

2020 SmartWay Excellence Award

SEMI-FINALIST APPLICATION

Company Name: _____

Type of Partner: _____

OMB No: 2060-0663, Expiration Date: 04/30/2021



Exhibit 3 SmartWay Excellence Award Semi-Finalist Application



Congratulations!

Your company has been selected as a SmartWay Excellence Award semi-finalist and is invited to submit an application for Award consideration. Partners are Award semi-finalists because they meet the specified SmartWay Excellence Award performance criteria and in are good standing, including on-time Partner Tool submission in the current and prior calendar year. SmartWay shippers, logistics and multi-modal companies that demonstrate top environmental performance are invited to submit supplemental, qualitative information that demonstrate leadership efforts important to the Partnership. These efforts are in support of SmartWay environmental goals such as effective collaboration, advanced technology and operational practices, a robust system to validate and report their SmartWay data, communications, and public outreach.

The 2020 SmartWay Excellence Award criteria for shippers, logistics and multi-modal carrier Partners

<https://www.epa.gov/sites/production/files/2020-01/documents/420f20001.pdf>

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EVALUATION CRITERIA:

The 2020 SmartWay Excellence Awards are based on work completed, fuel savings and emissions savings reported in the 2019 Tool with data from **the 2019 calendar year**. Accomplishments outside of this time period may be mentioned for reference in your application and to demonstrate continuous improvement but will not be considered as evidence of meeting award requirements in 2020.

The *semi-finalist* application will be judged on a point system that evaluates leadership based on specific categories that include:

- clear, concise and complete summaries (500-word limit) when requested, providing details to checked responses
- actual achievements and accomplishments, as well as internal or external activities and efforts that have already taken place during the calendar year, 2019
- evidence, proof or documentation which substantiates submissions with specific application questions cited; **clearly identify all sources with the question number from the application**
- quality and substance of summaries, descriptions and documentation

For Shippers, there is a total of 100 possible points for the Award Semi-Finalist Application. For Multi-modal Carriers and Logistics Companies, there is a total of 96 possible points for the Award semi-finalist applications. Possible total credit for each question is presented below:

Question 1: Rigorous Data Validation	20 points
Question 2: Citing and Publishing SmartWay Data as Part of Sustainability and Corporate Social Responsibility (CSR) Reports and Initiatives	20 points
Question 3: SmartWay Internal and External Educational Results; Equipment Logos	20 points
Question 4: Supply Chain Engagement and Enrollment Results	20 points
Question 5: Innovation and Implementation of Efficient Freight Strategies	20 points
Total Points for Shippers	100 points
Total Points for Logistics Companies & Multimodal Carriers	96 points

APPLICATION INSTRUCTIONS:

Please complete, sign and submit the application by the deadline of **5 PM PST on Monday, April 27, 2020**. Completed applications may be submitted via (order of preference indicated):

1. Email: turkington.marcia@epa.gov
2. fax: 734.214.4052, Attention: Marcia Turkington

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	SmartWay Primary Company Contact:	SmartWay Executive Company Contact:
Names:	_____	_____
Titles:	_____	_____
Email addresses:	_____	_____
Phone numbers:	_____	_____
Mail addresses:	_____	_____
	_____	_____
	_____	_____
	_____	_____
I confirm that all information submitted on this application is accurate and valid. Actual or digital signatures required:	_____	_____

	Company PR/Media Contact:	Company PR/Media Contact (optional):
Names:	_____	_____
Titles:	_____	_____
Email addresses:	_____	_____
Phone numbers:	_____	_____

All fields on this page are required, except for the optional PR/Media Contact section.

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DETAILED APPLICATION INSTRUCTIONS:

For all items that you check off in application questions:

- Describe and summarize activities, efforts and/or accomplishments your company engaged in, or achieved during 2018 and reported in the 2019 Partner Tool.
- Limit responses to a maximum of **500 words**. All responses must be addressed and submitted via this application.
- In addition to your response (as only a secondary means to support written/typed statements in this application), provide web links to clearly-identified sources that support and/or document your company's efforts wherever appropriate.
 - Please test the web links prior to submission to SmartWay.
 - No hard copies of documentation will be accepted or considered.
 - When inclusion of web links is not possible, clearly identified digital attachments will be accepted.

