SmartWay Webinar Series: 2016 SmartWay Multimodal Tool Demonstration
June 1, 2016

NOTE: < > bracketing indicates explanatory text or Web links not stated in the presentation

SmartWay Transport Partnership Multimodal Tool Webinar
Matthew Payne, EPA: We'll dive into a quick little presentation to give us some background on SmartWay, and then we'll proceed to jump into the tool and will try to spend as much time directly looking and going through the tool as we can. If there are questions, please type them into the chat and we'll try to keep up with those in real time here.

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What we're going to cover today: a quick background of SmartWay, we'll try to show what's new in the tool this year for those of you who've filled it out before, we'll go over a few key points to remember for your tool this year, and then into the demonstration.

Why Participate?
So here's the quick review of why are we all here, why we participate. EPA's interested in the CO_2 savings, and of course that is created by reducing your fuel, which saves money for partners. Many of our SmartWay shippers either prefer or require SmartWay carriers. There's a little bit of carrot, little bit of stick; we try to emphasize the carrot of fuel savings.

History
History: SmartWay's been around for quite a while, as Mary mentioned, going back to 2001. We really developed it with members of the industry, people like Glen Kedzie at ATA was one of the founding members. He's actually still at ATA. Dave Barry at Swift, and of course Mike Kelley at YRC. It was actually Yellow at the time, I believe, so they've gone through some transition there. SmartWay's also gone through some transition as well. It was developed in 2001 and launched in 2004. The period between was really spent with industry to design a program that would benefit everyone involved. Currently, over 3,000 carriers and 250 shippers are members of SmartWay.

SmartWay is an Integrated System
The program is an integrated system. We have tools that are sent out for most of the modes of the freight transport system at this point, ranging from Truck, Logistics, Rail, Barge, Air, and of course, the Multimodal Tool. We do have a good QA/QC process to take a very detailed look at the information that is submitted to us because we do realize that the quality of the information that we represent reflects the quality of the program. So we do take that very seriously.

As I go through the tool, some of those quality checks will become apparent. Once we do get the tool, there are some things we do in our database to check the data quality as much as we can.

We look at performance year over year to see if there are big percent changes. There's also a whole other host of data manipulations and physical packages that we use to take a close look at the data to make sure it makes sense.

Of course the SmartWay website--which should start to look new and improved here in a bit; we're undergoing a bit of a redesign--that holds all of the information you need on SmartWay.

2016 SmartWay Carrier Categories and Data Specificity
For 2016, these are our SmartWay carrier categories; also with the data specificity. As you can see for most of the trucks, they show up as five performance levels, those five Bins that you may or may not be familiar with. For multimodal, we do separate into five different performance categories, but we do not list the one, two, three, four, or five, because multimodal is a bit resistant to definition in that way. I'll talk about that a little bit more as we move through the tool.

SmartWay's Six Public Emission Metrics
The outputs of the SmartWay Tool after you've sent in the things that are made public: we present six emission metrics for shippers and the public at large. We deal with the pollutants of CO_2 <*carbon dioxide*>, NO_x <*oxides of nitrogen*>, and particulate matter, and we show those in a gram per mile, and a gram per ton-mile format. The only difference for the gram per ton-mile is that it really factors in the weight of the payload as opposed to just looking at how much emissions you move for any one particular mile. If you think about it, an empty truck will probably have the best fuel efficiency because it's not hauling weight, so that is not a good indicator of freight efficiency. Gram per ton mile is the preferred metric because it does take into account weight of payload.

SmartWay Performance Report for Carriers
This is a quick shot of what's also available on our website. This shows an example from last year's data of truckload dry-van fleets. On the website, we show the company division name, the fleet name, the mode—this is showing all truckload dry van; you can specify for hire or private. SCAC and MCN is displayed, and then we have the rankings in terms of gram per mile or gram per ton-mile, the numerical rankings, and then the gram per mile specified as grams per mile right here. Then of course you have the gram per ton-mile. This is available at the below website. <*https://www3.epa.gov/smartway/forpartners/performance.htm*>

2016 SmartWay Schedule
We have our 2016 tool schedule. <*https://www3.epa.gov/smartway/forpartners/index.htm*> You can see multimodal being available May 19. It's due June 24. The reason we have to collect data in essentially windows of time is that we need to have things available for shippers by the end of the year. We try to collect everything from the last calendar year so we have the latest and best available data for shippers. We have to collect the Truck, Rail, Barge, and Air Tool information first, because that often will be part of what a multimodal company will use. That in turn is used in logistics, and of course a shipper could hire a logistics multimodal truck company, rail company, etc.

