



NAFASM

SUSTAINABLE FLEET

ACCREDITATION PROGRAM

In collaboration with CALSTART

The Road To Reducing Your Footprint



Sustainable Fleet Accreditation

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A "LEED" for Fleets

- Developed with NAFA – nation's major fleet manager organization – ***BY AND FOR FLEETS***
- Sets a **standard to measure any fleet's progress** against key sustainability targets (national and global energy, efficiency, emissions goals) – the **"LEED" of Fleet**
- **Metrics: Reduce fuel use; Increase efficiency; Reduce climate and criteria emissions**

Why Fleets Are Taking Part

- **Competitive advantage, differentiation, leadership**
- **Find out where you are!** Determining your fleet status; are you making the progress you thought you were?
- **Gives trusted third party validation** of sustainability against well considered metrics
- **Provides framework** for making smarter planning decisions - benefits finance and footprint reduction – weigh equal cost actions for sustainability benefits
- **Makes stronger internal case** for fleet decisions with corporate decision makers

Current Accredited Fleets

- Chesterfield County Government, Fleet Services
- City of Anaheim, California
- City of Austin, Texas
- City of Boston, Central Fleet Management
- City of Chesapeake, Central Fleet Management
- City of Minneapolis, Fleet Services Division
- City of Sacramento, Fleet Management Division
- County of Sonoma, Fleet Operations
- County of Ventura
- Dakota County
- Eugene Water and Electric Board
- Fleet and Surplus Services-MN
- Florida Power & Light
- Kent Fire Department RFA
- Minnesota Department of Natural Resources
- Minnesota Department of Transportation
- Ontario Ministry of Transportation, Fleet Management Centre
- Port Authority of New York and New Jersey
- Time Warner Cable
- Town of Greenwich, Connecticut
- University of California, Davis
- University of Illinois, Facilities & Services
- University of Minnesota
- Yale University

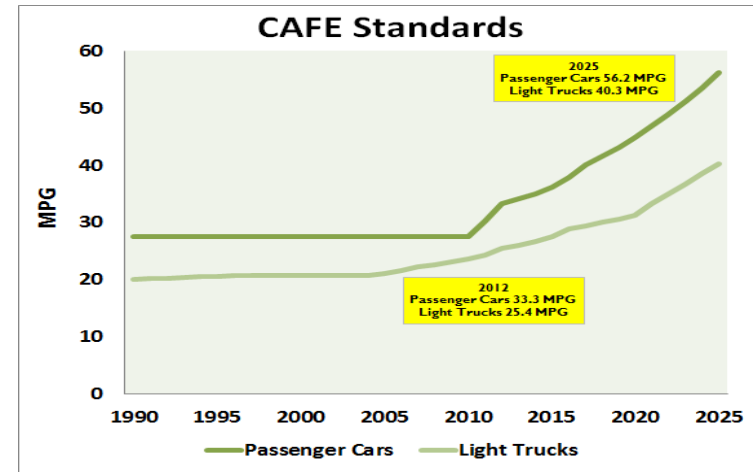
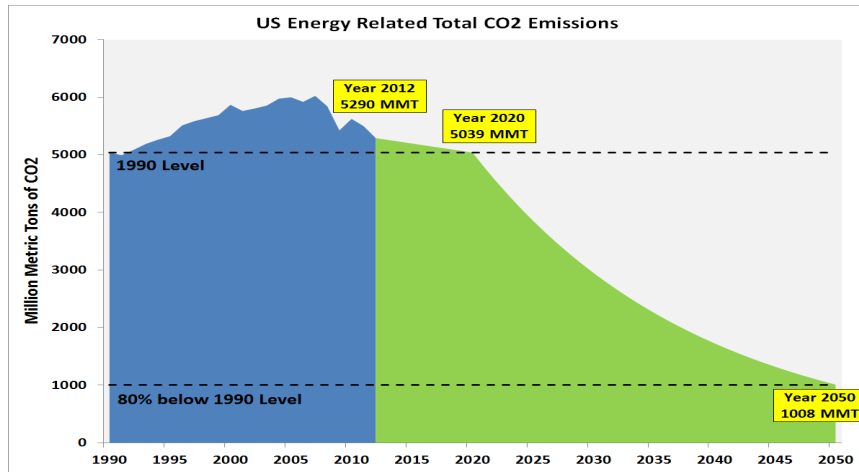
Current Enrolled Fleets

