

FLEETWIKI.NET

Trusted One-Stop Resource for Fleet Professionals Researching
Environmentally Friendly Vehicle Technologies that Minimize GHG Emissions
Reduce Fuel Cost and Improve Driver Safety

*“Change will not come if we wait for some
other person, or if we wait for some other time.
We are the ones we’ve been waiting for. We are
the change that we seek.” – Barack Obama*

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PROSPECTUS

HAVILL
Consultants

ABSTRACT

FleetWiki has two distinguishing features that will draw fleet administrators to the website and speed the adoption of sustainable technologies.

First, FleetWiki is a one-stop resource. There is a wealth of information on the internet, but it is siloed. Fleets that are researching purchases will value FleetWiki because it saves them time by putting everything in one place.

By default, fleets are linked to their local Clean Cities Partner for guidance. There they can participate in discussion forums and get advice on application specific issues.

And second, FleetWiki will speed the deployment of renewable technologies by bringing the environmental and social cost of fossil fuel technologies into the purchase decision process.

When making purchase decisions, fleets are able to calculate the fuel cost and GHG emissions of sustainable technologies and compare the savings to fossil fuel alternatives.

FleetWiki will not thrive without DOE-Clean Cities support. FleetWiki is a user supported website. The wiki design makes it easy for government scientists to contribute research. Clean Cities Coordinators who are working hand in hand with local stakeholders will be able to suggest improvements that increase the value to all.

And finally, create an account and check out the functionality. You are provided a free trial. Be sure to view the video tutorials. After going to My Company and subscribing to one of the plans, you can cancel your subscription at any time for any reason or no reason.

If there is a reason FleetWiki does not receive full participation from DOE-Clean Cities, please call me at 419.841.2244 or leave feedback on the FleetWiki discussion forum. I would like to know what improvements we can make.

I take personal responsibility for leaving this planet for my grandchildren the same way I found it. This is why FleetWiki was developed.

-Nicholas Havill

GHG EMISSIONS HAVE OUR INSTITUTIONS FAILED?

*I challenge you to join the ranks of
those people who live what they teach,
who walk their talk. ” — Tony Robbins*

Is climate change the result of failed climate leadership?

It is, according to Antonio Guterres, the UN Secretary General. This is cause for introspection. Who are these failed leaders and why aren't they doing something? Do they take personal responsibility or are they in fact the problem as Howard Beale in the 1976 film *Network* would have you believe?

The world must take “radical action” by investing \$5.7 trillion in private and public money each year through 2030 to shift away from fossil fuels and ensure the planetary warming they cause doesn't pass dangerous thresholds, the International Renewable Energy Agency says.

This is not something we just found out about yesterday. The summer of 1988 was the hottest on record and saw widespread drought and wildfires. Scientists sounding the alarm about climate change began to see media and the public paying closer attention. NASA scientist James Hansen delivered testimony and presented models to congress in June of 1988, saying he was “99 percent sure” that global warming was upon us.

Global carbon emissions from fossil fuels have risen from under 2,000 to over 10,000 million metric tons per year since 1950. And emissions are still rising.

Even if everyone was onboard, reversing and then reducing emissions will take decades. Less than 1 % of 250 million vehicles on the road are electric today, and changing the mix will be slow, since only about 17 million vehicles are sold in the U.S. each year.

Then, consider the ability of fossil fuel producers to defend their market share with lower prices. Crude oil that sells for over \$100 per barrel has a production cost of less than \$10 a barrel from fields in Saudi Arabia and Kuwait.

How will history judge our generation? Speaking at Foreign Policy magazine's Climate Summit, John Kerry said, "We could be deploying the renewable technology we have today much faster, to a much greater extent, and begin to bring down emissions." The private sector needs signals and investments from the government to speed the energy transition.

FleetWiki was created for this purpose.

MINIMIZING GHG EMISSIONS KNOWLEDGE WILL DRIVE CHANGE

*You can't convince anyone of anything.
You can only give them the right
information, so that they convince
themselves. — Eben Pagan*

With GHG Emissions Rising, Why Isn't More Being Done?

