**2016 SmartWay Logistics Company Tool Demonstration**
**July 20, 2016**

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**Webinar Housekeeping – Amanda**
Amanda Peters, ERG: Audio is available for this presentation through your computer's mic and speakers or by telephone. Your call-in number, as well as your access code, is in the control panel bar on the right-hand side of your screen. All attendees have been muted to minimize background noise. If you have a question during the presentation, please type it into the questions box on the upper right-hand side of your screen and we'll have a dedicated time to answer questions at the end of the presentation. If you're experiencing any technical difficulties, please type your concern into the chat box and we will try to troubleshoot the issue.

After today's presentation, there will be a brief survey. So we really appreciate your participation and feedback. If you'd like to review or share today's webinar, this is the link on the screen to finding the webinar recording after it is posted. That usually takes about a week or two.

**SmartWay home page – Amanda**
Amanda Peters, ERG: To find information on all webinars, you can go to the SmartWay home page, which should become very familiar to you, hopefully, as you use it to find your way to SmartWay news, events, tools, and other resources. You may notice that the layout of the SmartWay website has changed. We hope that once you get familiar with it, you'll find it easier to use. You can link to the webinar schedule, which has both upcoming and past webinars, by looking in the side bar titled "Upcoming Webinars & Events" and selecting "More SmartWay Webinars & Events" indicated on the slide with the red arrow.

**SmartWay Webinars & Events – Amanda**
Amanda Peters, ERG: So if you click on that link that we just saw, it will take you to this page that we are looking at right now. The webinar page defaults to showing upcoming webinars. But, if you click on the past webinars resources tab, shown with the red arrow here, it will take you to a listing of the previous webinars with any slides, transcripts, or recordings that may be available for you to review. So, again, today's webinar will be posted here in about a week or two.

**Presenter: Matt Payne – Amanda**
Amanda Peters, ERG: So without further ado, I'll pass over the mic to Joann Jackson-Stephens to get us started with the presentation. Joann?

Joann Jackson-Stephens, EPA: Thank you, Amanda. I have the pleasure of introducing my esteemed colleague, Matt Payne. He has worked at the U.S. EPA for the past 25 years and has

been with SmartWay since its inception in 2001. He is a team lead for the SmartWay data development and management team, which covers tool and database development enhancements, program design, contract management, data collection, and partner support. Matt's academic background consists of engineering and political science degrees from Michigan State University, as well as an MBA and systems science degree from the University of Michigan. So the next voice you'll hear will be Matt Payne.

**SmartWay Transport Partnership – Matthew**
Matthew Payne, EPA: Thank you, Joann. We have a lot of information to cover today so I will try to speak as quickly as I can without losing my voice. Also, we will try to spend as much time as we can going through the tool. I will try to get through these slides fairly quickly. Welcome to the "Logistics Tool Webinar Presentation." We have quite a few people in attendance today. Thank you very much for your time and your interest in the program.

**Background – Matthew**
Matthew Payne, EPA: As way of background, just a quick reminder, SmartWay was initiated as a voluntary market-based program with various members of the U.S. freight industry. We started that work in 2001. Really, we did it for a number of reasons, all of which were congruent between what the freight industry wanted and what SmartWay was looking for. It hinges around the equation that fuel use equals dollars, which is also equal to $CO_2$. So you save a gallon of fuel, you save money, and from EPA's perspective you also have less $CO_2$ going into the environment. So, it's very congruent in terms of our goals. We've been in operation since 2004, so you notice we have about three years of development in the industry to make sure we had a good program. Currently, over 3,000 carriers and over 250 shippers are in SmartWay. If you look at the map there, you see in the blue areas, the U.S. and Canada have joined the SmartWay program. The green areas are countries that are developing SmartWay-like programs. We expect Mexico just south of the border there to turn into a blue-colored country as well. We are working with them on essentially establishing a SmartWay program specifically down there in Mexico. We're looking to get a North American area completely covered by SmartWay, and eventually it will have global harmonization throughout the world to help companies with their freight carbon accounting.

**SmartWay is an Integrated System – Matthew**
Matthew Payne, EPA: SmartWay is an integrated system. It consists of quite a few parts. Of note are the carrier data collection tools. We have these for most of the modes of freight transportation currently. We recently added air freight this past year and we are looking to add ocean green emission factors in 2017. We are coordinating with the Businesses for Social Responsibility for the use of the Clean Carbon Working Group emission factors. We are looking to harmonize globally with that. Also, as part of the SmartWay system, we have a very rigorous QA/QC process of data that comes in. We have a number of automated as well as in-person eyes on it in terms of really looking at the quality of the data and making sure that it makes sense. This provides six emission metrics about which I will talk about later, which is really good for companies to benchmark their performance.