- Alameda County, General Services Agency
- Borough of Paramus Mechanical Division
- City of Long Beach, Fleet Services Bureau
- City of Mesa
- City of Oakland
- City of San Diego, CA
- City of Santa Monica
- City of South Bend
- County of Santa Clara
- DuPont Company
- Emory University
- Harvard University
- Holman Parts Distribution
- Idaho National Laboratory
- Indiana University
- Iowa State University
- Iowa State University Transportation Services
- Johnson & Johnson
- Palm Beach County
- Regional Municipality of York
- Safelite AutoGlass
- Seattle City Light
- Snohomish County, WA
- State of Colorado
- Washtenaw County

How it Works

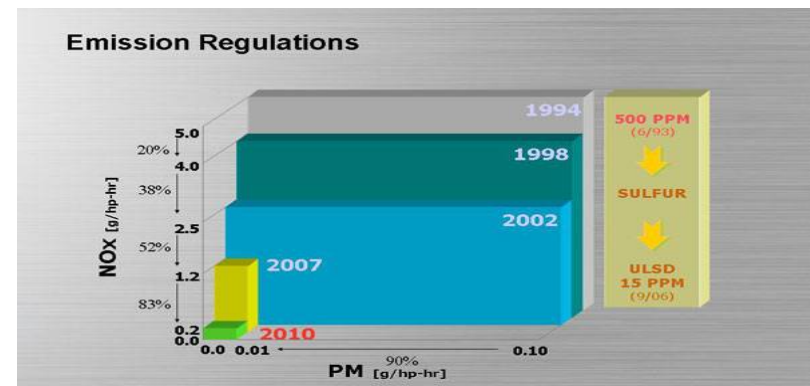
- Fleets earn points against goals based on how meaningful their actions are for sustainability
- ***More meaningful actions earn more points*** – from current actions, and also how well fleets improve over time
- Additional points can be earned for:
 - fuel monitoring and reduction programs
 - using alternative fuel and advanced vehicles
 - fleet modernization (which all drive fuel and emission reduction)