Today's news: 16 States sue the USPS over its decision to buy gas-powered trucks. According to postal service spokesperson Kim Frum, we must make fiscally prudent decisions in the needed introduction of a new vehicle fleet. What message is this sending to commercial fleet operators that are making purchase decisions on their own delivery vehicles?

The issue is that environmental costs and social costs are often left out of the equation. There is little political will to account for these costs through a carbon tax or other mechanism. Since the oil cartel controls prices, it can easily defend market share because of the high profit margins on crude. With global warming in the balance, it's hard to foresee how this will turn out well when decisions are based primarily on financials.

Total costs, environmental and social as well as financial, must be part of the purchase decision process. The best time to assess the lifetime impact of a fleet vehicle is when fleet administrators are researching new technologies. This is when they are gathering data and evaluating options.

FleetWiki was created for this purpose.

How do you attract fleet buyers to the FleetWiki website?

By giving them the information they are looking for when making vehicle upgrade and replacement decisions. It satisfies the same buyer need to find everything in one place that Walmart provides retail consumers and Amazon delivers to online shoppers.

The fleet vehicle purchase decision process is well understood. In 2014, a national fleet administrator survey was conducted to validate interest in a fleet industry knowledgebase.

Nearly 80 percent of the fleet administrators surveyed said they wanted a trusted resource for researching vehicle technologies where everything they were looking for could be found in one place. Also very important was no advertising and a neutral point of view.

These are the foundations of the FleetWiki design.

How does FleetWiki advance sustainable vehicle technologies?

First, the scope of the FleetWiki website includes technologies that minimize GHG emissions, reduce fuel cost and improve driver safety. Here, fleet administrators will find research, white papers, case histories, discussion forums, news, and calculators for justifying these technologies.

FleetWiki provides users a forum for discussing the social and environmental costs associated with their fleet operations. When it comes to crunching the numbers, fleets enter the vehicle class and technology, miles driven, MPG and fuel price into the My Fleet Calculator. The associated fuel costs and GHG emissions are returned, enabling a comparison of the environmental impact of technologies under consideration.

The next step is to check for any grants or incentives that may be available at the Federal, State, or local level. Here, a profile of the fleet's State Clean Cities Partner is shown as the centerpiece on the homepage. It contains links to incentives, success stories, resources, and the Coalition Partner website and social media pages. A Contact Us button puts the fleet in touch with a local Clean Cities Coordinator who can help navigate the sustainable technology options that are available.

Carrying the Message: If not Clean Cities, then Who?

Should we wait and see what happens? No, that strategy has yielded a steady increase in GHG emissions. Developing and deploying new vehicle technologies takes time. What we can do now is speed the implementation of sustainable technologies that are available today.

FleetWiki has the potential to disrupt the purchase of fossil fuel technologies by interjecting the environmental and social cost of these purchase decisions. Fleet administrators don't need more talk, they need more data.

In business, when decision makers are presented with accurate, timely information they make good decisions. The advantage of the FleetWiki design is that users can individually add research to the knowledgebase.

Here, DOE/Clean Cities is irreplaceable in sharing FleetWiki with its scientists, coalition partners, and stakeholders. The majority of technologies are actively being researched. FleetWiki provides a single source knowledgebase where this data becomes part of the decision to upgrade or replace fleet vehicles.

Together, can FleetWiki and Clean Cities do More?

Yes! FleetLeads is integrated with FleetWiki. It contains My Market, a database of 1.1 million fleet administrators with physical and email addresses verified as deliverable. Our clients use FleetLeads as the foundation for marketing activities. Typically imported in applications like Salesforce, the FleetLeads records are available for direct mail, email marketing, and distribution to sales reps and channel partners.

Transportation makes up about 14 percent of global GHG emissions. Wiki style websites attract a worldwide audience. This would be especially true for FleetWiki since most suppliers of these technologies are international in scope. Currently, the U.S. accounts for about 15 percent of global GHG emissions. Expanding the reach of sustainable technologies would be significant since we all share the same air.

