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# National FlexFuel Vehicle Awareness Campaign

**USDA  
FlexFuel Grant  
Project**



## Agricultural Outlook Forum 2012

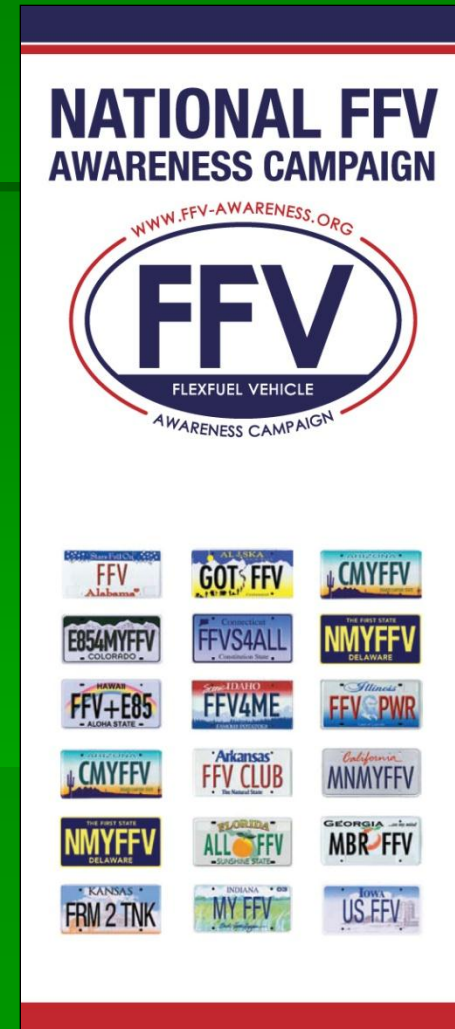
Douglas A. Durante  
Clean Fuels Foundation  
February 23, 2012

# National FlexFuel Vehicle Awareness Campaign

## 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

# Key Takeaways (continued)

## 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.

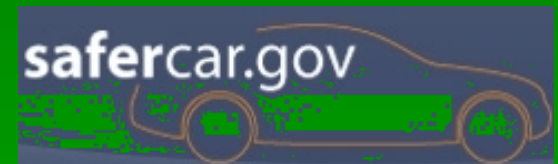
### A Six State Demonstration Program

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



Friends Don't Let Friends Drive Drunk



Aggressive Driving.



# Objective: Education Will Drive Vehicle and Fuel Choice

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



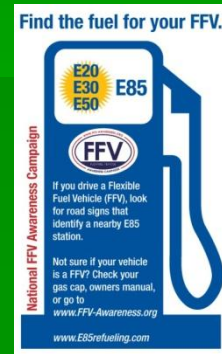
FFV  
Dealers



FlexFuel  
Retailers

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**

**State  
Government**

**FFV  
Dealerships**

**FlexFuel  
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 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



# 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.



## New Guide to E85, FlexFuel Blender Pumps Available

Copies of the guide may be downloaded here!

# 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 & CO<sub>2</sub>
- 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!

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For more information log on to

[www.cleanfuelsdc.org](http://www.cleanfuelsdc.org)

[www.ethanolacrossamerica.net](http://www.ethanolacrossamerica.net)

[www.ffv-awareness.org](http://www.ffv-awareness.org)

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