SmartWay is Continuous Improvement for the Environment
We like to emphasize that SmartWay is a continuous improvement program for the environment. It is very similar to the continuous improvement chain processes that everyone should be familiar with. The first step is to measure that supply chain footprint; the second is to benchmark that performance. You're going to report results, and hopefully based on that, seeing how you compare against your peers, you'll innovate operations and work to improve efficiency. Then you'll go back to doing all of that again next year.

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Next, what's new this year?

What's New This Year? s
We have a number of new things with the tool. There is a new joining process for new partners. We tried to make it a bit easier for folks to join the program. On our website's "Join" portion, applicants wishing to join the program can fill out steps one and two, essentially, in a nice online format and send that in. *<https://www3.epa.gov/smartway/forcarriers/index.htm; select "How to Join SmartWay" tab>* That gets the ball rolling and one of our Partner Account Managers will contact them and walk them through the rest of the process.

Existing partners, if you've sent in a tool before, should not use that applicant process. Once you get your tool—we try to do this with all of our tools—you can auto-populate steps one, two, and three from your previous tools. There have been a couple multimodal, I think two multimodal partners who reported that they were having some technical difficulties; we had a look at that and it seemed to work on our example tool in our systems. There might be a little bit of a Windows compatibility issue there. But if you do have a problem with that, you can manually fill in those steps as well, and compared to the rest of the tool that's really not a whole lot of time.

We have simplified some of the data source descriptions. We have moved them out of the activity data screens. We put them on a completely separate page, and that makes the screen a little bit easier to see. We also have a button for if you're using the same types of data sources. Basically we are asking you, where are you getting your data from—the information you put into the tool? If you have different fuel types, there's a button that you can click that will copy that over into those different fuel types so you don't have to do it again. If you have four different fuel types, you don't have to answer those questions four different times.

Next year, we are going to make it even simpler. We didn't quite have the time to incorporate that this year, but next year we are going to have a single descriptive text box where we are going to ask partners to tell us about their data systems. Are you pulling your data from ECM units? Do you have a centralized system? Are you getting that reported from numerous different fleets? Do they have different data tracking systems?

We feel that this will be easier for partners in the sense that they won't have to go through and navigate all of the dropdown boxes under the current data activity screens. Also, it should be good for summarizing for the next year exactly where your data is coming from. If you do this next year, it's good to have that noted where you can go back and pull that back in. You'll know the sources where you pulled your data from.

We've also made fewer screens, less data entry. We tried to reduce some text and overall do a better design. This allows quicker navigation to the data entry screens for experienced users. As you'll see when I go through the tool, you don't have to go through those first screens over and over again every time you open the tool. And we have some non-SmartWay default emission factors.

Non-SmartWay Emission Factors
Before we provided non-SmartWay emission factors for trucks, barge, logistics, and multimodal. We do have a new component this year for air. Of course we have a new non-SmartWay Air, but we're also providing non-SmartWay numbers for all of the different individual truck categories. So if you are using non-SmartWay carriers, this will allow you to get a better estimate of what your emissions will be. Previously, providing the one SmartWay truck number, that covered all trucking, but we could not be as accurate in that as we are now able to be by providing it by the SmartWay categories; <e.g.,> the default for non-SmartWay flatbed or non-SmartWay tanker.

SmartWay: You are Part of a Global Movement
What's new again this year is we are working on our goal of global domination and harmonization, which is a good thing for partners. We are actively engaged with the government of Mexico to create a SmartWay Mexico program. That's the green area here. That would give us a unified North American SmartWay zone, so to speak. Canada has adopted our SmartWay program. It is identical to ours except you can view their tools in French and metrics, should you desire. The other areas in green on the map are areas that are working on SmartWay-type programs, ranking from SmartWay Australia to green freight Europe to green freight Asia, different programs in China, and of course there's also some work down in South America to replicate SmartWay-type programs to help companies on their freight-carbon accounting.

