

Create More Value for Your Members

Best Practices for SmartWay Affiliates





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Background and Purpose

The Best Practices document for SmartWay Affiliates was created by the U.S. Environmental Protection Agency's (EPA's) SmartWay program to assist organizations and associations in finding the best way to support EPA's goal for SmartWay to achieve more sustainable freight supply chains. The document benefitted from valuable insights from many diverse organizations that are very active in the Affiliate program. They represent a diverse range of organizations, including industry associations, environmental groups, businesses, and groups that work with governments. Interviews with these industry associations and member groups provided an insider perspective on how associations have used SmartWay resources and strategies to assist their members and other constituents meet their freight sustainability goals.

Some of the most common themes that arose during the interviews are presented in these guidelines, which are by no means exhaustive. EPA is interested in bringing forward and sharing ideas from its Affiliate community, including those organizations that have been effective and visibly engaged with the program.

The next section provides practical techniques to engage your membership in supporting the goals of the SmartWay program.

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Best Practices

1. Determine How SmartWay Fits With Your Organization's Mission

Align SmartWay with your organization's mission. Different organizations have different needs—an environmental group will probably have different reasons for becoming a SmartWay Affiliate than a supply chain organization. A few example questions to ask:

- ▶ Which of SmartWay's goals align with the organization's goals and mission? Do your member or customer organizations report carbon dioxide emissions (for example, to the Carbon Disclosure Project or Global Reporting Initiative)? Are your members or customers worried about fuel costs?
- ▶ What aspects of SmartWay are attractive to members or customers? Would they like the fact that it is free to participate? Are SmartWay technology resources and information useful to members/customers?



Case Study: North Central Texas Council of Governments (NCTCOG)

SmartWay helps NCTCOG achieve multiple goals. Because the Dallas-Fort Worth area is designated as an ozone nonattainment area, NCTCOG promotes SmartWay as an ozone reduction program. By reducing the amount of fuel burned, the ozone levels in the air are indirectly reduced. NCTCOG also works with the Dallas-Fort Worth Clean Cities Coalition, which views SmartWay as a petroleum reduction program.

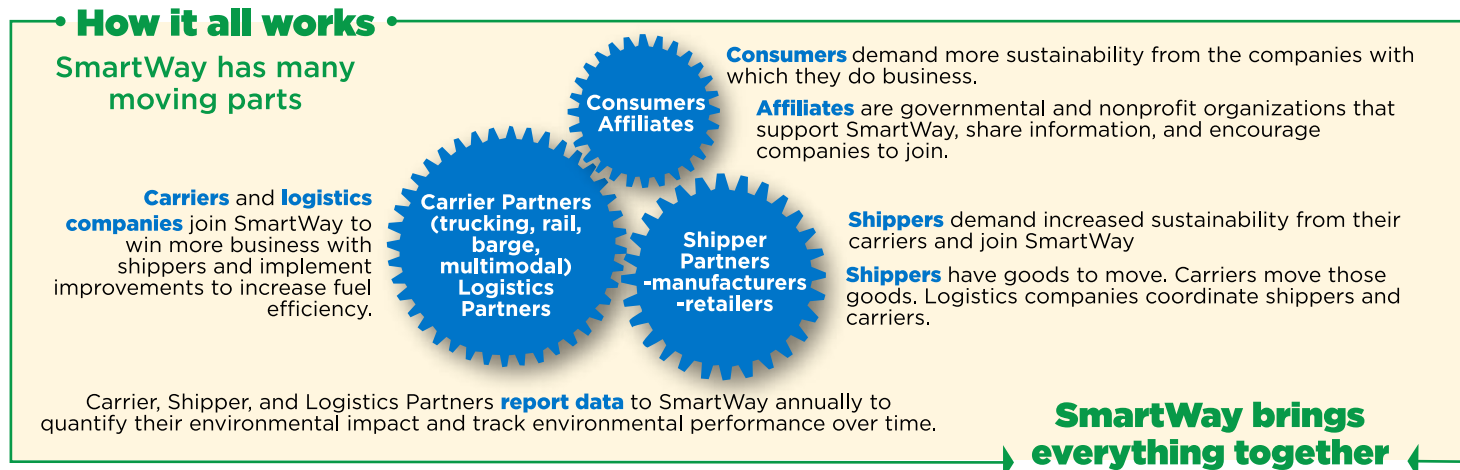
- ▶ How can SmartWay be incorporated into the organization’s work to help it and its members/customers? Can the organization serve as a conduit between members/customers and EPA or be a trusted source of information about SmartWay?