Of course, in addition to carrier data collection tools, we have a shipper tool that is really used to help calculate emission footprints for shippers. Throughout some parts of our website, we have a

general part, something specifically for existing logistics partners, and then also a page for new logistics partners.

**SmartWay is continuous improvement for the Environment – Matthew**
Matthew Payne, EPA: Overall, what we like to stress to our partners is that really SmartWay is a continuous improvement system for the environment. It's really similar to existing quality improvement programs, process improvement programs that you have within your companies. This is just strictly focused toward the environment. However, there are corollaries between environmental performance as well as efficiency, and fuel savings and performance. So they are congruent in that regard.

**SmartWay's 6 Public Emission Metrics – Matthew**
Matthew Payne, EPA: SmartWay presents—of all the data that carriers submit to us—what we really make public are the six emission metrics. We are looking in terms of a gram per mile and gram per ton-mile in terms of carbon dioxide, oxide of nitrogen, and particulate matter. I won't go into a lot of detail about these metrics. You can review the slide information, but for most purposes, the gram per ton-mile is usually the preferred metric. There are different reasons for using different metrics, so this is why we essentially produce using both the metrics of a gram per mile and gram per ton-mile.

**SmartWay Ranking System – Matthew**
Matthew Payne, EPA: Once we have that data, essentially we take different partner groups— logistics is one of those groups—and we give you a ranking for each of those six metrics depending on your performance. You can call them performance ranges, or sometimes they are called performance bins. A number 1 is best; number 5 is worst. You can have different performance ranges for different types of pollutants. For example, you may have fleets that have newer trucks and they would have lower $NO_x$ and PM, their older vehicles are going to have higher $NO_x$ and PM, etc. And of course $CO_2$ is predominantly how you operate your trucks and their fuel efficiency. If you look at the example that we have on here, it could be a well-managed fleet in the sense that they have very low $CO_2$ emissions. They are in the best performance ranges for $CO_2$. But they may be using a lot of fleets that have older model trucks. As a result, $NO_x$ and PM is a bit higher.

**Other Ranking Systems (Or another way to think about SmartWay) – Matthew**
Matthew Payne, EPA; SmartWay is no different from other ranking systems that you may have seen; for example, the consumers report that looked at automotive ranking systems. We use 1 through 5 instead of colored circles. This really is the same thing. It's to try to get information on company performance.

**SmartWay Ranking – Matthew**
Matthew Payne, EPA: So, you may say, how good am I? Am I in the first, or second, or third range in terms of say, for example, my $CO_2$ grams per ton-mile? Essentially, we try to put about 20 percent of the logistics partners in each of the five performance ranges. So, in this example, if you're in bin 2 for grams per ton-mile and your actual information is higher than the midpoint, which is what we publicly put out there, you're looking to be about better than 70 percent of other logistics companies. Conversely, if you're in bin 5, then that tells you at least 80 percent of

your peers are doing a better job than you in terms of picking carrier fleets that are good performers. So, this is just one way that you can benchmark. You can do this for all of those six performance metrics that we have.

**SmartWay Performance Report for Carriers – Matthew**
Matthew Payne, EPA: What we present on our website is this information. You can see an example here. This is showing carrier fleets. It shows the $CO_2$ gram per mile metric, as well as the $CO_2$ gram per ton-mile metric.

**Understanding Logistics Emission Factors – Matthew**
Matthew Payne, EPA: For logistics companies, they're a little bit different from just a single fleet trucking company. Essentially, you are using a lot of fleets. In most cases, these are internal to your company. The people that hire you are not necessarily telling you which fleet specifically to use. Some may be, but most generally aren't. So, the performance of all those different Lego blocks really is invisible to someone that's hiring you. The fleet that your customers see is really your fleet that is essentially built from the building blocks of all those carrier fleets that you're contracting with. If you move a higher percentage of your freight with one particular company, that company's emission factor is going to have a greater impact on your overall performance metric. So, as a logistics company, you are essentially an amalgamation of the carrier fleet that you hire to move freight.

**How Do Shippers Use SmartWay Scores? – Matthew**
Matthew Payne, EPA: How do shippers use this information? In a number of ways. If you're not already aware, a lot of shippers have to deal with corporate social responsibility. Many of them are multinational. They have varying requirements that they have to meet globally, and they're really looking for a way of tracking their carbon emissions and SmartWay provides that. But also it gives them the ability to look at companies to see more or less how green they actually are. So they do look at this. Some of them require their carriers to be SmartWay. Some of them are starting to say you need to be in a certain bin or in certain performance range levels with SmartWay. Some of them give preferential treatment if you are in the program or not.