What's the Same this Year?
I did briefly mention this, but multimodal partners do not have Bin ranking numbers displayed, so there's no one, two, three, or four. You will see the Bin emission factor, but not the numbers. The reason why is multimodal companies can be very different in terms of their composition. For trucking, if you're looking at all truckload dry-van type companies, that's a pretty close comparison, and you can rank them one, two, three, four, or five. If you have a multimodal company that is say, for example, 90% air freight, 10% truck freight, versus one that's 90% truck and 10% rail, the emission factors are all over the board based on what type of mode these companies are using. So kind of doing that direct one, two, three, four, five, here's-how-you-compare sort of a metric did not make sense. So we're simply reporting whatever the grams per mile or grams per ton-mile emission factors are. That's what we're reporting that's reflective of moving freight with those companies, but we thought it was a bit unfair to put those in a direct ranking, given the fact that they're so different.

We've had some conversations; I've reached out to a couple of multimodal companies last year, asking them for ideas on how to better segment the multimodal category, or how to better treat them for awards. We talked to a lot of smart people and their response was, "we're really not sure, it's a tough nut to crack." So I just want to say, if you do have some thoughts or ideas on this, we're open to suggestions and you can please feel free to contact me directly.

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A few key points to remember when you're filling out your tool.

KEY Points to Remember
First of all, you want to make sure that you are actually supposed to be completing a Multimodal Tool. I have to say, if you are unsure after this webinar, and you have a Partner Account Manager, please contact your Partner Account Manager. I'll go through just a few examples of what would be multimodal and what would not.

So quickly, in this first example, Company X has a truck fleet and a logistics fleet. On the face of it, you've got two different operations, so you may think multimodal, but it really hinges on how the customers view your company. If the customer can hire either the truck fleet or the logistics fleet, then technically this company could submit a Truck Tool separately and a Logistics Tool separately. They would not need to submit multimodal.

However, if Company Y, the same type of company, has a truck fleet and a logistics fleet but customers only hire Company Y and they don't know whether they're getting a truck or logistics fleet or whether they have some rail they don't know what that is, Company Y must submit a Multimodal Tool. You can see, it really hinges on what the customer's viewpoint is.

In example three, there are more components: several truck fleets, logistics, hires rail and air service. They have two service offerings to their customers: expedited and standard. Because they have different fleets that are combined in different ways for their customers, they have to submit a Multimodal Tool.

KEY Points to Remember (Component vs. Composite)
That's really what a Multimodal Tool is designed to do. It includes all of the tools in SmartWay. It has a Truck Tool, a Rail Tool, an Air Tool; that's why it's quite a bit bigger and takes a little bit longer to run because it's so much larger than our standard tools.

What you need to remember when you fill out that Multimodal Tool is internally we have what you would call component fleets. These are fleets that you are describing internally. You could have three truck fleets. You could have a logistics fleet; you may track those for whatever reason separately internally. Your customers may see what is known as a composite fleet and that may be composed of a number of your component fleets. For example, if you have a next-day expedited service that could include some air freight as well as truck freight, you would probably track that separately internally. For the customer to get an appropriate emission factor, you're going to have to combine whatever percentage of air and truck make up that fleet. So we have this idea of component versus composite fleet in the Multimodal Tool. That's really the thing that is specific to the Multimodal <tool>. If there's nothing else taken away from this presentation, that's the thing to really focus on.

KEY Points to Remember (When Completing the MM Tool)

The other thing is, as you fill in the Multimodal Tool, you don't need to fill in information into the Rail, Barge, or Air Tool if you don't own or control those vehicles. If you're hiring someone else's airfreight, or if you are hiring rail from one of the class one rail companies, that would likely just go into a Logistics Tool, which is part of your Multimodal Tool.

We do ask you to include your U.S. and Canadian freight. Then another thing to remember is there are different levels of information being provided by some carriers. For example, barge provides actual emission data, truck is in those one to five ranges, and rail—however—is only providing a rail industry modal average because the rail industry did not want to have individual rail companies' data displayed.

Please…
These are some pleases from our part, but it also benefits partners. Please pay attention to the SmartWay emails and make sure that your email filters don't treat our emails like spam. Sometimes we send out messages to large groups of partners, and that may hit some spam filters, so please take a look at that.

