



**SMART FUELLING**

# INSIDER

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## A MESSAGE FROM **SMART FUELLING**

As we say goodbye to summer and get back to school, work, and our regular routines, it's important to start the fall with good habits. Often, this time of year means more driving—running errands, dropping your kids off at school, and driving them to their extra-curricular activities. It's an ideal time to put our fuel efficiency tips to good use to get the most out of your vehicle, and save money at the pump.

The fuels sector has continually worked hard to promote innovation to increase efficiency, and biofuels have been an important part of that. But what are biofuels? This month, we delve into the history of biofuels and how they are most commonly used. We also introduce you to yet another city that has successfully adopted Smart Fuelling and share our top back to school fuel efficiency tips.

We hope you enjoy this edition and wish you a wonderful start to the new school year!

**The Smart Fuelling Team**

*Smart Fuelling*



## COMMUNITY SPOTLIGHT: **TERRACE, BRITISH COLUMBIA**

Terrace, a municipality in northern British Columbia, became a part of Smart Fuelling earlier this year. They are among many cities who have adopted the program, but are the first community to do so in northern British Columbia. City Council unanimously supported that the City develop a voluntary fuel pump nozzle education program to be available, at no cost, to all fuel stations in the municipality.

Many gas retailers have volunteered to install the Smart Fuelling labels on their gas pumps, nozzles, and retail store windows.

“Anything that we can do to reduce our fuel usage and mitigate climate change can help to protect the healthy air and natural environment that our residents desire,” stated Mayor Carol Leclerc in support of this initiative.







## CANADIANS LOVE TO DRIVE. **CAN WE CHANGE?**

In last week's blog, we talked about **how consumers can contribute to a lower-greenhouse gas emissions future**. We discussed embracing public transport, hopping on bikes and getting to work (and play) on foot, and how we might need to rethink how we get around.

### **But Canadians love to drive.**

Today, only one in 10 trips are taken on public transit; in fact, transit use is growing more slowly than car use.

That's partly due to the suburban growth: getting to work downtown from a neighbourhood several miles away is challenging if transit systems are slow and infrequent.

Helping citizens choose low-emission transportation comes down to making options – like transit – convenient, efficient and affordable.

### **Change is possible – but it won't be fast, or free**

As a country, we have a long way to go. It will take a lot of time and a lot of money to create **“smart” communities**. Large investments are required to:

- build light rail systems
- add more bus routes
- improve co-ordination between transit modes
- install dedicated bike lanes
- develop multi-use corridors

All of this infrastructure development will likely take decades, but that's no reason to hold back on planning today. New neighbourhoods, for example, give communities the chance to plan, and to change things for the better, says Tonja Leach, director, communications and national affairs for **QUEST** (Quality Urban Energy Systems of Tomorrow.)

“Walkable main streets and creating the opportunities to live, work and play in the same neighbourhood are the essential cornerstones for putting the ‘urban’ back in suburban,” she said, “and it starts by supporting higher-order transit as well as active transportation choices (like biking and walking) through effective land-use planning.”

However, there are already initiatives underway to “retrofit” suburban developments by encouraging higher-density mixed use neighbourhoods, said Leach. This is happening in Montreal, Edmonton, across the Greater Toronto Area in Markham, Richmond Hill, and Mississauga, and in the Metro Vancouver area including Surrey and New Westminster.

### How Canadian Fuels is helping

The Canadian Fuels Association supports a lower-emission future, and is helping the cause through events and education.

- We regularly publish **tips to help Canadians save on fuel** on our blog, and you can also find helpful tips on the **Smart Fuelling website**.

- We are partners in the AJAC EcoRun, where some of Canada’s top auto journalists test-drive a variety of eco friendly vehicles. Journalists are also tested on their eco-driving techniques. The green jersey (much like the yellow jersey in the Tour de France) is presented to the journalist who achieves the best fuel-efficiency. Check out this **three-part blog series for a look at last year’s EcoRun**, including eco-driving tips and an overview of new available vehicle technology.
- We are proud supporters of **SmartWay**, which helps freight operators improve their fleet’s fuel efficiency.

We talk to everyone: **our members**, the industry, governments, municipalities and consumers, because we must all work as a team to achieve a lower-carbon transportation future.





# BACK TO SCHOOL DRIVING TIPS

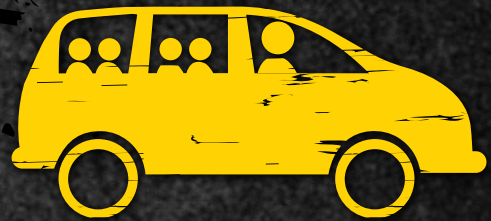
WHAT YOU SHOULD KNOW FOR THE NEW SCHOOL YEAR

## TURN OFF YOUR ENGINE



Avoid idling when dropping off or picking up your child. Turn off your car when waiting for your child and ensure you are in a designated pick up or drop off zone.

