

The logo features the word "NAFA" in large blue letters with a green leaf icon integrated into the letter "A". Below it, "SUSTAINABLE FLEET" is written in green, and "ACCREDITATION PROGRAM" is in blue. At the bottom, it says "In collaboration with CALSTART" in a smaller blue font.

# NAFA<sup>®</sup>

## SUSTAINABLE FLEET

### ACCREDITATION PROGRAM

*In collaboration with CALSTART*

#### **There is no substitute for the NAFA Sustainable Fleet Accreditation Program.**

This new program defines clearly what it means to be a sustainable fleet by setting objective, meaningful standards and guidelines to achieve. Designed by fleets, for fleets, NAFA tapped the collective resources, experience, and expertise of veteran fleet managers to establish the official standard for being a sustainable fleet. NAFA also partnered with CALSTART, a fuel-neutral non-profit association, to provide the data collection and calculation tools used to justify tier levels of the participants.

**NAFA Fleet Management Association** is the premier, not-for-profit association offering certification and is the largest and best known entity for fleet professionals.

**CALSTART** is a member-supported organization of more than 150 firms, fleets and agencies worldwide dedicated to supporting a growing high-tech, clean transportation industry that cleans the air, creates jobs, cuts imported oil and reduces global warming emissions.

**NAFA** and **CALSTART** provide the industry with a well-established and well-recognized third party verification system to standardize official rules for managing a sustainable fleet operation.



#### **Innovative**

NAFA aims to become the worldwide green standard for recognizing fleet transportation improvements in air quality through reducing emissions, increasing fuel efficiency and reducing fuel use. There is no ONE approach – you set the strategy, the program measures the results.



#### **Exclusive – Yet Open to ALL Fleets**

NAFA has the only recognized accreditation program for fleets that provides a singular set of standards and unique tools that help fleets measure, track and score accomplishments toward sustainability.





## Unbiased

NAFA and CALSTART provide an independent and trustworthy third-party accreditation to validate the sustainability efforts of various entities within the industry.



## Complementary

We streamline entry into the program by working within the established data protocols already used by the Department of Energy, Environmental Protection Agency, California Air Resources Board and other fleet management corporations.

This program directly complements the EPA SmartWay program, DOE National Fleet Partnership program, and other federal efforts, by recognizing fleets for real results achieved in sustainability efforts. DOE's Partnership program is aimed at assisting fleets to take action, but it does not set specific standards for achieving results. NAFA and CALSTART have aligned standards to provide recognition for achieving real-world results.

NAFA knows many fleets already participate in a variety of programs that require them to submit data on fleet operations. In developing the Sustainable

Fleet Accreditation Program, NAFA and CALSTART looked at many federal, state and private programs to determine what was measured and how. Our program's metrics are based on the same criteria used by DOE, EPA and the California Air Resources Board, but just in a much more simplified version.



## Simplicity

NAFA offers an easy and secure way to enter the program by allowing flexibility with the level of detail of the data fleet managers submit. It can be as simple as submitting the number and types of vehicles in your fleet and the type and amount of fuel used.



## Security

NAFA assures that all data collected will be kept safe and strictly confidential. NAFA may report general aggregated data, but will not report data on any specific fleet. The amount of publicity fleets receive can also be limited and will be based on their own preferences.



## Recognition

All accredited fleets are recognized for meeting the core standard and are permitted to use the official emblem. If requested, NAFA will provide the appropriate level of publicity and positioning for each participant's sustainability commitment and level of accreditation. All fleets have the option to promote accreditation status in as general or specific terms as desired.



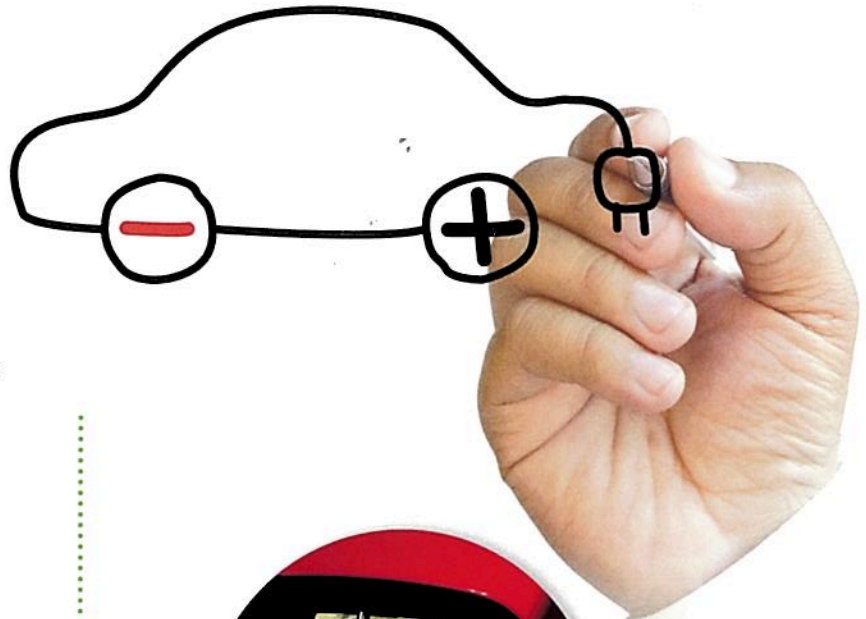
## What is a Sustainable Fleet?

