



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

YEAR:
2012

STATUS:
Laureate

Organization:
Donlen Corporation

Organization URL:
www.donlen.com

Project Name:
Fleets for Change

What social/humanitarian issue was the project designed to address? What specific metrics did you use to measure the project's success?

Fleets for Change (www.fleetsforchange.com) is a web-based program that engages commercial fleets in commitments to help the environment by reducing their carbon footprint. Transportation is the fastest growing source of greenhouse gas emissions, according to the Environmental Protection Agency. Donlen, a premier fleet management services provider, recognized an opportunity to take a leadership role in curtailing this growth by helping corporate fleets develop environmental sustainability initiatives. We became a member of the Clinton Global Initiative (CGI) in 2010, partnering with the Environmental Defense Fund (EDF), in an initiative entitled "Commercial Fleet 20% GHG Emissions Reduction," dedicating significant resources to help commercial fleets reduce their greenhouse gas emissions by 20% over a five-year period. Fleets for Change enables fleets to report their emissions confidentially to the CGI. Companies representing the most recognizable brands in their industries are participating in Fleets for Change and are leading the way in developing green fleet programs. The Fleets for Change process provides each participant with a carbon baseline on which to improve the efficiency of existing vehicles through driver behavior training, route efficiency, and other best practices. In addition, Donlen leverages its strategic consultants, proprietary online vehicle modeling tools, and Fleet Optimization Scorecard to generate action plans for incorporating more efficient vehicles into commercial fleets, helping reduce costs and emissions even further. The metrics we use to measure the success of Fleets for Change are the number of participants and the emissions data they report. We create a baseline measure of performance when they join the program and measure their current progress against that baseline. Appendix 1 shows how a new participant's

baseline is established, their current status, and their goals. Donlen won Corporate Environmental Responsibility Program of the Year in the 2011 American Business Awards for this groundbreaking program.

Please describe the technologies used and how those technologies were deployed in an innovative way. Also, please include any technical or other challenges that were overcome for the successful implementation of the project.

The development goal was to create a simple-to-use, powerful tool for fleet companies to measure their carbon output, benchmark carbon usage against other companies, and work towards a carbon reduction goal. Donlen uses MySQL for the database. The database structure allows companies to load fuel data in various frequency intervals: monthly, quarterly, or yearly. In addition, they can load data at a detail level (by vehicle) or as summary totals for the time period. If data is loaded by vehicle, it can be cross-referenced against a VIN lookup table to determine the appropriate vehicle segment (Compact, Sedan, Truck, etc.). The user interface is written in PHP and jQuery. The application consists of a single chart with an available data table. Through the use of tabs and other controls, the user can break down their data as necessary. Here are examples of the application flexibility: - Different types of data can be charted which include total carbon, carbon per mile, carbon per unit, mileage, units, and MPG. - A company determines the type of data they want to utilize for a goal: total carbon, carbon per mile, or carbon per unit. The goal will automatically appear on the chart and data table. - Carbon per mile, carbon per unit, and MPG can be benchmarked against other fleet companies. The benchmark will automatically appear on the chart and data table. - Data can be viewed across the entire fleet or within specific vehicle segments. - Frequency can be adjusted to show historical data by month, quarter, or year. The administration for the application is also written in PHP and jQuery. Designated users have the ability to create and modify users within their company. Permission for the users is also controlled through this interface.

Please list the specific humanitarian benefits the project has yielded so far.

An average corporate fleet yields nearly 9,000 tons of greenhouse gases per year, and that's just cars, not large vehicles such as work trucks or tractor trailers. This is roughly the equivalent of burning 47 train cars full of coal or more than a million gallons of gasoline. The commercial fleet industry in the U.S. consists of more than three million vehicles. Fleets for Change, by targeting a 20 percent carbon reduction for each member fleet, has the potential to reduce emission levels by more than 500,000 metric tons of greenhouse gases. The solutions Fleets for Change members implement in meeting their commitments range from modifying driver behavior to reduce fuel consumption to replacing older vehicles with new, more efficient models, electric vehicles, or hybrids. Some of the truck fleets that have made the commitment are converting their vehicles from diesel to cleaner burning fuels, such as compressed or liquefied natural gas, and, where feasible, deploying electric trucks. The long-term, far-reaching humanitarian benefits of this initiative include lower carbon emissions, improved air and water quality, and fewer respiratory health problems. By addressing greenhouse gas emissions from commercial fleet vehicles, Fleets for Change is playing a part in reducing the impacts of climate change due to increased greenhouse gases in the atmosphere.

Please provide the best example of how the project has benefited a specific individual, enterprise or organization. Feel free to include personal quotes from individuals who have directly benefited from the work.

Fleets for Change provides far-reaching benefits for all of the participating fleets, their employees, and the communities in which they operate. Greenhouse gases trap heat in the atmosphere and, according to the Intergovernmental Panel on Climate Change and other reputable sources of

scientific information, are a leading cause of climate change. Fleets for Change participants receive consulting from Donlen throughout the data collection process and assistance in creating actionable emissions reduction plans. This enables them to benchmark their greenhouse gas emissions as well as their progress in meeting their sustainability goals and reducing their carbon output. Through decreasing vehicle miles traveled, utilizing low carbon fuels, deploying advanced technology solutions, and implementing driver training, Fleets for Change participants are able to: reduce vehicle operating costs; improve driver morale; increase driver safety; deploy technologically advanced vehicles; meet customer and stakeholder demands for a sustainable culture. As a result, companies are reducing fuel expenditures, petroleum consumption, and global climate change emissions. These benefits are ongoing as member fleets continue to explore methods and technologies to continue reducing their carbon output.