



Governor's Biofuels Coalition
Monday, June 16, 2008

I) Andrew Ballard, Democratic National Convention Committee

Motorpool details:

- 450 vehicles total
- Less than 750 will be served by motorpool
- Donated by General Motors, taken back after event
- Used primarily by media, elected officials, convention officials
- 20% FFVs
- 80% hybrids
- First 100% green fleet for a national political convention
- Drivers will be volunteers
 - GBC attend driver training?
 - Provide information on brochures?

Buses

- 250 buses will be used
- 110 hotels will house delegates, conventioners
 - Hotel clusters include North, West, DIA, Stapleton, Cherry Creek, Tech Center and downtown
- All buses will use B20
- 75,000 gallons of B20 will be used by buses during convention week
- Hydrogen fuel cell bus will be donated by Mobile Energy Solutions
- Hybrid buses will be donated by RTD

Auxiliary power

- 16 generators around Pepsi Center will be used for media locale
- B20 will be used in all generators
- From Aug 11 – end of convention, 180K gal of B20 will be used

Fueling

- Coors is providing all of the E85 for the convention
- Conoco is handling all of the logistics and sourcing
- City and County of Denver is providing the B20
- Broadway and Alameda station will be the primary fueling center for FFVs

- The City and County of Denver will provide E85 from their Rosslyn location

Communications

- Coors public information machine
- Captured market on the bus:
 - Signage, brochures, FAQ document
- Info on prohibitive items
- How to spend your time in Denver
- Identify opportunities to seeks lasting relationships after convention
- Contact: Andrea Robertson, Director of Greening
- Signage in rental FFVs
- Clean Cities trailer on DVD on buses

II) Station updates

- 65 open
- 28 under constructions
- 93 total are in the pipeline or completed
- Trending around 1 million gallons of E85 and biodiesel each month
- Tracking use:
 - Wholesalers can't share proprietary info
 - Infrastructure reporting level makes sense as the GBC funds at this level
 - Infrastructure reporting can be compared against FFV numbers in the same area
- Grant reporting concerns
 - Is reporting manageable with 100 stations up and running?
 - Could GBC create database maintained by station owner log-in?
 - Can reporting be taken out of the grant?
 - Can GBC buy a subscription to coded transactions services?
 - Can GBC work with stores to standardize E85 codes?
- Big goal: open an E85 station near DIA

III) Budget

- State of Colorado budget ends 6/30/08
- A significant chunk of money has been allocated for stations
- Proposed funding for next year:
 - Clean Energy Funds- \$50-100K
 - State Energy Project- \$100K

IV) Outreach

- Dealerships- point of sale
 - Provide educations to salespeople
 - One-pager with info and FAQs- pocket-sized
 - Can be downloaded off of the web
 - 5 points that everyone should know
 - Free tank of E85 with purchase
 - Medved brainstorming
 - Dealerships to approach:
 - Medved
 - Burts
 - Go
 - Weld County Garage
 - Phil Long
 - Al Serra
 - Champion (Windsor- John Chamberlain)

- Rental car companies
 - Educate counter people
 - Create hangtags
 - Designate “FFV rental car headquarters”
 - Incentive programs
 - Sales/gas receipts as “proof” of E85 purchase

- DVD outreach materials
 - Printed vs. electronic
 - DVD more interactive
 - Free voiceovers

- General outreach
 - Web-based ads? (Denver Post, You-tube, flash segments)
 - PSAs?
 - Multi-purpose media tool?

- Moving forward/Plan of attack:
 - Narrower focus- one or two projects
 - Survey station owners re: E85
 - What works?
 - What doesn't?
 - Which questions to you commonly receive?
 - Successes?
 - Challenges?
 - Lessons learned?
 - Opportunities?

- Clean Cities will consult with other groups that have conducted similar projects (other Clean Cities coalitions and CO Corn, etc).
- Educate dealerships
 - Use CO Auto Association as guide (will offer direction and help legitimize message when approaching dealerships)
 - Invite to July 9 meeting for brainstorming

V) Extras

B20 Blending problem (Mark Larson and Renee Shellhorse):

- Wants DOR to add this issue to top 5 legislative priorities list
- Prioritize and change law through rulemaking
- Stacey will forward to Tom Plant, who will then contact Mark Couch, legislative liaison for DOR
- Angie Fyfe would be interested in tax exemptions portion of the rule

Scott Prestridge, Office of United States Congressman Mark Udall

- Congressman Udall and Troy Hill of GBC held press conferences on rising gas prices and highlighted Biofuels industry
- Many media hits, including 5pm news and both Denver dailies