

Conferences and Events

Shipper and Carrier Conferences

Industry trade shows provide good early opportunity to exhibit the program and build visibility

- *Look for top transport industry, logistics, or shipper environmental events*
- *Be sure to understand audience and attendees*
- *Have good basic program overview materials and display to distinguish the program*
- *Good opportunities to network with other attendees and exhibitors*

Moderately Successful (hinges on getting appropriate venues, some can be unproductive, requires staff travel and expenditures)

Conferences and Events

Shipper and Carrier Conferences

Industry trade shows provide good early opportunity to exhibit the program and build visibility

- *Look for top transport industry, logistics, or shipper environmental events*
- *Be sure to understand audience and attendees*
- *Have good basic program overview materials and display to distinguish the program*
- *Good opportunities to network with other attendees and exhibitors*

Moderately Successful (hinges on getting appropriate venues, some can be unproductive, requires staff travel and expenditures)

Developing New Relationships

- National and State Trucking Associations*
- Federal Agency Regional Offices*
- Environmentally oriented Associations*

Very Successful (These groups are among the most influential in the industry)

Cold Calls and Direct Mail Campaigns

- *Secure contact information from industry associations, send a standard package of information to all members*
- *Direct mail campaigns are much more successful when:*
 - *Endorsed by a Membership Organization (signed letter)*
 - *Follow-up phone calls are made to members (sustain contact)*

Marginally Successful (requires a high level of effort)

Marketing Activities

- *Speaking Opportunities*
- *Articles and Press Releases*
- *Case Studies and other official Program publications*
- *All marketing material should provide audience with an easy way to request more information about the program*

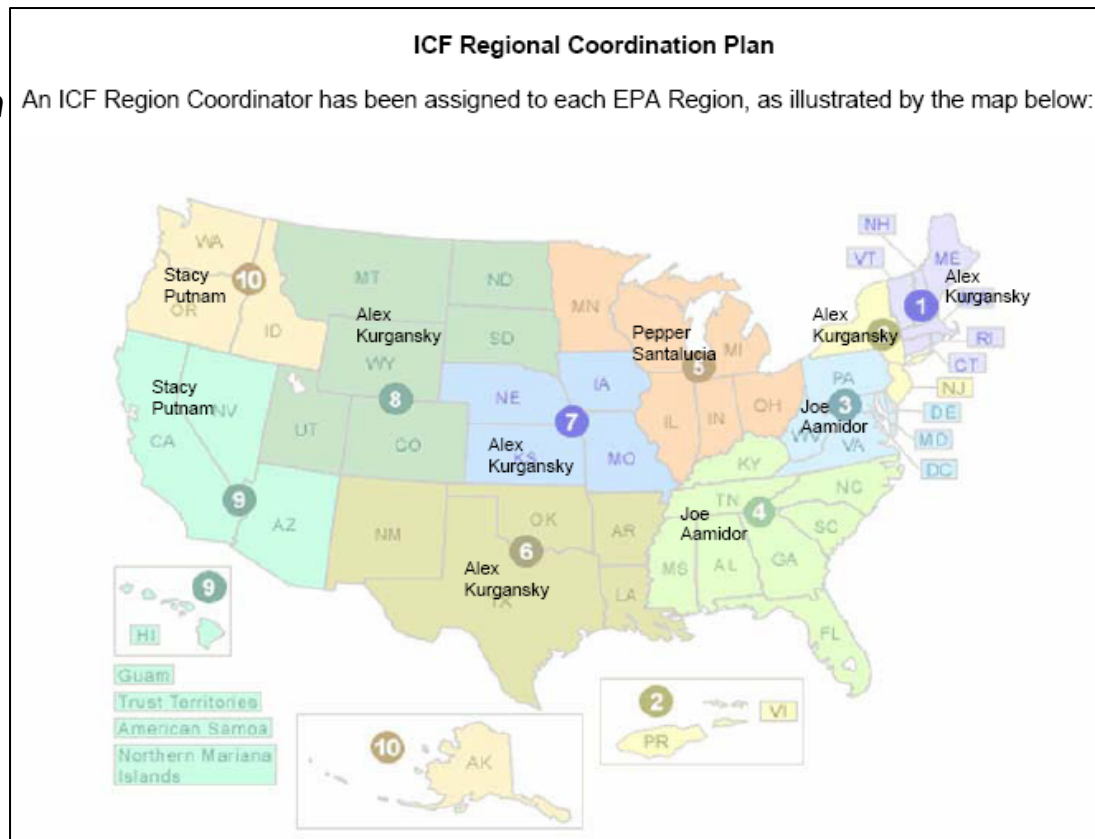
Successful (as more companies learn of SmartWay, more want to join)

Face-to-Face vs. Phone Recruiting

- *Face-to-Face is more successful, but is more costly*
 - *Travel to site, lodging, meals*
 - *Face-to-face meetings can be grouped with a trip to an industry conference*
 - *Numerous phone discussions should be conducted before scheduling a meeting*

Regional Coordination Plan

- A specific coordinator was assigned to each EPA region to coordinate all SmartWay activities between EPA regional offices, State associations, current Partners and other stakeholders.



