

Shipper Tool Webinar October 14, 2015

Cover Slide – Matthew Payne

Matthew Payne, EPA: Welcome to all of our partners and potential prospective partners that are interested in learning about the SmartWay shipper component. I'll go through a few slides and then I will proceed into the, the Shipper Tool. I'll try to be as brief as I can with the slides just so we can reserve as much time to, to actually work through the mechanics of the Tools.

Covered Today

Matthew Payne, EPA: We're going to cover today in the slides background, few things getting the most of your SmartWay participation. I added some information on understanding your "Carrier Scores" and best practices for selecting carriers because this is very common question from shippers and we hope to be a bit proactive in clearing some of those up in the beginning. I will spend a slide or two on what's new this year in the Shipper Tool as well as some key points in remembering how you fill out your tool and then we'll loop to the demonstration.

Why Participate?

The first question that many prospective partners have is, "Why participate?" Why should I join SmartWay? Why should I bother tracking my carbon emissions? Well, when you burn a gallon of fuel, you produce CO₂, and if you don't have to burn that gallon of fuel you're going to save money. So, it's very important for the carriers to save money. If your carriers get more efficient they can provide better rates and better service. And SmartWay partners are very proactive working towards achieving those fuel efficiency improvements.

Now, there are 252 shippers that are current members of SmartWay, and they range from everything from Walmart to Home Depot to Lowe's to Hewitt Packard--a lot of great, well-known companies. And if you're considering joining, I would just say look to your peers and people that are in SmartWay, who are kind of on the leading edge of environmental work to help improve their freight supply chain. In terms of carriers, we're pretty close to having 3,000 carriers as current members of SmartWay.

SmartWay is an Integrated System

SmartWay itself is an integrated system. You can see the U.S. and Canadian flag. We have a sister program in Canada. It's the same as in the U.S., except you can look at things in metric and in French, if you prefer. The SmartWay system consists of a number of data collection tools. We collect information from our carriers. Currently, we're covering truck, logistics, barge, rail, multimodal, and we launched our beta air tool this year. We're collecting data from air companies this year just to determine the tool's working properly and we hope to have that available for shippers to use next year. There is a process where once we get the data, we do a rigorous QA/QC with that data to make sure that it's good. We're able to do benchmarking and from that data we produce six emission factors for public use. I'm going to get into that in a little bit, more detail later. We store all of the information in a, in a SmartWay specific database and that really allows us to do a lot of data analysis, that allows us to do industry benchmarking. Our website, as Mary mentioned earlier (*webinar introduction slides*), contains downloadable

versions of all of our tools; there's user guides, technical documentation, past webinars, program descriptions. There's a lot of information there. And then of course, the reason why you're all here today, the Shipper Tool which is essentially the tool that allows a shipper to pull in all of that data that we've collected from the public data, from our partners, and to use that to help calculate your carbon footprint.

SmartWay Schedule 2015

This is the SmartWay schedule for 2015. You can see earlier on that the first part of the year is spent collecting the information from our carriers that feeds into, progressively into different tools, ultimately ending up with the information available to you at the beginning of October. I should note that the date here—the Shipper Tools are due December 3rd. So, please mark your calendar. Remember, only partners that have submitted on time can use the partner logo and only partners that submit on time will be considered for the SmartWay annual award. Don't miss your deadlines.

Covered Today

Next, just a few points on getting the most out of your SmartWay participation.

Getting the most out of your SmartWay Experience

Really, I'm not going to go through these in a lot of detail, but do ask your carriers to join SmartWay. Getting them in the program means that we will work with them to improve their efficiency. If you're going to do the tool, you have the option of calculating your carbon footprint or doing a “percent SmartWay.” You're really going to get a lot more if you calculate that carbon footprint. Once you've done that, you can use the tool to reduce your emissions from your carriers through mode or carrier choice selection. A lot of our shippers have used it to improve their data systems. Sometimes it's not a good match between the people who are managing shipping and the freight side of the sector with other parts of the IT people. So companies have usually used SmartWay to drive some of the better integration.

Use the SmartWay data. There's a wealth of data that can use to benchmark your own company year to year performance, etc. And if you're doing global carbon reporting, SmartWay is tailor-made for inclusion in that for your freight component. One of our partners uses corporate messaging. You can use it in advertising. There is the SmartWay logo, you will have the ability to display that.