**What's New This Year? – Matthew**
Matthew Payne, EPA: So as we move towards the logistics tool, I'd just like to say a few things that are new this year. By popular demand from our partners, we instituted a step that you can auto-populate the first three steps of the tool. This is name, contact information, and fleet description. This means you don't have to type it in twice. So that was a very popular recommendation or request that partners had that we fulfilled. We've tried to make the data source descriptions more simplified. We've tried to reduce the screen to make it flow better. We've added some additional options to input non-SmartWay carriers. These are carriers that are not in the SmartWay program. There's a bit more detail you could provide if you wish. We also added a new joining process for new partners and I'll briefly talk about this. We have a specific tab for new partners, essentially where they are able to fill out some information online. It's the same information you fill out in steps one and two of the tool, and then they become an applicant. Essentially what we call a SmartWay applicant. And then they get partner account manager help right there. There's also a path that if you know what you're doing, you can just go

ahead and fill out the tool. But in the interest of customer service, we really tried to develop a system that would give a little bit more hand-holding for new partners.

**Logistics Tool Demonstration – Matthew**
Matthew Payne, EPA: Alright, let's move into the logistics tool demonstration.

**SmartWay Assistance for New Users – Matthew**
Matthew Payne, EPA: I have a number of different versions of the tool open so I can show different parts and they may possibly cause a lack of bandwidth here. But, when you open up the logistics tool, you'll see a new start screen. We have a little movie here that tells you about the tool and about SmartWay. It gives you some basic information. We have a lot of resources listed. One thing we ask partners is to make sure that they have the right tool and that they are a logistics company and not perhaps a truck company. Some information on gathering data, tool help, and navigation. We have the schedule of tool due dates and of course links to the SmartWay website. There are help buttons throughout the tool. The large help button here will tell you about information pertaining to that current page.

**SmartWay Partnership Annual Agreement – Matthew**
*<on screen: switches to next page in the tool>*
Matthew Payne, EPA: Moving along, you'll see our partnership agreement. This is all there is to it; everything is on this page. It's not like a software agreement that's going to scroll on for several miles. What you see is what you get right here. To proceed with the tool, you are going to have to click "I understand and agree to the terms of this agreement."

**SmartWay Auto-populate Initial Steps – Matthew**
*<on screen: switches to next page in the tool>*
Matthew Payne, EPA: Once you do that, you're going to be able to click "next," and then we have a page where you'll be able to enter your SmartWay ID. Each partner is given a SmartWay ID. You may not know it and can contact your partner account manager or call the helpline to get that sent to you. But once you put that number in there, and this is a number I've created for a specific example tool, you will click "Auto-populate initial steps," and then it will confirm that you've done that. It tells you that auto-populate has completed successfully. *<on screen: scrolling through auto-populate results box>* It gives you a little summary of the information that's going to go in there. And then you can close that and then proceed to the next step.

**SmartWay Logistics: Home – Matthew**
*<on screen: Switches to next page in the Tool>*
Matthew Payne, EPA: You will see that you have your name filled out. I'm using the very creative EPA Webinar Test Partner name. Often times I'll use a lot of names from a popular TV show or something, but I just didn't have the creativity today.

**SmartWay Contact Information – Matthew**
*<on screen: switches to next page in the tool>*
Matthew Payne, EPA: Once you do that, you'll look at your contact information. Before you would have to fill all of this out, but in this example you can see that it has already been pre-populated.

**SmartWay Logistics: Home – Matthew**
*<on screen: switches to home page in the tool>*
Matthew Payne, EPA: So you go back to home. Once you've looked at that, you'll see the box that was gray off to the right that says "I have reviewed my contact information and it is correct" is now able to be checked. Click that and then proceed to your business unit description.

**SmartWay: Business Unit Characterization – Logistics – Matthew**
*<on screen: switches to business unit description page in the tool>*
Matthew Payne, EPA: Now for the business unit description, you may have one business unit or you may have multiple ones. It just depends on how you appear to your customers. We found that the vast majority of logistics companies have one business name. So there's only one tool with information for them to fill out. But, if you do have multiple companies that you want to fill out in this tool for divisions, you can create separate shelves to fill the data out. We ask that you do put in information about those business units to the extent that you can. You have your SCAC codes, MCN, and DOT number. And remember, we do operate in Canada; there's a SmartWay program there, so we have an NSC code, which is similar to our code. And then business unit type. Are you for-hire, dedicated, or private? If you have any questions specific about data points in the tool, if you click the little gray box with the question mark, *<on screen: opens SmartWay help dialogue box>* it will give you additional information about that data point.

*<on screen: switches to "Business Focus" tab in the tool>* So once you've confirmed that information, you go to your business focus. This is not used in emission calculation, but it gives us a better sense of the type of company you are. So you can input that information. Now, once you get all of that done, you can create your business—and I'm going to switch to a different version of the tool that is already pre-populated.

