

# Run on Less – Electric Depot



## Seeking Participants and Sponsors

November 2022



October 2022



From Executive Director Mike Roeth

I am very excited to share that we are in the early planning stages for the next [Run on Less](#) event. We want this one to focus on likely the biggest challenge to scaling the deployment of electric trucks. Lots of fleets have deployed one or two electric trucks, but few have made the move to having 15 or more trucks. We are thinking this event, which we are calling Run on Less – Electric Depot, will feature eight fleet depots with 15+ Class 3 to 8 BEVs operating in the U.S., Canada or Mexico.

One of the key learnings from Run on Less – Electric was that the transition to electric vehicles is about much more than just the trucks themselves. It is about

# Run on Less - “Best of the Best”

2017



2019



2021



2023



**Long Haul**  
7 Fleets  
10.1 MPG



**Regional Haul**  
10 Fleets  
8.3 MPG



**All BEVs**  
13 Fleets  
New metrics!



**BEV Depots**  
8 Depots  
Infrastructure

# 2021 Run on Less - Electric

## Recap

- Targeted 10 participants, delivered 13. Great mix across adoption market segments.
- Visited all sites, during COVID, conducting 91 interviews.
- Created 42 distinct videos to tell the stories of the participating fleets and OEMs.
- 325 truck-days of data collected and displayed.
- In- Person Industry engagement
  - Press events, Bootcamp and Profile videos leading up to the Run.
  - Launch party at ACT Expo in August 2021.
  - During and after the Run at 14 events.
- Five distinct Run on Less – Electric reports published in first half of 2022.

Thank  
You!

## Metrics

- Bootcamp attendance = 1,200 registered for each, 237 – 655 attendees.
- Website = 91,987 page views with 23,137 in September.
- Surveyed participants and sponsors – very high scores except for Finale effectiveness.
- What else are you interested in?

# Run on Less – Electric Depot

- **Vision** – Learn and share best practices for scaling electric trucks at depots.
- **Objectives**
  - Detail actions needed to go from one to 15 or more electric trucks at a site.
  - Use Data - Measure performance of the trucks and chargers.
  - Storytelling of vehicle deployments, infrastructure, scaling, etc.
  - Deepdives into utilities, EVSE, construction, etc.
- **Strategy** – A “second” Run on Less – Electric demonstration leveraging the original. A sequel with the Run on Less brand. Build on successes of 2021 with data dashboard, video storytelling, bootcamp - expanding the content to scaling at depots. Utilize RMI electricity capabilities.

“RoL-E in 2021 was 90% the trucks, 10% the infrastructure. RoL-E Depot will be about ~ 70% infrastructure and 30% the trucks.”

# RoL-E Depot Timeline



## Announcements

- Jan 10 Press Call including first sponsors
- Feb 26 TMC Press Event
- Bootcamp registration opens mid-March
- Announce Participants early-April



## Bootcamp

- 10 Episodes
- Topics concern scaling of electric truck adoption
- ~50 Expert Speakers
- Runs Apr 25th through Sep 5<sup>th</sup>



## Pre-Run

- Visit all participants May through July
- Continued Promotion
- Post Case Study Profile Videos throughout Aug
- Potential In-Person Workshops



## Actual Run Event

- Kickoff at a Conference, TBD
- Run occurs ~Sep 11<sup>th</sup> through the 30<sup>th</sup>
- Social Media Assets for Participants and Sponsors
- Release findings at a Finale event



## Post-Run

- Analyze data and report
- Share findings at multiple trucking and utility conferences
- Other specific engagements
- Through mid-2024



