
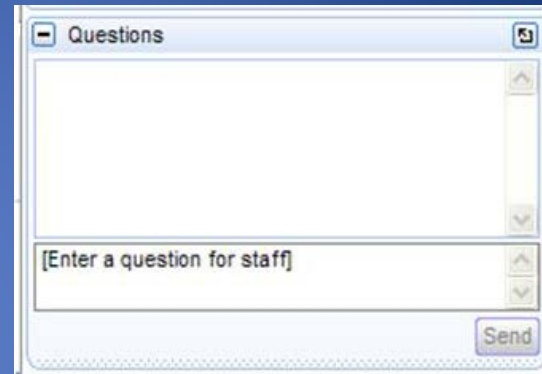


# Webinar Housekeeping

- Submit a question via the Questions pane on your GoTo control panel. 
- After the presentation, as time permits, our EPA presenter will answer questions submitted via the Q&A box.
- Please complete the survey at the end of today's webinar. Your feedback is important to us!



# Webinar Housekeeping

The presentation slides will be available at:

[www.epa.gov/smartway/smartway-webinars-events](http://www.epa.gov/smartway/smartway-webinars-events)

Note: Today's webinar is being recorded.

# SmartWay home page

[www.epa.gov/smartway](http://www.epa.gov/smartway)

The screenshot shows the EPA SmartWay website home page. At the top left is the EPA logo with the text "US Environmental Protection Agency". The "SmartWay" logo is prominently displayed in the top navigation bar, with "Contact Us" and "Share" links to its right. The main content area is divided into several sections:

- Congratulations to the 2016 SmartWay Excellence Awardees:** A dark grey box with white text stating "EPA recognizes the exceptional environmental performance of the 53 shippers, logistics companies, and carriers." Below this is a "Learn more" link and a pagination bar with numbers 1, 2, 3, and 4. To the right is an image of a SmartWay award trophy and the "SmartWay Excellence Awardees" logo.
- SmartWay Latest News:** A green box with white text announcing "October 3, 2016: EPA releases list of 2016 SmartWay Excellence Awards recipients." with a "Learn more" link. Below this is a "More SmartWay News" link.
- Learn about SmartWay:** A section with a header and a photo of a hand holding a tablet displaying the SmartWay website. It contains a list of links: Overview of SmartWay, Why Freight Matters, How SmartWay Advances Sustainable Transportation Supply Chains, Carbon Accounting & Reporting, SmartWay Program Successes, and Trends, Indicators & Partner Statistics (TIPS).
- Participate in SmartWay:** A section with a header and a photo of hands holding glowing gears labeled "Growth", "Partnership", and "Support". It contains a list of links: How to Participate in SmartWay, How the SmartWay Partnership Works, Become a SmartWay (with sub-links for Shipper, Logistics Company, Carrier, and Affiliate), and Tools & Resources for Partners & Affiliates.
- Upcoming Webinars & Events:** A blue box with white text listing two events: a "Tool Demo Webinar: 2016 SmartWay Shipper Tool Demonstration" on October 19, 2016, and an "Education Webinar: Shippers: There's a SmartWay for You" on October 20, 2016. A red arrow points to the second event. Below the list is a link for "More SmartWay webinars & events".

Select the "Past Webinars/Events" tab shown below.

**SmartWay Home**

Learn about SmartWay

Participate in SmartWay

Meet the SmartWay Partners and Affiliates

Use the SmartWay Brand

Global Collaboration

SmartWay Latest News

Newsroom

**Webinars/Events**

## SmartWay Webinars & Events

EPA hosts events and webinars to help you learn how to get the most out of the SmartWay Program.

**Webinars are free:** Please register promptly because registration may be closed to new attendees after 12:00 noon on the day of the webinar.

**Upcoming Webinars:** To participate in an upcoming SmartWay webinar, you must pre-register. Registration links are provided below in webinar descriptions. After registering, you will receive a confirmation email containing information about joining the webinar.

**Past Webinars:** Selecting the "Past Webinar Resources" tab shows you previous training topics and may include additional resources such as slides, recordings, and transcripts.

**Freight Matters! Webinar Series:** Hear from leaders in the industry about freight-related trends and issues that matter to your business.

