

# 8<sup>TH</sup> ANNUAL GREEN VEHICLES WORKSHOP & EXPO



## **Green Into Gold**

Consumer and Fleet Incentives  
Wisconsin Clean Cities Program

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Executive Director  
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In 2010 US Spent **\$337 billion**

Daily World  
Production

85  
million

U.S.  
Consumes

25%

In 1970, we imported 24% of our oil.



Today it is nearly **70%**

## Clean Cities' Mission

To advance the energy, economic, and environmental security of the United States by supporting local decisions to adopt practices that contribute to the reduction of petroleum consumption in the transportation sector.

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- Sponsored by the US Department of Energy's Office of Energy Efficiency and Renewable Energy Vehicle Technologies Program
- Provide a framework for businesses and governments to work together as a coalition to enhance markets
- Coordinate activities, identify mutual interests, develop regional economic opportunities, and improve air quality

- 87 active coalitions in 45 states
- 775,000 AFVs using alternative fuels
- 6,600 AFV stations
- 8,400+ stakeholders

## Clean Cities Coalitions



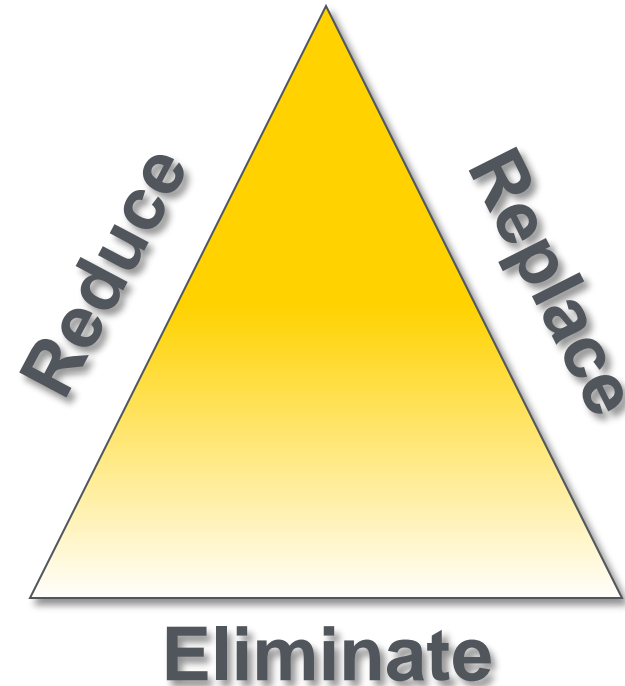
Coalitions are made up of local and national stakeholders.

- Over 4,000 local stakeholders
- 49% private stakeholders



- Create jobs and commercial opportunities
- Educate fleets, elected officials, and the general public
- Encourage the use of alternative technologies
- Expand infrastructure
- Increase demand and help develop market-driven products
- Increase public awareness
- Support regulated fleets

- **Replace** petroleum with alternative fuels and low-level blends.
- **Reduce** by promoting energy efficiency in vehicles through advanced technologies and more fuel efficient vehicles.
- **Eliminate** by promoting idle reduction, greater use of mass transit, trip elimination, and other congestion mitigation approaches.



## Alternative Fuels and Vehicles

- Biodiesel
- Electricity
- Ethanol
- Hydrogen
- Natural gas
- Propane

## Fuel Blends

- Biodiesel/diesel blends (B2, B5, B20)
- Ethanol/gasoline blends (E10)
- Hydrogen/natural gas blends (HCNG)

## Fuel Economy

- Fuel efficiency
- Behavioral changes
- Vehicle maintenance initiatives
- Vehicle miles traveled (VMT)

## Hybrids

- Light- and Heavy-duty HEVs
- PHEVs

## Idle Reduction

- Heavy-duty trucks
- School buses
- Truck stop electrification

## ***DRIVING WISCONSIN FORWARD***

The Wisconsin Clean Transportation Program (WCTP) is a state wide initiative aimed to achieve significant reductions in fuel and emissions by supporting the increased use of alternative fuels, advanced technology vehicles and the installation of infrastructure.

The Wisconsin Office of Energy Independence received the highest award of \$15M from among 25 projects awarded throughout the United States. The cost share leveraged from the 31 state partners is \$17M.

## **Clean Cities Community Readiness and Planning for Plug-in Electric Vehicles and Charging Infrastructure Funding Opportunity Announcement**

**TOTAL PROGRAM FUNDING \$ 5,000,000**

**April 19, 2011.** President Obama announced the goal of 1M advanced technology vehicles on the road in the United States by 2015. In support of this goal, and emphasizing electricity as a transportation fuel, this Funding Opportunity Announcement seeks projects to plan and implement policies, procedures, and incentives that facilitate this goal. Overall, this effort will help to decrease our nation's dependence on petroleum and reduce greenhouse gas emissions by accelerating the deployment of plug-in electric drive vehicles and electric vehicle supply equipment (EVSE).

