

ECO (Efficient and Cleaner Operations) Stars Fleet Recognition Scheme

for taxis and private hire vehicles

ECO Stars Fleet Recognition Scheme

For Taxis and Private Hire Vehicles.



Guidance Notes for Applicants

The ECO Stars Fleet Recognition Scheme

The ECO Stars Fleet Recognition Scheme is designed to provide recognition, guidance and advice to operators of taxis and private hire vehicles, who are implementing operational best practice measures, to improve efficiency, reduce fuel consumption and reduce fleet emissions – all helping to improve local air quality, maximise carbon savings and tackle climate change.

The scheme also intends to raise awareness among taxi operators of the important role they can play in helping to improve local air quality, through improved fleet environmental performance.

It also provides the opportunity to profile best practice examples adopted and implemented by leading fleets to a wider audience, including other operators, customers and the general public.

Origins of the Scheme

- The impact of heavy industry on local air quality in recent decades has declined
- The impact of road transport on local air quality in recent decades has increased
- Commercial vehicles including taxi fleets make a significant contribution to local emissions, both in terms of pollutants and greenhouse gases, affecting air quality
- Mid Devon District Council is eager to assist road transport operators by encouraging them to invest in and improve their fleet environmental performance, including maximising potential carbon savings
- The ECO Stars Fleet Recognition Scheme is seen as an appropriate way of providing public recognition for operators of taxi fleets who are active in taking steps to improve efficiency, reduce fuel consumption and reduce their impact on local air quality

The scheme is being rolled out in Mid Devon by Transport & Travel Research Ltd, on behalf of Mid Devon District Council.





Key Messages

The key messages that the scheme wishes to convey are:

- Operational efficiency measures, that are based on operating cleaner vehicles and effectively managing fuel use, can lead to financial savings and improved environmental performance
- The scheme is able to provide recognition (in the form of acknowledgement at the vehicle level and also at the whole operation level), as well as support, for those operators implementing operational efficiency measures
- Signing up to the scheme and receiving recognition for measures already implemented can help to raise the profile of an organisation's commitment to operational and environmental performance, particularly in the eyes of customers, competitors and local communities
- Effective Fuel Management Programmes, comprising individual component measures such as monitoring and targeting fleet fuel use, driver training and use of supporting telematics equipment and systems, lie at the heart of operational efficiency
- Reduced fuel consumption means reduced operating costs and reduced environmental impact, through reduced vehicle emissions. This leads to both financial and environmental (including carbon) savings

Members of the Scheme

The scheme has something to offer to operators of all types of taxi vehicles – private hire, hackney carriages, regardless of whether they are used for general ad hoc work or for contract work e.g. school runs or as limousines and based both within Mid Devon and outside Mid Devon (but with vehicles spending a significant proportion of time operating within Mid Devon).

Cost of Membership

Membership of the scheme is free of charge, regardless of fleet size.