**Upcoming Webinars/Events** | Past Webinars/Events

**Suggest a Webinar Topic:** If you would like to see a webinar about a particular topic, [email your idea](mailto:smartway_transport@epa.gov) (smartway\_transport@epa.gov) with the subject line "SmartWay Webinar Suggestion."

[Event Type Legend](#)

Tool Demo Webinar	October 19, 2016	<a href="#">2016 SmartWay Shipper Tool Demonstration</a>
Education Webinar	October 20, 2016	<a href="#">Shippers: There's a SmartWay for You</a>
Tool Advanced Webinar	October 25, 2016	<a href="#">Showcasing Your Pollution Reductions Using the Shipper Tool's "Shipper Strategies" Tab</a>
Education Webinar	November 3, 2016	<a href="#">Affiliates: Take the SmartWay Affiliate Challenge!</a>
Freight Matters Webinar	November 16, 2016	<a href="#">Efficiency Begins at Home, but Then There Are the Neighbors: Getting to Know Your SmartWay Carriers!</a>



# Take the Affiliate Challenge!

Patrice Thornton

SmartWay Affiliate Program Lead

November 3, 2016



# Today's Discussion

---

- Goals of Affiliate Challenge
- Criteria and submission dates
- Public recognition
- Available resources



# 2017 Affiliate Challenge Goals

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- Publically acknowledge Affiliate support
- Help stimulate the freight sustainability movement with your members and constituents
- Encourage diverse participation



# Affiliate Challenge Requirements

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- Point system based on four specific categories
  - SmartWay Promotional Efforts (25 pts)
  - SmartWay Enrollment Efforts (15 pts)
  - Promotion of Efficient Freight Supply Chain Practices (10 pts)
  - Collaboration (5 pts)
- Total of 55 possible points for the Affiliate Challenge



# Affiliate Challenge Requirements - continued

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- **SmartWay Promotional Efforts**
  - Describe how your organization highlights the SmartWay Partnership program, the SmartWay mission, goals and or program benefits
  - Describe how your organization integrates SmartWay elements into your mission and goals



## High level of effort:

Logo on website.

Co brand efforts

Creation of video

Designed flyer detailing goals of SmartWay.

Placed article in trade publication



## Minimal level of effort:

Placed logo on website.

## Ship the Right Way With SmartWay®

### About the SmartWay® Program

SmartWay® is an innovative partnership of the U.S. Environmental Protection Agency that reduces greenhouse gases and other air pollutants and improves fuel efficiency. SmartWay helps companies that ship goods — and the companies that carry those goods — improve efficiency by measuring, benchmarking and streamlining freight supply-chain operations.

### Who can participate?

SGIA encourages its members, both printers and suppliers in the United States and Canada, to join the program as SmartWay Shippers to improve environmental performance while enjoying the many benefits partners and companies receive.

Through SmartWay, your company can:

- Benchmark and reduce your freight supply chain carbon footprint
- Use SmartWay tools and data to do credible carbon accounting and reporting
- Access freight supply-chain best practices that reduce costs and emissions
- Improve energy and environmental efficiency of freight operations
- Meet customer/shareholder demands for leadership in corporate sustainability
- Earn recognition for your achievements through awards programs



## Attend SGIA's Webinars to Learn More!

**Canada - SmartWay® Program**  
November 18, 2015  
2:00 pm EST

Register today:  
[SGIA.org/smartwaycanada](http://SGIA.org/smartwaycanada)



10015 Main Street • Fairfax, VA • 22031-3489  
703.385.1335 • 888.395.3588

**United States - SmartWay® Program**  
November 19, 2015  
3:00 pm EST

Register today:  
[SGIA.org/smartwayUS](http://SGIA.org/smartwayUS)

### Projects

EDF Climate Corps  
Sustainable Supply Chains  
Water Efficiency  
Green Freight  
Your Green Freight Journey  
Green Freight Resources  
Truck Efficiency Standards  
Private Equity & Green Returns  
Natural Gas  
Project Archives

### Green Freight Posts

Let's Stop Piling In-Store vs. Online Shopping: Both Need to Up Their Sustainability

Go Partner: Faster to Cut Truck Pollution

Walmart Vaults Past Fleet Efficiency Goals Ahead of Schedule

### Be a Green Freight Superhero



Watch our EDF Supply Chain Heroes video to learn how logistics managers can channel their "superpowers" to drive their companies' sustainability efforts. The choices they make, such as moving cargo via rail or participating in a truckload consolidation network, have the power to slash costs and cut greenhouse gas emissions. Become a green freight superhero at your organization today!



