



## Breath of Fresh Air: Partnership Embraces Challenge to **Streamline Sustainability Compliance**

As the winds of transportation continue to shift, sustainability and clean air initiatives have become staples of preliminary conversations between shippers and their prospective transportation providers. Now, Requests for Information (RFIs) consistently contain questions not just about how transportation providers are working to support clean air initiatives, but shippers are laying out what compliance toward their sustainability goals looks like with the transportation provider as an extension of them.

Sunset Transportation, a prominent 3PL headquartered in St. Louis, MO, understands the importance of ensuring its carrier partners comply with each shipper's sustainability goals. Sunset Transportation has partnered with Highway, a leading provider of carrier identity management solutions, to address this challenge and streamline the compliance process.

# The Need to Tame Significant Process Overhead to Ensure Compliance

Sunset Transportation faced daunting challenges, including monitoring certifications and renewal dates for the following:

- ✔ **SmartWay** – the EPA-backed program installed in 2004
- ✔ **ARB** – the Air Resources Board Equipment Registration system
- ✔ **CARB** – the California-focused Air Regulations Board system

## The Challenges:

Verifying carrier compliance across multiple databases for these certifications and more was time-consuming and resource intensive.

Previous experiences with carrier identity providers revealed limited monitoring capabilities, relying solely on carriers' annual "yes or no" responses.

This approach lacked reliability and risked potential non-compliance.

## How Highway's Solutions Address Sustainability Compliance

Highway's industry-leading tool for managing true carrier identity and addressing sustainability compliance challenges provides:

### Automated auditing

against multiple federal, state-level, and bureau databases ensures each selected carrier meets sustainability certifications.

### Real-time compliance

**verification**, obtained directly from official sources, reduces the risk of false claims or non-compliance.

### Unique broker

**classification rulesets**, ensuring each carrier aligns with shippers' sustainability expectations.

For Sunset's clients that require strict compliance and detailed processes to be shared as to how those requirements are enforced upon carrier partners, they look no further than Highway's web service (API) offerings.

# Results Achieved through Collaboration

The partnership between Sunset Transportation and Highway has yielded significant results, streamlining the sustainability compliance process and enhancing overall operational efficiency.



## Reliable Compliance Assurance

Robust auditing capabilities enhance trust and strengthen Sunset Transportation's reputation as a provider committed to environmental stewardship.



## Time and Resource Savings

By automating the auditing process and accessing real-time information, Sunset Transportation can focus on core business activities that drive productivity and growth.



## Mitigated Risk and Enhanced Client Satisfaction

Rigorous compliance checks reduce the risk of using non-compliant carriers, minimize the potential for reputational damage or regulatory penalties, and positively impact client satisfaction by reinforcing Sunset Transportation's position as a trusted partner.



"We've had challenges in the past with previous carrier identity providers in this area. They claim to 'monitor' carrier performance in the areas of sustainability, but have fallen short in auditing and ensuring compliance. Highway has proven to be successful by providing Sunset real-time, accurate visibility for certifications and carrier identity."



**Lindsey Graves**  
CEO of Sunset Transportation



## See How Highway Advances Sustainability Compliance Efforts

[Schedule a Demo](#)