Make sure you have a current SmartWay contact in your organization and ensure continuity of operations if you leave the organization. This is not such a big deal with multimodal, but in the truck sector we have people who are Partner Account Managers one year and then they move within the organization and they don't bother to have a replacement. When it comes time to turn the tool in, lo and behold, the tool doesn't get turned in, and they're late. Then we have to talk to the executive contact who then has to hurry. It's just a hassle for everyone. Having a backup person in the event you leave or hopefully are promoted is a good thing.

Some other basic things: make sure you save your work in a SmartWay-designated folder, preferably one that has some access from some other parts of your organization. Make sure you back up your work. If you are going to fill out the tool, please use this for benchmarking and improvement. There are ways that we can help you tell how you are doing compared to your competitors in addition to that information that you see on the website.

Also, send both the .xlsm and .xml files to your Partner Account Manager. It helps us out. Again, if you have a question, ask your Partner Account Manager and make sure you remember who your Partner Account Manager is because they're your first line of help.

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We'll move directly into the demonstration of the tool at this point.

SmartWay Welcome
<on screen: view switches from slide presentation to Multimodal Tool example file>
We've changed the look and feel of the tool a bit. Most of the components are still the same. This is the initial page you'll start with.

SmartWay Assistance for New Users
<on screen: "Assistance for New Users" screen, showing intro video and button links>

The next page has all of the assistance possible that we could put in for new users. Previously, you would essentially click through each of these buttons here as separate screens, but if you're familiar with the tool, they're here if you need to use them. We explain tool help and navigation, help you gather your data; we have a reminder of the tool due dates, that diagram I showed you before. There's a link to the SmartWay website, and we have a little movie introducing you to the SmartWay program. So feel free to view that should you desire. Again, if you need additional help, there's a helpline. In addition to your Partner Account Manager, we also have an email.

SmartWay Partnership Annual Agreement
<on screen: SmartWay Partnership Agreement for Carriers with checkbox>
This is our partnership agreement. It fits here on this one page. It's very simple. It's not like a software agreement that will scroll on for 20 or 30 pages. What you see is what you get here; it's pretty straightforward. You will need to check the box that you agree to the terms of the agreement to proceed, however.

SmartWay Auto-Populate Initial Steps
<on screen: Tool home page and auto-populate option for existing SmartWay partners>
So on this screen, if you are an existing partner, you can enter your SmartWay ID. If you don't know that you can ask your Partner Account Manager to send that to you. You'll input that number and then you'll click "Auto-populate the Initial Steps," and that will fill out your steps one, two, and three in the rest of the tool.

SmartWay Multimodal Home
<on screen: Switches to next page in the Tool>
It will populate your name; it will put down the contact information. Then you'll be able to define your component fleet. The idea behind this was to help you save time.

SmartWay Contact Information
If your contact information doesn't change year to year, instead of going through and filling out your partner information, working contact, executive contact, etc., it just saves you a bit of time.

SmartWay Multimodal Home
There is a check to make sure it does ask you "Are you sure your data is correct?" But that's all you need to do. Now when you look at defining the component fleets, you would basically pull down your fleets to choose which one to work on. *<on screen: shows pull down menu with different options>*

In this example, *<scrolling through examples>* we have three truck fleets, two separate logistics fleets, a rail fleet, two barge fleets, and two air fleets. Most multimodal companies will not have this complex of a tool. This tool will actually take a bit longer to run, but we wanted to put that in there for an example tool. You'll want to click "Download Latest SmartWay Carrier Data File."

This pulls down from the website all of the information I showed you on that previous spreadsheet graph. All of the gram per mile and gram per ton-mile information for all of those

other carriers you may be using in addition to your own fleets. So if you go through the different components, you'll see that we have our Truck Tool, Logistics Tool.

Multimodal ABC Freight, Inc: Overnight Ground
<on screen: General Information tab in tool>
These operate pretty similar to what we've had in previous years. We've shortened this general information screen.

<on screen: Diesel tab in tool> For diesel, we put in the information on what class of vehicle you have and then your activity information *<on screen: Activity Information tab options within Diesel tab>*.

So a Truck Tool like this—if this is your own fleet that you own, operate, or have control over— you would want to fill these sections out. Let me go back to home.

SmartWay Multimodal Home
<on screen: Tool home page> Then of course there's a Logistics Tool. You'll download the latest SmartWay carrier data file. That flashed really quickly to show that it downloaded. That means that you've got the latest data.

