Metrics & Lessons from Building the Planet’s Longest Biofuels Corridor – The I-75 Green Corridor Project

TRB 94th Annual Meeting, Wash. DC

Jonathan Overly, ETCleanFuels

ETCleanFuels.org
Reducing foreign oil dependence one fleet at a time.
What is Clean Cities?

Clean Cities advances the nation's economic, environmental, and energy security by supporting local actions to reduce petroleum consumption in transportation. A national network of nearly 100 Clean Cities coalitions bring together stakeholders in the public and private sectors to deploy alternative and renewable fuels, idle-reduction measures, fuel economy improvements, and emerging transportation technologies.
Who is ETCleanFuels?

✓ 13-year old nonprofit in East TN, 501(c)3
  • 2 full-time staff, 1 intern
  • Designated member of U.S. DOE Clean Cities Program (~85 total now)
  • Contract w/ Univ. of TN @ Knoxville for staffing & office space

✓ Focused on transportation sector: Help Fleets Reduce Petroleum Consumption (& improve air quality along the way)

✓ Key metric = GGEs reduced year
  (GGE = Gasoline Gal. Equivalents)
What Does ETCleanFuels Do?

• Support East Tennessee fleets through direct assistance; provide education & resources about & for **ALTERNATIVE FUEL OPTIONS & ADVANCED VEHICLE TECHNOLOGIES**

• Direct fleet & fuel supplier meetings

• Promote alternative fuels & transportation via many channels

• Work to build public access to alternative fuels

• Engage public through open meetings, events, workshops, newsletters, publications

• Look for partnership opportunities; **write grants**
I-75 Green Corridor Project

✓ Submitted as response to DOE non-ARRA 2009 DOE grant solicitation

✓ Our coalition also submitted an I-40 proposal: only I-75 was funded

✓ About 10 Clean Cities coalitions were partners at some point during the project ...
I-75 Green Corridor Project: Coalitions
I-75 Green Corridor Project: Goals

- Add 10 more public E85 pumps & 15 more public B20 pumps at stations along I-75
- Displace 1.78 million gallons of petroleum per year
- Have 6,800 FFVs and 4,300 diesels refueling on biofuels at these stations monthly
- Increase awareness about these stations with local fleets and corridor travelers
- Develop Website that will detail info about the project and the stations
- Work toward distance of no greater than 200 miles between any station of same fuel
I-75 Green Corridor Project: Web

www.CleanFuelsCorridor.com
I-75 Green Corridor Project: Results

✓ We built the “Longest biofuels corridor on the planet” -- 1,786 miles

✓ Added 30 E85 & 9 B20 public pumps to make it possible to drive all the way from Sault Ste. Marie, MI to Miami, FL on your biofuel (200 mi. max distances)

✓ On-target to displace 1.8 MGY of petroleum/year in 2014!

www.CleanFuelsCorridor.com
I-75 Green Corridor Project: Results

Blue = B20 | Yellow = E85 | Mixed = both offered at site

Note: distances.
I-75 Outreach: Mechanics

✓ Worked on press releases and social media campaigns as individual (or sets of) stations opened
✓ Depending on partners, work varied from in-depth to superficial (*Gainesville, FL partnership had greatest overall effort – spread message far and wide*)

✓ Then, had whole-project outreach campaign for an entire week during June 2014
✓ ~20 project partners teamed to release press releases & use social media: Twitter, FB, Instagram
✓ All PRs came out on same day, at start of week
I-75 Outreach: Mechanics

- All partners tweeted directly to 2 very famous people (1-10M+followers) each day, requesting to RT: Bill Clinton, Mark Ruffalo, Willie Nelson

- All partners had a theme for each day and 2 supporting biofuels educational tweets to tweet each day as well

- Used 2 selected hashtags: #i75 and #green

- Flickr as picture repository; have 100+ pix stashed there

- Embedded pix in Tweets and FB posts frequently...
I-75 Outreach: Images

☑ Station images + banners

GALLONS OF B85 AND B20 SOLD SO FAR IN THE PROJECT

3,336,432
25
0.9

I-75 GREEN CORRIDOR
www.CleanFuelCorridor.com
I-75 Outreach: Images

✅ Station images + banners
I-75 Outreach: Images

✓ Station images + banners

I-75 GREEN CORRIDOR
THE WORLD’S LONGEST BIOFUELS CORRIDOR
E85 & B20
WWW.CLEANFUELSCORRIDOR.COM

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I-75 Outreach: Press

Generated a number of nationwide or local media pickups (~30) including 5-page spread at www.BiofuelsDigest.com, one of the most respected biofuels news sites online.
I-75 Outreach: Press

DOE’s Reuben Sarkar (Deputy Asst, Secretary for Transp.) picked up on it and wrote a DOE blog post about it.
I-75 Outreach: Other Details

Website Numbers for June 2014:
✓ www.CleanFuelsCorridor.com
✓ Generated 614 sessions + 1,538 pageviews (roughly 90% of this took place during the 1 week of promotion)
✓ Average session was 4.5 minutes
✓ 45-54 + 55-64 were top visitor age groups
✓ Mobile & tablet were 16% of visits
✓ Canada, Brazil & Spain were top external countries
I-75 Outreach: Other Details

Other results:
- Using Twitter & Instagram, used hashtags #i75 + #green to track and push to groups watching either tag
- Used bit.ly address for shortening & ease: bit.ly/i75cfc
- Catalogued all photos on Flickr, and linked to from site
- Green Car Congress wrote article on their website
- Locally in Knoxville, UT President Joe DePeitro and Robin Williams of WBIR (most well-known local media personality) picked it up and RT’ed, made positive comments
I-75 Outreach: Video

Available at – http://bit.ly/i75video
I-75 Project: Lessons Learned + Best Practices

✓ Build some flexibility into project – might need wiggle room

✓ Have lots of alt-fuel industry friends, and utilize them (and their friends!) – *Ex.: Lost Pilot, found Protec FM*

✓ Use all the tricks available to you, or plan them – *Ex.: Want E85? Can provide you more funds if you’ll include B20!*

✓ Can you drive down prices by allowing/getting partners to apply for multiple sites? – *Ex.: Protec FM wants to add sites*
I-75 Project: Lessons Learned + Best Practices

✓ Think as far through the process as you can for your partners
  – *Ex.: Station did all the work to install B20 then asked parent for approval after the fact... and didn’t get it (BP)*

✓ Used bit.ly address for shortening & easing remembering of links you want to promote (&others to use): bit.ly/i75cfc, bit.ly/i75video

✓ Take photos along the way & catalogue them online: sites, people, utilities; you never know when you are going to need them *(can choose to keep hidden or make available to public)*
Southeast Clean Corridor Crossroads (SC3) TSE Project

- **TSE = Truck Stop Electrification**
- Adding 6 TSE sites from north to south part of EPA Region 4 to enable more Clean Corridors
- 4 in Priority Counties, 2 near to counties
- 4 public, 2 private (BIG opportunity to help drive more private TSE use!)
- Sites include reducing diesel emissions on NINE major corridors across SE!
SC3 TSE Project – Outreach Plans

✓ Developing national education & outreach committee, effort, website
✓ www.TeamTSE.us
✓ Include truckers, trucking Co.s, truck mfg’ers, state trucking assn.s, clean air org.s, state or local government dept.s
✓ Include well-recognized trucking Tweeters (may need funding to have relationship that is desired)
✓ GOAL: Develop plan for increasing TSE usage at ALL SITES across the southeast
My rides...
Thank you!

“We are building a team—a coalition—that will enable fleets across the region to help one another to the ends of saving money & reducing petroleum dependence.”

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