Rates: Tied to Global, National Goals

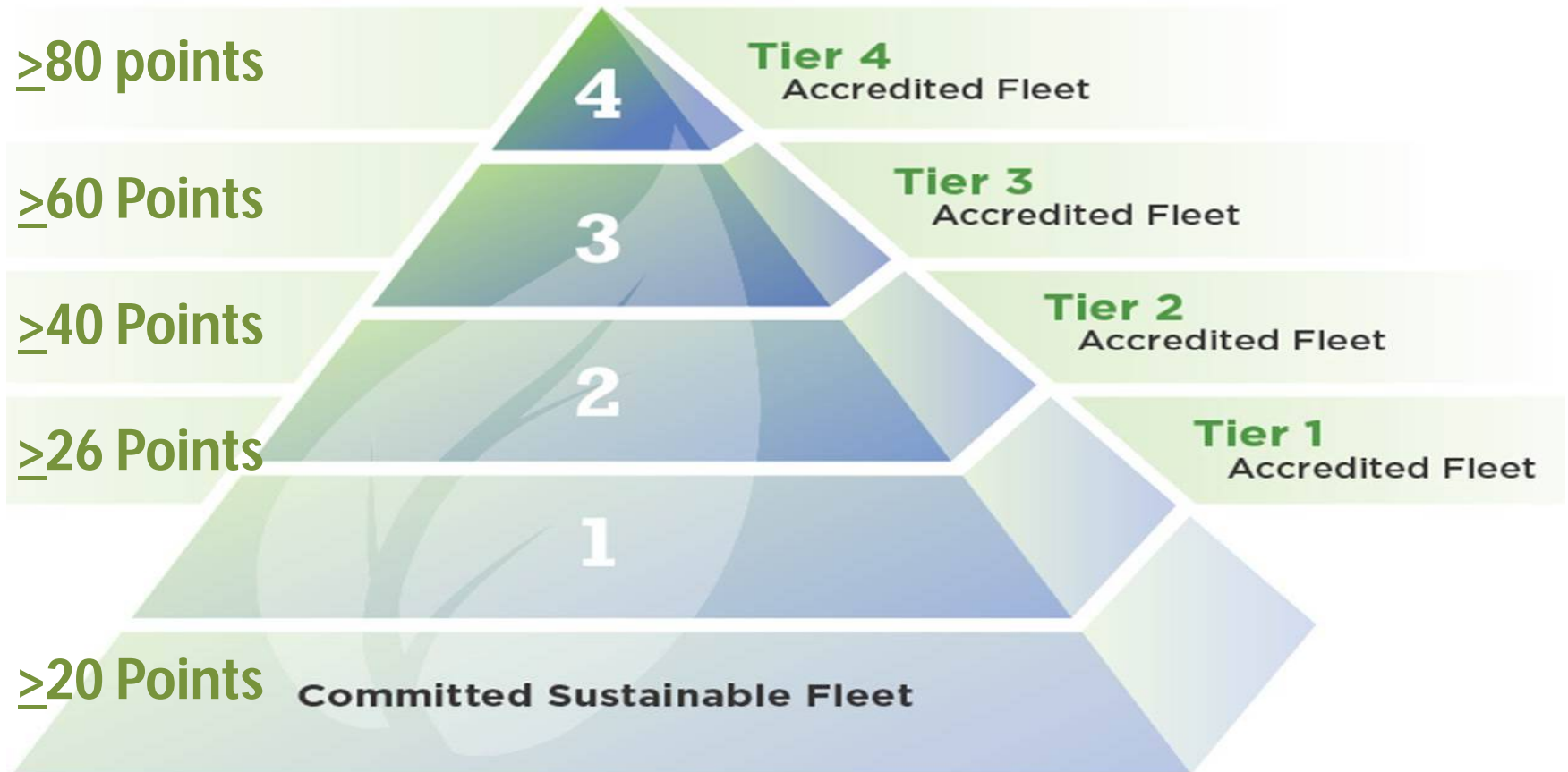


EXAMPLES

- GHG avg reduction/year = - 4.2%
- NOx avg reduction/year = - 15.7%
- PM avg reduction/year = - 18.5%
- Fuel econ avg increase/year = + 4.9%