### Additional Reading

Five Rules for a More Carbon-Efficient Freight Supply Chain

## Creating more fuel efficient and sustainable logistics networks

Get started →



Environmental Defense Fund has collaborated with facilities and logistics managers across industries for the past three years, seeing first-hand the strategies that have been most successful in reducing emissions and improving efficiencies.

EDF has packaged those strategies into a series of free, user-friendly resources to help your company design and launch its own Green Freight projects.

See our webinar on getting started on the Green Freight Journey

### The case for Green Freight

Freight movement accounts for 16% of all corporate greenhouse gas emissions, making it one of the largest carbon footprint contributors. The emissions come directly from trucks, trains, ships and planes that carry goods. Companies have the power and financial incentive to reduce their environmental impact from freight. By employing smarter logistics strategies, they can operate more efficiently and affordably.

Start your Green Freight Journey with our new Assessment Survey

### Resources for Your Green Freight Journey



EDF has developed a suite of resources, case studies and best practices—including the comprehensive Green Freight Handbook—to help guide you on every stage of your Green Freight Journey.

### EDF Climate Corps & Green Freight



One way to start your company's Green Freight journey is to hire an EDF Climate Corps fellow. On average, each Climate Corps fellow identifies \$1 million in savings for their host organization.

MOTORTRUCK

# Fleet Executive

SEPTEMBER  
OCTOBER  
2015

CANADA'S BUSINESS MAGAZINE FOR FLEET OWNERS

**Human Resources**  
Managing millennials:  
What you should know

**Digital Marketing**  
Is your website helping  
you set the hook?

**Equipment**  
Behind the wheel of  
a self-driving truck



## FAST FORWARD

DEBATING  
THE FUTURE  
OF TRUCKING



GREEN to GOLD

## Mutual benefits

Mutual Materials, working with Penske, has joined the SmartWay program and driven significant costs out of its fleet operations

**E**ven before Mutual Materials management knew the SmartWay program existed, they were taking aggressive steps to reduce their fleet's fuel consumption. The Bellevue, Washington-based manufacturer and distributor of masonry and hardscape products, which runs a fleet of 42 trucks in the Pacific Northwest and up into Canada, began in 2010 to take a hard look at its fleet and the emissions it created as part of a broader environmental initiative.

"It really began with our president, Kendall Andergg, back in 2010 following a collaborative strategic analysis and planning process that resulted in a new company vision focused on four core strategic pillars. Being environmentally responsible with sustainable business practices and eco-friendly products emerged as one of the four pillars, which in turn elevated our fleet efficiency and emissions reduction into a strategic initiative," said Mike Jones, director of distribution and branch operations, Mutual Materials.

Since then, the company invested in fleet efficiency resulting in improved fleet-wide fuel mileage by 22%, slashing its fuel consumption by 536,000 gallons while significantly increasing its tonnage hauled. This was achieved by moving to low rolling resistance tires, specifying lightweight aluminum wheels and automatic transmissions, and downsizing and governing the engines.

But it wasn't until May 2014, when Mutual Materials attended the ACT (Alternative Clean Transportation) Expo in Long Beach, Calif. that the company learned of the SmartWay program, from Penske Truck Leasing. SmartWay is an internationally recognized program that brings together like-minded companies who aim to improve their fleet emissions performance and fuel efficiency on an ongoing basis and contribute to a sustainable freight industry. To support members, SmartWay offers a free, standardized approach for monitoring and tracking emissions as well as reports to help benchmark company performance.

Penske leases to Mutual Materials a portion of its fleet and suggested the company formalize its environmental initiatives through the SmartWay program, since it was already doing much of what the SmartWay program fosters. Helping smaller fleets reduce their cost of operation through improved fuel mileage is one way Penske looks to serve its customers.

"That's really what our business model is," said Andrew Cullen, senior vice-president of fuels and facility services with



Mike Jones and Kendall Andergg from Mutual Materials stepped up their fuel conservation efforts with a little help from Penske and the SmartWay program.

Penske. "Helping our customers understand their business and helping them spec their vehicles to meet their needs and then trying to continually optimize the operations of the vehicles, it really just plays in with the goals of the SmartWay program."

