



Request for Proposals

Issued by:

Association of Central Oklahoma Governments
Clean Cities Program Office
21 E. Main Street, Suite 100
Oklahoma City, OK 73104-2405
405-234-2264, ext. 275

**The Association of Central Oklahoma Governments
seeks partners to establish public-access fueling stations
to dispense ethanol-blended fuel in Oklahoma**

Issued: April 10, 2006

Executive Summary

The intent of this document is to facilitate the issuance of financial resources that will be used to assist the development of public fueling facilities to dispense ethanol-blended motor fuel in concentrations not less than E10 (10 percent ethanol, 90 percent gasoline) and not greater than E85 (85 percent ethanol, 15 percent gasoline) in Oklahoma. Fueling pump dispensers, supply lines, storage tanks and all other related equipment and materials such as in-line filters, dispenser hoses, nozzles, fittings and connectors, piping, etc. must be E85 compatible.

Applications for funding are being accepted on an ongoing basis until monies are expended. Review of applications and award of funds is on a first-come, first-served basis. Applications should be completed and returned to the Association of Central Oklahoma Governments (ACOG), Clean Cities Office, 21 E. Main Street, Suite 100; Oklahoma City, OK 73104-2405. Staff in the ACOG Clean Cities office and a review panel will consider the merits of each application prior to distribution of any financial support.

ACOG has undertaken every effort to simplify the process of awarding funds to establish new ethanol-blend fueling sites. In order to be considered as a potential recipient of monies, all items included in this application **must** be completed.

Questions concerning the application process, format or content of materials may be submitted to Yvonne Anderson, Clean Cities Program Director by calling the Clean Cities office at 405-234-2264, ext. 275.

ACOG reserves the right to select or reject applicants absent further dialog. Unless otherwise indicated, all materials submitted are available for review by ACOG's Board of Directors and its members.

General Information:

The funds being offered are federal funds. All covenants and requirements pursuant to the use of such monies will be followed by ACOG and sub-recipients.

ACOG may award up to \$149,025. Grants will be for a period of twelve months. ACOG expects to limit awards to \$25,000 - \$30,000 per site, but this amount may be modified at the discretion of ACOG.

Eligible recipients include: individuals; private groups or organizations; state, local and other units of government; and corporations both public and private. Preference will be given to projects establishing E85 ethanol-blend fueling at public access, attended locations where fuel purchase methods include fleet and credit card transactions as well as cash transactions.

Projects located in the ACOG substate planning district (Oklahoma, Logan, Cleveland and Canadian counties) will receive additional weight (see Evaluation Criteria on page 13)

Eligible expenses include: equipment and labor charges related to the installation of above-ground or underground storage tanks, fueling pump dispensers, supply lines, and all other related equipment and materials such as in-line filters, dispenser hoses, nozzles, fittings and connectors, piping, etc. necessary to the dispensing of ethanol-blended fuel. **All materials and equipment must be E85 compatible.** Additional eligible expenses may include but are not limited to surface concrete work, bumper posts, electrical work, and permits.

Funding will not be granted for: the installation of point-of-sale computerized workstations, VGA monitors, card processing equipment, or the purchase or installation of equipment to update a fueling site to read high coercivity magnetic strip cards or to join a computerized cardlock network. While recognizing the desirability and worth to the retailer and fleet operator of this type of upgrade, these expenditures are outside the scope of this grant funding.

All potential project applicants will be contacted regarding the disposition of their submissions. Recipients of these funds will be required to enter into further discussions with ACOG regarding the detailed scope of work of the project(s).

Vendor must provide “cost share” or “matching funds” totaling not less than 33% of the final cost of the project. Cost share may be in the form of cash contribution to the project, as well as land value and in-kind services. Services such as general office costs, employee wages, etc. that would be paid regardless of ACOG funding do not qualify as eligible expenses or in-kind services to meet the cost sharing requirement of this RFP.

Please make your application both brief and concise.

ACOG will serve as the final adjudicator in regard to potential questions, confusion or interpretation of these instructions.

Outline and Format

Please be aware of the deadlines as outlined:

A faxed **NOTICE OF INTENT TO APPLY is requested.** The NOTICE OF INTENT (included in this Request for Proposals) enables us to properly estimate the number of applications we will receive for review purposes.

Fax the completed notice of intent to:

Association of Central Oklahoma Governments
Attn: Yvonne Anderson
Fax: 405-234-2200

For funding consideration, complete the Organization Information Page, Volumes I through IV, and the Signature Page within this document.

Provide separate applications for each infrastructure project.