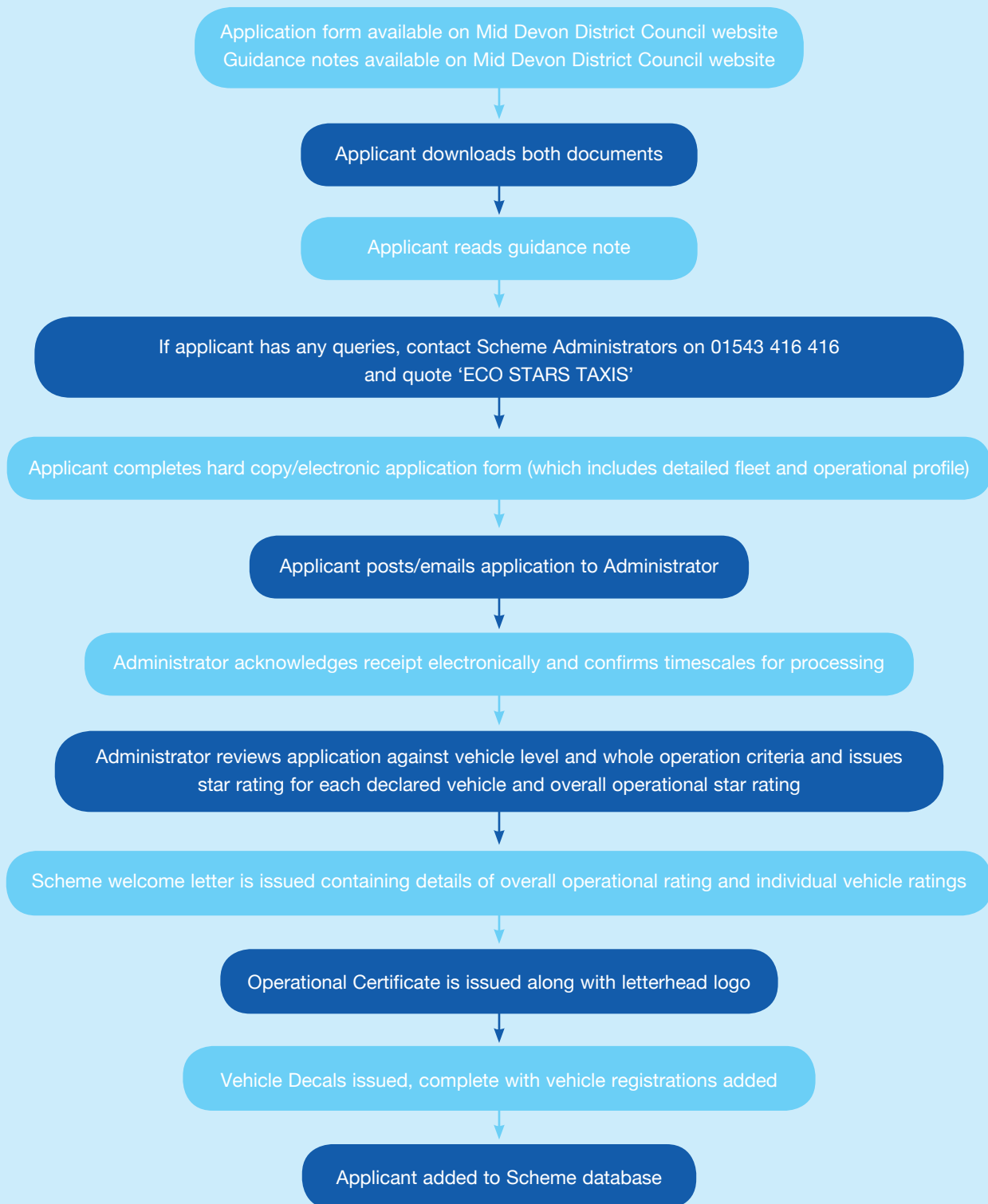
Benefits of Membership

The benefits of the scheme for operators across all sectors include:

- Recognition at both vehicle and whole operation levels for what is currently done
- Support, outlining measures which could help to improve performance, potentially leading to higher operational star ratings, over time
- Additional opportunities for enhanced recognition for further progress through the scheme star ratings
- Opportunities to raise operational and environmental profile, particularly in the eyes of other taxi operators, customers and local communities

How the Scheme Works - Summary Process

Figure 1 Scheme Process



Within one month of membership, Administrator sends 'future road map', containing checklist of measures which could be implemented for each relevant category to lead to higher operational star rating

Administrator contacts member by telephone every three months for updates

Member proactively advises of updates using upgrade form (from website)

Administrator reviews updates, issues new vehicle decals, if appropriate, and assesses whether or not updates have led to new Operational Star rating

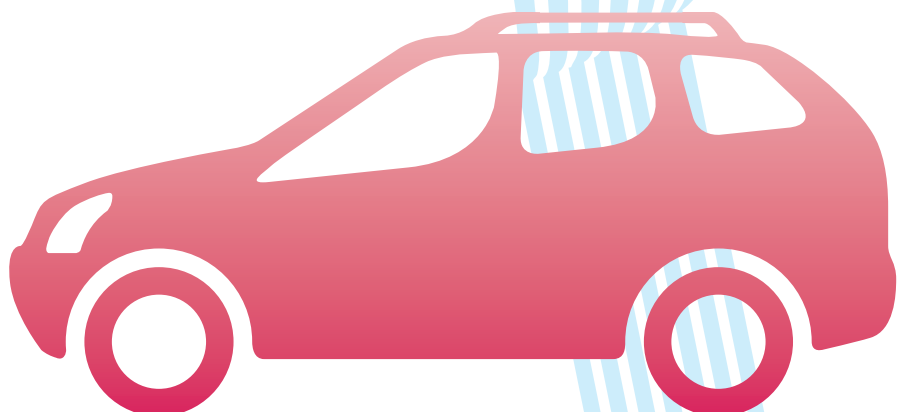
If new Operational Star rating is merited, new certificate and letterhead logo issued. If update has not led to new Operational Star rating, then issue of revised version of future 'road map', outlining further steps to be taken for each category for higher Operational Star rating to be achieved

Recognition Criteria

Within the scheme application form, applicants are asked to declare specific details concerning individual vehicles operating (based in or spending significant time) within Mid Devon and also about practices and processes currently in place within their operations.

Recognition awards will be based on the information declared and described by applicants.

A system of 'booster stars' has been devised to allow additional recognition, above basic engine emission standards, to be provided for use of cleaner vehicle fuels and technologies and in-car driver and vehicle performance monitoring equipment. The principle behind using these 'booster stars' is to encourage applicants to think beyond merely the Euro engine standards of their vehicle taxi fleets and to consider additional technology, which could help to improve the efficiency and environmental performance of both their vehicles and drivers.



Two levels of scheme recognition exist:

1) Vehicle level

Allocation of a star rating to individual vehicles, based on basic engine standard, together with additional technology fitted to the vehicle. Applicants will be issued with vehicle-specific decals (containing the individual vehicle's registration number) for each fleet vehicle, relevant to their individual star rating. As new vehicles are introduced to the fleet or as new technology is fitted to existing vehicles, meriting star upgrades, new decals (complete with vehicle registration number) will be issued.