With a better idea of how SmartWay fits into your organization, members, customers, and employees can better utilize the program to help themselves. It may be worthwhile to ask these questions annually or on a regular basis in order to incorporate updates and changes that your organization has experienced, as well as updates and changes in the SmartWay program. In addition, it allows SmartWay to better aid your organization if you can provide SmartWay with your “SmartWay angle.”

 **Call to action: Identify your organization’s portfolio and determine which components align with the SmartWay program.**

2. Demonstrate the Business Case for Your Members or Customers to Join SmartWay

This image explains the benefits of joining SmartWay for various groups and their interactions with each other. You are in the best position to understand your members and the issues facing your membership, so it is



important to hone in on the benefits that the program will have for them. SmartWay has developed business case documents for both Shipper (www.epa.gov/smartway/forshippers/documents/420f12073a.pdf) and Carrier (www.epa.gov/smartway/forcarriers/index.htm) Partners.



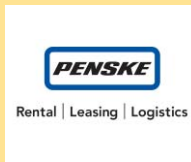
Call to action: Identify a member who is not a SmartWay Partner. Share the business case with the member's supply chain or sustainability manager.

3. Bring SmartWay to the Attention of Your Organization's Transportation, Environmental, Sustainability, and Corporate Responsibility Divisions

With more than 10 years of proven, quantified results, EPA's SmartWay program has become a trusted resource. SmartWay has the potential to add value to your efforts, bringing national visibility and credibility to reinforce and enhance your programs and services. Councils and committees within an organization are more knowledgeable within their areas of expertise. A subcommittee allows you to focus on a specific task or area. Because of their experience in their respective fields, councils and committees may be adept at identifying unique and innovative ways in which SmartWay can be applied to the organization as a whole. Starting and facilitating a working group for those relevant participants interested in SmartWay may be helpful to everybody involved. This provides an opportunity to provide targeted material to a specific area in your organization.



Call to action: Identify an applicable division or subcommittee that you can work with on freight transportation issues. Determine if your organization has the personnel to develop a separate work group or subcommittee to focus on freight transportation issues.



Case Study: Penske Truck Leasing

Penske corporate and field employees promote SmartWay with their rental, lease, and logistics customers. Penske's recognition and long-standing relationship with SmartWay gives them credibility in the eyes of customers. In addition, the company offers SmartWay tool and spec'ing assistance to customers as a value-added service.

4. Reach Out to Other Organizations With Similar Mission or Goals

Partnering with other organizations or coalitions with a similar mission brings together all stakeholders. This is especially helpful when resources are tight. Working with an organization in your metro area that also supports the SmartWay mission can help accomplish goals that neither organization could achieve alone. Organizations can work together to improve their practices to achieve successful outcomes.



Call to action: Identify another organization in your community that you could work with on SmartWay initiatives.



Case Study: Colorado Motor Carriers Association (CMCA) and Wisconsin Clean Cities (WCC)

Both CMCA and WCC incorporate SmartWay into their work with local clean air organizations. CMCA works with the Regional Air Quality Council (RAQC), the lead air quality planning agency for the Denver metropolitan area. CMCA and RAQC, another SmartWay affiliate, jointly award the Green Fleet Awards to recognize Colorado trucking companies that make efforts to reduce diesel emissions and energy use.

