DC: MSA + VA: Richmond and Norfolk
3. Texas: Dallas, Houston, San Antonio
4. Georgia: Atlanta
5. Florida: Jacksonville, Orlando, Tampa/St. Petersburg, Ft. Lauderdale/Miami
6. Nebraska: Omaha
7. Kansas: Kansas City
8. Missouri: St. Louis
9. Michigan: Detroit
10. Indiana: Indianapolis (ALA MW)

**Secondary Markets**
1. Minnesota: Minneapolis (ALA UMW)
2. Illinois: Chicago (ALA UMW)
3. Oklahoma: Tulsa
4. Wisconsin: Milwaukee (ALA UMW)
5. North Carolina: Charlotte
6. Kentucky: Louisville
7. Louisiana: Lafayette, Baton Rouge, New Orleans
8. Northeast Corridor: [MD/DC/VA], Philadelphia, New York, Boston, Providence (Clean Cities Support)
9. * Low Level FFV Markets with advocacy coverage: ND, SD, IA (ALA UMW and Corn Growers)
Phase 1: Awareness

1. Develop core stakeholder team communication network, measured by number of endorsements/supporting organizations – biofuel specific.

2. Develop and publish content, measured by number of media advisories/press releases, related articles/publications, website content, FFV decals, brochures, PSAs, and other materials distributed.

3. Provide event coordination, execution, and support, measured by number of events (e.g., press conference, workshops, public venues, etc.) created, supported, and/or attended.

4. Leverage and provide support to existing biofuel stakeholders. Provide oversight and encouragement to stakeholders to execute a tool box of education and outreach opportunities, measure by activities 1-3.
Phase 2: Utilization

1. Increase the sale of E85 and higher blends of ethanol.
   
   - Can the state, trade associations, or individual companies track/validate E85 sales and share data?

2. Increase the deployment of FlexFuel Pumps.
   
   - Monitor pump growth with the DOE and industry stakeholder websites.
Expected Outcomes

Find Synergy, Promote Collaboration, and Leverage Resources

1. Leverage this communication and outreach tool designed for the public, media, and entry stakeholders (FFV/E85 Dealers/NGOs).

2. Sustain this turnkey biofuels education program so Clean Cities coordinators and other local stakeholders can leverage this resource to generate public awareness and additional funding.

3. Break through the Fleet Wall. The 600,000 federal fleet vehicles and 3 million commercial fleet vehicles created a great alternative fuel demonstration project that will prove to consumers alternative fuels and vehicles are a viable option to petroleum. However, the consumer needs to also be engaged to meet the goals of the RFS and has to be constantly reminded about the personal impacts and individual responsibility for relying on oil for transportation. (e.g., what consumers know about ethanol vs. oil/gasoline).
Expected Outcomes

Find Synergy, Promote Collaboration, and Leverage Resources

4. Change public perception and buying habits with education and choice. Follow the similar course and achieve the results of campaigns to reduce smoking, wear seatbelts, reduce teen pregnancy, recycle, not drive aggressively, drink clean water, and buy organic foods.

5. Create opportunities for low-cost, high-impact projects that federal/state government, industry, and NGOs can support.

- USDA /REAP funding program for FlexFuel pumps
- DOT highway signage
- State DMV driver education
- National FFV dealer education and promotion
- National cooperation from NGOs with similar economic, energy, environmental security missions

New Guide to E85, FlexFuel Blender Pumps Available

Copies of the guide may be downloaded here!
Continual improvement and adjustments that will lead to sustainable long term results

1. **Florida**
   - FFV Club pilot projects
   - Support from RFA and UNICA
   - Working with stakeholders on DMV database and DOT signs

2. **Texas**
   - E85 Station Openings with **Central Texas Clean Cities (Austin)**
   - Ethanol Workshop and Ethanol Working Group with **Alamo Area Clean Cities (San Antonio)**

3. **Ohio FFV Awareness Campaign**
   - Demonstration project
   - Partnering with Clean Cities on fuel promotion and fundraising to sustain the Campaign

4. **Maryland/DC/Virginia**
   - Grant from state grain producers
   - State government roadmap
   - Working with **Virginia Clean Cities** on FFV database and MDEO on USDA/REAP program.

5. **Tennessee**
   - Collaborate with USDA and **East Tennessee Clean Fuels Coalition** on the State Government Roadmap, I 75 Green Corridor, and new E85 station openings

6. Other efforts in FFV Target areas in the South, Southeast and Northeast
Where do we start?

1. Place a FFV Awareness Campaign Banner on Your Website
2. Call if you have ideas or suggestions on how we could work together or improve the Campaign

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