

SmartWay Webinar Series: New Partner Orientation

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Cover Slide, Mary Walsh, EPA: This webinar is for those partners that are new to SmartWay, and especially for the first time SmartWay applicants--you know who you are. You're those who have raised your hands this year and said "I'm interested in SmartWay; I have given SmartWay my company's contact information." But you've not yet submitted a tool. And I hope this presentation helps you as you consider submitting your tool. This orientation will help familiarize you all with the SmartWay program and its benefits. It's our way of welcoming you into the program.

Today's Discussion:

Let's talk a little bit about today's discussion, this overview. We'd like to just mention that many times, the executive, COO, or CEO of a company understands the benefits of SmartWay, or maybe the director of transportation understands SmartWay. But the contact person that we work with may not have been briefed on SmartWay. They might not know where the program comes from, what it's about, or why it was developed, and this webinar is perfect to start getting them familiarized with SmartWay.

We'll go over the roles EPA and you, our partners, or applicants (when you become partners) we'll go over the roles and responsibilities of the various parties. For the general outline of our presentation we will discuss this and the benefits of the partnership. We'll talk about our peer-reviewed tools and some of the outputs generated from the tools. And the tools are for assessing environmental performance. We'll discuss the resources and guidance documents that we provide that help you complete the tools, but also help you achieve your efficiency objectives in your operations. We'll touch upon collaborative efforts, our recognition and awards programs, and we'll wrap up by discussing the SmartWay brand.

As this is only an orientation for SmartWay, the information we're providing today is not designed to replace the instructional tool webinars, or the webinars about our awards program, or any of those other specific topics that are covered. They occur throughout the year, tool webinars a few times a year, and you can check the SmartWay webinar page to see what's coming up. But if you're already a partner, or an applicant, you should be notified by email when those webinars are coming up. And they are also announced on the SmartWay website.

Background:

Let's talk a little bit about SmartWay's background. A quick overview of the program's design, goals, progress, and why we chose to address freight movement.

EPA was interested in the goods movement supply chain because a lot of energy is consumed and a lot of greenhouse gas (GHG) emissions are generated in so doing. In fact, over a quarter of all GHG

emissions in U.S. economic sectors come from transportation. And from that, almost a quarter comes from heavy-duty vehicles.

Since 1990, transportation has been the fastest-growing source of GHG emissions, and GHG emissions from heavy-duty vehicles are the fastest-growing contributor to that increase.

Initiated in 2001, EPA staff worked with leading freight movement experts, including businesses, national organizations, and academia to develop SmartWay. It was conceived as a non-regulatory EPA program that reduces the transportation-related emissions from the freight sector by creating incentives to improve supply-chain efficiency via a public-private partnership with the freight sector.

Through extensive stakeholder input and peer review, the program developed standardized tools and metrics for collecting and reporting data on freight operations. It appeals to freight sector businesses because improved freight efficiency not only generates savings for operations, but it also reduces harmful emissions. This provides a means for them to highlight their environmental reputation and be a good corporate citizen.

What is SmartWay?

First launched in 2004 as a complete program, with our Charter Partners in the Shipper and Truck Carrier partner category, SmartWay is market-based, voluntary, and free. Currently over 3,000 carriers--including rail, barge, multi-modal, and now air--plus logistics companies and over 250 shippers, are members of SmartWay. It is recognized as the industry standard for carbon accounting systems. SmartWay ranked first among all the choices of supply chain sustainability programs used by leading retailers and manufacturers, according to a survey conducted by *American Shipper*.

SmartWay components are used as a model in many other countries' freight sustainability efforts, and the Massachusetts Institute of Technology (MIT) has said that SmartWay is the "gold standard" for freight-carbon tools. I hope I've whetted your appetite a little bit for what's to come!

SmartWay = Freight Movement Efficiency:

So SmartWay's not just a recognition program, it's not just a pat on the back, or a gold star, it is also a commitment to continuous improvement in freight-movement efficiency.

Our goal is continuous improvement in moving freight with lower energy consumption, and consequently, lower emissions. It becomes a "win-win-win-win" for the industry, the economy, public health, and the environment. We do this by facilitating the adoption of technologies and strategies for greater supply-chain efficiency, and using quality data to benchmark and track performance. We measure the savings that result in money, gallons of fuel, and barrels of oil saved, and also by looking at the resulting emissions reductions. Our focus is mostly on carbon dioxide, which is a surrogate for fuel consumption--they vary together-- as well as NOx and PM emissions.

Company Logos:

In SmartWay, your company is in good company. You are the leaders. SmartWay now has broad, freight industry support. Partners include the top 100 U.S. truck carriers, all Class I rail lines, Fortune 500® shippers for every major business sector, and major logistics firms.

SmartWay was adopted by Canada in 2012. It's our sister program and is the same way we run it here, except, of course, they also use French and it's in the metric system there. We are now looking at

Mexico to join us. We're creating "SmartWay North America," so to speak, and we're coordinating with nations around the world who are interested in dealing with green freight issues.

