



2018 SmartWay Excellence Award Semi-Finalist Application

OMB No: 2060-0663, Expiration Date: 07/31/2017

Company Name: _____

Congratulations! Your company has been selected as a SmartWay Excellence Award *semi-finalist* and is invited to submit an application for award consideration. Eligible partners are Award *semi-finalists* because they meet the specified SmartWay Excellence Award performance criteria and are Partners in good standing, including on-time Partner Tool submission in the current and prior calendar year. SmartWay shippers, logistics and multi-modal companies that demonstrate top environmental performance are invited to submit supplemental, qualitative documentation which demonstrates leadership efforts important to the Partnership. These efforts are in support of and complementary to SmartWay environmental goals such as effective collaboration, advanced technology and operational practices, a robust system to validate and report their SmartWay data, communications and public outreach.

The 2018 SmartWay Excellence Award criteria for shippers, logistics and multi-modal carrier partners are available at: <https://www.epa.gov/sites/production/files/2018-02/documents/420f18002.pdf>.

Evaluation Criteria:

The *semi-finalist* application will be judged on a point system that evaluates leadership based on specific categories that demonstrate:

- clear, concise and complete responses to application questions
- real achievements and accomplishments, as well as internal or external activities and efforts that have already taken place
- evidence, proof or documentation which substantiates submissions
- quality and substance of summaries and descriptions

The following leadership categories: supply chain performance (efficiency) accounting/ reporting; data validation and education, collaboration and partner registration (partner enrollment) are recognized by the U.S. Environmental Protection Agency (EPA) to require additional time, effort and resources for engagement or completion of certain activities and therefore will be granted greater weight. There is a total of 100 possible points for the Award Semi-Finalist application. Possible total credit for each question is presented below:

Question 1 (Using SmartWay Data for Supply Chain Reporting and Disclosure Initiatives):	20 points
Question 2 (Data Validation):	20 points
Question 3 (SmartWay Educational, Collaborative and Registration Efforts):	20 points
Question 4 (SmartWay in Your Community):	10 points
Question 5 (Freight Efficiency Strategies):	10 points
Question 6 (Mode Optimization):	10 points
Question 7 (Comprehensive Reporting of MM and Logistics Business Operations or Services)	<u>10 points</u>
Total Points for Logistics and Multimodal Partner Categories:	100 points
Total Points for Shipper Partners	90 points

Application Instructions:

Please complete, sign and submit the application by the deadline of close of business on Monday, April 16, 2018.

Completed applications may be submitted via (order of preference indicated):

1. email: turkington.marcia@epa.gov
2. fax: 734.214.4052, Attention: Marcia Turkington

Burden Statement: Public reporting burden for this collection of information is estimated to take a maximum of 3.25 hours to compile and submit the SmartWay Semi-Finalist Application Form. This is a one-time submittal. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including through the use of automated collection techniques to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503. Include the OMB control number in any correspondence. Do not send the completed [form or survey] to this address.



Company Name: _____

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**SmartWay Partner
Company Name:**

SmartWay Executive Company Contact:

I confirm that all information submitted on this application is accurate and valid.

Actual or virtual signatures required:

Detailed Application Instructions:

For all leadership categories on the following pages: Describe activities, efforts and/or accomplishments your company engaged in or achieved during 2016 and reported in the 2017 Partner tool. Limit responses to a maximum of 500 words. **All responses must be addressed and submitted via this application.** In addition to your response (as only a secondary means to support written/typed statements in this application), EPA prefers that you provide web links to sources that support and/or document your company's efforts wherever appropriate. When inclusion of web links is absolutely not possible, limited acceptance of digital attachments will be allowed. No hard copies of documentation will be accepted or considered.

Suggestions for Completing the SmartWay Excellence Award Semi-Finalist Application

- Read through the application in its entirety to determine:
 - If you have the information or knowledge required to complete the application.
 - The individual at your company best suited to assist you with responding to specific application questions.
- Identify the individual who completed the SmartWay Partner Tool at your company. This individual should be consulted as a resource or reference when completing the application.
- Determine if there are particular and/or appropriate staff at your company best suited to respond to a particular section of the application. Some suggestions regarding appropriate staff to consult are offered below:
 - Question 1: Sustainability Manager
 - Question 3: Marketing Director or Press Officer and Transportation Director or Fleet Manager
 - Question 4: Community Liaison Officer, Regional/Local Facility and Fleet Managers
 - Question 2, 5, 6 and 7: Staff responsible for completing your company's SmartWay Partner Tool
- Gather your data and examples first before beginning the narrative in response to each question.

Q1: Using SmartWay Data for Supply Chain Reporting, Disclosure and CSR Initiatives

Describe any freight supply chain performance (efficiency) benchmarking and reporting using a standard method or protocol (such as CDP, Global Reporting Initiative, GHG Protocol or other Corporate Social Responsibility reporting) that explicitly incorporates or is based on SmartWay elements, tools, data and/or results. Does your company credit SmartWay as a source of freight transportation (Scope 1 or 3) emissions data? If so, please provide a web link (or digital copy of the report submitted by your company **where SmartWay is specifically cited or referenced**). Please provide specific page numbers for all SmartWay references in reports cited.