**SmartWay Logistics: Home – Matthew**
*<on screen: switches to pre-populated version of the tool>*
Matthew Payne, EPA: But, if you go home, you will now see that I've confirmed that I've reviewed my fleet description and that it is correct. You'll click that. And then you'll be set to go. You'll download the latest SmartWay Carrier data file. This is a file that has all of the information, such as the emission factors for all of the carriers—for example, the truckload driving carriers or refrigerated carriers—that are in the program that you may use. When you click this, *<on screen: selects "Download Latest SmartWay Carrier Data File">* it downloads the latest carrier data file into your tool and it will tell you that it's been successfully downloaded. What you saw flash on your screen wasn't actually the file.

**SmartWay Logistics Tool: ABC Logistics, Inc.: Logistics Division – Matthew**
Matthew Payne, EPA: Next you'll go into the data entry, but this is not the one I have filled out yet, so I am going to move this one to the side.

**SmartWay Logistics: Home – Matthew**
*<on screen: switches to pre-populated version of the tool>*
Matthew Payne, EPA: So this is what you see on the screen now: ABC Logistics. This is the tool that I have completed. *<on screen: opens data spreadsheet>* Just to make sure, I will click the latest data. One second.

**SmartWay Logistics Tool: ABC Logistics, Inc.: Logistics Division – Matthew**

*<on screen: opens "ABC Logistics, Inc.: Logistics Division">*
Matthew Payne, EPA: So now you see that the first step of the process is to input carriers. There is an instructions button and we ask that you do fill that out. Now there are various ways to get data into your tool and which one you want to use is going to depend on how many carriers you have. If you look at the buttons, you can import data into the tool. So, if you're able to work with data files, you may set those up and actually import the data directly into the tool. If you have a huge number of carriers—some names like C.H. Robinson or Ryder who literally have thousands of different carriers may use the "match my carriers" function, and I'll go into that in a little bit. But, if you are a logistics company that has 150 carriers, what we've found is that it is easier to do a manual input of that data unless you are a data file wiz, but generally 100 to 150 carriers manual input is easier.

Now if you are using the outside data importer matching carriers, you're probably going to tweak that data anyway, so we'll make something for you to watch for this manual input description.

*<on screen: selects "Manual Input SmartWay Carriers" tab>* What you see is that we have put a large number of ways to find SmartWay Partners. This presumes that you know that the company is a SmartWay Partner. We do have a list on the website. But, you can type in the name of the carrier directly. If you start typing letters, it's going to show those companies that would have that type of a match.

*<on screen: selects "Carrier Mode" dropdown>* You can narrow your filter down by looking at the carrier mode. Maybe you want to look at truck companies *<on screen: clicks "Apply Filter">* and you can apply that filter and all the non-truck companies are going to go away.

*<on screen: selects "SmartWay Category" dropdown>* You can look at the SmartWay category here and say, "Well maybe I just want to look at, for example, truckload dry van," and then you can apply that filter *<on screen: clicks "Apply Filter">* and it will narrow it down. You can scroll down and pick a carrier. Or you can start to type in the carrier name and then it will move you to that area. You can also directly—if you know the SCAC number, MCN, DOT, or NSC code—you can put that in there and it will identify the carrier that way. Be aware though, however, that with the SCAC, MCN, and DOT numbers, all of this information is provided to us by the carriers. So if they make a mistake or have a little dyslexic moment and they flip a couple of digits in the MCN number, that may not identify them. So we really stress that carriers have good data input; hopefully, that's improving year over year.

And then once you find a carrier that you would add, you just click it and click the button "Add Selected Carriers to List Below," and it will show up down here, and then you will be able to input data for that carrier later on in the tool. You will also have to add if you have non-SmartWay carriers. *<on screen: clicks "Manual Input Non-SmartWay Carrier" tab>* There's a button over to the side for "Manual Input of Non-SmartWay" carriers. First we ask how many carriers do you have for your business unit? So you're going to need to know the SmartWay Carriers versus the non-SmartWay carriers. This year, we've added a little bit more detail for the non-SmartWay carrier types. You'll notice that we have for the truck carriers, you can now put in specifically if you have dray carriers versus auto carriers or multimodal carriers. You can add

in that level of detail. Based on the carrier type, they will have different default values. Refrigerated would tend to be a little bit higher than say truckload dray vans simply because they have the refrigeration fuel, etc.

If you do not know what type of carrier it is—for example, if it is dray or expedited—that's okay. You can still put in a standard non-SmartWay truck carrier for general. So this is the category that we used previously. So, if you want to, you can put all of your truck carriers in general. That's fine. Nothing bad is going to happen with that other than you won't have information in your reports about the different types. We understand it may be difficult for you to know how your non-SmartWay carriers are actually classified, but that's a little bit new. I'm going to skip to the activity data part. I've done a number of screenshots on a number of the outside data import and "match my carrier" parts of the tool. It takes a little bit of time to flip back and forth. That's why I put that in the PowerPoint presentation. So I'm just going to skip to activity data and cover that later.

