Affiliates: Let’s Talk!

Affiliate National Conversation:
Freight Sustainability Awareness

Patrice Thornton and Kathleen A. Martz
Regional Representatives: Abby Swaine (R1), Alison Riley (R3) and Alan Powell (R4)

October 16, 2019
Attendees phone lines are muted to preserve audio quality.

Submit a question via the Questions box on your GoTo control panel.

After the presentation, as time permits, our EPA presenters will answer questions submitted via the Questions box.

Please complete the survey at the end of today’s webinar. Your feedback is important to us!
Overview of SmartWay
• Why Freight Matters
• How SmartWay Advances Sustainable Transportation Supply Chains
• Sustainability Accounting & Reporting
• SmartWay Program Successes
• Trends, Indicators & Partner Statistics (TIPS)

Meet our Partners & Affiliates

How to Participate in SmartWay
• How the SmartWay Partnership Works
• Become a SmartWay:
  • Shipper
  • Logistics Company
  • Carrier
  • Affiliate
• Tools & Resources for Partners & Affiliates

Use the SmartWay Brand

Upcoming Webinars & Events
• October 16, 2019 - Education Webinar: National Affiliate Conversation: Let’s talk!
• October 17, 2019 - Tool Demo: SmartWay Shipper Tool Demonstration

View Scheduled Webinars and Past Webinar Recordings
EPA hosts free webinars to help you learn how to get the most out of the SmartWay Program.

View SmartWay Webinars

Past Webinars: Descriptions, links to webinar recordings, and presentation slides for past webinars are listed below.

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<td>Freight Matters Webinars</td>
<td>The &quot;Green Supply Chain&quot;: A critical assessment of a multimodal, multinational freight supply chain of a Fortune 50 retailer</td>
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<td>Tool Demo Webinar</td>
<td>2018 SmartWay Shipper Tool Webinar</td>
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Patrice Thornton

Patrice Thornton has worked for EPA since 1992 in what is now OTAQ’s Transportation and Climate Division. Based in Ann Arbor, Michigan at the National Vehicle and Fuel Emissions Laboratory, Patrice is part of the SmartWay Transport Partnership program, where she manages the SmartWay Affiliate Program and leads the Shipper Engagement Initiative in the Program Development and Management Team.

Patrice holds a BA from Wayne State University in Detroit, MI

Patrice enjoys her job but has always believed that you work to live, not live to work!
Kathleen A. Martz

Kathleen is an Environmental Protection Specialist currently serving as National Regions Manager and Affiliate Program Co-Manager on SmartWay’s Product Development and Implementation Team. Kathleen initiated SmartWay’s expansion into Canada and contributed to the program’s data quality protocols.

Prior to joining EPA, Kathleen held a number of positions with companies in industry, including a major supplier to the heavy-duty industrial sector.

Kathleen is based in Ann Arbor, Michigan at EPA’s National Vehicle and Fuel Emissions Lab.
Please welcome...

Marcia Kinter
- Vice President and Director, Government Affairs at Specialty Graphic Imaging Association (SGIA)

Huong Duong
- Air Quality Planner at North Central Texas Council of Governments (NCTCOG)

Abby Swaine, SmartWay Representative Region 1
Alison Riley, SmartWay Representative Region 3
Alan Powell, Smartway Representative Region 4
Today’s Agenda

ود Affiliate Program

What is a SmartWay Affiliate?

- There’s value in being an Affiliate
- When Affiliates fulfill their commitments, they grow the SmartWay Program

Marketing Resources

Let’s Talk
New, cleaner engines equipped with diesel particulate filters - supporting Sustainable Freight Transportation:
The SmartWay Affiliate Program

As an Affiliate, you’ll receive:

- Brand recognition
- Proven strategies
- Best-in-class education
- Access to materials
- Public recognition
Fulfilling Commitments = Growing SmartWay

- Link your website to SmartWay’s website
- Feature the SmartWay Affiliate logo
- Host webinars
- Place ads in your newsletters and or in local papers
- Present information about sustainable freight transportation at meetings and conferences
- Talk with your members, business leaders, stakeholders about the benefits of SmartWay and sustainable freight transportation
What Resources are Available?

- Marketing Statements
- Public Service Announcements
- Shipper In-Reach Kit
- SmartWay for Shippers Brochure and Infographic
- Past Webinars
- Electronic Newsletters
- Affiliate Calendar
- Monthly Social Media
Looking to boost your retail value chain?
SmartWay makes "sustainable" more obtainable.

Do you ship consumer products? SmartWay delivers the goods with great efficiency.

Do you ship food and beverages? Here’s food for thought on how to save energy and money.

There are many ways to ship automobiles and automotive parts. This is the smartest way.

https://www.epa.gov/smartway/become-smartway-shipper-partner-partner
Public Service Announcements (PSAs)

The UnSmart Way.
Keep on doing what you’re doing.

SmartWay.
If you’re a retailer, join the SmartWay® Transport Partnership. It gives you user-friendly tools and streamlined reporting systems to help you increase operational efficiency. So for everything you ship the SmartWay, you improve your bottom line, gain a competitive edge and better manage your global freight supply chain. And by incorporating sustainability and reducing your carbon footprint, you put your best foot forward: you’re seen as an even better corporate citizen.

