

Sequential Fuels the Future

City: Eugene, OR



Business Oregon helped Sequential Biofuels Retail (SeQuential) realize its vision of a revolutionary retail fueling station on a contaminated site in Eugene with a \$50,000 loan from the Brownfields Redevelopment Fund. The more than \$3 million redevelopment project included funds from the US EPA, SELP loan from DOE and private company funds. The project created 10 jobs and set a new standard for sustainable fueling stations in the future.

The former Franko #15 service station was left abandoned after petroleum contamination was discovered on the site in 1991, and became the property of Lane County through tax foreclosure by 2004. In an effort to revitalize the site, Lane County entered into negotiations with ODEQ and SeQuential. A Brownfields Cleanup Grant from the US EPA in 2005 along with a matching brownfields cleanup loan from Business Oregon started the cleanup, which included soil excavation, installation of monitoring wells and collection and treatment of groundwater. Today, the property's unique features, such as bioswales to capture and filter storm water, are designed to prevent recontamination. Other "green" features include solar canopies at the dispensers that provide 30 to 50 percent of the site's electrical power, the convenience store's ecoroof as well as its interior constructed from untreated wood and other architectural design features that allow the store to heat and cool naturally.

Located along the McVay Highway in Eugene, the SeQuential retail station was the first alternative fuel retail station in the Pacific Northwest offering biofuel blended with petroleum as well as ethanol blends for flex-fuel vehicles. The station and adjoining coffee shop/natural food market is substantially run on renewable power through its self-contained solar array and wind power. The retail station currently serves between 400 and 7000 customers in the Eugene area every day.

A recipient of the 2007 National UST Phoenix Award, the Sequential Biofuel Clean Up project is a pivotal representation of what tomorrow's brownfields can encompass, including the potential to accommodate alternative energy options.

SeQuential opened the first biofuels station in the United States at the Eugene site and has developed the largest biofuels retail network in the region with more than 35 biofuel pumps at independent retailers in Oregon and Southwest Washington.

Located in Portland and in Eugene, the company's goal is to see biofuel regionally produced and regionally consumed. To this end, the company entered a joint venture with Pacific Biodiesel (Maui, Hawaii) in 2004 and launched the Sequential-Pacific biodiesel plant in Salem that is credited with being the first commercial biodiesel production facility in Oregon and only the second commercial biodiesel production facility in the Pacific Northwest. The Salem facility can produce up to five million gallons of biodiesel per year.