Penske introduced tractors with 53-ft. trailers into the Mutual Materials fleet, which had predominantly been made up of truck-trailer configurations. The trucks were spec'd to save weight and the trailers were equipped with liftable tag axles to reduce rolling resistance when empty. Mutual Materials also introduced route optimization software that allowed it to increase the efficiency of its dispatch and move from eight dispatchers to five.

"All of this has helped drive down the company's operating costs. We lowered our net operating cost of the fleet as a percentage of our sales by over 25.6%," Jones said.

This accomplishment has not gone unnoticed by Mutual Materials' customers, many of which are big box retailers such as Home Depot and Wal-Mart, companies that are also SmartWay members. "The SmartWay partnership has been a great tool for us," Jones said. "It fits



# Affiliate Challenge Requirements - continued

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## ■ SmartWay Enrollment Efforts

- Describe your company's effort(s) to expand SmartWay partnership participation amongst your members and other stakeholders
- New: Flexible engagement plan for Shippers as SmartWay candidates
  - Allows Shipper candidate to:
    - Demonstrate commitment to freight sustainability
    - Progress toward freight sustainability best practices
    - Join a community of freight sustainability leaders
    - Extends initial SmartWay participation without submission of the carbon tracking tool



February 2, 2015

Mark Albert  
Sargento Foods  
305 Pine Street  
Elkhart Lake, WI 53020

Dear Mark,

The Environmental Protection Agency, in cooperation with freight industry shippers and carriers, launched a voluntary, innovative, collaboration called the SmartWay Transport Partnership. This fuel saving effort is designed to assist trucking companies, manufacturers of goods, retailers and logistic companies reduce fuel consumption, thereby saving money while also benefiting the environment.

Wisconsin Clean Cities recognizes the value of the SmartWay Transport Partnership for the freight industry as a whole, and has been supportive of EPA's efforts to publicize the Partnership and to recruit new Partners. We encourage you to become a SmartWay Transport Partner.

Participation in the SmartWay 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 reducing operating costs and emissions through a variety of strategies, while shippers participate by agreeing to ship a majority of their products using SmartWay carriers, as well as investigating changes at their facilities and in their own operations to receive technical assistance and public recognition for their efforts.

To date, over 3000 companies in the United States and over 150 in Wisconsin are SmartWay Transport Partners, including the following Wisconsin Clean Cities members:

Contract Transport Services, Inc.  
Convenience Transportation, LLC.  
Paper Transport, Inc.  
Sheehy Mail Contractors  
Skinner Transfer Corporation  
Time Transport, Inc.  
Veriha Trucking, Inc.

We hope you will join Wisconsin Clean Cities in supporting this innovative effort.

Follow Us: [t](#) [in](#) [f](#)

**SGIA**  
Supporting the Wide Format Community

Business Printing & Imaging Government Watch Industry Events SGIA Login / JOIN

## 2016 SmartWay Shipper Tool Demonstration

Thursday, February 25, 2016

**Archived SGIA Webinar:** Transportation is one of the biggest parts of a business. Shipping takes time and money, and shipping inefficiently could be costing you. Learn how to track your business' delivery operations with the EPA's SmartWay Transport® tool.

Patrice Thornton and Terri Myers of SmartWay® will provide a demonstration of the tool and show you how the program improves business operations. The webinar will also include guest speaker Mike Kelley of YRC, who will talk about his positive experience using SmartWay® carriers and how you can do the same.

Submitted by Dan Marx on Thu, 2016-02-25 16:49

**The full content of this page is available to logged-in Member, PDAA Member, Subscriber visitors only. To gain access:**

### Author(s)



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Specialty Graphic Imaging Association



Terri Myers  
SmartWay



Mike Kelley  
YRC Freight

### Get Access to SGIA.org and More!

Join SGIA for access to amazing benefits:

- Information to Optimize your Technology and Equipment
- Benchmarking Statistics
- The SGIA Journal
- First to Know Regulatory Alerts and Action Items
- The Advantage of Group Buying Power & More!

# Affiliate Challenge Requirements - continued

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- Promotion of Efficient Freight Supply Chain Practices
  - Describe your organization's efforts to promote more efficient freight supply chain practices.