## ORGANIZE A CARPOOL SYSTEM



Establish a carpool system with families in your neighbourhood. Consider taking turns and creating a schedule that works well for everyone.

## WALK OR BIKE TO SCHOOL



Consider biking or walking to school. Use sidewalks, bike paths and other safe routes to get from home to school without a car.

## USE PUBLIC OR SCHOOL TRANSIT



Have your child take the school bus, if possible. If your home is close to a school bus route, walk with your children to the bus stop in the morning to avoid driving.



## THE EVOLUTION OF **BIOFUELS** IN CANADA

Though they may seem like a new concept, biofuels have been around for a long time, as long as the first automobile was released in 1908. Henry Ford designed the Model T to run on ethanol.

Despite their early existence, biofuels are still being researched and further developed to maximize their potential. Here are a few key facts about biofuels and their impact on our environment, energy and economy.

### HOW THEY'RE PRODUCED

Ethanol is a liquid alcohol made of oxygen, hydrogen, and carbon. It is obtained from the fermentation of sugar or converted starch

contained in grains and other agricultural or agri-forest feedstocks. In Canada, ethanol is presently made mostly from corn and wheat. Ethanol can be produced for different applications, such as industrial ethanol or fuel grade ethanol. Research into technology to produce ethanol from non-food sources is advancing rapidly and is close to commercialization.

### HOW THEY'RE USED

Ethanol is blended with gasoline to produce a fuel which has environmental advantages, and can be used in gasoline-powered vehicles manufactured since the 1980's. Most gasoline-powered vehicles can run on

a blend consisting of gasoline and up to 10 per cent ethanol which is available at many regular service stations across Canada.

Some vehicles are specially manufactured to operate on an ethanol blend that contains up to 85 per cent ethanol and at least 15 per cent gasoline. The 15 per cent gasoline is needed to assist with starting the engine because pure ethanol is difficult to ignite in cold weather. This E-85 blend cannot be used in standard gasoline vehicles. Vehicles designed to run with a high ethanol blend can, however, also operate using gasoline when necessary.



E-85 is currently used by some organizations with large vehicle fleets and there are a few commercial stations offering E85 at their pumps.

## THE BENEFITS OF BIOFUELS

### **Reduces greenhouse gases.**

Ethanol reduces greenhouse gas (GHG) emissions because the grain or other biomass used to make the ethanol absorbs carbon dioxide as it grows.

### **Is a renewable energy source.**

Since most of the sources for biofuel like manure, corn, switchgrass, soyabeans, waste from crops, and plants are renewable, it makes the use of biofuels efficient in nature.

**Boosts the agricultural economy.** Ethanol contributes to regional economic growth and job creation, particularly in rural communities, creates construction and operations jobs at ethanol production plants, and helps strengthen and diversify rural economies.

## THE LIMITATIONS OF BIOFUELS

### **Reduces fuel efficiency with use of E85 and above.**

Vehicles must be equipped with larger fuel tanks to offset the fuel's lower energy content.

### **Production is costly.**

Increasing biofuel production is a long-term operation, which would be quite expensive.

### **Can result in monoculture.**

Growing the same crop every year may deprive the soil of nutrients that are put back into the soil through crop rotation.

## CANADA'S PERSPECTIVE

In Canada, the federal government mandates a minimum of 5% renewable fuel content, though some provinces have implemented higher blend requirements.

The government is also showing great interest and increased investment in the future of biofuels by supporting several initiatives. One example is the **ecoENERGY for Biofuels Initiative**, which is investing up to \$1.5 billion over 9 years to boost Canada's production of biofuels. The initiative provides operating incentives to producers of renewable alternatives to gasoline and diesel based on production levels and market conditions. It makes investment in production facilities more attractive by partially offsetting the risk associated with fluctuating feedstock and fuel prices.

We are sure to see many changes and advancements in the biofuels industry in the coming years, so we encourage you to stay informed about the future of fuelling.

Sources: **Natural Resources Canada** and **Conserve Energy Future**







## BECOME A PART OF **SMART FUELLING**

### **WANT TO JOIN IN OUR EFFORTS TO HELP CANADIANS IMPROVE THEIR FUEL EFFICIENCY AND REDUCE GREENHOUSE GASES?**

We are always looking for new industry partners and municipalities who want to inform and motivate consumers through Smart Fuelling. Whether it's a helpful fuel efficiency tip on a fuel pump, a handout at a gas station convenience store or information on your website, we can all work together to create a better, cleaner tomorrow.

**Join Terrace and many other communities that have already implemented the program today! Call us at (613) 470-8555, email us at [admin@smartfuelling.ca](mailto:admin@smartfuelling.ca), or sign up to receive our updates on [smartfuelling.ca](http://smartfuelling.ca).**

We look forward to the opportunity to partner with you to set a positive precedent to reach Canadians everywhere!

**SMART FUELLING**  
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\*10 Ways to Cut your Fuel Consumption by 15% was adapted from a [Canadian Fuels Association Blog](#) originally released in June 2016.





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