We're very quickly becoming a global standard for freight-carbon accounting.

How SmartWay Works:

How does SmartWay work? SmartWay provides standardized tools and methods to help businesses in the supply chain industry understand the environmental efficiency of their freight operations, so they can establish improvement goals, save fuel, and reduce costs.

The review of data and collection and segregation by business types allows shippers to identify which carriers best fit their shipping needs, and make informed choices about a particular carrier's load.

SmartWay provides a tool for each partner category. It also allows carriers to see how well they perform relative to other carriers in the same category. It also helps them determine when there are opportunities to achieve greater efficiency and to save money. EPA's technology verification program also evaluates fuel conserving-technologies on its website, and recommends these and other strategies via technical bulletins and webinars.

Carriers debating whether they are likely to receive the return on investment they need to invest in such technologies can make informed choices by checking the technology verification pages on the SmartWay website <see www.epa.gov/smartway/forpartners/technology.htm>. They can see information on technologies that deliver on efficiency before they make a purchase.

EPA also provides recognition for top-performing partners and those who are successfully using innovative methods to improve efficiency.

How You Address Supply Chain Performance:

<on screen: *graphic showing 5-step cycle*> Let's take a look at the big picture on how SmartWay helps you address freight supply chain sustainability, focusing on energy efficiency and emissions performance. It's a cycle of continuous measurement, analysis, insights on improvement, and actions to improve efficiency, which leads to more measurements. Of course we don't expect everyone to do this all in one year.

We start the cycle with measurement. You measure your operations and SmartWay provides tools that collect certain measurements of your operations. This allows you to benchmark your performance. When you report this benchmark data you can discuss where you're doing well, and where there are areas for improvement. Comparing against others like you, that is your peers in your industry, will also give you insights. You can use this information to review your strategies and equipment and decide how to innovate in ways that can address those areas. You implement the decisions that you made to improve efficiency, and put into action the changes to technologies and strategies. When you've done this, you return to the top, where you measure once again and compare to your previous benchmark to see to what extent you are achieving benefits. And so on through the cycle, where you report, decide on the changes needed to be made in your operations, implement as necessary, and continue to measure how you are progressing.

Why Participate?

Sustainability drives SmartWay. Let's take a look for a moment at the results SmartWay delivers—not only for our partners, but also for organizations interested in sustainability. Demand for participation in SmartWay is coming from both within and outside of the freight industry. Increasing interest in sustainability led to an interest in carbon accounting in business. SmartWay provides information useful in carbon accounting efforts. As you see, I put—very boldly—fuel use equals dollars for you, and equals savings in carbon dioxide, which is the focus for us. We're coming at the problem from different directions, but we're working together to find solutions. EPA is here to reduce emissions, and you're in business to make money and stay in business. Shippers and many other companies also have something called corporate social responsibility reporting and we can help with that, too. As I mentioned a little bit previously, they need to determine GHG emissions from many sources—freight is one of these. SmartWay provides a standardized way of calculating emissions. Without SmartWay, many shippers would be asking their carriers for the information. Whereas, in this program, we provide that information in a very easy-to-access format. That gives the shippers what they need, and spares the carriers from figuring out how to provide that information to shippers.

Shipper emissions show up on shareholder reports, social responsibility reports, carbon disclosure reports, GHG protocol reporting, etc. Shippers are looking to their carriers increasingly to provide this kind of information to them, so they can do this kind of reporting. In fact, some SmartWay carriers are required by their shippers to be members of SmartWay. Some shippers require their carriers to be certain bin levels within SmartWay. Some shippers give preferential fuel surcharge rates to SmartWay carriers or high-performing SmartWay carriers. They may give bonus points in bid proposals and carrier selection data. They may request that carriers submit their SmartWay registration and document with their bid.

SmartWay Results:

<on screen: 3 graphs showing reductions in CO2 emissions, oil consumption, and fuel costs>

You can see how much SmartWay partners have saved in emissions, fuel, fuel costs—this information presented here we prepared through the 2015 reporting year for truck carriers.

You can see "Reduction in CO₂ Emissions by SmartWay Truck Carriers," starting with this beginning interval where we had our "SmartWay 1.0" tool and then moving through our better, new and improved, in 2009, our information collection tool. You can see where we started and how we've made a steady progression in cumulative emissions reduction in terms of CO₂.

Since 2004, SmartWay truck carrier partners have saved 72.8 million metric tons of CO₂, which is roughly equivalent to the amount of CO₂ emissions (that is, carbon dioxide emissions) that would be created to supply the energy needs of over 6.6 million American homes over the course of an entire year.

You can also see fuel cost savings to our truck carrier partners. They have saved, cumulatively, \$24.9 billion in fuel costs, and over 170 million barrels of oil. In terms of other emissions, it also works to reduce NO_x and PM. Cumulative reductions of NO_x are 1.5 million short-tons and 72,000 short-tons of PM₁₀, which is a form of particulate matter of interest for health issues. So, thanks to you, we have a win-win situation for the environment and for your bottom line.

