

# REFUEL: SAN DIEGO REGIONAL ALTERNATIVE FUEL COORDINATING COUNCIL

## BIOFUELS SUBCOMMITTEE MEETING

JULY 9, 2015

File number 3200900

### 1. WELCOME AND INTRODUCTIONS

After introductions, Kevin Wood (San Diego Regional Clean Cities Coalition) distributed draft toolkits to the Biofuels Subcommittee. The aims of this subcommittee meeting are to gather input and broader comments on what's missing in the toolkits. Additionally, the goal is to collect information regarding fleets and adapting toolkits to other audiences such as municipal staff.

### 2. TOOLKIT PRESENTATION

Mr. Wood presented the first drafts of toolkits for Biodiesel and Ethanol in addition to an Alternative Fuel Toolkits Background sheet. Topics were based off of a Fleet survey which was distributed to fleet managers. The Center for Sustainable Energy (CSE) is seeking case studies for fleets in San Diego to include them in the toolkits. Jessica Jinn (CSE) reiterated that the draft toolkits reviewed today are subcomponents of larger toolkits for the Alternative Fuel (AF) Toolkits for Fleets. Toolkits will ultimately be reaching five different audiences which are 1) fleets, 2) public agencies, 3) consumers, 4) first responders, and 5) fuel providers.

### 3. TOOLKIT DISCUSSION

Mr. Wood discussed current legislation and activities pertaining to alternative fuel and infrastructure as they related to the Toolkit discussion.

The following comments were made about revisions and additions to the toolkits:

- The price per gallon and how to portray this information on the toolkits
  - The cost of biofuels is constantly changing; thus, noting a historical range or average percentages to identify the value were recommended.
  - A graph was suggested to portray this information and to illustrate that the price maintains cost competitiveness.
- Where the toolkits will be housed and method of distribution
  - The Clean Cities website was mentioned as a host to discuss with members and fleet managers.
  - Other groups such as the Chamber of Commerce and the Sierra Club's website were brought up for outreach as well.
  - San Diego Air Pollution Control District (SDAPCD) is still developing their website, but they would be happy to assist with distribution.
  - Tom Bartley suggested the possibility of collecting names of people interested in learning more about the toolkits for fleets and making visits on a volunteer basis.
  - Mr. Wood suggested coordinating co-events to obtain contact information of interested fleets and individuals.
- Fuel Providers Toolkits and Target Audience
  - There was discussion on the category for marketing and a better understanding of the target audience.
  - It was mentioned that distributors are blending diesel with biodiesel and there is a need to look at who is face to face with the consumers.

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- The topic of engagement and getting information to the “jobbers” was highlighted (engaging with them because of government mandates and learning about AF).
- Discussion about public agency operations and public agency legislators took place.
- Clean Cities Board members can speak to legislators and the toolkits can be used as another opportunity for engagement.

Mr. Wood mentioned providing valuable information without overwhelming readers. Mr. Wood also mentioned training programs for first responders, such as railroad safety and national programs for fire departments that will exist in a separate toolkit.

## *Biodiesel Draft Toolkit Comments*

- Jennifer Case (New Leaf Biofuels) mentioned that the language about highest energy output may be confusing to normal consumers. The subcommittee came to a general consensus about adding that biodiesel is “non-toxic” and safe for handling.
- Terminology revisions about removing B100 & B99 and changing the language to B20 or Biodiesel.
- Revisions to the vehicles list are needed because any diesel vehicle can use a blend of biodiesel.
- Ms. Case will send Ms. Jinn a revised statistic about the percentage of OEMs who allow B20.
- Incentives that the fuel providers have information about will be emailed to Mr. Wood and Ms. Jinn to include in the toolkits.
- The case study list will be reviewed and CSE is hoping to include a case study about UCSD. If fuel providers have information about local documented case studies, it could be included as a full-page feature.
- Mike Lewis (Pearson Fuels) mentioned the importance of having a tank of a reasonable size for fuel economy and cost-effectiveness and to make sure to purchase fuel from a reputable provider.
- There was discussion about the necessity of the “Financing Your Vehicle” page of the toolkits. The page may not be necessary and suggestions were made to instead have OEMs listed who have diesel and biodiesel vehicles.

## *Ethanol Draft Toolkit Comments*

- Mr. Lewis noted that the language should be revised to “E85” or “Flex-Fuel” because you cannot purchase pure ethanol.
  - Pearson Fuels is planning to open 4 new stations in San Diego before the end of 2015. CSE will check with Pearson Fuels to include these stations before finalizing the toolkits in December 2015.
- Ms. Jinn mentioned that there were issues finding local studies of E85 and Mr. Lewis mentioned that Caltrans and the federal government purchase E85.
- It was suggested to add in the logos for the manufacturers of flex fuel vehicles (e.g. GE) rather than listing their names, this can also be mentioned for the Biodiesel toolkit.
- The issue of getting ethanol stations built due to demand was discussed. Mr. Wood mentioned that the toolkits are intended to help fleets understand the fuel and asked the subcommittee for input on how to stimulate demand.
  - Pressure needs to be put on why vehicles are exempt; the Department of Energy gives exemptions.

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- Caltrans had a mandate to use an E85; however, the mandates are not being enforced.
- Accountability of the mandates — there is some national tracking; however, the mandates are not monitored extensively

## 4. CLOSING COMMENTS

Mr. Wood will keep taking emails and CSE is open to resources from members that will assist with the toolkits. The next edit of the toolkits will be sent out in late August, early September. Anna Lowe (SANDAG) mentioned that ideally the toolkits will expand and the drafts are to become complete documents at the end of September so that they can be shown to target audiences.

### Attendees

- Kevin Wood – San Diego Regional Clean Cities Coalition
- Anna Lowe – SANDAG
- Michelle Martinez – SANDAG
- Mike Evans – San Diego Regional Chamber of Commerce
- Jessica Jinn – CSE
- Candace Chu – CSE
- Mike Lewis – Pearson Fuels
- Tom Bartley – Tom Bartley Ideas
- Danielle Brannan – New Leaf Biofuels
- Nick Cormier – San Diego Air Pollution Control District (SDAPCD)
- Jennifer Case – New Leaf Biofuels
- Nilmini Silva-Send – Energy Policy Initiatives Center (EPIC)