Please try to win a SmartWay annual award. We just had our shipper award and we had some good press coverage. People are doing company press releases announcing if they won. And if you spread the SmartWay message, the more partners we get into the program, the better we can benchmark to really let you know where you are, as a company. And finally, if you are a partner, please talk about SmartWay internally to improve employee satisfaction. People like to hear that they're working for companies that are doing good things for the environment. That's a positive message to bring to them.

SmartWay is continuous improvement for the Environment

So overall, SmartWay is really another form of continuous improvement for the environment where you'll measure your supply chain, you'll see how you're doing, you'll report your results, you'll innovate, make improvements, and then go back, do that again. And over time, you will see improvements in your carbon, your carbon footprint for your company. And that's important

to demonstrate. A lot of the younger people and even some of us old folks, in terms of retail customers, we like to see companies that are trying to be green.

Covered Today

Next, understanding "Carrier Scores" and best practices for selecting carriers.

Understanding "Carrier Scores"

So this is, this generates a lot of questions. What is a "carrier score"? Or what is a SmartWay score? Question is, "Which one do I use?" The answer is, "It's up to you!" We provide six emission metrics for the, CO₂, NO_x, and PM. We provide that in gram per mile or gram per ton-mile. So, those are actual numbers that measure how much CO₂ is made per mile or how much PM is made per ton-mile to move freight. For trucks, we also have what are known as emission bins or emission categories. If you're a trucking company you're put into essentially kind of a quintile system: 1 being the best, 5 being the worst. We also have different modes: barge, rail, truck, air, etc. And those modes have advantages.

I do have to say that there is, we used to have something in SmartWay, you know, five or six years ago that was known as the "SIF Score" and these references to the "SIF Score" are still showing up in kind of bid proposals that carriers see. So, if you haven't looked at your bid proposal as a shipper, please make sure that there is no reference to the "SIF Score." It confuses the carriers and it's very outdated information. So, there are a number of ways to look at "How do you rank?" or "How do you choose your carriers in SmartWay?" And really the answer is—it's really up to you as to what's important.

SmartWay's Current 6 Emission Metrics

Now, the six emission metrics as I mentioned: CO₂, NO_x, and PM grams per mile and grams per ton-mile. Basically, for most things, grams per ton-mile is a better measure of freight efficiency, because it does consider the weight of the cargo being hauled. For example, the most fuel-efficient truck is the one that's moving down the road completely empty, but it's not very efficient from a freight standpoint. So, you know, grams per ton-mile is essentially kind of a preferred metric for most applications.

SmartWay Ranking System

In terms of the Bin structure, the carrier, the trucking companies are in a 1 through 5 bin for all of those six emission metrics. So, you could essentially think of the company as having a kind of a graphical representation of their performance. In this picture, the company is in the first bin for CO₂ grams per mile, and the second bin for CO₂ grams per ton-mile. But pretty bad in the fifth bins for NO_x and PM. This would be indicative of a company that was efficient in moving freight, but was perhaps doing it with dirtier or polluting, older trucks. Conversely, you could have someone with very low NO_x and PM bin number (*bins 1-2*), and high CO₂ bin number (*bins 4-5*), and that would mean that, well they have nice new trucks, but they're just not moving the freight efficiently.

2015 SmartWay Carrier Categories and Data Specificity

For our different carriers, we put them into categories for comparison and benchmarking. So when you look at that 1 through 5 ranking, that's just not comparing all trucking companies against all other trucking companies. We segment into different carrier types; for example, if it's a truckload dry van versus an LTL carrier or a refrigerated carrier. You don't necessarily want to compare a refrigerated truck against an LTL truck or against a flatbed or a tank. So, the 1

through 5 comparisons are within that class. If you see a refrigerated company that is in the first performance category, that means they're the best of the refrigerated carriers. It doesn't necessarily correspond to the gram per mile or the gram per ton-mile ranking across the different carriers. And for example, we have different levels of detail on some of the other modes. For rail, it is a single modal average for all rail. The railroad companies have not consented to displaying individual company information. So all we have is a modal average for rail. On the other hand, the barge companies have said that we can put their company-specific data up there. So, there is a range of just exactly how specific the data actually is.