SmartWay Roles:

We're moving to the part of the presentation where we talk about your roles and ours. As we work together, we at SmartWay commit to promote your company's participation in the partnership. We'll talk a little bit more about that when we come to our partner recognition segment of the program.

Another thing we promise to do is to keep the information you're submitted to us confidential. The only information featured on our website and in public reports are performance ranges. Specific company data points are not publicly identified. I'll pay a little more attention to that a few slides down.

Also, we help partners achieve goals for reducing fuel consumption and emissions. We do this by our constant and relentless improvement of the tools. Just this year, we've made major improvements to the ease of use of the SmartWay Truck Tool, and we're going to replicate that throughout various other tool types. We've been listening to your feedback about what you like about the tool, and what you don't like as much. We're trying to work to make the experience of SmartWay, including the tool, as user-friendly as we can make it while still giving the opportunity to collect good, quality data.

The tool also has provided self-checking to make sure that the information you're submitting is going to be the kind of information we're looking for. You won't run into these error messages because, throughout the tool, there are often opportunities for the tool to check and make sure that, "Yes, this is the data I expect. It's not out of the expected range."

We have a very high standard of customer service. Our Partner Account Managers (PAMs) that help our partners are known for their quick responses and professionalism. We have in mind that we are here to help industry, and we want to be value-added and provide a useful service for you. Your Partner Account Managers—we call them "PAMs" for short—all have significant experience in private industry.

We also help our partners achieve their goals for reducing fuel consumption and emissions through our industry outreach and facilitated collaboration. We're doing our part to highlight the importance of the freight industry and the great strides it has made in cleaner vehicles and operations.

Partner Roles:

Let's turn to your roles as partners. Basically they boil down to two main areas of partner requirements. Every year we ask that you gather information on your freight operations, and that you submit that information to EPA via our SmartWay tools. These tools allow us to create an environmental assessment of your performance. The other main thing you need to do is to assign both a *working contact* and an *executive contact*. Let's talk about who they are.

Your company's working contact should be someone familiar with the operations of your company, and who understands your freight data. This is not the kind of job you want to fob off on a secretary. You need to have someone who knows the business. We also recommend that there be trained backup staff in place, ready to assume the duties for the SmartWay data collection and entry into the SmartWay reporting tool, in case your primary working contact departs or changes his or her duties.

The other kind of contact we have you designate is the executive contact. We need to have someone at the company who can accept the terms and conditions of the SmartWay Partnership Agreement for the company. This person also makes sure that there's a plan for continuity in place if the working contact leaves the company or is otherwise unable to act.

These jobs are occasionally one and the same, especially for our smaller companies. But, we don't recommend it. It's good to have more than one point of contact. The working contact is the go-to person for the data, but, if for some reason, both the executive contact and the working contact are unavailable, or they're the same person and not available, it's often a good idea to provide an alternate contact in addition. It's not required, but it's good to know there's someone else we can reach, just in

case. Many times we've had to deactivate a partner, which we really hate to do. They haven't turned in their tool, then we try to contact the person listed in our database and tell them their tool is due, and we get no response. This is usually because the contact has left the company or has gone to a new position, so we don't want that to happen.

One more partner role—it's not in the partner agreement, but it's kind of implicit when you sign up: you look for ways, as a SmartWay partner, to use the information you get from the tool outputs to optimize your freight operation. I'll tell you more about how we can help with that.

Partner Benefits:

Moving into partner benefits... I mentioned that the SmartWay program provides a standardized way to look at your freight operations. It helps your company identify opportunities to increase efficiency and reduce fuel costs, and to provide information for your carbon accounting program.

The main benefits are from the peer-reviewed, standardized tools, and we support this with our comprehensive user guides, worksheets for data collection, sample tools and technical documentation. *<these are found on the "For Partners" page at <https://www.epa.gov/smartway/forpartners/index.htm>; select the tab corresponding to your partner category>* There's also the help that I mentioned in the tool, including question boxes and video screen demos that walk you through the process.

<on screen: photo of SmartWay Partner Account Managers> But we don't want you to feel intimidated or overwhelmed with any process. Even though we're working to provide all kinds of resources for you, sometimes you need the human touch. That's what you see back there. Our SmartWay team is always here to assist, and all of you will have a SmartWay ID and have been assigned SmartWay Account Managers. Those are the people you can see standing in the photo there—your PAMs—who act as your personal, free SmartWay consultants. They are standing at the ready for you.

