



Fleet and Driver Guidelines

These guidelines will be updated as plans become more detailed. Check back often for updates.

Objective: Provide details the North American Council for Freight Efficiency’s (NACFE) expectations for fleets and what fleets can expect from NACFE. This will help insure a highly successful event for all drivers, fleets, sponsors, manufacturers and media.

Thank you for your interest in applying to be a participating fleet in Run on Less Regional in October 2019.

Run on Less Regional Goals:

1. Demonstrate to the trucking industry that proper driving techniques and vehicle specifications can result in MPG numbers well above the national average of 6.4 MPG.
2. Demonstrate to consumers that the trucking industry takes fuel economy and sustainability very seriously and has made tremendous progress in the past decade in improving freight efficiency.
3. Show appreciation to all the truck drivers that make our everyday lives very convenient.
4. Create a dialogue about the growing sector of Regional Haul: current and future.

Methods to Achieve These Goals:

1. [NACFE’s](#) website will be updated every day to illustrate the results of the previous day’s activities.
2. Daily updates by NACFE, fleets and sponsors to highlight the numerous reports published by NACFE on fuel efficiency topics as well as fleet management practices, driver involvement and other topics.
3. One or more press events will be held before or during the event, possibly including Sir Richard Branson, as well as leaders of the title sponsors and Rocky Mountain Institute, NACFE and others.
4. Major press event at the North American Commercial Vehicle show in Atlanta on October 27th.
5. Heavy social media postings on a variety of different media including existing NACFE videos as well as new ones created during the Run.

NACFE Contacts

If you have any issues, questions or suggestions, please feel free to contact either or both of the primary contacts for this event at any time:

Mike Roeth	NACFE Executive Director	260-750-0106	Mike.Roeth@NACFE.org
Dave Schaller	NACFE Industry Engagement Director	260-602-5713	David.Schaller@NACFE.org

If any issues arise, please contact us in private, not over public social media. We appreciate the opportunity to work things out with you before they become a bigger issue.

Event Timeline:

The Run will be executed starting October 8th and lasting through the 27th. Key milestones for the fleet engagements are:

Dates	Event	Comments
Mar 17	Fleet application process begins	TMC in Atlanta 2019
~ May 1	Close applications	
Late May	Select fleets, including equipment, drivers & route location	Notify via phone and email
~ June 15	Announce fleets	Phone call press conference
July/Aug	NACFE visits fleets to conduct driver/fleet interviews, equipment walkaround audit & install data devices	Fleet locations
~ Sept 1	Finalize data collection methodologies & test web dashboard	Fleet data is transmitted to NACFE
Sept	Phone calls with fleet and drivers to provide details and answer questions	Planning two phone calls
Oct 8	Run officially begins	
Oct 8-25	Daily data mixed with stories from the road	Other “moments” such as technology days occur
Oct 25/26	Arrive in Atlanta including interviews	Bring or have other trucks in Atlanta
Oct 27	Press Conference at NACV in Atlanta	
~ Mar 2020	Run on Less Regional report published	At TMC in Atlanta 2020

Metrics Results:

Please let NACFE control the release of all MPG information during Run on Less Regional. Some of you may want to post your results through various on-line outlets such as Facebook, Twitter and LinkedIn. However, some of the sponsors are hesitant to have individual results displayed during the event and we are working through what will be shown. We understand some of you are highly competitive and if you want to brag to fellow drivers during the event, please do it through private messages, not seen on public social media by others. The Run on Less Regional website will illustrate that load, weather, terrain, congestion and many other factors that impact the daily results of any highway tractor.

We are very open to suggestions from the drivers and fleet management on the subject of efficiency. This might be an opportunity to share with the world tips for minimizing idle time, maximizing your fuel bonus or MPG driving tips to those new to the industry. We have a trucking industry magazine specialist on staff at NACFE and can write up a story on subjects that you and other fleets recommend if it fits with the messages we are promoting. See the last page of this document for information about report subjects we will be discussing on-line during the Run.

Run on Less Website “Dashboard”

To communicate what is happening throughout the event, your vehicle will be equipped with a GeoTab telematics device and possibly a data logger (more on this later, if it occurs). We will use information from your truck such as: total fuel used, Idle time, operating time, total miles, directional bearing, speed, driving status, geographic position and elevation. We will blend your travel with information on weather conditions, wind direction and velocity and temperature. All of this will be aggregated by computers from Geotab and NACFE to feed the on-line dashboard.