NAFA defines a sustainable fleet as one that manages and reduces net environmental impacts from fleet operations at or ahead of pace required for environmental need by demonstrating that the fleet is:

- Improving air quality through emission reduction;
- Increasing fuel efficiency; and
- Reducing fuel usage.

The NAFA Sustainable Fleet Accreditation Program provides a level playing field by setting standards for all fleets, regardless of their industry, size, location or composition. Every enrolled fleet is assessed on its own unique progress and real actions.

NAFA and CALSTART provide the methodology and tools to help fleet managers measure efficiency, fuel reduction and emission reduction, while also being able to track improvements over time. The program serves as a guide to help set a course for continual improvement. For fleets that are just getting started on their sustainability efforts, the program offers easy entry. For fleets with robust sustainability efforts, the program is sophisticated enough to recognize them for their efforts.



## Data Collection Process

The Official Data Collection Tool allocates points from strategies that include efficiency, fuel reduction and emission reduction. Some examples of strategies include a no idle policy, efficient driver training courses, using telematics software, alternative fuel usage, hybrid and/or electric vehicle technology, use of smart routing technology, vehicle modernization and more.

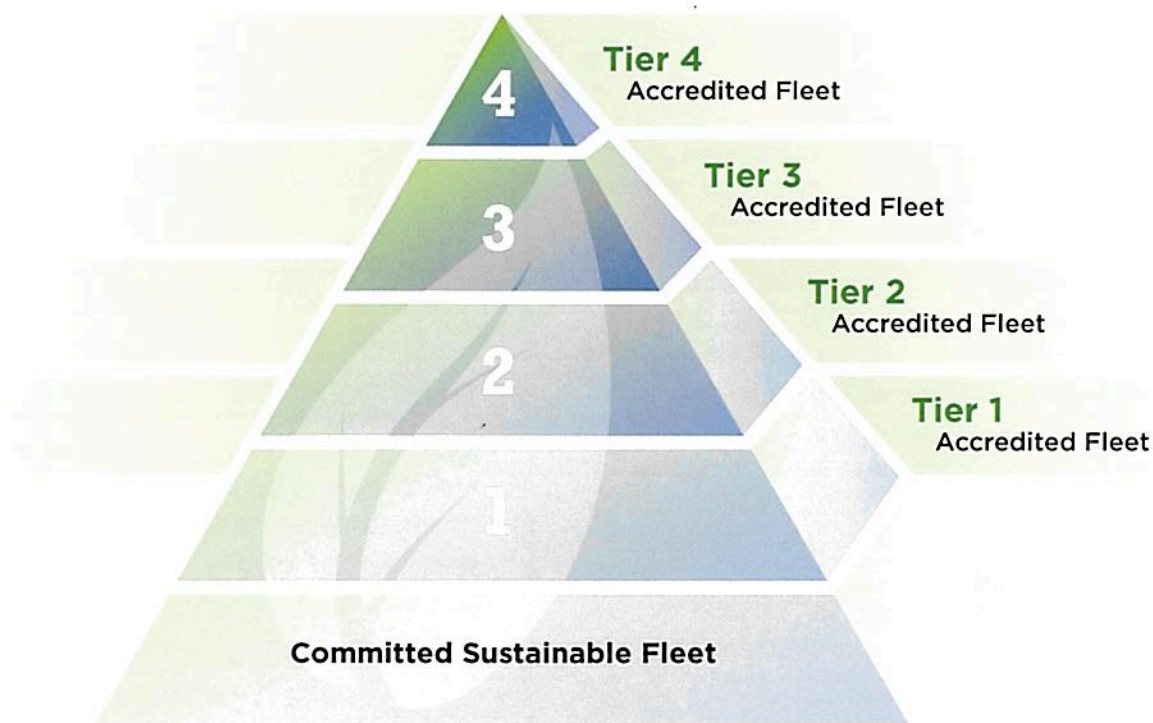




The NAFA Sustainable Fleet Accreditation Program recognizes fleets for their commitment to sustainability with levels of recognition based on actual reductions in net environmental impacts. Enrolling in the NAFA Sustainable Fleet Accreditation Program is easy; it just requires a commitment to fuel and emission reduction, and establishing a baseline for fuel use. Once enrolled, fleets earn points from supporting actions and actual achievements and outcomes. The more points earned, the higher the level of recognition.

Enrolled fleets will be awarded one of five tier levels based on the total number of points earned during the rating process. A committed fleet only needs to establish a fuel/GHG/emissions baseline and submit a basic sustainable fleet plan. The level of detail of the remaining data you submit is completely up to you and will depend on what accreditation level you want to reach. Remember, though – the more detail you can share, the more points you may earn.

