

# **ADVANCING THE CLEAN CITIES MISSION: LEVERAGING FLEETWIKI TO INFLUENCE FLEET VEHICLE PURCHASES**

## **Introduction**

The Clean Cities Coalition is dedicated to reducing petroleum consumption, improving air quality, and promoting the use of alternative fuels and advanced vehicle technologies. A critical aspect of this mission involves engaging fleet administrators during the pivotal moments when they are upgrading or replacing fleet vehicles. However, a national survey of fleet administrators revealed that operators often find it difficult and confusing to gather and analyze all the data on safety and greenhouse gas (GHG) emissions. As a result, these crucial factors may be overlooked in purchasing decisions.

Fleet administrators typically prioritize factors like initial cost, fuel efficiency, reliability, and total cost of ownership. Safety and emissions considerations often take a back seat due to cost concerns, lack of expertise, resource limitations, and inconsistent access to emissions data. To address these challenges and advance the Clean Cities mission, the FleetWiki knowledge base was developed. It ensures that critical information on safety and emissions, along with guidance from local Clean Cities Coalition partners, is readily available to fleet administrators at the time of their purchasing decisions.

Clean Cities Coalition partners use FleetWiki to engage fleet administrators effectively, emphasizing the benefits to the Clean Cities mission of promoting safer, lower-emission fleet vehicles.

## **Challenges Faced by Fleet Administrators**

### ***Cost and Operational Priorities***

- Cost Concerns: Many local fleet operators prioritize purchase price and operational costs (maintenance, fuel) over GHG emissions data. Initial costs often take precedence, especially for smaller fleets with limited budgets.
- Operational Needs: Fleet operators focus on vehicles that meet specific operational requirements such as payload, range, and performance. If a vehicle doesn't meet these needs, safety features and emissions data become secondary considerations.

### ***Lack of Expertise and Resources***

- Data Complexity: Analyzing comprehensive data on safety and emissions is resource-intensive. Smaller fleets may lack the necessary tools or expertise to gather and interpret this information effectively.
- Resource Limitations: Larger fleets might have dedicated sustainability teams, but smaller local fleet operators are often constrained by manpower and time.

### ***Inconsistent Access to GHG Emissions Data***

- Limited Information: While safety ratings are widely available, vehicle-specific GHG emissions data, especially for alternative fuel and electric vehicles, isn't always accessible in a consistent format.
- Lack of Standardization: Emissions vary by vehicle type, fuel, and usage patterns, making it difficult for fleet managers to compare the emissions impacts of different vehicles easily.

### ***Influence of Regulatory and External Pressures***

- Regulatory Compliance: Some fleet operators focus more on safety and emissions due to regulatory pressures or company sustainability goals, especially in regions with strict emissions regulations.
- Customer and Stakeholder Demands: Fleets serving environmentally conscious clients or operating under corporate sustainability initiatives are more likely to consider GHG emissions in purchasing decisions.

## **FleetWiki: A Tool to Advance the Clean Cities Mission**

### ***Providing a Centralized Knowledge Base***

FleetWiki was developed to address the information gap that hinders the adoption of safer, lower-emission vehicles. It offers a one-stop shop where fleet administrators can find all necessary data, free of advertising and bias. By aggregating comprehensive information on safety and GHG emissions, FleetWiki simplifies the research process, making it more likely that fleet operators will consider these critical factors.

### ***Connecting with Local Clean Cities Coalition Partners***

A key feature of FleetWiki is its integration with local Clean Cities Coalition partners. This connection provides:

- Guidance on Government Regulations and Incentives: Fleet administrators receive up-to-date information on regional policies and financial incentives that encourage the adoption of cleaner technologies.
- Expert Support: Coalition partners can offer personalized assistance, helping fleet operators understand complex data and apply it to their specific needs.

### ***Enhancing Access to Supplier Information***

FleetWiki includes supplier profiles with links to websites, social media pages, and resource libraries. This feature allows fleet administrators to:

- Explore Advanced Technologies: Access detailed information on vehicles and technologies that align with Clean Cities objectives.
- Compare Options: Evaluate different suppliers based on safety features and emissions data, promoting competition that favors cleaner technologies.

### ***Facilitating Peer Engagement***

The platform's discussion forum enables fleet professionals to:

- Share Best Practices: Exchange insights on implementing safer, lower-emission vehicles.
- Encourage Collective Action: Build a community that supports the Clean Cities mission through shared goals and collaborative efforts.

## **Benefits to the Clean Cities Mission**

### ***Accelerating Adoption of Lower-Emission Vehicles***

By making emissions data readily available and easier to understand, FleetWiki empowers Clean Cities Coalition partners to:

- Influence Purchasing Decisions: Ensure that emissions considerations are integral to the decision-making process.
- Promote Alternative Fuels and Technologies: Highlight the benefits of electric, hybrid, and alternative fuel vehicles that reduce GHG emissions.

### ***Enhancing Public Health and Environmental Quality***

The increased adoption of lower-emission vehicles contributes directly to:

- Improved Air Quality: Reducing pollutants that harm public health.
- Mitigated Climate Change: Lowering GHG emissions aligns with broader environmental objectives and regulatory goals.

### ***Strengthening Regulatory Compliance***

FleetWiki helps Clean Cities Coalition partners guide fleet operators toward:

- Meeting Emissions Standards: Understanding and complying with local and federal regulations.
- Leveraging Incentives: Taking advantage of grants, tax credits, and other programs that support cleaner fleets.

### ***Promoting Safety Enhancements***

By integrating safety data into the purchasing process, the platform supports:

- Reduced Accidents: Encouraging the adoption of advanced safety features enhances driver and public safety.
- Lowered Liability: Safer vehicles can lead to fewer incidents and reduced legal and financial risks.

### ***Strategic Engagement Through FleetWiki***

Clean Cities Coalition partners utilize FleetWiki to engage fleet administrators strategically:

- At the Right Time: By connecting during the vehicle replacement or upgrade cycle, partners can influence decisions when they matter most.
- With the Right Information: Providing comprehensive data ensures that environmental and safety considerations are not overshadowed by cost and operational factors.
- Through the Right Channels: Leveraging the platform's features—such as supplier profiles and discussion forums—allows for multifaceted engagement.

## **Conclusion**

While fleet administrators often prioritize cost and operational needs, the integration of safety and GHG emissions data into purchasing decisions is essential for advancing the Clean Cities mission. FleetWiki serves as a critical tool for Clean Cities Coalition partners by ensuring that fleet operators have access to vital information when it can make the most impact.

By focusing on the benefits to the Clean Cities mission—such as reducing emissions, enhancing public health, and promoting sustainable transportation—FleetWiki enables coalition partners to drive meaningful change. The platform overcomes barriers related to data complexity and resource limitations, making it feasible for fleet administrators to consider and adopt cleaner, safer vehicles.

Expanding access to the simplified tools and resources in the FleetWiki knowledge base will accelerate the adoption of technologies that align with environmental objectives. This collaborative approach not only furthers the Clean Cities mission but also contributes to a healthier, more sustainable future.