The website will also include specific information, photos and videos about you and your tractor-trailer. Enjoy your time as an industry celebrity. If this exposure is causing any problems, please contact us immediately to help us understand what actions should be taken. We will work with you and your fleet to make this the best event possible.

We need to maintain credibility for NACFE and our sponsors, so we are asking each driver to submit some information to NACFE via text ([312 925 7974](tel:3129257974)) or e-mail (nacfe.rol@gmail.com) starting on September 30th (The Monday BEFORE the Run starts and throughout the Run)

1. Diesel fuel tank fill ups (total number of gallons, odometer reading, location & fleet)
2. Bill of Lading weight changes (loading/unloading) plus odometer reading, location & fleet.

If you notice anything unusual while operating or find that your vehicle needs to be serviced, we would appreciate knowing that as well, to help explain the results.

Sponsors: (Please be mindful that all of these sponsors have made this event possible. Although you may be running competitive products on your vehicle, please be supportive of these companies.) We are still accepting sponsorship applications, and we will be updating this list daily on www.runonless.com.

<u>TITLE SPONSORS</u>	<u>Event Sponsors</u>	<u>Supporting Sponsors</u>	<u>Supporting Sponsors</u>
	PepsiCo	IMI	
	Shell		
	Geotab		

Submitting “Daily Updates” or “Stories from the Road:” While we recognize you are swamped while working, we would greatly appreciate your daily photo and video inputs explaining what helps you and what makes you less efficient on the road. The goal of Run on Less Regional is to share real world efforts for freight efficiency, so we ask that you keep the wheels rolling, so to speak. There will not be additional stops for promotional activities unless requested to do so by your fleet. Contact us if you’d like to discuss any invitations you receive and we will help manage this. Atlanta is the final place for sharing results and experiences of running on less, but daily updates help us generate continued press coverage and understanding.

We expect to have some great stories to share about your efforts. For example: how do multiple stops compare to single out and back runs, stories about congestion around major cities, how weather is impacting mpg, etc.

Run on Less Regional may engage a video sponsor, who would provide an in-cab camera for each participating fleet. This would be done to help easily capture video from the drivers. By pushing the button, the driver can capture what is in front of the truck or his/her face to share a thought with us. If installed, additional training will be provided on how to use the system. Additionally, video captured via smartphone or laptop can also be used. We will establish a Dropbox on-line file storage system, so you can share videos. You will receive an e-mail invitation from Dropbox shortly. Use it if you want, or ignore it if you have no use for it. If needed you can e-mail your picture files to Dave Schaller at David.Schaller@NACFE.org.

Arriving in Atlanta: We will be gathering all vehicles at a location in or near Atlanta (exact location TBD). It will provide us an opportunity to get together, clean vehicles, compile final numbers, take photos/videos and get prepared for the Sunday press conference. Please plan to arrive no later than 10 a.m. ET on Saturday, October 26. You will be able to stay in your truck at the facility and have access to the facilities during the night. We have asked that it have shower facilities as well.

Sunday (October 27th) Press Conference: NACFE has the first press conference of the NACV show and you are a big part of that event. It will be held in the press area at the same location as the NACV show, to allow us to ignore any weather or interruptions of any kind. The trucks tentatively will roll in front of the hall around 8 a.m.. Starting at 11 a.m. EDT, there will be presentations by NACFE and key sponsors to tell the journalists (roughly 100 expected) and NACFE VIPs about what we have seen during Run on Less Regional including final MPG numbers and other related information. After roughly 30 minutes of presentations, the media will be asked to spread out and interview executives from each of the fleets, their drivers, the NACFE team and major sponsors of the Run. Lunch will be provided for everyone in attendance. We plan to provide Run on Less Regional shirts to the drivers for the press conference. Any other fleet representative is encouraged to wear shirts with their company logo so the editors will easily know who goes with each of the vehicles that will be on display. The journalists leave at 1 p.m. and then we will have some time for group pictures of the fleets, drivers, sponsor, etc. NACFE will have a videographer on hand to capture any footage possible including your requests. If convenient, we can collect the installed telematics devices from you in Atlanta and we will return them to the manufacturer.

NACV Show: This is the second time this show has been held. The organization running NACV also runs the largest truck show in the world every other year in Germany. They have now started the same strategy in North America in 2017 and hold it every other year here as well. Your fleet leadership is being invited to share information about their participation in Run on Less Regional during show hours in the NACFE booth.