SmartWay Performance Report for Carriers

Now, what I have on the screen now is, this is a public, on our website <see the most recent reporting year data at <http://www3.epa.gov/smartway/forpartners/performance.htm>>. This is the SmartWay performance report for carriers. This will scroll on for multiple pages, but this shows for any particular company, if it's applicable, their emission bin rank and then their grams per mile of CO₂ and then that goes for grams per ton-mile. So, this is all the public information, everything the carriers send to us. Of that, we make public, those six emission metrics that I talked about. So, it gets back to "Okay, so I have all of this information and it seems like, just looking back at that previous slide, there's a lot of information. What do I do? How do I figure out which carrier to choose?" Again, it's up to you, and I'll just go through a few examples of how a shipper can use that to pick better carriers to improve the area that you want to improve as a shipper.

So, my first example, they're keeping it simple. They want one metric; there's six that they can look at, but they are only going to concentrate on one. And so, they're saying, "I'm really looking at fuel efficiency, so I want to look at the CO₂ gram per ton-mile numbers, okay, and that's what I'm going to focus on.

In the second example, they're looking more at kind of an overall, "what's going to produce the best emissions?" So they're going to say, "Well, I'm going to look at the mode first because there's a big difference between modes. Barge is much cleaner than railroad is much cleaner than truck, in most cases." So, they're going to pick the best mode. Then, if it is a truck, when they get into they're going to specifically say that "if you want to haul our freight you need to be a SmartWay bin 1, 2, or t3 truck carrier." So, they won't hire 4's or 5's; they won't hire people who aren't in SmartWay.

Third example, this is someone who maybe has a good data guy who's filling out the SmartWay tool or wants to work with it. He's saying, "I only use truck transport." He wants to factor in all pollutants, so he's going to use grams per ton-mile as a metric, he's actually going to weight the pollutants. So, he's going to say, "I want to give 50 percent to CO₂, 25% to NO_x, 25% to PM, and I'm going to add 1% to 10% to a carrier's bid proposal." There's all sorts of permutations that they could do with this. Again, it's really, how you use that data is up to the partner.

The fourth example is really simple: "if they're a SmartWay company we'll hire them, if they're not SmartWay, we won't." So given all of the options, if you still have questions, we can certainly work with you to kind of flesh out what you're interested in and help you pick the best criteria for choosing your carriers.

Covered Today

Next, what's new this year in the Shipper Tool? The big thing I think that's going to affect most people is that there are new setups for the data availability options. So that if you're completely new to the program, this will be a little bit clearer as we move forward. But we are restricting the data availability options. We have four now instead of seven and they're labeled A, B, C, D instead of 1 through 7. Really, the reason why we're restricting this is that many, many shippers had issues trying to figure out what to put for LTL and package delivery and there were some other choices as well that were problematic. So we went through and did analysis to figure out which of those calculation methods were really more problematic than they were helpful and so we've done this, we got rid of some of those options. I think that will make it much easier for shippers to fill out the right information. We really are trying to focus on the shippers getting data quality so we can have a good year to year comparison for the shippers. So, that is new this year.

The other thing is that for the mass emissions, these will be based on ton-miles as opposed to kind of choosing ton-miles or miles. In some cases, the miles were a bit of a problematic performance metric. So, I think overall this should result in better data outputs from the Shipper Tool from all shipper companies.

Key Points to Remember

There's a few key points to remember. I'm not going to go through each of these. I'll talk this a little bit moreso as we go through the tool. But if you have any questions beyond what you've heard on this webinar, please contact your partner account manager. If you're a new partner, someone will help you from the SmartWay Helpline. But the slides will be available publicly <<http://www3.epa.gov/smartway/webinars.htm>; go to "Past Webinar Resources" tab>, and feel free to read these. These will potentially result in significant time savings as you fill out your tool.

SmartWay Global Status

And the final slide I just like to throw this up here is to show the SmartWay global status, the countries in blue--the U.S. and Canada--have actual SmartWay-labeled programs. They are identical. The green areas are countries that are working on SmartWay-type programs, and our hope is to have a globally harmonized freight carbon counting system. Anyone who's worked with global harmonization knows that is an ambitious project, but looking at the areas that are covered--usually they're blue or green--I think we're making some headway with that. So, with that, I will close the presentation and I will start the demonstration of the Shipper Tool.

