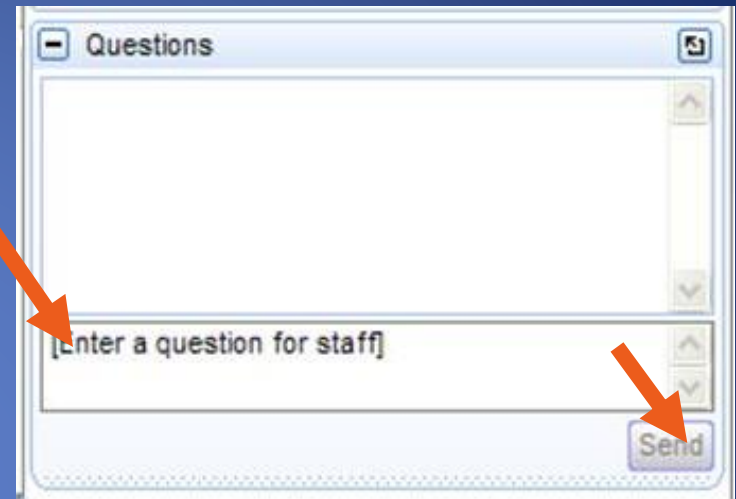


# Welcome to Today's SmartWay Webinar!

- You can ask questions by using the Questions pane on your “GoTo” control panel and hitting “Send.”
- After the presentation, as time permits, our EPA presenter will answer questions submitted via the Questions box.
- This webinar will be recorded and available on the SmartWay website—more on that later.
- Please complete the survey at the end of today's webinar. Your feedback is important to us!





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# New Partner Orientation:

*Tips for a Rewarding Partnership Experience*

March 7, 2018



# Today's Discussion

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- SmartWay Partnership – Basic Overview
  - EPA and Partner role
  - How SmartWay works
  - Peer-reviewed tools & methods give data you can use
  - Information resources for your efficiency objectives
  - SmartWay brand
  - Website walk-through
- Panel Discussion
  - Jolene Sternweis  
*Roehl Transport, Inc.*
  - Bruce Horne  
*Gorton's*



# Background

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SmartWay was initiated in 2004 as a voluntary market-based partnership program with members of the U.S. Freight industry to:

- Improve the efficiency and competitiveness of the freight industry—less fuel consumption = lower fuel costs
- Reduce the release of harmful emissions



# EPA and Partner Roles

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## Partners Provide...

- **Annual environmental performance** updates via SmartWay Tools
- **Contacts** for EPA-Partner communication (with a succession plan when contacts change)

## EPA provides...

- Standardized **tools** and **methods**
- **Information** on validated technology and strategies that can help partners achieve their environmental performance goals
- **Recognition** for top performing partners

# Improving Your Supply Chain Performance



# Methods and Data Quality

- SmartWay's uniform tools and methods transform Partner data so Partners can
  - *assess* their efficiency and emissions performance, and then
  - *target* opportunities to optimize their transportation supply chain functions
- SmartWay Partner Account Managers can help Partners interpret data
- Partners can see how they perform relative to similar Partners
- Shippers and Carriers can use this common platform to talk to one another about efficiency and emissions performance arising from goods transport



Grams per Mile									
g/mile CO2	g/mile	g/mile NOx	g/mile	g/mile PM10	g/mile	g/mile PM2.5	g/mile	g/mile	g/mile
4	2375	5	29.5	5	1.2	5	1.2		
3	2125	2	14.5	3	0.8	3	0.8		
4	2375	4	24.5	5	1.2	4	1		
4	2375	5	29.5	5	1.2	5	1.2		
3	2125	2	14.5	3	0.8	3	0.8		

# Public Carrier Performance Data

## Performance Rankings

TL/Dry Van

Click down arrows to filter data by column categories. Select one or more items in the dropdown checklists.

