

Increasing Access to Biofuels in Tennessee

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TD↑T

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





BIOFUEL GREEN ISLAND CORRIDOR NETWORK PRIORITY COUNTIES



Markers will identify interstate exits where biofuel stations are located.

GOAL (a minimum of):

1 E85 and 1 B20 pump in each priority county
3 E85 and 3 B20 pumps in urban counties

PRIORITY COUNTIES

COUNTIES MEETING MINIMUM GOAL

03-25-2010

The Tennessee Department of Transportation, Planning Division,
GIS Mapping and Facilities Data (TRIMS) Office provided this illustration.
For comments or questions please contact: 615-741-3214

- 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



Quik Mart, Lewisburg



Visibility is Important

AMERICA'S FIRST
BIOFUELS CORRIDOR



Daily's, Long Hollow Pike,
Nashville

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



TDOT Promotes All Tennessee Green Islands



- Maintain list on TDOT website and update station locators managed by others
 - Tn.Gov Maps (Tennesseeanytime.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



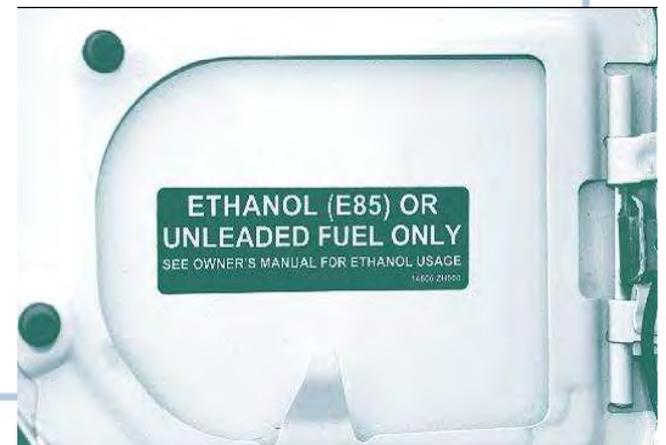
Tennessee Biofuel Signs on Interstate 75

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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