<Powerpoint slides end; Shipper Tool is opened>

Shipper Tool

Okay, first, when you open the tool, it will ask you to enable macros. You will get a security warning. This does not mean that it has a virus or something nasty that's going to harm your computer. That is triggered in Excel whenever a program contains something called a macro. We do have these in the SmartWay tool. So you will just need to make sure that is enabled for you to proceed in the tool. In the user guide, there are instructions of how to do that if you're not familiar with Excel. It's just really a fairly simple click on your security settings if you, if you have a high security, you have to put that into "medium" for the duration of the time that you work on the tool.

So, this is the start page. There's information at the beginning that says you can link to the shipper page of the SmartWay website. There's the Helpline, if you have information or questions of general nature. If you don't have a partner account manager, we do have an email Helpline that you can email your questions as well. Throughout the tool, you will see a number of buttons, and I'll just give a brief explanation of those. The "Help" button shows up on each screen that tells you information specific to that screen. "Add or View Comments" allows you, as you're filling out your tool, to type in your thoughts, or maybe if you're getting your data from a particular person, you can type in their name. It really allows you to make it easier to remember what you did for the next year you have to fill out the tool. The "Validate Screen" button allows you to check the information you've entered on that screen. It will check it for you. If you have some visual impairment, you can't click the zoom in, it enlarges the text on the screen. But it will improve, or will increase the font. You can print a screen, of course you have "Next" and "Back" navigation as you move to the tool. You will see a little gray box with a question mark in it next to a number of data entry points. That tells you information about that specific data point. And then, the little film strip that says "Screen Demo," our webinar introducer, Mary Walsh, has done a very good job of going through and making screen demos where it'll actually walk you through in a little video with a voice over, how to fill out any particular page where that screen demo appears. We try to add a lot of help throughout the tool, and of course there is our user guide help document as well.

On the second page there is a partnership agreement. It is what you see on this page. It's not like a standard software agreement where it's going to scroll on for about 70 more pages. This is it. This is the entire agreement. It's pretty simple. You will have to click that you agree, understand and agree to the terms of the agreement to move forward in the tool.

This page *<third page>* just gives you a sense of some of the information that you're going to need to have to fill out the tool and again this is duplicate of the user guides.

Here's that schedule. *<fourth page: 2016 SmartWay Schedule flow chart>* Just to remind you of things you do.

And this brings you to the main navigation page of the tool known as the "Home Page." The first thing you'll notice is that these boxes are checked. When you open your tool, all this will be blank; boxes will not be checked. As you complete steps, you will get a check mark there indicating that that section is correct. First thing, you're going to want to enter your partner name. Now, the way this works is, the information on the tool is uploaded to our database and things like the company name are then sent to our website. So, you really want to make sure that the partner name is as how you want it to show up on the SmartWay website. *<Company name shown in example is simply "B Star Shipping">* If I wanted this to be "B Star Shipping (comma) Inc (period)," I would need to type that. But "B Star Shipping" is what's going to show up on our website on the partner list.

Okay, next: Step 2, "Enter Your Contact Information." This is pretty basic. There are four screens. Really the first three are the ones that are required. So just put your information in--this is your company information. You'll identify a working contact. If you're not sure what the working contact is, you click the question mark. The working contact is really the person who's going to be doing the day-to-day filling out the tool. There is an executive contact who's kind of the CEO or the VP level or a higher level manager. And then that would be some additional information you're going to fill out about the working contact and the executive contact. Now, to

demonstrate the Validate Screen button, for example, if I go to the phone and I drop off a digit so that doesn't have the proper number of digits, I can click Validate Screen. I'm getting a message that says, "There are error or warnings on the screen. Do you want to fix them?" Just say "Yes" and it will tell you "Numeric field error: The executive contact phone number must contain 10 or 11 digits." And you'll note, that the phone number is now highlighted in red. So, you close that box and then you just add the digit. Make sure it's correct, you can go through and validate. It'll tell you "All required information has been entered." So, if you use this Validate Screen button as you move through the tool, once you're done with each page, it'll catch any potential errors for you.

I'm going to go back to the Home Page, and the next step would be 3: "Company Characterization." Most shippers really just have one line of data here. You may have different parts of your company that you want to track separately. And there are ways of doing that in the tool without creating different screens to fill out here on this side. But most shippers will have one line of information here. You will have to put in your NICS code. This is the North American Industry Classification System. If you don't know what this is, you can click this button and it will go there. It's really saying, "what type of industry are you in? Are you women's apparel? Are you home improvement?" etc. To delete companies, you can select the box and click "Delete Checked Rows." To add, just use the "Add Company" button.