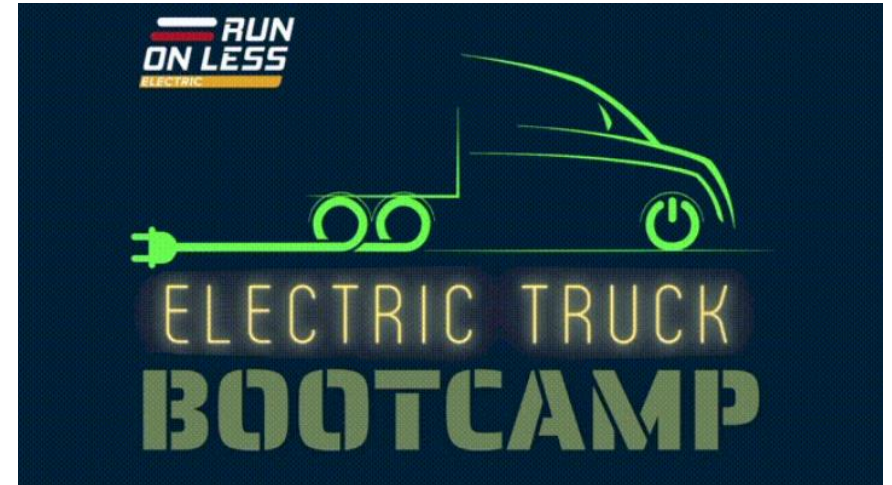
# Bootcamp and Storytelling

## Bootcamp

- Match huge success from 2021
  - 1,200 registered for each, 237 – 655 attendees
- Similar approach with speakers, quizzes, badges, etc.
- GNA selected as our delivery partner.
- Start April 25<sup>th</sup>, pause a few weeks for ACT Expo, restart May 16<sup>th</sup> and end Sep 5<sup>th</sup>.
- New logo and blend with 2021 episodes.

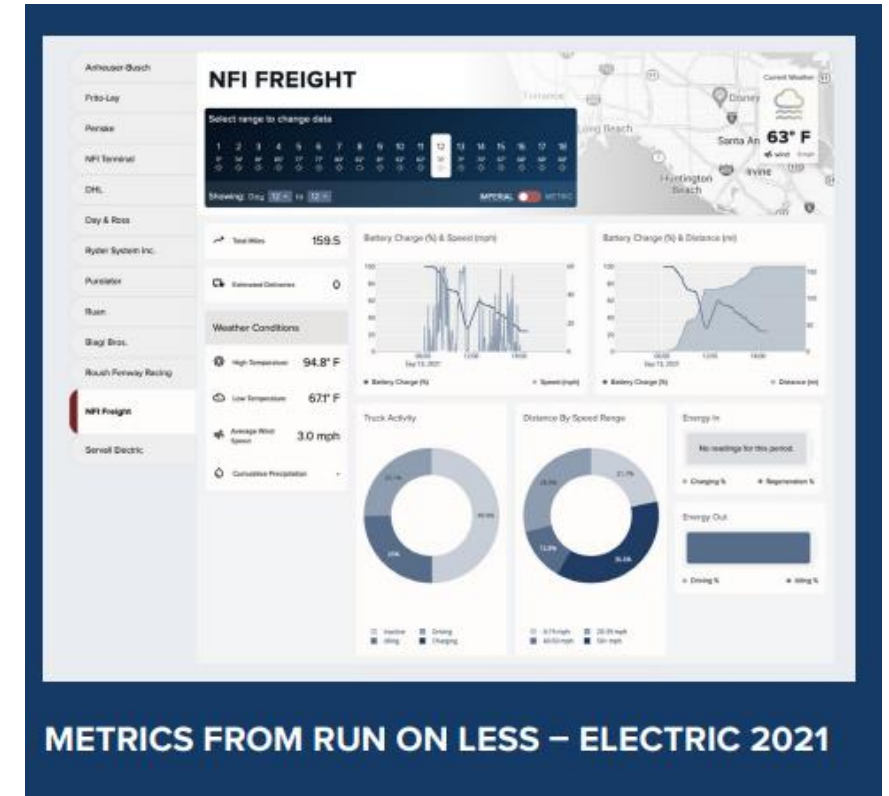
## Storytelling

- Primarily via videos.
- Better planning of site visits capturing stills, detailing primary interviews for each story, etc.
- Brainstorming other tools including blogging, YouTube, “live moments”, etc.



