

# NACFE



NORTH AMERICAN COUNCIL FOR FREIGHT EFFICIENCY

## Benefits of Supporting NACFE



## Mission

The North American Council for Freight Efficiency (NACFE), works to drive the development and adoption of efficiency enhancing, environmentally beneficial, and cost-effective technologies, services and methodologies in the North American freight industry.



**"Success for us is getting the \$40 billion back into the pockets of fleets and operators, and cutting fleet fuel bills significantly."**

— MIKE ROETH, EXECUTIVE DIRECTOR OF NACFE

# About NACFE

- Unbiased, non-profit
- Work with major fleets across NA
- Mission to double freight efficiency and progress to zero emission
- Fleets, manufacturers, shippers, software providers, governments, associations, etc.
- Scale available technologies
- Run on Less Demonstrations
- Guide emerging change



*Fleets - 2019 Annual Fleet Fuel Study*



# Highlights

- Regional Haul Defined



Click in images  
for links

- Launched Electric Truck focus



- Math Challenge on Electric Trucks



- Conduct Run on Less 2021 – All Electric?



# 2020 Accomplishments

## Research and Reports:

- Conducted a review of all past Confidence Reports, prioritized updates and on path to publish update six.
- Analyzed the data from Run on Less Regional and published report on June 16, 2020.
- Collaborated with NREL and Ballard to publish reports after analyzing the Run on Less Regional routes for electric and hydrogen trucks.
- Launched new efforts to accelerate adoption of regional haul electric trucks with funds from the Hewlett and Climate Works Foundations.
  - Identify high-potential regional trucking routes – Math Challenge and Regions report published on August 24<sup>th</sup>.
  - Support implementation on first-mover routes – Continued promotion of success
  - Scale best practices in infrastructure deployment – Launched a Fleet Readiness Group
  - Increase confidence in the value of electrification – Led numerous workshops and webinars with a growing network.
- Planning to publish a dedicated Guidance Report on hydrogen fuel cell electric trucks in December 2020.

## Industry Thought Leadership:

- Published “Defining Production”, a report on the definitions of being in production of a new truck model.
- Pivoted due to COVID to on-line leadership, maintaining the engagement numbers from 2019.
- Expanded networks and lead dialogue and debate throughout the industry in line with our research and organizational impact goals.

## Recognition:

- NACFE awarded the Society of Automotive Engineers’ Environmental Excellence in Transportation Award for the 2017 Run on Less.
- Mike Roeth recognized to deliver the 2020 SAE Buckendale Lecture and manuscript.



# Past Support – Thank You!



## 2020 Fiscal Support

Gold



Silver



Bronze



Electric Trucks



# 2021 Plans

## Research and Reports:

- Finish updates of all review of all past Confidence Reports.
- Expand Annual Fleet Fuel Study increasing fleet participation while streamlining data acquisition and reporting process.
- Continue to accelerate the adoption of regional haul electric trucks via efforts in four distinct workstreams.
  - Identify high-potential regional trucking routes,
  - Support implementation on first-mover routes,
  - Scale best practices in infrastructure deployment and
  - Increase confidence in the value of electrification.
- Continue collaboration studies and issue reports with key leaders.
- Conduct research on deployment of Class 3-6 electric trucks in urban goods movement.
- Conduct research efforts on the evolution of automated driving.

## Industry Thought Leadership:

- Conduct NACFE Workshops to accelerate learnings on electrification of regional haul.
- Conduct Run on Less 2021, potentially highlighting Electric Trucks.
- Explore helping the industry with sustainability accounting and reporting.
- Expand use of data collection and analysis in more efficient and sustainable goods movement.
- Lead dialogue and debate throughout the industry in line with our research and organizational impact goals.

## Strategic Direction:

- Dramatically increase efforts in urban, final mile goods movement with our partner Rocky Mountain Institute

# Benefits of NACFE Support

## Newsletters & Base Website

- Great learning information
- Terminology & Technology
- Benefits & Challenges

## Executive Summaries & Videos

- Insight without length
- Do I want to read more?

## Run on Less, Confidence & Guidance Reports, Fleet Fuel Study & Collaboration Reports

- Analysis of technology groups
- What other fleets are seeing
- Confidence Matrix
- Payback & Benchmarking Tools
- Consulting with public whitepapers
- Workshops, Industry & Private Events

### **NACFE provides support across all levels of your organization:**

- *New employees & recent promotions*
- *Upper management & interested parties*
- *Maintenance, Operations, Development, Engineering, Sustainability, General Management – Everyone!*



# Support Levels

## Gold (\$20,000)

A seat on the NACFE  
Advisory Group

Highlighted as a Gold  
Sponsor on website, at  
events, in reports, etc.

100% off all Reports that  
have a charge

Involvement in studies,  
events and activities

## Silver (\$10,000)

NACFE visit to your  
company's location

Highlighted as a Silver  
Sponsor on website, at  
events, in reports, etc.

50% off all Reports that  
have a charge

Involvement in studies,  
events and activities

## Bronze (\$5,000)

Highlighted as a Bronze  
Sponsor on website, at  
events, in reports, etc.

Involvement in studies,  
events and activities

- New Platinum level available at \$40,000. Call to discuss.
- A Gold sponsorship dedicated to the electric truck work will be recognized.
- Run on Less 2021 to have separate sponsor opportunities

# Help us Help You – Support NACFE

NACFE is a key leader in the transportation efficiency network. Your support has been critical to our success, and we look forward to working with you to expand the reach and breadth of our work; scaling available technologies, guiding emerging change and doubling the efficiency of North American goods movement.

Please consider supporting us for the first time or renewing or increasing your gift to help us achieve this vision.



[www.nacfe.org](http://www.nacfe.org)

Follow us on: **LinkedIn** 

Call or email us today! Mike Roeth, 260.750.0106, [mike.roeth@nacfe.org](mailto:mike.roeth@nacfe.org)

**NACFE**



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**THANK YOU**