

## 2012 Michigan Ethanol Infrastructure & Marketing Incentive

### Ethanol

Ethanol is a domestically sourced alternative fuel available for use in high percentages in select vehicles that have been modified to accommodate the alcohol fuel. Currently, there are over 8 million flex fuel vehicles on the road nationally, with over 13 billion gallons of ethanol produced domestically in 2010. Offering E85 along with mid-range ethanol blends at your station is a great way to support domestic fuel sources while reducing harmful emissions and mitigating environmental impacts.



### Financial Assistance for New Pumps

Diversifying your station's fuel availability does not have to come at a significant cost. Station managers that install an ethanol blender pump are eligible for up to \$10,000 in grant assistance to cover the incremental cost of providing this fuel option. When coupled with available state and federal incentives, stations are looking at a nominal investment with the potential for a big impact.

### Marketing and Advertising Assistance

In addition to providing infrastructure assistance, Clean Energy Coalition can provide funding for **outdoor** signage\* to ensure effective communication of E85 and ethanol blend availability to consumers. Funding of up to \$5,000 is available per station, designated for use on billboards and targeted on-site advertising. This marketing assistance can be used to enhance visibility and promote the availability of ethanol blends at the facility and can be utilized in conjunction with grant funding allocated for blender pump installation.

### Additional State and Federal Support Federal Incentives

- Ethanol Infrastructure Grants and Loan Guarantee: Eligible service stations providing ethanol blends qualify for a loan guarantee of up to \$25 million and grant funding of up to 25% of the total project costs.

## 2012 Michigan Ethanol Infrastructure and Marketing Incentive: Program Details

### Program Purpose

Clean Energy Coalition works with area stakeholders toward promoting alternative fuel options regionally with the intent of expanding available infrastructure to encourage broad based adoption of alternative fuels, such as ethanol. Working with the Corn Marketing Program of Michigan (CMPM), Clean Energy Coalition is offering incentives to station owners to support ethanol market awareness and infrastructure investments into ethanol blender pumps.

\* Priority will be given to stations that elect to promote E85 and blended ethanol availability via billboards

## Program Objectives

To increase ethanol availability and adoption throughout the State of Michigan by offering incentives to help cover the incremental cost of fueling station revisions and by helping new or existing ethanol stations with marketing/education. Sites for ethanol pump infrastructure should accommodate travel routes of E Pact mandated fleets that have purchased flexible fuel vehicles and/or alternative fuel credits.

## Incentives

Clean Energy Coalition has received funding for the 2012 Michigan Ethanol Infrastructure & Marketing Incentive from the Corn Marketing Program of Michigan. Funding allocations of up to \$10,000 can be used for costs associated with the purchase and installation of necessary materials and equipment compatible with ethanol fueling infrastructure and/or for hanging hardware necessary for the dispensing of the fuel. Funding allocations of up to \$5,000 or 50% of total cost (whichever is less) can be used for on-site and/or off-site signage that advertises the availability and/or price of ethanol. The actual advertisement(s) must be developed in conjunction with the Corn Marketing Program of Michigan and Clean Energy Coalition.

## Eligibility

The ethanol fuel pumps must be UL-certified blender pumps capable of dispensing E85 and mid-range ethanol blends. For more information on ethanol and ethanol blender pumps, visit: <http://www.ethanol.org/index.php?id=84&parentid=29>

Incentives are available for both retail and public fleet locations. Incentive applications demonstrating any of the following will be given priority: stations along interstate corridors within three miles of an exit; stations located on major connectors and intersections in or near large metropolitan areas; stations near large fleets of FFVs or stations that serve large numbers of federal or state government or other E Pact mandated fleet vehicles. Public fleet applications will be prioritized based on demonstrated quantity of ethanol to be dispensed. Marketing and advertising applications will be taken on a case-by-case basis, subject to approval by the Corn Marketing Program of Michigan and Clean Energy Coalition.

## Proposal Solicitation, Review and Award Process

Application for the 2012 Michigan Ethanol Infrastructure and Marketing Incentive grants are open and subject to monthly review until all grant funds have been committed.

### **For additional information on this program, including application instructions, contact:**

Matt Sandstrom  
Division Manager, Clean Energy Mobility Clean Energy Coalition  
734.585.5720 x27