### The 5 Levels of the Program



#### The current fee structure for a two-year enrollment is as follows:

Fleets with fewer than 500 vehicles	Member \$1,650; Non-member \$2,650
Fleets with 501 – 1,500 vehicles	Member \$3,150; Non-member \$5,250
Fleets with more than 1,500 vehicles	Member \$5,250; Non-member \$7,250

**Why wait? Make your commitment today.**

Contact Alexander Barton, Director of Accreditation Development  
 847-502-3557 • [abarton@nafa.org](mailto:abarton@nafa.org)





# THE ROAD to NAFA Sustainable Fleet Accreditation

Fleets will be awarded an accreditation tier based on the total number of points earned in the rating process. The granularity of the data you submit is entirely up to you, depending upon the level of attainment you wish to achieve.



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## COMPLETE THE USER INFORMATION AND SUSTAINABLE FLEET PLAN

Once you're enrolled in the program, tell us more about your **COMPANY, FLEET, and SUSTAINABILITY PLANS** within our simple Data Collection Tool. *This information will be kept confidential.*



## PROVIDE HISTORICAL DATA & MORE INFORMATION

Complete the remaining sections of the Data Collection Tool to illustrate how you've **IMPROVED YOUR FLEET'S SUSTAINABILITY** over time.



## RECEIVE A FLEET REPORT CARD

After all data is collected and processed, receive your Fleet Report Card with tier achieved! We'll also provide a checklist of steps to further **REDUCE YOUR ENVIRONMENTAL IMPACT** and to achieve more advanced accreditation tiers.



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# CONGRATULATIONS! YOU'RE A NAFA SUSTAINABLE FLEET!



## TELL THE WORLD!

**SIGN THE 2 YEAR LICENSE AGREEMENT** and then you can tell the world about your accomplishments. *We'll give you the tools to do so.*



## CONTINUE LEARNING ABOUT FLEET SUSTAINABILITY

Receive valuable ongoing **INSIGHTS**, ongoing **SUPPORT**, and **BENCHMARKING STATISTICS** to help you further reduce your footprint and further advance through the tiers.







# NAFA Sustainable Fleet Accreditation Program

## Enrollment Form

Complete the following information to enroll in the NAFA Sustainable Fleet Accreditation Program. Payment is due at the time of enrollment.

### PLEASE SEND FORM AND PAYMENT TO:

NAFA Fleet Management Association  
125 Village Blvd., Suite 200  
Princeton, NJ 08540

### COMPANY & CONTACT INFORMATION

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State or Providence, Zip or Postal Code: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Contact Title: \_\_\_\_\_  
Contact Work Phone: \_\_\_\_\_ Contact Mobile Phone: \_\_\_\_\_  
Contact Email address: \_\_\_\_\_

### FLEET INFORMATION

Choose one fleet size below

- ☐ Small (fewer than 500 vehicles)
- ☐ Medium (501 to 1,500 vehicles)
- ☐ Large (more than 1,500 vehicles)

Choose the best industry category below

- ☐ Corporation
- ☐ Government Agency
- ☐ Law Enforcement Agency
- ☐ University
- ☐ Utility
- ☐ Other

### ENROLLMENT FEES

Enrollment fees are on a sliding scale.

NAFA Supporters: the following fees apply to firms with one or more NAFA members (select one):

- ☐ \$1,650 USD (small fleets, fewer than 500 vehicles)
- ☐ \$3,150 USD (medium fleets, 501 to 1,500 vehicles)
- ☐ \$5,250 USD (large fleets, more than 1,500 vehicles)

The following fees apply to any firms not having at least one NAFA Member on staff\* (select one):

- ☐ \$2,650 USD (small fleets, fewer than 500 vehicles)
- ☐ \$5,250 USD (medium fleets, 501 to 1,500 vehicles)
- ☐ \$7,250 USD (large fleets, more than 1,500 vehicles)

\* Interested in membership? Join today and save at [www.nafa.org](http://www.nafa.org).

### PAYMENT OPTIONS

Payment for the full amount shown in Section 3 is due upon enrollment. All amounts in USD.

Option A: I have enclosed a check for \$\_\_\_\_\_. Enroll me today!

Option B: Please charge my credit card the following amount: \$\_\_\_\_\_.

☐ American Express ☐ Visa ☐ MasterCard

Card number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Option C: Please invoice me at the contact information above for \$\_\_\_\_\_.

### ENROLLMENT PLEDGE

- ☐ I pledge that our firm is committed to fuel and emission reduction. I also pledge that I will provide a truthful, accurate depiction of our fleet, fuel use, and related activity as defined in the NAFA Sustainable Fleet Accreditation Program. I also understand that I will be subject to certain terms and conditions before our firm can display the NAFA Sustainable Fleet Accredited emblem.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

NAFA pledges to take commercially reasonable measures to protect the privacy of your data. Your data will only be shared with those responsible for the assessment and measurement of your data. NAFA has contracted with CALSTART to act as NAFA's agent in assessing and measuring data for NAFA's Sustainable Fleet Accreditation Program. NAFA may, at times, report on aggregate fleet data provided by participants in NAFA's Sustainable Fleet Accreditation Program, but your individual fleet data will not be identifiable.

NAFA Fleet Management Association • 125 Village Blvd., Suite 200 • Princeton, NJ 08540  
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