

*Designing and Implementing
a SmartWay Sister Program:
Tools, Best Practices, and Lessons Learned*

Workshop Course Book

SmartWay International Workshop

December 2–4, 2008



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Introduction

Background of Freight Transportation in the United States

Freight transportation is invaluable to businesses, consumers, and the US economy, but is not without costs. Of all the energy consumed in the transportation sector, moving freight accounts for 20 percent of all energy consumed.

35 Billion Gallons a Year...

Together, rail and truck transport consume over 35 billion gallons of diesel fuel per year. Translated into emissions, this represents over 350 million metric tons of carbon dioxide annually.

...and Growing

As the economy grows and technology improves, the numbers become more staggering. Just-in-time manufacturing, faster delivery services, and increasing internet shopping have increased mileage—and emissions—from ground freight transportation.

Based on current trends:

- By 2012 ground freight transportation will consume over 45 billion gallons of diesel fuel.
- Freight transport is expected to produce over 450 million metric tons of carbon dioxide—a 25 percent increase over today's levels.

Making Sense of Emissions

While burning fuel is necessary to move goods efficiently by truck and rail, some of that fuel is wasted due to inefficient practices. And wasted fuel translates to wasted money as well as increased emissions of air pollutants, such as:

- Carbon dioxide (CO₂), the most prevalent greenhouse gas. Ground transportation contributes 30 million metric tons of carbon dioxide.
- Nitrogen oxides (NO_x), which contribute to ozone formation, commonly known as smog. Domestic ground freight accounts for 50 percent of NO_x emissions.
- Particulate matter (PM) also has serious health and environmental effects. Ground freight transportation contributes 30 percent of all PM emissions.

Summary of SmartWay Transport Partnership

To address these trends, EPA developed SmartWay Transport—an innovative collaboration between the freight industry and government to reduce air pollution and greenhouse gas emissions, improve fuel efficiency and energy security, and strengthen the freight sector.

SmartWay Transport's goals are to reduce the impact of freight transport on the environment, and to help our partners see the rewards to their business. Working together, we aim to reduce:

- Fuel consumption from trucks and rail delivering freight.
- Operating costs associated with freight delivery.
- Emissions of CO₂.
- Emissions of NO_x, PM, and air toxics.

Companies that participate in the SmartWay Transport Partnership save money, reduce fuel consumption, and are recognized for their social responsibility and environmental leadership.

EPA projects savings of between 3.3 and 6.6 billion gallons of diesel fuel per year, representing a savings of as much as 150 million barrels of oil per year. This is the equivalent of taking 12 million cars off the road, leading our partners to save nearly \$10 billion in operating costs.

Detailed Timeline of Significant Events

- 2001**
- Initial discussions with stakeholders for design/development of a Ground Freight Transportation Initiative.
 - “Industry Options for Improving Ground Freight Fuel Efficiency”—Dec, 2001—Report on Freight Trucking/Rail Sectors, Efficiency Strategies, and Fleet/Industry Characteristics.
 - Consider common voluntary program elements and freight industry trends to design the program.
- 2002**
- Industry responds to initial Report.
 - Charter Partners join.
 - Design and Development of Program including FLEET Model; Partnership commitments and goals; Logo development, guidance, and usage; Begin planning outreach and marketing.
- 2003**
- FLEET Model –develop as a Partner tool/resource.
 - Discussions with Charter Partners to plan program specifics and performance metrics.
 - Program Launch Planning.
 - Development of Partnership Tools and Outreach Materials – Overview, Fact Sheets, Strategies, etc.
 - Development of Partnership Agreements for Carriers and Shippers.
- 2004**
- SmartWay Program Launch with 50 partners – February 2004.
 - Public Service Campaign. Outreach and Recruiting Focus.
 - 100 SmartWay Partners by year end.
- 2005**
- Recruiting Focus - 300 Partners by year end.
 - New Partnership Categories created – Affiliates and Logistics.
 - Marketing and Outreach to trade and industry media.
 - Technology Verification Program; Grants to support real-world tests.
 - Innovative Financing Opportunities Sought.
 - Development of SmartWay Upgrade Kit and SmartWay Truck.

- 2006**
 - Partner Management Focus.
 - Approaching 500 Partners.
 - Tool Refinement, Program Expansion and Process Refinement.
 - Innovative Capitalization Efforts.
 - First Annual SmartWay Awards.
 - SmartWay Light-Duty Designation Launched.
 - SmartWay Grow and Go launched.

- 2007**
 - Supply Chain Concepts Introduced.
 - Launched SmartWay Tractors and Trailers.
 - Launched SmartWay Certified Vehicles.
 - SmartWay Finance Center Opens.
 - Second Annual Awards Held.
 - Accelerating Partner Growth.

- 2008**
 - Over 1,000 Partners.
 - Begin Development of Heavy-Duty Fuel Economy Test Program.
 - Supply Chain/SmartWay Transport 2.0 development begins.
 - Package Labeling Pilots Begin.
 - Consumer Awareness Marketing Begins.
 - New Web Portal.
 - US/Canada Partner Networking Forum.
 - Launch Partner Webinar Series.

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Module I. Exploratory Stage



Designing and Implementing a SmartWay Sister Program

Tools, Best Practices and Lessons Learned



I-1



Development of U.S. EPA's SmartWay Transport Partnership

- Brief Overview of SmartWay
- Four Parts of Planning and Implementation
 - Module 1: *Exploratory Stage, 2001-2002*
 - Module 2: *Design and Development Stage, 2003*
 - Module 3: *Implementation Stage, 2004-2005*
 - *Part 1: Marketing*
 - *Part 2: Recruiting & Partner Management*
 - Module 4: *Expansion and Lessons Learned, 2006 and beyond*



I-2

The initial idea of SmartWay started in 2001, and it officially launched in February 2004. As the Partnership approached 500 partners towards the end of 2006, EPA considered how to sustain the growth, improve the Partnership, and ensure that Partners are successfully meeting goals.



Overview

SmartWay Transport Partnership



I-3

Background

- Currently, truck and rail:
 - Travel over 220 billion miles
 - Consume nearly 38 billion gallons of fuel
 - Account for over 20% of transportation related energy use
 - Produce approximately 380 million metric tons of CO₂
 - Will increase usage dramatically over next decade



How did SmartWay Transport Partnership begin?

○ Freight carrier goals

- Reduced fuel consumption
- Public recognition
- Better public image
- Benefits for carriers
- Better relationship with government



EPA goals

- Reduced CO2 emissions
- Improve energy security
- Better relationship with the trucking industry

○ Freight shipper goals

- Better understanding and control of transportation foot print
- New ways to promote corporate citizenship and sustainable business practices



I-5



What is the SmartWay Transport Partnership?

- Public-Private partnership between EPA and transportation industry to conserve fuel and reduce emissions
- Free to Join; Open to Companies of any Size
- Launched February 9, 2004
- Developed with input from ATA and the industry (Charter Partners)



I-6

EPA approached ATA about jointly developing a program that would benefit both the freight industry and the environment



SmartWay Transport Partnership: Best Practices for Sustainable Goods Movement

○ What is SmartWay?

- Successful government/industry collaboration
- Voluntarily achieves improved fuel efficiency
- Reduces environmental impacts from freight transport

○ Partnership Categories

- Carriers
- Shippers
- Logistics
- Rail



Partners use models to:

- Benchmark freight operations
- Measure transportation footprint
- Identify technologies & strategies to reduce emissions
- Track emissions reductions and project improvement

Equipment Manufacturers

- SmartWay certified cars and trucks
 - Auto manufacturers
 - Tractor manufacturers
 - Trailer manufacturers

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How Does SmartWay Work?

○ Shippers:

- Top of the supply chain, drive marketplace demand
- Give preferred status to SmartWay Carrier Partners
- Get better data to improve their own shipping operations
- Modify logistics operations to improve efficiency and reduce emissions, for example:
 - Inter-modal Shipping
 - Full Truck Loads
 - Warehouse Improvements
 - Idle-Reduction at Docks
- Get recognition and PR value with SmartWay brand

Carriers:

- Gain competitive advantage:
 - Preferred status, plus
 - Fuel efficiency, savings
- Reduce emissions
- Integrate fuel saving technologies and strategies into fleets, such as:
 - Idle Reduction
 - Improved Aerodynamics
 - Efficient Tire Systems
 - Driver Training
 - Renewable Fuels
 - Advanced Lubricants
- Get recognition and PR value with SmartWay brand

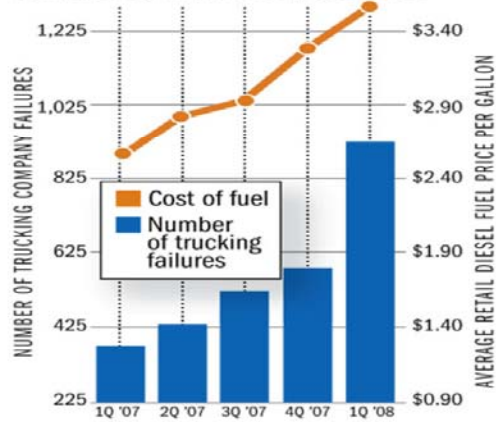


Why Do Companies Join SmartWay Transport Partnership?

- SAVE FUEL
- \$AVE MONEY
- CLEAN THE AIR

Trucking company failures

Number of trucking company failures compared against the rising cost of fuel



SOURCE: Avondale Partners estimates and Energy Information Administration





Partnership Growth & Results

- 1,228 Partners (as of November 19, 2008)
 - **Almost 100% of the Top 100 For Hire Carriers**
 - Over 50% of the state trucking associations + key national associations like ATA, NITL, and NPTC

Fuel Saved	616 Million Gallons/year
CO2 Reduced	6.8 Million tons/year
NOx Reduced	40,000 tons/year
PM Reduced	1,000 tons/year

Note: Fuel and GHG savings are projections for 2008

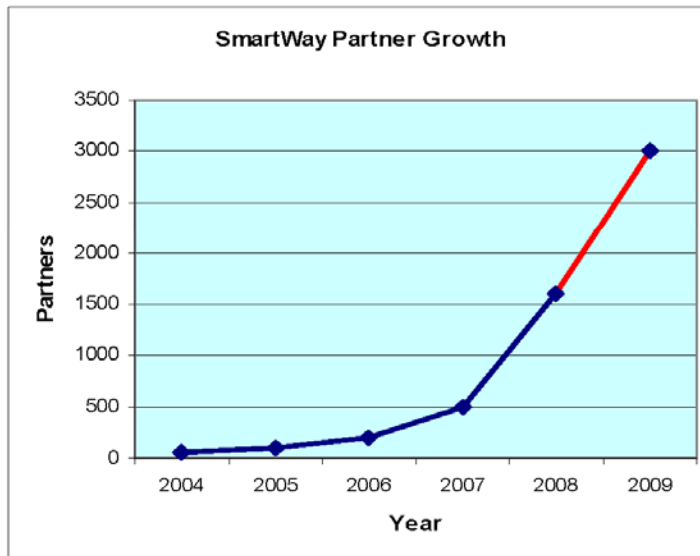


I-10

	Industry	Partners	% Industry
# of Companies	500,000	1,228	.22%
# of Trucks	4,200,000	600,000	7%
Gallons Consumed	29 billion	12 billion	24%
Miles Traveled	122 billion	51 billion	24%

Have saved the freight industry over \$2 billion in annual fuel and maintenance costs.

SmartWay Partner Growth



I-11

Some of the over 1,000 SmartWay Partners



Con-way
FREIGHT

SHARP

NAVISTAR
POWERING INGENUITY



NYK LOGISTICS



Coca-Cola Enterprises Inc.



FedEx
Express

ROADWAY
Express



Canon



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How Can Carriers Achieve Savings and Meet Goals?

Strategies used by partners include...

Idle Reduction
Single Wide Tires
Improved Aerodynamics
Driver Training
Improved Freight Logistics
Automatic Tire Inflation Systems
Reducing Highway Speed
Low Viscosity Lubricants
Intermodal Shipping



I-13

- Important to note that EPA does not promote any particular company or brand, nor do they promote one technology type over another. It's all about flexibility, and what works for each Partner.
- Idle reduction includes Shore power, APUs, TSE.
- Single Wides, still controversial, there are significant pros: Weight reduction, rolling reduction, stability. Some SmartWay Partners have helped disseminate real-world data showing these benefits.
- Driver Training includes many different things, but EPA signed an MOU with NRCan (discussed later) to allow SmartWay Partners to use NRCan's driver training materials.



Public Recognition

- The SmartWay Transport logo
 - The EPA SmartWay logo is a mark of cleaner transportation
 - The SmartWay Transport Partner logo identifies the Partner as a responsible corporate citizen and environmental steward



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The SmartWay Transport Partnership Brand

- SmartWay Partner Logo
 - No-idle signs at distribution centers
 - Letterhead
 - Websites
 - Other business-to-business publicity
- Lets the public and potential customers know that the Partner is a high environmental performer
- FLEET model score determines eligibility to use the logo



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Logo Use Criteria:

- **Carriers** – FLEET score of 1 or better (combination of CO₂, NO_x and PM fleet emissions).
- **Shippers/Logistics** – Ship 50% or more of freight with Partner Carriers (calculated by metric that company chooses – ton-miles, annual transportation spend, # of trips).
- **Affiliates** – Upon joining the Partnership.

The SmartWay Transport Partnership Brand

Other Branding Examples:



A screenshot of the Michigan Trucking Association (MTA) website. The page features the MTA logo, a navigation menu with items like "Member Login", "Calendar of Events", "Compliance Ordering", "Compliance Products", "Contact MTA", "Legislative Action", "MTA Membership", "Public Service", "MTA Site Map", and "MTA Home". The main content area includes news articles such as "Membership is smart business.", "Renew your MTA membership online!", "MTA Joins Forces to Reinstates Overtime Exemption", and "FAST FAX now online for members!". There is also a "HIGHWAY WATCH" logo and a "Choose month to view calendar" dropdown menu.

New SmartWay Web Portal



The screenshot displays the SmartWay web portal. At the top right, it says "U.S. ENVIRONMENTAL PROTECTION AGENCY". The main header features the SmartWay logo and the tagline "The Smart Way to Save Fuel, Money, and the Environment". A search bar is present with the text "Search: All EPA This EPA" and a "Go" button. Below the search bar, the breadcrumb trail reads "You are here: EPA Home » Transportation and Air Quality » SmartWay".

The left sidebar contains a navigation menu with the following items: SmartWay Home, Basic Information, SmartWay Vehicles, SmartWay Transport, and Newsroom.

The main content area is organized into a grid of six featured articles:

- SmartWay Vehicles:** "Buying a new car, SUV or pickup truck? Think green when you shop!"
- SmartWay Transport:** "Ready for a fuel-efficient transportation partnership that will save money and reduce fuel consumption?"
- New Leaf Campaign:** "Learn how choosing green cars and trucks can save you fuel and money, and help the environment!"
- SmartWay Financing Options:** "New for Freight Companies and Owner-Operators!"
- SmartWay Tractors & Trailers:** "Learn about the advantages of choosing EPA Certified SmartWay tractors and trailers."
- News & Features:** "July 17, 2008 SmartWay Announces 'Same Roads - New Challenges' Partner Forum in October 2008" and "July 9, 2008 - SmartWay launches national PSA campaign."



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New PSA Campaign Multi-media: TV, Radio, Print



Reflects Well On You.

Driving a vehicle that is fuel-efficient, produces lower greenhouse gases, and can save you money reflects well on its owner—especially these days, with growing concerns about climate change. The U.S. Environmental Protection Agency makes it easy to identify environmentally friendlier cars and trucks. Just look for the SmartWay® leaf. SmartWay will help change the way America drives.

For more on SmartWay certified cars and trucks, visit our website at www.epa.gov/smartway.



Reflects well.
(And helps keep the air clean, too.)

Let's face it, any time your fleet can boost fuel efficiency by 10 to 20%, it reflects well on you and your bottom line. U.S. EPA certified SmartWay Tractors and Trailers allow you to do just that. You can also display the SmartWay certification mark, a symbol of environmental distinction, which also reflects well on you. The SmartWay leaf indicates to both industry and the public that you operate the cleanest and most efficient trucks and equipment available today.

To learn more, visit epa.gov/smartway



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SmartWay Certified Vehicles



U.S. ENVIRONMENT

SmartWay Vehicles

Recent Additions Contact Us Search: All EPA This Area

You are here: [EPA Home](#) > [Transportation and Air Quality](#) > [SmartWay Home](#) > SmartWay Vehicles



The Smart Way to Save Fuel,
Money, and the Environment

FPA's SmartWaySM program offers great options for drivers and shoppers who want to make greener choices when it comes to transportation.

When you buy a SmartWay certified vehicle or fill up with a renewable fuel like E85, you are helping to reduce air pollution and improve energy efficiency. It's the smart way to make an important contribution to a cleaner environment and our energy independence.

[Learn more about SmartWay Vehicles](#)

Buying a New Vehicle?



Consider the long-term cost savings and environmental benefits that you can get from [SmartWay certified fuel efficient vehicles](#).

Fuel Options



Curious about ethanol, E85 or biodiesel? One of these [fuel options](#) could be a renewable fuel that works for you.

The SmartWay Message



Learn how [choosing green cars and trucks](#) can save you fuel and money, and help the environment!

SmartWaySM

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SmartWay Certified Tractors & Trailers

Turn Over A New Leaf To Save Big



Introducing SmartWay Certified Tractors & Trailers
From These Manufacturers

Tractor makers:

- Freightliner
- International
- Kenworth
- Mack
- Peterbilt
- Volvo

Trailer makers:

- Great Dane
- Trailmobile
- Utility
- Wabash

To learn more visit epa.gov/smartway



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SmartWay Timeline 2001 - 2005

2001	<ul style="list-style-type: none">➤ Initial discussions for design/development of a Ground Freight Transportation Initiative➤ "Industry Options for Improving Ground Freight Fuel Efficiency" – Dec, 2001 - Report on Freight Trucking/Rail Sectors and Efficiency Strategies
2002	<ul style="list-style-type: none">➤ Industry Responds to initial Report➤ Charter Partners join➤ Design and Development of Program including FLEET Model; Partnership commitments and goals; Logo development, guidance, and usage; Begin planning outreach plan
2003	<ul style="list-style-type: none">➤ FLEET Model –develop as a Partner tool/resource; Partnership Agreements for Carriers and Shippers, Marketing and Outreach materials – Overview, Fact Sheets, Strategies, etc.➤ Program Launch Planning
2004	<ul style="list-style-type: none">➤ SmartWay Program Launch – February 2004➤ PSA Campaign, Outreach and Recruiting Focus.➤ 100 SmartWay Partners by year end
2005	<ul style="list-style-type: none">➤ Recruiting Focus - 300 Partners by year end➤ New Partnership Categories created – Affiliates and Logistics



I-21

This timeline includes a few key events from each year. The module-specific timelines include additional points for each year.



SmartWay Timeline 2006 - 2008

2006	<ul style="list-style-type: none">➤ Partner Management Focus➤ Approaching 500 Partners➤ Tool Development, Program Expansion and Refinement
2007	<ul style="list-style-type: none">➤ Supply Chain Concepts Introduced➤ Launched SmartWay Tractors and Trailers & Certified Vehicles➤ SmartWay Finance Center Opens➤ Second Annual Awards Held➤ Accelerating Partner Growth
2008	<ul style="list-style-type: none">➤ Over 1,000 Partners➤ Begin Development of Heavy-Duty Fuel Economy Test Program➤ Supply Chain/SWT 2.0 development begins➤ Package Labeling Pilots Begin➤ Consumer Awareness Marketing Begins➤ New Web Portal➤ US/Canada Partner Networking Forum➤ Launch Partner Webinar Series



I-22

This timeline includes a few key events from each year. The module-specific timelines include additional points for each year.



Module 1

Exploratory Stage (2001-2002)

2001	Initial discussions for design/development of Ground Freight Transportation Initiative <ul style="list-style-type: none">➤ "Industry Options for Improving Ground Freight Fuel Efficiency" – Dec, 2001 - Report on Freight Trucking/Rail Sectors, Efficiency Strategies, and Fleet/Industry Characteristics➤ Consider common voluntary program elements and freight industry trends to design the program
2002	<ul style="list-style-type: none">➤ Identifying Stakeholders and Champions➤ Charter Partners join➤ Design and Development of Program including FLEET Model; Partnership commitments and goals; Logo development, guidance, and usage; Begin planning outreach plan



I-23

An initial report was written about the freight industry, and included ways to improve its efficiency. EPA then developed the Partnership with input from industry and began to design program elements.



State of Freight Transportation in the US

- Before designing SmartWay, EPA conducted research on the current state of freight transportation
 - Freight industry energy use
 - Environmental impacts
 - Trends and forecasts



I-24



State of Freight Transportation in the US

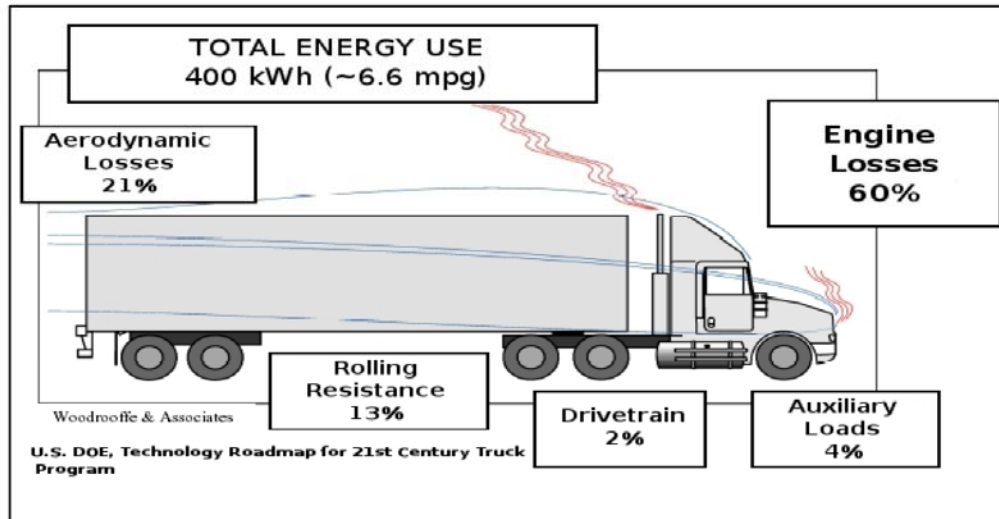
- At the time of the report (2001), ground freight:
 - Accounted for 19.4% of total transportation energy use
 - Contributed 50% of mobile source emissions of ozone precursor NO_x
 - Contributed 30% of mobile source particulate matter (PM) emissions.
 - Contributed 20% of the mobile source carbon dioxide (CO₂)
 - Was expected to grow more rapidly than all transportation sectors except air travel



I-25

- This is a significant portion of total transportation emissions, and creates a large opportunity for improvement.
- Freight trucks make up a significant portion of mobile source emissions, and the sector is expected to grow significantly. With fuel remaining one of the biggest operational expenses to most fleets, a program that reduces fuel use while reducing emissions should be embraced by the industry and the regulators.
- Ground freight accounts for:
 - About 50 percent of transportation NO_x.
 - About 27 percent of transportation PM.
 - About 18 percent of transportation CO₂.

Truck Energy Losses



I-26

A significant portion of the energy a truck loses while in motion can be recouped with advanced technologies. This saves fuel and reduces emissions (a win-win for EPA and the industry).



Opportunities to Improve Efficiency

	<u>2010 Emission Reduction (MMTCE*)</u>
Fuel Savings per truck (<3%)	
Automatic Tire Inflation	0.70
Tare Weight Reduction (3000 lbs.)	0.80
Low-Friction Drive Train Lubricants	0.50
Low-Friction Engine Lubricants	1.50
Reduced Rolling Resist. (Wide based tires)	2.30
Fuel Savings per truck (3%<x<6%)	
Improved Trailer Aerodynamics	1.90
Driver Training and Monitoring	1.80
Improved Tractor Aerodynamics	1.20
Fuel Savings per truck (>6%)	
Speed Reduction (70 to 65 mph)	0.90
Speed Reduction (65 to 60 mph)	3.90
Idling Reduction (APU)	2.90
Total Maximum Benefit (current technologies)	18.4



*million metric tons of carbon equivalent

I-27

These MMTCE savings estimates consider:

- All trucks across entire fleet.
- All trucks are 'perfect,' using all technologies as a package.
- Retrofitting existing trucks with these technologies.