Table 1 Vehicle Star Rating Criteria

Basic Star Rating Vehicle Criteria	Basic Star Rating	Booster Star Rating options		Booster Stars Available	Maximum Stars Available
		List A: Vehicle Specifications for fuel and / or emissions savings	List B: Telematics and monitoring equipment		
Euro 3	Zero	<ul style="list-style-type: none"> Alternative fuels (CNG, biomethane, bioethanol, biodiesel)¹ Hybrid electric drive technology using either diesel or petrol engines Liquefied Petroleum Gas (LPG) Vehicle performance limiters ECO model variants Automatic Stop/Start Low rolling resistance tyres² 	<ul style="list-style-type: none"> In-car fuel consumption monitoring Telematics monitoring equipment In-car navigation and communication equipment Tyre pressure monitoring Cruise control 	1: for any item from lists A or B and 2: 1 for any item from list A, and 1: for any item from list B	2
Euro 4	★	<ul style="list-style-type: none"> Alternative fuels (CNG, biomethane, bioethanol, biodiesel)¹ Hybrid electric drive technology using either diesel or petrol engines Liquefied Petroleum Gas (LPG) Vehicle performance limiters ECO model variants Automatic Stop/Start Low rolling resistance tyres² 	<ul style="list-style-type: none"> In-car fuel consumption monitoring Telematics monitoring equipment In-car navigation and communication equipment Tyre pressure monitoring Cruise control 	1: for any item from lists A or B and 2: Either 3 items from list B or 1: for any item from list A, and 1: for 2 items from list B	3
Euro 5	★★	<ul style="list-style-type: none"> Alternative fuels (CNG, biomethane, bioethanol, biodiesel)¹ Hybrid electric drive technology using either diesel or petrol engines Liquefied Petroleum Gas (LPG) Vehicle performance limiters ECO model variants Automatic Stop/Start Low rolling resistance tyres² 	<ul style="list-style-type: none"> In-car fuel consumption monitoring Telematics monitoring equipment In-car navigation and communication equipment Tyre pressure monitoring Cruise control 	1: for any item from lists A or B 2: Either 3 items from list B or 1: for any item from list A, and 1: for 2 items from list B	4
Euro 6 Zero Emission Vehicle ³	★★★	<ul style="list-style-type: none"> Alternative fuels (CNG, biomethane, bioethanol, biodiesel)¹ Hybrid electric drive technology using either diesel or petrol engines Liquefied Petroleum Gas (LPG) Vehicle performance limiters ECO model variants Automatic Stop/Start Low rolling resistance tyres² 	<ul style="list-style-type: none"> In-car fuel consumption monitoring Telematics monitoring equipment In-car navigation and communication equipment Tyre pressure monitoring Cruise control 	1: for any item from lists A or B 2: Either 3 items from list B or 1: for any item from list A, and 1: for 2 items from list B	5

¹ Alternative fuels: check with scheme manager regarding qualifying fuel quality and vehicle technologies.

² If an appropriate replacement (like-for-like) is made and maintenance practices ensure correct tyre inflation.

³ Zero Emission Vehicle: at point of use, using battery electric power or hydrogen.



2) Operation level

Allocation of an overall operational star rating, based on percentage of fleet vehicles achieving star ratings and, at the higher levels, additional management practices implemented. Operators will be issued with a certificate and letterhead logo in recognition of the specific operational star rating achieved.

Operation level criteria:

One Star - minimum 75% of fleet One Star vehicles or 50% One Star vehicles and three operational practices

Two Stars - minimum 75% of fleet Two Star vehicles or 50% Two Star vehicles and three operational practices

Three Stars - minimum 75% of fleet Three Star vehicles or 50% Three Star vehicles and four operational practices

Four Stars - minimum 75% of fleet Four Star vehicles and five operational practices in place

Five Stars - 100% Four Star vehicles plus at least five operational practices in place

This applies until Euro 6 vehicles are available (in 2014) when the scheme will require 20% Five Star vehicles per each full year passed from introduction of the standard in order to qualify as a 5* Operator.

Operational Practices (which need to be adequately described and demonstrated during the application process) are:

- ✓ Fuel management programme
- ✓ Formal driver training
- ✓ Maintenance control processes
- ✓ Formal operating policy review
- ✓ Initiating management strategy from customer feedback
- ✓ Integrated telematics systems
- ✓ Business performance indicators

Member Undertakings

By signing the scheme application form (either in hard copy or with electronic signature), members agree to adhere to the requirements of the scheme and to notify the scheme of sale or transfer of fleet vehicles and to remove decals from vehicles when they are removed from the taxi fleet, for whatever reason.

In the event of any operator ceasing to exist as a legal entity or, for example, losing their operator's licence, or where incorrect or misleading details have been found to have been provided, or conditions of the scheme abused (such as displaying decals on a vehicle other than the one for which they have been issued), a letter will be issued to inform them of their removal from membership of the scheme and requesting decals to be removed from vehicles and for the membership certificate to be destroyed.

Further information

For further information on the Scheme, contact its Administrators, Transport & Travel Research Ltd, on 01543 416416, quoting 'ECO Stars Taxis', or email: ecostarstaxis@ttr-ltd.com

