Increasing Access to Biofuels in Tennessee

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Ethanol Fuels Workshop
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Tennessee’s Biofuel Green Island Corridor Network

• Green Island infrastructure grant program began fall of 2006
  – $1.5 MM in state funds from Governor’s biofuels budget; $480K in TDOT CMAQ funds

• In 2006, one E85 pump in Nashville; several biodiesel pumps in East Tennessee

• Today
  – 33 E85 pumps and 32 B20 pumps
Tennessee’s Biofuel Green Island Corridor Network

• Goal to establish statewide network of publicly accessible B20 and E85 refueling stations (“Green Islands”) along Tennessee interstates and major highways

• Help locate biofuel stations no more than 100 miles apart along major corridors
  – At least one E85 pump/one B20 pump in priority counties
  – At least three E85 pumps and three B20 pumps in urban areas
- Blue indicates priority counties for E85 and/or B20
- Pink counties have met minimum goals
Biofuel Green Island Grants

• Competitive grant process administered through TDOT
• Fuel stations and farm coops invited
• TDOT pays up to 80% of total project costs
• Fuel station pays at least 20%
• Maximum funding $45,000 per pump and $90,000 per location
• Grant application deadline April 30, 2010
It’s Not Too Late!

• Applications will be considered on time if you:
  – Complete the application questionnaire
  – Provide basic information, for example
    • As much cost information and detail as possible
    • New tank or convert existing tank
    • New dispenser or convert existing dispenser
    • What is needed for installation (piping, island, etc.)
    • Photos or Google map
  
• Follow up quickly with more details from cost estimates for capital purchases and installation
  • Cannot increase amount of grant funding requested
Education and Outreach Are Essential

- As a retailer, you must market your products and build demand
- Help increase public awareness of biofuels
- Advertise locally and promote your station locations
- Encourage citizens to use E85 and B20
- Participate in your Clean Cities organization
Visibility is Important

Prominent location of biofuel pumps will help your marketing
Visibility is Important

- U.S. Department of Energy project
- I-65 Corridor from Michigan to the Gulf of Mexico
- Two corridor biofuels stations in Tennessee

Daily’s, Long Hollow Pike, Nashville
TDOT Promotes All Tennessee Green Islands

• Maintain list on TDOT website and update station locators managed by others
  – Tn.Gov Maps (Tennesseewaytime.org)
  – BioTENN (www.Biotenn.org)
  – Growth Energy (www.e85fuel.com)
  – Dept. of Energy Alternative Fuels Data Center (www.afdc.energy.gov/afdc/locator/stations/)

• Interstate Signage Program (blue logo signs)
• Interstate locations on Tennessee State Map
Interstate Signage for Marketing and Public Awareness

• Visible, easily recognizable signage for E85 and B20 along interstate corridors
• Help motorists find biofuel stations and increase consumer demand
• Increase public awareness of biofuels
• Demonstrate state support and endorsement of biofuels
• Help make cleaner, renewable fuels a viable fuel choice for consumers
Interstate Biofuel Signage

• Pump image and “BIOFUEL” added to GAS blue logo signs at interstate exits with B20 and/or E85 stations
• One sign on interstate and one sign on exit ramp (each side of freeway)
• Total of four signs at each biofuel exit
• Stations put B20 and/or E85 on their logo sign
• Arrows on ramp signs direct motorists to station locations
Tennessee Biofuel Signs on Interstate 75

Mainline and ramp signs
State Petroleum Reduction Mandate (PC 489)

- Directs state agencies and public universities to reduce or displace petroleum use
- 20 percent reduction by January 2010
- Make annual progress reports to Comptroller
- Increased biofuels use a major strategy to meet goal
For More Information...

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