New Partnership Categories

- Partner Affiliates – state and national associations
- Logistics Providers – ship customers' freight through carriers



EPA's SmartWay Transport® Partnership is a voluntary program that recognizes Partners for setting and achieving greenhouse gas (GHG) and emissions reduction goals in freight transport.

With this agreement, _____ joins EPA's SmartWay Transport Partnership and commits to:

- Determine the percentage of freight shipped by SmartWay carriers.
- Increase the percentage of freight shipped by SmartWay carriers by at least 5% per year, or increase the number of SmartWay carriers contracted by 20 companies per year, and report this information in the EPA's FLEET Performance Model.
- Develop a three-year action plan detailing how this goal will be achieved.
- Submit the goal and action plan to EPA within 6 months of signing and submitting this agreement.
- Report progress toward achieving this goal to EPA annually.
- Provide a link to the SmartWay Transport Partnership website on the company website.
- Inform contracted carriers about the Partnership and the benefits of participating in the Partnership through various means, such as: including SmartWay membership in contracting criteria, mailing brochures and pamphlets, and giving presentations at meetings.

In return, EPA commits to:

- Increase public awareness of Partner participation in the SmartWay Transport Partnership by listing Partners on the EPA SmartWay Transport Partnership website and in related educational, promotional and media materials.
- Obtain express written consent from a Partner before publishing the Partner's name in any context or for any purpose other than those stipulated above.
- Provide Logistic companies with the needed information to quantify emissions from their freight facility operations, and to determine the percentage of freight shipped with SmartWay Transport Partnership carriers.
- Publicize the actual performance data of Partners only with a Partner's express permission, except as otherwise required by law.
- Assist Partners in achieving goals, by working to address challenges, create incentives, and provide technical assistance and support (subject to appropriations).

General terms:

- If the Partner or EPA defaults upon this agreement at any point, the agreement shall be considered null and void.
- Either party can terminate the agreement at any time without prior notification or penalties or any further obligation. EPA and the Partner agree not to comment publicly regarding the withdrawal of Partners.
- EPA reserves the right to suspend or revoke Partner status for any Partner that fails to accomplish the specific actions to which it committed in the SmartWay Transport Partnership Agreement and subsequent Agreements.
- The Partner agrees that it will not claim or imply that its participation in the SmartWay Transport Partnership constitutes EPA approval or endorsement of anything other than the Partner's commitment to the program. The Partner will not make statements or imply that EPA endorses the purchase or sale of the Partner's products and services or the views of the organization.
- The Partner understands that it bears its own costs for participation in this program, and agrees not to submit a claim for compensation to EPA or any other Federal agency on the basis of this agreement.
- The terms "Partner" and "Partnership," as used in this agreement, do not denote any specific legal entity meaning. The parties to this agreement are independent legal entities and no partnership, general partnership, limited partnership, joint venture or any other legal entity relationship is created between the parties by this agreement.

Authorized Affiliate Official:

The undersigned, on behalf of _____ understands and agrees with the terms of the EPA SmartWay Transport Partnership.

Signature: _____

Title: _____



WHAT DOES IT MEAN TO BECOME A SMARTWAY TRANSPORT PARTNERSHIP AFFILIATE?

The Affiliate level of the SmartWay Transport Partnership is for trade and professional associations, nonprofit environmental, energy, and community organizations, school and university groups, and other organizations that are committed to promoting greater energy efficiency and air quality within the freight transport sector. As an Affiliate, you are assisting your members in making better choices for their businesses and the environment. By encouraging them to participate in the SmartWay Transport Partnership, you help them get the information and tools they need to reduce fuel consumption, save money, and make a positive impact on the environment.

Affiliates join SmartWay Transport Partnership for three years and commit to promote the Partnership to their members and the public through a variety of projects selected by the organizations. By helping EPA get the word out about fuel-saving strategies, Affiliates help their members make smart choices for their businesses and for the rest of us.