# Data and Dashboard

- Build off RoL-E 2021
- Little Mountain selected as partner
- Geotab again for truck data
- New - Will gather and present charger and maybe other infrastructure data
- Investigating innovative data visualization



# Ideal Participating Depots

- ~8 depots with one each in Canada and Mexico.
- 15 trucks deployed with a variety of truck types
  - Terminal tractors, box trucks, HD tractors, cargo and step vans, maybe pickups/ cars
  - Track two trucks at each depot (RoL-E '21-like)
- Variety amongst depots – some being warehouses (groceries, beverage, etc.), port or intermodal drayage, e-commerce hubs, etc.
- Multiple chargers with different speeds and sizes
- Renewables and battery backups for resilience
- Incentives for trucks and infrastructure
- Unique utility plans for rates, infrastructure support, etc.





# RoL–E Depot Selection Criteria

## Seeking to find the *best variety* of:

- Locations throughout N.A.
- Operational truck and charger duty cycles
- OEM truck models at the site
- Number of EVs at the location
- Various charging systems
- Power consumption
- Utility company types
- Others?

## Basic Requirements

- No cost to the fleet, OEM, EVSE or utility other than time spent supporting our visits and efforts
- Must be operational in May 2023 for visits
- Will announce selected participants in early 2023

# RoL-E Depots: Expectations

## Data Sharing

- Will add GeoTab devices to each monitored truck
- Expect to monitor 2 or 3 trucks per location (could be different OEMs or models)
- Monitor charging data
- Implement data collection during site visits
- Push all data to runonless.com dashboard during the Run in September

## Video Interviews

- Drivers
- Fleet Managers
- Technicians (truck & EVSE)
- Utility Company
- Charging System Supplier
- Infrastructure Installers
- Truck OEM representatives
- Others

**Bonus:** Seeking video and or photos of infrastructure installation over time.

# Sponsorship Opportunities

## Executive (\$200k)

- Seat on RoL-E Depot Advisory Committee
- Speak at a Finale event
- Recognition at all Run events and on all webpages

## Title (\$100k)

- Seat on RoL-E Depot Advisory Committee
- Recognition at all Run events and on all webpages

## Event (\$25k)

- Sponsor one Bootcamp episode or a specific part of RoL-E Depot
- Engagement in public relations efforts given RoL-E Depot assets
- Recognition on website, press discussions and at events

## Supporter (\$5k)

- Recognition on website, press discussions and at events
- Access to public relations assets

Thank  
you!

# RoL-E Depot Support

- Thank you for your consideration in being a Participant or Sponsor.
- Program length January 2023 through June 2024.
- Participants
  - Talk to us Now!
  - Work with us on completing the application; December through February.
  - Participant announcement mid-April.
- Sponsors
  - Recognition over the life of the program.
  - Notify us of your commitment before January 3<sup>rd</sup> for inclusion in first announcement.

Contact us today - Mike Roeth, [mike.Roeth@nafe.org](mailto:mike.Roeth@nafe.org), 2607500106 or Dave Schaller, [david.schaller@nacfe.org](mailto:david.schaller@nacfe.org), 2606025713





- Websites: [www.nacfe.org](http://www.nacfe.org) and [www.runonless.com](http://www.runonless.com)
- NACFE LinkedIn Company page: <https://www.linkedin.com/company/north-american-council-for-freight-efficiency/>
- NACFE LinkedIn Discussion group: <https://www.linkedin.com/groups/2892512/>
- NACFE Facebook group: <https://www.facebook.com/TruckingEfficiency>
- NACFE Twitter account: [https://twitter.com/NACFE\\_Freight](https://twitter.com/NACFE_Freight)
- Run On Less Twitter account: <https://twitter.com/RunOnLess>
- NACFE LATAM LinkedIn Spanish language Discussion group: <https://www.linkedin.com/groups/12553768/>