SmartWay Logistics Tool: ABC Freight, Inc. Southwest
<on screen: Outside Data Import screen within Input Carriers tab> We'll just take a quick peek at one of the Logistics Tools. It allows you to input your carriers. If you have a lot of carriers, you may do an outside data import; we've allowed for that. However, if you have a fairly limited number of carriers, you can do a manual input for your logistics companies *<on screen: Manual Input SmartWay Carriers screen within Input Carriers tab>*. You can filter by various ways, looking at a carrier name. You can look at the mode and say, "I just want to look at truck companies." You can apply that filter and then only truck companies will show.

You can search by SCAC, MCN, or DOT number. You may want to say you just want to look at flatbed carriers. You can apply that filter. Then you're going to click on this, highlight it, and "add selected carrier to the list below." I click that, and then you'll see that area of transport has then appeared here and you'll be asked to input data for that. I'm going to delete that because it would mess up the example tool here.

Then you'll go to your activity data *<on screen: switches to Activity Data tab>*. You'll see that the carriers' data has been provided. The select carriers show up. You'll pick a data availability shown down here, whether you want to input your information by miles or ton-miles. Then the active cells—if you pick number one, you want to input your total miles and ton-miles—these show up as white. Let's just choose ton-miles for this one; it shows ton-miles and average payload. We give you a number of ways of putting in your information. Again, this is for logistics components of your multimodal fleet. We'll go back to home.

SmartWay Multimodal Home

<on screen: Multimodal Tool home page> If you have your own truck fleet or your own logistics fleet, you might have an air component. It depends, but you will put that information in for the component fleets. The next button in the next step is to define your composite fleets.

SmartWay Composite Fleet Characterization
<on screen: Identify Composite Fleets tab> This is what I showed essentially with the example of the Legos earlier. This is how you're building those fleets that the public sees, that your customers see. You want to identify your composite fleets. The composite ones are the ones your outside customers see.

You would essentially put in the company name and identifier here. So that creates these companies. Think of them as empty shells at this point, empty names. Then, you're going to click "allocate your component fleets." And the ball is going to spin here for a little bit. We could've added the *Jeopardy!* theme song, but there would be copyright issues. It's actually not quite that long.

<on screen: Allocate Component Fleets tab> So now you see all of your component fleets are now listed. All of these ones that you've filled out information on before. What you're going to do is highlight one of those. You're then going to allocate that operation to all of your composite fleets—the ones that are public. So you may see that of this fleet, ABC Freight Overnight Ground, 74 percent of its miles went to ABC Freight North East; 22 percent went to ABC Freight South. Four percent went to ABC Freight West. It may be a little bit different for ton-miles. This one, for example, may be hauling lighter loads where it has more miles, a higher percentage of miles than ton-miles. But we do ask you to allocate it in this way.

The next thing you would do, once you've got it done for this fleet, you're simply going to click down, and normally this would be blank. They are filled out for the example tool, but it would take too long for me to run through the tool for the webinar. Then you're going to put in these percentages. And you can see for this one, Express Ground for ABC Freight, they don't have any of their miles or ton-miles allocated to ABC Freight South. For ABC Freight, Inc., Priority Ground, it's all going to this third fleet here. So you could have any type of permutation. It could be 100 percent, it could be 50 percent, etc. And you're just going to go through that for all of your different fleets. This is the same thing for whatever fleet type that you operate.

What this does then is it takes all of the emissions factors associated, say for example this ABC Freight, Inc., West Coast Barge 2, and in the composite fleet it's going to have an emission factor that is comprised of all of these sections of the individual component fleet.
<On screen: Composite Fleet Details tab> Now, if you go to the composite fleet details, what you will see is the name of the fleet. You're going to have to input a SCAC or an MCN or a DOT number. Now, if for some reason your SCAC and MCN or DOT numbers—or if you're in Canada, your NSC number—if it doesn't make sense how it is associated with your component fleet, you don't have to put that in here. But, if you do have an MCN or the fleet or a DOT number or a SCAC, more likely a SCAC for these fleets, you would put this in here.

Okay, so I'll go home. You'll see that there is an error warning that pops up. For example, as you go through the tool, if there's things that look a little bit unusual, it will ask you to explain it. For

example, in this particular one, composite fleet in row two, the payload is above industry averages. If it is—again this is a statistic that we are checking that is automatic—it will tell you to kind of explain why some things look a bit unusual. Alright, so I'm going to go back to home.

