

# Congratulations!

## 2015 SmartWay Affiliate Challenge Honorees!

Seven top performing SmartWay Affiliates were recognized as 2015 SmartWay Challenge Honorees for exceptional promotion and education of the mission, goals and program requirements for the SmartWay Transport Partnership.

SmartWay Affiliates represent non-profit entities such as professional associations, nongovernmental organizations, academic institutions and governmental agencies; truck and trailer dealerships and leasing companies; and truck stops.

Affiliates commit to support EPA's goal for SmartWay: to achieve more sustainable freight supply chains. This goal is more important today than ever because freight transportation is the lifeblood of our economy. We depend upon it for the delivery of many products that contribute to every day quality of life. Our challenge is to reconcile these benefits of goods movement with the environmental and public health impacts.

The SmartWay Affiliate Challenge provides EPA with the opportunity to publicly acknowledge and recognize affiliates that integrate policies and practices to improve environmental efficiency and reduce pollution in the goods movement industry. Affiliates can utilize tips highlighted in the EPA guidance document entitled *Create More Value for Your Members: Best Practices for SmartWay Affiliates* to carry out this work.

In order to participate in the SmartWay Affiliate Challenge, Affiliates document everything that they've accomplished to promote and support the goals of the Partnership over the past year, including additional activities which merit special recognition. These "above and beyond" merit achievements include placing SmartWay public service announcements and articles in external publications and assisting partners in completing their data submissions.

EPA was honored to recognize this year's seven top-performing organizations as the 2015 Affiliate Challenge Honorees at the Transportation Intermediaries Association (TIA) April 17th Capital Ideas and Exhibition Conference in Orlando, Florida.

The first three Honorees mentioned merit special recognition as they completed additional activities that required considerable thought and innovation or involved the commitment of substantial resources.

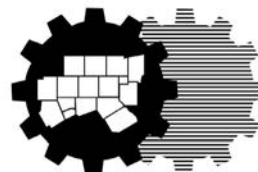
## *\*American Trucking Associations (ATA)*

- Produced a short video, which resides on YouTube, with America's Road Team congratulating EPA on SmartWay's 10th Anniversary.
- Briefed/presented SmartWay program components to six state trucking associations – a group that has been hard to engage.
- Placement of articles and public service announcements in trade journals that describe SmartWay program benefits as well as program enhancements. Reached large numbers in the carrier industry.
- Promoted SmartWay via their social media channels.
- Hosted the 2015 SmartWay Excellence Award Ceremony for Carriers. Provided a spot during their opening plenary session allowing SmartWay to reach over 1000 attendees in the trucking industry.



## *\*North Central Texas Council of Governments (NCTCOG)*

- NCTCOG was Instrumental in developing and adopting a new Clean Fleet Policy for the Dallas Fort Worth region. Eligible organizations with fleet operations must adopt this policy to compete for funding. NCTCOG incorporated SmartWay designated vehicles and SmartWay verified technologies in the reducing petroleum consumption section.
- Launched a Freight Outreach Center that prominently features information about SmartWay designated tractors and trailers and SmartWay verified technologies, creating greater accessibility for Texas carriers.
- Hosted two SmartWay webinars which fostered greater understanding of environmental benefits.
- Produced numerous promotional materials featuring the benefits of implementing fuel efficient strategies.



**North Central Texas  
Council of Governments**

## *\*Penske Truck Leasing*

- Sponsored a major conference and offered SmartWay exhibiting and presentation opportunities during large plenary sessions.
- Promoted SmartWay announcements, events and program changes via their social media channels reaching a large number of potential partners.
- Conducted sales team training sessions on the environmental and fuel saving benefits of SmartWay Designated tractors, providing increased ability for effective dissemination of information to Penske customers.
- Assisted partners with completion of the SmartWay tracking and assessment tool.
- Participated in significant co-branding efforts.
- Recruited four new companies as SmartWay partners.
- Established a SmartWay launcher in Penske's Shop Diagnostic Systems.
- Registered as an Affiliate with SmartWay Canada.



**Rental | Leasing | Logistics**

# 2015 SmartWay Affiliate Challenge Honorees

## *Colorado Motor Carriers Association (CMCA)*

- Authored an op-ed article about the benefits of being a SmartWay partner which was successfully published in three newspapers: one of which is read by all of the legislators, Colorado Congressional delegation, lobbyists, and many key policymakers in the state.
- Presented to the Regional Air Quality Council regarding Colorado environmental programs for the industry, of which a key focus is SmartWay.
- Promoted the benefits of SmartWay to the energy sector via coordination with counterparts at the Regional Air Quality Council.
- Hosted ceremony in which CMCA members of SmartWay were recognized. Presented the CMCA Award.
- Prepared a workshop flyer for a CNG workshop supported by CMCA in which the SmartWay program was discussed.



## *Environmental Defense Fund (EDF)*

- Produced a Green Freight Handbook targeted toward businesses which provides practical steps for developing a sustainable freight transportation strategy. The handbook recommends that businesses participate in the SmartWay program and has received tremendous visibility on blogs, YouTube and social media sites.
- Presented SmartWay to EDF business partners to promote understanding of how SmartWay helps reduce emissions and cut costs.



## *Transportation Intermediaries Association (TIA)*

- Hosted a SmartWay webinar regarding how strategies help improve energy and environmental efficiency of freight operations. The webinar recording was distributed to over 4000 members.
- Promoted SmartWay via their social media channels, including a blog describing SmartWay program benefits and encouraging members to register/enroll with SmartWay.
- Assisted in planning 2015 Affiliate Challenge Ceremony.



## *Wisconsin Clean Cities (WCC)*

- Promoted significant co-branding on numerous educational materials that are disseminated at air quality conferences.
- Hosted a webinar to promote member understanding regarding how SmartWay helps to reduce emissions and save fuel.
- Produced flyers touting SmartWay program benefits and components. Disseminated SmartWay information on their website and at conferences, providing easily accessible program information.
- Actively promoted SmartWay certified vehicles, which provides brand visibility to consumer/public.
- Encouraged two major corporations via letter campaign to register/enroll with SmartWay.