Note: g/m=grams/mile and g/tm=g/ton-mile

										Performance Rankings and Emission Factors											
										Grams per Mile					Grams per Ton-mile						
SmartWay Ranking Fleet										g/m CO2	g/m CO2	g/m NOx	g/m NOx	g/m PM	g/m PM	g/tm CO2	g/tm CO2	g/tm NOx	g/tm NOx	g/tm PM	g/tm PM
Carrier Fleet Name	Mode	Category	Type	SCAC	MCN	US DO	NSC	Canadian		Rank	CO2	Rank	NOx	Rank	PM	Rank	CO2	Rank	NOx	Rank	PM
101 Transport, Inc.	Truck	TL/Dry Van	For-Hire	OZOT	625894	1705392	N/A			3	1600	4	7	5	0.086	2	81.5	5	0.445	3	0.007
1527530 Ontario Inc./M&M Carriers	Truck	TL/Dry Van	For-Hire	MNMR		1159500	142970520			3	1600	4	7	2	0.026	3	90.5	4	0.355	2	0.003
1541335 Ontario Inc./Road Link Xpress	Truck	TL/Dry Van	For-Hire	ROAD	N/A	1063823	143440740			5	1800	3	5	2	0.026	4	99.5	3	0.265	1	0.0005
1628939 Ontario Ltd. o/a P&D Freightlines	Truck	TL/Dry Van	For-Hire	PDGH	521737	1360591	N/A			3	1600	2	3	2	0.026	2	81.5	2	0.175	1	0.0005
1st Express Inc.	Truck	TL/Dry Van	For-Hire	FSEP	181440	284589	N/A			1	1400	2	3	4	0.066	3	90.5	3	0.265	2	0.003
2210310 Ontario Inc./Dynamic Freight Haulers	Truck	TL/Dry Van	For-Hire	DFHR	691346	1937937	N/A			4	1700	4	7	5	0.086	5	108.5	5	0.445	5	0.015
2241552 Ontario Inc / Skyway Carrier	Truck	TL/Dry Van	For-Hire	SWYC	N/A	230633	N/A			5	1800	1	1	1	0.006	5	108.5	1	0.085	1	0.0005
2322819 Ontario Inc./Right Service Right Choice	Truck	TL/Dry Van	For-Hire	TTWT	N/A	N/A	173-333-054			3	1600	2	3	5	0.086	4	99.5	3	0.265	3	0.007
3NT, LLC.	Truck	TL/Dry Van	For-Hire	THLL	716290	2042543	N/A			3	1600	1	1	1	0.006	2	81.5	1	0.085	1	0.0005
5/D Express, Inc	Truck	TL/Dry Van	For-Hire	FDRP	488737	1243083	N/A			3	1600	2	3	2	0.026	3	90.5	2	0.175	2	0.003
6233317 Canada Inc. DBA Rockwell Truck Line	Truck	TL/Dry Van	For-Hire	RKWT	797845	2333669	148783160			2	1500	3	5	5	0.086	1	72.5	3	0.265	4	0.011
6350658 Canada Inc.	Truck	TL/Dry Van	Private	STFW	852013	2465329	179734309			3	1600	1	1	1	0.006	3	90.5	1	0.085	1	0.0005
9108-1950 Quebec inc dba Via Trans International	Truck	TL/Dry Van	Private	VTIL	471471	1175764	60331659			3	1600	1	1	1	0.006	1	72.5	1	0.085	1	0.0005
A&M Transport, Inc.: Dry Van Fleet	Truck	TL/Dry Van	For-Hire	ALKM	217072	344894	N/A			3	1600	3	5	4	0.066	3	90.5	3	0.265	2	0.003
A&S Services Group, LLC	Truck	TL/Dry Van	For-Hire	ANSW,AS	164166	1880751	N/A			5	1800	3	5	2	0.026	5	108.5	3	0.265	2	0.003
A.C. Trucking, Inc.: 12073707	Truck	TL/Dry Van	For-Hire	AKGM	196190	281881	N/A			3	1600	3	5	2	0.026	1	72.5	3	0.265	2	0.003
A.D. Transport Express, Inc.	Truck	TL/Dry Van	For-Hire	ADXR	195625	0269605	N/A			3	1600	2	3	2	0.026	5	108.5	3	0.265	2	0.003
A.N. Webber, Inc.	Truck	TL/Dry Van	For-Hire	WANQ	147008	76507	N/A			3	1600	2	3	2	0.026	2	81.5	2	0.175	2	0.003
A/T Transportation, LLC.	Truck	TL/Dry Van	For-Hire	AUCR	N/A	1486485	N/A			3	1600	2	3	5	0.086	4	99.5	2	0.175	3	0.007
A1 Trucking LLC	Truck	TL/Dry Van	For-Hire	AONA	874455	2519373	2519373			4	1700	2	3	2	0.026	2	81.5	2	0.175	2	0.003
AC Leasing Company Inc.	Truck	TL/Dry Van	For-Hire	ACWH	156691	264128	N/A			2	1500	5	9	5	0.086	1	72.5	5	0.445	5	0.015
ACS Logistics Transportation Inc.	Truck	TL/Dry Van	For-Hire	OFNS	548067	1450334	129295853			3	1600	5	9	5	0.086	2	81.5	5	0.445	5	0.015
AGI Transport Inc.	Truck	TL/Dry Van	For-Hire	AGTE	569163	1525204	153 767 479			2	1500	2	3	3	0.046	2	81.5	2	0.175	2	0.003
ALB Express Inc.	Truck	TL/Dry Van	For-Hire	ALBK	803750	2348464	N/A			5	1800	4	7	2	0.026	3	90.5	4	0.355	2	0.003
ALTL Inc	Truck	TL/Dry Van	For-Hire	ALLM	154127	169025	N/A			3	1600	2	3	3	0.046	3	90.5	2	0.175	2	0.003
AM International (TFI 11, S.E.C.): AM International	Truck	TL/Dry Van	Dedicated	AMJO	S/O	1257162	61668976			4	1700	2	3	2	0.026	2	81.5	2	0.175	2	0.003
AMC Express, Inc.	Truck	TL/Dry Van	For-Hire	AMCM	789656	2313051	N/A			1	1400	5	9	5	0.086	1	72.5	5	0.445	5	0.015
ARD Express Inc.	Truck	TL/Dry Van	For-Hire	ARXK	588686	1590621	N/A			1	1400	5	9	5	0.086	1	72.5	5	0.445	3	0.007

