

National FlexFuel Vehicle Awareness Campaign



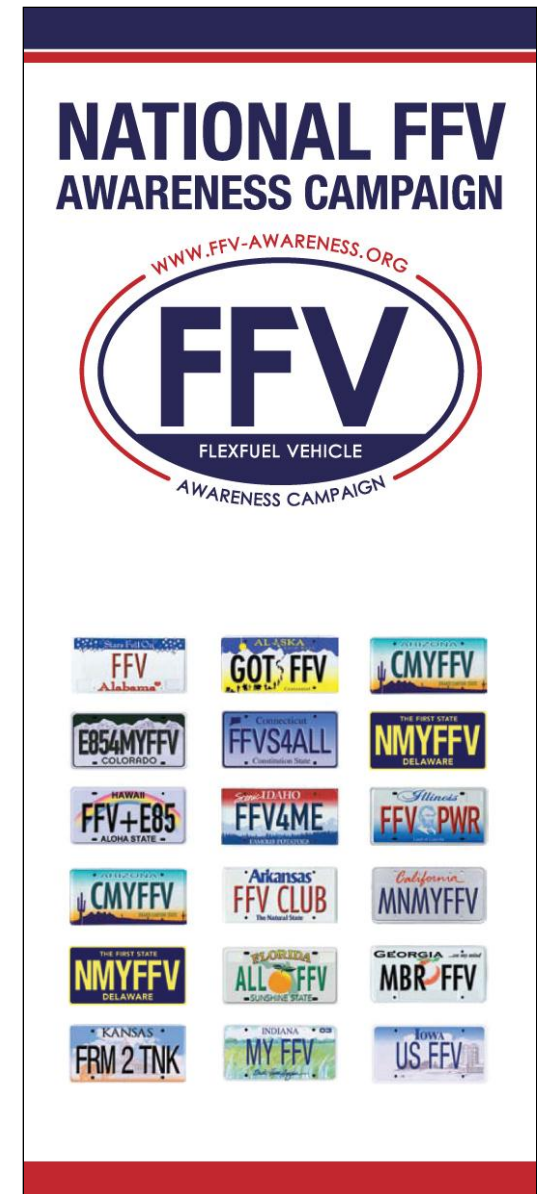
Presented by the Clean Fuels Foundation

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



MONSANTO



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 1st and 2nd 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



Retail POP, Pump Top,
Station, FFV Dealer Decal



Brochure for POP, Pumps
or Info Business Card

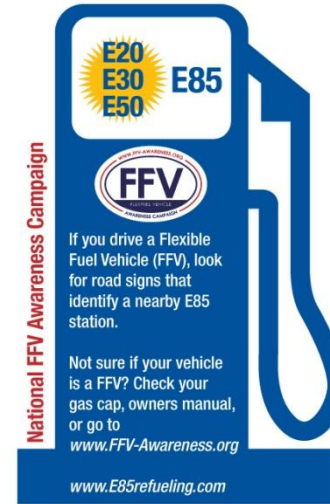


Customer Engagement
Opportunities



State DOT
Road Sign

Find the fuel for your FFV.



Promote
Civic Pride



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



What Can Happen?

- ☑ 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



ED TOMKO
CHRYSLER JEEP DODGE



Committed to the future of rural communities.



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***

A Matrix Of Outreach Tools

Examples of the Campaign's Toolbox Approach: Illustrating Outreach Options That Can Be Executed Based on Stakeholder Interest, Funding, Cooperation, and Timing	
Action Item	Objective(s)
Market/Legislative/Regulatory Assessment	Market Assessment, Identify hurdles, UL, Tank, Blending, ASTM E85 tracking, FlexFuel Pump Funding Support, Incentives
Stakeholder Development Plan	Define Core Team of 5-10 Stakeholders
Stakeholder Campaign Endorsement	Send FFV AC letters to stakeholder database
Funding Plan	Submit Funding Request to stakeholders
Develop Educational Materials	Design/Print/Self Print
Campaign Launch Event	Press Conference
Develop Website	Create content/link to endorsers/interconnect stakeholders
State Government Campaign "Roadmap"	
Solicit Support from the Governor	Letter to request cooperation and support/press conference?
Department of Agriculture	Data support, outreach, intra agency support
State Energy Office	Information regarding funding (DOE SEP/ARRA)
Department of Motor Vehicles	
FFV Registration Database	Define ownership, use, and generate outreach activities
Vehicle Registration Mailings	Define time, cost, agreement opportunities
Vehicle Inspection	POP education, FFV decals, integrate FFV ID
Driver Education Test	Energy awareness, FFV awareness, fuel choice

