



## 2017 SmartWay Affiliate Challenge Application

Organization Name: \_\_\_\_\_

Thank you for participating in the SmartWay 2017 Affiliate Challenge. The Challenge provides EPA with the opportunity to publically acknowledge the important contributions of SmartWay Affiliates. To participate, you are asked to submit supplemental, qualitative documentation that demonstrates innovative and creative efforts that support the environmental goals of the SmartWay Partnership. These efforts include effective collaboration, communications and public outreach.

### Evaluation Criteria:

The *Affiliate Challenge* application will be judged on a point system that evaluates innovative and creative activities based on specific categories that demonstrate:

- Clear, concise and complete responses to application requirements – does response answer the question?
- Real achievements and accomplishments
- Scope, innovation and intensity– how broad and innovative is the reach, substance and breadth of activities performed – how far did your organization stretch itself in setting goals and implementing action?
- Results – how effective were the activities and how impactful were the results?
- Documentation of activities and results
- Quality and substance of summaries and descriptions

There is a total of 55 possible points for the Affiliate Challenge application. Possible total credit for each question is presented below:

Question 1 (SmartWay Promotional Efforts)	25 points
Question 2 (SmartWay Enrollment Efforts)	15 points
Question 3 (Promotion of Efficient Freight Supply Chain Practices)	10 points
Question 4 (Collaboration)	5 points

**Total Points: 55 points**

### Application Instructions:

Please complete, sign and submit the application by the deadline of close of business on Friday, March 17, 2017.

Completed applications may be submitted via:

1. e-mail: [thornton.patrice@epa.gov](mailto:thornton.patrice@epa.gov)
2. USPS Mail: US EPA, 2000 Traverwood. Ann Arbor, MI 48105. Attention: Patrice Thornton

Burden Statement: Public reporting burden for this collection of information is estimated to take a maximum of 2.90 hours to compile and submit the SmartWay Affiliate Challenge Application Form. 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.



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Organization Name: \_\_\_\_\_

**SmartWay Contact:**

**Contact name:** \_\_\_\_\_

**Contact title:** \_\_\_\_\_

**Contact email:** \_\_\_\_\_

**Contact phone number:** \_\_\_\_\_

### Detailed Application Instructions:

Describe activities, efforts and/or accomplishments your organization engaged in or achieved from March 1, 2016 to March 1, 2017. Limit responses to a maximum of 500 words. **All responses must be addressed and submitted via this application.** In addition to your response, EPA prefers that you provide web links to sources that support and/or document your company's efforts wherever appropriate. When inclusion of web links is absolutely not possible, please attach electronic/ digital documentation, including photos.



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### **Q1: SmartWay Promotional Efforts**

Describe all efforts made by your organization to promote the SmartWay Partnership program, your organization's participation in the SmartWay Partnership, the SmartWay mission, goals and/or SmartWay program benefits.

Describe:

- How your organization promoted SmartWay initiatives to potential partners and affected industries.
- How your organization has promoted innovative fuel saving and emission reducing strategies, technologies and practices as part of your SmartWay activities.
- Ways your organization has helped to accelerate the availability, adoption and market penetration of SmartWay designated tractors or trailers and advanced fuel efficient technologies and operational practices in the freight supply chain.



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### **Q2: SmartWay Enrollment Efforts**

Describe your company's effort(s) to expand SmartWay partnership participation amongst your members and other stakeholders, in order to improve freight efficiency more broadly. Indicate if you or someone from your organization assisted one of your members or customers in the completion of the SmartWay tracking and assessment tool. List and identify the specific company and or organization names that your organization has helped register (join or enroll) in the SmartWay Partnership during this application cycle.



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### ***Q3: Promotion of Efficient Freight Supply Chain Practices***

Describe your organization's efforts to promote more efficient freight supply chain practices. Include how your organization has helped to address air quality challenges while reducing freight emissions. Describe ways your organization is working toward achieving a sustainable freight future.



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### **Q4: Collaboration**

List other groups, organizations, etc. that you collaborate with on SmartWay and sustainable freight supply chain issues. Describe your work with these organizations and any results of your efforts.



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### Frequently Asked Questions:

**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, 2017.

**What will the recognition consist of?**

- Awardees will be recognized on the SmartWay website in time for Earth Day, 2017.
- 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 via the SmartWay E-Update, Web Banners and Social media channels.