

## Tips for Employees of SmartWay Shipper Partners

### *Note to Shippers:*

Today's employees want meaning at work and companies all over the world are learning that they can grow in sales and profitability by aligning their business with environmental priorities. As a SmartWay Shipper, you've established your commitment to reducing your transportation carbon footprint. Now's the time to engage your employees in helping you stay the course. Here are some tools you can use to educate your employees about your commitment to the SmartWay program and get them involved in spreading the word.



**FEEL FREE TO USE ANY OR ALL OF THESE TIPS IN YOUR NEWSLETTERS, WEBSITES, OR OTHER MATERIAL. FILL IN YOUR COMPANY INFORMATION WHERE APPROPRIATE.**

### Ways You Can Support the SmartWay Mission

#### AT HOME

##### Get moving in a SmartWay Certified Vehicle

Looking to buy a new or used vehicle? Make sure it's a SmartWay Vehicle by using the EPA Green Vehicle guide to search for the most fuel-efficient vehicles in its class. Also, ask your lending institution if they offer a reduced interest rate for SmartWay certified vehicles. Visit <http://epa.gov/smartway/vehicles/smartway-certified.htm> to learn more.

##### Track your transportation carbon footprint

There are many tools online to help you calculate your personal carbon footprint. To reduce your impact, consider these ways to drive less:

- Whenever possible, combine activities and errands into one trip.
- Take advantage of public transportation and carpooling.
- Bicycling or even walking can be suitable (and healthy) transportation alternatives.

##### Be a Smart Driver--follow these tips to

- Be aware of your speed - obeying highway speed limits can save fuel, as well as prevent pollution.
- Avoid rapid accelerations and braking, which burn more fuel.
- Use cruise control and overdrive gears.
- When you aren't in traffic, turn off the engine rather than idle for more than 30 seconds.
- Remove excess weight from your trunk, and if you have a removable roof rack and aren't using it, take it off.

##### Take care of your vehicle

Your vehicle is designed to perform best when maintained according to the instructions found in the owner's manual. A poorly maintained vehicle can pollute more and be less fuel-efficient than one that's well-maintained. If the "Service Engine Soon" light comes on, you may have an emissions problem, so have your vehicle checked by a mechanic as soon as possible.

- Keep your tires properly inflated - Low tire pressure means lower fuel economy.
- Replace your air filter regularly. A clogged air filter can reduce fuel economy significantly.

## Take care when filling up

Gas fumes are harmful to you and the environment. Topping off your tank beyond the automatic shutoff point will cause fuel spills as well as emit more toxic fumes into the air. In very hot weather, try to refuel early in the morning or late in the evening when less fumes evaporate. And if you live in an area that has Ozone Action Days, try to avoid filling up on those days.

## Rent a SmartWay Certified Vehicle

Taking a road trip or renting a car to get around after a flight? Enterprise, Budget, National, Alamo, and Hertz offer SmartWay Certified vehicles for rent at all of their facilities nationwide...just ask for a SmartWay vehicle when you rent.

## Tell someone about SmartWay

Spread the word and encourage your friends and family to look for SmartWay vehicles when they shop or rent. Post a link to your Facebook page or tweet the Smart Driver tips.

## AT WORK

### Get to know SmartWay

Get up to speed on what SmartWay is all about, and how {SHIPPER-INSERT COMPANY NAME} has committed to meeting the goals of the SmartWay Partnership by reviewing our SmartWay Partnership Report {SHIPPER-- INSERT WEB ADDRESS }.

### Look for opportunities to reduce our company's carbon footprint

Whatever your role in the company, you have the ability to make a difference. Look for ways to reduce the transportation impact of our operations...from how we move our people to how we move our goods. Submit your ideas to {SHIPPER-INSERT NAME OF PERSON OR DEPARTMENT} at {SHIPPER-INSERT EMAIL ADDRESS} or use the web form at {SHIPPER-INSERT WEB ADDRESS} to share your thoughts.

### Include SmartWay in your business presentations

When presenting our company on panels and in sales presentations, always include a slide that shares our commitment to SmartWay and its goals. Use this slide template to get started.