SmartWay Multimodal: Home
<on screen: *Multimodal Tool home page >* Okay, so you defined your composite fleets. We have an optional survey that you can take. *<on screen: optional survey>* Yes or no answers. Some one-through-10 sort of thing. Just tell us how you're doing. How we are doing, sorry. And then there's some open-ended questions that if you have feedback for us, you can type it in here. And there's nothing wrong with sending us an email or giving that directly to your Partner Account Manager. *<on screen: home page>* Once you're done with the tool and you've filled out all of your component fleets, you've generated your composite fleets, and you're good with that, what I suggest to do is look at your data reports. *<on screen: Multimodal Tool Reports Menu>* Just to make sure things look good. So first here is a composite fleet allocation report. I'll click that and generate it.

Composite Fleet Allocation
<on screen: example report> So here it shows the component fleet and then it shows all of these different fleets and how they are allocated in terms of ton-miles, total miles up here, and you can see the percent allocations to the composite fleets right here. So each component fleet is a recap. For ABC Freight Overnight Ground, 74 percent of it goes to North East, South, West, etc. So you can take a look at it that way.

Composite Fleet Metrics
<on screen: Multimodal Tool reports menu> You can also look at how your composite fleet ends up by looking at a metrics report. Let's generate this one quickly here. I'll display details for each composite fleet. It shows the different composite fleets.

<On screen: example report> Here we go for CO_2. ABC Freight's North, East, South, and West. Again, these are the composites. And here's the grams per mile and grams per ton-mile and the total emissions that are generated with that fleet. So the grams per mile that you see here, this is comprised of all of those separate component fleets that went into this. It's taking a part of a truck fleet, maybe a part of a barge fleet, maybe a part of an air fleet, and then it's weighting that based by the miles or the ton-miles and generating a composite emission factor. And again, that is the primary reason for having this Multimodal Tool: to take all of the different components of your company and to put them into a composite format based on what your customers see when they hire you.

SmartWay Multimodal: Home
Okay, now we'll go back. *<on screen: Multimodal Tool home page>* How are we doing on time? We've got about 15 minutes. So that's the main thing with multimodal. Now once you check that and that looks good and you're comfortable with the tool, again make sure it's saved, and then you can generate an .xml data file to send to us. What an .xml data file essentially is, is it takes the data you entered into the tool and it strips it out from the rest of the tool and stores it in a file. When you send that to us, we can upload that directly to our database, or we can use that to potentially reconstruct a tool in the future if we have to. The reason why we have the .xml

data file is because for some people their email filters will not let them send a file that is as big as the Multimodal Tool through their email. So the .xml file that is generated here is a very small file; every email system should be able to handle that. We do ask that you send both *<the .xml AND the .xls files>* if you can and just to check to make sure that we did get them.

So once you send in your tool, our Partner Account Manager will review it. Once it is uploaded into our database, you will get a note saying such to that effect. Once the Partner Account Manager approves it, you would get another message saying you're approved, you're good for this year. Your Partner Account Manager may have questions about your tool as they are reviewing it and they will call you using the information you put into this contact information here at the top and ask you some questions. We do that because we want to make sure, especially with Multimodal Tools that tend to be more complex than the average submission from most partners, that you are representing it the way you want your company to be represented to your customers. So it's not that the Partner Account Managers are challenging data per se that you put in, but they are really working to make sure that the submission is a good one and truly does reflect your overall operations.

I could spend a lot of time going over the individual tools that are within the Multimodal Tool, but we do have recorded webinars, at least for trucks that are on our website. They go into those individual tools in much more detail and we simply can't cover all of that level of detail with the time that we have today.

Okay, so I'll conclude now and leave hopefully plenty of time for questions. Mary?

Mary Walsh, EPA: Great. We actually only had one question so far. At this point, I'm just going to ask again as people have listened to this webinar, if they can think of ways that we can improve it. If there are some parts of the webinar that you didn't quite understand, we do have an opportunity to flesh it out for you and answer it at more length right now. If you wanted him to go into "well how do I do it for my Air Tool when I'm putting in my component fleet for air," for example, you can answer those questions. Also, and Amanda I want you to weigh in, we solicited your help also in helping us improve SmartWay as a program. If you have some experience, some contact with SmartWay, and you want to let us know what we should focus on as we are going along and creating new tools and redesigning the program. What would you like us to know, which would make it more useful to you, more user friendly to you, to give you the kind of information you need to improve your environmental performance and the efficiency of your operations? We really would like to know this.

