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10-ALT-01

DATE JUN 03 2011

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June 3, 2011

TO: California Energy Commission
Dockets office, MS-4
Re: Docket No. 10-ALT-1
1516 Ninth Street
Sacramento, CA 95814-5512

RE: 10-ALT-1: Advisory Committee Meeting – PUBLIC COMMENT

The California Ethanol Vehicle Coalition appreciates the opportunity to comment on the 2011-12 Alt Fuel Investment Plan. Once again, the plan recognizes and incentivizes promising alternatives to foreign oil, and is consistent with state goals. On balance, nicely done. I offer two comments:

- 1) The funding proposed for E85 station support is modest but appreciated. I am certain several companies will apply, as station growth is much needed. I understand that your intent is for these grant recipients to incorporate communications and outreach programs into their funding responsibilities, but I am concerned that this doesn't always result in a broad-based plan that reaches policymakers, activists, media, and consumers across the key regions of the state.
- 2) CEC should strongly consider a separate category for "Outreach and Education Programs" – available for any fuel or vehicle technology. As your AB 118 summary says: "Establish workforce training programs, conduct public education and promotion, and create technology centers." I was at the May 23 workshop, and heard Bonnie Holmes-Gen ask what was being done to reach out to Flex-Fuel Vehicle owners so that they might be more aware of E85 fueling station availability. The answer seemed to be a gesture to the admirable work of Propel. We need more than that. I submit that a separate, yet coordinated, effort by organizations like the California Ethanol Vehicle Coalition would go even further and cast a wider net. Cal-EVC has formulated a cohesive, scalable, and cost-effective outreach strategy designed to build up the nascent biofuels industry, connect FFV owners and automotive sales personnel to E85, as well as build awareness and support for biofuels among key constituencies and influencers. All we lack is funding. Without this, the industry will continue to languish, face misguided criticisms filled with half-truths, and risk further economic setbacks.

We need your support for public outreach and education efforts on behalf of renewable fuels! Please consider a separate line item opportunity that encourages fact-based, grassroots communications programs for carbon-reducing transportation fuels. Even \$1 million, with up to 4 or 5 awards, would make a difference. I would be glad to meet with your staff to explore ways to set this up so that funding can be equitable, measured, and consistent with AB 118's intentions.

Sincerely,

Joe Irvin
Executive Director, CEVC
jirvin@calevc.org