SUPPORT SCIENCE SUPPORT FLEETWIKI

*Don't wait for extraordinary opportunities.
Seize common occasions and make them great.
— Orison Swett Marden*

Disrupt the Fossil Fuel Merry-go-round

Walking out of Kroger, the bottom of your receipt says: With our Low Prices, You Saved \$\$\$, Annual Card Savings \$\$\$, That makes you feel good. After a while you don't even think about it, you know when you go to Kroger you save \$\$\$.

When you go to FleetWiki to research sustainable technologies, the My Fleet Calculator returns annual fuel costs and GHG emissions. This is a savings \$\$\$ and a reduction of ### metric tons of CO2 compared to your existing vehicle.

When environmental and social costs become part of the purchase decision process, sustainable technologies become the compelling choice. This will not happen by itself, your involvement and support are required. FleetWiki is simply the platform for change.

Subscribe as a Branded Fleet Sponsor

- FleetWiki.net/ccregister. Copy this URL into your browser. Find your organization and register.
- Validate your technology.
- Subscribe by clicking the profile icon and Company Plan.

Timeline

Subscribe prior to May 31 to be included in our June initiatives. Then, when fleets visit FleetWiki they will be able to access your Clean Cities Profile. For more information, visit the Feedback page in the discussion forum. There you can ask questions, leave comments, and make suggestions...

- FleetWiki.net/ccregister. Copy this URL into your browser. Find your organization and register.
- Open the menu in the top-right corner and click feedback.
- An electronic copy of this prospectus is also posted here.

Who Will Administer Your FleetWiki Account?

Anyone, but typically someone in marketing or market communications, such as the person handling newsletters or social media activities. The time commitment is minimal, consisting mostly of updating announcements and upcoming events.

Please Share this Prospectus with Your Colleagues

YOUR PROFILE

VALIDATE YOUR TECHNOLOGY

Your 'Contact Us' icon changes from red to blue letting fleets know you have updated your profile and are trustworthy

How Stakeholders and Fleet Administrators use FleetWiki

The 'Quick Start for Fleets' video provides a brief overview of how fleets would use FleetWiki to research a technology, in this case Low Rolling Resistance Tires.

- Go to FleetWiki.net, registration is not required.
- View the Quick Start for Fleets video (4 min.)

Validate Your Technology

Your profile is a road map for fleets that want to research and contact your organization. It contains announcements, links to your website and social media pages, resources, and contact us functionality. Validating your profile is free and only takes about 15 minutes.

- FleetWiki.net/ccregister. Copy this URL into your browser. Find your organization and register.
- View the My Technology tutorial in the center of the page.

Download Your FleetLeads Records

FleetLeads has been the marketing database of choice among fleet fuel card marketers since the late 1990s. It is now part of FleetWiki. Get started by viewing the FleetLeads Overview video.

- From the home page, click the profile icon and then My Company.
- Click My Market and then view the FleetLeads Overview video.

Sample record for: <https://plummersenv.com/>

Company Name: PLUMMERS ENVIRONMENTAL SERVICES INC
Address: 10075 SEDROC INDUSTRIAL DR SW
City/State/Zip: BYRON CENTER, MI 49315-9269
Phone: 616-877-3930
Contact Name: JOHN DOE
Contact Email: jdoe@plummersenv.com
Total Vehicles: 80
63 Gas Vehicles
17 Diesel Vehicles
17 Tractors

BACKGROUND

*Portions of this prospectus are written
in first person for clarity — Nicholas Havill*

Who is Havill and Company? (havillconsultants.com)

Founded in 1989, Havill is a small boutique consulting firm serving the transportation industry. Our core competence is collecting either quantitative or qualitative data, tabulating it, analyzing it, organizing it, and reporting it to management so they can make sound business decisions.

Prior to starting our business, as planning manager at a Fortune 500 firm, my responsibilities were to direct the strategic planning and information technology activities for 25 business units. The latest computers and software have always been part of our skill set.