Tool Website:

Now before you fill out your tool, you'll have a chance to get familiar with it by attending one of our SmartWay Tool Demonstration Webinars. These webinars tell you how to provide the information that we transform into the outputs we were just talking about. For those of you who have not yet filled out a tool, I want to quickly show you our tools and resources page. As an example, what you're seeing here is what the partner resources page for truck carriers looks like. We got there by going to the SmartWay website and then looking in "For Partners," and then going to the SmartWay Partner Resources page. I clicked on the Truck Carrier tab, which you can see is where the red arrow is pointing down. This is also your Web link to this particular page. You click on any tab, depending upon what partner category you fall into. I don't know if you can read that, but you can see shippers, logistics companies, multi-modal, etc., all arrayed along here. *<see <https://www.epa.gov/smartway/forpartners/index.htm> >*

First, when you land on this page, I cannot stress enough—there are *two things* you need to do before you download the tool. First of all, once you've found your correct partner page, you want to go and look at your user guide and your resources. You want to find your SmartWay worksheets. They're typically found down here under the User Guides in the *Quick Start Guide*—you'll find all the information you're going to need to complete the tool right here in the same order that you'll be filling it in when you use the tool. Just like when you do your taxes, your secret to success is having all your information ready to go before you get started.

The other thing I really recommend that you do is that you walk through the [example tool](#). This is the tool itself, but you want to go first and look at a filled out example with dummy data. It lets you see how the information flows through the tool from one screen to the next. Only after you've taken a look at the worksheets and the example tool, are you ready to download the tool. Make sure you [right click](#) on it, like it says in the instructions, instead of just saving. Even as you're going through this tool, remember that you have these user guides.

I talked about the *Quick Start Guide*, but there's also another one called the *Data Entry and Troubleshooting Guide*. If you open it up, it might seem frighteningly long. But, never fear, it's not meant to be read cover-to-cover. It's just there to help you get through any sticking points you may encounter at any point in the tool. Go to the *Data Entry and Trouble Shooting Guide*, find the topic where you had a question in the Table of Contents, click on it, and it links you directly to the page in the document. It has a screen shot and an explanation of what you do.

Also, you want to make sure that you know what the due date for your tool is when you go to this screen. Whatever partner category you're in, you'll see this box to the right that has a countdown of how many days are left before tools are due. If you're a truck carrier, you will have been assigned to one of three groups, each of which has its own deadline. This keeps our PAMs from having an onslaught that all comes in the week they are due.

In case you were wondering, depending on the size of your company, it typically takes about two to four hours to gather the data and complete your tool. Some people take more time, some people really zip through it—it really depends on the system and the specifics of your situation. Now if this sounds like a lot, can you ask yourself, "do I have two to four hours per year to do something that can save my company fuel and money, and also protect the environment?" I hope the answer is "yes!"

If you don't know what partner category you are for sure, or you can't remember—you don't know which group of the truck carrier tool you should be submitting in—remember your PAM is "your SmartWay guru." They can fill you in on this and answer many other questions you might have.

Methods and Data Quality:

I want to take a moment to talk about methods and data quality. One of the reasons that SmartWay is the gold standard for freight-carbon accounting is because of the rigor that we require in the collection, handling, and use of the data. We transform your data into measures of efficiency and environmental performance of the supply chain. We depend on you—our partners—to provide quality data in your tool submission. The greater the integrity of your data, the more valuable a resource it is for you. Quality data lets SmartWay provide you with better information to benchmark and report your carbon footprint and emissions performance to meet your carbon accounting needs and performance goals.

Tools and supporting documents are peer-reviewed and developed in collaboration with stakeholders and industry experts. They provide guidance on collecting quality data that businesses need to calculate their supply chain carbon footprint. Reliable performance outputs help the freight industry cut costs and benchmark against your competition, as well as against your previous year's performance, because we can provide year-to-year comparisons. These methods are used throughout the SmartWay tools and across common platforms for you as a shipper, logistics company, or carrier to review the relative performance of various transport models of different carriers, and carrier rankings within similar carrier types. This provides an opportunity to hold a dialogue on working together and increasing efficiency of goods transport.

Data Quality Best Practices:

We have a data quality best practices document that was prepared in collaboration with our partners. We thought it was important to let people know about data quality best practices to minimize risks of inaccuracy and poor comparisons resulting from non-standard data sources, collection practices, and processing. As I touched upon briefly before, our tools have built-in quality consistency checks, including out-of-range reports (OOR) that you might see or hear people talking about when discussing it with the PAMs. Also, EPA reviews tool reports for errors and inconsistencies. As a result, partners can be confident that rankings are fair among similar types of partners. It's possible to use comparisons to see where you excel, and where you might need to increase your efficiency. This guide called *Driving Data Integrity in the Transportation Supply Chain*, is available also in the "For Partners" area of the website under "Data Quality."

<see <https://www3.epa.gov/smartway/forpartners/documents/dataquality/420b13005.pdf>>

SmartWay Reports for Carriers:

After you've submitted your SmartWay data is when you start getting the *real* payoff for your work: your company's performance assessments. When you've finished inputting all the data we've asked for—even before closing the tool and sending it to EPA—it can immediately begin to provide you with reports summarizing data inputs and tool outputs on environmental performance, fuel usage, and freight efficiency metrics, within each freight category. Once you benchmark this information, you can identify areas to improve efficiency and track performance from year to year, as well as seeing how your performance compares to other companies like yours.