Idle Reduction Technologies

Average fuel savings

Trucks: 1 gal/hr
Rail: 4 - 12 gal/hr

Emissions Controlled

CO₂, NO_x, and PM

- Automatic Shut-Down/Start Up System
- Battery Powered Systems
- Diesel Driven Heating System
- Auxiliary Power Unit/Generator Set
- Truck Stop Electrification



Trailer Aerodynamics

Average fuel savings

Trucks: 5%

Emissions Controlled

CO₂, NO_x

- Trailer Fairings, Side-skirts
- Nose Cone and Trailer Tail



Low Rolling Resistance Tires

Single Wide Base and Improved Duals

Average fuel savings

Trucks: 4 - 5%

Emissions Controlled

CO₂, NOx

- Single-wide tires and aluminum wheels
 - Reduced rolling resistance
 - Reduced weight
- Low rolling resistance duals can be as effective as singles



I-30

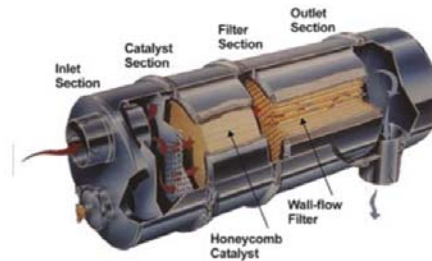
Exhaust After-Treatment Devices

Average fuel savings

Emissions Controlled

PM

- Diesel Oxidation Catalysts
 - Estimated cost: \$1,000
 - Reduce PM by 25% – 40%
- Particulate Matter Filters
 - Estimated cost \$6,000
 - Costs expected to drop sharply after 2007
 - Reduce PM by 80% – 90%



I-31



Response to Industry Report

- In December, 2001, EPA distributed the report to industry experts during a day-long workshop
- In January, 2002, a larger roundtable event was held to unveil the idea to industry stakeholders
- Began process of stakeholder outreach and input from industry leaders



Ground Freight Transportation Initiative Roundtable 1850 K Street NW, Suite 1000 Washington, DC 20006 (202) 862-1200	
Agenda	
9:30 a.m.	Continental Breakfast
10:00 a.m.	Introductions
10:10 a.m.	Overview of the Ground Freight Transportation Initiative -- US EPA <ul style="list-style-type: none">- U.S. EPA's vision for its voluntary programs- The transportation brand label- How the Ground Freight Transportation Initiative fits into the larger picture
10:20 a.m.	Questions about the Industry Options Paper -- JCF Consulting
10:45 a.m.	Guided Discussion -- All participants <ul style="list-style-type: none">- Industry suggestions for program design improvement- What are the barriers to improved freight emissions?- Where can industry stakeholders coordinate to reduce inefficiencies in the freight sector?- Examples of active, replicable efficiency models- What is the value of the label to stakeholders?
12:30 p.m.	Working Lunch - Break out sessions <ul style="list-style-type: none">• Discuss specific performance goals for each segment<ul style="list-style-type: none">▪ Shippers▪ Carriers▪ Manufacturers
2:00 p.m.	Guided Discussion

I-32

Industry Experts were from Academic, Government and non-profit organizations: Massachusetts Institute of Technology, Argonne National Laboratory, Burlington Northern Santa Fe, California Trucking Association

The January 2002 workshop included groups that eventually became Charter Partners: Home Depot, FedEx, UPS, Roadway Express



What is a Voluntary Program?

- Sometimes called Public-Private Partnership (PPP) or Market Transformation programs
- Structured relationship between a government agency and multiple private sector entities to address a public-policy problem
- Program participants (“Partners”) commit to
 - specific verifiable action beyond “business as usual”
 - monitoring and sharing information
- Government commits to
 - barrier removal
 - technical support
 - public recognition
 - other incentives
- Typically memorialized in a Memorandum Of Understanding or Partnership Agreement



I-33

All voluntary partnerships fit within these design elements. This presentation will discuss how SmartWay was designed within these elements.

PPPs are a popular policy tool in the U.S. EPA is a leader in Voluntary Programs



ENERGY STAR, the most established EPA partnership, paved the way for EPA to explore more voluntary efforts. ENERGY STAR has over 60% brand awareness with consumers today. ENERGY STAR has over 40 different product categories they label – appliances, windows, electronics, buildings (homes and commercial), etc.

All of these logos are EPA voluntary programs, except:

- VPP (Voluntary Protection Programs), which is OSHA.
- Methane to Markets, which is an international partnership with 14 countries. EPA chairs the steering committee.

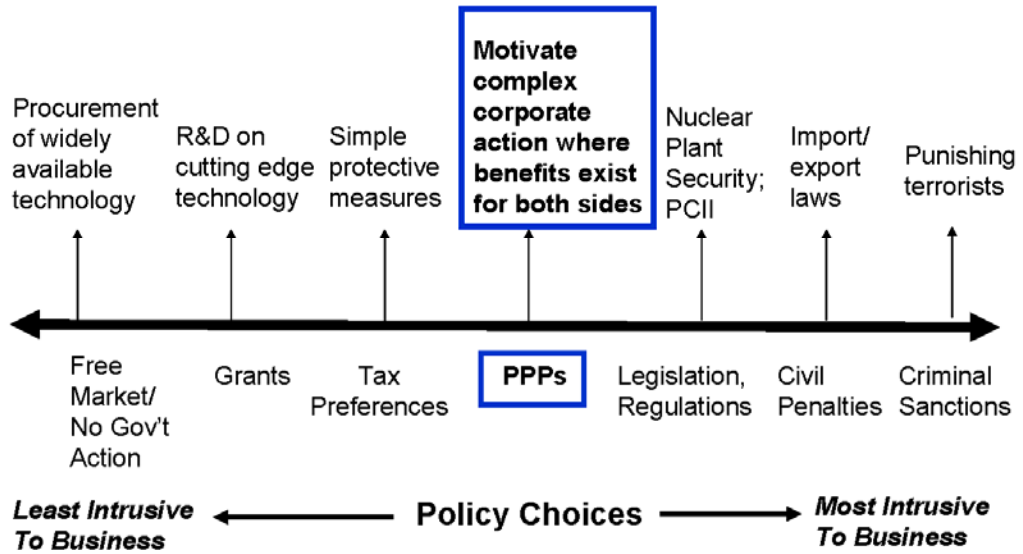
Acronyms:

CHP = Combined Heat and Power Partnership

AgStar = Agricultural-based Partnership

C2P2 = Coal Combustion Products Partnership

PPPs Fit Within a Range of Policy Tools



Courtesy of ICF International



I-35



PPPs Fit Within a Range of Policy Tools

- Establishing a program that provides value to participants
 - The “value proposition” is a key drivers of success... is it compelling enough?
- Setting goals and measuring performance
 - How do you balance the need for evaluation with limiting burden on partners?
- Recruiting partners
 - How do you get Partners to commit? Are your communications materials effective?
- Getting partners to implement program
 - How do you keep Partners interested?
- Staffing the program and maintaining over time
 - What are the initial staffing needs? Range of services and expertise required?
- Moving the Market
 - Does the program have the cache to continue to attract partners?



I-36




Voluntary Programs – Lessons Learned

- Challenge 1: Establishing a Program that Provides Value
 - Identify any barriers (e.g., regulatory, informational, etc.) and develop program support to overcome barriers
 - Create a “value proposition” (e.g., how will it benefit participants?)
 - Identify motivators and design program to capitalize on them (e.g., Recognition, Business Opportunities):
 - Involve potential partners in the design of the program
 - Use feedback loops to regularly measure and evaluate the current costs and benefits of participation; and adjust program as needed



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Voluntary Programs – Lessons Learned

- Challenge 2: Setting Goals and Measuring Performance
 - Set measurable goals up front, evaluate and modify program
 - Set up ways to estimate (and possibly inhibit) “free riders”
 - Simplify the data collection – the more onerous the data collection, the less likely Partners will want to participate



I-38



Voluntary Programs – Lessons Learned

○ Challenge 3: Recruiting Partners

- Identify and understand target audience and create effective communication materials
- Use experienced business marketers rather than analytical staff for recruiting and use professional sales techniques
- Reach out to the appropriate person (e.g., Decision-making authority, “Champion” within organization)
- Your partners are businesses - “Don’t waste their time”
- Identify and recruit low-hanging fruit at first, but beware of free-riders
- Use third party recruiters effectively




Voluntary Programs – Lessons Learned

- Challenge 4: Getting Partners to Implement the Program
 - Link rewards to successful completion of project
 - Take advantage of momentum when the partners first join
 - Set long- and short-term goals and milestones
 - Constantly resell the program to partners and communicate often
 - Provide training and other needed support



I-40



Voluntary Programs – Lessons Learned

- Challenge 5: Staffing the Program and Maintaining Over Time
 - Use consistent core staff throughout program, adding expertise as needed
 - Be ready to invest in training for core staff to shore up skills they do not have
 - Use IT (e.g., sales tracking systems, computer-based training, etc.) to maximize your results



I-41




Voluntary Programs – Lessons Learned

○ Challenge 6: Moving the Market

- Focus on long-run behavioral change for real, sustained market transformation
- Recognize the value of market leaders as early adopters of the program in moving the market
- Use a sector-based approach to identifying triggers and motivators
- Develop program messages and value statements that can endure market and economic fluctuations.
- Constantly use feedback loops to evaluate and adjust your approach



I-42



Benefits for the Environment and Economy

Fuel Consumption, CO₂, NO_x, and PM

- **Lessen health impacts from diesel emissions:**
 - Exacerbates asthma, respiratory and cardiac illness
 - Possible human carcinogen
- **Improve air quality:**
 - 474 counties are out of compliance with the 8-hour ozone standard
 - 225 counties are out of compliance with the particulate matter standard
- **Lessen the impacts on our most vulnerable populations:**
 - Children, the elderly and people with existing health conditions
- **Reduce CO₂ emissions that contribute to climate change:**
 - Every gallon of diesel consumed creates 22.2 pounds of CO₂
- **Improve energy security:**
 - Fuel prices, availability



I-43



Benefits for Carriers and Shippers

- Reduced fuel consumption and fuel costs
- Improved business relationships
- Create incentives for drivers
- Access to EPA technical and financial support:
 - Testing and verification programs for the latest technologies
 - Financial assistance programs around the country
- Create Recognition for your company and industry
- Marketing opportunities
 - EPA markets SmartWay Partners
- Attract socially responsible investors
 - Huge increase in number of corporations publishing sustainability reports
- Measure and improve your environmental footprint



I-44

Staffing Needs (Program Initiation) 2001 - 2002

- 2 – 3 FTEs (full-time equivalents)
- Staff should have:
 - Experience in freight industry, able to develop a profile of the national trucking industry
 - Staff with experience in voluntary program design and implementation



I-45

These are the primary staffing needs for program initiation and exploration.

Discussion: Examining the Exploratory Stage for Your Country

Discussion about Potential Partners/Leaders

1. Who are the industry leaders and nonprofit associations that can serve as leaders?
2. What are the opportunities to leverage existing programs and initiatives?
3. Are there groups in the financial services sector that can provide innovative financing to trucking companies and owner-operators?

Discussion about Freight Industry Structure

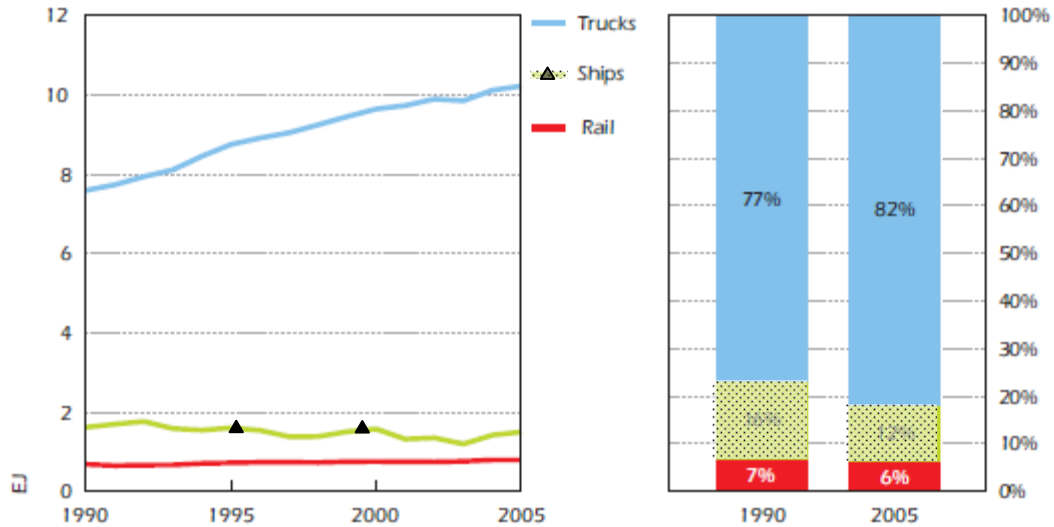
1. Review supplemental information on freight transport and energy use (see page I-47).
2. How significant is trucking and other modes in freight GHG emissions in your country? What are the trends in freight activity, emissions, and efficiency?

Discussion about Technology Opportunities

1. Review supplemental information on U.S. truck and rail technologies to improve energy efficiency (see page I-50).
2. Which efficiency strategies are most common in your country? Which are not?
3. Where are the greatest opportunities to increase market penetration of existing technologies?
4. Which emerging technologies hold the most promise?

Supplemental Information on Freight Energy Intensity

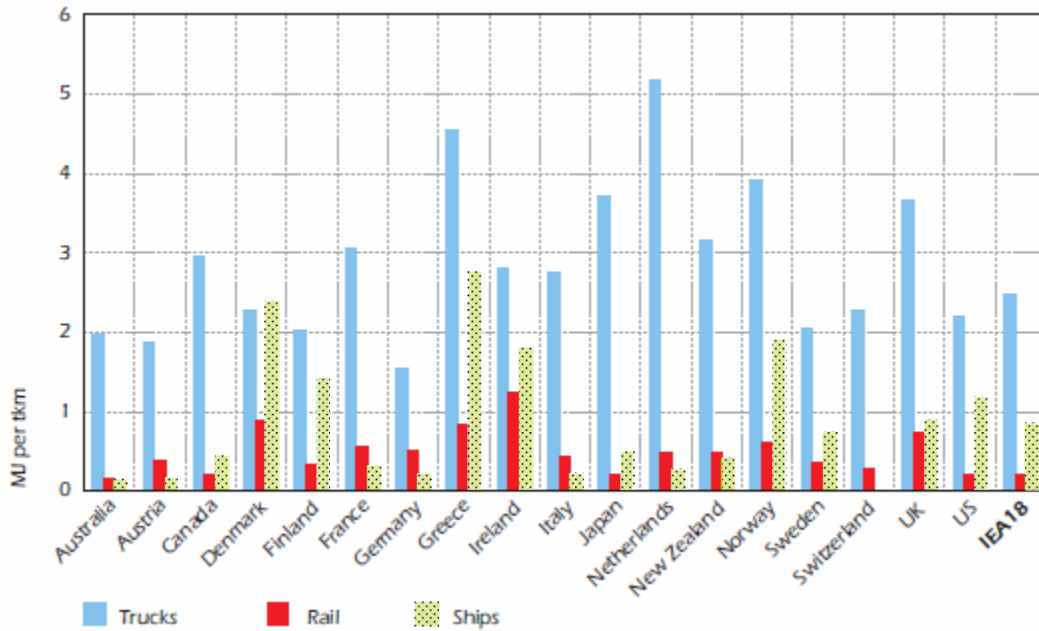
Truck Share of Freight Energy Has Grown Steadily since 1990



Source: *Worldwide Trends in Energy Use and Efficiency*, International Energy Agency, 2008

- Between 1990 and 2005, total energy used by trucks grew 32%.
- Rail and ship energy use remained unchanged.
- The truck share of freight energy grew from 77% in 1990 to 82% in 2005.

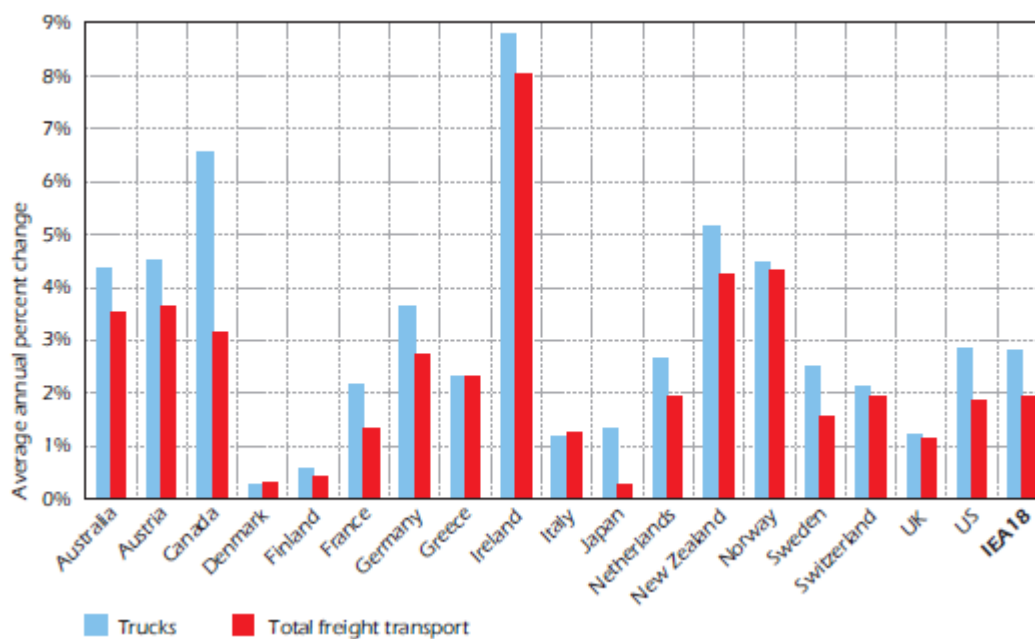
The Energy Intensity of Each Mode Varies Greatly by Country



Source: *Worldwide Trends in Energy Use and Efficiency*, International Energy Agency, 2008

- On average, truck energy intensity (MJ / ton-km) is triple that of ships and 15 times larger than rail.
- There is great variation across countries in the energy intensity of freight.
- In most countries, trucks require much more energy than rail or ships.

The Increase in Freight Volume Varies by Country



Source: *Worldwide Trends in Energy Use and Efficiency*, International Energy Agency, 2008

- Overall, truck volume increased 3% annually while total freight volume increased 2% annually.
- There is great variation across countries in the increase of freight volume
- In many countries, truck volume has increased at a much faster pace than overall freight volume.

Supplemental Information on Truck Technologies to Boost Fuel Efficiency

Reduced Aerodynamic Drag Technologies

Because aerodynamic drag dominates energy losses at highway speeds, improving a truck’s aerodynamics offers great potential gains in fuel efficiency. Excessive drag usually occurs at the front of the tractor, in the gap between the tractor and trailer, under the tractor and trailer, and behind the trailer.



Options to reduce aerodynamic drag include:

- Add-on or integrated cab-roof fairings (standard on many trucks).
- Cab extenders (sometimes called gap seals).
- Truck tractor side fairings.
- Front bumper air dam.
- Trailer side-skirts and front fairings.



	Fuel Savings	Current Market Penetration	Maximum Potential Market Penetration
Tractor aero package	3–5%	80-90% of van trailer trucks 50-60% of non-van trailer trucks	100% of truck tractors
Trailer aero package	3–5%	< 5% of trailers	100% of van trailers (accounts for 65% of VMT)

Reduced Rolling Resistance: Single-Wide Tires

A variety of tire options can reduce rolling resistance and improve truck fuel economy. A single wide-base tire can replace dual tires on the truck’s drive and trailer axles. Similar efficiency gains can be achieved using dual tires with low rolling resistance. Fuel economy can be further increased using lightweight cast aluminum alloy wheels and aluminum axle hubs.



	Fuel Savings	Current Market Penetration	Maximum Potential Market Penetration
	3–5%	<5% of trucks	100% of truck tractors

Reduced Rolling Resistance: Automatic Tire Inflation

Underinflated tires cause higher rolling resistance and fuel consumption. Proper tire inflation can be maintained at all times using automatic tire inflation systems that sense pressure and supply pressurized air to tires on a continuous basis. In addition to fuel savings, maintaining proper tire pressure will decrease tire wear, the frequency of road emergencies, and the time spent on periodic tire pressure inspection.



Fuel Savings	Current Market Penetration	Maximum Potential Market Penetration
1–2%	5–10% of trucks	100% of truck tractors

Reduced Frictional Losses: Fuel Efficiency Lubricants

Friction losses in the drive train (transmission and differential) and engine can be reduced by using low viscosity lubricants. Most manufacturers of lubricants produce “fuel economy” brands that have lower viscosity than standard lubricants. Low viscosity lubricants are usually synthetics, since they are better able to meet volatility requirements, but some mineral oils can also improve fuel economy.



	Fuel Savings	Current Market Penetration	Maximum Potential Market Penetration
Transmission lubricants	1–2%	5–10% of trucks	100% of truck tractors
Engine lubricants	1–2%	10% of trucks	100% of trucks

Idle Reduction Technologies

A variety of technologies can provide truck cab heating, cooling and/or electrical supply as an alternative to engine idling.

- *Automatic engine idle systems* start and stop the truck engine automatically to maintain a specified cab temperature, or to maintain minimum battery.
- A *bunk heater* is a small, lightweight, diesel fuel-fired device mounted in the cab that provides heat for cab comfort.
- An *auxiliary power unit (APU)* is mounted externally on the truck cab. Electricity from the APU can be used to power air conditioning, heating and electrical accessories for the cab and sleeper.
- *Advanced Truck Stop Electrification* can provide heating and cooling from an external source. Under this system, truck parking bays are installed with systems that provide the cab with heating, cooling and other amenities through an external console.



	Fuel Savings	Current Market Penetration	Maximum Potential Market Penetration
Bunk heater	5%	50% adoption in Europe, uptake in U.S.	100% of sleeper cab trucks
Auxiliary power unit	8%	50,000 units sold in 2007	100% of sleeper cab trucks
Truck stop electrification	8%	136 Stations in U.S.	Over 1,600 existing stations

Supplemental Information on Rail Technologies to Boost Fuel Efficiency

Locomotive Idle Reduction Technologies

Like trucks, locomotive idling can be reduced using several technologies. EPA estimates that switch locomotives run at idle 60% of the time, which would account for over 20% of their total fuel use. Locomotive Auxiliary Power Units (APUs) automatically shut down the main locomotive engine, while maintaining all vital main engine systems at greatly reduced fuel consumption.



Fuel Savings	Current Market Penetration	Maximum Potential Market Penetration
2-13%	Up to 50% of locomotive fleet, depending on railroad.	100% of locomotives.

Hybrid Locomotives

Hybrid locomotives, such as the “Green Goat,” combine a diesel locomotive engine with a diesel-alternator set and a bank of batteries. Switching locomotives are an attractive application for a hybrid locomotive, given that full power is only needed intermittently and for relatively short periods.

A true hybrid line-haul locomotive, developed by GE in 2007, adds a battery pack to the basic locomotive and redirects dynamic braking power to the battery instead of resistor banks. The control system optimizes power management on the locomotive to minimize overall fuel consumption.



Fuel Savings	Current Market Penetration	Maximum Potential Market Penetration
15-50%	60 units in service (2007)	100% of yard switchers.

Gen-Set Locomotives

A Gen-set locomotive is equipped with two or three independent diesel-alternator sets. One set is kept running on a rotating basis to provide basic locomotive functions, and the second and third sets are started as necessary when higher power is needed. The initial development was sponsored by Union Pacific in partnership with National Railway Equipment, with the first locomotive being delivered in 2005. While fuel efficiency gains are not quite as substantial as with the hybrid locomotive, Gen-sets have proved successful in service and about 250 had been ordered or delivered by early 2007, with every prospect of further growth.



Fuel Savings	Current Market Penetration	Maximum Potential Market Penetration
10-40%	250 units in service	100% of yard switchers.

blank page

Module II. Design and Development Stage



Module 2: Design and Development Stage (2003)

- | | |
|-------------|---|
| 2003 | <ul style="list-style-type: none">➤ Discussions with Charter Partners to plan program specifics and official launch➤ Program Launch Planning➤ Development of Partnership Tools and Outreach Materials➤ Development of Partnership Agreements |
|-------------|---|



II-1



Initial Stakeholder Outreach

- SmartWay was designed as a collaborative effort; Industry helped EPA create the program
 - Carriers
 - Shippers
 - Industry Associations
 - Environmental Groups
 - And, Champions from these companies and organizations
- This created buy-in from industry, further strengthening SmartWay as a true public-private partnership.
- Some Partners were first in a freight workgroup organized by Business for Social Responsibility (BSR)
 - BSR is an organization that helps companies achieve social, environmental and ethical success.



II-2

After the initial idea was developed, and some industry groups became interested, EPA sought a group of initial stakeholders, to further develop and refine the Partnership.

Including industry in the initial planning stages enfranchised them to actively participate in the design process.



Charter Partnership Group

- 15 Companies joined as Charter Partners, both shippers and carriers
 - Canon, Coca-Cola, CSX Transportation, FedEx Express, HEB, The Home Depot, IKEA, Interface, Nike, Norm Thompson Outfitters, Roadway Express, Schneider National, Swift Transportation, UPS, Yellow Transportation
- Provided EPA with institutional knowledge of the industry, ensuring SmartWay would be viable



Website Development

- Began development of Web site in preparation for program launch
- Includes information on current Partners, news, funding opportunities, official program materials, technical reports, general SmartWay information
- Continual updates based on Partner requests and news items





EPA's FLEET Model

Creating a Level Playing Field

- Freight Logistics Environmental and Energy Tracking Performance Model:
 - Carriers:
 - Estimates tons of CO₂, NO_x, and PM (Baseline and Future)
 - Determines effectiveness of strategies used in the fleet (e.g., aerodynamics, idling reduction, speed control)
 - Allows fleet to conduct "what if" scenarios to determine best strategies for them
 - Projects and estimates cost savings and paybacks
- Shippers:
 - Tracks percentage of freight shipped with SmartWay Carriers
 - Measures their environmental footprint



II-5

- The FLEET model is integral part of Partnership process; used to collect baseline partner data, annual updates and project emissions savings.
- FLEET model was developed with Charter Partner input and peer reviewed.
- EPA tried to balance need for detailed data collection with need for user friendly tool.