Start Here All Auto Dry Expd Flat HB LTL Mix Mov Pkg Reef Spec Tank TL Logistics MM-S MM-SA MM-SM MM-SAM Rail Barge





Please complete the following steps. Check boxes on the left indicate successful completion of each step. For more information, select the 'Help' button.

1. **Enter Partner Name** (Exactly as it should appear on the SmartWay website):

ABC Trucking, Inc.

2. **Contact Information**

3. **Fleet Description(s)**

4. **Data Entry** (Double-click the fleet name or select and hit Enter):

ABC Trucking, Inc.: East Operations - Complete (with Warnings)  
ABC Trucking, Inc.: West Operations - Complete (with Warnings)

5. **Give us Feedback** ?

Optional survey to help us improve your SmartWay experience.

6. **Generate a (.xml) data file** ?

To complete your submission, email the small (.xml) data file and your large (.xsm) tool file to EPA. If your email size limit cannot handle the tool file, send only the smaller data file.

## YOUR RESULTS

[View Your Data Reports](#)

[Review your Year-to-Year Performance](#) ?

[BACK](#)

[SAVE](#)

[HELP](#)

[ZOOM  
IN](#)

[PRINT  
SCREEN](#)

[QUIT](#)

[Screen  
Demo](#)

# SmartWay Reports – In Tools

Example:  
Truck Tool  
Reports  
(there is also  
a year-over-  
year report)

<b>Please select the report you would like to view:</b>	
<b>Internal Metrics</b>	Estimates the CO <sub>2</sub> , NO <sub>x</sub> , PM, and Black Carbon emissions for your fleets. You can view these estimates based on truck class, fuel type, or fleet.
<b>Fleet Description(s)</b>	Displays all of the data you entered in the Fleet Description(s) section.
<b>General Information</b>	Displays all of the data you entered in the General Information section.
<b>Truck Counts</b>	Displays all of the data you entered in the Engine Model & Year section.
<b>Activity Information</b>	Displays all of the data you entered in the Activity Information section.
<b>Reefer Fuel Consumption</b>	Displays all of the data you entered in the Reefer Fuel screen in the Activity Info section.
<b>PM Reduction Strategies</b>	Displays all of the data you entered in the PM Reduction section.
<b>Comments</b>	Displays all of the comments that have been entered throughout the tool.
<b>Out of Range</b>	Displays all of the values throughout the Tool that were not within the expected range.
<b>Data Sources</b>	Displays all of the data source information you provided throughout the Tool.
<b>Give Us Feedback</b>	Displays the feedback and suggestions you provided in Step 5.
<b>Public Disclosure Report</b>	Displays the Scope 1, Scope 2, biogenic and non-carbon emissions.