# What Does it Mean to Be a Smart Fleet?

Companies and governmental agencies talk a lot about being "green" or working towards "sustainability." Whichever buzz word is applied means that, for most, the ultimate goals are to reduce their carbon footprint, leave the world a better place for the next generation. To help fleets meet these goals, the Smart Fleet program (SEO) and Wisconsin Clean Fleet (WCF) are providing a planning tool and outlining best practices for various situations. The SEO and WCF are a key component of the program.

It's not just you  
it's the future

ELECTRONIC ITEM 12.3

## local motion

A monthly update on activities of the Regional Transportation Council and the North Central Texas Council of Governments Transportation Department

February 2015 | [nctcog.org/localmotion](http://nctcog.org/localmotion)

### Inside

#### AirCheckTexas to reopen replacements

The AirCheckTexas Drive a Clean Machine Program will begin accepting applications for replacement assistance in North Texas for a limited time February 9. See page 2.

### Meetings

February 4, 10 am

**35W Coalition Annual Meeting**  
DFW Marriott Hotel & Golf Club  
at Champions Circle  
3300 Championship Parkway  
Fort Worth, TX 76177

February 5, 10 am

**DRMC-TRTC Joint Meeting**  
Irving Convention Center  
Jr. Ballroom  
500 W. Las Colinas Blvd.  
Irving, TX 75039

February 12, 1 pm

**Regional Transportation Council**  
NCTCOG  
Transportation Council Room

### Proposition 1 draft project list presented to public

The Dallas-Fort Worth area will receive approximately \$368 million this year from Proposition 1, a voter-approved constitutional amendment intended to help the state meet important transportation challenges.

NCTCOG and the state's other metropolitan planning organizations will get 40 percent of the funding for corridor improvements and projects that address safety and congestion. The remainder of the \$1.7 billion available in 2015 will be distributed as follows:

- 30 percent to the 25 Texas Department of Transportation districts to address connectivity
- 15 percent to the energy sector
- 15 percent for maintenance of state roads and bridges

The focus will be on interstates and other roads that make up the state highway system. A greater emphasis will be placed on systems than individual projects, a move expected to improve connectivity in Dallas-Fort Worth and throughout the state. The proposed projects will be funded over the next 12 months.

Last November, Texas voters approved Proposition 1, which will provide an

# TRANSPORTATION INSIGHTS

APRIL 2015

## SmartWay Releases its Elite Status Qualifications

The Environmental Protection Agency (EPA) has added an [Elite level](#) category for 53-foot dry van or refrigerated trailers to its SmartWay program, which the agency said will result in greater fuel savings and fewer emissions than the original category.

Elite products save at least 10 percent in fuel over base vehicles. That includes one percent for low-rolling resistance tires and nine percent for [SmartWay-verified aerodynamic devices](#). Carriers will need to use two or more devices, such as nose treatments, side skirts and tail devices, to

reach the figure. The EPA said a typical tractor using a SmartWay Elite trailer could save about 1,700 gallons of diesel fuel annually.

SmartWay Trailers result in fuel savings of six percent or greater and use one or more SmartWay-verified aerodynamic devices totaling at least five percent fuel savings. The EPA said SmartWay Trailers result in fuel savings of about 1,000 gallons annually.

### Carriers Turn to CNG for Even Greater Fuel Savings

To achieve even greater fuel savings, some carriers are utilizing natural gas engines. Penske Truck Leasing has compressed natural gas [Freightliner, Cascade tractors available](#) in select markets. Carriers can learn more about CNG vehicles in [this six-minute video](https://www.youtube.com/watch?v=TaTm0t5mvPM).

## Summary of EPA-designated SmartWay Trailer Configurations

	SmartWay Trailers	SmartWay Elite Trailers
Trailer Types	53-foot box trailers (either dry vans or refrigerated trailers) used for long haul operations	53-foot box trailers (either dry vans or refrigerated trailers) used for long haul operations
Aerodynamic Devices	One or more SmartWay-verified aerodynamic devices totaling at least five percent fuel savings	Combination of two or more SmartWay-verified aerodynamic devices totaling at least nine percent fuel savings
Low-Rolling resistance Tires	SmartWay-verified low-rolling resistance tires totaling at least 1% fuel savings	SmartWay-verified low-rolling resistance tires totaling at least one percent fuel savings
Total Fuel Savings	<b>6% or greater</b>	<b>10% or greater</b>
Per Trailer Annual Fuel Savings	Approximately 1,000 gallons of diesel per year	Approximately 1,700 gallons of diesel per year

# TRANSPORTATION INSIGHTS

APRIL 2015

## Penske Shows its Support of U.S. EPA SmartWay Program

Penske Truck Leasing has been a SmartWay affiliate partner since 2009. For several years, Penske Truck Leasing has been named a [winner of the EPA's SmartWay Affiliate Challenge Award](#). Penske received the honor in 2013 and 2014. The winners for 2015 have not yet been announced.