Microsoft Excel - fleet_model_version1d

File Edit View Insert Format Tools Data Window Help Adobe PDF

M7

	A	B	C	D	E	F	G	H	I	J	K
1	Carrier Information	Current Fleet Evaluation	Current Fleet Summary	Action Plan Evaluation	Action Plan Summary	Annual Update Evaluation	Annual Update Summary	Print	Zip File for Mailing		
2	Fleet Efficiency Evaluation									0	gallons
3											
4	STEP 1: General Information About Your Existing Fleet:										
5	1. For which year are you estimating the environmental performance of your fleet? <input type="text"/>										
6											
7	Show Video Tutorial		Straight Trucks							Print This Table	
8			Total # of trucks	Average Miles per truck per year	Total Miles	Total Fuel Consumption Gallons	Average payload (tons) per trip	Average Idling Hours per truck per year	Total Idling Hours		
9											
10											
11	Short Haul	Diesel			0						0
12		Gasoline			0						0
13		Alternative Fuel	0	0	0	0	0	0	0		0
14	Long Haul	Diesel			0						0
15		Gasoline			0						0
16		Alternative Fuel	0	0	0	0	0	0	0		0
17			Combination Trucks								
18			Total # of trucks	Average Miles per Truck per Year	Total Miles	Total Fuel Consumption Gallons	Average payload (tons) per trip	Average Idling Hours per truck per year	Total Idling Hours		
19											
20											
21	Short Haul	Diesel			0						0
22		Gasoline			0						0
23		Alternative Fuel	0	0	0	0	0	0	0		0
24	Long Haul	Diesel			0						0
25		Gasoline			0						0
26		Alternative Fuel	0	0	0	0	0	0	0		0
27	Totals	Diesel	0		0	0	0.00				0
28		Gasoline	0		0	0	0.00				0
29		Alternative Fuel	0		0	0	0.00				0
30		All vehicles	0		0	0	0.00				0

Ready

Start | tasks A-D | 10-11EPA Conf | Conquer Club :: Ga... | 4 Microsoft Office... | fleet_model_

Microsoft Excel - fleet_model_version1d

File Edit View Insert Format Tools Data Window Help Adobe PDF

Type a question for help

Arial 9 B I U

D23

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Carrier Information	Current Fleet Evaluation	Current Fleet Summary	Action Plan Evaluation	Action Plan Summary	Annual Update Evaluation	Annual Update Summary	Print	Zip File for Mailing				
2	2005 Fleet Efficiency Summary												
3	1. Fleet Efficiency Summary												
4	Show Video Tutorial												
5		Fuel Economy	CO₂	PM	NOx	CO₂	PM	NOx	CO₂	PM	NOx	CO₂	
6													
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Ready NUM

This is the summary page that is generated after a fleet enters the relevant information (trucks, current technologies, miles traveled, hours idling, etc).

The model lists fuel consumption and emissions by pollutant (in “1. Fleet Efficiency Summary”), it also allows companies to figure out savings from specific technologies (“Specific Savings from Each SmartWay Strategy...”).



Database Development

- EPA decided to develop a Customer Relationship Management (CRM) database to organize Partnership contact and communication information
 - Partner contact information and history, submission deadlines
 - Tool for tracking recruiting and partner management efforts
 - Emissions reductions and calculations



II-8

The Customer Relationship Management (CRM) database is essential to track recruits, partners, and other related groups.

It is ESSENTIAL to have a database system to maintain a voluntary partnership like SmartWay.

FileMaker Pro - [CarrierPartners]

File Edit View Insert Format Records Scripts Window Help

Partner Code: SWT-C-7
Company Code: 291

YRC Worldwide Inc.

Records: 446
Unsorted

1. General Partner Info:

Partner Account Manager: Matt Payne (Mark as Partner) Active Inactive
 Company Name: YRC Worldwide Inc. (Charter Partner)
 Type Of Company: Truck Carrier Shipper Logistics Rail Carrier Affiliate
 Initial Partnership Date: 2/9/2004
 Goal and Action Plan Due: 8/7/2004

FLEET MODEL Info: File Name: YellowRoadway_Version1.xls, Reviewer: Matt Payne, Date Reviewed: 10/19/2004, Manager: [Stamp]
 Goal & Action Plan Info: File Name: YellowRoadwayActionPlan.do, Reviewer: Matt Payne, Date Reviewed: 10/19/2004, Manager: [Stamp]

Annual Updates Due: []
 Shipper Connection: The Home Depot, Nike, Volvo, BND, Sharp
 Smartway Logo Use?: Yes
 ShipperIndexFactor: 1.25
 Carrier SCAC Code: YRCP

Strategies Used: Idling Control Advanced Lubricants NOx Reflash Aerodynamics Intermodal Engine upgrades Auto Tire Inflation Trailer Strategies Retrofit technologies Wide based tires Speed Management Other... Weight reduction Hybrid Technology

Interest in SmartWay Truck: Yes No Maybe Potential # SmartWay Trucks: []

3. Company Contact Info:

Website URL: http://www.yellowroadway.com
 EPA Region: 7 Conference Speaker: Yes No
 Recruiter: Matt Payne
 Company Organizations: ATA
 Quote: "Roadway Corporation is committed to being known for safety practices and achievements, both in the work and highways. The practices in place across the Roadway emphasize preventing pollution and minimizing waste."

First Name	Last Name	Title	Phone	Fax	Cell	SmartWay
1	Steve	Shinnes				<input type="checkbox"/>
2	Mike	Director of Government Affairs				<input checked="" type="checkbox"/>
3	Ted	Exec. Director for Govt Relations				<input checked="" type="checkbox"/>

2. Environmental Performance Data:

	Baseline	Commitment
Year	2003	2006
Number of Trucks	[]	[]
Total Miles	[]	[]
Total Gallons	[]	[]
Average Payload	[]	[]

4. History of Comments:

Date / Staff	Comment
3/29/2005	Talked to Ted Scott, who indicated Action Plan include only Yellow subsidiaries are included, because largely to operate on their own, companies like Palmer Express
Mike Zatz	

100% [] Browse [] For Help, press F1

Typical CRM screen for a Partner. Includes contact info, communication history, strategies being used, and performance data. Standardized format is important for queries and other data analysis.



Partnership Agreements

- Partnership Agreements formalize commitments
- Common Method for Voluntary Programs (often called a Memorandum of Understanding)
 - Successfully gain commitment from corporate executives, set objectives, and develop timelines
- SmartWay Carrier Partners agree to:
 - Measure the environmental performance of their fleet with EPA's FLEET Model
 - Identify a goal to achieve within 3 years
 - Submit the goals and action plan to EPA within 6 months
 - Report progress annually
- EPA agrees to:
 - Increase public awareness of the Partnership and Partners participation
 - Assist Partners in achieving goals by providing technical assistance, marketing support, and create incentives (subject to appropriation)

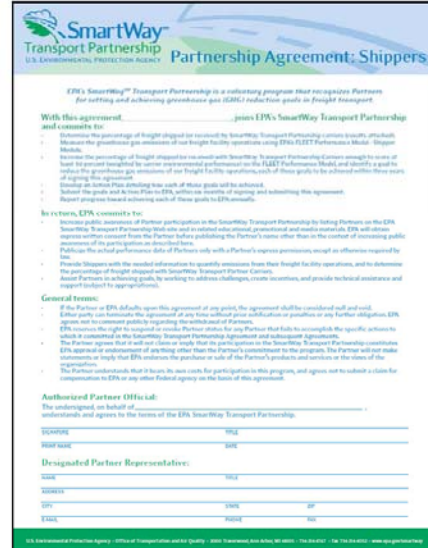


II-10



Partnership Agreements

- SmartWay Partner Shippers agree to:
 - Determine the percentage of freight shipped with Partner Carriers
 - Increase the amount of freight shipped with Partners to at least 50 percent within three years
- EPA agrees to:
 - Assist shippers quantify the emissions from their warehouse and freight operations
 - Publicize Partner efforts and increase public awareness of these efforts



II-11

- Shippers determine the percentage of freight moved with SmartWay Carriers.
- EPA allows Shippers to choose a metric to calculate this. Common metrics are VMT, number of trips, total weight shipped, percent of annual transportation spend.
- Any shipper that has over 50% of its freight shipped with Partner Carriers is eligible to use the logo.



How Do Companies Join and Participate?

- Any size or type of carrier or fleet can join the Partnership
 - **Sign** the Partnership Agreement
 - **Measure** current environmental performance with the FLEET Performance Model
 - **Establish goals** by developing a 3 year environmental improvement plan
 - **Annually update** the FLEET Performance Model



II-12

EPA is re-evaluating these requirements as part of the SmartWay 2.0 and Supply Chain modeling development. The goal is to streamline partner process.



Funding (2003)

Fiscal Year 2003 Budget: \$1,000,000

- Marketing and Recruiting: \$200,000
 - EPA Contractor Support
 - EPA Travel
 - Software, Display Booth, Graphic Development
 - Marketing Material for Recruiting
- Technology Grants and Testing: \$500,000
 - Idling Grants and other Technologies
- Outreach and Other Initiatives: \$300,000
 - BSR (Business for Social Responsibility) Grant
 - Market Research
 - General Operating Costs



II-13

Staffing Needs (Design and Development) 2003

- 5-6 FTEs
- Staff should have:
 - Relationships with Stakeholder Groups
 - Trusted Industry Experts and Advisors
 - Staff involved in the initial planning stages
 - Staff w/ technical ability to write and interpret technical reports / convey technical knowledge
 - Public Speaking and Sales/Marketing experience



II-14

These are the primary staffing needs for program design and development.

Technical ability to test products, write technical reports, and convey technical information (engineers)
Technical knowledge of trucks and engines (engineers)
Public speaking (outreach)
Sales (outreach)
Marketing (outreach).

Discussion: Examining Design and Development for Your Country

A panel of stakeholders from other countries discusses some of the questions that should be considered before a SmartWay-like program is launched.


Potential Discussion Points for Panel Members

1. Would a program like SmartWay succeed in your country? What elements would need to be modified?
2. What are some of the start-up challenges or obstacles that a program like SmartWay would face in your country?
3. Is there experience with other voluntary environmental or energy efficiency programs in your country/region? How can that experience support a program focused on freight transport?
4. What is the relationship between your country's environmental agency and the freight industry? What barriers exist to improving this relationship, and how can they be overcome?
5. Would the government need to play a primary role in the establishment of a program or can a trade group or NGO establish the program?

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Module III. Implementation Stage

Part 1



Module 3: Implementation Stage (2004-2005) Part 1: Marketing

2004	<ul style="list-style-type: none">➤ SmartWay Launch in February 2004; 100 SmartWay Partners by year end➤ Development of new Partner Categories; Affiliates and Logistics Providers
2005	<ul style="list-style-type: none">➤ Recruiting Focus - 300 Partners➤ Marketing Tools and Outreach➤ Technology Verification Program; Grants to support real-world tests➤ Innovative Financing Opportunities Sought➤ Development of SmartWay Upgrade Kit and SmartWay Truck



III-1

As the Partnership grew, there became demand for new Partner categories: Affiliates and Logistics.

As the Partnership grew to 300+ Partners, EPA began focusing on some long-term projects, the Upgrade Kits and SWT Truck. EPA also conducted a technology verification program to ensure that the technologies actually work.



Program Launch

- Kickoff Event held on February 9, 2004 at ATA Leadership Meeting
- Charter Partners, EPA and other stakeholders were all in attendance
- Kickoff Event included:
 - Recognition of Charter Partners
 - Demonstration of the FLEET Model
 - Press Releases / Press Conference



III-2

EPA sought to launch SmartWay at high visibility event for best impact and press.

- Executive level event in Washington DC with EPA Administrator.
- EPA recruited new Partners, in addition to 15 Charter Partners, to join in advance of launch.

Marketing and Recognition

EPA Creating Awareness

**CALCULATE YOUR SAVINGS
TO THE ENVIRONMENT. TO YOUR BOTTOM LINE.**



**For logistics managers, SmartWay[™]
can add up to 7% in fuel savings.**

SmartWay Transport helps shippers and for-hire carriers lower greenhouse gases and other emissions, while at the same time giving the average truck a fuel savings of \$2,000 per year.

To find out more about this new partnership, call for your info kit at 1-734-214-4767 or log onto www.epa.gov/smartway.



A new voluntary program from the U.S. Environmental Protection Agency



III-3

When SmartWay was first developed, marketing was crucial because it did not yet have name recognition in the industry.

EPA used a variety of strategies and tools to market SmartWay (and continues to use many of the strategies).

Marketing and Recognition

EPA Public Service Announcement (PSA) Campaign

ATTENTION SHIPPING CUSTOMERS



Shopping for the smartest way to transport your products? Ship SmartWay and save 7% on fuel.

SmartWay Transport helps shippers and for-hire carriers lower greenhouse gases and other emissions, while at the same time giving the average truck a fuel savings of \$2,000 per year.

To find out more about this new partnership, call for your info kit at 1-734-214-4767 or log onto www.epa.gov/smartway.



A new voluntary program from the U.S. Environmental Protection Agency



BOXED IN?



With margins so fragile you need smarter solutions, like SmartWay.

SmartWay Transport helps shippers and for-hire carriers lower greenhouse gases and other emissions, while at the same time giving the average truck a fuel savings of \$2,000 per year.

To find out more about this new partnership, call for your info kit at 1-734-214-4767 or log onto www.epa.gov/smartway.



A new voluntary program from the U.S. Environmental Protection Agency

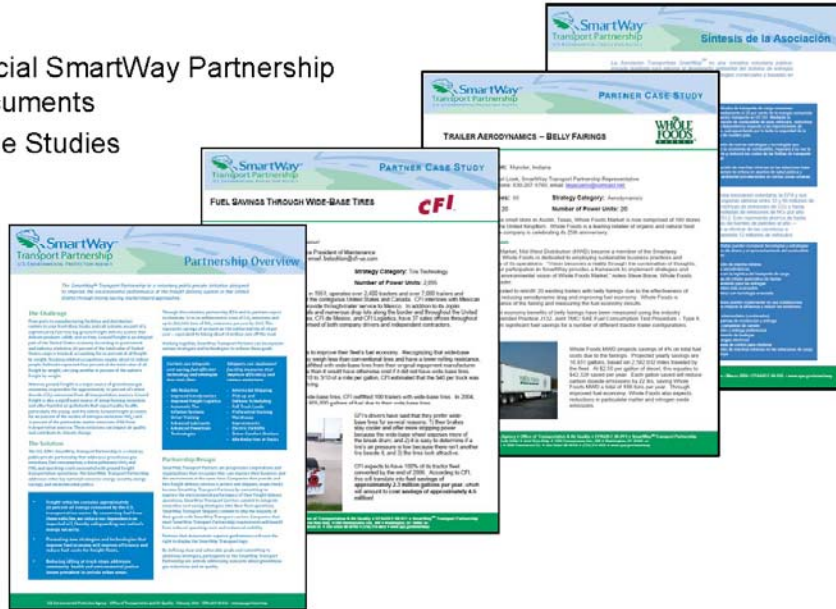
III-4

PSAs were developed to increase the industry and public's awareness of SmartWay.

- American magazines have a quota of PSA advertisements, so there is available space for these ads. EPA just had to develop the concept, design ads, and pitch to trade and business publications.
- EPA received several million dollars worth of advertising, pro-bono, in a variety of leading business magazines.

Marketing Tools

- Official SmartWay Partnership Documents
- Case Studies



III-5

Overview documents include Partnership Overview, Shipper and Carrier efficiency strategies and Partnership Agreements. These will be available to the audience at the meeting.

Case Studies highlight efficiency strategies currently being used by Partners. These also provide publicity for the Partners undertaking the projects. These case studies provide publicity to Partners and help other convince other fleets to try some advanced technologies (like single-wide tires).



Marketing Tools

○ E-Updates

- Quarterly Partner Newsletter, includes news, events and highlights recent Partner achievements
- Sent to Prospective Partners for Recruiting purposes



III-6

The *E-Update* is the official partner newsletter. It highlights emerging technologies, specific partner achievements, details on events and grants, highlights future developments.

Marketing Tools

- Press Releases
- Press Conferences



The screenshot shows the TCEQ website with a navigation menu on the left and a press release article on the right. The article is dated Tuesday, March 8, 2009, and is titled "TCEQ Invites Texas Companies to Join SmartWay Partnership". The sub-headline reads "EPA, TCEQ, Private Industry Work to Reduce Diesel Emissions in Texas". The article text discusses ongoing efforts to improve air quality and reduce diesel emissions, mentioning the Texas Commission on Environmental Quality (TCEQ) and the U.S. EPA's SmartWay Transport Partnership. It also includes contact information for Terry Clawson, TCEQ Commissioner, and a quote from SYSICO Corporation regarding their commitment to reducing emissions.



III-7

- EPA holds press events to announce major Partnership news (big partners joining, new program components). A press conference was held in Arkansas when Tyson and Wal-Mart joined (in 2005).
- Generally viewed as very good publicity for Partners.
- Press events can be used as leverage to recruit partners (if you join, we'll hold an event). This can also be done with affiliates (if you sign 5 partners, we'll hold an event).



Marketing Tools

- Speaking Opportunities
- Displays at Industry Shows



III-8

EPA attempts to secure speaking roles or educational sessions at industry events. These speaking roles range from 5-10 minutes, to hour-long panels with Partner testimonials.

The goal is to get current successful Partners in front of other companies, encouraging them to join. But, a quick speech can help companies understand the basic design of SmartWay.



Partner-Initiated Marketing and Outreach

- Reduces EPA resource burden
- More compelling than EPA-authored marketing
 - Peer recommendations and testimonials
- Examples:
 - Industry Advisory Group
 - Advertisements
 - Presentations to Industry Groups
 - Articles, Interviews and Press Releases
 - Internally within their organization (i.e. corporate newsletter) and Externally with business partners (i.e. no idling signs)



III-9

- Partner-initiated marketing is important because it doesn't require much (if any) EPA effort, and can be more effective and convincing than EPA marketing.
- Partner Testimonials – Credibility of Peer Group.
- EPA helps (and gets the ball rolling) on some of these examples, but Partners are free to pursue their own marketing, too.



Marketing and Recognition

Partner Initiated No Idling Policies at Loading Facilities

ATTENTION DRIVERS:

SHARP ELECTRONICS
IS A MEMBER OF THE
EPA'S SMARTWAY TRANSPORT PARTNERSHIP.

SHARP HAS A
NO IDLE POLICY.

PLEASE TURN OFF YOUR ENGINES
WHILE ON SITE WAITING
TO BE LOADED/UNLOADED.



THANK YOU FOR
HELPING US WORK TOWARDS A
CLEANER ENVIRONMENT.



III-10

Marketing and Recognition

Partner Initiated Companies Marketing Their Corporate Activity



Owens Corning Carrier Portal

Home | Carrier Homepage | My Profile | Carrier Home | Sign Out | Site Map

Inbox

Welcome Back Ron Emcher Trucking

Carrier Info

Account Activity Summary

Late Deliveries: 0 Open Open Tenders: 50 New Confirmed Deliveries: 6 Open

Late For Pickup: 120 Load Board: 0 Requests Assignments: 668 Unscheduled

Balance Due: 1 Pending Carrier Claims: 6 Open POD: 2 Open

Performance Metrics

ACT Delivery Performance	14 Day	QTD	YTD	2006 Compliance Goals
COOR	100.0%	99.5%	99.5%	Insurance Compliance 100% met
DART	97.0%	98.0%	98.0%	No Show No Call N/A
DTIM	100.0%	100.0%	100.0%	Relaxed Tenders +/- 2% of Total Shipments
HBOI	90.0%	99.0%	99.0%	Turnbacks +/- 1/10% of Total Shipments
HURT	98.7%	98.4%	98.4%	On-time Delivery 98%
HUBO	90.5%	99.8%	99.8%	214 Delivery Confirmation 100% in 2 Business Days
UPMI	100.0%	99.2%	99.2%	SmartWay Partner Membership

Search Results for Google

Office Depot

May 08, 2006 10:27 AM U.S. 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

DEFLAY 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 more tons of carbon dioxide and up to 200,000 tons of nitrogen oxide per year by 2017. Carbon dioxide is the most common greenhouse gas, and nitrogen

Top Left: Styline – SmartWay Partner advertises the Partnership at their facilities.

Top Right: Sharp emphasizes their no idling policy at their facilities.

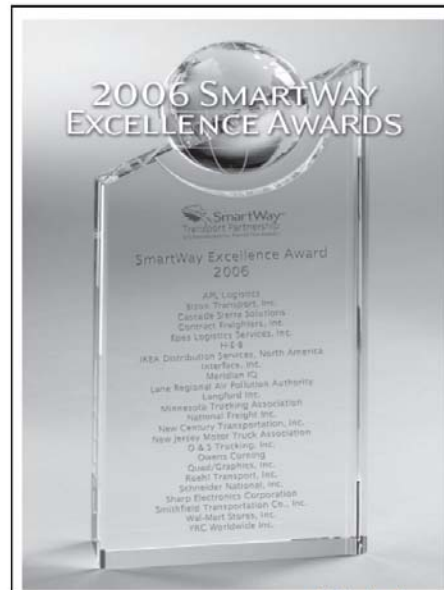
Bottom Left: Owens Corning has a Carrier Portal (for their 400+ carrier partners). They advertise and encourage participation in SmartWay through their portal.

Bottom Right: Office Depot Press Release announcing its initial Partnership in SmartWay (On Business Wire).

SmartWay Excellence Awards


Great Press and Program Recognition

- First Annual Award Ceremonies at NAEM and ATA Conferences
- Low-cost (piggyback on other events)
- All Award Winners publicize – press releases / announcements




III-14

Part 2



Module 3: Implementation Stage (2004-2005) Part 2: Recruiting & Partner Mgmt

2004	<ul style="list-style-type: none">> SmartWay Launch in February 2004; 100 SmartWay Partners by year end> Development of new Partner Categories; Affiliates and Logistics Providers
2005	<ul style="list-style-type: none">> Recruiting Focus - 300 Partners> Marketing Tools and Outreach> Technology Verification Program; Grants to support real-world tests> Innovative Financing Opportunities Sought> Development of SmartWay Upgrade Kit and SmartWay Truck



III-15

As the Partnership grew, there became demand for new Partner categories: Affiliates and Logistics.

As the Partnership grew to 300+ Partners, EPA began focusing on some long-term projects, the Upgrade Kits and SWT Truck. EPA also conducted a technology verification program to ensure that the technologies actually work.



Recruiting Strategies

- Leveraging current relationships
 - State and National Trucking and Shipping Associations
 - Shipper Partners (later Logistics Partners)
 - Charter Partners
- Using industry resources
- Conferences and Events
 - Shipper and Carrier Conferences
- Developing new strategic relationships
 - Regional Approach
 - Networking through current Partners
- Cold and Warm calls
 - Leads from conferences/events
- Direct mailings
 - Endorsed by associations



III-16

Solid recruiting strategies are important; it's important to grow the Partnership, but it is also important to ensure that good, active companies are joining.

- *Current relationships*: charter partners, industry experts involved in the planning, companies participating in other programs.
- *Industry resources*: *Transport Topics* Top 100, Most Sustainable Companies.
- *New Relationships*: State and National Associations, Proactive Shippers.
- *Cold calls and direct mailings* can be conducted after groups supply contact information for their members. Strategic relationships are necessary for direct mailings, and make cold calls easier.
- *Marketing events*: wide range of events to lift the visibility of the Partnership.



Leveraging Current Relationships to Recruit

- Charter Partners
 - Typically high-profile industry members
- Industry Experts
 - Trusted advisors to many companies
- Participation in similar programs
 - EPA has other voluntary partnerships, these Partners may see value in related initiatives

Successful (with strong industry relationships)



III-17

Charter Partners were generally recognized as leaders in the industry, and could convince other companies to join.

Industry Experts, who may have helped shape the Partnership (or quickly realize its value) can spread the word within their networks (George Edwards)

Note:

ICF manages ENERGY STAR Partners and occasionally asks them if they are also interested in a transportation efficiency voluntary partnership.

ENERGY STAR or Performance Track Partners value voluntary partnerships to improve the environment, and see value in the publicity from EPA. Joining SmartWay is a logical step to improve that publicity and save more money.



Using Industry Resources

- Industry resources can identify large companies, or companies that value environmental initiatives
- Transport Topics: Publishes an annual list of Top 100 For-Hire and Private Carriers
 - Top Companies in Shipper Sectors
 - Fortune Magazine: Publishes annual list of Most Sustainable Companies

Moderately Successful (better to identify key recruits than to directly recruit them)



III-18

These resources are useful to identify the companies to focus recruiting efforts on (recruit the big companies and let word-of-mouth trickle down the industry). But, they don't always provide the contact information necessary for follow up calls.

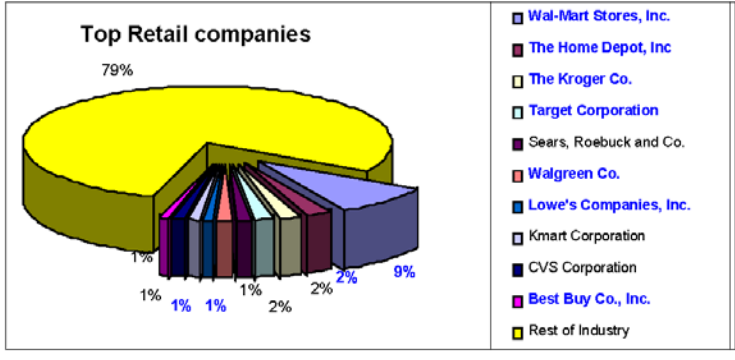
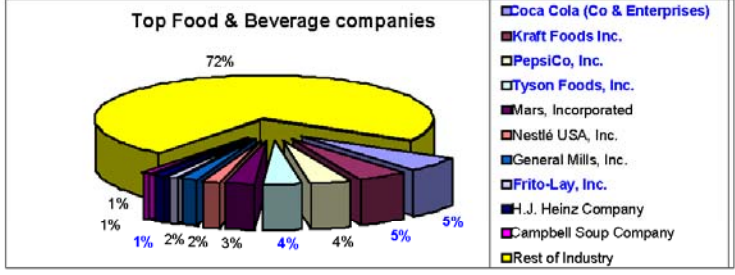
Note:

- (1) Every year we check the annual *Transport Topics* list and identify large companies that have not yet joined.
- (2) The next slide includes a breakdown of the largest companies in the retail and food/beverage industries. We used this to identify the largest companies, and set recruiting priorities accordingly. (*Transport Topics* is a key freight industry publication.)



Industry Participation

SmartWay Partners in **blue**.
Based on total sales.





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)



III-20



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)



III-21

National and State Trucking Associations are designed to serve their members and help them be better businesses. SmartWay achieves these goals, so it is in the interest of the STAs to highlight SmartWay. In addition, many activities to promote SmartWay won't cost the STA any money.

Note:

Maryland Motor Truck Association asked SmartWay to attend its 2005 Annual Conference because its members kept asking about strategies to save fuel (in light of the high prices), a SmartWay representative discussed the various strategies that SmartWay endorses and provided basic information about how to join.