Make sure when you're completing the tool that you remember you can generate reports that give you spreadsheets organizing the data you input and the tool output. <See the two buttons, "View Your Data Reports" and "Review your Year-to-Year Performance" under the YOUR RESULTS area of the HOME page.> These reports, particularly the year-to-year comparisons, can help you spot errors in the tool—especially if you find large discrepancies between the current year and the previous year for which there is no obvious explanation. That's why some people go ahead and they check their year-to-year comparison *before* submitting to EPA. If I haven't made major changes to my operations and there aren't any other factors involved that would tend to cause the differences I see between this year and last year, <and the year-to-year comparison shows no big change,> then I can say "yeah, I feel pretty good about the data I submitted." But, if you do see a big change and you aren't sure why that should be, you might want to go back and review what you've been submitting.

We also have our "Rankings Category Report" that you can run in the tool showing your ranking level. You can also get it afterwards, as well <by opening your saved tool and selecting "View Your Data Reports" on the HOME page>. You can check your ranking level when you're compared to similar fleets that have submitted SmartWay tools. There's also the online Performance Rankings spreadsheet information <<https://www3.epa.gov/smartway/forpartners/performance.htm>>, containing performance level rankings for all SmartWay <truck> carriers <and logistics companies>—that shows relative performance of carrier fleets within operational equipment categories for each freight shipping need <barge companies are not ranked, they provide actual g/mile and g/ton-mile emissions>. You might just want to check that and see how your carrier company compares with other carriers. You can use these compilations to look great in company documents and presentations, too. Put all the data into your presentations.

Now, I recommend that you check out our past webinar resources for the June 3, 2015, SmartWay webinar. Look for one called "Unlocking SmartWay Data for Truck Carriers" for more information about how you can use the data in the reports and you can access the tool. And also take a look at this year's webinar we just had two weeks ago <February 10, 2016>—the SmartWay Truck Tool Advanced Class—for a deeper dive into how you can use your data and on using the ranking category report. Even if you're not a truck carrier, those parts of the presentation you can check out for more information. Though it was presented for truck carriers, those aspects have some more widespread applicability to other carriers. Don't forget, you can access this and many other past webinars, slides, and recordings by going to the home page and selecting "Webinars." <These are at <https://www.epa.gov/smartway/webinars.htm>; select the blue tab "Past Webinar Resources" and scroll down to find your desired presentation, listed in reverse chronological order.>

SmartWay Rankings:

SmartWay Rankings-I'm not going to spend a lot of time talking about this, but just give you a taste of the kind of information you can find more of in the advanced class webinar from two weeks ago. We talk about why this is important to SmartWay. First of all, SmartWay has rankings to let you benchmark and help you improve by comparing where you want to be to where you are, and where you've been in the meantime. Second of all, it's to provide shippers with standardized data so shippers don't ask for the same data over and over again. They'll have it when they do their tool and upload their data into the tool—they don't have to go to you.

Also, there is not just one SmartWay score. SmartWay has rankings across six emission metrics. What we have are metrics that measure grams per ton-mile and grams per mile for each of our three emissions categories: carbon dioxide, particulate matter, and oxides and nitrogen. This gives us a total of six metrics. Then, truck fleets are categorized by type and by their use. So, if you're a truck-load dry van, you are not going to be compared to a tanker. We're going to compare you to your peers.

SmartWay Rankings Bins:

<on screen: bell curve graph of partner metric results, divided into regions of 20% each> Very quickly—this is a slide I stole from the Truck Tool Advanced Class. I'll just cover a couple points. We just take all the results that we've received for your category for each emission metric, and we lump into the best 20 percent <of fleets>, the second best 20 percent, the third best and so on. There's the same number of fleets in each area. And then we have a mid-point reading for all the data we've got in each area. We set that bin mid-point as the emissions factor for that category. That's what gets reported when people are looking at your rankings. They don't see your actual results, they just see the bin mid-point, which designates each category. If you're in category 1, that means you're doing better than 80 percent of the rest of your peers <(i.e., peers' fleets)> that have submitted tools. Conversely, if you're in category 5, that means 80 percent are doing better <than you> and you probably want to see what you can do to make improvements in that particular emissions metric area.