Fleet and Driver acknowledge the following requirements:

1. The Fleet shall have the sole authority to select driver(s) (“Drivers”) and Vehicles (see below) to participate in the Run on Less Regional Program.
2. The Vehicles shall be Class 8 trucks with a tractor-trailer fitted only with commercially available equipment and technologies (the “Vehicle”) and as more specifically described in the entry form which is an integral part of this Acknowledgement. No substitutions are permitted. All Vehicles must be model year 2017 or newer with certified engine calibration.
3. All equipment and technologies on the Vehicle must be commercially available/orderable.
4. All equipment and technologies on the Vehicle must have operating emissions equipment and certified engine calibrations. Equipment and technologies may involve a dealer or OEM verification.
5. Each Vehicle will carry Run on Less Regional electronic monitoring devices (the “Device”) to collect data regarding the Vehicle’s performance during the Event. The Fleet must make the Vehicles available to install the Device in July/August in order to perform live testing prior to the Event commencing, on or about the first of September. The placement of the Device will not impede the Driver’s vision or operation.
6. Drivers shall wear seat belts whenever the vehicle is in motion, drive with lights on, comply with all speed limits, hours of service regulations, HOS rest periods, and rules of the road.
7. Drivers shall report fuel purchases per the Program’s fueling process (the “Report”). This Report will include gallons purchased, odometer reading and location and may include the use of a Program fuel card. Falsification of fueling information or other items in the Report is grounds for immediate elimination from the Run on Less Regional Program.
8. The Fleet and/or Driver may display event logos on the Vehicle throughout the Event.
9. The Fleet and/or Driver will select the routes during the course of the Run, but will inform Run on Less Regional program organizers of these plans when asked to provide them.
10. The Fleet and Drivers shall support Run on Less Regional sponsors (for instance, don’t drink another brand of soft drink while Pepsi logos are present).
11. The Fleet and/or Driver will work with the Program’s organizers to achieve commercial and social media goals.
12. The Fleet and Driver shall provide metrics, for instance payload, and a short video report via cell phone to the Program organizers at the end of each driving day.
13. The Fleet and Driver shall sign a non-disclosure agreement regarding data that will be collected from the Vehicle, the Device, and the Report.
14. The Fleet and Driver shall meet with the NACFE team during July/August for a review and audit of the Vehicle, its equipment and technologies, and data from the Report and the Device.
15. The Fleet and Driver shall work with Run on Less Regional Program organizers to complete a Fleet and Driver profile for runonless.com with links to the Fleet’s website.



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16. The Fleet and Driver shall allow videotaping during interviews that will be displayed on NACFE's website in the Driver profiles.
17. The Fleet and Driver shall allow interviews by Run on Less Regional videographers/photographers as requested during the event as long as the requests do not interfere with their driving requirements or HOS rest period.
18. The Fleet and Driver shall contact the Run on Less Regional Program organizers anytime during the Event with any issue that might affect the MPG outcome or the appearance or performance of the equipment and technologies, Vehicle, or Device.
19. The Fleet and Driver shall attend the Run on Less Regional Finale at a luncheon press event on Sunday, October 27th in Atlanta at the North American Commercial Vehicle (NACV) Show.
20. The term of the Event starts when this Acknowledgement is signed through the Finale.

Additional Requests, not required, but greatly appreciated:

1. The Fleet and Driver may take photos of the Vehicle at various points of interest along the Driver's route.
2. The Fleet and Driver may post to personal social media to further promote Run on Less Regional in accordance with the Run on Less Regional social media rules.
3. The Fleet and Driver may handout Run on Less Regional information cards to shippers, truck drivers, or others during the event.

In return for Program Participation, the Fleet will receive:

1. High visibility for your Fleet and drivers on NACFE's website and the associated media coverage.
2. Telematics devices from Run on Less Regional to use during the course of the Event.
3. No data from the Vehicle, the Report, and the Telematics device is confidential and will only be used for the Run on Less Regional Program purposes.
4. Prominent visual and verbal mention in NACFE presentations throughout 2020 as well as being featured in the final report to be issued about six months after the run.

In case you are asked for additional information about NACFE and our work, here are hot links you can copy and paste as you see fit (you are always free to send people directly to us as well):

[NACFE Facebook Group](#),
[NACFE LinkedIn Group](#)

[NACFE Website www.NACFE.org](http://www.NACFE.org)
[Special Run On Less website](#)