*<on screen: clicks "Activity Data" tab>* Once you've got your carriers identified, they will show up here over on the left. The selected carrier and carrier mode will be there. The scroll bar on the right will allow you to look at all of the different companies that you have and you'll have to input information on those. Depending on the type of data that you have you will either have to input either your ton-mile, total mile, or average payload. We have four data availability options. This is a little bit less than in previous years. We found that some of the options that we had really weren't used very often, and they also had some problematic issues with data quality, so we eliminated those. The current options are if you know your total miles, your ton-miles and your average payload, miles and average payload, or if you know your miles only. If you click "a-Ton-miles & Total miles," you'll have data inputs; you'll see it's white for ton-miles and total miles and it's blue for average payload. So this tells you that you have to input in the white cells. Conversely, if you take "b-Ton-miles & Avg. payload," you're going to input your ton-miles and then input an average payload there. So essentially you will pick your data availability. You may have the same thing for all of your carriers or it may be different for your different carriers depending on how your data systems are done.

If you need additional help, *<on screen: opens "SmartWay Help" dialogue box>* again there's the individual, little gray question mark buttons. *<on screen: help button>* The help button at the bottom will tell you basic information about the page. Then, also down at this bottom part, you'll see this thing called "screen demo." If you click this button, it will essentially play a how-to video with voice narration of how to fill out the particular page that button is on. So if I click this, it's going to essentially give you the same sort of discussion about how to pick your carriers that are here; how to work with data availability; and then your ton-miles, total miles, and your average payload. But really, this is the bulk of data entry screens that you will need to work with. Again, depending on the number of carriers that you've used, inputting this manually may make sense. If you literally have thousands of carriers though, a data import will allow you to get these pages pre-populated from that data.

*<on screen: opens "SmartWay: Activity Data Source">* You'll also have to describe your data source. I just put in very simply a quick few words. But, if you could, we would really like to

learn about your data system and how you got that set up, because we like to work and develop case studies and best practices to work with companies to really improve their data systems.

*<on screen: clicks "% SmartWay" tab>* I will move to percent SmartWay. This is essentially a reporting function. You can choose to have your percent SmartWay display by ton-miles or total miles. Really, what this tells you is very, very simply how many of your ton-miles are moved on SmartWay Carriers versus non-SmartWay carriers. It also shows you by carrier mode.

*<on screen: clicks "Data Display" tab>* We have a number of ways of looking at your performance. If you look at emission summaries, it shows you your carrier that you are using, what bin rank they are in. For example, is it a good rank? Is it a bad rank? Is it at 5 and it shows the gram per mile number and gram per ton-mile? And then it shows the mass emissions that are produced from that particular fleet for that year. You can look at $CO_2$. You can look at oxides of nitrogen. You can look at $PM_{10}$ or $PM_{2.5}$. These are going to look very similar, but this is essentially particulate matter. You can look at the emissions of your fleet. You can also look at individual carrier performance.

*<on screen: clicks "Carrier Performance" tab>* You can look at emission factors or mass emissions. This is logistics carriers overall of the tool. This is the truck carriers. When I click the plus button, it's going to expand that so you can see individual information for those different companies. *<on screen: clicks "Display Type" dropdown menu>* You can see emission factors or mass emissions.

*<on screen: clicks "Truck Carrier Performance (SmartWay Category Detail)" tab>* And then you can look further into SmartWay categories. You can look at dry van versus LTL carriers. What does that mean in terms of emission factors? These are all different ways for you to look at your data reports.

*<on screen: clicks "Data Display" tab>* Your partner account manager can work with you to explain that a little bit better, tell you the relationships, and help you find ways to improve your emissions performance—so essentially reduce the amount of emissions that you produce for every ton-mile that you are hauling.

*<on screen: clicks "Input Carriers" tab>* So I will go back now to input carriers. Just in general, when you do an outside data import, what you're going to need to do is create a .csv file (a comma separated value). It is a data file. You can do this in excel. We have detailed instructions for how to do this that you can click on and get that information. If you have a data person in your organization, they can get involved with this if you are not super familiar with this. But, on the other hand, it can take you a long time to get the information put directly in your tool.

I talked to our partner account managers who deal with companies on a regular basis and some of the recommendations that they have are if you are an existing partner and you want to have an outside data import, one of the best places to start is to actually go to your last year's file. Just start that as your .csv file. So you'll go to an old tool and actually export your carriers into a .csv file from that tool.

*<on screen: clicks "Export Selected Carriers">* So if I go to "Export Carriers," and go to "Export Selected Carriers," it is going to say, where do I want to save that? I'm just going to hit save; I've already done this one example, but I'll just overwrite this.