Mail or deliver applications to:

Association of Central Oklahoma Governments
Clean Cities Office
Attn: Yvonne Anderson
21 E. Main Street, Suite 100
Oklahoma City, OK 73104-2405

ACOG anticipates that successful applicants will be notified of awards within 90 days of receipt of applications. Applications will be considered on a first-come, first-served basis until funds are expended, or until June 30, 2007, whichever comes first.

For questions or clarification, contact Yvonne Anderson at 405-234-2264, ext. 275.

**This document, in Word format,
contains computer fill-in enabled fields.**

NOTICE TO ACOG OF INTENT TO APPLY

Complete and Fax this notice to:
Association of Central Oklahoma Governments
Attn: Yvonne Anderson
Fax: 405-234-2200

Name of Company or Organization Requesting Financial Support	
Mailing Address of Company or Organization	
City:	
State:	
Zip:	
Name of Primary Contact:	
Email of Primary Contact:	
Phone number with area code of Primary Contact:	- -
Fax number with area code of Primary Contact:	- -

Application Table of Contents

Organization Information	Page 6
Proposed Project (Volume I)	Page 7
Marketing and Promotional Plan (Volume II)	Page 8
Budget and Budget Justification (Volume III)	Page 9
Application Signature Page (Volume IV)	Page 10
Appendix	
Vendor Participation Information	Page 11
Evaluation Criteria and Weights	Page 13

Organization Information

Date of Submission:	
Name of organization requesting funding:	
Federal Employer Identification Number:	
Mailing Address:	Street or P.O. Box: City: State: Zip:
Physical Address if different from mailing address:	Street Address: City: State: Zip:
Contact Name:	
Title:	
Phone (with area code):	- -
Fax (with area code):	- -
Email:	
Website:	
Organization's mission:	
Geographic area served (area of Oklahoma, i.e. Central Oklahoma, NW Oklahoma, SW Oklahoma, SE Oklahoma, NE Oklahoma): City or town(s) (specify): County(s) (specify):	
Congressional District (specify):	
Identify the market or market segments that your organization serves:	
Summarize the proposed ethanol fueling infrastructure project:	
Amount of funding requested:	
Total project cost:	
Local funds (applicant) provided (cost share must be not less than 33% of the total project amount):	

Volume I

Proposed Project

1. Describe the proposed ethanol fueling infrastructure project including (use additional paper as needed):

- a. Fueling site information including location, hours of operation, type of location, i.e. c-store, travel stop, service center, fleet fueling center, etc.; attended or non-attended, number of pumps, current throughput by fuel type, and any other information that would make this site competitive.
- b. Name, address, phone and fax number of proposed vendor/owner/manager of fueling site.
- c. Name, address, phone and fax number of potential ethanol fuel supplier (if known).
- d. Layout of fueling station and proposed location of E85-compatible pump(s).
- e. Include a “rough” sketch of the existing site and the location of the proposed E85-compatible storage tank and dispenser(s).
- f. Installation timeframe (estimated start date and completion date).
- g. Planned and projected sale, in gallons, of ethanol-blended fuel for a one-year period.
- h. What is the unique nature of this project as it may compare to others competing for these funds?

Volume II

Marketing and Promotion Plan

The establishment of a local marketing/promotional plan is integral to the effort to introduce ethanol blends, or any form of alternative fuel, into the transportation fuel system of a community or an organization. At a minimum, local marketing includes the placement of the price of the ethanol blend on the marquee of the station, pump toppers, station window signage, etc.

Provide a description of the marketing and promotional plan that will be established to ensure awareness of the ethanol-blend fueling pump.

Example:

Tactic	Due Date	Target Audience	Cost Estimate	Budget Source
Take out newspaper ads in local newspaper(s) over a four week period advertising availability of ethanol-blended fuel	upon completion of equipment installation and fuel delivery	general public, and area fleet managers	\$15,000	Local (applicant)
Hold week-long Grand Opening of new ethanol pumps at station with point of purchase promotions such as free car wash with 15 gallon purchase of ethanol-blended fuel; complimentary soft drink with ethanol fill up, etc.	upon completion of equipment installation and fuel delivery	general public, and area fleet managers	\$14,000	Local
Purchase and distribute 10,000 ethanol fuel brochures at POP	Four weeks prior to Grand Opening through 6 months following Grand Opening	general public, and area fleet managers	\$1,000	Local
Distribute window decals/bumper stickers to first 10,000 ethanol fuel customers	During and following Grand Opening until supply exhausted	general public, and area fleet managers	\$2,000	Local
Total Estimated Marketing Costs			\$32,000	Local

Volume III

Budget and Budget Justification

Provide a detailed budget for the project. Identify what expenses will be assumed locally and what expenses are being requested from ACOG. If available, attach quotes from equipment manufacturers, estimates of the cost of promotional items (if needed) for marketing plan, outreach efforts, etc.

