



## **Mission**

The mission of the Governor's Biofuels Coalition (GBC) is to increase the usage, infrastructure and knowledge of biofuels in Colorado. This mission will be accomplished through comprehensive policy analysis, infrastructure funding and outreach efforts.

## **Objectives**

The 2008-2009 objectives and goals of the GBC are to:

- Increase the number of stations offering biofuels from 50 to 72.
- Double the amount of biofuels, as reported in 2007, used in Colorado by working with private and public fueling stations including expanded efforts in agricultural communities.
- Perform analyses to direct the development of biofuels usage in the state of Colorado.
- Support and coordinate outreach events and activities focused on the public, state and local governments and other interested stakeholders.
- Ongoing communication with GBC funding agencies on goal attainment.

## **2008 – 2009 GBC Task Plan**

The GBC has developed a two year plan to accomplish the organization's mission and objectives. In 2008, the GBC will primarily focus on infrastructure development and biofuels analysis to ensure maximized biofuels usage. In 2009, outreach efforts to increase the public's knowledge and use of biofuels will take on a greater role while infrastructure development continues.

## **2008 Task Plan**

### Infrastructure

- Identify additional funding sources for infrastructure development.
- Gather applications for at least 15 new biofuels locations and provide funding through the GBC Coalition's Steering Committee.
  - Review previous projects for possible B20 inclusion.

## Analysis

- Perform a quarterly review of stations identified on the Alternative Fuels Database ([http://www.eere.energy.gov/afdc/fuels/stations\\_locator.html](http://www.eere.energy.gov/afdc/fuels/stations_locator.html)) to ensure that all Colorado stations are listed.
- Establish a 2007 baseline of biofuels sold in the state as reported by both GBC funded stations and all biofuels fueling stations located in the state.
  - Collect and report the quantity and price of biofuels and regular fuels sold at all biofuels fueling stations in the state (both GBC and non-GBC funded stations).
  - Establish weighted preference and increased funding allocations for projects in targeted highway corridors, flex fuel vehicle (FFV) populations, combined biofuels implementation projects and central fueling facilities.
- Refinement of diesel population density map (passenger and light-duty).\*
- Capture and review intrastate diesel traffic data
- Identify at least 60 existing Colorado fueling stations that would be ideal future biofuels fueling locations.
  - From these stations, identify the top ten and work with owners to implement biofuels at their locations.

## Usage

- Increase the number of fueling stations (fleets, retail and agricultural co-ops) selling biofuels from 36 to 54.
  - Establish 2 stations per 5000 FFV population, with goal of having 2 stations per 1000 FFV within 5000 FFV Population (0.8 Michigan to 3 Minnesota, Colorado 0.6 stations per 1000 FFV).
- Double the number of retail stations selling B20 or greater (\*8 month commitment with seasonal allowance).
- Double the amount of biofuels sold in the state (attaining this metric assumes GBC can gather the sales data from non-GBC funded stations).
- Contact all Colorado co-ops and rural marketers to increase biofuels sales and usage in rural agricultural communities.

## Outreach

- Hold grand openings for 50% of funded projects that utilize one biofuel.
  - Hold grand openings for 100% of stations that include both biofuels.
- Develop outreach materials targeted at both public and private fleets to inform them of biofuels station locations.
- Establish major highway corridors for biofuels with highway signage to direct consumers to fueling locations.
- Create media slogan and sound bite for promotion of biofuels.
- Consider partnership with EcoMedia for media outreach and marketing.
- Complete 4 dealership training events.

- Meet with at least 2 major new and used car dealerships to discuss how GEO/GBC can work with them to increase sales of E85-compatible vehicles. GEO/GBC assistance would focus on developing incentives to sell and purchase E85 vehicles. These could include providing the first tank of E85, establishing dealership competitions to incentivize sales staff to increase sales of E85 vehicles and providing dealership recognition and rewards.
  - Establish agreement with at least one station, which is strategically located near each “cluster” of at least 5 car dealerships, to install biofuels fueling infrastructure.
- Support and present at a minimum of 4 public education events (examples: renewable & sustainable energy youth summit, E85 and B20 User Celebration, City of Boulder Sustainable Transportation Event).
- Publish 6 media stories that educate public and private fleets and individual motorists about biofuels.
- Develop a list of co-ops and rural marketers that operate in Colorado.
- Include Colorado farmer groups and agricultural communities that are interested in biofuels in our efforts.

## **2009 Task Plan**

### Outreach

- Hold grand openings for 50% of funded projects that utilize one biofuel.
  - Hold grand openings for 100% of stations that include both biofuels.
- Meet with at least 4 major new and used car dealerships to discuss how GEO/GBC can work with them to increase sales of E85-compatible vehicles. GEO/GBC assistance would focus on developing incentives to sell and purchase E85 vehicles.
- Support and present at a minimum of 4 public education events.
- Continue work with all of the major new and used car dealerships who will agree to partner with us and identify the fuel stations closest to “clusters” of car dealerships and then, together, begin efforts to acquire agreements with the stations to provide E85 to the car dealerships and their customers.
- Educate public, decision makers and agricultural entities on the net carbon benefits and carbon profiles of biofuels as they relate to air quality and green house gases (GHG).
- Redesigning and increasing the involvement of state employees in GBC recognition program.
- Establish a recognition program for city/county fleets, school districts, USPS and other mandated fleets to increase biofuels usage through purchases at retail and fleet refueling locations (Review Minnesota Program).
- Explore possible partnerships with shipping and distribution companies that operate in Colorado.
  - Explore partnerships with EPA SmartWay Transportation Partnerships and other biofuels partnerships.

- Establish 1 – 2 new partnerships with retail marketing companies that will retrofit multiple existing stations to biofuels (goal attainment is dependant upon available program funding).
- Explore ways to disseminate information and visual media to schools and youth environmental groups.
- Explore Renew Our Schools program for biodiesel usage in school buses.

### Infrastructure

- Identify additional funding sources for infrastructure development.
- Gather applications for at least 12 new biofuels locations and provide funding through the GBC Coalition's Steering Committee.

### Analyses

- Perform a quarterly review of stations identified on the Alternative Fuels Database ([http://www.eere.energy.gov/afdc/fuels/stations\\_locator.html](http://www.eere.energy.gov/afdc/fuels/stations_locator.html)) to ensure that all Colorado stations are listed.
- Ongoing analysis as required.

### Usage

- Increase the number of fueling stations (fleets, retail and agricultural co-ops and rural marketers) selling biofuels from 54 to 72.
  - Establish 2 stations per 5000 FFV population, with goal of having 2 stations per 1000 FFV within 5000 FFV Population (0.8 Michigan to 3 Minnesota, Colorado 0.6 stations per 1000 FFV).

### **\*Assumptions**

- Diesel population density map if available.
- Diesel retail map is available.
- Co-ops understand the legal and tax requirements of selling biodiesel.

### **Glossary of Terms**

Biofuels: Biofuels include both ethanol mixed with conventional gasoline in blends greater than 70 percent and renewable feedstock based biodiesel fuels greater than 5 percent.

E85: is E85 (85 percent ethanol blended with 15 percent conventional gasoline) or E70 (70 percent ethanol blended with 30 percent conventional gasoline).

Biodiesel: Biodiesel is any conventional diesel mixed with renewable feedstock based biodiesel in blends between 5 – 20 percent biodiesel.