WCC works with the Wisconsin State Energy Office to help fleets meet sustainability goals. WCC includes SmartWay participation in fleet recommendation reports, and participation in SmartWay is a way for WCC members to earn more points in the Wisconsin Smart Fleet program.

5. Use EPA Provided Content to Raise Awareness About Clean and Efficient Goods Movement

EPA and SmartWay provide a wealth of resources that you can use for communications and publicity purposes, both to provide information about SmartWay goals and to highlight your participation in the program. The Affiliate Tool Kit helps you meet your commitment and includes materials that will help you promote more efficient goods movement, sustainable supply chains, and fuel-efficient technologies. The resources contain general information, overviews, and talking points about SmartWay. Other resources are ready to use after

inserting your organizations's name, such as letters, blog posts, social media posts, and presentations. These materials may also be changed to fit your organization's needs. Choose from ads, posters, template letters, program achievements etc., and help your members and customers save fuel, money, and the environment! The content provided is developed and backed by EPA's research, so Affiliates should feel confident in sharing and transferring technical information and technical assistance to their members.



Call to action: Select one of the below activities to complete:

- » *Feature a standard statement about SmartWay and how your organization participates in the program on your organization's environmental, sustainability, or corporate social responsibility Web page.*
- » *Write a press release about your organization's involvement in or accomplishments with SmartWay.*
- » *Incorporate SmartWay into social media posts on sites such as Facebook, Twitter, LinkedIn, and in relevant blog —please tag EPA's account and use hashtag #SmartWay (Twitter example: @EPA #SmartWay).*

All of the resources may be found in the Affiliate Tool Kit at www.epa.gov/smartway/forsupporters/index.htm.

SmartWay loves hearing from Affiliates and is always willing to feature your organization in publicity efforts. Please share your SmartWay stories and successes and they may be featured in some way, such as in an e-Update or an Affiliate Profile.

6. Lead By Example

Feature the Proud Supporter Logo

SmartWay strongly encourages Affiliates to use the SmartWay logo as a way to visually demonstrate your affiliation and leadership with the program. You provide your members with a tangible, highly beneficial way to improve their business operations and make a difference for the public good, so feature the “Proud Supporter of SmartWay” logo in a prominent area of your organization's website and in materials such as stationery and email signatures. Dealer, leasing, and rental companies may use “US EPA



Designated SmartWay” logos on trucks and trailers that meet SmartWay standards. SmartWay can provide “US EPA Designated SmartWay” clings for trucks and trailers. Please refer to the Graphics Standards and Usage Guide for more information on using the SmartWay logo. Logos can be requested by emailing SmartWay at smartway_transport@epa.gov. SmartWay items such as pens, sticky note pads, magnets, Affiliate window clings, etc., are also available for promotional purposes.

Leverage Recognition Received by EPA

Take advantage of any SmartWay-related recognition received by EPA and accomplishments with SmartWay as opportunities to highlight the work of both you and your members/customers. Are you an Affiliate Challenge Honoree? Has your organization been featured in an Affiliate Profile? Have you participated on a webinar or panel with SmartWay? If you answer yes to any of these questions, you are encouraged to highlight this achievement with your members. In addition, it is a good practice to highlight the achievements of your members/clients. Many of your members have been recognized by SmartWay via the SmartWay Excellence Awards program. Congratulate your members when they accomplish various goals with SmartWay (for example, highlighting the amount of emissions reduced or fuel saved). This can be done by highlighting their accomplishments on your website, in newsletters, etc.




Penske Truck Leasing features their Affiliate Challenge Honoree status on a billboard in Times Square.



Call to action: Request the SmartWay Affiliate logo and place it on your website.

7. Inform Decision-Makers and Other Influencers about the Benefits of the SmartWay Program

SmartWay experts and governmental affairs teams within Affiliate organizations can express their support for SmartWay and demonstrate the direct benefits to members and customers when working with decision-makers. Educating decision-makers about SmartWay potentially increases the impact of the program. Especially at the state and local levels, Affiliates can play a huge role in having governments encourage participation in SmartWay or promote the use of SmartWay-verified technologies and SmartWay-designated tractors and trailers.

