National FlexFuel Vehicle Awareness Campaign

Agricultural Outlook Forum 2012
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February 23, 2012
FFV Awareness Campaign Mission
Locate and educate owners of FlexFuel Vehicles (FFVs) and motivate them to use higher blends of ethanol – in order to meet the national Renewable Fuel Standard (RFS).

Supported by industry, government, and the public, the campaign is working nationwide with dozens of partners to increase the use of ethanol to reduce oil imports, improve air quality, and boost the U.S. economy.
The Team: 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 Producers Utilization Board
- Maryland Clean Cities Coalition
- Minnesota Corn Growers Association
- Texas Renewable Energy Industries Association
- Virginia Clean Cities Coalition
The Problem: Market Saturation & Education

- E10 Blend Wall is here and has a negative impact on existing and new projects and meeting the RFS.
- E15 may have little immediate impact on breaking through the Blend Wall.
- Consumers have not had to choose gasoline or ethanol, until now.
- 65% to 90% of FFV owners are unaware of their vehicle’s special attributes.
- Likely that all these FFV owners are also unaware of where to purchase E15/30/50/85.

- In the process of informing people about the stations we will raise awareness about the cars.
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Key Takeaways from FFV Awareness Campaign in 2010-2011

The Bad News:

- Despite the fact consumers will have to "choose to use," no mainstream education efforts by ethanol/auto/oil interests
- Similarly, no education efforts on negatives of oil
- Startling lack of FFV Awareness--surveys suggest 7 in 10 do not know FFV capability, reducing 9 MM cars to 1-2
- More startling is lack of any sense of energy IQ -- awareness of energy, the RFS, environmental issues, ramifications of dependency, etc.
- All leads to lack of appreciation for ethanol, FFVs
The Good News:

- Once engaged, public receptivity is high and attitudes change rapidly
  - Explaining availability of the no cost FFV option
  - Quickly addressing myths -- performance, cost, mileage, etc.
  - Related issues-- environment, food, etc.

Public Reaction

- Is it cheaper
- Mileage concerns
- Sounds good but no stations near me

FFV Awareness Works--model of recycling, smoking, seat belts, etc.
USDA Grant: FlexFuel Awareness Project

A Project to Leverage the FFV Awareness Campaign and Partner With Industry

Nebraska Ethanol Industry Coalition, the Nebraska Ethanol Board, the Nebraska Corn Board, the Clean Fuels Development Coalition, Clean Fuels Foundation, Bosselman Energy, Inc., Green Plains Renewable Energy, ICM, Maryland Grain Producers Utilization Board, Monsanto, Phibro Ethanol Performance Group, POET Ethanol Products, and Protec Fuels.

A Six State Demonstration Program

This project will focus on six key states -- IA, KS, NE, MD, GA, and FL-- to engage stakeholders seeking to support full implementation of the RFS through the expanded deployment of FlexFuel pumps needed to increase the use of FlexFuels in FlexFuel Vehicles.
Where Can We Go and What is [the-art-of-the] Possible
Objective: Education Will Drive Vehicle and Fuel Choice

Federal Government, State Agencies, Civic and Non-Profit Advocates

Leverage FFV Awareness Website, decals, hang tags, brochures, etc.

Technical Assistance Hotline

Expected Outcomes: Move the E10 Blend Wall & Increase the Support for the RFS
The Big Picture

Establish Core FFV Campaign Stakeholder Team

Identify and Contact Stakeholder Targets For Endorsement and Engagement

Tool Box of Possible Action Items, Tasks, and Deliverables

State Government
- DMW/FFV Database, inspection/registration
- DOT for Signs. Ag, Energy, Environ., Econ. Development, Meetings

FFV Dealerships
- Sales/Service
- Training
- Buyer Outreach
- Public Outreach
- FFV Outreach
- Promotions/Events

FlexFuel Retailers
- POP Education Info
  - General Public
  - FFV Owner
  - FFV Dealer
- Promotions/Events

NGO Stakeholders
- Press Conferences
- Media Releases
- Prepared Articles
- Feed Social Media
- Promotions/Events

Expected Outcomes:
Consumer Awareness and Product Education Leading to the Increased use of Renewable Transportation Fuels to Meet the National Renewable Fuel Standard
Turnkey and Ready to Replicate

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

Civic Pride
Performance Metrics

1. Increase the sale of FlexFuels.
   - Track/validate sales and share data.

2. Increase the deployment of FlexFuel Pumps.
   - Monitor pump growth with the DOE, USDA, EPA, DOT, and industry stakeholder websites.
What can happen?

The Minnesota Model: Public Education Works

- Minnesota has the most successful midlevel blend program – when considering the amount spent on education and number of pumps.
- The state has 225,000 FFVs and 350 stations carrying E85.
- Their education and outreach efforts increased FFV awareness from 10% to 50%, and increased federal and state fleet use of E85.
- Minnesota stakeholders increased the demand for E85 from 8 to 22 million gallons in three years – nearly a 300% increase!
- Other market reports are showing education and outreach can increase sales of higher ethanol blends by up to 30% within a few months.
The Case for More Ethanol & More FFVs

- Obvious energy security/diversity; agriculture/economic benefits,
- Less obvious are environmental/health benefits- ethanol has great resume in CO, Ozone/RFG
  - New CAFE standards will require small bore, high compression engines needing more octane
  - Air Toxics/Aromatic content likely to increase to meet octane needs, resulting in particulates & CO₂
- Mid-level blends e.g. E30 could reduce aromatic content by substituting clean, low carbon, renewable octane for these air toxics
E30 Scenario--Creating a sea change in just one decade

- Current Gasoline Pool of 135 BGPY, 25% aromatic content = 34BGPY
- Modest, i.e. "achievable" reduction in aromatics of 50-60% = demand for a new 15BGPY of ethanol--exactly what is called for in the RFS!!
- Gradual reductions in aromatics, replaced with gradual increase in ethanol, coupled with gradual increase in FFVs, with gradual replacement of pumps with FlexFuel pumps--(10%, or 7700 per year wear out, 245 million vehicle fleet turnover in 13-17 years)
Conclusion & Wish List

- Need More Education for Consumers

- Need continued FFV Credits! No Cost to Government!
  - Under current rule eliminated by 2019
  - No Incentive to build, without them impossible to meet the RFS

- Other programs aimed at infrastructure-- Revolving loan fund, tax incentives for both fuel and refueling equipment, other no or low cost assistance.
Thank you!

For more information log on to

www.cleanfuelsdc.org
www.ethanolacrossamerica.net
www.ffv-awareness.org
301-718-0077