So I'll go back to the Home. Next step is to "Download the Latest SmartWay Carrier Data File". When you click this button, what it will do is it will basically pull off those six emission metrics and the bin information from our master file into the Shipper Tool. So it will make the information for all of those carriers essentially available at your fingertips, here within the Shipper Tool. So, I'm going to click that, and you saw the actual file show up really briefly--just flashed on the screen. It tells you, "The Latest Carrier Data File has been successfully downloaded." Because you have carriers joining on a daily basis, you want to make sure that when you do fill out the tool, you are using this latest carrier data file.

Alright. That will bring us to Step 5. You're going to select a company for data entry and again most shippers will just have one of these to do. So I'm going to start on B Star Shipping, Retail. You'll see up at the top some information on Awards/Data Entry Selection. Basically, some information about SmartWay awards if you're interested. This screen tells you. Then you have a choice of either to do a basic or comprehensive version of the tool. The basic is percent SmartWay only. This is for companies who don't have either miles or ton-mile information on their carriers. The Emissions Footprint and percent SmartWay, this is what we encourage and this is what's required for the award. It also allows you to do better benchmarking and optimization for your company. So, if you need to do carbon reporting, or if you want to look at that emissions footprint, please select this option.

The next part is to input your carriers. Now, we have provided a wide range of ways of getting your information into this particular tool. This first tab shows some instructions. I won't read through it, but it will give you a sense of what is the best way to go about doing that. Now, what if you and we enabled a special function for our logistics carriers who had upwards of over 20,000 carriers that they needed to put into the logistics tool? So, we have a "Match My Carriers" function. Most shippers, I would say almost all shippers, will not need to use this. This is a bit involved, but if you do have a huge number of carriers that you need to input, this may be for you. But you should really talk to your partner account manager first. We also have an Outside Data Import function. We've had this in previous years. It involves creating a comma-

separated data file and uploading that into the tool. It's not difficult, but you do have to follow instructions as to how to do that, if you have, maybe, over 100 carriers that you want to input.

For most shippers, the easiest one to do is to really go to the Manual Input of your SmartWay carriers and your non-SmartWay carriers. So, I'm going to click on this. You'll come up to this screen which allows you to search for SmartWay partners. Now, if I want to look at a particular carrier name, maybe I use Swift Transportation. I can type in Swift, go over here and select "Apply Filter." And then all of the fleets Swift operates will then show up. You can also go and look at particular carrier modes. So, you want to look at all multimodal companies, and you can apply a filter, those will appear. You can search by a carrier SCAC code, or MCN number, or DOT number. You can also search by address, city, state, or ZIP simply by applying the filter. Once you've identified a company, you just highlight it and then click Add Selected Carriers to List Below. You'll then see that it shows up in the list down here.

Once you've added all your carriers to this list, you're then going to proceed to the Activity Data tab. This is where you're going to put the most of your information in this tool. So, you'll see the carriers that I've identified previously, and that includes the non-SmartWay carriers, which you do need to put in--you don't have to put it in an individual line for each of your non-SmartWay carriers--but if you do have non-SmartWay truck carriers, you do have to identify those. If you have non-SmartWay multimodal carriers, you do have to identify those as well. You'll have your carriers listed here. They'll be in the gray boxes from the carriers that you input in the previous section.

You'll then have a choice of picking your Data Availability option. And this is going to determine whether you're going to input ton-miles, total miles, or average payload. In this first line, for Agmark Logistics, I've chosen data availability A. I know both ton-miles and total miles. That option makes both the ton-mile and the total mile boxes underneath white and the white means that you can input your data. The payload brings up the average payload for Agmark Logistics. It's gray, so there's nothing to enter there. So, for this line, row 1, you would input the total ton-miles and total miles that you moved with that particular company. The average payload is calculated based on what you enter. This is a check, because if you have a mistake, you may end up with a payload that's like 500 tons and that would be an obvious error. So, the average payload is really kind of a data quality check to what you've done.

If you go down, maybe down to this bottom one, Oak Harbor Freight Lines. This is chosen data availability option B which is ton-miles and average payload. Again, ton-miles is white, average payload is white. So you would input your ton-miles and your average payload and it calculates the miles for you. The gray boxes are calculated.