A Matrix Of Outreach Tools

State FFV Awareness Campaign Tool Box <i>(continued)</i>	
Action Item	Objective
DMV On-site POP educational materials	Provide information, FFV decals, integrate FFV Awareness
Economic Development Office	Request economic stimulation data, ranking, and state priorities
Department of Transportation	Can they track E85 sales? Support highway refueling signage?
Office of Environmental Protection	Location of USTs, ozone attainment, station configuration
Department of Health	Air toxics and air quality education
Fire Marshall	Define hurdles obstacles, dispenser database
Agency Web site links	Assessment of FFV/E85/RFS information
Commercial/Stakeholder Campaign	
Notify Clean Cities Coordinators	Define existing outreach plan
Identify and enroll local FFVAC champion	State point of contact
Auto/Oil/Stakeholder Calendar of Events	Define public events for collaboration/piggyback
Gasoline Retailer Outreach	Develop POC list and contact
Gasoline Retailer Consumer Education	POP information distribution
Gasoline Retailer Workshop	City/Regional
Gasoline Retailer Promotion	E85 give away promotion/Website link
FFV Dealer Car Shows	City/Regional/Car Show
FFV New & Used Dealer Workshop	City/Regional/Car Show
FFV Dealer Consumer Education	Showroom materials, training, Clean Energy Fair
FFV Dealer/Gasoline Retailer Promotion	FFV VIN Number Lotto/Fuel Giveaway

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.



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.



Messaging: Engage the Vehicle Seller and Owner

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

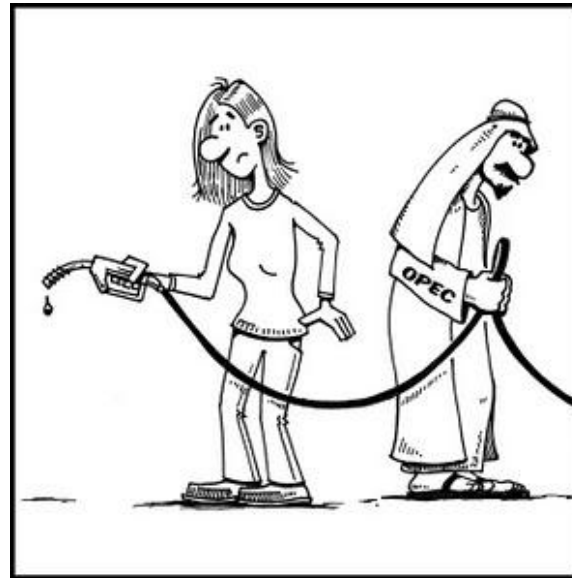
The goal is to make “FlexFuel Vehicle” and “FFV” positive household words synonymous with economic, environmental, energy, and national security. It’s like Energy Star for your car!

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.



Tight supply costs more at the pump.



Using higher blends of ethanol is not altruistic – its 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

	Funding Plan	DOE/SEP Funds	E85 Pumps	FFV Population	Eth. Prod.	Gas Sales	GBC Gov+	Ozone Non-Att.	Clean City	Other Factor
Ohio	Green	Red	Green	Green	Green	Green	Red	White	Green	Ag Sector
Nebraska	Green	Yellow	Green	Yellow	Green	Yellow	Green	White	Red	Ag Sector
Iowa	Green	Green	Green	Yellow	Green	Yellow	Green	White	Red	Ag Sector
MD/VA/DC	Green	Yellow	Yellow	Green	Red	Green	Yellow	Green	Green	National Politics
Texas	Yellow	Red	Green	Green	Yellow	Green	Red	Red	Green	2 nd Gen.
Florida	Yellow	Yellow	Green	Green	Yellow	Green	Green	Green	Yellow	2 nd Gen.
Georgia	Yellow	White	Green	Green	Green	Green	Green	Green	Green	2 nd Gen.
N. Carolina	White	White	Green	White	White	Green	Green	White	White	2 nd Gen.
Indiana	White	White	Green	White	Green	Green	Green	Green	White	NGO Sector
Wisconsin	White	White	Green	White	Green	Yellow	Green	White	White	NGO Sector
Tennessee	White	White	Green	Yellow	Green	Green	Green	White	Green	2 nd Gen.
Michigan	White	White	Green	Green	Yellow	Green	Green	Green	Green	FFV Makers
Kansas	White	White	Yellow	Yellow	Green	Yellow	Green	White	White	Industry
Arizona	Green	Yellow	Yellow	Green	Yellow	Yellow	White	Green	White	DOE Funding
California	Yellow	White	Yellow	Green	Yellow	Green	Yellow	Green	Yellow	DOE Funding

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.

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).

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



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

Questions, Follow up, and Feedback are Always Appreciated

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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