More than 3,000 companies have already joined SmartWay. It’s an innovative public-private collaboration that benefits everyone. Now that’s smart.

To learn more, scan this or drive over to: epa.gov/smartway/shippers/

www.epa.gov/smartway

Reflects Well.
(And helps keep the air clean, too.)

www.epa.gov/smartway
Launching a Successful Freight Sustainability Strategy

As a Shipper, you know freight efficiency is important to your organization's business and sustainability goals. Yet, you know you cannot do it alone—you have to get buy-in and support within your organization to succeed.

This guide will help you educate your colleagues and leadership team about developing or improving a freight sustainability strategy, and the tips, templates, and resources provided will help you get the support and commitment from your team.

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<td>Share your Business Case(s) +</td>
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<tr>
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<td>Implement your Plan +</td>
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Resources for SmartWay Shipper Candidates

- Candidate Resources
- Benefits
- Brochure
- Video
This brochure describes the various ways a shipper can participate in SmartWay.

https://www.epa.gov/smartway/become-smartway-shipper-partner
4 Ways to Join SmartWay

1. Take the On-Ramp to Smarter Freight
   - Learn SmartWay basics and partner with carriers to build your plan

2. Start Moving Towards Better Performance
   - Estimate freight transportation efficiency and set improvement targets

3. Map Your Route with Real Activity Data
   - Calculate activity-based metrics and uncover opportunities to cut waste

4. Drive Innovation with Advanced Strategies
   - Analyze activity data with strategic benefit calculators
Past Webinars

- Attention All Truck Fleets: Hear the Latest on the SmartWay Designated Specification for Day Cabs
- SmartWay Shippers: Where Do You Find Your Freight Activity Data?
- Learn What It Means to be a Shipper of Choice
- The Value and Benefits of Partnering with SmartWay

https://www.epa.gov/smartway/smartway-webinars-events
Take Action Tuesday!

October: Recognition—SmartWay Excellence Awards

The annual SmartWay Excellence Award honors SmartWay Partners for their superior efforts to reduce freight emissions. Partners will be recognized October 7th at the American Trucking Associations Annual Management Conference in San Diego, California. Take the time to recognize these achievements!

- **Congratulate your members** who are award recipients at upcoming meetings and or feature the awardees on your website, in a press release, blog or newsletter. Visit: [https://www.epa.gov/smartway/smartway-excellence-awardees](https://www.epa.gov/smartway/smartway-excellence-awardees) on October 7th for the full list of award recipients. And, on that same page:
  - Link to the 2019 Excellence Awards Congratulatory Video
  - Link to the 2019 Excellence Award Leadership Highlights document and discover how SmartWay Excellence Award recipients implemented freight efficiency and environmental best practices that garnered top performance for their companies:
    - [https://nepis.epa.gov/Exe/ZyPDF.cgi?Dockey=P100VMKH.pdf](https://nepis.epa.gov/Exe/ZyPDF.cgi?Dockey=P100VMKH.pdf)

SmartWay Partner H.O. Wolding First to Secure SmartWay Designation for Day Cabs!

H.O. Wolding, a proud SmartWay Partner for 15 years, is the first partner to seek and achieve the SmartWay designation for its day cab tractors. H.O. Wolding’s entire fleet of 300 tractors and almost 1000 trailers is now 100% SmartWay-designated!

SmartWay-designated tractors (sleeper and day cab) and trailers are the most fuel-efficient models commercially available, achieving fuel savings of about 15-20% when used in combination over standard models. SmartWay designated tractors and trailers also are cleaner and emit fewer emissions.

H.O. Wolding is a high-performing SmartWay carrier, recognized for its clean fleet and sustainability achievements. Day cabs became eligible for the SmartWay designation in August 2019. H.O. Wolding applied immediately and received the designation for the day cabs in its fleet in September. For more information on the benefits and specifications for securing the SmartWay designation for the tractors and trailers in your fleet visit [www.epa.gov/smartway](http://www.epa.gov/smartway).

Follow the Fleets...

On Monday October 7, the North American Council for Freight Efficiency (NACFE), a SmartWay affiliate, kicks off *Run on Less Regional*, a three-week fuel efficiency road show focusing on drivers and their trucks that operate up to 300 miles from base.
Editorial Calendar

Fall 2019: Resources for Your Members

Share these SmartWay resources and ideas with your members in newsletters, on websites, and in social media.

October: Recognition—SmartWay Excellence Awards

The annual SmartWay Excellence Award honors SmartWay Partners for their superior efforts to reduce freight emissions. Partners...
How does your organization raise awareness of freight sustainability?

- Have you used any of the resources discussed in the previous slides?
- Tell us about some of the resources you have used.
Question 2

Are there any communication mediums that you think are more effective? Why?

- Print?
- On line?
- Social media?
- Face to face?
Question 3

What challenge(s) do you face in implementing SmartWay in your community, if any?

- What would be needed to further incentivize your stakeholders to be more involved in SmartWay?
Questions and Open Discussion
Thank You!

SmartWay website: https://www.epa.gov/smartway
SmartWay Hotline: 734-214-4767

SmartWay email: smartway_transport@epa.gov