What is FleetWiki? (fleetwiki.net)

From the start, our business model was to conduct a multi-client study, present our findings to our clients and then follow up with proprietary projects that implemented the study findings. The most efficient way to keep this research fresh for our clients was to put it on the internet and provide them password-protected access.

Our 2005 multiclient study of the U.S. Commercial Fleet Market quantified all the major fleet vehicle technologies. The study also revealed that the majority of fleet administrators were researching their purchases on the internet. It was intuitively obvious that a fleet industry knowledgebase would be of interest to both fleets and suppliers. So that's what we built.

How is FleetWiki organized – the same way our multiclient studies are organized, by research topic. For example, cost savings technologies breakdown to fleet fuel cards which break down to oil company, third party, and leasing company cards. There is a standard format for each technology topic (see the research editorial guide). Each technology then breaks down by...

- Suppliers – which include manufacturers, government, associations, etc. Profiles are created for each supplier that include descriptions, resources, website and social media links, and contact us information.
- News – relevant to that research topic updated every 15 minutes.
- Discussion Forums – again relevant to that research topic where users get advice and give advice on application specific issues.

How is the FleetWiki interface designed – the information is stored in discrete tables and retrieved via SQL queries. The web interface that executes these queries is written with the goal of retrieving the desired information in fewer than three clicks. A traditional search algorithm is employed to return results. Favorites are employed to return to the research topic from anywhere on the website at any time.

This is the distinguishing feature of FleetWiki. The relevant information fleet administrators are looking for to make purchase decisions within three clicks. Compare this to any other approach. I'll leave that exercise up to you but note

that the overwhelming majority of respondents in the National Fleet Administrator Survey found this feature to be the most desired.

Why the wiki style design? –FleetWiki contains over 100 technologies, 500 suppliers, and 1,400 resource documents. The most logical way to keep this knowledgebase fresh and up to date is for suppliers to manage their own content.

This is achieved by providing administrator rights to edit their supplier profile. Profiles take about 15 minutes to create and less time to update. This is the only time commitment and most likely becomes routine when managing other social media sites, twitter, linkedin, and the like.

Why was FleetWiki designed for the Clean Cities Coalition? – There is a critical knowledge gap that must be addressed to mitigate the damage from global warming that already seems inevitable.

Unlike consumers, businesses tend to follow the same purchase decision making process, dominated by financial considerations. Companies that stray from the pack either create a competitive advantage or go bankrupt.

The issue is that environmental costs and social costs are often left out of the equation. There is little political will to account for these costs through a carbon tax or other mechanism. Right now, the environmental and social cost of carbon fuels is understated.

Out of all of the organizations that can carry this message to the fleet community, Clean Cities is the best fit. The promise of FleetWiki is to provide all the facts and figures so fleet administrators can make their own decisions on the products and services that are best for their fleet. Again, this was a top priority from our fleet administrator survey.

What is FleetLeads? (fleetleads.com)

The same information technology as FleetWiki – data stored in discrete tables and retrieved via SQL queries. Only this data is on fleet administrators across the U.S. Our clients use FleetLeads as the foundation for marketing activities. Typically imported in applications like SalesForce, the FleetLeads records are available for direct mail, email marketing, and distribution to sales reps and channel partners.

In 1995, following our first multi-client study of the commercial fleet market, we were contracted by one of the leading major oil companies to support their new fleet fuel card initiatives. The study revealed that strict underground fuel storage regulations were forcing businesses to close their on-site facilities and fuel off-site at retail stations.

To support these new programs, we built marketing databases, typically over 2 million records, that identified the fleet administrator, their location address, phone, and fleet size broken out by vehicle type. FleetLeads launched in 2000, coincidentally the same year salesforce.com was introduced.

Today, the FleetLeads file includes over 1 million email addresses that have passed deliverability tests. FleetLeads is now part of FleetWiki and available to Clean Cities Coalition Partners to expand their services to more local fleets.

