MN E85 & Flex Pump Development

Governors’ Biofuels Coalition
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Jon Hunter
American Lung Association in Minnesota
CleanAirChoice.org • 651.268.7601
Minnesota E85 Project

- E10 statewide, year-round since 1997
  - Began as a tool to combat wintertime carbon monoxide nonattainment in metro areas
- 1997-98: Minnesota selected as national pilot market for E85 by US Dept of Energy
- Public-private team including MN Corn, Ford, NEVC, State of MN, ALAMN & ethanol producers
- Focus: building fueling infrastructure & consumer education

A Multi-Faceted Approach

Personnel & funding focused on:
- Assist retailers with grants
- Assist in technical, marketing & trouble-shooting
- Public policy issues
- Grant writing/partnership building
- Build consumer awareness
  - Earned Media (publicity)
  - Paid Media (advertising)
  - Special Events
  - Direct Mail
  - Social Media: Facebook & Twitter

Investment: ~$13+ million over 15 years

E85 & Blender Pump Development

Retailers

- 365 E85 retailers
- 77 locations with flex pumps (130+ blenders)

~300,000 flex fuel vehicles

Minnesota E85 & Flex Pump Retailers

Towns in red indicate E85 available

Flex Pump Sites

Minnesota FlexFuel Sales

Yearly E85 and Mid-Blend Estimated Sales

E85
Blends

Minnesota FlexFuel Sales

Building the Infrastructure

MN Grants: E85 & Flex Pumps

Minnesota Corn Flex Pump Development
- Statewide, with priority on metro areas
- $600,000 available
- Average $15k to $20k per site

U.S. Department of Energy Clean Cities
- 7 grants completed, potential for 8 more
- E85 only
- 50/50 match; ~$15k per site

2007-2011 State Funded Program/Division of Energy Resources
- 75% of project cost up to $15,000 maximum per site
- 88 grants completed - $1.3 million

Education

- 20-30 E85 and flex pump promotions throughout the year
- 30+ Exhibits, presentations & workshops
Education

- 68 million **earned** media impressions in 2012
- Paid Advertising: TV, Radio, Print & Sponsorships
  - FlexFuel Fridays: radio and fuel station promotion
  - Metro Transit Bus Tails
  - U of M Gopher Hockey Zamboni Wrap
  - Vikings Football: FFVs park free; Chad Greenway radio ads
  - Billboards

*Clean. Renewable. Close to Home.*
CleanAirChoice.org lists E85 & flex pump sites in Minnesota & throughout the upper Midwest & hosts the E85 price forum.

The Minnesota E85 & Blender Pump Directory is updated quarterly.
Important Tools

- State flex fuel vehicle search
- Tracking E85 and mid-blend sales
- U.S. Department of Energy Clean Cities program
- Network of MN Corn Regional Reps & county organizations
Minnesota Clean Air Choice Team 2013

Minnesota Corn Growers Association
Minnesota Soybean Growers Association
Minnesota Department of Agriculture
Minnesota Division of Energy Resources
Al-Corn Clean Fuel
Highwater Ethanol
Ford Motor Company
General Motors Corporation
U.S. Department of Energy – Clean Cities
American Lung Association in Minnesota


Jon Hunter
Jon.Hunter@lungmn.org
CleanAirChoice.org • 651.268.7601

Twitter: @CleanAirChoice2
Facebook: Clean Air Choice Team

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