EPA Regional Offices typically have better relationships with citizens and companies, and can easily mention SmartWay as a potential option for these leads.

There are numerous "GreenBiz"-type groups in America, all trying to increase efficiency and reduce GHGs. Many large companies participate, making it a great forum to discuss SmartWay.



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)



III-22

This strategy entails compiling a package of information (typically a joint letter from the association head and Partnership program manager), and sending or emailing it to all members of an association.

It is vital to have an endorsement from the membership organization and the ability to make follow-up calls.

This strategy is typically only marginally successful, and takes quite a bit of effort.

Note:

One face-to-face meeting with a prospect that shows serious interest can be more fruitful than 50 cold phone calls to the same prospect. Casual face to face meetings at industry shows can help prospects become seriously interested, and subsequent calls can formally bring them on board.



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)



III-23

All marketing activities should be seen as direct or indirect recruiting opportunities. Even a press release, which highlights a specific Partner's achievements, should include contact information for another company that wants to participate.

Including a simple, 'for more information about SmartWay, contact xxx at 999-9999' on all materials/publications is helpful.



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



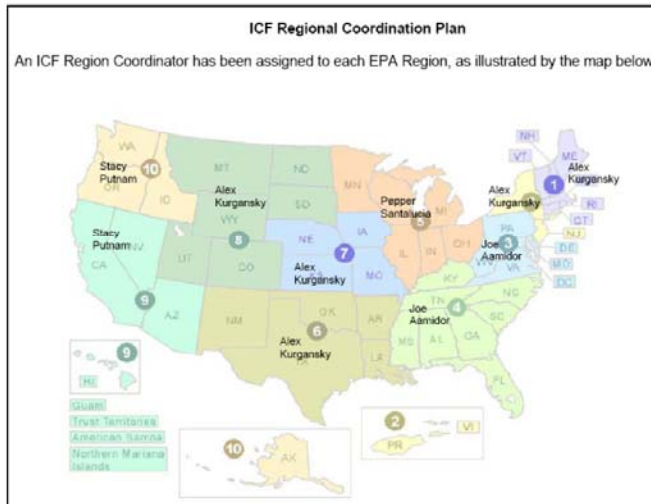
III-24

- To maximize face-to-face recruiting, only companies with serious interest should be met. Unless it is a large company that has significant influence in the industry.
- Phone recruiting is useful for general inquiries and helping companies understand the basics of the program. If successful, propose a face to face meeting.
- These meetings can be piggy-backed with scheduled marketing events. If you are attending and speaking at an industry show, it is a good idea to set up other meetings with warm leads in the area.



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.



III-25

New Partnership Categories

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



Partnership Agreement: Logistics

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

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

- Reduce the percentage of freight shipped by SmartWay carriers.
- Increase the percentage of freight shipped by SmartWay carriers to at least 75% per year, or increase the number of SmartWay carriers contracted by 20 companies per year, and report this information in the EPA's FLEET Partnership Dashboard.
- Develop a three-year action plan outlining how this goal will be achieved.
- Inform the public and other parties to EPA within 6 months of signing and monitoring the agreement.
- Report progress toward achieving this goal to EPA annually.
- Provide a link to the partner's SmartWay Partnership website on the company website.
- Inform reduced emissions about the Partnership and the benefits of participating in the Partnership through various means, such as including SmartWay Partnership information on company letters and materials, and giving presentations at meetings.

In return, EPA commits to:

- Increase the visibility of partner participation in the SmartWay Partnership by listing partners on the EPA SmartWay Transport Partnership website and in other educational, promotional and media materials.
- Obtain express written consent that a partner cannot purchase the partner's name or any content on the any purpose other than their designated use.
- Provide ongoing support with the needed information to qualify companies from their freight facility specifications, and to determine the percentage of freight shipped with SmartWay Transport Partnership carriers.
- Publish the actual performance data of Partners only with a Partner's express permission, except as otherwise required by law.
- Add partners in achieving goals, by seeking to address challenges, create incentives, and provide technical assistance and support (subject to approval).

General terms:

- If the Partner or PMA is not a U.S. citizen, the agreement shall be considered null and void.
- The Partner or PMA shall indemnify the agreement in any time within your jurisdiction or otherwise. EPA and the Partner agree not to consent publicly regarding the submission of information.
- EPA reserves the right to suspend or remove Partner status for any Partner that fails to accomplish the specific actions to which it is entitled in the SmartWay Transport Partnership Agreement and subsequent Agreements.
- The Partner agrees that it will not claim or make any public claims in the SmartWay Transport Partnership website, mark, logo, or endorsement of anything other than the Partner's contribution to the program. The Partner will acquire, defend, or apply for any other legal rights 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: _____



Becoming a SmartWay Transport Affiliate

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 organizations, energy and commodity organizations, school and university groups, and other organizations that are committed to providing greater energy efficiency and to doing "what the freight transport carrier" can do. 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.

AFFILIATE 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 ORGANIZATION. BY PROMOTING THE PARTNERSHIP TO YOUR MEMBERS AND THE PUBLIC THROUGH A VARIETY OF PROJECTS SELECTED BY THE ORGANIZATION, YOU HELP THEM GET THE INFORMATION AND TOOLS THEY NEED TO REDUCE FUEL CONSUMPTION, SAVE MONEY, AND MAKE A POSITIVE IMPACT ON THE ENVIRONMENT.

WHAT BENEFITS DOES MY ORGANIZATION RECEIVE FOR JOINING AS AN AFFILIATE?
After you become a SmartWay Transport Partnership Affiliate, you are providing your members with a valuable, highly-recognized way to improve their business operations and make a difference for the public good. You can also be given your members access to marketing 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
- professional associations
- trade associations
- non-governmental organizations
- academic institutions
- nonprofit organizations
- intergovernmental organizations

HOW CAN MY ORGANIZATION JOIN?
Becoming an Affiliate is Easy. Simply:

- sign a three-year agreement.
- take 15 to 30 minutes, and/or occasional advice you will pursue.
- Create a link to the SmartWay Transport Partnership website on your organization's website.

A representative from the SmartWay Transport Partnership will contact you and help you with any information about the Partnership and how to best work with your promotional activities.

HOW TO I SUBMIT MY COMPLETED AGREEMENT?
Email, mail or fax the completed Affiliate Agreement to:

Department of Transportation
EPA's Office of Transportation and Air Quality

III-26

- **Affiliates:** national and state groups that support the goals of the Partnership (mainly state trucking associations and groups like ATA, NIT League). A way that these associations can receive more publicity for their efforts.

Affiliates commit to some or all of the following:

- Press and promotional events.
- Educational workshops – learn about SmartWay and the technologies.
- Partner Support – help Partners with FLEET, marketing, etc.
- Recruiting – bring members and contacts on board.
- Discounts – e.g. – cheaper conference registration fees.
- Other – the affiliate can do and suggest more activities to spread the Partnership.

- **Logistics:** Companies that provide freight services to shippers through for-hire carriers.



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



III-27



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)



III-28

Partner Management is necessary, especially to complete the FLEET model, add a personal touch to the process and help Partners with queries and initiatives related to SmartWay. A Partner Manager can help a company navigate the Partnership and connect it with the right people to get its goals accomplished.

Logo Use Criteria:

- *Carriers* – FLEET score of 1 or better (combination of CO₂, NO_x, and PM fleet emissions).
- *Shippers/Logistics* – Ship 50% or more of freight with Partner Carriers (calculated by metric that company chooses – ton-miles, annual transportation spend, # of trips).
- *Affiliates* – Upon joining the Partnership.

Think of Partner Management as being a personal consultant to the Partner.



Initial Partner Management Steps

- Welcome call to new Partner
 - Generally explain Partnership, goals and objectives
 - Set deadlines 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



III-29

The official joining SmartWay is not always the same person doing the day-to-day work, so it is important to first explain SmartWay and make sure the company contact understands.

Adding Value to Partners



SMARTWAY™
Transport Partnership
U.S. ENVIRONMENTAL PROTECTION AGENCY

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: 417 656 5085, email: bstockton@cfi.us.com

Number of Employees: 3,000 **Strategy Category:** Tire Tech
Number of Trailers: 7,400 **Number of Power Units:** 2,000

Contract Freighters, Inc. (CFI), founded in 1951, operates over 2,400 tractors and over 7,000 trailers a variety of goods throughout the contiguous United States and Canada. CFI offers carriers at various border crossings to provide through-trailer service to Mexico. In addition, headquarters, CFI operates four terminals and numerous drop labs along the border and into States (CI) and its subsidiaries, CFI Mex, CFI de Mexico, and CFI Logistics, have 17 sales 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 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 \$49 more than it would have otherwise cost, if it did not have wide base tires. With a fuel economy improvement of 2.1% to 3.1% of a mile per gallon, CFI estimated that they 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.

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[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 Hofffield, 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-



CFI case study on single wides (an EPA SmartWay staff member wrote this with CFI) on the left, and an Office Depot Press Release on the right. EPA/ICF helped write both of these. In fact, there is a template press release that Partners can use when they join. The template saves everyone time, and it encourages Partners to release a press release, even if they don't have much time.



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



III-31



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

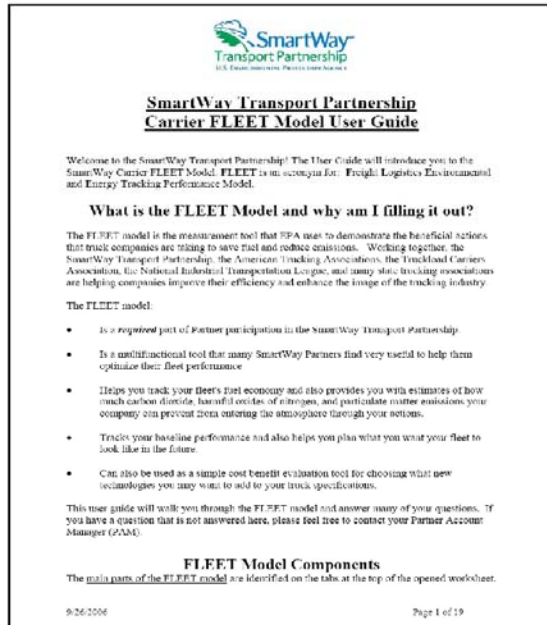


III-32

Initially, EPA allowed partners to join without completing the FLEET model, as long as they committed to finishing it soon after joining. But, this caused some partners to join, and never complete the required materials. EPA eventually kicked these partners out of SmartWay (after giving them numerous chances to submit the data), and began to require a completed FLEET model before a partner joined.

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



Saves the Partner Managers time by not answering the same questions numerous times. Plus, the Partners have a document in writing instead of just knowledge from conference calls with EPA.

Short Version FLEET Model

(option for Owner Operators)

CARRIER FLEET MODEL

Short Version: For Small Truck Fleets



www.epa.gov/smartway

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: _____ / _____ TLU/TL: _____
 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

Integrated Cab Roof Fairing
 Cab Roof Fairing
 Cab Roof Deflector
 Aero Profile Cab
 Traditional Long Nose Cab
 Cab over Engine Tractor
 Cab Front Air Dam Bumper
 Direct Fired Heaters
 Auxiliary Power Units
 Driver Tag Teams
 Double Drivers
 Engine Shutdown
 Truck Stop Electrification
 Synthetic engine Lubricants
 Synthetic Drivetrain Lubricants
 Cab Trailer Gap Reducer
 Trailer Gap Reducer
 Flatbeds: Trailer Tarps
 Trailer Side Skirts
 Single Wide Tires
 Auto Tire Inflation
 Average hours you idle: per truck per year _____
 Satellite Tracking/Dispatch
 Aerodynamic Mirrors
 Particulate Trap
 Oxidation Catalyst
 Refueling
 Trailer Tails
 Boat Tails
 Single Trailers: 48 foot _____ 53 foot _____
 Double: 28+28 _____ 40+28 _____ 40+40 _____
 Triple: 28+28+28 _____
 Average Payload per Trip: _____ (tons)

RETURN TO:

Mail: SmartWay Transport Partnership
 2000 Traverwood
 Ann Arbor, MI 48108
 Fax: (734) 214-4906
 E-mail: SmartWay.Transport@epa.gov



III-34

This was created as an option for small truck fleets and owner-operators. In some cases, these small partners do not have sophisticated data collection tools. EPA found that some didn't have access to a computer, which is needed to fill out the full FLEET model.



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



III-35

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.



SmartWaySM

www.epa.gov/smartway/calculator/loancalc.htm III-36

The SmartWay loan calculator is available at www.epa.gov/smartway/calculator/loancalc.htm.

Technology Testing and Analysis

- Technology Verification Program
 - EPA tested benefits of Single-wide tires and trailer aerodynamics, publishing the findings
- Grants
 - EPA also distributes grant money for fleets to conduct real-world tests of the fuel saving technologies



Paper Number 05CV-45

Effect of Single Wide Tires and Trailer Aerodynamics on Fuel Economy and NOx Emissions of Class 8 Line-Haul Tractor-Trailers

L. Joseph Bachman, Anthony Erb, and Cheryl L. Bynum
U.S. Environmental Protection Agency

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ABSTRACT

The hypothesis that components designed to improve fuel economy by reducing power requirements should also result in a decrease in emissions of oxides of nitrogen (NOx). Fuel economy and NOx emissions of a pair of class 8 tractor trailers were measured on a test track to evaluate the effects of single wide tires and trailer aerodynamic devices. Fuel economy was measured using a modified version of SAE fuel procedure J1321. NOx emissions were measured using a portable emissions monitoring system (PEMS). Fuel consumption was estimated by a carbon balance on PEMS input and correlated to fuel meter measurements. Tests were conducted using drive cycles simulating highway operations at 55 mph and 65 mph and suburban stop-and-go traffic. The tests showed a negative correlation (significant at $p = 0.05$) between fuel economy and NOx emissions. Single wide tires and trailer aerodynamic devices resulted in increased fuel economy and decreased NOx emissions relative to the baseline tests. Decreases in NOx emissions were disproportionately larger than increases in fuel economy; however, this effect may be an artifact of the particular engine being tested. These results demonstrate that emissions reductions can be achieved using strategies that decrease fuel use and save truck operators money.

INTRODUCTION

BACKGROUND

Fuel consumption of heavy-duty vehicles can be reduced by the installation of components that reduce the vehicle's power requirements. A single load relation equation presented by Clark [1] shows that two important sources of energy loss in vehicles are tire rolling resistance and aerodynamic drag:

$$P = 1/2 \rho A C_d V^3 + \mu M g V^2 + M g V \sin \theta \quad (1)$$

Where P is the power needed to maintain a steady speed, ρ is the density of air, C_d is the aerodynamic drag coefficient of the vehicle, A is the frontal area of the vehicle, V is the vehicle speed, μ is the tire rolling resistance coefficient, M is the mass of the vehicle, g is gravitational acceleration, and θ is the angle of inclination of the road grade. At a steady speed of 65 miles per hour on a flat road, aerodynamic drag and rolling resistance account for 21 percent and 13 percent, respectively, of the total energy used by a class 8 heavy-duty tractor trailer [2]. At lower speeds, rolling resistance assumes a greater fraction of the vehicle's power requirements.

Further, because total vehicle emissions are a function of the power output of the engine, [2] reductions in power requirements should be expected to also result in a corresponding reduction in vehicle emissions. This is more likely the case for emissions of oxides of nitrogen (NOx), as opposed to emissions of particulate matter (PM). NOx is primarily a function of power output, whereas PM is controlled by a more complex set of factors in addition to power output, including fuel composition, and transient engine properties, such as air/fuel ratio, oil leakage through piston rings, and exhaust gas temperature.

Measurements of whole-vehicle emissions from class 8 tractor-trailers are not readily available because historically such measurements involve dynamometer testing in the laboratory and dynamometers suitable for class 8 tractor trailers are rare. Also, because each model of heavy-duty diesel engine is used on a large number of vehicle types, it is the engine, not the whole vehicle, that is certified by regulatory agencies. In recent years, however, advances in the technology of On-Road Emissions Measurement (OREM), also called "PEMS," Portable Emissions Measurement Systems allow for the possibility of emissions measurements being conducted in conjunction with real-world fuel economy measurements, thus permitting the examination of the relation between fuel economy and emissions under real world driving conditions.

III-37

Technology Verification is EPA's effort to verify that some new technologies actually work. By publicizing the results, more companies and Partners used the new technologies.

Grants were also released to help companies test these technologies on their own.



Idle Reduction Technology Testing

Grants

- Awarded several grants to states, nonprofit groups, and universities to evaluate:
 - Truck Stop Electrification
 - Auxiliary Power Units
- Goal: build "idle-free" transportation corridors along major interstate highway roads so a truck driver always has a place to rest and not idle their engines.



III-38



SmartWay Upgrade Kit

- What is the SmartWay Upgrade Kit?
 - A bundle of highly fuel-efficient technologies with emission control devices. The “SmartWay Upgrade Kit” offers a way to describe these technologies as a package.
 - Create a unique incentive for trucking companies to retrofit their trucks because the monthly fuel savings generally exceed the monthly loan payments.
- EPA began to market these Kits with various entities (financial, non-profits, truck dealerships, etc.)
 - Partners can still pick technologies that work for them, but EPA is encouraging a “package” approach.
 - Kits have been tested and EPA and industry partners are confident in the savings potential.



III-39

This “kit” allows one-stop shopping for fleets. Instead of picking multiple items, they can pick one and know that it will save them money and reduce emissions. EPA intends for the “kit” to be added to a new truck as simply as any other accessory.



SmartWay Upgrade Kits

Creating a Business Case for Diesel Emission Reductions

Example of a SmartWay Upgrade Kit for Long Haul Trucks:

Device	Cost/Unit (Retrofit)*	PM Reduction	NOx Reduction	FE/CO ₂ Change
Oxidation Catalyst	\$1,000	25%	--	--
Super Single Tires w/ alum. wheels	\$3,500	--	5%	5%
Trailer Aero Kit	\$2,400	--	5%	5%
Direct Fired Heater	\$1,000	5%	7%	7%
Totals:	\$7,900	30%	17%	17%

For a truck traveling 100,000 miles/year @ 6 mpg (16,667 gallons /year)

- Fuel savings: 2,833 gallons @ \$3.00/gallon → **\$8,499/year**
- Payback period: \$7,900 / \$8,499 → **~11 months**
- or a 3 year loan @ 4.8% APR:



Monthly Fuel Savings: \$708

Monthly loan payment: (\$236)

Monthly cash for owner: \$472 per truck

III-40

- Currently, Partners can pick different technologies and bundle them in a kit. In the future, EPA will begin to market kits that it has already tested and believes will save fleets money and reduce emissions.
- The upgrade kit is simply a way to describe the numerous technologies that a truck can be equipped with, and for marketing purposes.
- The Web-based calculator allows companies to calculate savings by purchasing upgrade kits.



Expansion: SmartWay Truck

- Truck Stops
 - Goal: recruit truck stops to create “idle-free” zones whereby trucks are not allowed to idle.
- Truck Dealerships
 - Goal: recruit truck dealerships to sell the SmartWay Upgrade Kits so truck owners only need to go to one location to have all four items installed.
- SmartWay Truck
 - Designation identifying specific trucks as clean and efficient.
 - Labeling provides publicity for carriers, and encourages them to buy SmartWay Trucks



III-41

Truck Stops: Along the designated “idle-free” corridors. Encourage trucks to reduce idle and provide facilities to make it happen.

Expansion: SmartWay Truck



U.S. ENVIRONMENTAL PROTECTION AGENCY

SmartWay Transport

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The Smart Way to Save Fuel, Money, and the Environment

SmartWaySM Transport is an innovative collaboration between EPA and the freight sector designed to improve energy efficiency, reduce greenhouse gas and air pollutant emissions, and improve energy security. [Learn more about what SmartWay can do for you.](#)

Companies that participate in SmartWay Transport programs save money, reduce fuel consumption and are recognized for their social responsibility and leadership. [Join the SmartWay Transport Partnership now.](#)



Find out **What SmartWay Can Do For You**

Newsroom	Tools	Partners
Latest News: October 7, 2008 CMAA... announces 27	Idling Reduction: <ul style="list-style-type: none">Idling Reduction Options	About the Partnership: <ul style="list-style-type: none">Join the Partnership



III-42

Funding (2004-2005)

Fiscal Year 2004 Budget: \$1,300,000

Fiscal Year 2005 Budget: \$1,600,000



- Recruiting and Partner Management: \$400,000 - \$600,000
 - EPA Contractor Support
 - EPA and Contractor Travel
 - IT Support
 - Marketing Material for Recruiting/Partner Management
- Marketing and Communication: \$275,000 - \$350,000
 - EPA Contractor Support
 - Communication Campaign (i.e. PSAs)
 - Outreach Material Development (documents, displays, banners, award trophies, etc.)
- National Idling Program: \$250,000 (2004)
 - Truck Stop Infrastructure development
- Technology Verification and Testing: \$250,000 - \$500,000
 - Tire Evaluation program, Aberdeen Testing, SAE, Develop/Implement Verification
- General Operating Costs / Other: \$75,000



III-43

Staffing Needs (Program Implementation) 2004-2005

- General Implementation Staff:
 - 8-10 FTEs
- Recruiting:
 - 1 staff or contractor per 100 - 150 active recruits
 - Staff should have:
 - Experience with freight industry.
 - Experience identifying and pitching ideas to decision makers.
 - Strong interpersonal communication skills
 - Strong selling and marketing skills
 - Strong presentation and networking skills.



*Note: FTEs vary based on
size of recruits and travel
required by recruiters*



III-44

These are the primary skills and LOE necessary for implementation during the first years after launch. Details on recruiting are on this slide, and partner management details are on the next slide.

Staffing Needs (Program Implementation) 2004-2005

Partner Management:

- 1 FTE per 60 Partners
- Staff should have:
 - Experience as an account manager preferred
 - Knowledge of various fuel saving technologies advocated by EPA
 - Strong quantitative, Excel modeling and organizational skills
 - Strong interpersonal, communication, and relationship building skills



Note: Shipper and Carrier Partners Managers require different skill sets; staff working with shippers do not need to be as familiar with the trucking industry. It is helpful for these staff to have knowledge of specific shipper sectors.



III-45

Other useful skills for effective partner management: Managing partners, customer assistance.

Other skills for various parts of the Partnership: Entrepreneurial (outreach/marketing), Financial (loan and grant), Computer skills (Website creation).

Supplemental Information on Recruiting for Voluntary Partnerships

Intro to Direct Marketing/Recruiting

Direct marketing is important for new and growing voluntary partnerships. Recruiting drives program growth, and educates participants, stakeholders, and other interested parties about the program.

Recruiting Strategies

Industry Relationships and other Key Stakeholders

- State and National Trucking and Shipping Associations
- Charter Partners
- Industry Leaders
- Size, Significance, Visibility
- Governments (especially state and local)
- Industry Journals
- Conference Organizers
- Consumers
- Shareholders.

Conferences and Events

- Attendance at conferences with key shippers and/or carriers. (Sponsorship at the conference could raise visibility.)
- Attendance or sponsorship of a regional event.
- Development of a new event (e.g., SmartWay Awards) all about the program. This event could be held at a larger event, instead of being free-standing.

Developing New Strategic Relationships

- Local and Regional Organizations that can influence others.
- Networking through current partners—encouraging others to participate.

Recruiting Calls

- Leads met at conferences/events that SmartWay staff attend. (Warm leads)
- Leads from industry organizations that want to publicize the partnership to their members. (Cold leads)
- Companies mentioned in news articles, displaying a commitment to the environment. (Cold leads)

Direct mailings

- Endorsed by industry associations (mentioned above)

Note: you should have support of a particular industry association before sending materials to its members.

Supplemental Information on Partner Management

Introduction to Partner Management

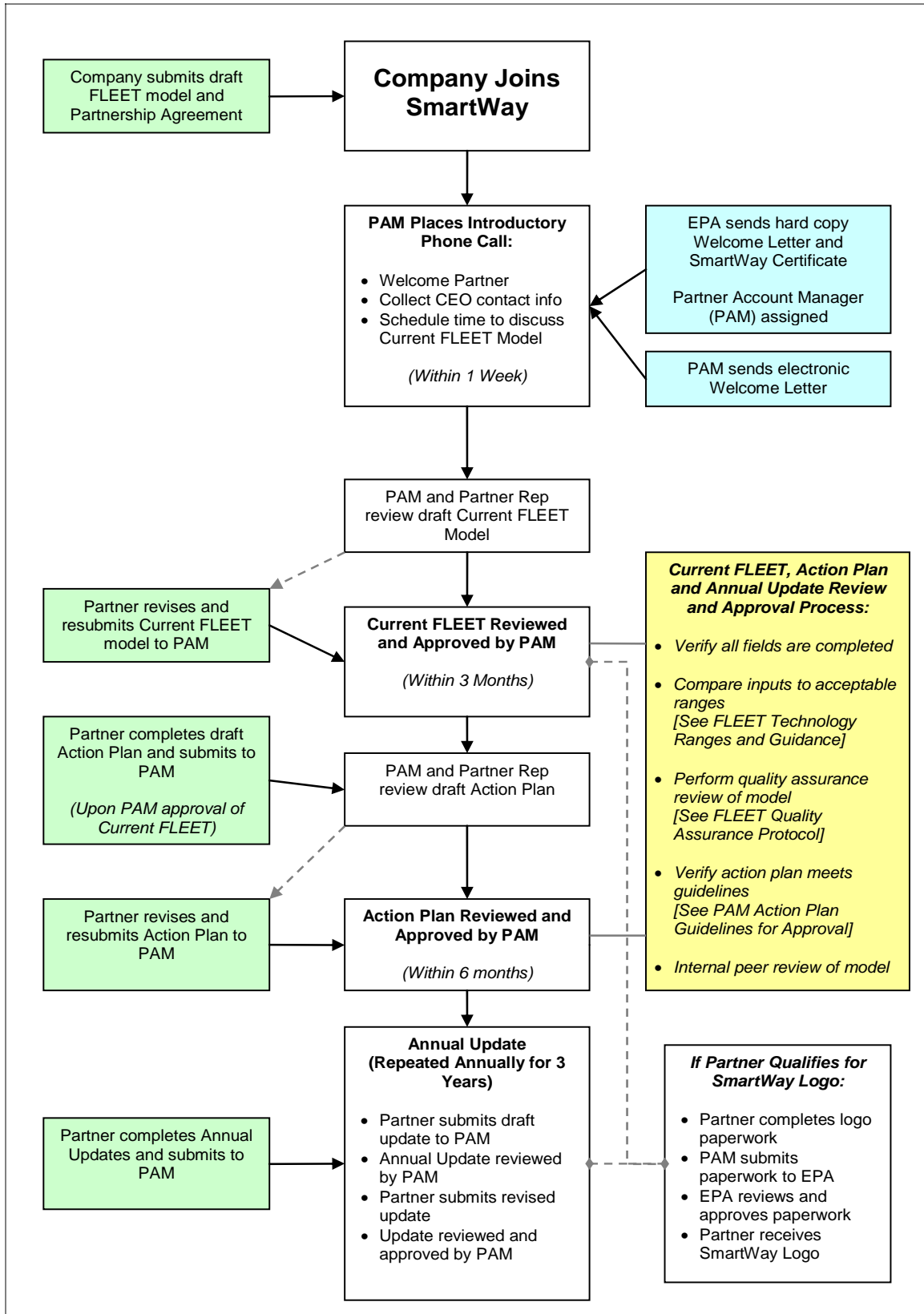
Partner management is one of the most important aspects of managing a successful voluntary partnership. The partner account manager (PAM) is the direct link from the program to the partner, and quality and responsive management of partners is a key to satisfying the partners and growing the program.