*<on screen: pulls up Excel file>* It will look like this file. You see we've selected carrier export file. In the file itself there are some instructions about how to fill this out, but you will note that the carrier ID number has been carried over. The carrier name, the mode, if it has an SCAC code or an MCN or DOT number, that has all been carried over. Because this has been filled out in a tool previously; for those carriers, you also have the data availability options displayed. And then last year's ton-miles and total miles as well as the average payload.

Of course things are not going to be exactly like the past year. You may have added some carriers or subtracted some carriers. But, if you've subtracted some carriers, you can simply delete those lines of data here. Or if you've added a large number, you can add them here or add them later on using the manual input. You will, for example, need to change your total miles and your ton-mile that you've done. So, you will have to look at your data and re-input it here. But that again could potentially save you some time.

**SmartWay Logistics Tool: ABC Logistics, Inc.: Logistics Division – Matthew**
*<on screen: pulls up Excel file>*
Matthew Payne, EPA: Then, once you have that, you would go back to your tool and you would do an outside data import. The file path would select your file, "CarrierData25.csv." It's already in there so I'm not going to re-do this, but you click ok, and then it is going to take that data and populate the tool, so that when you have your activity data, that information will already be in your tool.

*<on screen: pulls up "Export Carriers" tab in the tool>* I've shown we can use the outside data import from a previous year to create a file. You can also do something called "export master file." When you click this button, it will create a file with all of the SmartWay Carrier's information. So it will be a large file, but it will have all of that carrier information. So it uses a large number of carriers. This is also a different way of creating that data input file. Your partner account managers have worked with many partners on different ways to do this. Based on your skill level and based on your ability to input data and to work with data files, they can help you figure the best and easiest way to get the data into your tool.

**Review: Input Carriers – Matthew**
*<on screen: switches to PowerPoint presentation>*
Matthew Payne, EPA: Alright, I'm going to bring the presentation back over and start this from the current slide. Just to review the data input. You have manual input (best for companies with 100 or less carriers). Option 2: Export last year's information into a .csv file and modify it, then load it into the tool and modify it and add some additional carriers as well manually. You can export a master .csv file of all SmartWay Carriers and delete them and add your data in. Or, there's actually a couple of other permutations of those things that you could do. I want to spend a little bit of time talking about option four, which is a carrier matching function. This is again best for companies with a large number of carriers or if you have a data system such that you really can't tell if they are a SmartWay Carrier or not. This is a process, but if you have to use a

lot of carriers it will shorten your time. Again, there's an instruction manual for this that will take you through it step by step and we have tested it with a number of different users. Some of them have not had much experience dealing with files and they've been able to follow along.

**Carrier Matching – Matthew**
Matthew Payne, EPA: Carrier matching is done through a function in the SmartWay Partner portal. Your partner account manager can give you some instructions on how to get to that portal. It's going to require a password, but there are a number of things in the portal once you have access to that with your password. You can get your SmartWay registration document. There's information on logos and resources. We have some sample press releases that you can use to talk about your company's participation in SmartWay. And then also SmartWay Carrier matching.

*<on screen: clicks "SmartWay Carrier Matching">* So when you go to carrier matching, you're going to see this page in the partner portal. Right here are the steps. There's also an example .csv file and also a blank starter .csv file that you can look at.

Again, there's the instructions on how to use the carrier matching functions. You're getting some instructions there. You can upload your carrier data file. This can be from your own proprietary or it can be created otherwise. Once you have your data uploaded, we have developed a system that will tell you a number of things. It will list the carrier name as input in your carrier data file. It will tell you kind of the matched results. Did we find a match? Did we find duplicates? Etc. So it's really matching two different SmartWay Carrier strings with the data that you input. There's different ways of reviewing the match results. *<on screen: selects "Match Results" dropdown menu>* You can look at all results or just focus on the ones that are found, and we have different levels of match. If it is exact it is a match found. If it's off, maybe it says Continental Group, but it doesn't say LLC, then you have a probable match or a possible match because confirmed match is specific or exact.

**Carrier Matching Webinar – Matthew**
Matthew Payne, EPA: *<on screen: "Match Results" dropdown menu>* Then, if there are duplicates, it will tell you that. Sometimes you may have the same carrier in your database twice.

*<on screen: "All Status" dropdown menu>* You can also look at the status of different SmartWay Partners. You can look to ones regardless of their status, or you can say ones that have reported their data already. Maybe you're only looking for one that has already reported data. You can also tell who has not reported the data, or ones who have submitted their data but the partner account manager is reviewing, so they may be pending.

*<on screen: "Find your carriers in the SmartWay database">* Once that is done it will tell you how many carriers you have who meet the current filtering requirements. Then you are going to create that .csv file. It tells you your summary. You'll click "Export your data."

**Exported Carrier Data .csv File – Matthew**
Matthew Payne, EPA: *<on screen: exported spreadsheet>* Then it will create that file that I showed you before. It will match all those carriers that you have that match your files. Alright, so there's that for carrier matching.