 **Call to action: Identify an opportunity where your organization can express its support for the SmartWay program.**



Case Study: Colorado Motor Carriers Association (CMCA) and American Trucking Associations (ATA)

In 2014, CMCA played a major role in the development and passage of HB 14-1326, Colorado's bipartisan "Clean Trucks Bill." Among other things, the bill includes a tax credit for SmartWay-verified technologies, encouraging their adoption in Colorado.



ATA regularly expresses its support for SmartWay and its overall program goals. In addition, ATA educates decision-makers at a national level.

8. Participate in the SmartWay Affiliate Challenge

The SmartWay Affiliate Challenge provides EPA with the opportunity to publicly acknowledge the important contributions of SmartWay Affiliates. You are critical to the SmartWay program's continued success, and the commitment and enthusiasm of SmartWay Affiliates raises program awareness and supports EPA's mission of protecting human health and the environment.

To highlight the valuable role of Affiliates in the SmartWay program, EPA will acknowledge Affiliates that conduct exceptional recruiting, outreach, and educational activities that inspire and encourage others to join SmartWay and advance supply chain sustainability. Even if your organization does not or cannot complete the tasks listed in the Affiliate Challenge, it is a good collection of ideas that Affiliates can use to advance freight sustainability goals. The activities are listed on the website; the resources to assist with the completion of the activities are in the Affiliate Tool Kit.

 **Call to action: Review SmartWay Affiliate Challenge Web page at www.epa.gov/smartwayshipper/forsupporters/index.htm#challenge.**

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Overview of the SmartWay Transport Partnership

SmartWay is a voluntary public-private partnership between EPA and shippers, carriers, and stakeholders. Developed by EPA in conjunction with businesses and industry groups, SmartWay launched in 2004 as a way to encourage greater efficiency and lower greenhouse gases and other harmful emissions from transportation supply chains. It now counts over 3,000 Partners and over 200 Affiliates among its ranks.

As of SmartWay's 10th anniversary, Partners have saved 144 million barrels of oil and \$20 billion in fuel costs. SmartWay Partners have avoided 60 million metric tons of carbon dioxide emissions. In addition, Partners have prevented other harmful emissions which contribute to the formation of smog and respiratory problems. SmartWay helps create a cleaner, healthier nation for all Americans.

Partners use SmartWay's assessment tools to track their environmental performance from year to year. To improve performance, Partners adopt verified technologies and strategies that reduce energy use and optimize transportation of goods. By joining SmartWay, Partners and Affiliates demonstrate their commitment to sustainability and corporate responsibility.



WHY SmartWay®?

Annually,



move nearly
20 billion
tons of goods

More than 40 times the weight of
every person on earth, combined

valued at over
\$17 trillion.

Worth more than
all the gold in the world!

Trucks drive more than
145 billion miles.

Equal to **780**
round trips
to and from the sun!

This comes at a **huge cost** in **energy**
and to the **environment**

38,600,000,000 gal
\$151,700,000,000

with **climate change** impacts.

387 million
metric tons of CO₂

Working together, **EPA** United States Environmental Protection Agency

freight carriers,

shippers,

and **affiliates**

created

U.S. ENVIRONMENTAL PROTECTION AGENCY

Since **2004**, SmartWay partners have saved

\$20 billion
in fuel costs

5.1 billion
gallons of fuel

Reduced emissions of **carbon dioxide, nitrogen oxides,**
and **particulate matter** have helped lessen the effects of...

- **climate change**
- **smog**
- and **health problems** such as **asthma** and **heart attacks**.