Initial Partner Management Activities

The following are initial activities that a PAM should undertake with each partner:

- Quality assurance of the FLEET model.
- Assistance with FLEET Action Plan.
- Marketing support, especially help with a press release announcing participation.
- Responding to other requests from partners.

The following table summarizes PAM activities.



Ongoing Partner Management Activities

The PAM's ongoing responsibilities include:


- Assistance with the FLEET annual updates.
- Providing technical support, as requested by partner.
- Providing marketing support, as requested by partner.
- Information dissemination.
- Responding to other requests from partners.

The attached table displays marketing oriented activities that a Partner may choose to initiate.

Internal Communications (Employees)	Step <i>Time</i>	External Communications (Customers, Shareholders, Citizens/Neighbors)
Announcement of Joining SmartWay A notice should be sent notifying employees of: <ul style="list-style-type: none"> • Company becoming a Partner. • What is SmartWay. • Why company joined. 	Step One <i>Upon Becoming a Partner</i>	Announcement of Joining SmartWay <ul style="list-style-type: none"> • Press Release. • Website Posting. • Submission of Corporate Profile.
Internal Education <ul style="list-style-type: none"> • What will the company do as a SmartWay Partner. • What does it mean to me as an employee? 	Step Two <i>Within 3 Months</i>	Outreach to: <ul style="list-style-type: none"> • State and National Associations. • Large Customers. • Shareholders (if applicable).
Training As determined by Partner Action Plan, employees should be trained when necessary to ensure the Partner meets its efficiency commitments.	Step Three <i>Within 8 Months</i>	Media Engagement <ul style="list-style-type: none"> • Regular and ongoing communication to local media outlets. • Other standard company media outreach.
Continued Communication and Education Updates on progress in newsletters and employee bulletins.	Step Four <i>Ongoing/Continuing</i>	Development of Marketing Materials <ul style="list-style-type: none"> • Partner Case Study. • Co-development of marketing and communication materials, as requested by Partner. • Logo usage (if applicable).


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Module IV. Expansion of the SmartWay Concept




Module 4: Expansion and Refinement Stage 2006...

2006	<i>Expansion and Refinement Stage</i> <ul style="list-style-type: none">➤ Partner Management Focus; Approaching 500 Partners➤ Innovative Capitalization Efforts➤ First Annual SmartWay Awards➤ SmartWay Light-Duty Designation Launched➤ SmartWay Grow and Go launched
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IV-1

In 2006, the first SmartWay Awards were held and new programs were launched under the SmartWay Brand. Partner Management was a challenge that needed to be addressed as the Partnership reach close to 500 partners. In addition, EPA focused on developing innovative financing programs to help companies purchase fuel efficiency technologies.



Module 4: Expansion and Refinement Stage ...2007-2008

2007	<ul style="list-style-type: none">➤ Supply Chain Concepts Introduced➤ Launched SmartWay Tractors and Trailers & Certified Vehicles➤ SmartWay Finance Center Opens➤ Second Annual Awards Held➤ Accelerating Partner Growth
2008	<ul style="list-style-type: none">➤ Over 1,000 Partners➤ Begin Development of Heavy-Duty Fuel Economy Test Program➤ Supply Chain/SWT 2.0 development begins➤ Package Labeling Pilots Begin➤ Consumer Awareness Marketing Begins➤ New Web Portal➤ US/Canada Partner Networking Forum➤ Launch Partner Webinar Series



IV-2



Managing SmartWay Partner Management Challenge

- Adapting to significant growth
 - Increasing Partner Management Efficiency
 - Tool Development
 - Prioritizing tasks
- More Partners = More EPA Support
 - Without additional support, each Partner will receive less attention



IV-3

SmartWay has grown very fast and as w/ other PPPs, this growth has to be managed carefully. A program's growth/success can potentially crush it if is not managed and refined.

As with other PPPs, it is *very important to shift and adjust resources while applying processes, guidelines, tools, etc. to help manage growth.*

Note:

For instance, as more partners required active partner management, the program needed to rely on third party recruiters to take on more of the recruiting tasks rather than EPA and contractor staff. Further, EPA needed to link rewards to successful completion of objections/projects so only those partners that completed action plans/FLEET models were eligible to submit an award application.



Managing SmartWay Partner Management Challenge

- Adding value to Partners
 - With reduced attention, it is more difficult to give each partner attention to undertake marketing and publicity events
 - To give staff more time to pursue value-added activities, EPA developed quantitative FLEET approval guidelines.
 - Partner Account Managers approve the FLEET automatically, rather than waiting for a SmartWay Program Manager. Allows companies to “get it right the first time.”
- Partner compliance to ensure program integrity
 - As program grows, so does challenge of ensuring partner commitments are kept
 - EPA implemented an enforcement process to put non-compliant Partners on notice and remove those that did not comply



IV-4



Recruiting Challenges in a Growing Program

- No longer a primary focus, but still an important (but smaller) task
 - Focus on large, prominent companies
 - More reactive, rather than proactive
 - Indirect recruiting, through current Partners (specifically Shippers, Logistics, and Affiliates)
- Ensuring new Recruits actively participate
 - FLEET model due when new Partners join
 - Reduces EPA Partner Management burden
 - Previously, Partners had a grace period to complete the FLEET



IV-5

At this point, recruiting was no longer the primary focus of SmartWay. Established critical mass with ~500 partners.

It is important to consider Quality vs. Quantity now that there is this critical mass. EPA wants active participation not just large recruiting numbers.



Feedback Loop Industry Advisory Group

- An informal group of current Partners
- Provides feedback to EPA, used to constantly improve Partnership
 - Recruiting/Partner Management Strategies
 - What's working and what's not
 - New ways to publicize the Partnership



IV-6

Just like the industry groups that participated in the development of SmartWay, EPA has used an Industry Advisory Group to obtain regular feedback and advice on Partnership progress and necessary changes/improvements.

EPA facilitated monthly calls with about 10 of the most proactive and prominent Partners (also important to have all groups represented – shippers, carriers, affiliates, etc). This activity needs to happen informally and formally.



International Collaboration

EPA/NRCan Memorandum of Understanding

- EPA and Natural Resources Canada signed an MOU to coordinate efforts between SmartWay and FleetSmart
 - SmartWay – performance-based
 - FleetSmart – training/awareness-based
- MOU allows EPA and NRCan to share information from research and projects
- Planned projects include:
 - Truck idling reduction projects at border crossings
 - Technology deployment programs
 - On-line driver training on fuel efficient driving techniques



IV-7

Because large amounts of freight travel across our northern border, and many companies in both countries have similar operations and interests in saving fuel, an MOU was crafted to coordinate and share resources and information.

FleetSmart is Canada's equivalent program to SmartWay, but it is focused on driver training (not evaluation and quantification).

Driver training materials are available to American companies, and Canadian companies can join SmartWay.



Innovative Financing Opportunities

- Many companies lack the capital to invest in innovative technologies
- To assist them, SmartWay is working with states, local energy offices, private financial institutions to create innovative financing strategies:
 - Low interest loans
 - Tax credits for innovative fuel saving and emission control products
 - Federal and state grant programs
 - Energy saving performance contracts (pay back capital from % of savings)
 - DOT innovative financing programs: State Infrastructure Banks
 - National Loan Program (SBA and EPA SmartWay)
- SmartWay Financing Homepage
 - <http://www.epa.gov/smartway/transport/what-smartway/financing.htm>
- SmartWay Financial Calculator
 - Simple, interactive calculator to demonstrate savings and positive cash flow
 - www.epa.gov/smartway/calculator/loancalc.htm



IV-8


The SmartWay Finance Center, available at www.SmartwayFinanceCenter.com, offers information on lending institutions that offer Cleaner Truck, Trailer, and Technology Loans. Companies can enter basic information on the loan they are trying to secure, such as amount of money and location, and the website will provide loan offerings. The site also accepts loan applications.

Smart Way Finance: Truck Loans and Leases - Microsoft Internet Explorer provided by ICF International

http://www.smartwayfinancecenter.com/

Smart Way Finance: Truck Loans and Leases

SMARTWAY FINANCE CENTER Call 1-877-767-8875 | Log-In |



Available Technology:

- Idle Reduction +
- Aerodynamics +
- Wheels / Tires +
- SmartWay Certified Tractors
- SmartWay Certified Trailers

Navigate to:

- SmartWay Clean Diesel Finance Program **NEW**
- Home
- Introduction
- About Us
- Lenders +


Get a fast loan quote Now – truck , trailer, & equipment loans and leases

Start Your Loan Application Now:

1 Loan Type

2 Amount \$

3 Location

START 



Lessons Learned

- Lesson: Simplify the FLEET Model
 - Model is intimidating at first glance, model file size is large and user's don't use all the features
 - Reduce Partner Account Management time on training Partners on the tool
- Solution:
 - User's guide to help companies use the tool
 - Short FLEET Model for smaller companies.
- Potential Improvements:
 - Web-based version
 - Graphical User Interface to make it more user friendly (i.e. TurboTax type front-end)



IV-10



Lessons Learned

- Lesson: Pick the right Industry Events / Forums
 - Smaller shows with significant SmartWay presence can result in new relationships
 - Methodology and Criteria for Events chosen including target audience, marketing opportunities, and partners support
- Solution:
 - Pick events based on opportunities for SmartWay, not just events w/ large attendance (i.e. Big Truck Shows)
 - Ensure a speaking role at the event
 - Garner Partner support for testimonials and credibility.
- Potential Improvements:
 - Dedicated SmartWay Conference (build off of Awards Ceremony)
 - SmartWay sponsorship at relevant conferences (already happening...Awards Ceremony at NAEM)



IV-11

SmartWay staff and publicity can be lost among everything else happening at the largest of events. This was especially true in 2004 and 2005, before SmartWay had industry name recognition. When SmartWay was first launched, some of the smaller events offered the best opportunity to meet prospects and get them to join.



Lessons Learned

- Lesson: Link the FLEET, Web site and CRM
 - Reduce effort spent to enter (re-enter) information in each system.
- Solution:
 - Set up systems that allow EPA, contractors, and regional offices to collaborate and communicate more efficiently.
 - CRM data will automatically populate website (i.e., new Partner joins). Faster communication to public and partners.
- Potential Improvements:
 - Single information system for all Partner data, including Web site.



IV-12



Lessons Learned

- Lesson: Foster More Partner Networking
 - Partners want more offerings and information about technologies and opportunities
- Solution:
 - SmartWay Awards is a start but build it into a SmartWay specific event with workshops and information sharing across all partnership categories.
- Potential Improvements:
 - Workshops and Partner-only events
 - Webinars (Regular sessions/seminars for partners over the Internet)
 - More tools to provide valuable services to Partners



IV-13



Lessons Learned

- Lesson: Improve Industry Feedback Channels (Sustain Feedback Loop)
 - Partners want more offerings about technologies and opportunities
- Solution:
 - Re-commit to scheduled Industry Advisory Meetings
 - Feedback opportunities at speaking engagements at conferences or at SmartWay-specific workshops/events
- Potential Improvements:
 - Encourage Industry to develop its own SmartWay Partners Association
 - Sector-specific feedback groups (Benchmarking workgroups – initiated by industry)



IV-14



SmartWay Brand Value

- SmartWay Brand symbolizes environmentally-friendly, efficient transportation
- The Partnership is just one element of this brand
- “SmartWay” is identifiable by the public in numerous instances

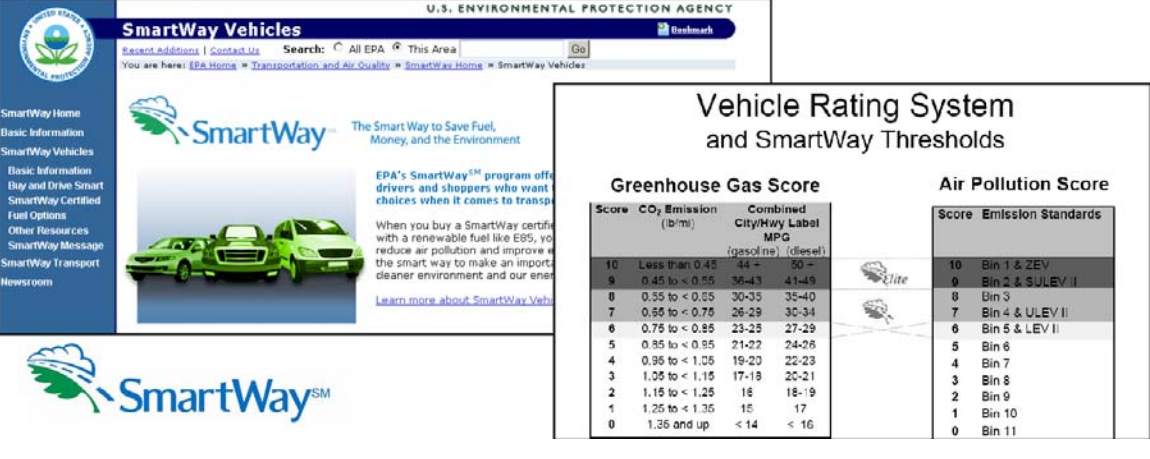


IV-15

SmartWay is not just a green freight transportation program/symbol;
it is a symbol of green transportation.

The SmartWay Brand - Expansion

- The SmartWay umbrella includes a variety of clean, green transportation programs and services
- SmartWay is being used to designate the most efficient light-duty vehicles



The screenshot shows the EPA SmartWay Vehicles website interface. The header includes the EPA logo and the text "U.S. ENVIRONMENTAL PROTECTION AGENCY". The main content area features the SmartWay logo and the tagline "The Smart Way to Save Fuel, Money, and the Environment". Below this, there is a section titled "EPA's SmartWaySM program offers drivers and shoppers who want choices when it comes to transportation the smart way to make an important decision: reduce air pollution and improve the cleaner environment and our energy security." A sidebar on the left lists navigation options such as "SmartWay Home", "Basic Information", "SmartWay Vehicles", "Buy and Drive Smart", "SmartWay Certified", "Fuel Options", "Other Resources", "SmartWay Message", "SmartWay Transport", and "Newsroom".

Below the website screenshot is a table titled "Vehicle Rating System and SmartWay Thresholds".

Greenhouse Gas Score				Air Pollution Score	
Score	CO ₂ Emission (lb/mi)	Combined City/Highway Label MPG		Score	Emission Standards
10	Less than 0.45	44 - 50	Elite	10	Bin 1 & ZEV
9	0.45 to < 0.55	36-43		9	Bin 2 & SULEV I
8	0.55 to < 0.65	30-35	SmartWay	8	Bin 3
7	0.65 to < 0.75	26-29		7	Bin 4 & ULEV II
6	0.75 to < 0.85	23-25		6	Bin 5 & LEV II
5	0.85 to < 0.95	21-22		5	Bin 6
4	0.95 to < 1.05	19-20		4	Bin 7
3	1.05 to < 1.15	17-18		3	Bin 8
2	1.15 to < 1.25	16		2	Bin 9
1	1.25 to < 1.35	15		1	Bin 10
0	1.35 and up	< 14		0	Bin 11

Consumers are now exposed to the idea of SmartWay (green transportation) when they are shopping for cars.



The SmartWay Brand - Expansion

○ SmartWay Grow and Go

- New initiative to promote the use of biofuels
- Current Partners encouraged to adopt the use of biodiesel under the Partnership
- Other companies are encouraged to use biofuels, offer products that run on biofuels



IV-17

SmartWay Truck Goal

Year	2007	2010	Retrofit
Fuel Economy	~7.5 mpg 25% better than today's standard trucks		
NO_x	1.2 g/bhp-hr	0.2 g/bhp-rh	
PM	0.01 g/bhp-hr	0.01 g/bhp-hr	80% PM Filter
Fuel	ULSD Required		
Compliance	Sign Logo use guidelines Sign SWT truck agreement		



IV-18



SmartWay Truck Features

○ Today's "standard" truck

- Aero profile tractor
- Cab roof fairing
- Advanced lubes
- Direct drive trans.
- 53' trailer

○ Today's "best" truck

- **All "standard" plus:**
- Improved aero profile tractor
- Integrated cab roof fairing
- Cab side fairing
- Cab front air dam bumper
- Aerodynamic mirrors
- Low rolling-resistance tires

○ SmartWay Truck

- **All "best" plus:**
- Side skirts on trailer
- Single-wide tires
- Auto tire inflation system
- APU minimum, or TSE

10% more efficient than "best"

25% more efficient than "standard"



IV-19



Funding (2006)



Fiscal Year 2006 Budget: \$1,850,000

- Recruiting and Partner Management: \$750,000
 - EPA Contractor Support
 - EPA and Contractor Travel
 - IT Support
 - Marketing Material for Recruiting/Partner Management
- Marketing and Communication: \$400,000
 - EPA Contractor Support
 - Communication Campaign (i.e. PSAs)
 - Outreach Material Development (documents, displays, banners, award trophies, etc.)
- Technology and Verification: \$300,000
- Expansion Projects: \$300,000
 - Light-Duty Vehicles, Drayage and Ports
- General Operating Costs / Other: \$100,000



IV-20

Staffing Needs (Program Management/ Expansion) 2006 - 2007



15-20 Total FTEs

- Program Management:
 - Institutional Knowledge / Generalists (experience with various program aspects and design)
 - Experience in voluntary program design and implementation
- Recruiting / Partner Management Staff:
 - Experience identifying and pitching ideas to decision makers.
 - Strong interpersonal communication, sales, and marketing skills
 - Strong presentation and networking skills
 - Experience as an account manager preferred (with freight industry experience)
 - Knowledge of SmartWay fuel saving technologies
 - Strong quantitative, Excel modeling and organizational skills
 - Strong interpersona and relationship building skills.
- Technical Support and New Initiatives Staff:
 - Ability to write and interpret technical reports / convey technical knowledge
 - Entrepreneurial; Identify trends: Understand technology adoption life cycle
 - Industry Sectors Specific Knowledge– Financial, Ports, Borders/International



IV-21



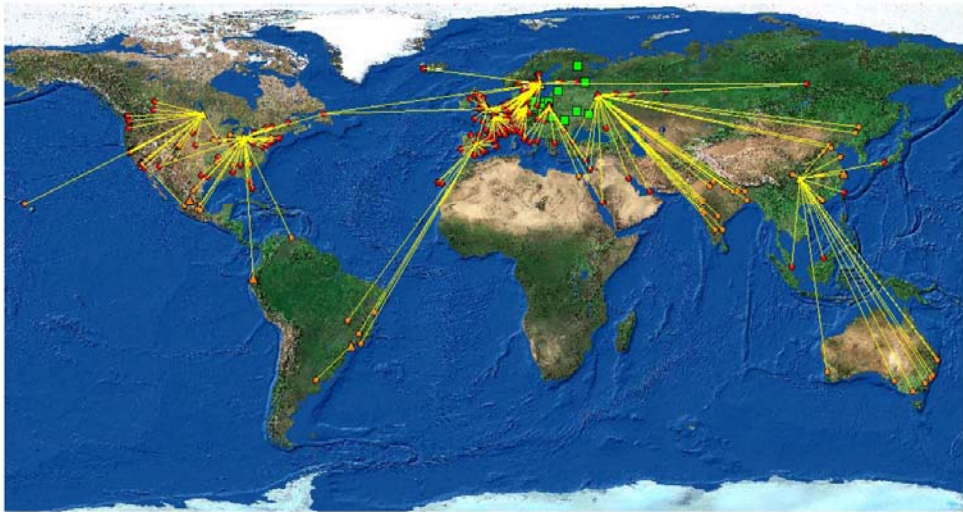
The SmartWay Vision for Green Supply Chain

- Minimizing CO₂ production in global supply chains is a prime determinant in freight transportation decisions
- Full transparency exists in freight management carbon decision-making
- SmartWay carriers are enabled with better benchmarking tools
- Universal usage of a global database of company emission factors
- “SmartWay” Programs exist in all major industrialized countries



IV-22

Measuring and Reducing Emissions from the Supply Chain



IV-23



The Demand

- Demand for Multimodal CO2 Model from Industry
 - Demand for CO2 inventory (footprint)
 - Some interest in NOx and PM
 - Also demand for efficiency measurement & optimization
- Stakeholders are asking EPA to take lead role
 - Desire for a Federal program
 - Desire for multi-modal program
 - Desire for a consistent, global methodology
- Climate is High Profile now
 - Industry needs to quickly inventory, benchmark, and achieve improvements
 - Energy security and energy prices underscore urgency



IV-24



SmartWay as a Template for Global Freight Programs

- Multiple countries and NGOs are now inquiring about implementing SmartWay programs abroad:
 - SmartWay-like programs already in Canada & Mexico
- Leading Shipper Partners asking for broader Partnership to cover their global supply chains:
 - Measurement -
 - Industry needs to assess CO2 “footprint”
 - Demand for multi-modal Supply Chain CO2 model
 - Optimization -
 - Industry needs to optimize transport mode;
 - For example; shifting from air to marine, saves fuel & reduces CO2
 - Demand for transparent carrier performance data information;
 - Shippers can select the most efficient carriers



IV-25



The SmartWay Response

- Emissions
 - Current systems use industry average emission rates
 - SmartWay Supply Chain will be able to present data at the company level
 - Allow more refined inventories
 - Allow comparisons between providers
 - Allow for mode and provider Optimization
- Methods
 - Multiple systems currently exist
 - SmartWay will provide a consistent methodology, means of collection, and storage of data:
 - Globally accessible database
- Software
 - Current systems use stand-alone software
 - SmartWay Supply Chain will integrate into existing software
 - Also provide a stand-alone version



IV-26



The Results - Driven

- Drives Optimization
 - As shippers participate and encourage carrier participation:
 - Drives optimization in the carrier industry as carriers respond to the new transparency and competition
 - Increases shipper participation as other shippers strive to catch up with industry leaders who are using more efficient carriers
 - Increased participation creates a globally self reinforcing loop of participation and optimization
- Drives the Public Policy Debate
- Drives Technology Development
 - Mode and company comparisons will foster new fuel saving technologies



IV-27



Proposed Timeline

- Early 2009 (March-April)
 - Shipper Model
 - Truck Carrier Model
 - Rail Carrier model
- Mid 2009 (July-Aug)
 - Database System
 - Air and Maritime models
 - Logistics Model
 - Drayage Model
 - Logo Use requirements
- Late 2009 (October-November)
 - Integrated system
 - Awards Criteria



IV-28

Appendix 1: Marketing Samples

Official SmartWay Marketing Documents



The SmartWaySM Transport Partnership is a voluntary public-private initiative designed to improve the environmental performance of the freight delivery system in the United States through money saving, market-based approaches.

The Challenge

From ports to manufacturing facilities and distribution centers to your front door, trucks and rail systems are part of a sophisticated, fast moving ground freight delivery system that delivers products safely and on time. Ground freight is an integral part of the United States economy. According to government and industry statistics, 85 percent of the total value of United States cargo is trucked, accounting for 66 percent of all freight by weight. Trucking-related occupations employ about 10 million people. Railroads represent four percent of the total value of all freight by weight, carrying another 16 percent of the nation's freight by weight.

However, ground freight is a major source of greenhouse gas emissions, responsible for approximately 20 percent of carbon dioxide (CO₂) emissions from all transportation sources. Ground freight is also a significant source of smog-forming emissions and other harmful air pollutants that impact public health, particularly the young and the elderly. Ground freight accounts for 40 percent of the oxides of nitrogen emissions (NO_x) and 31 percent of the particulate matter emissions (PM) from transportation sources. These emissions can impact air quality and contribute to climate change.

The Solution

The U.S. EPA's SmartWay Transport Partnership is a voluntary public-private partnership that addresses greenhouse gas emissions, fuel consumption, criteria pollutants (NO_x and PM), and operating costs associated with ground freight transportation operations. The SmartWay Transport Partnership addresses other key national concerns: energy security, energy savings, and environmental justice.

- Freight vehicles consume approximately 20 percent of energy consumed by the U.S. transportation sector. By conserving fuel from these vehicles, we reduce our dependence on imported oil, thereby safeguarding our nation's energy security.
- Promoting new strategies and technologies that improve fuel economy will improve efficiency and reduce fuel costs for freight fleets.
- Reducing idling at truck stops addresses community health and environmental justice issues prevalent in certain urban areas.