Partner Benefit, Resources:

<on screen: SmartWay home page, navigating around various headings> Another partner benefit... We provide resources. I've talked to you about some resources already. In addition to the resources we provide through our tool outputs, we provide a wealth of information on efficiency and freight movement. As well as resources for your industry that help you achieve efficiency objectives. This is the SmartWay home page—I've shown it to you before, this is the URL <<https://www.epa.gov/smartway>>. You should become very familiar with this home page. I've talked about the resources you find under "For Partners," the tools and the guidance documents. I also mentioned the data quality resources, the

performance data for partners. There's so much more than just that. Also, under News & Events: not only the webinar schedule, but let's see what else we can look at under "What's New"... here's some basic program information in the "About" area. Here's "TIPS"—"Trends, Indicators, and Partner Statistics" that Joann mentioned in the introduction, that uses SmartWay partner data to create information about trends and indicators <see <https://www.epa.gov/smartway/tips/index.htm>>. We also provide the list of all our SmartWay partners and affiliates—all our partners in good standing are listed there. I encourage you to search through the website and surf it, and get familiar with the wide range of information that you can find here. I also mentioned to you the technology resources—you will want to check out the technology resources page under "For Partners." That will give you some more information there.

Smart Driver for Highway Trucking:

<on screen: SmartDriver online training Welcome page> I'll give you another example of a resource you can access through the SmartWay website. As an example, what you see here, the Smart Driver for Highway Trucking, EPA SmartWay collaborated with Natural Resources Canada Street Smart program to produce an online driver training module for truck drivers <see <https://www.nrcan.gc.ca/energy/efficiency/transportation/commercial-vehicles/fleetsmart/training/16946>>. This module provides in-depth training on fuel efficiency techniques and can be used free of charge. You just need to register at the website shown here. It's also on our website. You can access it through the "For Partners" box on the page I just showed you. You want to look for the link under the "Truck Carriers" tab. If you scroll down, you'll find resources for truck carriers and you'll find this mentioned. Even if you cannot afford to enroll in a truck driver program for fuel efficiency, you can access this online for free. We provide it to all our partners because we're interested, not just in the big carriers, but also even the small owner-operators. Everyone can benefit from SmartWay.

Partner Benefit, Collaboration:

Another benefit is collaboration. This brings industry and the public sector together, and it brings collaboration between you and other companies within your sector. SmartWay partners have discussed, in their experience with the program, that the single most valuable part of the program for them has been the opportunity for collaboration--hearing how companies with experience with various technologies and strategies and what worked for them. What were the stumbling blocks? What were the outcomes? You can find that out. Our SmartWay partners have discussed their experiences with SmartWay's panelists on SmartWay webinars, as well as at industry meetings and in trade publications. Here we give specifics as to how their company's experience has benefited their company's operational efficiency and what practices or technologies have worked particularly well. This is all useful to others considering whether to try them. It gives them the opportunity to benefit from the experience of others, from the largest of companies all the way down to the smallest owner-operator.

Collaborative activities can also help partners get recognized. As leaders get recognized, brand value is enhanced, which leads to the next slide.

Partner Benefit, Recognition:

SmartWay Recognition. All partners benefit in some way from the recognition that SmartWay provides. As I mentioned, all partners in good standing appear on our partner list. Some partners who demonstrate especially good freight efficiency practices, we feature in SmartWay partner profiles on our website. We have an Affiliate Challenge to recognize efforts to raise awareness of SmartWay and promote its mission. If there are any affiliates on the line I'd like to give a shout-out to them, because

while they are not Partners—they might be non-profits or dealerships that sell SmartWay-certified tractor-trailers, as well as EPA-verified technologies for reducing fuel consumption and emissions, or leasing companies that lease these vehicles and technologies, truck stops and plazas—they all help get the word out on SmartWay and promote SmartWay technologies. Our partners and affiliates have participated in numerous panels. For example, the *National Retail Federation Global Supply Chain Conference* is one that we annually have representation at. We encourage our partners to flaunt their status as SmartWay partners.

All partners in good standing can use the SmartWay logo. There will be a little more on that in a moment. A really great way to showcase the partners that are setting a high bar are the SmartWay Excellence Awards, which recognize the top one or two percent of partners in terms of environmental performance and promoting the SmartWay brand, as well as recruiting new members and other criteria. Award winners are often displayed in leading trade journals <see www.epa.gov/smartway/about/sw-awards.htm>.

Currently, SmartWay is looking at other ways to recognize its many partners who excel, but do not meet the SmartWay awards criteria, or maybe haven't yet been selected for its partner profiles.

SmartWay Brand:

Let's talk a little bit now about the SmartWay brand. Here you can see that we promote SmartWay as a brand. This brand represents a promise of a greener goods movement. The SmartWay brand definition is that *the EPA's SmartWay brand represents cleaner and more efficient transportation options that reduce greenhouse gases and improve air quality*. We promote this brand in various ways. In addition to the awards I just mentioned, we promote partners on our website, on social media, in public service announcements (PSAs), etc. SmartWay PSAs and articles have appeared in a number of other publications, including *Fortune*, *Corporate Responsibility (CR)*, trade publications like *Fleet Owner*, *Inbound Logistics*, *Fleet Equipment*, and others.