Well we did get a question that couldn't hurt to actually let everybody know here. Matt, you've got a good screen up for that.

<on screen: Multimodal Tool home page> The bottom of the home screen gives examples of different kinds of buttons for navigation and other instructions you could use when you're filling out the tool. Somebody asks, "Do I have to save every time there's a save opportunity at the bottom? Do I need to save?" And the answer is no, you don't need to save. But you can save at any point you wish. You may not have finished the tool before you want to take a break, or the end of the day has come. You certainly might want to save. It's like any file you are working on

that you would hate to lose it if something should happen. Heaven forbid your computer has a power interruption or whatever. It is always good to save as you go every time you think you've got a bit of work that you'd hate to lose.

But, actually, you can go through the entire tool and not save until the end if that is your preference. It's whatever frequency of saving you feel comfortable with.

Matthew Payne, EPA: And there's a couple places you could either click SAVE down here at the blue button at the bottom or you could actually go up to your Excel up at the top and click "File, Save As," if you want to keep different versions. Like you may have versions one, two, three, four, or five. Or you could just click "File, Save." Either way is fine. I personally like keeping track of different versions because if for some reason you do make a mistake and kind of screw up something, you can go back to "Multimodal Tool version 4" or whatever. So if you're putting in a different fleet, maybe you fill out that fleet and save it as version 1 and then the second fleet as version 2. And that just helps if for some reason you screwed up on fleet two and you just want to start from scratch; you can go back to that version 1.

The other thing that I should mention down here, lest I be chastised for ignoring someone's very hard work, is that we do have a little button down here called "Screen Demo," which if you click on that, it will play essentially a little movie that will show you exactly how to deal with the particular screen that you are working on. So you'll see these screen demos throughout the tool, and if you have questions as you work through a tool, there will be little question marks sprinkled throughout.

Multimodal: ABC Freight, Inc.: Overnight Ground
Matthew Payne, EPA: *<on screen: Activity Information tab>* So if I go quickly into Activity Information, the little question box when you click them, definitions will show up. If you're looking for help on a particular screen, you can click the HELP button and it gives you essentially information for the overall screen and it gives you a fair amount of information. And I'll go ahead and click on a screen demo, and this might not show up on this particular screen; I might have to move it. But if I double click on that, it showed up on one of my other screens, you will get a movie *<on screen: Screen Demo video for Activity Information Screen>* that will show up and it will walk you through and talk to you about how to fill out a particular tool. You'll see the little arrows and then, what you don't hear because it's muted right now, there's a narrator's voice who is telling you how to fill out these different sections. So we really try to make it as user friendly as possible. If for some reason after all the embedded help via the question bar, the text, or the video you still have a question, there's always your Partner Account Manager who can help you out.

SmartWay Multimodal: Home
And if you stump them, they'll take it to me and we'll see if it can stump me as well.

Mary Walsh, EPA: Amanda, do we have any more questions?

Amanda Peters, ERG: I see a question. It says, "Are all modes of transportation within the same year of data for MM?" I'm not quite sure what that means.

Mary Walsh, EPA: I'm going to take a guess that this means when you're using your data for all your various modes, do they come from the same time period? Because we have different tools that are due at different calendar dates. They're not all due on the exact same date. I'm going to answer that this year's tool, the 2016 tools, all use 2015 calendar year data from January 1, 2015, to December 31, 2015. So all the modes are using data collected during last calendar year. In fact, if you look at the top of the screen that you can see right now, it says data year 2015 to help remind you that even though this is the tool that came out this year, we're using the data for the 2015 calendar year. *<see text on p.14 for a clarification in the case of logistics companies>*

Amanda Peters, ERG: Thanks, Mary.

Mary Walsh, EPA: Certainly. Are we seeing any more questions?

Matthew Payne, EPA: No questions mean everybody understands everything perfectly.

Mary Walsh, EPA: Well, we can always hope. But as you pointed out, if anything should come up later on, you have our wonderful team of PAMs. We are all professionals from the freight movement field. They have many years of experience. Among them probably centuries and they are waiting to take your calls and work with you on the tool. Not only to help you fill out the tool; they are more than that. They can actually tell you how you can use the information you get out of the tool to give you insight as to your freight operation efficiency and give you tips on strategies and technologies if you want to look into the future and want to improve your performance. They can help you with that too.