The 5 Levels of the Program



How Fleets Earn Points

Program Elements

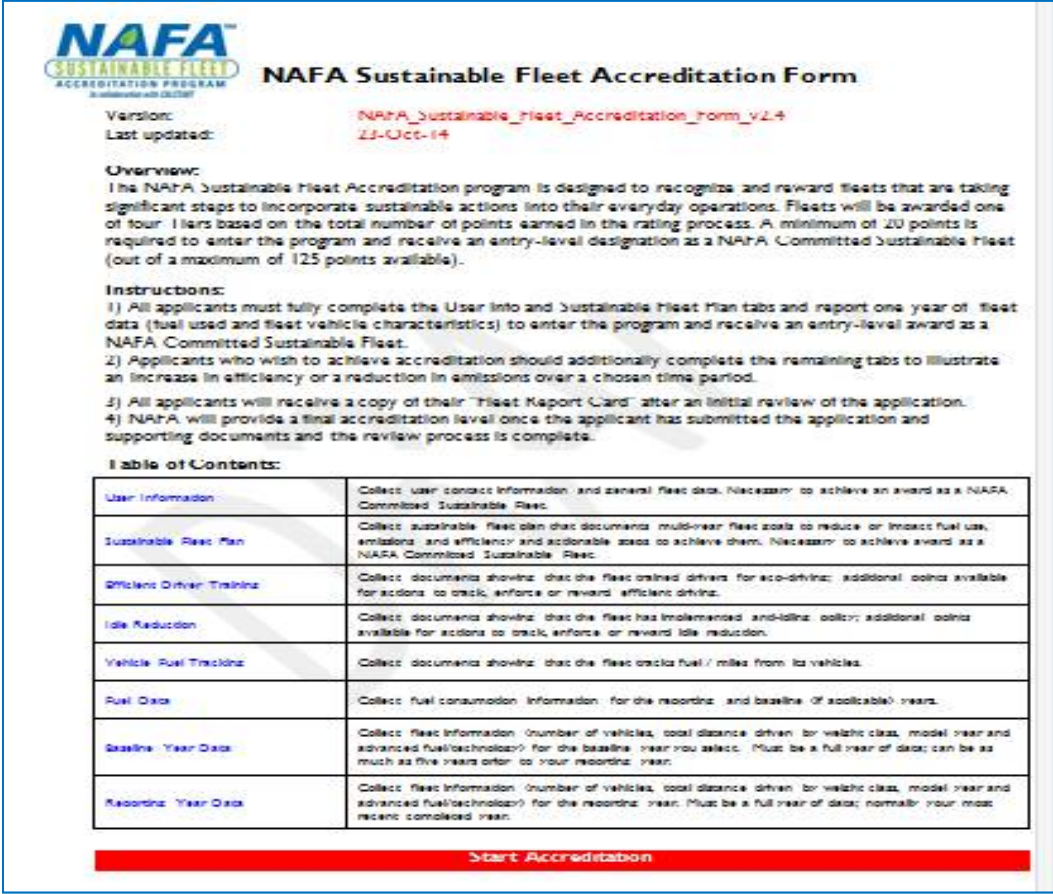
- Fleet Plan
- Baseline Fuel Use
- Idle Reduction
- Driver Training
- Vehicle Fuel Tracking
- Alt/Advanced Vehicles
- Alt Fuel Use
- Emissions Reduction
- Efficiency
- Fuel Reduction

Potential Score

Optional

10	COMMITTED	
10		
5	ACCREDITED: <i>Combinations can lead to Tiers 1-4</i>	
5		
5		
10		
10		
10	-Up To-	20 w/ add'l data
20		<i>Can customize efficiency metric</i>
30		

The Process



NAFA SUSTAINABLE FLEET ACCREDITATION PROGRAM

NAFA Sustainable Fleet Accreditation Form

Version: NAFA_Sustainable_Fleet_Accreditation_Form_v2.4
 Last updated: 22-Oct-14

Overview:
 The NAFA Sustainable Fleet Accreditation program is designed to recognize and reward fleets that are taking significant steps to incorporate sustainable actions into their everyday operations. Fleets will be awarded one of four tiers based on the total number of points earned in the rating process. A minimum of 20 points is required to enter the program and receive an entry-level designation as a NAFA Committed Sustainable Fleet (out of a maximum of 125 points available).

Instructions:

- 1) All applicants must fully complete the User Info and Sustainable Fleet Plan tabs and report one year of fleet data (fuel used and fleet vehicle characteristics) to enter the program and receive an entry-level award as a NAFA Committed Sustainable Fleet.
- 2) Applicants who wish to achieve accreditation should additionally complete the remaining tabs to illustrate an increase in efficiency or a reduction in emissions over a chosen time period.
- 3) All applicants will receive a copy of their "Fleet Report Card" after an initial review of the application.
- 4) NAFA will provide a final accreditation level once the applicant has submitted the application and supporting documents and the review process is complete.

Table of Contents:

User Information	Collect user contact information and general fleet data. Necessary to achieve an award as a NAFA Committed Sustainable Fleet.
Sustainable Fleet Plan	Collect sustainable fleet plan that documents multi-year fleet goals to reduce or impact fuel use, emissions, and efficiency and actionable steps to achieve them. Necessary to achieve award as a NAFA Committed Sustainable Fleet.
Efficient Driver Training	Collect documents showing that the fleet trained drivers for eco-driving; additional points available for actions to track, enforce or reward efficient driving.
Idle Reduction	Collect documents showing that the fleet has implemented anti-idling policy; additional points available for actions to track, enforce or reward idle reduction.
Vehicle Fuel Tracking	Collect documents showing that the fleet tracks fuel / miles from its vehicles.
Fuel Data	Collect fuel consumption information for the reporting and baseline (if applicable) years.
Baseline Year Data	Collect fleet information (number of vehicles, total distance driven, by vehicle class, model year and advanced fuel/technology) for the baseline year you select. Must be a full year of data; can be as much as five years prior to your reporting year.
Reporting Year Data	Collect fleet information (number of vehicles, total distance driven, by vehicle class, model year and advanced fuel/technology) for the reporting year. Must be a full year of data; normally your most recent completed year.

Start Accreditation

- Once enrolled, data collection tool walks fleets through a step by step process to complete
- Excel-based data forms start very simple; but can also be expanded to capture very sophisticated detail

What is In a Sustainable Fleet Plan?

- Keep it Clear and Actionable - does not have to be complex; though many fleets have very thoughtful plans
- It should capture:
 - Where you want to go
 - How you plan to manage and control your fuel use
 - What vehicles, technologies and fuels you plan to use
 - Your planned goals

Sustainable Fleet Plan

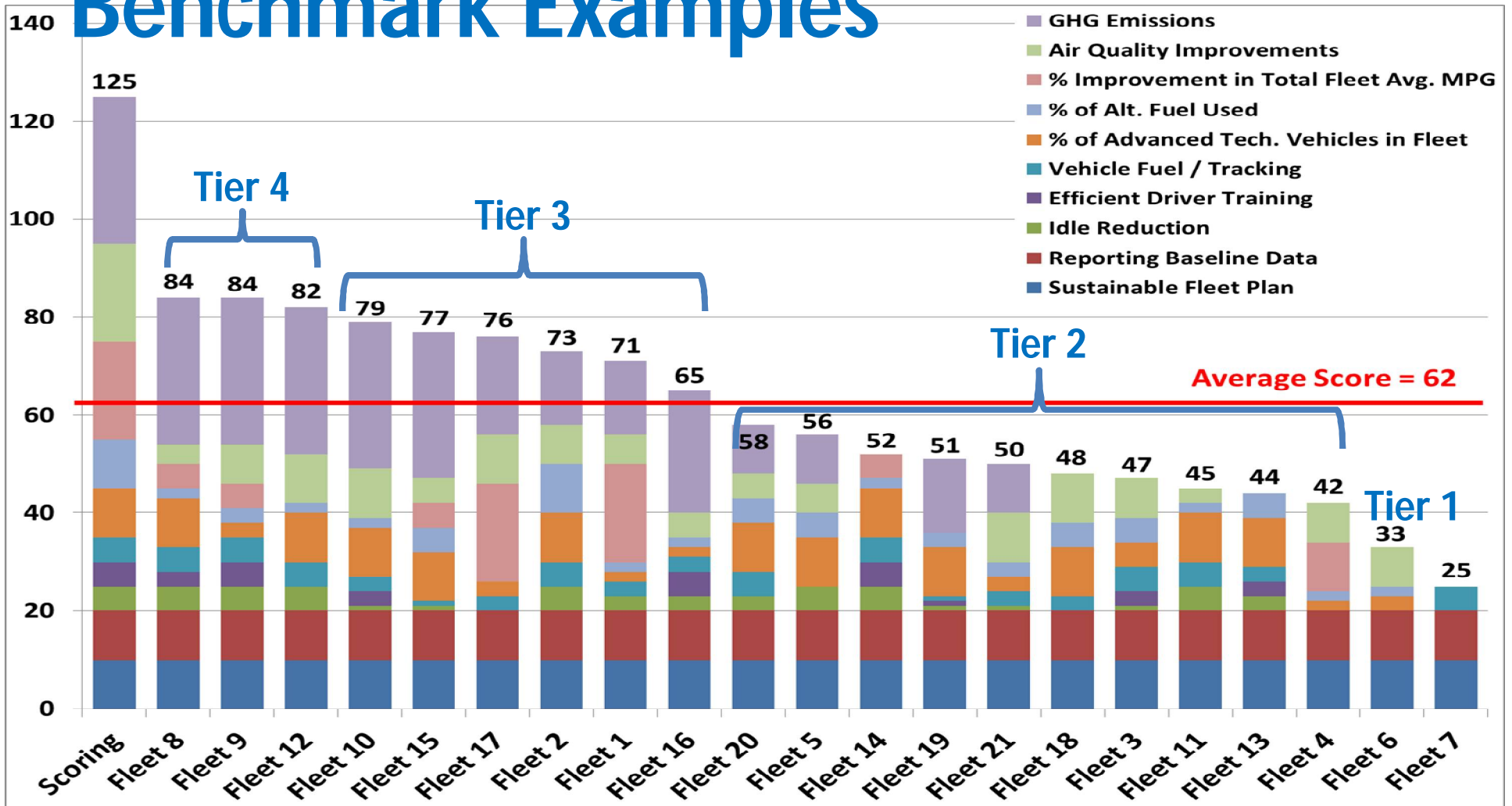
– The plan must include the following minimum requirements to enter:

- **Goal**: Establish sustainability as a fleet management goal
- **Reduction metrics**: Develop sustainability metrics (establish a baseline with % reductions – fuel or emissions, or efficiency improvements – in given time period – 3 to 5 years)
- **Measures**: Establish measuring mechanisms (monitoring tools/analytics) to track, benchmark, and report on fleet fuel consumption
- **Review**: Develop a process for an internal annual review of sustainable fleet plan and policy

How to Succeed

- **There is no one way to succeed!** Fleets are highly innovative and use different approaches to improve their metrics that match their needs
- **Examples:**
 - **Vehicle routing** software and telematics – often 3-5% efficiency gains
 - **Training drivers** to drive efficiently – up to 10% improvement possible
 - **“Right-sizing”** fleet vehicle sizes and numbers
 - **Modernization; switching fuels** – some fleets doubling fuel efficiency; others reduce fuel cost while also cutting impact

Benchmark Examples



Observations so Far

- Enrolled fleets highly value the process – provides framework for continuous improvement
- Measures sustainability so they can manage it
- Surprisingly, many fleets leaving cheap, easy fuel savings (and points) off the table
 - Idle reduction policies, but no enforcement
 - Train drivers on safety, but not fuel saving – one can reinforce the other
 - Not tracking fuel use by vehicle

IN A NUTSHELL – It's About Results

- The **Sustainable Fleet Accreditation Program** measures real sustainability actions “**apples to apples**” – no matter their size, type or strategy – any fleet is eligible
- The sustainability **metrics have been set from national and global** reduction goals in fuel use and emissions, and improvement rates in efficiency
- **Progress against these metrics means savings** in fleet operations (reduced fuel use saves money, and also directly cuts carbon and emissions)




Clean Transportation Coalition



www.nafasustainable.org

www.calstart.org/Projects/Fleet-Sustainability-Accreditation.aspx

Scoring – Based on Value of Actions


NAFA Sustainable Fleet Accreditation Program – Point Values	
Action	Max Points
Sustainable Fleet Plan*	10
Reporting Baseline Data*	10
Idle Reduction <ul style="list-style-type: none"> Policy Implementation <ul style="list-style-type: none"> • 1 point: Anti-idling policy statement posted in appropriate locations Tracking/Enforcement <ul style="list-style-type: none"> • 3 points: Documentation that anti-idling policy is being implemented • 5 points: Purchase orders/receipts for anti-idling system - if software is used, provide a report/output from system. 	5

* Must provide details on total fuel use by type, and provide a sustainable fleet plan outlining goals and reductions over multiple years.