SmartWay Brand:

<on screen: two examples of graphic PSAs> Our SmartWay side-by-side ads appeared in a number of trade publications, including those I just mentioned, with a total circulation of 270 million. This is one of our current side-by-sides as well as an example PSA. We put this in publications for the beverage industry, as well as *STORES* magazine, *Grocery HQ*, *Convenience Store News*, *Chain Drug Review*, *Refrigerated and Frozen Food*. These publications all highlight the SmartWay brand.

And we also have the "Carbon Footprint" ad, which was placed *Forbes* and *Bloomberg Business Week*, which combined had a circulation of 1.7 million.

Partner Logo Policy:

You can promote the SmartWay brand by using the SmartWay logo, saying proudly that "I am a SmartWay Partner." The SmartWay partner logo, again, is for all partners in good standing, which means you've abided by the partnership agreement—the primary aspects meaning you've submitted your approved, annual tools on time and that you've provided us with both executive and working contacts. The logo lets you promote your commitment and participation. Only logo-qualified members are eligible for the SmartWay Excellence Award if you had your eyes on that.

Brand Promotion by Partners:

<on screen: Penske's SmartWay ad on Time Square video screen, mock-up of SmartWay tractor-trailer with SmartWay logo displayed across trailer, plus list of ways to use logo> Let me show you some examples of really great logo and brand promotion.

Penske—do you see this? Penske put this ad on the video billboard right in Times Square. We invite you all to use the brand to showcase SmartWay. There are so many ways in which you can do this. A lot of people put it on their email in their signature block; they put it on their business card or company website; letterhead, stationery, promotional items. SmartWay truck labeling would be very cool—just throwing it out there—we would love to see this. I think is something we just imagined - but, hey, make it as big as you want!

SmartWay Global Status:

<on screen: map of world, showing countries with SmartWay programs and those with green freight programs incorporating elements of SmartWay> Closing in on the end of the presentation...I just wanted to return to that MIT quote that SmartWay is the gold standard for freight carbon measurement tools. That's why you see this graphic here showing not just SmartWay in the U.S., but *SmartWay Canada*--our sister program--we're looking to get *Transporte Limpio* in Mexico to have a program <that becomes another SmartWay program>. We've got materials in all different languages, and we're reaching out all over the world.

We believe that Mexico can set the stage for additional Latin American efforts. We've been working with Green Freight Asia and the Chinese government, sharing the graphics of our resources and experience. SmartWay is informing global programs, developing carbon accounting protocols for freight supply chains. Today, the U.S. and Canada; tomorrow... the world!

Please Remember:

I just want to leave a few "please remember" helpful hints, especially for our partners who are in the process of preparing tools and just want to know more about the program:

- We remind you to please pay attention to SmartWay emails and make sure you don't treat our emails like spam.
- It's important that we have a current SmartWay contact so the emails get to the right people. If your contacts leave their positions, make sure that someone else fills their position and we know about it.
- Have a backup person in your organization for these positions.
- And, when you are using the tool or preparing a tool, make sure you save your SmartWay work in a folder, and make sure your successor or your backup person knows where that is. It will be helpful to you next year when you use the tool, or when you pass this responsibility on to someone else.
- Remember to also use SmartWay for benchmarking and improvement.
- guru for all things SmartWay. If you have a question, don't hesitate to ask your SmartWay PAM.

For More Information:

For more information, you can go to the SmartWay website. We also have a SmartWay email box-- messages to the email box <smartway_transport@epa.gov> are sorted to members of the SmartWay Center for processing according to their expertise. We have a standard to get back to people within three business days, usually we want to get that turnaround within the same business day or within one day.

You can also call the SmartWay Helpline <734-214-4767>. Same deal, it will take your message, then it is listened to by a live staff person here, and it's farmed out to the right person who will get back to you promptly.

Also, since I'm giving this presentation and you have my email address <walsh.mary@epa.gov>, you can also drop me a line there with a question. By the way, the SmartWay home page has this information in the bottom corner under "Contact Us."

Remember, this presentation will be posted on the SmartWay website-- probably within a week. The recording might take longer. We'll try to get that up within a two-week period because we vet it and do quality control. Sometimes that takes a little time, and we want to make sure you can benefit from it.

I am ready for questions. Joann, do we have any questions that you want our audience to benefit from in the time remaining?

Question & Answer Session

Joann Jackson-Stephens, EPA:

There have been a couple questions that I've already responded to.

One that might make sense for you to address is a question from Steve. He's asking whether all fleet delivery equipment is involved, or just power units in trailers.

Mary Walsh, EPA:

We're looking at the information on your tractor and trailer types. We're interested in knowing if you have an APU *<but APUs are not required for partnership; they are among the characteristics of SmartWay Designated tractors; see more at <https://www.epa.gov/smartway/forpartners/manufacturers.htm>>*. If you want to know the complete requirements information, you can find that on the SmartWay website. You can look in the user guide. You can look in the sample tool. All of those are good places to familiarize yourself with that information. And, if you want to talk to a PAM, they can walk through it with you. The information collected, again, is in the user guide area. Specifically look for it, under your partner category, and the appendices should have worksheets for you. If you can't find them, contact us and we will show you where that is.