# SmartWay Partner Portal

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## The SmartWay Portal

The SmartWay Portal is a resource for SmartWay Partners and eligible companies that are interested in partnering up with SmartWay. The portal options that are listed below reflect what type of partner/prospect you are (e.g., a Truck Carrier), as well as whether you are working with the US Environment Protection Agency or Natural Resources Canada. For example, partners can use this portal to obtain their SmartWay Registration document and SmartWay Logo files. Partners and prospects who are either Logistics Carriers or Shippers can use the Carrier Matching function to assist them in filling out their tools. If you have any questions, please contact your SmartWay Partner Account Manager or SmartWay recruiter.

- [SmartWay Registration Document](#)
- [SmartWay Partner Logo Resources](#)
- [Sample SmartWay Partner Press Release \(docx\)](#)
- [Animated Tractor Trailer Logo Usage Instruction \(pptx\)](#)
- [Enter Feedback](#)
- [SmartWay Carriers Emissions Results - Data year 2016](#)

# Brand Promotion by Partners

- SmartWay Partners are invited to use the brand to showcase SmartWay *commitment & participation*



- Advertising
- Apparel (hats, t-shirts, uniforms)
- Briefings and presentations
- Business cards
- Company web site
- Company e-mail signatures
- Educational materials
- Letterhead and stationery
- Posters, internal signage
- Promotional items, Brochures
- Spec sheets
- SmartWay Designated truck labeling



# Resources for Participation

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Web Walk-Through (<https://www.epa.gov/smartway>)

- SmartWay News, Webinars, and Events
- Learn About SmartWay
- Participate in SmartWay
- Meet our Partners & Affiliates
- Use the SmartWay Brand

# Please remember...

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- Pay attention to SmartWay emails.
- Make sure your email system doesn't treat our emails like spam.
- Have a current SmartWay contact and insure continuity of operations if you leave your position.
- Have a backup person in your organization.
- Save your SmartWay work in a folder.
- Use SmartWay for benchmarking and Improvement.
- Know who your Partner Account Manager is!
- If you have a question- don't hesitate: ask your Partner Account Manager.



# Panel Discussion—Introducing:

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Jolene Sternweis

*Roehl Transport, Inc. (SmartWay Truck Carrier)*



**Jolene celebrates 18 years with Roehl Transport this year.**

**Manages fuel procurement, fuel and route optimization, CoPilot, tires and registrations for Roehl Transport.**

**Started with the SmartWay program in 2005 to work on improving fuel efficiency and reducing air pollution.**



# The Roehl Way is a SmartWay





# Why

- **Get credit for what you're already doing**
  - **Promote your environmental commitment**
  - **Happy shipper happy carrier**



# What's In It for You

- Efficiency tracking/benchmarking
  - Open the doors with shippers
- Display SmartWay logo (it's all about pride)



# Tips for Submission Tool

- **Know where to get your information**
  - **Join the webinars**
    - **Use the data**
      - **Ask**
    - **Keep score and set goals**
  - **You cannot manage what you do not measure**

# Showing Our SmartWay Swagger



# Panel Discussion—Introducing:

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**Bruce Horne**

*Gorton's (SmartWay Shipper)*



- **Bruce is a seasoned supply chain professional with over 39 years' experience at Gorton's.**
- **Currently Transportation & Warehousing Manager at Gorton's corporate office in Gloucester, MA.**
- **Prior responsibilities include Inventory Operations, Fish Procurement, and Analyst.**
- **Guided Gorton's supply chain on their sustainability journey and is a member of Gorton's Green Team.**



# Gorton's SmartWay Strategy



1. Bidding process improvements; use partnership status as a metric for our bidding process. Carriers with higher scores will conceptually get more business
2. Implement a no idle policy; no idling while waiting to get loaded and while being loaded
3. Minimize precooling time
4. Optimize drop trailer opportunities
5. Optimize Intermodal
6. Use all electric forklifts
7. Leverage SmartWay program participation via web site, packaging, etc.
8. Ship product at -1 degrees
9. Use SmartWay carriers
10. Provide emissions data to customers when requested

# West Coast Intermodal Utilization %







For more information:

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**[www.epa.gov/smartway](http://www.epa.gov/smartway)  
[smartway\\_transport@epa.gov](mailto:smartway_transport@epa.gov)  
SmartWay Helpline  
734-214-4767**

**Jolene Sternweis**  
*[Jolene.Sternweis@roehl.net](mailto:Jolene.Sternweis@roehl.net)*

**Bruce Horne**  
*[bruce.horne@gortons.com](mailto:bruce.horne@gortons.com)*