Example:

Cost/Expense	Source	Local (applicant)	ACOG	Total Expenses
Site ABC (pump location – 1/3 of total site unimproved land value)	Local	\$60,000	0	\$60,000
Site ABC materials and installation	ACOG	0	\$30,000	\$30,000
Marketing materials and costs	Local	\$10,000	0	\$10,000
Total Project Budget		\$70,000	\$30,000	\$100,000
Percent of Total Budget		70%	30%	100%

Volume IV

Application Signature Page

The undersigned, an authorized officer of the organization, does hereby certify that the information set forth in this grant application is true and correct and that all attachments are true and correct.

NAME OF ORGANIZATION REQUESTING E85 FINANCIAL SUPPORT

NAME AND TITLE

SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL

DATE

Vendor MUST check appropriate boxes in agreement: (if viewing this document in Word format, double click on shaded box, then mark checked in Check Box Form Field Options)

If ACOG funds are awarded, I, the vendor of the proposed ethanol-blend fueling site, agree to contribute a minimum of 33% of the final budget of the project.

I, the vendor of the proposed ethanol-blend fueling site, certify my understanding of ethanol blending specifications including which blend of E85 fuel should be used throughout each month of the year.

I, the vendor of the proposed ethanol-blend fueling site, agree to realize the lowest price of fuel if ACOG funds are awarded.

I, the vendor of the proposed ethanol-blend fueling site, agree to abide by the contract that will be issued if ACOG funds are awarded.

NAME OF PROPOSED VENDOR:

SIGNATURE OF PROPOSED VENDOR: _____

DATE:

Appendix

Vendor Participation Information

Vendors participating in this solicitation must:

1. Provide a contribution of a minimum of 33% of the final budget of the project. This may include, but is not limited to:

- a. Amount (in dollars) calculated for disruption of business during installation
- b. Any existing inventory, calculated in dollars, that will be used during installation and the future dispensing of the ethanol-blended product
- c. Value of the vendor's property that will be used for the installation of the E85-compatible fueling system
- d. Amount (in dollars) of marketing and promotional activities vendor will dedicate to the project.

Vendor certification of financial participation must be acknowledged on the Signature Page.

2. Certify their understanding of E85 blending specifications including which blend of E85 fuel should be used throughout each month of the year

- a. Alternative fuel blend from May 1 - September 31 should contain 85% ethanol, 15% gasoline
- b. Alternative fuel blend from October 1 – April 30 should contain 70% ethanol, 30% gasoline

Vendor certification regarding the ethanol blending specifications must be acknowledged on the Signature Page.

3. Agree to use existing fuel incentives to realize the lowest possible retail cost of ethanol-blended fuel

- a. A New Volumetric Ethanol Excise Tax Credit interactive worksheet in Microsoft® Office Excel format explains how a vendor should price E10 blended fuel, the Summer blend of E85, and the Winter blend of E85. It can be obtained from the ACOG Clean Cities office at (405)234-2264 along with a fill-in enabled Microsoft® Office Word version of ACOG's Request for Proposals to establish public-access ethanol (E85-compatible) fueling stations.

Vendor certification of understanding of ethanol-blend tax incentives and fuel pricing must be acknowledged on the Application Signature Page.

4. Agree to abide by ACOG contract. A sample contract can be found at www.acogok.org/Newsroom/RFPs.asp along with a copy of this Request for Proposals for Proposals to establish public-access ethanol (E85-compatible) fueling stations.

Vendor certification of ACOG contract must be acknowledged on the Agreement Signature Page.

Evaluation Criteria

Probability of project success based on technical feasibility of the project	Weight 10
Location of project (proximity to Central Oklahoma and/or participation in the Central Oklahoma Clean Cities program)	Weight 35
Marketing and promotional plan elements, time period over which activities will occur, community or organizational outreach activities.	Weight 10
Extent of proposed cost participation above minimum requirement of 33%. Projects are evaluated on the <u>value</u> of the cost share and the type of in-kind services, if any, being offered. A cash contribution tied directly to the project is valued much higher than in-kind services. In-kind services such as general office costs, which would be paid regardless of ACOG funding do not meet cost share requirements.	Weight 10
Extent that projects incorporate the sale of E85 fuel (as opposed to projects proposing the sale of E10 fuel only).	Weight 35