For C, it's similar to B, except you're starting with total miles and average payload. So, you can see in line 4, you've got an input of your total miles and your payload, and that calculates your ton-miles for you.

Finally, D, if you know ton-miles only. This is restricted to certain types. You can do it in, in say for example, refrigerated truckload. You cannot do it for things like LTL and package delivery. The reason for the restriction--and this will speak to some of those slides as I presented earlier--is that, for example, a shipper could say, for a particular package delivery company they charge me for a million miles. And so, they put in a million miles into their tool. Now, doing it that way would be like their package was the only package on that truck, and there may have been 200

additional packages. So, they're essentially taking all of the carbon emissions from that entire truck, and they're taking that into their emissions inventory. Whereas, if it was one of 250 packages, really it would be approximately 1/250th of those emissions. Shippers have also had the same issues with LTL, where they were putting in miles and they only had couple palettes on the truck. So, that misstated their emissions. By restricting the data availability to ton-miles and average payload, or total miles and average payload, that really helps to stop those sorts of data errors. So, that's why we've instituted that. You'll see down here at the bottom, it does tell you your total ton-miles and your total miles. It shows your weighted average payload.

Now, if I go through, you see "Validate Screen," I can click that button and it says that "No errors have been found on the screen." But if I go up here to the top and I'm just going to add, instead of 758, I'm going to add a 1, and then if I go through and click "Validate the Screen," you've seen that this line now shows up in red, and a pop-up says "There are current errors on the screen. Do you want to display these now?" Select "Yes." And it tells you specifically, "In Row 1, your calculated carrier average payload of 2 tons is below typical industry averages which are 16.7 to 21 for that particular carrier type. If you're confident this is correct, double click on the red," and then you'll be able to say why: for example, maybe you're using special payload or it's extremely light. You can click on that, and then you'll get a pop up box that will allow you to say, "I haul potato chips" or something similar. Say "OK." That now turns to yellow. So, that is something that's been explained.

Throughout this, if there have been errors made, you will potentially see a yellow or a red coloring. I say errors, but I really should say potential errors because the yellow alerts are really just kind of a caution to say, "Are you sure this is the correct data? Please look at this." The red ones are saying, "This data is very unusual, it's outside of, you know, like two standard deviations of what we'd expect to be normal and so, you need to explain that." Or perhaps it's telling you, "Perhaps you made a data entry error." And you would be able to go back and fix that. If the data is correct, in this case, then you would just say why the data is unusual and it will turn to yellow and it will be okay. So, the tool will be approvable and will be able to be completed and sent to us, if those are all yellow. Now, if I go back here and I just click that and make it back to normal, and then select "Validate the Screen," I've gotten rid of that particular error. If you want to add comments, I'll click on the "Add Comments" box and you can just type those in and you'll see that, you know, you'll have a log of what you've previously done.

Now, once this done, you can click on the percent SmartWay button, and you'll see that essentially, what we call the percent SmartWay is really the percent usage of SmartWay carriers. And this particular tool is showing in that 86 (or 85.613) percent of the freight hauled based on ton-miles for trucks were SmartWay carriers. Overall, about 77.8% are done with SmartWay carriers. This is something that's looked at for the awards. A lot of our companies, who are shippers now, are at 100% SmartWay carriers. You don't have to be to participate in the program. Hopefully, as time goes by that percentage increases, but it's a good measure of really understanding how your carriers are working to help improve themselves.

Moving into the next button, "Data Display"--Now that you've entered all of this information, there's a lot of ways of looking at it. Now, you can look at by pollutants, you can look at CO₂. You can look at the grams per mile. You can look at the bin number, the category ranking, grams per ton-mile. You can look at your mass emissions--you can do that in for CO₂, NO_x, or PM. You can look at short-tons or metric-tons, etc. Carrier performance shows you your average for all logistics carriers, all your multimodal, all your trucks. So, you can compare how the different

