

# 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



# Highlights

- Annual Fleet Fuel Study
- Messy Middle
- Run on Less – Electric DEPOT
- Continued Electric Truck focus
- Industry Engagement with White House Convening



Click in images  
for links



# 2023 Accomplishments

## Research and Reports:

- Relaunched the Annual Fleet Fuel Study tracking the adoption of 75 freight efficiency technologies. The Study now includes a free interactive Benchmarking Tool for fleets to use to create a fuel strategy.
- Redesigned NACFE.org to improve navigation and sourcing of our materials.
- Gained commitments from philanthropy for a second three-year electric truck guidance suite of reports.
- Studied and released a report on the “Messy Middle of alternative fuels and a Framework for Decision Making
- Continued guidance on electrification with reports on Infrastructure and Hydrogen.
- Conducted Run on Less – Electric DEPOT with ten fleet depots operating 291 electric trucks. Vimeo video views in August was 106,600 and website page views in September of 111,504! 100- and 50-times past rates.

## Industry Thought Leadership:

- Conducted NACFE Workshops to accelerate learnings on electrification of regional haul and Run on Less – Electric.
- Lead dialogue and debate throughout the industry in line with our research and organizational impact goals at approximately 120 events.
- Organized a November 9, White House Roundtable on Heavy-Duty Electric Trucks.

## Recognition:

- Mike Roeth named as a member of the DOE DOT Joint Office Electric Vehicle Working Group.





# Past Support – Thank You!

## 2023 General Sponsors



## 2023 Run on Less – Electric DEPOT

### EXECUTIVE SPONSOR



### TITLE SPONSORS



### EVENT SPONSORS



### SUPPORTER SPONSORS



# 2024 Plans

## Research and Reports:

- Publish a Thought Leadership report on Intermodal / Drayage and Sustainability.
- Release a Confidence Report and Tools on using Natural Gas as a Truck Fuel.
- Help DOE and the truck OEMs celebrate the SuperTruck 2 programs with a report, video and industry presentation.
- Analyze the data and interview information from Run on Less – Electric DEPOT and publish reports by June.
- Continue efforts on Electric Truck Charging Infrastructure of all types including extreme fast charging and Hydrogen as a truck fuel.
- Complete a report on Truck Refrigeration including guidance on electrification.
- Complete the 2024 fleet fuel study on technologies adoption rates.

## Industry Thought Leadership:

- Conduct NACFE Workshops to accelerate learnings on electrification of regional haul.
- Expand use of data collection and analysis in more efficient and sustainable goods movement.
- Determine the scope of Run on Less – 2025 and gain approval.

## Strategic Direction:

- Begin a NACFE 3.0 Strategy effort looking forward 10 years.

# Benefits of NACFE Support

## Newsletters and Website

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

## Executive Summaries, Infographics and Videos

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

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

- Analysis of technology groups
- What other fleets are seeing
- Confidence Matrices
- 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

## Platinum (\$40,000)

A seat on the NACFE  
Advisory Group

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

100% off all Reports that  
have a charge

Involvement in studies,  
events and activities

## 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

# Help us Help You – Support NACFE

NACFE is a key leader in the transportation efficiency and zero emissions 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)

[www.runonless.com](http://www.runonless.com)

Follow us on: **LinkedIn** 

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

The logo features the acronym 'NACFE' in a bold, white, sans-serif font. It is flanked by two horizontal red lines on the left and a large, solid red shape on the right that resembles a stylized map of North America.

# NACFE

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THANK YOU