Through this voluntary partnership, EPA and its partners expect to eliminate 33 to 66 million metric tons of CO₂ emissions and up to 200,000 tons of NO_x emissions per year by 2012. This represents savings of as much as 150 million barrels of oil per year – equivalent to taking about 12 million cars off the road.

Working together, SmartWay Transport Partners can incorporate various strategies and technologies to achieve these goals.

Carriers can integrate cost saving, fuel efficient technology and strategies into their fleet:

- Idle Reduction
- Improved Aerodynamics
- Improved Freight Logistics
- Automatic Tire Inflation Systems
- Driver Training
- Advanced Lubricants
- Advanced Powertrain Technologies

Shippers can implement facility measures that improve efficiency and reduce emissions:

- Intermodal Shipping
- Pick-up and Delivery Scheduling
- Full Truck Loads
- Preferential Docking
- Warehouse Improvements
- Electric Forklifts
- Driver Comfort Stations
- Idle-Reduction at Docks

Partnership Design

SmartWay Transport Partners are progressive corporations and organizations that recognize they can improve their business and the environment at the same time. Companies that provide and hire freight delivery services (carriers and shippers, respectively) become SmartWay Transport Partners by committing to improve the environmental performance of their freight delivery operations. SmartWay Transport Carriers commit to integrate innovative cost saving strategies into their fleet operations. SmartWay Transport Shippers commit to ship the majority of their goods with SmartWay Transport carriers. Companies that meet SmartWay Transport Partnership requirements will benefit from reduced operating costs and enhanced visibility.

Partners that demonstrate superior performance will earn the right to display the SmartWay Transport logo.

By defining clear and achievable goals and committing to ambitious strategies, participants in the SmartWay Transport Partnership are actively addressing concerns about greenhouse gas reductions and air quality.

Partner Enrollment

To become a SmartWay Transport Partner, carriers must:

- Measure current environmental performance with the SmartWay Transport F.L.E.E.T. (Fleet Logistics Energy and Environmental Tracking) Performance Model for carriers.
- Commit to improve that performance within three years.
- Sign the SmartWay Transport Partnership Agreement.

To become a SmartWay Transport Partner, shippers must:

- Assess the current proportion of goods dispatched with SmartWay Transport Partner Carriers using the FLEET Performance Model for shippers.
- Commit to ship at least 50 percent or more of their goods with SmartWay Transport Partner Carriers.
- Assess and commit to improve their facility transportation emissions within three years.
- Sign the SmartWay Transport Partnership Agreement.

To meet their goals, all Partners must:

- Create and submit an Action Plan describing how shipper or carrier will achieve commitment.
- Report progress toward achieving the goal to EPA annually.

The complementary relationship between shippers and carriers maximizes the opportunities for Partners to support one another in achieving mutual environmental goals. To join the SmartWay Transport Partnership, simply send the completed FLEET Performance Model and signed Partnership Agreement to EPA.

Partner Benefits

Participation in the SmartWay Transport Partnership provides tangible benefits for companies:

Shippers can:

- better understand their environmental transportation impact.
- reduce the environmental impacts of freight operations by simply choosing to do business with SmartWay Transport Carriers.
- join a community of leaders and enhance their public image by joining the SmartWay Transport Partnership.

Carriers can:

- better understand the environmental impact of their fleet operations.
- reduce their environmental impact by using recommended technologies and strategies.
- save money by incorporating fuel saving strategies into their fleet operations.
- become preferred carriers of SmartWay Transport Shippers.
- join a community of leaders and enhance their public image by joining the SmartWay Transport Partnership.

Using the SmartWay Partner Logo

Shippers and carriers that demonstrate superior environmental performance will be able to advertise their status as SmartWay Transport Partners using the official SmartWay Transport Partner logo.



Logo eligibility is determined based upon results of the FLEET Performance Model for either carriers or shippers. The FLEET Performance Model for both carriers and shippers generates a score, which EPA uses to determine if a company qualifies to use the SmartWay Transport Partner logo.

To qualify to use the SmartWay Transport Partner logo:

- **Carrier** Partners must have a FLEET Performance Model Composite score of 1.0 or higher.
- **Shipper** Partners must have a FLEET Performance Model score of 50 percent or higher.

Companies that qualify must adhere to EPA's SmartWay Graphics Standards and Use Guide (available at www.epa.gov/smartway), as well as sign and return the Logo Use Signature Page before using the SmartWay Transport Partner logo.

EPA Assistance

EPA provides software models to assist carriers and shippers with assessing the current emissions and fuel efficiency of fleets and freight operations (e.g. the SmartWay Transport FLEET Performance Model). These tools also allow fleets and companies to evaluate the efficiency improvements and emission reductions available through application of various technologies and strategies. EPA staff is available to answer questions concerning the models and to provide technical assistance.

For More Information

Visit www.epa.gov/smartway for more information on the Partnership.



Partnership Agreement: Carriers

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

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

- Measure the environmental performance of our fleet using EPA's FLEET Performance Model - Carrier Module (results attached).
- Identify a goal to improve the environmental performance of our fleet, to be achieved within three years of signing this agreement.
- Develop an Action Plan detailing how the goal will be achieved.
- Submit the goal and Action Plan to EPA, within six months of signing and submitting this agreement.
- Report progress toward achieving the goal to EPA annually.

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 Web site and in related educational, promotional and media materials. EPA will obtain express written consent from the Partner before publishing the Partner's name other than in the context of increasing public awareness of its participation as described here.
- 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 agrees 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.

Authorized Partner Official:

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

_____ SIGNATURE	_____ TITLE
_____ PRINT NAME	_____ DATE

Designated Partner Representative:

_____ NAME	_____ TITLE	
_____ ADDRESS		
_____ CITY	_____ STATE	_____ ZIP
_____ E-MAIL	_____ PHONE	_____ FAX





Join the SmartWay Transport Partnership TODAY!

Becoming a SmartWaySM Transport Carrier Makes Good Business Sense

- **Cost Savings:**
The Partnership promotes new technologies and management practices to save fuel, which saves you money, period.
- **Business-to-Business Advantage:**
SmartWay Transport Carriers are preferred by SmartWay Transport Shippers, and they want to ship their goods with you. Shipper Partners are already giving priority contracts to SmartWay Transport Carriers.
- **Freight Management Tools:**
EPA's FLEET Performance Model allows you to track and manage fuel use, evaluate fuel savings and environmental benefits of a variety of fuel efficiency strategies, and create a custom-fit plan for achieving greater fuel efficiency gains in the future.
- **Technical Support:**
EPA will assist you in using the FLEET Performance Model and meeting your goals.
- **Recognition for Your Existing Environmental Improvements:**
Your fleet's existing fuel efficiency strategies, coupled with continued improvements, determine your status in the Partnership. You get full credit for improvements made thus far.
- **Promotional opportunities and public recognition:**
The SmartWay Transport Partner brand of excellence is awarded to qualifying Partners as a visible cue to your business customers, clients, and consumers to use in their advertising and other promotional media. It tells them that you are a champion of environmental stewardship and helps them to make educated choices about SmartWay Transport(ed) products. Visible exposure through national and regional events, advertisements, articles, and special recognition are just a few ways that EPA commits to recognize your achievements.

"... I encourage everyone to join Swift in becoming a member of SmartWay. It's not that hard, and the very worst thing that'll happen to you is you'll save fuel which means you'll make more money. That's the worst thing that can happen."
 - Dave Berry, Vice President, Swift Transportation

"Like others in the transportation industry we need the ability to operate efficiently and ensure that we reduce the impact our company has on the environment. By becoming a member of SmartWay our company, as a whole, is challenged to improve our operations for the betterment of all."
 - Joe Chapman, Operations Manager, Triple S Trucking

Becoming a Partner is Easy

- When you join the SmartWay Transport Partnership, you commit to:
- Assess your fleet's environmental performance using EPA's FLEET Performance Model for Carriers;
 - Identify a goal to improve your environmental performance;
 - Develop a plan detailing how the goal will be achieved; and
 - Report your progress annually to EPA.

Simply mail or fax the signed Partnership Agreement to:

SmartWay Transport Partnership
 USEPA Office of Transportation and Air Quality
 2000 Traverwood
 Ann Arbor, MI 48105
 Fax: (734) 214-4052

Then download the FLEET Performance Model at www.epa.gov/smartway, fill in your fleet information, and email the completed model to smartway_transport@epa.gov. Your Partner Welcome Kit will be mailed to you shortly.

Become a SmartWay Transport Carrier TODAY!

For more information about joining the SmartWay Transport Partnership, call us at (734) 214-4767.

U.S. Environmental Protection Agency • Office of Transportation and Air Quality • 2000 Traverwood, Ann Arbor, MI 48105 • 734-214-4767 • Fax 734-214-4052 • www.epa.gov/smartway



Truck and rail transportation provides a cost-effective means to transport much of America's freight. There are simple actions that can be taken to make ground freight more efficient and cleaner for the environment. The following technologies and practices can help truck carriers save fuel and money, reduce air pollution, and cut carbon dioxide emissions that contribute to climate change.

Idle Reduction

An idling truck burns nearly one gallon of diesel fuel per hour. Reducing unnecessary idling could save nearly \$3,000 in fuel costs, cut air pollutants, and cut 19 metric tons of carbon dioxide annually.

- On-board idle reduction systems include auxiliary power units that provide electricity to the cab, direct-fired heaters and coolant systems that provide temperature control, and programmable automatic engine shut-off systems.
- Truck plazas equipped with truck stop electrification systems allow trucks to draw electrical power and in some cases heating, cooling, telecommunication, and Internet hookups from a ground source.

Improved Aerodynamics

Improving the aerodynamics of a typical line-haul truck by 15 percent could cut annual fuel use more than 2,000 gallons, save over \$3,500 in fuel costs, and eliminate 20 metric tons of carbon dioxide.

- Tractor aerodynamics can be improved by adding integrated roof fairings, cab extenders, side fairings, and air dams. New truck buyers can purchase aerodynamic models with streamlined profiles.
- Trailer aerodynamics can be improved by minimizing tractor-trailer gap, adding side skirts and rear air dams, and arranging cargo and tarpaulins as low, taut and smooth as possible.
- Single-unit trucks can be improved with air deflector bubbles or by purchasing new streamlined models.

Improved Freight Logistics

Improved logistics can reduce the miles that a truck drives empty. Eliminating 15 percent of a line-haul truck's empty miles could save \$3,000 in fuel and reduce 24 metric tons of carbon dioxide annually.

- Improved logistics include load matching, more efficient routes and delivery schedules, and improved shipping and receiving practices.
- A carrier may employ low-cost options like triangular routing, coordinating loads with other fleets, and checking electronic load boards, or it may purchase freight broker services and logistics software.

Automatic Tire Inflation Systems

Retrofitting a line-haul truck with an automatic tire inflation system could save 100 gallons of fuel annually and reduce tire wear and maintenance, while eliminating one metric ton of carbon dioxide.

- Truck fleets that find it too difficult or expensive to monitor tire pressure on a regular basis should consider installing automatic tire inflation (ATI) systems on drive and trailer tires.
- An ATI system used on a typical line-haul truck can generally pay for itself in just over two years, while decreasing the risk of expensive tire failure caused by under inflation.

Single Wide-base Tires

Specifying single wide-base tires on a new combination truck could save \$1,000 immediately and reap annual fuel savings of two percent or more while cutting carbon dioxide by more than four metric tons.

- Single wide-base tires save fuel by reducing vehicle weight, rolling resistance and aerodynamic drag. These tires can also improve tank trailer stability by allowing the tank to be mounted lower.
- There are several single wide-base tire models from which to choose and these tires can be retreaded.

Driver Training

Even highly experienced drivers can boost their skills with training aimed at raising fuel economy by five percent or more, which would save \$1,200 in annual fuel costs and cut eight metric tons of carbon dioxide.

- Effective driver training programs can improve fuel economy by five percent or higher. Some fleets report fuel economy gains of up to 20 percent.
- Among other techniques, drivers learn progressive shifting, engine speed optimization, idle reduction, smoother braking and acceleration, anticipatory driving, speed control, and optimal gearing.



Low-Viscosity Lubricants

When used in a line-haul truck, synthetic engine and drive train lubricants can improve fuel economy by three percent, saving nearly 500 gallons of fuel and cutting five metric tons of carbon dioxide annually.

- Low-viscosity synthetic or semi-synthetic lubricants flow more easily and withstand the extreme pressure of engine, transmission, and drive train systems better than conventional mineral oil blends.
- The operator of a typical line-haul truck can save up to \$500 annually by switching to low-viscosity lubricants, with additional savings possible due to reduced wear and maintenance of truck systems.

Intermodal Shipping

Intermodal freight transport combines the best attributes of both truck and rail shipping. Over long distances using intermodal can cut fuel and carbon dioxide by 65 percent, compared to truck-only moves.

- Carriers can maximize resources by using freight trains to handle the long-distance portion of a freight move, especially for less time-sensitive cargo that is shipped over 500 miles.
- Intermodal options include trailer on flat car (TOFC), container on flat car (COFC), double stack service, rail bogeys and dual-mode trailers, and rail platforms that can accommodate standard trailers.

Hybrid Powertrain Technology

Hybrid vehicles can provide roughly \$2,000 in fuel savings and cut carbon dioxide by up to 12 metric tons per year when used in stop-and-go freight applications like parcel delivery service.

- Hybrid vehicles have two propulsion power sources, making it possible to capture energy otherwise lost during braking and provide boost to the main engine which in turn can run more efficiently.
- Most hybrid vehicles use an internal combustion engine for the main power source with various secondary power and energy storage configurations, including electric and hydraulic systems.

Reducing Highway Speed

A line-haul truck with 90 percent highway miles that reduces its top speed from 70 to 65 miles per hour could cut its annual fuel bill nearly \$1,500 while eliminating almost 10 metric tons of carbon dioxide.

- Reducing highway speed also reduces engine and brake wear, which cuts down the cost and frequency of maintenance service, and keeps revenue earning equipment on the road longer.
- Any truck carrier can adopt a speed management policy at little or no cost. The most successful speed reduction policies combine electronic engine controls with driver training and incentives.

Weight Reduction

Reducing 3,000 pounds from a line-haul truck by using lighter-weight components could save up to 500 gallons of fuel annually and eliminate up to five metric tons of carbon dioxide.

- Aluminum alloy wheels, axle hubs, clutch housings, and cab frame can trim hundreds of pounds from a truck tractor. Downsizing to a smaller engine can also provide significant weight savings.
- Thousands of pounds can be reduced from a truck trailer using aluminum roof posts, floor joists, upright posts, and hubs and wheels.



Partnership Agreement: Shippers

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

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

- Determine the percentage of freight shipped (or received) by SmartWay Transport Partnership carriers (results attached).
- Measure the greenhouse gas emissions of our freight facility operations using EPA's FLEET Performance Model - Shipper Module.
- Increase the percentage of freight shipped (or received) with SmartWay Transport Partnership Carriers enough to score at least 50 percent (weighted by carrier environmental performance) on the FLEET Performance Model, and identify a goal to reduce the greenhouse gas emissions of our freight facility operations, each of these goals to be achieved within three years of signing this agreement.
- Develop an Action Plan detailing how each of these goals will be achieved.
- Submit the goals and Action Plan to EPA, within six months of signing and submitting this agreement.
- Report progress toward achieving each of these goals to EPA annually.

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 Web site and in related educational, promotional and media materials. EPA will obtain express written consent from the Partner before publishing the Partner's name other than in the context of increasing public awareness of its participation as described here.
- Publicize the actual performance data of Partners only with a Partner's express permission, except as otherwise required by law.
- Provide Shippers with the needed information to quantify emissions from their freight facility operations, and to determine the percentage of freight shipped with SmartWay Transport Partner Carriers.
- 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 agrees 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.

Authorized Partner Official:

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

_____ SIGNATURE	_____ TITLE
_____ PRINT NAME	_____ DATE

Designated Partner Representative:

_____ NAME	_____ TITLE	
_____ ADDRESS		
_____ CITY	_____ STATE	_____ ZIP
_____ E-MAIL	_____ PHONE	_____ FAX





Join the SmartWay Transport Partnership TODAY!

Becoming a SmartWaySM Transport Shipper Makes Good Business Sense

• **Improve Your Savings by Improving your Environmental Performance:**

SmartWay Transport Partners use freight carriers that are improving their own fuel efficiency while shippers are improving the efficiency of shipping and receiving operations. This translates to money saved and reduced environmental impacts from your freight shipping. As a SmartWay Transport Partner you will have the information necessary to make beneficial decisions regarding carrier selection.

• **Quantify your Environmental Achievements:**

Emission reductions may be valuable on the open market through trading and credit programs already in development nationally and internationally. EPA's FLEET Performance Shipper model allows you to track and manage your greenhouse gas emission reductions from freight activities.

• **Promotional Opportunities and Public Recognition:**

The SmartWay Transport Partner brand of excellence is awarded to qualifying Partners as a visible cue to your business customers, clients and consumers to use in their advertising and other promotional media. It tells them that you are a champion of environmental stewardship and helps them to make educated choices about SmartWay Transport(ed) products. Visible exposure through national and regional events, advertisements, articles, and special recognition are just a few ways that EPA commits to recognize your achievements.

"Businesses have an opportunity and a responsibility to do what they can to protect the environment. It's important to our customers and it's important to healthy communities, so we encourage all companies to join us in this great effort with SmartWay."

– Winell Herron, V.P. of Public Affairs and Diversity, H.E.B

Becoming a Partner is Easy

When you join the SmartWay Transport Partnership, you commit to:

- Increase the percentage of freight shipped by SmartWay Transport Partnership carriers;
- Measure the greenhouse gas emissions of your operations using the FLEET Performance Model;
- Identify a goal to reduce the greenhouse gas emissions from freight facility operations;
- Develop a Plan detailing how each of these goals will be achieved; and
- Report progress toward achieving each of these goals to EPA annually.

"SmartWay incorporates elements that we feel are consistent with how we approach our business and how we want our service providers to approach things as well."

– Sabina Strautman, IKEA USA

Simply mail or fax the signed Partnership Agreement to:

SmartWay Transport Partnership
USEPA Office of Transportation and Air Quality
2000 Traverwood
Ann Arbor, MI 48105
Fax: (734) 214-4052

Then download the FLEET Performance Model at www.epa.gov/smartway, fill in your information, and email the completed model to smartway_transport@epa.gov. Your Partner Welcome Kit will be mailed to you shortly.

Become a SmartWay Transport Shipper TODAY!

For more information about joining the SmartWay Transport Partnership, call us at (734) 214-4767.



Truck and rail operators are using a multitude of strategies to reduce the environmental impacts of carrying America's freight. Shippers are working to do their part too, not only by implementing measures at their own facilities that improve efficiency and lead to emissions reductions, but also by hiring the most environmentally responsible carriers. The following technologies and strategies are just some of the measures shippers can adopt to facilitate reductions in fuel consumption and emissions associated with freight shipping activities.

Intermodal Shipping

Many goods and materials may be delivered to distribution hubs more efficiently by rail than by truck.

- Intermodal shipping combines the fuel efficiency of rail with the logistical strengths of trucking.
- Standardized containers are easily transferred between rail and truck.
- Intermodal shipping can minimize overall fuel consumption, reduce emissions, and lower the costs of freight delivery.

Driver Comfort Stations

Drivers may spend a great deal of their work day idling their trucks to stay comfortable at shipping and receiving docks.

- Shippers can provide climate controlled comfort stations at dock facilities so that drivers won't need to idle their trucks to stay warm or cold.
- Eliminating idling provides significant fuel, emissions and maintenance benefits, and the improved driver comfort enhances safety.

Preferential Loading and Unloading

SmartWay Transport Shippers can support the goals of the Partnership by providing special shipping and receiving privileges for SmartWay Transport Carriers.

- Deliveries by Partner carriers may be given prime shipping and delivery times and positions.
- Selected docks may be designated as "SmartWay Transport Docks."

Idle Reduction Policies

Shippers usually have control over access to their docking facilities including any parking or waiting areas.

- A shipper may implement a "No Idling" policy for any truck that picks up or delivers freight to its facilities.
- "No Idling" policies may best be combined with driver comfort stations, so drivers have an alternative to idling their trucks while waiting.
- Idling reductions offer immediate air quality benefits for local communities, especially in urban areas where environmental justice may be a concern.

Improved Pickup and Delivery Scheduling

Excess waiting time for drivers often leads to excess idling and the increased fuel use and emissions.

- Shippers can improve scheduling with enhanced communications or logistics software.
- Improved pick up and delivery scheduling reduces excess idling and improves the on-time efficiency of freight operations.

Full Truckloads

Goods and materials are sometimes shipped on partially loaded trucks in the interest of expediency, increasing overall fuel use and shipping costs.

- Shippers can improve truckload scheduling with logistics software that helps to ensure full loads.
- Full truckloads not only improve efficiency, but also help reduce congestion on the roadways and at shipping and receiving facilities.



Shipper Corporate Fleet Improvements

Shippers often have small fleets of light duty vehicles (cars and light trucks) used around their facilities or for staff travel.

- Reducing older vehicles with more fuel efficient and lower emitting vehicles reduces a company's overall environmental impact.

Warehouse Improvements

Shippers should consider any improvements in and around warehouses that will facilitate improved efficiency and emissions reductions.

- Warehouse operations can have a direct impact on the efficient loading and unloading of delivery trucks.
- Shippers should explore any efficiency gains that can be made with improved storage and warehouse logistics techniques.

Electric Forklifts

Many freight facilities still use diesel-powered forklifts to carry pallets, crates, etc., between the dock and warehouse.

- Electric forklifts are cleaner and more efficient to operate, producing no emissions at the facility. Utilizing electric forklifts reduces a company's environmental impact and improves ambient air quality in and around freight docking areas.
- Facilities might also consider alternatively fueled forklifts that run on compressed natural gas or propane.

Sample E-Update



e-update

October 2008

Web Redesign Highlights SmartWay Progress, Program Direction

In recent months our partners and other regular visitors to www.epa.gov/smartway have seen a series of changes to the SmartWay web site. The site is now organized along the following four key program areas:

- SmartWay Transport Partnership
- SmartWay Financing options
- SmartWay Certified Vehicles
- SmartWay Certified Tractors and Trailers

Two more sections provide visitors with news & information and basic information on SmartWay's environmental message. The site's new design reflects the program's current priorities and future direction.

By far the largest section of the site is the SmartWay Transport Partnership. Here the partnership's goals for the freight industry are outlined. All materials for joining the partnership, including applications, guidance, and modeling tools, can easily be accessed and downloaded. An updated list of partners and case studies highlighting the program's success also are available.

In the SmartWay Financing Options section, visitors can find fact sheets on the fuel and emissions savings that can be achieved with technologies and strategies promoted by SmartWay. There are links to federal and state grant opportunities, related financial incentives and the www.SmartWayFinanceCenter.com, a web-based clearinghouse where fleet owners can submit one loan application and have lenders compete for their business.

Clicking on SmartWay Tractors and Trailer will bring you to a listing of tractors and trailers that meet SmartWay equipment specifications. These specifications were developed in collaboration with manufacturers to help truck and fleet owners/operators make purchasing decisions based on equipment choices that can reduce fuel use and emissions. A list of all SmartWay tractor and trailer manufacturers is provided in this area of the site.

The SmartWay Certified Vehicles section is the most recent addition to the website and it signals a new focus for the program. Like trucks that qualify for the US EPA Certified SmartWay mark, light duty cars and trucks that qualify for the mark also are the cleanest, and most fuel efficient available in today's market. Information on how SmartWay vehicles are scored and a link to EPA's Green Vehicle Guide, where consumers can easily find fuel economy and emissions data on each vehicle is provided. By promoting SmartWay in the consumer market, EPA is working to increase public awareness about the brand, which we believe will reflect positively on our SmartWay partners. In July we launched the SmartWay Leaf Campaign. The SmartWay Leaf campaign features broadcast, radio and print materials that will help consumers recognize the SmartWay leaf as a symbol of cleaner, more fuel efficient transportation choices. These materials also are available for our partners to customize and use.

INSIDE

1. Welcome New Partners !
2. SmartWay's 1100th Partner
3. News You Can Use:
 - Tax Relief for Idling Units
 - Truck & Technology Grants
4. Program Activities:
 - Leaf Campaign
 - SmartWay at NASCAR
 - New Webinar Schedule
 - International Conference
5. The Buzz

Big Truck TV Web Channel Features SmartWay Resources

SmartWay affiliate Big Truck TV (BTTV) has created a special channel featuring the benefits and resources available through SmartWay. Several video programs about the partnership can now be viewed and downloaded from BTTV's new SmartWay channel, including interviews with EPA managers and our SmartWay partners, public service campaign materials and training tools. To link to BTTV's SmartWay channel, visit SmartWay's homepage at www.epa.gov/smartway or go to bigtrucktv.com/channel.aspx?smartway. In addition to highlighting SmartWay, other BTTV channels provide additional coverage on a wide range of related environmental, safety and economic trends affecting the trucking industry. Visit www.bigtrucktv.com to learn more and check back often for updates!



Welcome New Partners!

Affiliates

Accuride Corporation
 AdamWorks, LLC
 Aerodynamic Trailer Systems
 Badger Utility, Inc.
 Columbia Performance, LLC
 Continental Tire North America, Inc.
 Diamond Power Systems
 Distribution & LTL Carriers Association
 Donlen Corporation
 EMKAY, Inc.
 Fleet Advantage, LLC
 Fuel Injection Sales & Service, Inc.
 Hendrickson USA, LLC
 Hodyon
 L. A. Fritter and Son, Inc.
 Manwin Enterprises, Inc.
 Monroe Career & Technical Institute
 NorthAmerican Transportation Association
 Old Dominion Truck Leasing, Inc.
 Parts Distribution Services, Inc.
 PHH Arval
 Retail Industry Leaders Association
 Silver Eagle Manufacturing Company
 Tennessee Department of Transportation (TDOT)
 Trans Technologies Company, Inc.
 Transportation Intermediaries Association
 Trucks Feed Our Families
 UPC, Inc.
 Voluntary Interindustry Commerce Solutions (VICS)
 Windyne, Inc.