PREPARATION NEEDED FOR COMPLETING THE SMARTWAY EXCELLENCE AWARD SEMI-FINALIST APPLICATION

- Preview the application in its entirety before you begin to determine:
 - You have the information or knowledge required to complete the application.
 - The people at your company best suited to assist you with responding to specific application questions.
- Identify the person who completed the **2019** SmartWay Partner Tool at your company. This individual should be consulted as a resource or reference when completing the application.
- Determine which staff at your company is best suited to respond to a section of the application. Some suggestions regarding appropriate staff to consult are offered below:
 - Question 1: Staff responsible for completing your company's **2019** SmartWay Partner Tool
 - Question 2: Sustainability or Environmental Manager
 - Question 3: Marketing Director, Press Officer, and/or Transportation Director or Fleet Manager
 - Question 4 and 5: Community Liaison Officer, Regional, Local Facility and Fleet Managers, Transportation Managers, Transportation Operations and Logistics Customer Representatives
- Gather your data and examples before beginning the narrative in response to each question.

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Q1: RIGOROUS DATA VALIDATION

1. Check all policies, procedures and/or programs that reflect your company's effective use of tools and techniques to ensure that SmartWay-related data gathering, freight activity input (e.g., carrier names, miles, ton-miles, average payloads, fleet category and mode), reporting and data storage/security processes are accurate and credible.
2. A digital copy of your company policy, procedures and programs
 - A list of credible, verifiable data sources for key freight activity input parameters, as stated in above paragraph.
 - Description of how you verify SmartWay data.
3. Include a succinct, one-page summary, not to exceed **a total of 500 words** describing any additional information ***only on the checked, lettered items that pertain to your company.***

**All information reported in this application should be from the SmartWay reporting year 2018 only.*

Our company:

- a. Established and follows policies and procedures for collecting and reporting freight data for the SmartWay Tool.
- b. Used actual rather than estimated data for fuel, miles, ton-miles and/or average payload in the tool.
- c. Used the year-over-year comparison report in the tool to insure consistency in our data input parameters.
- d. Executive contact is briefed on tool results summary prior to submission.
- e. Has a succession plan for SmartWay contact in place.
- f. Other data quality procedures/practices we use:

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Q1 RIGOROUS DATA VALIDATION, continued

Include a succinct, one-page summary, not to exceed a **total of 500 words** describing your company's use of SmartWay data and/or results *only on the checked lettered items and "other," from the previous page that pertain to your company. Label responses with check box letter.*

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Q2: CITING and PUBLISHING SMARTWAY DATA AS PART OF SUSTAINABILITY and CORPORATE SOCIAL RESPONSIBILITY (CSR) REPORTS and INITIATIVES

1. Check all statements that apply to your company's use of SmartWay Tools, data and/or results (emission metrics-CO₂, NO_x and PM) that your company cites or publishes.
2. Include a succinct, one-page summary, not to exceed a ***total of 500 words describing*** your company's use of SmartWay data and/or results ***only on the checked, lettered items that pertain to your company.***

Our company uses SmartWay Tool reports/results/and/or emission metrics, such as CO₂, NO_x, PM, to inform/plan our sustainability goals

Our company **cites** SmartWay as a source of data for Corporate Social Responsibility and other public reporting for:

- a. Annual sustainability/CSR reports
- b. Reports to shareholders/customers
- c. CSR platforms:
 - 1. RobecoSAM (for DJSI-Dow Jones Sustainability Index)
 - 2. CDP (formerly the Climate Disclosure Project)
- d. Those based on CSR frameworks:
 - 1. United Nations Sustainable Development Goals (UNSDG)
 - 2. World Resources Institute (WRI)
 - 3. Sustainability Accounting Standards Board (SASB)
 - 4. GHG Protocol
 - 5. Global Reporting Initiative (GRI)
- e. Other (Please list)

Our company **publishes** SmartWay results/and/or emission metrics, such as CO₂, NO_x, PM as a source of data for Corporate Social Responsibility (CSR) reporting for:

- f. Annual sustainability/CSR reports
- g. Reports to shareholders/customers
- h. CSR platforms:
 - 1. RobecoSAM (for DJSI-Dow Jones Sustainability Index)
 - 2. CDP (formerly the Climate Disclosure Project)
- i. Those based on CSR frameworks:
 - 1. United Nations Sustainable Development Goals (UNSDG)
 - 2. World Resources Institute (WRI)
 - 3. Sustainability Accounting Standards Board (SASB)
 - 4. GHG Protocol
 - 5. Global Reporting Initiative (GRI)
 - j. Other (please list)

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Q2 CITING and PUBLISHING SMARTWAY DATA AS PART OF SUSTAINABILITY and CORPORATE SOCIAL RESPONSIBILITY (CSR) REPORTS and INITIATIVES, continued

Include a succinct, one-page summary, not to exceed a **total of 500 words describing** your company's use of SmartWay data and/or results *only on the checked, lettered items and "other" from the previous page that pertain to your company. Label responses with check box letter.*

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Q3: SMARTWAY INTERNAL and EXTERNAL EDUCATIONAL RESULTS; EQUIPMENT LOGOS

1. Check all *internal (Page 9) and external (Page 10)* results made by your company, as a SmartWay Partner to educate your employees, customers, suppliers, peers and competitors about your freight sustainability efforts and how SmartWay helps your company do that work.
2. For the boxes that you check below, that are followed by an asterisk(s)*, submit documentation to explain your efforts. (documentation and/or digital photo required).

Our company's 2019 *internal* results on acknowledging our partnership in SmartWay include employee and contractor education about SmartWay using:

- a. Flyers and brochures
- b. Company newsletter articles *
- c. Intranet web page
- d. Intranet page on SmartWay
- e. Presentations, Identify targeted audience: _____
- f. Briefing slides for employees and/or management, within our company
- g. Other _____

** Submit documentation via web link or digital copy that is clearly identified with the question number and letter (e.g. Q4, b) (required).*

In 2019, our company used the SmartWay logo/brand on:

- h. Business cards
- i. Letterheads
- j. Requests for Quotations (RFQs) *
- k. Invoices, bills of lading *
- l. In our email signature(s)
- m. Other _____

Answer only if your company has its own truck fleet. In 2019, our company used (owned or hired fleet) the SmartWay logo/brand.

- n. On tractors eligible for SmartWay designated labeling (SmartWay tractors).
How many? _____ **
- o. On trailers eligible for SmartWay designated labeling (SmartWay trailers).
How many? _____ **

** Submit clearly identified documentation via web link or clearly identified with the question number and letter (e.g. Q4, b) (required).*

*** Include digital photos (required).*

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Q3 SMARTWAY EDUCATIONAL, COLLABORATIVE and PARTNER REGISTRATION RESULTS, continued

Our company's 2019 external results on acknowledging our partnership in SmartWay include:

- a. Press releases *
- b. Quote(s) from company officials
- c. Corporate website *
- d. Advertising*
- e. Events. Identify targeted audience: _____
- f. SmartWay video or Corporate video which features SmartWay *
- g. Other _____

** Submit documentation via web link or digital copy that is clearly identified with the question number and letter (e.g. Q4, b) (required).*

Our company's 2019 community/public education and collaborative efforts include:

- h. Published literature (e.g. flyers, brochures), articles or blogs *
- i. Newsletters for customers, investors, suppliers, etc. *
- j. Social media *
- k. Customer and supplier meetings *
- l. Mentoring an interested company/organization/or new Partner *
- m. Carrier events/audience *
- n. Industry presentations/audience
- o. Highlighting your participation in SmartWay, best practices or SmartWay equipment (e.g., carrier relations, National Truck Driver Appreciation Events)
- p. Other _____

** Submit documentation via web link or digital copy that is clearly identified with the question number and letter (e.g. Q4, b) (required).*

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Q4 SUPPLY CHAIN ENGAGEMENT and ENROLLMENT RESULTS

As a SmartWay Partner, your company analyzes your freight operations to address efficiency, cost and environmental impact. You become role models through sharing your best practices with your up and down stream supply chain and encouraging others to do the same. SmartWay Awardees tend to be successful at involving business partners and companies within their networks in freight sustainability efforts generally and the SmartWay Partnership specifically. This question assesses the effectiveness of your company in this endeavor.