The SmartWay Affiliate Challenge is a national challenge developed by the EPA to acknowledge organizations that participate in SmartWay and that do an exceptional job in supporting the partnership's freight sustainability goals.

To promote the SmartWay Transport Partnership, Penske:

- Assisted customers with modeling and completion of the program's tools and helped them establish fuel economy and emissions benchmarking that correlate with SmartWay Carrier Performance Rankings

- Conducted ongoing education and introduction of customers to join SmartWay
- Hosted educational events for customers via webinars, one-on-one education and strategy sessions

- Attended and presented at sustainability conferences, college symposiums and other transportation industry events

In the logistics category, [Penske Logistics ranks in the top 40 percent](#) among other logistics SmartWay Partners in CO<sub>2</sub>, NO<sub>x</sub> and Particulate Matter emissions on a gram/mile basis. More than 75 percent of the freight Penske Logistics manages is transported using a SmartWay partner, ensuring our customers that they are partnering with companies committed to efficiency and continuous improvement.



Penske  
Truck Leasing  
Logistics

Page 1 of 2

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April 2015 PDF

## Contact Us

Contact your local Penske representative for more information.



Penske  
Truck Leasing  
Logistics

Page 2 of 2

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April 2015 PDF

# Affiliate Challenge Requirements - continued

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## ■ Collaboration

- List other groups, organizations, etc. that you collaborate with on SmartWay and sustainable freight supply chain issues.
- Describe your work with these organizations and any results of your efforts.



# Evaluation Criteria

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- Real achievements and accomplishments
- Scope, innovation and intensity– how broad and innovative is the reach, substance and breadth of activities performed – how far did your organization stretch itself in setting goals and implementing action?
- Results – how effective were the activities and how impactful were the results?
- Documentation of activities and results
- Quality and substance of summaries and descriptions

# How do I participate in the Affiliate Challenge?

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- Perform activities that meet the criteria outlined in the Affiliate application.
- Related activities must be performed and completed during the time frame of March 1, 2016 through March 1, 2017.
- The completed application and supplemental materials must be sent to Patrice Thornton electronically or via U.S. mail by March 17, 2017.



# What should I submit to EPA?

---

- Address each category in the Affiliate Challenge application
- Submit Affiliate Challenge application and supporting documentation to EPA by March 17, 2017
  - Pictures
  - Dates of webinars, events, etc. with brief description, publicity efforts, follow up efforts, results, etc.
  - Copies of articles

# When and how will honorees be notified?

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- EPA will contact all honorees via e-mail and by letter regarding award decisions by March 22, 2017.

# Public Recognition

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- Awardees will be recognized on the SmartWay website in time for Earth Day, 2017.
- EPA will develop a press release template for Challenge participants to use in their own Earth Day activities.
- EPA will send a congratulatory letter to the organization's Board of Directors.
- EPA will publicize the Affiliate Challenge and the names of finalists in a special Earth Day edition of the SmartWay electronic newsletter.
- EPA will create an Affiliate Challenge label (for use in email signatures, etc.)
- Other – your suggestions are welcomed.