WHAT BENEFITS DOES MY ORGANIZATION RECEIVE FOR JOINING AS AN AFFILIATE?

When you become a SmartWay Transport Partnership Affiliate, you are providing your members with a tangible, highly-beneficial way to improve their business operations and make a difference for the public good. You are able to give your members access to existing tools that will help them achieve their business goals. EPA will support your efforts by providing outreach materials, program and technical training, and networking opportunities.

And, when you promote the Partnership to your members, your good works will be recognized by EPA.

WHO IS ELIGIBLE TO BECOME AN AFFILIATE WITH THE SMARTWAY TRANSPORT PARTNERSHIP?

The following types of organizations are eligible to be affiliates with SmartWay Transport Partnership:

- membership organizations
- governmental agencies
- nonprofit organizations
- professional associations
- nongovernmental organizations
- fleet management organizations
- trade associations
- academic institutions

HOW CAN MY ORGANIZATION JOIN?

Becoming an Affiliate is Easy. Simply:

- Sign Affiliate Agreement
- Identify the promotional and/or educational activities you will pursue.
- Create a link to the SmartWay Transport Partnership website on your organization's website

A representative from SmartWay Transport Partnership will contact you and help provide you with information about the Partnership and tools to help you with your promotional activities.

HOW TO I SUBMIT MY COMPLETED AGREEMENT?

Simply mail or fax the completed Affiliate Agreement to:

SMARTWAY TRANSPORT PARTNERSHIP Affiliate Agreement
USEPA Office of Transportation and Air Quality
2000 Traverwood

Partner Management

- *Importance of Partner Management*
- *Initial Partner Management Steps*
- *Adding Value to your Partners*
- *Managing Partnership Growth*
- *Tool Development*
- *The SmartWay Transport Partnership Brand*

The Importance of Partner Management

- *General assistance with paperwork and reporting*
 - *FLEET Model*
 - *Authorization to use logo*
- *Develop relationships*
- *Marketing assistance*
 - *Press Release*
 - *Case Study*
 - *Logo Use*
 - *Authoring articles or internal memos*
- *Make the Partnership more valuable*
 - *Using Partner feedback to improve the process for them (and other Partners)*

Initial Partner Management Steps

- *Welcome call to new Partner*
 - *Generally explain Partnership, goals and objectives*
 - *Set deadline for data submissions*
 - *Offer marketing materials for Partner to publicize its participation*
 - *Ask what else the Partner expects out of the Partnership, discuss ways to achieve these goals*

Adding Value to Partners



PARTNER CASE STUDY

FUEL SAVINGS THROUGH WIDE-BASE TIRES



Company Profile

Headquarters Location: Joplin, Missouri

Point of Contact: Bruce Stockton, Vice President of Maintenance
Ph: 417-859-5085, email: bstockton@cfi-us.com

Number of Employees: 3,000

Strategy Category: Tire Techn

Number of Trailers: 7,400

Number of Power Units: 2,09

Contract Freighters, Inc. (CFI), founded in 1951, operates over 2,400 tractors and over 7,000 transports a variety of goods throughout the contiguous United States and Canada. CFI inter-carriers at various border crossings to provide through-trailer service to Mexico. In addition to headquarters, CFI operates four terminals and numerous drop lots along the border and through the States. CFI and its subsidiaries, CFI Mex, CFI de Mexico, and CFI Logistica, have 37 sales offices in North America. The driver fleet is comprised of both company drivers and independent contractors.

Project Description

In late 2002, CFI began looking for ways to improve their fleet's fuel economy. Recognizing that wide-base tires improve fuel economy because they weigh less than conventional tires and have a lower rolling resistance, CFI decided to purchase 750 tractors outfitted with wide-base tires from their original equipment manufacturer (OEM). Each tractor cost only \$40 more than it would have otherwise cost if it did not have wide-base tires. With a fuel economy improvement of 2/10 to 3/10 of a mile per gallon, CFI estimated that they saved \$1.5 million in fuel costs paid for within the first 2,500 miles of driving.

In addition to purchasing tractors with wide-base tires, CFI outfitted 100 trailers with wide-base tires. CFI estimated savings of approximately 805,000 gallons of fuel due to their wide-base tires.



Search Results for Google

[Print this Release](#)

Office DEPOT

May 08, 2006 10:27 AM US Eastern Timezone

Office Depot Joins U.S. EPA SmartWay(SM) Transport Partnership; Becomes First Office Products Reseller to Support Nationwide Effort Focused on Energy Efficiency and Lowering Greenhouse Gases from Shipping Operations

DELRAY BEACH, Fla.--(BUSINESS WIRE)--May 8, 2006--Office Depot (NYSE:ODP), a leading global provider of office products and services, today announced that it joined the SmartWay Transport Partnership, a voluntary collaboration between the U.S. Environmental Protection Agency (EPA) and commercial, industrial and public sector organizations.