Engagement results: Our company has helped to expand participation in SmartWay by initiating conversations about freight sustainability generally and SmartWay specifically.

List all companies or organizations that a representative from your company spoke with about employing freight sustainability activities and efforts or that a representative from your company spoke with about SmartWay during 2019. The specific company names that would include:

- Carriers (truck, barge, logistics, rail or multi-modal)
- Shippers (suppliers, vendors, customers and colleagues)
- Affiliates (non-profit organizations)

Enrollment results: Through discussions, conversations, encouragement, assistance and/or mentorship, our company has helped to enroll or register new companies/organizations in SmartWay.

2) These are the companies that have joined or enrolled as Partners in SmartWay in 2019 because of our encouragement:

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Q5: INNOVATION AND IMPLEMENTATION OF EFFICIENT FREIGHT STRATEGIES

Check all innovative practices, policies, efforts, strategies and modal choices that your organization has made to: help improve freight efficiency or mitigate environmental impacts; assist in regional emergencies/crises and urban congestion throughout your supply chain; and/or that you conducted on behalf of a client for whom you provide transportation services in calendar year 2019.

1. Include a succinct, one-page summary, not to exceed **a total of 500 words** describing any additional information **only on the checked, lettered items that pertain to your company.**
2. Our company has:

a. Shared information regarding *efficient freight strategies* via a webinar, at industry events/conferences, in case studies and/or via published articles.

Web links to clearly identified sources that support and/or document our company's results are attached and listed here:

b. Delivered, or arranged for transport of, vital supplies during emergencies/crises.

Web links to clearly identified sources that support and/or document our company's results. Are attached and listed here:

SHIPPERS ONLY: Improved air quality, increased efficiency and decreased noise in congested communities and ports by the following:

- | | |
|---|--|
| <input type="checkbox"/> c. Offered after-hour deliveries | <input type="checkbox"/> j. Established fixed appointment times |
| <input type="checkbox"/> d. Established "No Idling" zones | <input type="checkbox"/> k. Shipping dock gate/layout management |
| <input type="checkbox"/> e. Accepted after-hour appointments | <input type="checkbox"/> l. Established driver comfort stations to promote no idling |
| <input type="checkbox"/> f. Facilitated "drop and hook" operations | <input type="checkbox"/> m. Unloading, stacking and organizing containers by shipper from large shippers to promote free-flow container operations |
| <input type="checkbox"/> g. Reduced detention time by having product palletized and ready to load at dock | <input type="checkbox"/> n. Used smaller trucks for urban deliveries. |
| <input type="checkbox"/> h. Monitored loading projections to ensure full trailers. And reduce empty miles | <input type="checkbox"/> o. Other |
| <input type="checkbox"/> i. Expanded off-peak operations hours | |

LOGISTICS ONLY: Improved air quality, increased efficiency and decreased noise in congested communities and ports by the following:

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- c. Offered after-hour deliveries
- d. Established "No Idling" zones
- e. Accepted after-hour appointments
- f. Facilitated "drop and hook" operations
- g. Used alternative fuels to reduce emissions
- h. Used hybrid/electric/low-emission vehicles for urban deliveries
- i. Reduced detention time by having product palletized and ready to load at dock
- j. Driver incentive programs, e.g. idling, MPG
- k. Expanded off-peak operations hours
- l. Dock appointment(s) scheduling
- m. Used smaller trucks for urban deliveries
- n. Established priority/expressed schedules
- o. Established fixed appointment times
- p. Shipping dock gate/layout management
- q. Using ports and terminals that employ chassis pools
- r. Established driver comfort stations to promote no idling
- s. Used auxiliary power units (APUs) to reduce idling (asset-based companies)
- t. Other

MULTI-MODALS ONLY: Improved air quality, increased efficiency and decreased noise in congested communities and ports by the following:

- c. Offered after-hour deliveries
- d. Established "No Idling" zones
- e. Accepted after-hour appointments
- f. Facilitated "drop and hook" operations
- g. Used alternative fuels to reduce emissions
- h. Used hybrid/electric/low-emission vehicles For urban deliveries
- i. Driver incentive programs, e.g. idling, MPG
- j. Reduced detention time by having product palletized and ready to load at dock
- k. Shipping dock gate/layout management
- l. Purchased/used light-weight equipment
- m. Expand off-peak operations hours
- n. Used smaller trucks for urban deliveries
- o. Established priority/expressed schedules
- p. Established fixed appointment times
- q. Unloading, stacking and organizing containers by shipper from large shippers to promote free flow container operations
- r. Using ports and terminals that employ chassis pools
- s. Established driver comfort stations to promote no idling
- t. Used auxiliary power units (APUs) to reduce idling
- u. Used plug-in power, if available, to reduce idling during hoteling
- v. Other

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Q5: INNOVATION AND IMPLEMENTATION OF EFFICIENT FREIGHT STRATEGIES, continued

SHIPPERS ONLY: Technologies and strategies: Increased freight efficiency by the following:

- p. Improved/optimized routing
- q. Reduced our carrier empty miles
- r. Improved/optimized packing/loading
- s. Co-loaded like-products with two/more different companies
- t. Re-designed package(s) to save weight/space
- u. Installed or used shore power
- v. Shifted freight from truck/air to another mode
- w. Recommended more efficient freight modes to customers
- x. Used double-stacked containers for rail travel
- y. Used technologies/strategies for refrigerated (reefer) trailers
- z. Relocated/built new distribution centers (DCs) to reduce mileage
- aa. Other _____

There are limited ways that SmartWay knows what efficient strategies our Shippers are employing--by filling out the "Mile & Weight Improvements" and "Modal Shift Impacts" tabs in the Shipper Tool," applying for an Excellence Award, bringing articles or press releases to the attention of their Partner Account Managers. If you have not put other strategies in your 2019 Tool, please consider adding them to your 2020 Tool.

If you are a Way 4 Shipper Partner, we will verify strategies documented within your Shipper Tool, and you will receive extra points.

LOGISTICS ONLY: Technologies and strategies: Increased freight efficiency by the following:

- u. Improved/optimized routing
- v. Reduced our carrier empty miles
- w. Improved/optimized packing/loading
- x. Co-loaded like-products with two/more different companies
- y. Re-designed package(s) to save weight/space
- z. Installed or used shore power
- aa. Shifted freight from truck/air to another mode
- bb. Recommended more efficient freight modes to customers
- cc. Used double-stacked containers for rail travel
- dd. Used technologies/strategies for refrigerated (reefer) trailers
- ee. Relocated/built new distribution centers (DCs) to reduce mileage
- ff. Other _____

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Q5: INNOVATION AND IMPLEMENTATION OF EFFICIENT FREIGHT STRATEGIES, continued

MULTI-MODAL ONLY: *Technologies and strategies: Increased freight efficiency by the following:*

- w.** Improved/optimized routing
- x.** Reduced our carrier empty miles
- y.** Improved/optimized packing/loading.
- z.** Co-loaded like-products with two/more different companies
- aa.** Re-designed package(s) to save weight/space
- bb.** Freight-handling methods that result in greater percentage of claim-free shipments, eliminating the need for replacement shipments
- cc.** Shifted freight from truck/air to another mode
- dd.** Recommended more efficient freight modes to customers
- ee.** Used double-stacked containers for rail travel
- ff.** Used technologies/strategies for refrigerated (reefer) trailers
- gg.** Relocated/built new distribution centers (DCs) to reduce mileage
- hh.** Other _____

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Q5: INNOVATION AND IMPLEMENTATION OF EFFICIENT FREIGHT STRATEGIES, continued

Include a succinct, one-page summary, not to exceed a total of **500 words** describing any additional information ***only on the checked items, by letter from the previous page, that pertain to your company.*** ***Label responses with check box letter.***

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1. Email: turkington.marcia@epa.gov
2. fax: 734.214.4052; Attention: Marcia Turkington.