You're in good company when you join **SmartWay!**

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Overview of the SmartWay Affiliate Program

Over 200 diverse organizations make up an integral part of the SmartWay Affiliate program. The Affiliate umbrella includes governmental, environmental, professional, and trade organizations, as well as truck and trailer dealerships and truckstops. The Affiliate category types are listed below:

- ▶ Nonprofit organizations: trade and professional organizations, nongovernmental organizations, academic institutions, and governmental agencies.
- ▶ Truck and trailer dealerships: dealerships that promote and sell SmartWay-designated tractors and trailers.
- ▶ Truck and trailer leasing and rental companies: companies that provide SmartWay-designated trucks for lease or rental.
- ▶ Truck stops and travel plazas: promote the SmartWay program and technologies to customers.

Affiliates play an important role in SmartWay. These organizations commit to educating their members and customers about the benefits of the SmartWay program and promote the use of SmartWay technologies and participation in SmartWay. Affiliates demonstrate a strong commitment to advancing the clean air goals that both the Affiliate and EPA share.



In addition to demonstrating a commitment to a sustainable future, Affiliates benefit from joining because they can share resources and information provided by SmartWay, essentially providing a value-added service to their members and customers, many of whom are SmartWay Partners.

SmartWay Partners rely upon the sustained support of Affiliate organizations to help them achieve their goals within SmartWay, and they depend on Affiliates to assist them in improving their environmental footprint. The support and outreach performed can take a number of forms, limited only by the ingenuity and commitment of the Affiliates.

Affiliates participate in SmartWay activities, host SmartWay events, distribute program information, and serve as tireless champions to help their members become more efficient and greener, and to make their achievements more visible.

FORWARDING WI FUEL CHOICE

Wisconsin Smart Fleet Program

FACTSheet August 2014

North Central Texas Council of Governments Regional Transportation Council NCTCOG.org/smartway

SmartWay Transport Partnership
U.S. Department of Energy/EPA

SmartWay Helps Freight Industry Contribute to Cleaner Region

Quick Take

Significance:

Inside the Numbers:

120 million

CONNECT WITH US!

Reduce Carbon Footprint

Smart Fleet Benefits

SmartWay Transport Partnership

SmartWay Transport Partnership

SmartWay Transport Partnership

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Acknowledgements

EPA thanks the following Affiliate organizations and their SmartWay “champions” for their time and input that made this document possible. EPA would also like to acknowledge every Affiliate for their dedication to SmartWay. Mention of trade names, products, or services does not convey official EPA approval, endorsement, or recommendation.

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Wisconsin Clean Cities

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This document was prepared in part by Charles Zhou, an appointee to the internship program at the National Vehicle and Fuel Emissions Laboratory, U.S. Environmental Protection Agency, administered by the Oak Ridge Institute for Science and Education.

Proud to be a SmartWay Affiliate

“CSCMP is very proud and honored to be a SmartWay Affiliate. We are confident we can help improve the transportation industry’s outlook today and well into the future by working together. Everyone at CSCMP has enjoyed our long-term relationship with SmartWay and we’re looking forward to supporting the SmartWay program however we can in the coming years.”

- James M. Schulze, Director of Operations,
Council of Supply Chain Management Professionals

“Since its launch, SmartWay has been a great example of the government working with private industry toward a common goal.”

- Bill Graves, President and CEO, ATA

“We are proud to be a SmartWay Affiliate. The SmartWay program is a great synergy to our coalition’s efforts because it gives us a supplemental outlet outside the Clean Cities program to connect fleets to methods, strategies, and an additional network of fleets to reduce their petroleum consumption and fueling costs. It helps strengthen our impact and efforts in Wisconsin.”

- Lorrie Lisek, Executive Director, Wisconsin Clean Cities

“The goals of the SmartWay Transport Partnership to reduce transportation-related emissions by improving supply chain fuel efficiency are part of Penske’s DNA. Penske Truck Leasing and Rental is committed to assisting our customers in setting and achieving their SmartWay goals, ultimately helping them improve fleet efficiency, reduce fuel consumption and emissions, and in turn, reduce costs.”

- Andrew E. Cullen, SVP Fuels & Facility Services, Penske Truck Leasing Co., L. P.