Q2: Rigorous Data Validation

Describe your company policies, procedures and programs that reflect the effective use of tools and techniques to ensure that SmartWay-related data gathering, freight activity input (e.g., carrier names, miles, ton-miles, average payloads, fleet category and mode), reporting and data storage/security processes are consistent and reliable. Although a web link to your company policy, procedures and programs (with date) is preferred, submission of a digital copy is also acceptable. Documents could include:

- List of credible, verifiable data sources for key freight activity input parameters, as stated in above paragraph
- Internal quality assurance verification of SmartWay data
- Documentation of succession plan or policy

Please explain the reasons behind your data availability selection(s) in your latest SmartWay Tool submission. (See SmartWay Tool “Activity Tab” for “data availability” options).

Q3: SmartWay Educational, Collaborative and Partner Registration Efforts

Beginning in the box below (page 5) and continuing in the box on page 6 if necessary, please describe any efforts made by your company to publicly acknowledge the SmartWay Partnership program, your company's participation in the SmartWay Partnership, the SmartWay mission, goals and/or SmartWay program benefits. Web links to materials, resources, advertising, social media efforts, events, meeting agendas and webinars, etc. will be considered favorably. Examples of persuasive efforts and activities include:

- *Internal company education efforts:* employee training, brochures, newsletter articles, intranet web pages, presentations, briefing slides, etc.
- *SmartWay brand (logo) depictions on:* advertising, website, letterhead, business cards, requests for quotes, invoices, email signature, trucks/trailers, etc.
- *External company education efforts that call attention to the SmartWay program and/or or your company's participation:* press releases, quote from company official(s), training, events, SmartWay video, etc.
- *Community/public education:* Describe all activities that publicly support SmartWay goals to increase freight sustainability. Specific examples include (but are not limited to): customer and supplier meetings; carrier events; industry presentations; published literature; social media and web-based information where your organization highlighted the benefits of moving goods more efficiently by participating in SmartWay.

Using the box on page 6, also describe your company's collaborative effort(s) that helped to expand SmartWay partnership participation. List and identify all new partners, the specific company names that would include carriers (truck, barge, logistics, rail or multi-modal), suppliers, vendors, customers and colleagues, that your company has helped register (join or enroll) in the SmartWay Partnership during this past award cycle as a result of your company efforts.



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Q3: SmartWay Educational, Collaborative and Partner Registration Efforts, continued



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Q4: SmartWay in Your Community

Many fuel-saving technologies and strategies for SmartWay shippers and carriers can improve a neighbors' experience of partners' facilities and operations. For example, idling can be reduced through use of onboard devices, shore power, appointment times, and shipping dock gate/layout management; urban deliveries can be improved through use of dedicated low-emission vehicles and off-hours operations. Describe how your company has implemented such practices as part of your SmartWay activities. Partners are also using their freight supply chain as a platform for social responsibility efforts which benefit communities in need. For example, firms can use their transport networks and providers to deliver vital goods and materials after emergencies or crises. Please provide web links to sources that support and/or document your company's efforts.



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Q5: Implementation of Freight Efficient Strategies in Your Business Operation

For ALL Partners: Describe any innovative practices, policies, efforts and strategies your organization has made to help improve freight efficiency or mitigate environmental impacts and urban congestions throughout your supply chain and/or on behalf of a client for whom you provide transportation services.

For Shipper Partners Only: Indicate whether your company's most recently submitted SmartWay Shipper Tool included a completed "Shipper Strategies/Systems Activity" Optional Section. If yes, please summarize from the 2017 Shipper Tool in the space provided and describe the activities. EPA will check the submitted Shipper Tool and confirm that summary information in your tool with the assigned SmartWay Partner Account Manager for your company. If not, why not?

☐ Yes, explain below

☐ No, explain below

Q6: Expanding Modal Shift in Your Freight Operations

Shipper partners: Describe the practices, policies, efforts and strategies your organization has made to optimize modal choices for the purposes of reducing fuel use and emissions throughout your supply chain. Please describe any progress in moving greater proportions of freight via other modes and quantify results where possible. Does your company's most recently submitted SmartWay Shipper Tool include a completed "Shipper Strategies/Modal Shift" Optional Section? If yes, please check box below. If so, your company's 2017 Shipper Tool should be consistent with the responses below. EPA will check the submitted Shipper Tool and confirm that summary information in your tool with the assigned SmartWay Partner Account Manager for your company.

☐ Yes ☐ No. Please explain why your company doesn't include information in the Shipper Tool.

Logistics & Multi-modal partners: Describe the practices, policies efforts and commitments your organization has made to optimize modal choices, where possible, for the purposes of reducing fuel use and emissions on behalf of a client for whom you provide transportation services. Please describe any progress (or challenges) in moving greater proportions of freight via other modes and quantify results where possible.

Q7: Comprehensive Reporting of Business Operations

Logistics and Multi-modal partners only: SmartWay encourages partners to report ALL business operations that require goods movement services. Does your SmartWay Partner Tool capture or include freight movement from all of your company divisions? Specifically, did your company provide data for all of its business units (such as a subsidiary) or various modes (e.g. logistics, drayage, dedicated fleets, final delivery, barge, etc.)? What are the names of these business units or services?

If yes, please elaborate below. If not, please explain.

☐ Yes, elaborate below

☐ No, explain below