Dealer/Service Centers

Allstate Peterbilt of Western Ohio, LLC
 Allstate Sales and Leasing
 Cleveland Peterbilt, LLC
 Columbus Peterbilt
 DSU Peterbilt & GMC Inc
 Golden State Peterbilt
 Kenworth Sales Company
 Lobster Truck & Rental, Inc.
 Montana Peterbilt, LLC
 Peterbilt of Fargo, Inc.
 Peterbilt of Fort Smith
 Peterbilt of Las Vegas, Inc.
 Peterbilt of Northern California
 Peterbilt of Northern Kentucky
 Peterbilt of Springfield
 Peterbilt PacLease of Las Vegas
 Rush Truck Centers
 Sacramento Truck Center
 The Larson Group
 Tri-State Truck Center, Inc.
 Truck Repair Service Center, Inc.
 Utility Trailer Sales SE Texas, Inc.
 WW Trailers, Inc.

Logistics Companies

AIT Worldwide Logistics
 Axis Global Systems, LLC
 Caterpillar Logistics Services, Inc.
 Command Transportation
 Coyote Logistics
 Crane Worldwide Logistics
 ELITeXPO Cargo Systems, Inc.
 EMM Logistics, Inc.
 ESI Global Logistics
 Expeditors International of Washington, Inc.
 Fairington Transportation
 Flagstone Logistics, LLC
 Foreway Management Services
 Freedom Lines
 Freeman Transportation
 General Freight Services, Inc.
 Hybrid Transit Systems, Inc.
 KFS, Inc.
 Magellan Transport Logistics
 Manna Freight Systems, Inc.
 Nightline Express, Inc.
 Omni Logistics, Inc.
 Pegasus Logistics Group
 Pegasus Transportation Group, Inc.
 Performance Team - Supply Chain Logistics
 Pilot Freight Services
 Pro Logistics
 ROAR Logistics, Inc.
 Schneider Logistics
 Sharp Freight Systems, Inc.
 Spectrum Global Logistics, Inc.
 Strive Logistics, LLC
 The Redden Group
 The RK Group
 Transportation Insight
 Trigitix Warehousing & Distribution
 WorldWide - ISCS
 Transcorr National Logistics
 Trinity Transport, Inc. (Delaware)
 Veterans Messenger Service, Inc.

Rail Carriers

The New York, Susquehanna, and Western Railway Corporation

Shipper/Carriers

Haworth, Inc.
 Giant of Maryland, LLC
 Lance, Inc.
 Northrop Grumman Corporation
 Sherwin Williams
 Sierra Nevada Brewing Co.

Shippers

Arandell Corporation
 Circuit City Stores
 CLIF Bar & Company
 Eastman Kodak Company
 EMC Corporation
 Fujitsu Computer Systems Corp.
 Gifts In Kind
 Goodyear Tire & Rubber Company
 ITW TACC
 Lenovo
 Lexmark International, Inc.
 Longrider Lubricants, LLC
 Malt-o-Meal
 Mattel, Inc.
 MeadWestvaco Corporation (MWW)
 Ocean Spray Cranberries, Inc.
 OSRAM Sylvania
 PepsiCo, Inc.
 Pemed Ricard USA
 Pioneer Electronics (USA), Inc.
 Transport Solutions of America, LLC
 VIVO Ventures

Truck Carriers

Action Delivery
 Air-Land Transport Service, Inc.
 Alaplex Transportation, Inc.
 Ameritrans
 APC / Habco, Inc.
 Armellini Express Lines, Inc.
 Atlas Van Lines, Inc. Corp HQ
 Avanti Trucking, Inc
 Axis Global Systems
 B & B Services, Inc.
 Bailey Farms, Inc./Chile Pepper Transport, Inc.
 Best Cartage, Inc.
 Best Dedicated, LLC
 Best Transportation Services
 Black Horse Carriers, Inc.
 Bluefield Transport, LLC
 Boise White Paper LLC
 Brian Kurtz Trucking, Ltd.
 Brookline Transportation Company, Inc.
 Brubacher Excavating, Inc.
 Building Systems Transportation
 C & C Trucking of Duncan SC
 C.A.T. Inc.
 C2C Global Transportation, Inc.
 CANEX, Inc.
 Carlisle Transportation Systems, Inc.
 Carroll Fulmer Logistics Corporation
 Cherokee Logistics, Inc.
 CK Courier
 Coastal Pacific Xpress, Inc.
 Copeland Trucking
 CoreTrans, LLC

Welcome New Partners!

Truck Carriers, continued

Cowen Truck Line
Cox Transfer, Inc.
Cox Transportation Services, Inc.
Cressler Trucking, Inc.
CT Transportation
CW Johnson Xpress, LLC
D.C. Express, Inc.
Daily Express, Inc.
David Stahl Trucking
Davis Transfer Co.
De Mase Trucking Co., Inc.
Demar Logistics, Inc.
Dependable Highway Express
DF Hammonds, Inc.
Diamond Express, Inc.
Dimension Transportation, Inc.
Dist-Trans Company
Dohm Transfer
Dot-Line Transportation
E. L. Hollingsworth & Co.
Elite Carriers, LLC
Emm Trucking, Inc.
Evans Delivery Company, Inc.
Fabri-Kal Corporation
Falcon Transport Co.
Federal Warehouse Company
Forward Air, Inc.
Fremont Contract Carriers, Inc.
G & D Integrated
Garner Trucking, Inc.
Green Truck Rental & Roadways
Griffin Transportation, Inc.
GST Transport Systems, LLP
H & W Trucking
H. D. Edgar Trucking Co., Inc.
Hartley Trucking Co., Inc.
Historical - Quality Transport, Inc.
Historical - Roadway
Historical - Yellow
Historical - YellowRoadway
Historical- Roadway Express
Hogan Transports, Inc. /Hogan Dedicated Services
Holman Transportation, LLC
Houff Transfer, Inc.
HVH Transportation, Inc.
Inter-Coastal, Inc.
Iron Springs Transportation
J & P Hall Express
J T Express, Inc.
Jefco, Inc.
Keen Transport, Inc.
Kelle's Transport Service, Inc.
KLX, Inc.
KWL, Inc.
Lakeville Motor Express, Inc.
Lane Balance Systems
Leonard's Express, Inc.
LoneStar Transportation, Inc.
Lund Trucking Company, Inc.
Luther Logistic Transportation, LLC
Lynden Transport, Inc.
M & W Transportation Company, Inc.
Mach 1 Global Services, Inc.
Marathon Cheese Transport, Inc.
McKimm Milk Transit, Inc.
Megatrux Transportation, Inc.
Metcalf Trucking, LLC
Meyer Trucking, Inc.
Mill Creek Motor Freight
Modern Transportation Services
Mullen Trucking, LP
National Carriers, Inc.
Nationwide Truck Brokers, Inc.
Navajo Express, Inc.
NCI Group, Inc.
New Legend, Inc.
NorthShore Transportation Co., Inc.
Nussbaum
Nu-Way Transportation Services, Inc.
Old Dominion Freight Line, Inc.
Panther Expedited Services, Inc.
Patriot Logistics, Inc.
Pegasus Transportation, Inc.
Penske Truck Rental
Performance Trucking
Phoenix Industries, Inc.
Prestigious Carrier, Inc.
Primary Transportation Services, Inc.
Puget Sound International, Inc.
Reliable Carriers, Inc.
Rhinelander Transfer & Storage, Inc.
Richland Express Inc.
Risinger Bros. Transfer
Riverside Transport, Inc.
Robert Bearden, Inc.
Royal Freight, L.P.
Ruan Transportation Management Systems Inc
Rumble Trucking & Logistics, Inc.
Safari Freight
Select Van and Storage
Serpro, Inc.
Sky Transportation Services, Inc.
Skyline National, Inc.
Star Transport, Inc.
Steadfast Transcontinent, Inc.
Stephen Izzi Trucking & Rigging, Inc.
Stonebroke Trucking, Inc.
Summit Trucking, Inc.
Tango Transport
TCT Logistics, Inc.
Texas Land and Air
Texas Southwest Transport, Ltd.
The BLM Group
The Scotts Company
TLI Transportation, Inc.
TMC Transportation
Total Transportation of MS
Towne Air Freight
Trailwood Transport Ltd.
Trailwood Transportation, Inc.
Trans-It McNamara, Inc.
Transport Couture & fils ltée
Transvantage Transportation
Travelers Transportation Services
Triple Crown Services
Triple Decker Transport, Ltd.
Two Men and A Truck
U.S. Inter-Mex Transportation, LLC
United Transportation Services, Inc.
Voyager Express, Inc.
W.J. Donovan, Inc.
Wagner Industries, Inc.
Ward Transport and Logistics
Western Canada Express, Inc.
Western Freightways
Yarmouth Lumber



1100th Partner Milestone Achieved!

SmartWay is excited to announce that in October 2008, *Gifts In Kind International*, a 501(c)(3) nonprofit organization that generated and placed nearly \$900 million in urgently needed new product donations, joined the program as our 1100th Partner. One of the nation's largest charities, *Gifts In Kind* joined as a shipper and qualifies to use the SmartWay Partner mark. *Gifts In Kind* receives donations from thousands of large and small companies, including half of the Fortune 100 technology, retail and consumer corporations. The organization distributes these donations to more than 150,000 community charities across the United States and throughout the world.

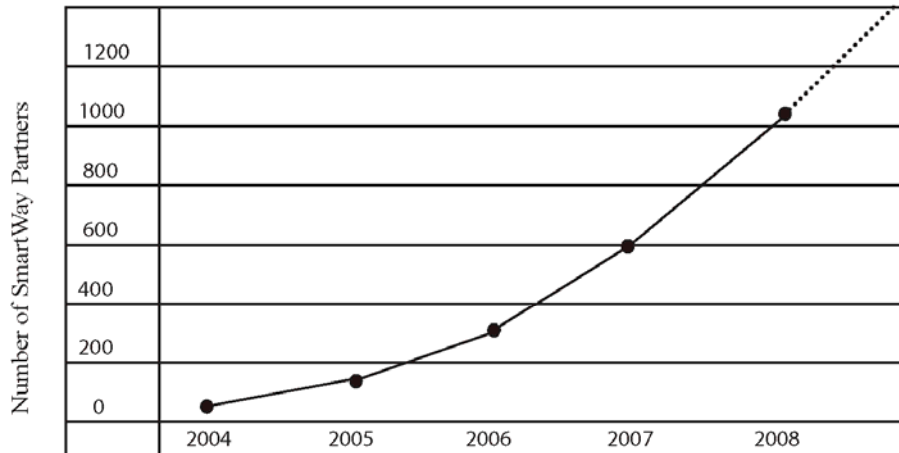
Participation in the partnership has increased substantially from 52 partner companies that helped us launch SmartWay Transport Partnership in February 2004!

Since the last e-update issued in July, many additional partners have come on board. The Partnership currently consists of:

668 Carriers	13 Rail Carriers
122 Shippers	26 Dealer/ Service Centers
29 Shipper/Carriers (private fleets)	4 Truck Stops
123 Logistic Companies	163 Affiliates

Welcome to *Gifts in Kind* and all of our new SmartWay partners!

SmartWay Partner Growth



Since SmartWay was launched in 2004, the number of partners participating in the Program has increased from 52 to over 1,100 today.

Tax Relief for Idling Equipment to Benefit Truck Industry & Environment

Some long-sought tax relief has been granted to truck and fleet owners who are in the market to purchase new trucks equipped with idle reduction devices such as auxiliary power units (APUs) and other equipment to reduce idling. The existing heavy truck federal excise tax currently imposes a 12 percent federal tax on the purchase of idling reduction units, such as APUs and other equipment, when they are purchased on a new truck. This tax costs buyers anywhere from \$200 to just over \$1,000 per unit.

Under the Emergency Economic Stabilization Act of 2008 signed into law by President Bush on October 3, EPA, in consultation with the U.S.



Department of Energy (DOE) and the U.S. Department of Transportation (DOT) has been directed to identify and specify idle reduction units that are exempt from this tax. Insulation that is used for refrigerator trucks, or to keep trucks warm in the winter also is exempt from the federal excise tax on trucks.

Through SmartWay, EPA already has established a list of idle reduction technologies that have been verified and are available to reduce fuel consumption and air emissions when purchased as part of a new truck or when added on to a truck as an upgrade. EPA is currently reviewing these technologies and will be working with DOE and DOT to develop a list of idle reduction units and technologies that are excluded from the federal government's heavy truck excise tax.

For more information on the idle reduction units and technologies that are available for reducing fuel use and emissions visit:

<http://www.epa.gov/smartway/transport/what-smartway/upgrade-kits-tech.htm>

SmartWay Clean Diesel Finance Awards \$3.4 Million in Grants to Help Truckers Buy Clean, Fuel-Saving Trucks, Idling and Emission Reduction Technologies

On September 24 EPA awarded \$3.4 million in funding to three non-profit groups that will leverage the funds to provide below-market interest rate loans, rebates and other financial incentives that truckers can apply for to invest in cleaner trucks and idling and emission reduction technologies.

The three organizations receiving funds are: the Community Development Transportation Lending Services, Washington, D.C.; Cascade Sierra Solutions, Oregon; and Owner-Operator Independent Drivers Association, Missouri.

Each of the finance programs developed by these organizations aim to aid small trucking firms that are looking to lower fuel costs, save money and reduce emissions. The SmartWay Clean Diesel Finance program is one component of the larger \$50 million Diesel Emission Reduction Program, authorized by the 2005 Energy Policy Act, and administered by EPA. In addition to these innovative financing programs, EPA has also begun disbursing \$14.8 million for State programs. All 50 states will receive funds, and 35 states will put matching resources toward the program. Later this fall, \$27.6 million in grants will be distributed by EPA's ten Regional offices. Finally grant awards for emerging technologies totaling approximately \$3.4 million will be announced later this winter.

For more information on SmartWay Clean Diesel Finance and the Clean Diesel grant program visit:

www.epa.gov/smartway/transport/what-smartway/financing-clean-diesel-info.htm

New SmartWay Partner Webinars

In the past, SmartWay partners have requested opportunities to network and exchange information. EPA is always listening and as a result, the SmartWay program is pleased to present a new Webinar Series for partners. Webinars will be held the second Tuesday of each month at 1:30 p.m. EST. (There is one exception, the “MIT SmartWay Study Results” will be held on the third Tuesday in November). Register for these 1-hour webinar sessions to learn about what is new and exciting in SmartWay. Check the SmartWay website for new additions and any changes to the schedule.

Webinar Topic & Brief Description	Date	Registration Link
MIT SmartWay Study Results MIT Center for Transportation and Logistics completes a Systems Dynamics study of SmartWay: Hear about their findings which show what makes SmartWay such a success.	November 18, 2008	https://www2.gotomeeting.com/register/421820726 Teleconference Number: 703-259-0655 Access Code: 547-457-267 Audio Pin: Appears upon joining the webinar Webinar ID: 421-820-726
SmartWay Excellence Awardees Share Successes Discover the best practices and technologies being employed by the 2008 SmartWay Awardees.	December 9, 2008	https://www2.gotomeeting.com/register/727924039 Teleconference Number: 703-709-0659 Access Code: 641-162-020 Audio Pin: Appears upon joining the webinar Webinar ID: 727-924-039
SmartWay Finance Center Learn about finance options for SmartWay Tractors/ Trailers and SmartWay approved fuel savings and emissions reducing technologies.	January 13, 2009	https://www2.gotomeeting.com/register/421820726 Teleconference Number: 703-259-0655 Access Code: 547-457-267 Audio Pin: Appears upon joining the webinar Webinar ID: 421-820-726
SmartWay Tractor & Trailer Discover the benefits of purchasing U.S. EPA Certified SmartWay tractors and trailers for your fleet.	February 10, 2009	https://www2.gotomeeting.com/register/802750417 Teleconference Number: 718-708-0655 Access Code: 508-232-206 Audio Pin: Appears upon joining the webinar
International Interest in SmartWay Learn about SmartWay-like programs being instituted around the world and explore effective strategies for addressing environmental impacts of global goods movement.	March 10, 2009	https://www2.gotomeeting.com/register/894169948 Teleconference Number: 718-709-0655 Access Code: 690-985-331 Audio Pin: Appears upon joining the webinar Webinar ID: 894-169-948
Carriers Interested in Joining SmartWay Learn the process and requirements for trucking companies to become SmartWay Carrier partners.	April 14, 2009	https://www2.gotomeeting.com/register/468280085 Teleconference Number: 703-259-9001 Access Code: 430-877-932 Audio Pin: Appears upon joining the webinar Webinar ID: 468-280-085

First-Ever International SmartWay Transportation Summit Scheduled for Early December

In response to a growing interest in developing “SmartWay-like” programs among various governments, NGOs and academics from around the globe, SmartWay is hosting a three-day conference in Ann Arbor, Mich., from December 2 through December 4. The conference will cover a range of topics that have contributed to SmartWay’s success and is designed to provide some tools and best practices for developing SmartWay-like programs; explore effective strategies for addressing environmental impacts of global goods movement; and to promote sustainable goods movement as key component in transportation. Other key topics will address GHG data reporting systems and the expansion of SmartWay principles into other sectors of transportation.

For more information on the International SmartWay Transportation Summit, visit www.smartwayinternational.eventbrite.com
Registration is limited to 150 attendees due to space constraints.

Calling All NASCAR Fans!

SmartWay, the National Association for Stock Car Racing (NASCAR), and automakers are offering fans an opportunity to check out vehicles that qualify for EPA's SmartWay Certification mark. Chevy, Dodge, Ford and Toyota have all displayed their SmartWay vehicles at several recent NASCAR races and are planning to show them off at future races too. At the events, the automakers have hung banners encouraging fans to look for their "SmartWay Certified Vehicles on Display Here!" and marked the vehicles with special car toppers and clings.

For automakers the timing is right to promote their SmartWay Certified vehicles – cars and trucks that EPA has scored as being the cleanest and most fuel efficient based on a series of emissions tests and federal fuel economy standards. Using the SmartWay certification mark makes it easy for consumers to identify the greenest, most fuel-efficient vehicles among a range of makes, including compact cars, mid-size sedans and sport utility vehicles. For EPA SmartWay, the NASCAR venue is a good opportunity to reach a large number of individuals, raise awareness and spread the word about the environmental and fuel-saving benefits of US EPA Certified SmartWay cars and trucks.

In addition to highlighting the environmental and fuel benefits of SmartWay certified cars and trucks, EPA, NASCAR and the automakers are encouraging drivers to conserve fuel and lower emissions by adopting good driving practices, such as maintaining a reasonable speed, and taking care of their vehicles.

SmartWay Leaf Campaign Helps Raise Public Awareness

Now in its fourth month, the SmartWay Leaf campaign has appeared in a broad range of broadcast, radio and print media encouraging consumers to "look for the SmartWay Leaf" to identify environmentally friendly and fuel-efficient cars and trucks." In total, public service announcements featuring the SmartWay Leaf have received over 9,000 T.V. airings and almost 42,000 radio airings in several major, regional and local markets throughout the country. Total estimated media value exceeds \$8 million and placements have steadily increased since the campaign was launched in July.

For more information on the SmartWay Leaf campaign and how you can use the materials to raise public awareness about SmartWay contact Patrice Thornton, 734-214-4329.





The Buzz about SmartWay Transport Partnership

Visit the links below to see media stories that feature SmartWay Transport Partnership:

Partner News

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Case Studies



FUEL SAVINGS THROUGH WIDE-BASE TIRES



Company Profile

Headquarters Location: Joplin, Missouri

Point of Contact: Bruce Stockton, Vice President of Maintenance
Ph: 417-659-5085, email: bstockton@cfi-us.com

Number of Employees: 3,000

Strategy Category: Tire Technology

Number of Trailers: 7,400

Number of Power Units: 2,095

Contract Freighters, Inc. (CFI), founded in 1951, operates over 2,400 tractors and over 7,000 trailers and transports a variety of goods throughout the contiguous United States and Canada. CFI interlines with Mexican carriers at various border crossings to provide through-trailer service to Mexico. In addition to its Joplin headquarters, CFI operates four terminals and numerous drop lots along the border and throughout the United States. CFI and its subsidiaries, CFI Mex, CFI de Mexico, and CFI Logistica, have 37 sales offices throughout 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 the \$40 per truck was 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. In 2004, CFI estimated savings of approximately 805,000 gallons of fuel due to their wide-base tires.



CFI's drivers have said that they prefer wide-base tires for several reasons: 1) their brakes stay cooler and offer more stopping power because the wide-base wheel exposes more of the break drum; and 2) it is easy to determine if a tire's air pressure is low because there isn't another tire beside it; and 3) the tires look attractive.

CFI expects to have 100% of its tractor fleet converted by the end of 2006. According to CFI, this will translate into **fuel savings of approximately 2.3 million gallons per year**, which will amount to **cost savings of approximately 4.6 million!**

U.S. Environmental Protection Agency • Office of Transportation & Air Quality • EPA420-F-06-011 • SmartWaySM Transport Partnership
Mail Code 6406J • Ariel Rios Bldg. • 1200 Pennsylvania Ave., NW • Washington, DC 20460 -or-
NVFEL • 2000 Traverwood Dr. • Ann Arbor MI 48105 • (734) 214-4052 • www.epa.gov/smartway

FUEL ECONOMY INCENTIVE PROGRAM



Company Profile

Headquarters Location: Winnipeg, Manitoba Canada

Point of Contact: John Sigurdson, Manager, Fuel, Ph: 204-833-0221, email: jsigurdson@bison.ca

Number of Employees: 1,250

Strategy Category: Miscellaneous

Number of Trailers: 1,726

Number of Power Units: 750

Bison Transport is a truckload carrier headquartered in Winnipeg, Manitoba with terminals in Calgary, Alberta, Edmonton, Alberta, and Mississauga, Ontario. In Canada, Bison operates from Nova Scotia to British Columbia. It also operates in each of the 48 continental U.S. states.

Project Description

Bison Transport successfully employs a fuel economy incentive program that has been operational for just over 2 years. The on-board computer and satellite communication system in their tractors makes such a program feasible for Bison, as it provides the data necessary to drive the program on a timely and accurate basis. The on-board system tracks on a driver-by-driver basis. This is a critical point for Bison because it does a lot of slip seat operations, which means more than one driver uses a specific truck. With the new system, it can pinpoint a driver's performance no matter what unit the driver operates or who else operates it.

Using historical fuel economy data, the company has established a fuel efficiency benchmark for each of the different tractor types in its fleet. If drivers exceed this target for a three-month period, they receive a financial bonus. The more they exceed the target, the larger the bonus. Every driver is eligible for the bonus as long as the target is met. The target has been set so that a certain percentage of drivers already exceed the benchmark.



"We pay the bonus every three months. This allows the variations in fuel economy due to weather, load factors and routes to even out somewhat," explains Mr. Sigurdson. The largest benefit from the program has been the increased level of consciousness regarding fuel efficiency. Drivers are now asking how they are doing because the program gives them the motivation to improve.

IDLING REDUCTION



Company Profile

Headquarters Location: *Huntingburg, Indiana*

Point of Contact: Mark Hagedorn, Fleet and Maintenance Manager

Ph: 800-295-4848, email: mhagedorn@styline.com

Number of Employees: 157

Strategy Category: Idling Reduction

Number of Trailers: 300

Number of Power Units: 122

Styline Transportation is a nationwide LTL carrier serving all 48 States and Canada.

Project Description

Styline Transportation, Inc. is dedicated to improving its fleet's fuel efficiency and reducing air emissions. They recognize that one key mechanism through which these goals can be reached is idling reduction. The company currently has 14 trucks with **auxiliary power units**, 23 trucks using **truck stop electrification**, and 118 trucks **bypassing weigh stations**. Combined, these strategies are saving Styline 86,442 gallons of diesel fuel per year. At the current price of diesel, this amounts to **cost savings of approximately \$191,000!**

Over the next three years, Styline plans to decrease their idling even further. The company plans to increase the use of **auxiliary power units** by installing 75 additional units on their trucks. In addition, Styline will continue **bypassing weigh stations** and plans to install **engine shutdown devices** on all of their company trucks. The implementation of these strategies will save Styline an additional 527,032 gallons of diesel fuel, which amounts to **cost savings of approximately \$1.12 million!**

In addition to implementing the strategies described above, Styline Industries, in conjunction with Indiana Department Environmental Management (IDEM), is instituting a no-idling policy for all loading operations. Due to their environmental excellence, Styline has qualified to use the SmartWay Transport Partner logo, which they plan to place on their no-idling signs around their loading areas to educate drivers and employees about their participation in the Partnership.



Public Service Announcements

SHIP SMARTER



An environmentally appealing way to transport goods that's also deliciously profitable.

SmartWay[®]Transport helps shippers and for-hire carriers lower greenhouse gases and other emissions, while at the same time giving the average truck a fuel savings of \$2,000 per year.

To find out more about this new partnership, call for your info kit at 1-734-214-4767 or log onto www.epa.gov/smartway.



A new voluntary program from the U.S. Environmental Protection Agency

BOXED IN?



**With margins so fragile you need
smarter solutions, like SmartWay.**

SmartWay[™]Transport helps shippers and for-hire carriers lower greenhouse gases and other emissions, while at the same time giving the average truck a fuel savings of \$2,000 per year.

To find out more about this new partnership, call for your info kit at **1-734-214-4767** or log onto **www.epa.gov/smartway**.



A new voluntary program from the
U.S. Environmental Protection Agency

ATTENTION SHIPPING CUSTOMERS



Shopping for the smartest way to transport your products? Ship SmartWay and save 7% on fuel.

SmartWay Transport helps shippers and for-hire carriers lower greenhouse gases and other emissions, while at the same time giving the average truck a fuel savings of \$2,000 per year.

To find out more about this new partnership, call for your info kit at 1-734-214-4767 or log onto www.epa.gov/smartway.