## Biomass Research and Development Initiative

*Total program funding (2011): \$30M*

*Deadlines: Pre-application: May 31, 2011; Full Application: October 4, 2011*

The USDA and U.S. DOE have released a joint funding opportunity for fiscal year 2011 which requires that funded projects integrate all three legislatively mandated technical areas. These areas include:

- (A) Feedstock development,
- (B) Biofuels and biobased products, and
- (C) Biofuels and biobased products development analysis.

## TRANSPORTATION IN THE PARKS – Due May 9, 2011

- Funds capital and planning expenses for alternative transportation systems in, and in the vicinity of, federally-managed parks and public lands.
- Areas of interest include projects that:
  - introduce innovative technologies
  - prevent or mitigate adverse impact on a natural resource
  - reduce congestion and pollution
- \$25 million expected to be available, up to 45 awards anticipated

## NATIONAL PARK GRANT

CLEAN CITIES currently has a Grant opportunity to green any National Park in Wisconsin! Includes all on-road & off-road vehicles and equipment.

## **UNITED STATES DEPARTMENT OF AGRICULTURE (USDA)**

### **E85 –BLENDER PUMPS AVAILABLE TO RURAL BUSINESSES**

- Grants are also available for audits of energy improvements and studies to determine the feasibility of renewable energy systems;
- Agricultural producers in non-rural areas are eligible for REAP assistance.

## **Catalytic Upgrading of Thermo-chemical Intermediates to Hydrocarbons** – Due May 6, 2011 (see OEI website)

## **Bio-energy Program for Advanced Biofuels** – Due May 10, 2011 (see OEI website)

## **Bio-refinery Assistance Program** – Due May 10, 2011 (see OEI website) Biomass Research and Development Initiative – Pre-application due May 31, 2011 Final response due October 4, 2011

## WISCONSIN OFFICE OF ENERGY INDEPENDENCE (OEI)

### **E85 and Mid-Level Ethanol Blend Retail Infrastructure:**

Applications for fuel retailers to site E85 and blender pumps at retail refueling outlets near major interstate/highway routes and fleet users in Wisconsin.

**Biodiesel Retail Infrastructure:** Applications for fuel retailers to site biodiesel blends (B20 and above) at retail refueling outlets near major interstate/highway routes and fleet users in Wisconsin.

**Biodiesel Terminal Infrastructure:** Applications for fuel companies with access to bulk fuel, at terminal operations, to provide biodiesel blends for distributors in Wisconsin.

## Government Incentives

### Tax Credits

**Ethanol & Biodiesel Fueling Station Tax Credit** – Tax credit available for installation or retrofit of fueling stations that dispense E85 or B20+.

**Alternative Fuel Infrastructure Tax Credit** – Expires December 31, 2011 – Federal Tax credit available for the cost of installing alternative fueling equipment. Credit is up to 30% of the cost up to \$30,000 for equipment in service before 1/1/09. A 50% tax credit up to \$50,000 for equipment installed after 1/1/09. Multiple site credit available at each location.

**Biodiesel and Renewable Diesel Production Tax Credit** - \$1/gallon production tax credit for biodiesel, the small agri-biodiesel producer credit of .10/gallon and \$1/gallon production tax credit for diesel fuel created from biomass.

**Alternative Fuel Excise Tax Credit** –expires 12/31/11 - .50 cents per gallon credit for alternative fuels sold for use or used as a fuel to operate a motor vehicle.

**Ethanol Tax Credits** – extended through 2011 the per gallon tax credits and outlay payments for ethanol and includes extensions of tariffs on imported ethanol.

**Wisconsin DNR – Diesel Retrofit Projects** – Funds available for projects completed in eastern ozone non-attainment counties

**WPPI Energy – Electric Vehicle Incentive Program** – Members can offset cost of purchasing selected electric and hybrid electric vehicles as well as plug-in hybrid electric utility line trucks and for conversion of standard hybrid electric vehicles to plug-in hybrid electric vehicles.

## **Qualified Plug-In Electric Drive Motor Vehicle Tax Credit –**

Available for the purchase of a new qualified plug-in electric drive motor vehicle \$2,500 - \$7,500. Conversions eligible for 10% of conversion up to \$4,000. Low speed electric vehicles, electric motorcycles and three-wheeled vehicles may receive tax credit up to \$2,500. Restrictions apply.



## Congestion Mitigation and Air Quality (CMAQ)



- Source of funding to state and local governments for transportation projects and programs to meet Clean Air Act requirements.
- Available in nonattainment areas, which currently includes southeastern Wisconsin.

**THANK YOU FOR MAKING A  
DIFFERENCE IN WISCONSIN!**

**For more information, please contact:**

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