



RUN ON LESS – ELECTRIC DEPOT

Support the real-world demonstration of scaling the deployment of electric vehicles

ABOUT RUN ON LESS – ELECTRIC DEPOT September 2023

The three-week demonstration showcasing electric trucks delivering real freight on real routes will:

- Involve around eight fleet depots with about 20 Class 2b to 8 battery electric vehicles operating in the United States, Canada and Mexico.
- Explain fleet scaling considerations such as charging infrastructure, engagement with utilities, total cost of ownership management, driver and technician training, etc.
- Deep dive looks into utilities, charging equipment, construction, etc.
- Highlight effective partnerships between fleets, OEMs, and utilities.
- Facilitate industry conversations around the necessary supporting actions.
- Conclude with a finale and education series at major truck conferences.

Detailed results and findings will be published in a focused report in mid-2024.

Run on Less – Electric, a demonstration of zero-emissions commercial vehicles, showcased electric vehicles operating in four market segments — vans and step vans, medium-duty box trucks, terminal tractors and heavy-duty regional haul tractors. The event's organizers, the **North American Council for Freight Efficiency (NACFE)** and **RMI**, learned a great deal from the 13 trucks that spent three weeks moving goods in various locations across North America in September 2021.

One of the key learnings was that the transition to electric vehicles is about much more than just the trucks themselves. It is about charging, infrastructure, grid capacity, etc. From this realization came the idea of Run on Less – Electric Depot (RoL-E Depot) and a vision to learn and share best practices for scaling electric trucks at depots.

In order to ensure the long-term success of these vehicles, we need to start learning from fleets who are beginning to scale their use of electric vehicles. NACFE knows it's early for these trucks to see widespread deployment, but we are beginning to see some fleets move beyond the initial one or two electric vehicles in their fleets. Help us showcase the benefits of scaling



electric trucks while also having frank conversations about existing challenges and what will be needed to scale their adoption even more quickly.

California's **Advanced Clean Trucks (ACT)** rule requires truck manufacturers to sell an increasing percentage of zero-emissions vehicles in the state, starting in 2024. By 2035, at least 55% of Class 2b-3 truck sales, 75% of Class 4-8 truck sales, and 40% of Class 7-8 tractor sales must be zero-emissions. And California is not the only state setting goals for the sale of zero-emissions vehicles; other states and provinces have followed suit.

THE SUCCESS OF RUN ON LESS

A joint effort between NACFE and RMI, Run on Less is a best-of-the-best, cross-country research demonstration that showcases advancements in freight efficiency. Run on Less demonstrates how efficiency technologies improve the bottom line for fleets and benefit the environment by reducing greenhouse gas emissions. Each Run highlights a specific segment of the trucking industry and details how these drivers and fleets deliver freight in a more sustainable manner.

NACFE will leverage the knowledge gained from **Run on Less – Electric** as well as its 2019 and 2017 Run on Less events. Interest in RoL has continued to grow, with RoL-E being the most popular event yet, with more than 87,000 page views as of May 2022. NACFE anticipates even more interest in Run on Less – Electric Depot, with potential interest from audiences outside the traditional trucking industry, such as electric utilities, governments, and clean transportation organizations.

FEATURES OF RUN ON LESS – ELECTRIC DEPOT

NACFE and RMI have been studying the **opportunities for electric trucks** and believe Run on Less – Electric Depot will allow us to understand more fully what it takes to scale from one or two electric vehicles to dozens or more. Run on Less – Electric Depot will feature around eight fleet depots each deploying electric vehicles in a variety of use cases. As in previous Run on Less events, the technology will either be commercially available or representative of the manufacturer's plans.



METRICS FROM RUN ON LESS – ELECTRIC 2021



WWW.NACFE.ORG
WWW.RUNONLESS.COM

For the 2023 demonstration, we are:

- Attracting the participation of the most visible early electric deployments in North America.
- Working collaboratively with diverse organizations across the large ecosystem of zero-emissions vehicles.
- Holding another **Bootcamp Training** with 10 sessions covering topics including site planning, permitting and inspections, electric vehicle supply equipment, megawatt charging and connectors, phases of adoption, smart charging, regulations, policy challenges, and more.
- Planning an interactive website experience to follow **metrics from the trucks** and chargers and share **stories from the road**.
- Sharing results at a finale celebration at a major truck conference after the event concludes, as well as many more shows throughout the fall and winter.

PREVIOUS RUN ON LESS SPONSORS

Previous Run on Less Title Sponsors included Dana, Meritor, PepsiCo and Shell, with many event and supporter sponsors. They can be viewed on each of the Run web pages.

RUN ON LESS 2017 SPONSORS

RUN ON LESS REGIONAL SPONSORS

RUN ON LESS – ELECTRIC SPONSORS



PEPSICO



BE A PART OF RUN ON LESS – ELECTRIC DEPOT

Help us turn this plan into reality. From fleets and truck manufacturers volunteering to take part in the demonstration to sponsors helping to underwrite the costs associated with it, Run on Less – Electric Depot can't happen without your support.

Reach out to us with depot suggestions, whether you are a fleet, manufacturer or other stakeholder.

Sponsorship opportunities are available at four levels:

EXECUTIVE SPONSOR – \$200,000 Each

- Includes a seat on the RoL-E Depot advisory committee, speaking at the finale event.

TITLE SPONSOR – \$100,000 Each

- Includes a seat on the RoL-E Depot advisory committee.

EVENT SPONSOR – \$25,000 Each

- General event sponsorship or sponsorship of a specific part of the Run (Website, Apparel, Press Event Finale, etc.). Make a suggestion!
- Logo on website runonless.com with link to your site, signage and mention at events, VIP attendance at the finale, and engagement in public relations efforts.
- Encouraged to link announcements and social media to the Run.

SUPPORTER – \$5,000 Each

- General support for RoL-E Depot.
- Logo on website runonless.com with link to your site and signage at events.
- Encouraged to link announcements and social media to the Run.

**THANK YOU FOR HELPING US DELIVER
RUN ON LESS – ELECTRIC DEPOT.**

Contact Mike Roeth, mike.roeth@nacfe.org, or at 260.750.0106 to formalize your commitment.