types of operations stack up against each other. If you click the plus button, it will then break out all of the truck carriers you're using. So, it's very easy to compare how those companies are doing. If you want to reduce your carbon footprint, use carriers that have better emission factors or lower emission factors. You can look at that in terms of mass emissions: this is total tons produced. Or by category ranking: these are the bin numbers. And then you'll see you can look at if it's inbound or outbound, domestic, international, etc. I go back to "Input Carriers," and this is an optional thing, optional carrier differentiation. You do not need to do this particular step, but if you do, it will allow you to analyze your freight in a much more detailed manner. So, I click this. I can actually choose a carrier, okay--Agmark Logistics. And I can identify it as either inbound or outbound internal freight, or I can type in a business unit or an ID code. I can look at it as domestic or international, or however you want to look at that. And then you would input separate pieces of data for this, and you can track your inbound/outbound separately, or your domestic separately, or you can even do it by particular product lines if you wanted to get at that level of detail. Again, you don't need to be at that level of detail, and your partner account manager can give you more information on your options with this, but it does allow you to really do a deep dive into splitting your company up for better analysis.

Now I'm going to go back to Data Display, and then, if I click on this Shipper Strategies, this is another optional field that you can put in. And this is, essentially--think of it as the emissions you would've had had you not done what you did. So, when you look at activity data, that's a snapshot of your emissions at a particular point in time. Shipper strategies are really looking at if you took miles out of the system and they didn't happen at all—what are the emission savings from those actions? So, if you take miles out of the system, or you remove weight from the system, maybe you do packaging, sort of thing, or package weight reduction. You can actually add that activity, name it, and then you can say, you know, maybe I did like a 5 percent reduction or 5 percent improvement and based on your carrier mix, it will calculate a CO₂, NO_x, or PM reductions for you. Also, if you did a modal shift, you know, you can say well, "where is it going to go if I want to go from say, truck to rail?" That will calculate your efficiency before and after from that particular modal shift and there's different ways you can do it. You could say, from a shipper's carrier average, you can use a modal average, or you could improve, input a specific user, input a particular carrier emission factor. So it really allows you to customize "if I go from A to B, what are my emission savings?" And you can use this to look back on something you did or you can use it kind of as a "what if" scenario as you move into the future. Now, I'm going to go back to Home.

A few other things that you can do is, you can look at a year to year comparison if you've done the tool before. You can import your data and look at say, 2013 versus 2014. The Partner Profile/Logo Info/and Suggestions page again is voluntary. There's a survey there that asks us how we've done. You know, have you gotten good customer service, etc. You can fill that out. And then for data reports, we have a number of stock reports that are available from "Emission Summary" to those screens that I showed you before on carrier performance, emission footprints by company ranking category data, your percent SmartWay. If you've had any modal shift reductions, it will pop up a report that would show how you've done, and those are printable, they're easy to use.

Once you've reviewed your data reports and you've made sure everything's all right, you would generate a file to send to EPA. Oh, I have to fix the error back in there. But you would generate a file to send to us and that's going to generate something called an XML file--this is a data file. We added this capability because some companies (and this is mostly with smaller trucking

companies or very small shippers), the Excel file that the Shipper Tool is in, because the Tool is doing so much, it's a really large file and that exceeded the mailbox limit of some companies. So, we're seeing difficulty in people sending us the whole file. You can send us just the data from the Shipper Tool by creating this XML file, and we will then upload that into our database and we can review your submission in that way. Generally, if you can, we would prefer that you send us both the XLS and the XML file. And I think with that, we're nearing our end time and I want to leave some room for questions, so, I'll stop here. And, Mary if you'd like to open up for any questions we received.

Mary Walsh, EPA: Great. I would like to refer to you a couple of questions that have come in during the webinar. Our first is from Nancy; she asks, "With regard to the average payload, we got warnings last year on nearly all of our LTL carriers because we shipped less than a 1,000 pounds average per shipment. So, we were showing payloads of fractions of a ton. Have you updated the average payload to prevent this?"

We update the payloads on an annual basis, but it's not necessarily going to get rid of those. If they're yellow, you do not need to fill out an explanation. It's okay if they're yellow. If it turns red, there will be an explanation and really it has to; we can't base it off of the shipper average payload. We do it off of the LTL carriers' average payload. So, if their average payload for an LTL shipment is higher, like 5 tons, and you're at a very small LTL shipment, like 0.1, it will generate some of those warnings. Unfortunately, we don't have a custom, kind of a distribution curve to trigger warnings based on each individual shipper's payload *per se*. So, we apologize if you do have to go through and do that for multiple alerts that you get, but only you only need to do those for the red ones.

Mary: Great. Thank you. And we often in our webinars for the various partner categories get a question like this: we are being asked about, "What is ton-miles?" They wanted to know if it was just... well, I'll you handle it, the definition.