**Logistics Tool Demonstration – Matthew**
Matthew Payne, EPA: Alright, so there's that for carrier matching.

**Review: Managing SmartWay Data Requirements – Matthew**
Matthew Payne, EPA: Just to review before we get the questions here, just a few words on managing your SmartWay data requirements. If you can, try to keep the same system year to year. A great records system is great. Developing what we call an information funnel is good. You may have different people who report to you or you may have to go to different departments to get that information. Creating that pipeline so you can get the data as easily as you can is useful.

We found that companies that do collect that data can oftentimes use it for other purposes and ways of looking at their carriers. The data is power where you're putting this data into the tool, so we hope that you can use it. You may need to get some information from other departments who have been less willing to give you information in the past. If you have to, you can make us be the bad guy and say, "Hey, SmartWay needs it." Then you get the data and it's actually good for what you need to do in your current position.

Invest in big data. I think for logistics companies this goes without saying; this is the thing that is driving the industry right now. Find a way, if you don't already have a database, to track either this operation or other performance data about your carriers—whether it's environmental, performance data, on-time delivery, financial, etc. Having those data systems that can really dig deep into carrier performances is good.

Your SmartWay partner account manager is here. Each company that joins the partnership is assigned a specific partner account manager. This is a real-life person. You call them; they pick up the phone. We get back to people generally within 24 hours, so they will be able to help you.

Something that's new in the past couple of years: there are actual companies out there that will fill out your tool for you. These are consultants who will charge you for that, but they are out there.

**Additional points to Remember – Matthew**
Matthew Payne, EPA: A few additional points to remember. I've said this before, but we represent the carrier identification data as supplied by the carrier. When you fill out the tool, we ask you to include your U.S. and Canadian freight. If you have a question about whether you would like to have a separate U.S. tool or present it in a single tool, please contact your partner account manager. Generally, if your headquarters is located in the U.S., you'll be filling out a U.S. tool. If you're headquartered in Canada, you can fill out a Canadian tool. They're pretty much exactly the same, except in Canada it's in metric and you can choose to do the tool in English or French.

Please send both the .xls and the .xml files to your partner account manager when you get to the end of the tool. It will ask you to create an .xml file. The difference between them: an .xls, which is essentially Microsoft Excel, the .xml strips the data out of the tool that we can then look up and upload to our database. We found that for some partners, because of their email systems, the

.xls is too large to mail, so we created the ability to make an .xml. For most logistics companies, this should not be a problem; if it is, you probably need to talk to your IT people who are managing your emails because they're too restrictive on your data size, but those options are available. When you're filling out the tool, save your progress in the tool. I would recommend that if you're new and not familiar with the tool, as you save it, you can save it under V1, V2, V3, just so if you make a mistake you can go back and get that.

Also, if you're promoted to a new position—we see a lot of people who do work with SmartWay get promoted, so they leave and are not doing the SmartWay tool anymore—please make sure that your replacement knows about their SmartWay responsibilities. If you're a new person and you come in, maybe this was dumped on your lap without a whole lot of explanation from that person, hopefully don't pay the evilness forward. If you have a new person, try to walk them through. Again, if anything's in doubt, please call your partner account manager.

**2016 SmartWay Schedule – Matthew**
Matthew Payne, EPA: The schedule is available in the tool. The due date for logistics tools is September 16. *<on screen: "Logistics Tool" home page>* Let me just pop up, if I could, the logistics tool one more time. I'm going to go to the home. Two more parts of the tool. *<on screen: "Give Us Feedback" page>* We do have a button that looks at feedback yes or no questions. You can rate us and our performance. There are some open-ended questions. We say, "What are we doing good?" and "What are we doing bad?" Give us that feedback. We review it each year and it actually results in tool changes and improvements within the tool.

*<on screen: "SmartWay Recruiting Targets">* Maybe you have some companies that are hauling a lot of your freight but they are not in SmartWay; you can encourage them to join SmartWay because that will improve your score in the program. You can also ask us. Give us some information and we can do some of that legwork for you to recruit them into the program. We'll need to know who they are and preferably some contact information.

*<on screen: "Logistics Tool" home page>* Here's the button to create that .xml file. Once you create it, you're going to save it. You'll also send us the .xls file and the .xml file. Then for the results, you can view data reports. There's a link to the SmartWay Partner portal. There's a way that if you've done the tool before, you can review your tool from a previous year. *<on screen: SmartWay logistics year-to-year comparison>* You'll just load that data in and you'll get some screen that will show side-by-side last year's performance with this year's performance.

I see we're down to about five minutes.

**Thank you for your attention. Questions? – Matthew**
Matthew Payne, EPA: I'll end that. Again, there's a lot of additional detail. I tried to cover as much as I could in the hour. You partner account manager can help you, but for the last five minutes, if you do have questions and they haven't already been answered with my folks here online as I've been talking, then we can take some of those questions right now.