Joann Jackson-Stephens, EPA:

Okay, now the questions are coming in fast and furiously. Do you want to take a minute to address some of them?

Mary Walsh, EPA:

Well, it's 3 p.m., now. For those who cannot stay on the line, we want to respect your time and say to you- we will respond to all questions received. There is a question log and we will respond to all your questions if we don't answer it today. Don't worry, we will be able to respond to those. If you need to leave, we thank you for your participation and attendance today. We hope it was worth your while, and we look forward to working with you.

Anything else you would want to add for those who have to leave now, Joann, before we turn to a few of these questions that have come in?

Joann Jackson-Stephens, EPA:

Can you address the question of whether there is a cost involved with participation in the SmartWay program?

Mary Walsh, EPA:

You pay us nothing because, as taxpayers, you have already paid for programs like this. You've already paid us for this, so you might as well get the benefits out of it! Everyone pays taxes, and here's one of your benefits. There's no fee, no registration charge, there's nothing. Once you approach us, everything we do for you is free. Any expenses would be however you measure whatever it takes for your company to prepare a tool and interact with us. But, from us - no charge.

Joann Jackson-Stephens, EPA:

Thank you, Mary. One more question—Kim is asking, what happens to transport companies who do not meet benchmarks or improvements? So, if a partner joins the program, how can EPA help them improve if they are not meeting specific benchmarks that they've committed to?

Mary Walsh, EPA:

Well, first of all, just want to clarify—nobody gets kicked out of the program because they are not meeting certain performance improvement goals. We're here to always help you. We don't require that you have to improve by a certain amount or we will get rid of you. We always have hope for all our partners, that we can work with you and find ways to improve.

The reason we kick you out is if you've broken the terms of the partnership agreement. That's they only way. Such as if you didn't submit a tool—okay, well, sorry but we can't keep you as a partner if you aren't working with us. Aside from that, no, we do not get rid of you for not meeting performance goals. We will work with you to help. I hope that answers the question. Kim, please get back to us if you want to explore it more. I'll be happy to talk with you about that.

Joann Jackson-Stephens, EPA:

Jasper is asking if you can talk a little about some of the requirements for applying. He wants to know if they need to have 100 percent SmartWay-certified tractors or trailers.

Mary Walsh, EPA:

No, you do not. When you join SmartWay, you're expressing an interest in knowing how you can improve your performance and efficiency. We're not assuming that you're already an expert. There's not an admissions bar. Once you pass the requirements of the partnership agreement - which is, we want to work with you, we promise to provide data to you annually in the form of a tool, and we promise to have contacts that we can work through. After that, we don't require that you have a certain amount of SmartWay-certified tractors, or how many aerodynamic fairings you have on your tractors. We will talk to you about ways you can improve your efficiency. But, we don't have a required number of goodies before you can step into the program. We're there to help you get where you want to be, but we don't want to assume you're already there.

Joann Jackson-Stephens, EPA:

Thanks, Mary. I just want to take a moment to state that the slides from today's presentation will be posted to the SmartWay website. In the webinar section of our website, look under past resources— give us about a week, and they will be there. If you have a much more urgent need, you can always contact Mary or send a message through the Helpline. We can get you something a little bit sooner.

Mary Walsh, EPA:

There should be a handout available, but one person seems to be having trouble figuring out to get to that handout. I'm going to ask if Sargon, our contractor, could come on the line and quickly explain that to anyone else who might be trying to download today's presentation.

Sargon DeJesus, ERG, Contractor to EPA:

By all means, Mary, I'm happy to. For all of the attendees still on the line, if you go to your GoToWebinar interface where you can ask questions, there should be a heading that reads "Handouts." From there, you can expand it, which you should do. There should be a SmartWay New Partner Orientation PDF there for you, which you can download. Depending on your operating system, you might have to do the standard left-click or right-click and download. That should be an active link for you to get those files on your computer right now.

Mary Walsh, EPA:

Thank you, Sargon.

Joann Jackson-Stephens, EPA:

That's it. We've addressed the questions people still on the line submitted. I'd like to thank everyone for your time, participation, and attention. Again, everything will be posted online. You can always contact us directly if you have questions.

There was one person who wanted more interaction with their PAM. I will make sure that happens.

I think we'll just conclude today's call.

Mary Walsh, EPA:

For those able to stay on the line, thank you very much. I hope you found this webinar worth your while. We really look forward to working with you.

Those of you on the line that are applicants, we hope you'll be working with your PAMs as necessary. Some of you may already be submitting tools without having to work through your PAMs, but again, your PAM is your number one resource, and we hope to see you coming on board as full partners soon. We welcome you to the SmartWay fold.

Thank you very much, everyone.