<https://www.epa.gov/smartway/become-smartway-affiliate>



The screenshot shows the EPA SmartWay website. At the top left is the EPA logo and the text "US Environmental Protection Agency". Below this is a navigation bar with links for "Learn the Issues", "Science & Technology", "Laws & Regulations", and "About EPA". A search bar is located on the right side of the navigation bar. The main content area is titled "SmartWay" and features a sidebar on the left with various links. The main heading is "Become a SmartWay Affiliate". Below the heading is a paragraph explaining that SmartWay Partners are organizations that ship, carry or manage freight transportation across domestic and global supply chains. A bolded statement follows: "However, if your enterprise does not control freight shipments, you can still advance supply chain sustainability by becoming a SmartWay Affiliate." Below this is a paragraph stating that the types of organizations that can become SmartWay Affiliates include:

- Industry trade and professional associations
- Environmental organizations
- Nongovernmental organizations
- Academic institutions
- Municipal, county, state, and federal government agencies
- Truck/trailer dealers and leasing companies

On the right side of the main content area, there is a green box titled "Affiliate Key Resources" containing a list of links:

- [Affiliate Resource Page](#)
- [Take the Affiliate Challenge](#)
- [Affiliate Challenge Honorees](#)
- [Webinars/Events](#)

The sidebar on the left contains the following links:

- SmartWay Home
- Learn about SmartWay
- Participate in SmartWay
  - Become a SmartWay Shipper Partner
  - Become a SmartWay Carrier Partner
  - Become a SmartWay Logistics Company Partner
  - Become a SmartWay Affiliate
- Meet the SmartWay Partners and Affiliates
- Use the SmartWay Brand
- Global Collaboration
- SmartWay Latest News

SmartWay Home

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Become a SmartWay Logistics Company Partner

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Meet the SmartWay Partners and Affiliates

Use the SmartWay Brand

Global Collaboration

SmartWay Latest News

# SmartWay Affiliate Resources

SmartWay Affiliates commit to helping educate their members and communities about freight efficiency and sustainable goods movement, display the Smartway brand, and support members in becoming SmartWay Partners and using SmartWay technologies.

The resources on this page will help you get started.

Educate Your Members

Promote the Brand

Help Members Register

Take the Affiliate Challenge

Learn from Other Affiliates

## Related Links

- [Affiliate Challenge Honorees](#)
- [Webinars/Events](#)

## Learn the Issues

View these resources to develop a stronger understanding of how SmartWay works so you can share this information with your members.

- [Overview of the SmartWay Program](#)
- [SmartWay Overview Video](#) Exit
- [SmartWay Trends, Indicators, and Partner Statistics \(TIPS\)](#)
- [The SmartWay Vision 2020 Report](#)

## Present SmartWay to Your Members

This presentation will help you educate your members or associates



# Best Practices Guide

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## SmartWay Program Highlights

*EPA's SmartWay...is a market-driven partnership to help businesses move goods in the cleanest, most efficient way possible. By providing a consistent set of tools and information needed to make informed transportation choices, SmartWay enables companies across the supply chain to exchange performance data in ways that protect the environment, enhance our nation's energy security and foster economic vitality. To encourage continued improvement, SmartWay provides incentives and recognition for top performers.*

### SmartWay Saves Oil

- Since 2004, SmartWay partners have saved 120.7 million barrels of oil. This is equivalent to taking over 10 million cars off the road for an entire year.
- Fewer dollars going overseas for foreign oil means more dollars to invest at home; having fewer imports also reduces our national trade deficit.

### SmartWay Saves Money and Supports US Business Interests

- SmartWay is helping US businesses to slash their fuel costs, saving \$16.8 billion dollars to date. These savings support America's trucking industry and the customers they serve.
- Truck, trailer and equipment suppliers to the US trucking industry also rely upon SmartWay to help them demonstrate to customers the benefits of cleaner, more fuel-efficient products.

### SmartWay Protects US Jobs and the Economy

- SmartWay is one of ATA's six strategies to ensure the long-term sustainability of the US trucking industry. According to ATA, 1 out of every 16 people (6.9 million people) working in the US private sector is employed in a trucking-related job; trucking annually generates \$604 billion in gross freight revenues, or about 4 percent of the US Gross Domestic Product.
- A strong trucking industry is essential to our nation's competitiveness and to US jobs. SmartWay contributes to the health of this vital sector, protecting US jobs and the economy.