**Amanda Peters, ERG**: Great. Thanks, Matt. We do have quite a few questions that came in, so I'm just going to start with whatever came in first. Someone is asking, what do loaded miles in the SmartWay truck tool represent?

**Matthew Payne, EPA:** Okay, so we talk about miles in a number of capacities. Loaded miles means there is a load of some time on the truck. That differentiates from empty miles. There is also the concept of revenue miles. Revenue does not necessarily equal loaded miles because you may be charging for return trips where you're empty in some cases. So the loaded do not have to equal revenue. A lot of people get confused about that. Loaded means there is some load at some point of some type on that vehicle.

**Amanda Peters, ERG**: Great, thank you. Another question is, will the SmartWay fleet ID be the same this year as last year?

**Matthew Payne, EPA:** Good question, and I know who that's from, and let me have your partner account manager walk you through that after the call, if you would. Thank you.

**Amanda Peters, ERG**: Okay, another question, let's see. For carrier IDs, do we take the IDs from the carrier data master filer or can we assign our own?

**Matthew Payne, EPA:** So for carrier matching we didn't get into that level of detail, but in carrier matching, the first year you'll be able to match off of the data that we have in our system. If in your file, and there's a space to do this, you can put in your own proprietary code. Then, when we upload the tool, that will upload into our database. So then the next year that you want to do carrier matching, you can match off of that proprietary code. You cannot do it the first year, because obviously that's not in our system to do yet. In succeeding years, if you want to match up a proprietary code, it will match versus whatever you put in there from the previous year, so we did include that functionality in carrier matching.

**Amanda Peters, ERG**: We also have two questions about option A in the tool. It says, for option A, we do not need to fill out the average payload. Correct?

**Matthew Payne, EPA:** That's correct.

**Amanda Peters, ERG**: The other question is, if important carriers via from last year's tool, if using data availability 'A' ton-miles and miles, should we leave the average payload field in the .csv blank as it will be calculated in the tool?

**Matthew Payne, EPA:** That's correct. One thing to watch out for is that in previous years we had some different data availability options. If you're pulling in something from last year, you will need to take a closer look at your data availability to make sure you're matching those. So look at the abcd definitions for that as you're filling out the .csv file.

**Amanda Peters, ERG**: We have a couple more questions. Someone is wondering, if business was down last year and there is a decrease in carriers used, is that going to affect their SmartWay scoring?

**Matthew Payne, EPA:** Actually, it won't in the overall, general sense because the six metrics that we produce are efficiency metrics, so you're not really looking at mass emissions. Now that said, generally if you have a business with a larger number of carriers, you may have perhaps better routing systems. You may have a truck or a company available to pick up a load sooner rather than later or in less distance. So there may be some macroeconomic effects in that. But say, for example, if your business goes down 50 percent in terms of value from year A to year B, you will not see a 50 percent decrease in your efficiency. They are completely decoupled from essentially that volume of business. A small logistics company with say $500 million worth of freight is not necessarily disadvantaged against a multi-billion-dollar company because we really look at efficiency. How much emissions do you produce to move that kind of freight 1 mile? Again, that said, to the extent that you are using intermodal options—if you're using barge, if you're using rail to move some of your freight—that will have significant impact on your overall emission factor because those ton-mile emission factors for barge and rail are much more efficient than, say, for truck. Those sorts of modal choices will have a much bigger impact than the tweaking that may occur in your company's efficiency because of economic upturns or downturns. Maybe you have a spin-off, or you're acquired, or whatever the case may be, but efficiency is really the great equalizer for comparing against other companies.

**Amanda Peters, ERG**: Great. Thank you, Matt. That's actually it for the questions and it looks like we're at time as well, so that's perfect.

**Matthew Payne, EPA:** Okay, there's probably plenty of additional questions out there, I'm sure, as you go through the tool. If you don't have any questions now, questions will arise. Again, stressing, please pick up the phone and call your partner account manager. They answer email as well, but a phone is just as good. Sometimes there are just some partners who want to do everything by email, but it could also be a lot quicker by picking up the phone. Don't think you're going to get a stereotypical government runaround. Our guys work those phones, so don't hesitate to call if you think that will be a little more efficient.

Again, I would just like to thank everyone for your time. I know you are busy men and women. We appreciate your time participating in SmartWay and in particular the webinar. Hopefully it was good for you. Certainly let your partner account manager know if there's something you would like to see that we didn't cover in the webinar, or any other suggestions. So thank you very much!

**Joan Jackson-Stephens, EPA:** Thank you, Matt, and thank you everyone for your attention. I appreciate your attention today and please remember to complete the survey before you exit out of the webinar. Is there anything else Amanda?

**Amanda Peters, ERG**: Nope, that's all! Thanks everyone!