As an environmental leader in the office products industry, Office Depot will contribute to the Partnership's goal to reduce 33 to 66 million metric tons of carbon dioxide and up to 200,000 tons of nitrogen oxide per year by 2012. Carbon dioxide is the most common greenhouse gas, and nitrogen oxide is an air pollutant that contributes to smog.

"I am pleased to welcome Office Depot to the SmartWay Transport Partnership," said Margo T. Oge, Director of EPA's Office of Transportation and Air Quality. "They are the first office supply retailer to join the Partnership in a commitment to freight-related environmental performance and fuel efficiency."

"Joining the SmartWay Transport Partnership was the natural next step in our long-standing commitment to increasing fuel efficiency in all of our operations," said Mark Holifield, Office Depot's Executive Vice President, Supply Chain. "In 2004 and 2005 alone, we saved well over 4.5 million gallons of fuel by increasing the efficiency of our local distribution trucks, shifting from truck to inter-



Adding Value to Partners

- *As the Partnership grows, resources to support growth were focused on tools rather than staff support*
- *Prioritizing Partners*
 - *Size of company*
 - *Influence on other Partners*
 - *Prominence in market/industry*
- *With a rapidly expanding program, EPA was forced to innovate to deal with the growth*

Partnership Growth

- Growth - Partner Management
 - Initially Partner Account Manager (PAM) handled 50 partners
 - As Partners submit FLEET (baseline/action plans), PAMs can handle more accounts
 - Partner Attrition is a part of all voluntary programs – also enables PAMs to handle more accounts
- Tools can be developed to alleviate this resource crunch
 - Automate activities or tasks
 - Develop guidance documents
 - Train and enable affiliates/regional offices to support Partners

Partnership Tools

- **FLEET Model User's Guide**
 - *Many Partners have similar questions about the FLEET*
 - *The User's Guide answers these basic questions, reducing EPA staff burden*



SmartWay Transport Partnership Carrier FLEET Model User Guide

Welcome to the SmartWay Transport Partnership! The User Guide will introduce you to the SmartWay Carrier FLEET Model. **FLEET** is an acronym for: Freight Logistics Environmental and Energy Tracking Performance Model.

What is the FLEET Model and why am I filling it out?

The FLEET model is the measurement tool that EPA uses to demonstrate the beneficial actions that truck companies are taking to save fuel and reduce emissions. Working together, the SmartWay Transport Partnership, the American Trucking Associations, the Truckload Carriers Association, the National Industrial Transportation League, and many state trucking associations are helping companies improve their efficiency and enhance the image of the trucking industry.

The FLEET model:

- Is a *required* part of Partner participation in the SmartWay Transport Partnership.
- Is a multifunctional tool that many SmartWay Partners find very useful to help them optimize their fleet performance
- Helps you track your fleet's fuel economy and also provides you with estimates of how much carbon dioxide, harmful oxides of nitrogen, and particulate matter emissions your company can prevent from entering the atmosphere through your actions.
- Tracks your baseline performance and also helps you plan what you want your fleet to look like in the future.
- Can also be used as a simple cost benefit evaluation tool for choosing what new technologies you may want to add to your truck specifications.

This user guide will walk you through the FLEET model and answer many of your questions. If you have a question that is not answered here, please feel free to contact your Partner Account Manager (PAM).

FLEET Model Components

The main parts of the FLEET model are identified on the tabs at the top of the opened worksheet.

Short Version FLEET Model

(option for Owner Operators)

CARRIER FLEET MODEL

Short Version: For Small Truck Fleets



INSTRUCTIONS:

Please fill out the information about your company. For each strategy, fill out the number of trucks that use that strategy. Provide the data requested for speed and weight reduction.