A new voluntary program from the U.S. Environmental Protection Agency

CALCULATE YOUR SAVINGS TO THE ENVIRONMENT. TO YOUR BOTTOM LINE.



**For logistics managers, SmartWay[™]
can add up to 7% in fuel savings.**

SmartWay[™]Transport helps shippers and for-hire carriers lower greenhouse gases and other emissions, while at the same time giving the average truck a fuel savings of \$2,000 per year.

To find out more about this new partnership, call for your info kit at 1-734-214-4767 or log onto www.epa.gov/smartway.



A new voluntary program from the
U.S. Environmental Protection Agency

BE PART OF THE BIG PICTURE FOR CLEANER AIR



As SmartWay[®] Partners, manufacturers can lower emissions and fuel costs by 7% or more.

SmartWay[®]Transport helps shippers and for-hire carriers lower greenhouse gases and other emissions, while at the same time giving the average truck a fuel savings of \$2,000 per year.

To find out more about this new partnership, call for your info kit at 1-734-214-4767 or log onto www.epa.gov/smartway.



A new voluntary program from the U.S. Environmental Protection Agency

Recruiting Materials

SmartWay Transport Partnership – Carrier Recruiting Call Script

Recruiter:		Date of Call:	
Company Name:		Address:	
Contact Details:			
Name:			
Title:			
Phone No.:			
E-mail:			
Script (Intro)			
<p>Hello my name is _____ and I'm calling from the U.S. EPA's SmartWay Transport Partnership. The purpose of my call is to introduce you to the Program and to explain how the Program can help your company to substantially reduce your operating costs. The Program is a new voluntary partnership between the EPA and the freight industry, and it is designed to help freight companies save money, while also benefiting the environment. It was developed jointly by EPA and the American Trucking Association (ATA) and is supported by the ATA. Do you have a few minutes to talk now?</p>			
<p>If the Response is YES, then:</p> <p>Great! Today, I'd just like to give you brief introduction to the SmartWay Transport Partnership, answer any initial questions you might have, and arrange to send you some information about the program for you to review.</p>		<p>If the Response is NO, then:</p> <p>I understand. Could we set up a time during the next week to talk further? How about _____ [propose a date and time]?</p>	
Script (Background):			
<p>First, let me give you a little background on the Program. The SmartWay Transport Partnership is a voluntary program between EPA and companies that provide freight shipping services – both carriers and shippers. Freight carriers learn about and apply methods to reduce operating costs primarily through improving fuel efficiency. To assist in this, EPA provides members with assistance, starting with an electronic spreadsheet tool that allows members to calculate the savings they can achieve in their fleet by making a variety of changes. Many of these changes are simple and involve little cost, while others involve investment but often have attractive payback periods. In addition EPA will provide additional technical assistance as needed, recognition, and PR materials.</p> <p>While I'm sure that reducing operating costs would be enough of an incentive for your company to join the program, there is also the potential for you to obtain additional business from new clients. The SmartWay Transport Partnership also has participants who are shippers, including Nike, Coca-Cola, and Ikea. In joining the Program, these shippers have committed to ship over 50% of their goods with SmartWay Transport Carrier Partners. This commitment represents a tremendous business opportunity for carriers.</p> <p>After identifying and implementing changes to improve fuel efficiency, participants that meet program goals are able to use the SmartWay Transport Partner logo in their business materials and will receive public recognition for their achievements. The SmartWay Transport Partnership is very new, but already some of the largest names in the freight industry have joined. These include: Schneider, Roadway, Federal Express, and UPS. These companies have incorporated various strategies and technologies such as idling reduction, improved logistics management, and use of lightweight materials, to reduce fuel consumption, save money, and improve their overall business performance.</p>			

Now that I've explained a bit about the program, I'd like to find out if you feel that you are the appropriate person to speak with further about the possibility of your company becoming a Partner. Are you the appropriate person, or is there another individual with whom I should speak? **[If someone else is recommended, get name, contact info., and ask to be transferred or call that person back]**

I'm sure you're wondering by now what your company would need to do to become a Partner, so let me give you a bit of information about application and membership requirements. Applying is simple. You need only to sign a partnership agreement and provide some basic data on your fleet and its operations. Then, within 6 months, you are asked to set goals for your participation in the Program.

At this point, I'd like to stop, and answer any initial questions you might have. **[Take questions. If you can't provide an answer, indicate that you will get back to them in the next day or two with an answer].**

I'd like to thank you very much for your time today, and I'd like to close by asking if I can send you some additional written material on the SmartWay Transport Partnership and its benefits. Can you please confirm your mailing and e-mail addresses for me? Thank you. I'll send those materials out tomorrow, and I'd like to call you back in about a week to answer any additional questions you might have. I'd encourage you to bring in any of your colleagues who might be interested in hearing more for that call. Is there a particular time when you'd like me to call back?

Thank you once again, and if you have any questions or would like any additional information before we speak again, please feel free to call me at _____ or e-mail me at _____.

End Call / Action Steps:

1. Confirm scheduled follow up call.
2. Confirm email and address to send materials.
3. Encourage contact to include others on the follow up call or offer to contact or send info to other interested parties directly.
4. Provide your name and number. Thank them for their time and direct them to the web page for additional info:

Other Important Information:

1. If they request to talk to a Partner or other person involved from the trucking industry, inform them that we are in the process of obtaining permission from partners to provide their contact information, but for now they can contact Mr. Glen Kedzie at ATA at 703-838-1879 or gkedzie@trucking.org
2. If they still insist that it be someone from a Partner, they can contact Mr. Ted Scott at Roadway Express at 703-838-1908. However, you should give this information out only if they insist that the contact be a trucking company, as we don't want to overburden this individual.

Notes:

Sample Questions / Information Gathering [if prospect is engaged and has time]:

General company info: size, structure, etc.? (if you don't already have public data or want to confirm)
[Be careful about question re: proprietary info during this introductory call (e.g. # of trucks, annual mileage, fuel use)]

What types of technical programmatic assistance would interest you?

What kind of programs or partnerships are you currently involved with?

Based on the background I provided, which aspects of the program interest you?

Who else in your organization would be interested in further discussing our program, saving money, and implementing new technologies/strategies?



February 16, 2005

Dear Prospective Partner,

In February 2004, the Environmental Protection Agency (EPA) Administrator Michael Leavitt and American Trucking Associations (ATA) President Bill Graves launched a new and innovative voluntary effort called the SmartWay Transport Partnership. This Partnership between EPA and the freight industry is designed to help trucking companies reduce fuel consumption, thereby saving money while also benefiting the environment. As a member of the Kentucky Motor Trucking Association (KMTA), you may have read about the Partnership in the Association's summer magazine or visited the Partnership's display booth at the Mid-America Trucking Show last year. If you are attending the Mid-America Trucking Show this year, please visit the Partnership's display booth (355), as well as hear EPA give a presentation on idle reduction technologies at 2pm (Room 101) on March 31.

KMTA recognizes the value of the SmartWay Transport Partnership both to KMTA members and to the freight industry in Kentucky as a whole, and has joined with EPA to publicize the Partnership and to recruit new Partners. Recently, the KMTA Board of Directors voted to endorse the Partnership. Through this letter, we would like to encourage you to take a closer look at the benefits the Partnership can bring to your company, and to encourage you to consider becoming a SmartWay Transport Partner.

Participation in the SmartWay Transport Partnership is free-of-charge, and is open to all sizes and types of fleets, as well as to shippers. Truck fleets participate by agreeing to evaluate and improve fuel economy, thereby reducing operating costs and emissions, through a variety of strategies they implement voluntarily. Shippers participate by agreeing to ship a majority of their product using SmartWay Transport Carrier Partners, as well as investigating changes in their own operations. All Partners are provided with technical assistance and public recognition for their efforts. To date, over 100 companies have become SmartWay Transport Partners, including the following KMTA members: FedEx Freight, Overnite Transportation Company, Paschall Truck Lines, United Parcel Service (UPS), Wal-Mart, and Yellow Roadway Corporation.

We hope that you will take the time to learn more about how your company can benefit from becoming a SmartWay Transport Partner, and we hope that you will join KMTA in supporting this innovative effort that will ultimately benefit all of us. If you have any questions, or would like additional information, please contact KMTA at (502) 227-0848 or kmta@kmta.net, or the SmartWay Transport Partnership at (734) 214-4767 or smartway_transport@epa.gov. You may also obtain information by visiting the SmartWay Transport Partnership site at <http://www.epa.gov/smartway>.

Thank you for your interest, and we look forward to hearing from you.

Ned Sheehy
President/CEO
Kentucky Motor Trucking Association

Mitchell Greenberg
Program Manager
U.S. EPA SmartWay Transport Partnership





Dear NPTC Member,

In February 2004, the Environmental Protection Agency (EPA) Administrator Michael Leavitt and American Trucking Associations (ATA) President Bill Graves launched a new and innovative voluntary effort called the SmartWay Transport Partnership. This Partnership between EPA and the freight industry is designed to help trucking companies reduce fuel consumption, thereby saving money while also benefiting the environment. You may have heard about the Partnership, or visited the Partnership's exhibit booth, at the NPTC Annual Management Conference and Exhibition in Atlanta.

NPTC recognizes the value of the SmartWay Transport Partnership both to NPTC members and to the trucking industry as a whole, and has been supportive of EPA's efforts to publicize the Partnership and to recruit new Partners. Through this letter, we hope to make you aware of the benefits the Partnership can bring to your company, and to encourage you to consider becoming a SmartWay Transport Partner.

The SmartWay Transport Partnership is open to all sizes and types of fleets, and Partners are recognized as industry leaders. Truck fleets participate by agreeing to evaluate and improve fuel economy, thereby reducing operating costs and emissions, through a variety of strategies they implement voluntarily. Partners are provided with technical assistance and public recognition for their efforts. To date, over 80 companies have become SmartWay Transport Partners, including the following NPTC members: ADM Trucking, Inc.; Bridgestone/Firestone North American Tire LLC; Cardinal Logistics Management; Frito-Lay, Inc.; JK Trucking; Michelin Distribution Services, Inc.; Smithfield Packing Transportation Co., Inc. and Gwaltney Transportation Co., Inc.; Volvo, and Schneider National, Inc. Other Partners include some of the biggest names in trucking, such as FedEx, UPS, and Yellow Roadway.

We hope that you will take the time to learn more about how your company can benefit from becoming a SmartWay Transport Partner, and we hope that you will join NPTC in supporting this innovative effort that will ultimately benefit all of us. If you have any questions, or would like additional information, please contact Bob Inderbitzen, NPTC Director of Safety and Compliance, at (203) 994-4094 or safetybitz@aol.com, or the SmartWay Transport Partnership at (734) 214-4767 or smartway_transport@epa.gov. You may also obtain information by visiting the SmartWay Transport Partnership website at www.epa.gov/smartway.

Thank you for your interest.

Gary Petty
President & CEO
National Private Truck Council

Mitchell Greenberg
Program Manager
U.S. EPA SmartWay Transport Partnership



MINNESOTA>ENVIRONMENTAL<INITIATIVE

NEWS

FOR IMMEDIATE RELEASE

Wednesday, August 18, 2004

Contact:

Amber Backhaus, Minnesota Trucking Assn
Office: 651-646-7351 or cell: (612) 963-2232

Bill Droessler, Clean Air Minnesota Program
Office: 612-334-3388

William Omohundro, EPA Region 5
Office: (312) 353-8254

Many Partners, One Goal – Making a Difference

National Effort – SmartWaySM Transport Partnership – Links U.S. EPA, Minnesota Trucking Association, and Clean Air Minnesota Program to Honor State’s First SmartWay Transport Partners for Improving Nation’s Air Quality.

ST. PAUL, MN — At the Capitol footsteps today, the U.S. Environmental Protection Agency (EPA) teamed up with the Minnesota Trucking Association (MTA) and the Minnesota Environmental Initiative’s Clean Air Minnesota Program to formally recognize the state’s first Partners in the SmartWay Transport Partnership. This partnership is a national voluntary program developed by EPA and freight industry representatives that reduces greenhouse gases and air pollution and promotes cleaner, more efficient ground freight transportation.

The first Minnesota partners in the SmartWay program include Lakeville Motor Express, McFarland Truck Lines, R&E Enterprises, and Transport America. Their participation in the initiative links them with over 70 other leading commercial, industrial, and public sector organizations that are committed to improving air quality.

By 2012, the Partnership aims to reduce as much as 33 to 66 million metric tons of carbon dioxide (CO₂) emissions and up to 200,000 tons of nitrogen oxides (NO_x) emissions annually. The Partners have agreed to adopt improved practices, processes and energy saving technologies that are cost effective, cleaner, more efficient, and capable of reducing greenhouse gas emissions to meet these goals. This represents annual fuel savings of up to 150 million barrels of fuel. And the best part is the “win-win” strategy addressing common business and environmental challenges.

(continued)

Many Partners, One Goal: Page 2

Cheryl Newton, EPA Region 5 Associate Division Director for Air and Radiation, credits the Partners' environmental stewardship for improving air quality and maintaining a vital economy. "These companies joining the SmartWay Transport Partnership continue the expansion of a strong partnership that protects the environment, the economy and maintains our nation's energy security by improving fleet operations that reduce emissions, conserve fuel and save money."

Oscar Torgeson is the Director of Maintenance at Lakeville Motor Express, the first Minnesota carrier to enroll in the Partnership. "Being a member of the SmartWay Partnership reinforces the idea that carriers can reduce fuel and operating costs and at the same time be environmentally friendly. I hope that other people involved in the transportation industry will see the value in being aligned with the SmartWay Partnership."

Transport America's Vice President of Operations, Ron Kipp, concurs. "Becoming a member of the SmartWay Transport Partnership provides us an extra incentive to help improve the environment. We will be establishing benchmarks and targeting emission reductions to share with our customers, so they can feel good about the fact that they are moving their freight with a carrier who is committed to conserving our resources."

SmartWay Transport Partners include small and large organizations that ship products ("shippers"), and truck and rail organizations that deliver these products ("carriers") across the U.S. Companies can become Partners in the program by committing to an environmental improvement goal over a three-year period and annually reporting their progress to EPA. Partners achieving superior environmental performance are eligible to display the EPA SmartWay Transport Partner logo in advertising and marketing materials and business-to-business interactions to signify their environmental stewardship.

The new Partners' efforts reflect the dedication of the Clean Air Minnesota program and MTA to align the state with better air quality. Lakeville Motor Express, McFarland Truck Lines, R&E Enterprises of Mankato, and Transport America are members of the MTA, and this announcement coincides with MTA's annual conference held August 19–21 in Duluth, MN.

The Minnesota Trucking Association is a non-profit trade association representing the interests of the state's motor carrier industry since 1932. With over 700 member companies, the MTA is a powerful voice for the industry. Its mission is to provide advocacy, information and services to ensure safe transportation and a successful Minnesota trucking industry.

The Clean Air Minnesota program is a voluntary partnership of businesses, environmental groups, government agencies and citizens working together to achieve significant, measurable reductions in air pollution. It was created in 2002 as a program of the nonprofit Minnesota Environmental Initiative.

The SmartWay Transport Partnership was launched in February 2004 and has been enthusiastically received by industry, media and other key stakeholders. To find out more about the SmartWay Transport Partnership or to become a Partner, visit www.epa.gov/smartway.

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Other Marketing Samples

CONGRATULATING OUR #1 CARRIER SERVICE TEAM





<p>Owens Corning invites carriers with the ability and drive to be the best to earn a spot on our team.</p> <p>OWENS CORNING® <small>INNOVATIONS FOR LIVING™</small> SUPPLY CHAIN & TECHNOLOGY SOLUTIONS <small>ONE OWENS CORNING PARKWAY TOLEDO, OHIO 43659 419.248.7265</small> www.owenscorning.com/transport</p> <p>SmartWay <small>Transport Partner Getting More Work Done Smarter</small></p> <p><small>SmartWay Transport Partnership is a voluntary EPA program designed to save fuel and protect the environment.</small></p>	<p>THEY MEET OUR TOUGHEST DEMANDS Over millions of miles, through the harshest weather, with a focus on safety, waste elimination, environmental concern, partnership and perfection, they deliver for our customers on time — every time.</p>	<p>THEY HELP KEEP US #1 WITH OUR CUSTOMER Owens Corning is all about providing our customers with service experiences second to none. Our carriers make the on time deliveries which help our customers prosper and grow.</p>	<p>AS PART OF THE OWENS CORNING PINK POWER PROGRAM We celebrate success with our carriers, their Dispatch team and drivers; use carrier web portal technology to improve their productivity; collaborate through our Strategic and Dispatch Carrier Councils; and accountability applies to all parties.</p>	<p>BEING A PREMIER SHIPPER OF PREFERENCE Our commitment is not only to ensure our carriers prosper and grow, but it's about leadership and engaging responsibility, extraordinarily talented individuals, to affect change within the industry.</p>
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Carrier Letter to Shippers

[Company Letterhead]

[Date]

Dear Valued Customer,

[Company Name] is pleased to announce that we are continuing our commitment to increasing fuel efficiency and being a friend of the environment by joining the U.S. Environmental Protection Agency's (EPA) SmartWay Transport Partnership!

The SmartWaySM Transport Partnership is a voluntary collaboration between U.S. EPA and the freight industry designed to increase energy efficiency while significantly reducing greenhouse gases and air pollution. SmartWay Transport Partners lead the way towards a cleaner, more efficient transportation future by adopting fuel-saving strategies that increase profits and reduce emissions—a "win-win" opportunity for all.

The Partnership brings together major freight shippers, trucking companies and logistics firms to pursue technologies and strategies that result in emissions reductions and cost savings. Given today's fluctuating diesel prices we are constantly working to minimize our fuel costs allowing us to pass any potential saving onto you, our valued customer, and ensure that our prices remain reasonable and competitive. To learn about how you too can get involved I would encourage you to visit the SmartWay website, <http://www.epa.gov/smartway/>, or call (734) 214 4767.

Thank you again for your business and we look forward to working together to improve fuel efficiency and decrease emissions in the freight industry.

Sincerely,

[Your Name]

[Title]

[Company Name]

Shipper Letter to Carriers

Corporate
Logo
Here

First name, Last name
Street Address
City, State, Zip

Date

Dear First name,

As you hopefully know by now, [*Company Name*] is about a great deal more than [describe company business]. As a responsible corporate citizen, we take our leadership role seriously. *Briefly describe your company's commitment to energy, safety and/or social responsibility.*

Consistent with our commitment on Energy and Social Responsibility, [*Company Name*] has joined a voluntary effort with the Environmental Protection Agency, called the **SmartWay Transport Partnership®**, to reduce greenhouse gases (GHG) associated with freight transport. We have committed to not only to take actions within our company, but actively encourage our carrier partners in the U.S and Canada to join this important initiative. As **SmartWay Transport Partners** we have committed to:

- Measure and reduce the greenhouse emissions at our plants and distribution centers.
- Save energy by increasing the percentage of freight moved on **SmartWay Transport Carrier Partners** to at least 50%.
- Create action plans and track performance.

Describe current steps your company has enacted to improve energy efficiency. Our next, concurrent step, concerns your company.

The socio-economic challenges of the world, let alone the natural tragedies of Katrina and Rita, are powerful reminders of our reliance on energy and the fragileness of our economy. As business partners we cannot standby, lamenting the challenges of the day with cacophonous expressions like “Did you see the diesel prices today?...It’s just - out of control!” Our role is to take a stand....take action to improve the quality of our environment while simultaneously reducing our reliance on energy. Accordingly, [*Company Name*] needs you to join with us today to become a voluntary member of the **SmartWay Transport Partnership**.

In order to help you become better informed about this program, I have enclosed three documents – the Partnership Overview, Partnership Agreement, and Carrier Strategies. After you have read the information, please contact [*Designated SmartWay Representative*] from the **SmartWay® Transport Partnership**. S/He can provide additional details, answer any questions you may have, and help enroll your company in the Partnership.

Please be open to the fact that together we need to move forward now to take back some control over the social, environmental and economic direction of our country...The **SmartWay® Transport Partnership Program** is a great place to start.

The [*Company Name*] Transportation Team

[*Your Name*]

Talking Points for Shippers and Carriers at Conferences

Launched in 2004, the SmartWay Transport Partnership is completely voluntary and free endeavor by the freight industry and Environmental Protection Agency (EPA) to increase energy efficiency while significantly reducing greenhouse gases (GHG) and other air pollutants. SmartWay Transport Partners commit to adopt fuel-saving strategies that improve fuel efficiency and reduce GHG emissions – a "win-win" opportunity for everyone!

There are four Partner categories – carriers, shippers, logistics providers and affiliates

1. **Carriers** (transportation providers) – commit to use fuel-saving and emission-reducing technologies and strategies
2. **Shippers** (producers and sellers of goods) – commit to ship more goods with SmartWay Partner Carriers
3. **Logistics Companies** (non-asset based providers of transportation services) – commit to contract with more SmartWay Partner Carriers
4. **Affiliates** (industry groups) – commit to increase awareness by publicizing the Partnership to members and other industry individuals and groups.

As a SmartWay Partner we plan to:

- SmartWay Goal #1
- SmartWay Goal #2
- SmartWay Goal #3

Emissions reductions goals:

- By 2012, EPA estimates that SmartWay Partners will eliminate 33 million metric tons of CO₂ emissions each year.
- We've reduced our emissions by _____. (Could be actual emissions reductions or percentages).

Fuel savings goals:

- By 2012, EPA plans for SmartWay Partners to save between 3.3 and 6.6 gallons of diesel each year.
- We plan to save _____ gallons of fuel in 200X. (Could instead be actual savings or MPG increases).

Appendix 2: Excellence Awards

CONGRATULATIONS TO THE 2008 SMARTWAY EXCELLENCE AWARD WINNERS

				
				
				
				
				
				
		<p>Thank you to all of our partners! www.epa.gov/smartway</p>		

Appendix 3: SmartWay Vehicle Certification

Tractors and Trailers

U.S. EPA Certified SmartWay tractors and trailers are outfitted at point of sale with equipment that significantly reduces fuel use and emissions.

Specifications for a US EPA Certified SmartWay tractor:

- Model Year 2007 or later engine.
- Integrated sleeper cab high roof fairing.
- Tractor-mounted side fairing gap reducers.
- Tractor fuel-tank side fairings.
- Aerodynamic bumper and mirrors.
- Options for reducing periods of extended engine idling (auxiliary power units, generator sets, direct fired heaters, battery powered HVAC system, and automatic engine start/stop system)
- Options for low-rolling resistance tires (single wide or dual) mounted on aluminum wheels

Specifications for a US EPA Certified SmartWay trailer:

New long-haul van trailers can be ordered, and existing trailers can be upgraded, to qualify as a US EPA Certified SmartWay trailer provided that they are equipped with:

- Side skirts.
- Weight-saving technologies.
- Gap reducer on the front or trailer tails (either extenders or boat tails).
- Options for low-rolling resistance tires (single wide or dual) mounted on aluminum wheels.

SmartWay partners that use these tractors and trailers may qualify to label the exterior of your tractor or trailer as a SmartWay Tractor or SmartWay Trailer—marks of cleaner, more fuel-efficient transportation.

US EPA SmartWay Certified Tractors can be ordered through the following manufacturers:

- Daimler.
- Navistar International.
- Kenworth.
- Mack.
- Peterbilt.
- Volvo.

US EPA Certified SmartWay Trailers can be ordered directly from the following manufacturers and their dealers:

- Utility Trailer Manufacturing Company.
- Wabash National Corporation.
- Great Dane Trailers.
- Trailmobile Corporation.
- Hyundai Translead.

Light-Duty Vehicles

EPA's new and improved Green Vehicle Guide makes it easy to search for EPA certified SmartWaySM and SmartWay Elite vehicles. When researching your next vehicle purchase, use the Green Vehicle Guide to identify the cleanest, most fuel-efficient vehicles available. No matter what size car, SUV or pickup you need, you may have greener options.

What Are SmartWay Certified Vehicles?

Each vehicle listed in our Green Vehicle Guide receives an Air Pollution Score and a Greenhouse Gas Score, on a scale of 1-10.

For the SmartWay designation, a vehicle must receive a 6 or better on both scores, and have a total score of at least 13. Vehicles that receive the SmartWay designation are very good environmental performers relative to other vehicles.

SmartWay Elite is given to those vehicles that score 9 or better on both scores. The SmartWay Elite designation is given to the best environmental performers.

How Can I Purchase a SmartWay Certified Vehicle?

SmartWay certified vehicles are all clearly identified in EPA's Green Vehicle Guide. Simply click on the SmartWay or SmartWay Elite box to view the current list of certified vehicles.

See <http://www.epa.gov/smartway/vehicles/index.htm> for more information.

Appendix 4: Relevant Websites and Contacts

- Official SmartWay Homepage: <http://www.epa.gov/smartway/>
- SmartWay Transport Partnership: <http://www.epa.gov/smartway/transport/index.htm>
- EPA Interactive Activity Map: http://epamap10.epa.gov/website/irim_us_map.asp
- EPA Green Vehicle Guide: <http://www.epa.gov/greenvehicle/>
- SmartWay Finance Center: <http://www.smartwayfinancecenter.com/>
- EPA Technology Package Savings Calculator: <http://www.epa.gov/smartway/calculator/loancalc.htm>
- EPA National Clean Diesel Campaign: <http://www.epa.gov/cleandiesel/index.htm>
- Greenhouse Gas Equivalencies Calculator: <http://www.epa.gov/cleanenergy/energy-resources/calculator.html>
- Department of Energy truck stop electrification (TSE) locator: http://www.eere.energy.gov/cleancities/idle/station_locator.html
- Department of Energy list of available idle reduction (IR) technology: <http://www.eere.energy.gov/cleancities/idle/models.html>
- ATA Trucks Deliver a Cleaner Tomorrow: <http://www.trucksdeliver.org/>
- Cascade Sierra Solutions: <https://secure.cascadesierrasolutions.org/>
- FleetSmart Canada: <http://fleetsmart.nrcan.gc.ca/>

For more information about SmartWay, please contact us at:

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