### Thousands of US Businesses and Organizations Need SmartWay

- More than 3,000 of the nation's shippers, truck and rail carriers (including many Fortune 500 companies) have registered with SmartWay to continue improving their transportation supply chains. They are using SmartWay tools to assess, track, and reduce transportation-related carbon, energy use, and air emissions.
- Small businesses rely upon SmartWay for technical expertise and assistance. SmartWay has provided financing to help truck owners, especially small- and medium-sized businesses upgrade to cleaner, more efficient trucks.
- The US government, through GSA, is relying upon SmartWay to implement EO 13014, which directs the federal government to green its supply chain.
  - Environmental, state, and community groups rely upon SmartWay's clean air achievements (91.6 MMT CO<sub>2</sub>, 738,000 tons NO<sub>x</sub>, and 37,000 tons PM reduced so far) helping protect the health and well-being of citizens, especially in low-income communities near ports, truck stops, and borders.
  - The United Nations, the World Bank, the Commission for Environmental Cooperation, as well as the governments of China, Mexico and Canada, have projects and programs that rely upon SmartWay's technical assistance, methods and tools.
  - US ports rely on SmartWay's Port Drayage Truck program to help reduce pollution and address environmental justice concerns in and around major US ports.



U.S. EPA SmartWay | EPA-420-F-14-003 | [www.epa.gov/smartway](http://www.epa.gov/smartway)



## There are many ways to ship goods. This is the smartest way.

### 1. What is SmartWay?

SmartWay is an innovative, voluntary, public-private, market-driven partnership. SmartWay helps companies improve their transportation supply chains - to move more ton-miles of freight with lower emissions and less energy, and at a lower cost. It helps companies gain a competitive edge and enhance their corporate image.

### 2. Who can join SmartWay?

Since 2004, 3,000 of the nation's shippers, logistics companies, truck, rail, barge and multimodal carriers (including many Fortune 500 companies) have registered with SmartWay. SmartWay carriers now account for 22% of all trucking miles. SmartWay is actively working to expand to all freight modes.

### 3. How does SmartWay work?

SmartWay gives its partners a consistent set of EPA-tested tools to make informed transportation choices - to help them measure, benchmark and report carbon emissions, and improve supply-chain efficiency and environmental performance. SmartWay helps its partners exchange reliable and credible performance data and accelerate adoption of advanced technologies and operational practices.



### 4. What results have SmartWay partners achieved?

Since 2004, SmartWay partners have eliminated **51.6 million** metric tons of CO<sub>2</sub>, **738,000** tons of nitrogen oxides and **37,000** tons of particulate matter. They've saved **120.7 million** barrels of oil and **\$16.8 billion** in fuel costs. This equals taking more than **10 million** cars off the road for an entire year.

### 5. How do SmartWay partners meet customer and stakeholder needs?

In a rapidly changing business landscape, SmartWay partners demonstrate to customers, clients and investors that they are taking responsibility for the emissions associated with moving goods. SmartWay partners are committed to corporate social responsibility and sustainable business practices, and are reducing their carbon footprint.



### 6. How do SmartWay partners benefit North America?



By moving goods in the cleanest, most efficient way possible in the U.S. and Canada, SmartWay partners protect the environment, enhance North America's energy security and foster economic vitality.

### 7. What additional benefits are there for SmartWay partners?

SmartWay partners are part of an alliance that includes Canada and a global network of Green Freight programs. SmartWay partners can network with their peers and share success stories. They gain access to public events and forums in which partners showcase their achievements. And SmartWay has market incentives, and recognition for top performers.



### 8. How can my company join SmartWay?

It's easy. Simply enter your freight activity data in a free, downloadable tracking and assessment tool, and submit it to EPA.

Visit [epa.gov/smartway](http://epa.gov/smartway) to learn more.

# Sample Ads



**TO REDUCE THIS ...**

**AND SAVE THIS ...**

**Partner with SmartWay®**

SmartWay Transport Partnership is the smarter way to ship goods. With enhanced tools and user-friendly reporting systems, the SmartWay program can help your company put its best foot forward to reduce its carbon footprint, improve its bottom line, and better manage its global freight supply chain. This innovative public-private collaboration helps your company increase operational efficiency, incorporate sustainability, and gain a competitive edge. Drive over to [epa.gov/smartway](http://epa.gov/smartway) to learn more.

**Any way you ship it, move it the SmartWay.**

**SmartWay**  
Transport Partnership  
U.S. ENVIRONMENTAL PROTECTION AGENCY

We All Breathe  
A Lot Easier  
Thanks To  
These Winning  
Companies.

Congratulations  
to the 2016 SmartWay  
Excellence Award Winners

SmartWay partners are leaders in increased supply chain efficiency and environmental stewardship. This award recognizes their excellence and achievements in protecting



# For more information:

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