

Fuel efficiency is important regardless of duty cycle. That's why the [North American Council For Freight Efficiency](#) (NACFE) is planning Run on Less Regional. As fleets try to get their drivers home more frequently, this segment of the market is getting increased attention and is growing in importance.

Here are some things you might want to know about the upcoming Run.

Q: When will Run on Less Regional take place?

A: The Run will kickoff on October 8, 2019 and will conclude on October 27, 2019 with an event in Atlanta just prior to the NACV show.

Q: How do you define regional haul?

A: Regional haul is an operation in which trucks operate less than 300 miles from base and where drivers are home either daily or at least once a week.

Q: Why did you decide to focus on regional haul for this Run?

A: We are seeing a shortening of the length of haul across the industry as well as a growth of e-commerce, which is changing some of the dynamics of freight and parcel delivery. In addition, drivers are telling fleets they want to be home more often and regional haul drivers are home at least every weekend and often once or twice a week.

Q: What is the goal of Run on Less Regional?

A: First, to demonstrate the best-of-the-best efficiency in Regional Haul. We also plan to gain a broader understanding of regional haul and learn what are the best practices for achieving high MPG in the various duty cycles within regional haul.

Q: How is Run on Less Regional different from Run on Less 2017?

A: Aside from the shift in vehicle applications, we will be tracking a different data set, amping up the audience experience and also holding technology days to explore things like electrification, hydrogen as a fuel, automation and connectivity.

Q: What kind of equipment and technology will fleets be allowed to have on their trucks?

A: Only commercially available technology will be allowed during the Run. NACFE personnel will inspect trucks prior to the start of the Run and note vehicle specs.

Q: What metric will you be using to measure performance?

A: We will again track miles traveled and fuel consumed as well as the conditions of each truck — wind speed and direction, elevation change, vehicle speed, etc. Trucks will again be fitted with a Geotab device to send us key data off the trucks. Plans are to add other key metrics specific to Regional haul such as freight drops per day or other such data.

Q: How many fleets will be participating in the Run?

A: We hope to have 10 fleets.

Q: What criteria will you use to select fleets for the Run?

A: We are looking for fleets who have demonstrated high efficiency through data-driven adoption of technologies and practices.

Q: Other than differing duty cycles, what else are you looking for when selecting the fleets for the Run?

A: Since trucks will operate closer to home, we want participants from all over the U.S. and Canada. Also, we hope to have drivers and management enthusiastic about sharing their efficiency success, diversity of technologies and willingness to join us in Atlanta.

Q: What is in it for fleets to participate?

A: We think there are three reasons. First is to benchmark their efforts by being part of the best of the best leading up to and during the event. Second, is to help the rest of the industry take advantage of what they have learned and third, and maybe most important, is to walk the talk — prove to the industry you are delivering the goods in a more sustainable manner.

Q: What can manufacturers, associations or others do to help find these fleets?

A: Everyone is encouraged to help NACFE find these best of the best participants in Run on Less Regional. If you have a fleet you want to nominate, contact Dave Schaller at david.schaller@nacfe.org

Q: Is NACFE still looking for sponsors?

A: Absolutely. We want and need your support and have many areas of the Run that can be identified as sponsored by an Event Sponsor. If you are interested in being a sponsor, contact Mike Roeth at mike.roeth@nacfe.org or 260-750-0106.