Amanda Peters, ERG: Mary, we had another question just come in.

Mary Walsh, EPA: Great.

Amanda Peters, ERG: Someone's wondering, "When allocating the percentage of operation, which takes place in the different modes, are those percentages total miles or ton-miles?"

SmartWay: Composite Fleet Characterization
Matthew Payne, EPA: Okay, so I'll go to that screen here really quickly, or somewhat quickly.

<On screen: Allocate Component Fleets tab> So we are asking based on your total miles and ton-miles. Now if, for example, you have a little bit better data systems for one versus the other, there is a place to view or edit comments. *<on screen: comment entry form>* And if you have any concerns about the data you have input or if you have a preference of one versus another or any caveats that you may have or maybe they come from different data sources, it's good to enter this here. This will be saved for you next year; if you would pull up this tool, that would tell you. For example, you may want to say in this particular section, "I got my data from so and so" or "Note to self: I really need to make it easier to get the data for this particular fleet because they're just not up to par with the data submittals that I'm getting from other fleets in my organization." All that can be put in those comments.

So do your best to put it in by total miles and then by ton-miles. This is an approximation, in a sense, of allocating those miles. Your actual emission factors are being generated in each of those component fleets, and then when you get the composite, it's really how much of that fleet is being used for total miles or ton-miles and then those numbers build your composite fleets. So again, try to build these as your customers see your company, not necessarily for other purposes. If you want to do internal benchmarking, that can be done with your internal component fleets. And there's reports that will help you do that. Again, focus on how your customers see you. That's the composite fleet.

Mary Walsh, EPA: Okay, great. Thank you, Matt. We have a follow-on question regarding the data year. It's a good question. "What happens if we have logistics partners within our dataset? Their tool for the 2015 calendar year is due after the Multimodal Tool. Do our scores get updated throughout the year based on other carrier submissions received after our due date??

Matthew Payne, EPA: Yes. So what happens in this circumstance is a continuous time loop generates and a black hole forms. No. This is something we have to deal with because the information that is technically pulled in when you input logistics into your Multimodal Tool at this point in time is actually the 2014 data year information from logistics because logistics has not yet submitted. You can refresh your data later on in the year after logistics has submitted. The logistics companies, their emission factors do change somewhat year-to-year. Especially if they have done acquisitions or reorgs or something to that effect. We just had to choose, in the sequence of choosing when to submit, whether to ask for Multimodal Tool information first or Logistics Tool information first, recognizing that logistics companies themselves actually use multimodal companies. In SmartWay, there's far more logistics companies than multimodal. We had multimodal go first. But that is a very good question and the answer is right now, it's using the 2014 data for logistics. If you want to update that later on in the year and kind of refresh your emission factor, you can do that and that will improve the overall understanding of your operations and your emission factor. Very astute question.

Mary Walsh, EPA: I didn't even know that situation occurred, so I got educated there. I think we have time for one more question. If we have additional questions that come in after this, we can respond to you offline. We'll email you. We've got your email address.

We had a person who contacted us with the question, "Hey, we are 100% sea containers out of three locations. They are all OGV. Is this the right tool?"

Matthew Payne, EPA: At this point, we do not have OGV in SmartWay. We are working with an organization that does collect that information. The *Business for Social Responsibility Clean Cargo Group* has got emission factors for that. We hope to have that available for next year's tool, but unfortunately we don't have a way for someone that is a 100% container vessel company to really be able to fill out a tool this year.

Mary Walsh, EPA: Alright, I think we are going to have to close out this webinar for the day. I really appreciate everyone hanging in there and listening to the Q&A session. We hope that you found it to be worth your while. Please do contact us and let us know how we can do a better job

with you. Let us know if you have any questions. If you don't have a Partner Account Manager, it's okay. On the SmartWay home page, down on the lower right-hand corner, you can find a "Contact Us" area and you can use that. Our home page is at www.epa.gov/smartway, just like you think it would be, and you can call us at 734-214-4767 *<also, email SmartWay at smartway_transport@epa.gov>*. So, we look forward to hearing from you and again, let us know how we can do a better job by you. Thanks again. Anybody else want to say thanks and goodbye?

Amanda Peters, ERG: Thank you, Mary. Thank you, Matt.