Matt: Sure. It's really what it is, is one ton of freight moving one mile. So, if you have 15 tons of freight on a truck that moves one mile, it's 15 ton-miles.

Mary: Okay. I have a question from Kevin who wants to know, "For rail data, should we only use outbound loaded data or also include empty return miles?"

So, it, in some ways, we have shippers that are participating at various levels. Some of them have a good sense on their outbound freight, they don't have a good sense of their inbound freight. I would say if you have that data, I would go ahead and put that in. In a sense though, you know, if you're running empty that would have some issues on what that payload would be. So, I think for that one we would need to have a little bit of a more one-on-one detailed conversation to give some, some good guidance. A little bit more information on that. Maybe we can flag that for follow-up, Mary.

Mary: Okay. Will do. Clarice would like to know about this issue, "There are two Canadian carriers who are on the listing of SmartWay partners online, but are not showing up when searching the filter sections of the tool. Should I contact NRCCan (Natural Resources Canada) to check if they are still members or just assume they did not complete their 2014 Truck Tool?"

Matt: Yes, and hello, Clarice. If they're not showing up in the Carrier Data File, that means they have not submitted their data yet for the year, but they haven't gotten to the point where they've actually been kicked out of the partnership. So, we refresh that Carrier Data File every Monday. So, if they're not in there on, say, Monday afternoon, that means that they have not yet submitted their data. Now, there is a little bit of a time lag between them being late and us removing them from the partnership. So, it could be that they are still up on the partner list on the website, either our website or the Canadian website, but had just simply not submitted. So, the Carrier Data File that you download into the tool, and the one that you see on our website. This particular report, the "SmartWay Performance Report for Carriers," which is on our website at this address <<http://www3.epa.gov/smartway/forpartners/performance.htm>>, reflects what's in that Carrier Data File. So, that's the one to go by. If they haven't turned it in, you could always contact them, and motivate them to get their data in so you could finish your tool.

Mary: Clarice sent us a little additional note, "They are no longer carriers for us." So. Haha.

Matt: Ah, very good.

Mary: Well, that is the last question I see that we haven't dealt with, but if we have missed your question or if you still have additional questions for us that we didn't address, please feel free to contact us. Matt, could you put up that last slide with the contact information from your introductory slide?

Matt: Oh, yeah.

Mary You can always contact us via our website. On the home page on the bottom you can see a Contact Us and that will bring you to a phone number or an email address that you can use SmartWay_Transport@epa.gov, and your question will be referred to the right person to contact you back and give you an answer. You can also contact me. I sent you the invitation, so you have my email address and if you would like to work through me I would be happy to hook you up with the right person to answer your questions. Please feel free to go to the SmartWay website <www.epa.gov/smartway>. That's got a huge range of information for you, it's not just about tools and webinars. Explore, surf, have fun—there are so many resources for you there.

I would mention that one person was wondering where the tool was---Welcome to SmartWay; glad you were attending today. For anyone else there who's relatively new to the program, you would find that by going to the home page on the website and looking under For Partners and right up, the first thing listed under "For Partners" is your link to get to where the tools and supporting information is for your Shipper Tool. If you go to the right spot, you can click on the link for shippers and it'll not only give you your tool, but an example tool which I highly recommend you go through before you even start filling out the tool.

And also, before you start filling out the tool, do be sure you check out the Quick Start Guide <<http://www3.epa.gov/smartway/forpartners/index.htm>--select "Shippers" tab>, which has worksheets to help you collect the data that you will use when going through the tool and a very exhaustive page by page Troubleshooting and Data Entry guide also there for you. So, don't start with the tool. Start with your data collection and looking through the example, and I guarantee you, your tool process will go that much more smoothly. So, I see that we're past the 3 o'clock mark so I'd better thank everybody once again. Again, I'm Mary Walsh and on behalf of everybody and SmartWay, I'd like to thank you for spending your time with us. We hope you

found it to be worth your while and that you'll take a moment to complete the brief survey at the end to help us deliver what you need. Matt, anything you'd like to say? Final comments?

Matt: Nope. Thanks for attending and for repeat partners, I'm glad to have you back again this year and for new partners, welcome and we'll take care of you. Thanks for attending.

Mary: Alright, 'bye everybody. Have a good afternoon.