Scoring System (contd 2/4)

<p>Efficient Driver Training</p> <p>Policy Implementation</p> <ul style="list-style-type: none">• 1 point: Efficient driving practices document/policy, focused on efficiency <p>Tracking/Enforcement</p> <ul style="list-style-type: none">• 3 points: Course outlines, training materials, class attendance records, participant's feedback, and/or photos/ videos of sessions.• 5 points: Purchase orders/receipts for on-board monitoring equipment, driver simulating equipment, dedicated vehicles/facility for efficient driver training; Alternate: tracking and reward/penalty system for efficient driving	<p>5</p>
<p>Vehicle Fuel/Tracking</p> <p>Policy Implementation</p> <ul style="list-style-type: none">• 1 point: Electronic or hard copy documentation of usage of fuel and vehicles, measuring miles driven and/or hours operated <p>Tracking/Enforcement</p> <ul style="list-style-type: none">• 3 points: Purchase orders/receipts for GPS tracking technologies• 5 points: Report/output from installed system that shows such data as fuel use, driving speed, idle time, etc.	<p>5</p>

Scoring System (contd 3/4)

<p>% of Advanced Tech Vehicles in Fleet</p> <ul style="list-style-type: none"> • 2 points: 1 - 5% of fleet alt fuel or hybrid/electric • 3 points: 5.1 - 10% of fleet alt fuel or hybrid/electric • 5 Points: 10.1 - 20% of fleet alt fuel or hybrid/electric • 10 points: >20% alt fuel or hybrid/electric 	10
<p>% of Alt Fuel Used</p> <ul style="list-style-type: none"> • 2 points: 1 - 5% of fuel used • 3 points: 5.1 - 10% of fuel used • 5 Points: 10.1 - 20% of fuel used • 10 points: >20% of fuel used 	10
<p>% Improvement in Total Fleet-Average Fuel Economy </p> <ul style="list-style-type: none"> • 5 points: 1 – 3%/year improvement • 10 points: 3.1 - 5%/year improvement • 15 Points: 5.1 - 8%/year improvement 	20

 Items marked with a “delta” are items that measure changes over time against a reduction “slope”.

Scoring System (contd 4/4)

Air Quality Improvements <ul style="list-style-type: none"> • 1 point: less than 50% of fleet 2007 or better • 3 points: more than 50% of fleet 2007 or better • 5 points: >50% of fleet 2010 or better 	10
-OR-	
NOx Emissions ▲ <ul style="list-style-type: none"> • 5 points: 1- 15%/year reduction • 10 points: more than 15%/year reduction 	10
PM Emissions ▲ <ul style="list-style-type: none"> • 5 points: 1- 15%/year reduction • 10 points: more than 15%/year reduction 	10
GHG Emissions ▲ <ul style="list-style-type: none"> • 10 points: 0.1 -1%/year reduction • 15 points: 1.1% - 2%/year reduction • 20 points: 2.1% - 3%/year reduction • 25 points: 3.1% - 4.1%/year reduction • 30 points: 4.2%/year or better reduction 	30
TOTAL Possible Points	125

▲ Items marked with a "delta" are items that measure changes over time against a reduction "slope".

Example – Fleet A

Basic Fuel Use Data
Reporting Year
(most recent complete year)

+

Fleet Sustainability Plan

=

COMMITTED Sustainable Fleet



Designation valid for two years

Basic Fuel Use Data
Baseline Year
(first reporting point)

After two years, fleet must requalify; the first reporting year then becomes the baseline

Example – Fleet B

Fuel Use & Vehicle Data
Reporting Year
(most recent complete year)

+

Fleet Sustainability Plan

+

Documentation
o Documentation
o Documentation of Actions

=



Fuel Use & Vehicle Data
Baseline Year
(first reporting point)

After two years, fleet must re-accredit; the first reporting year then becomes the baseline

ACCREDITED
Sustainable Fleet
Tier 1-3

Accreditation valid for two years

Example Fleet C

Improvement Measured

**Fuel Use &
Vehicle Data**

Baseline Year

*Can be up to 3 years
before Reporting Year*

+

**Fleet
Sustainability
Plan**

+

Documentation
Documentation
Documentation
of Actions



After two years, fleet must re-accredit; the last reporting year then becomes the baseline

**Fuel Use &
Vehicle Data**

**NEW
Baseline Year**

(first reporting point)

ACCREDITED
Sustainable Fleet
= Tier 1-4

Accreditation valid for two years