MPH Speed Limiter Setting _____

Company Name: _____ Company Contract: _____
 Address: _____ Title: _____
 City: _____ Phone: _____
 State and Zip: _____ E-mail Address: _____
 Trucks/Trailers in your fleet: _____ / _____ TL/LTL: _____
 Operation Type: Long Haul/ Short/ Mixed: _____ Own/Lease: _____
 Miles travelled per year (fleet total): _____ Gallons Consumed (Fleet Total): _____

Weight Reduction:
 Item and pounds reduced:
 _____ lbs
 _____ lbs
 _____ lbs
 _____ lbs
 _____ lbs

Integrated Cab Roof Fairing _____
 Cab Roof Fairing _____
 Cab Roof Deflector _____

Cab Trailer Gap Reducer _____ Flatbeds: Trailer Tarps _____

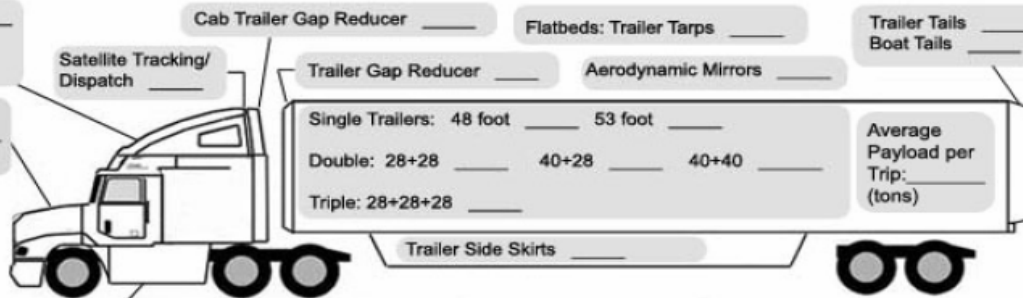
Trailer Tails _____
 Boat Tails _____

Aero Profile Cab _____
 Traditional Long Nose Cab _____
 Cab over Engine Tractor _____

Satellite Tracking/
 Dispatch _____

Trailer Gap Reducer _____ Aerodynamic Mirrors _____

Cab Front Air Dam
 Bumper _____



Single Trailers: 48 foot _____ 53 foot _____
 Double: 28+28 _____ 40+28 _____ 40+40 _____
 Triple: 28+28+28 _____
 Average Payload per Trip: _____ (tons)

Direct Fired Heaters _____
 Auxiliary Power Units _____
 Driver Tag Teams _____
 Double Drivers _____

Cab Side Fairing _____

Single Wide Tires _____

Auto Tire Inflation _____

Particulate Trap _____
 Oxidation Catalyst _____
 Reflashing _____

Engine Shutdown _____
 Truck Stop Electrification _____

Synthetic engine Lubricants _____
 Synthetic Drivetrain Lubricants _____

Average hours you idle: per truck per year _____

RETURN TO:

Mail: SmartWay Transport Partnership
 2000 Traverwood
 Ann Arbor, MI 48108

Fax: (734) 214-4906
 E-mail: SmartWay.Transport@epa.gov



Partnership Tools

- *Web-based savings calculator*
 - *Easier to use than the FLEET model*
 - *Fewer data inputs than FLEET*
 - *Allows companies to instantly calculate money saved by using strategies/technologies*
 - *Includes financing calculations, if user plans to purchase equipment with a loan*

More Tools and Resources:

SmartWay Loan Calculator

Calculator for single-owner (one truck):

RESULTS:

Equipment	Cost	% Fuel Savings	Annual Fuel Savings	Monthly Fuel Savings	Monthly Loan Payment	Net Monthly Savings
APU, Tires, Aero, ATI, DOC	\$14300	16.6%	\$6723	\$560	(\$329)	\$231

STEP 1: ENTER YOUR TRUCK AND LOAN INFORMATION.

Enter your basic vehicle and loan numbers here **OR** Click the "Load Typical Values" button below for help with typical long haul truck numbers.

Annual Fuel Use (Gallons)
 Cost of Fuel \$
 Annual Idling (Hours)
 Loan Period (Months)
 Loan Interest Rate %
 Yearly Fuel Cost \$ 40500
 Monthly Fuel Cost \$ 3375

STEP 2: SELECT TECHNOLOGIES OF YOUR TRUCK.

Check the technology box below to test various combinations of technologies for your truck. You can check as many items as you want.

Technology	Cost
<input type="checkbox"/> Bunk Heater (Heater)	\$ 1500
<input checked="" type="checkbox"/> Auxiliary Power Unit (APU)	\$ 7000
<input checked="" type="checkbox"/> Aluminum Wheel Sets for Single Wide Tires (Tires)	\$ 3000
<input checked="" type="checkbox"/> Trailer Aerodynamics (Aero)	\$ 2400
<input checked="" type="checkbox"/> Automatic Tire Inflation (ATI)	\$ 900
<input checked="" type="checkbox"/> Oxidation Catalyst (DOC)	\$ 1000

"Savings Without Loan" button sets the loan period and interest rate to zero, to show you the results of buying this technology outright.

