



2014/2015 SmartWay Affiliate Challenge

Thank you for participating in the SmartWay 2014/2015 Affiliate Challenge. The Challenge provides EPA with the opportunity to publicly acknowledge the important contributions of SmartWay Affiliates. To participate, complete the activities listed below. These activities must be performed within the time frame of March 1, 2014 through March 1, 2015.

Completed checklist and supporting documentation such as sample materials, descriptions, pictures, etc. must be postmarked by March 13, 2015. Mail to:

SmartWay Transport Affiliate Challenge
Attn: Patrice Thornton
USEPA Office of Transportation and Air Quality
2565 Plymouth Road Ann Arbor, MI 48105

Supporting materials may also be e-mailed to: thornton.patrice@epa.gov by March 13, 2015. Place "Affiliate Challenge" in the subject line.

Name _____

Organization _____

E-mail address _____

Phone _____

Affiliates that complete the following six activities within the Challenge time period will be publically recognized as SmartWay Affiliate Challenge Honorees

- ☐ Place the SmartWay Affiliate logo on your marketing materials that reference SmartWay
- ☐ Disseminate SmartWay PSAs and or article internally, i.e., to your members and stakeholders (website, internal newsletter)
- ☐ Host at least one briefing, workshop or webinar to educate and inform internal or external stakeholders about a component of the SmartWay program
- ☐ Co-Host with SmartWay HQ or Regions at least one SmartWay overview webinar targeted to your membership/stakeholders/business partners
- ☐ Develop and distribute joint letter to membership/stakeholders/business partners asking them to engage in SmartWay



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☐ Share SmartWay information on your social media sites

Choose one or more extra credit activities for special recognition:

- ☐ Place PSA in external commercial publication
- ☐ Write op-ed article about SmartWay and your organization's participation with the SmartWay program for an external publication
- ☐ Identify champion(s) at member organization for joint follow up
- ☐ Assist partners with tool completion
- ☐ Recruit a Partner or Affiliate into the program

Note: Acknowledgement by EPA SmartWay does not imply endorsement of the Affiliate or of Affiliate's products or services.

Frequently Asked Questions

What is the SmartWay Affiliate Challenge?

The challenge is an opportunity for EPA to publically acknowledge SmartWay Affiliates who have initiated and executed exceptional recruiting, promotional and marketing activities in support of our shared goals. These Affiliates serve as role models for other affiliates.

How do I participate in the 2014/2015 SmartWay Affiliate Challenge?

Complete the activities listed on the 2014/2015 Affiliate Challenge application. These activities must be performed and completed during the time frame of March 1, 2014 through March 1, 2015. The completed form and supplemental materials must be sent to Patrice Thornton. (Package must be postmarked by March 13, 2015).

Package may be sent to:

Patrice Thornton
US EPA SmartWay Affiliate Challenge
2565 Plymouth Road
Ann Arbor, MI 48105
(734) 214-4329



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Package can also be e-mailed to thornton.patrice@epa.gov Receipt of package will occur via e-mail.

What should I submit to EPA?

Complete the Affiliate Challenge application by checking off the marketing activities achieved between March 1, 2014 and March 1, 2015. Supporting documentation such as pictures, names of recruited partners, copies of articles, etc. must be included in the package.

Will there be opportunities for more than one organization to be recognized?

Yes, there may be multiple recipients.

When and how will nominees be notified of EPA's SmartWay Challenge decision?

EPA will contact all participants via e-mail regarding award decisions by March 31, 2015.

What will the recognition consist of?

- Awardees will be recognized on the SmartWay website in time for Earth Day, 2015.
- EPA will develop a press release template for Challenge participants to use in their own Earth Day activities.
- EPA will send a congratulatory letter to the organization's Board of Directors.
- EPA will publicize the Affiliate Challenge and the honorees in a special Earth Day edition of the SmartWay E-update.

Burden Statement: The public reporting and recordkeeping burden for this collection of information is estimated to average 2.90 hours to review, compile and submit the SmartWay Affiliate Challenge application. 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.