Emission-Reducing Fleet Recognition Programs

A Toolkit for Best Practices

This toolkit analyzes emission- reducing vehicle fleet certification and recognition programs from across the country. Throughout the nation there is increasing demand by consumers for services and goods that are better for our earth's environment and human health. The high costs associated with traditional transportation, coupled with a push to meet the consumer demand for environmental awareness has resulted in the movement of many fleets from traditional vehicle technology to alternative fuel options.

There is a need to recognize and provide a benefit for corporations, small businesses and government bodies that are making a commitment to creating a cleaner America by utilizing environmentally responsible vehicle technologies. This toolkit analyzes the benefits and drawbacks to programs that are structured in both certification and recognition formats.

Data was collected for this research through over-the- phone and in-person interviews. The individuals that were involved in this process included Project Managers, Clean Cities Coordinators, and Fleet Directors as well Program directors. All of the individuals were either currently working with an emission-reducing fleet program or had in the past. A literature review was completed at the beginning of the research period to establish a firm foundation in the understanding of eco-labelling programs in addition to emission reduction fleet recognition programs.

The primary goal of an emission-reducing recognition program is to improve the environmental performance of business and government fleets through a process of utilizing smart energy technologies and practices. While both formats of emission-reducing fleet certification programs are successful, as a result of our research, we concluded voluntary-based, qualitative programs appear to be the most successful in achieving their established goals.