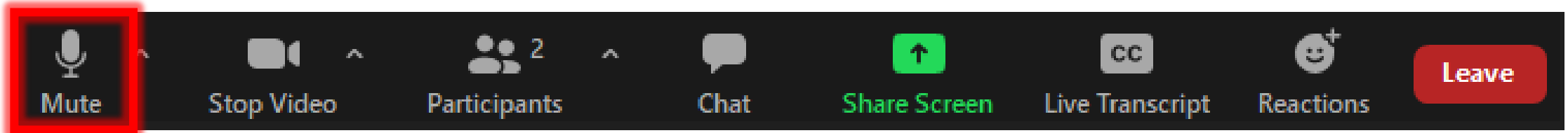


WEBINAR REMINDERS

- Please **Mute** your microphone unless speaking.
- You can place questions in the **Chat** which will be answered in the chat and during the Question/Answer Session at the end.
- You can use the **“Raise Your Hand”** feature to ask questions or make a comment during the Question/Answer portion of the webinar.
- This meeting will be **Recorded**.





Saving Money and Reducing Truck Emissions Webinar Series

Tools and Resources for Owner-Operators

Date: Wednesday, August 16, 2023

Time: 2 PM – 3 PM Central Time

Hosted by the North Central Texas Council of Governments (NCTCOG)

Register at <https://nctcog.zoom.us/j/88951827354>

Webinar will be presented through **ZOOM**

Contact: Jason Brown, jbrown@nctcog.org

Presenters:

Chris Oliver
Trucker Path

Ron Zima
Go Idle Free

OVERVIEW



Image provided by Getty

Welcome, Introduction

Presenter: Trey Pope, Transportation Air Quality Planner, NCTCOG

Tools & Resources that Help Owner-Operators

Presenter: Chris Oliver, Chief Marketing Officer, Trucker Path

Cost, Carbon, Air Pollution Solution for Fleet Operators

Presenter: Ron Zima, CEO, GoGreen Communications

Q&A Discussion

Local Updates and Close



Saving Money and Reducing Truck Emissions Program



GOALS

Promote emissions reduction and cost saving strategies within the trucking industry



INITIATIVES

Build relationships within the trucking industry

Share information about emission reduction strategies

Connect SmartWay verified technology to trucking owner/operators and fleet managers

SMARTTE

Saving Money and Reducing Truck Emissions



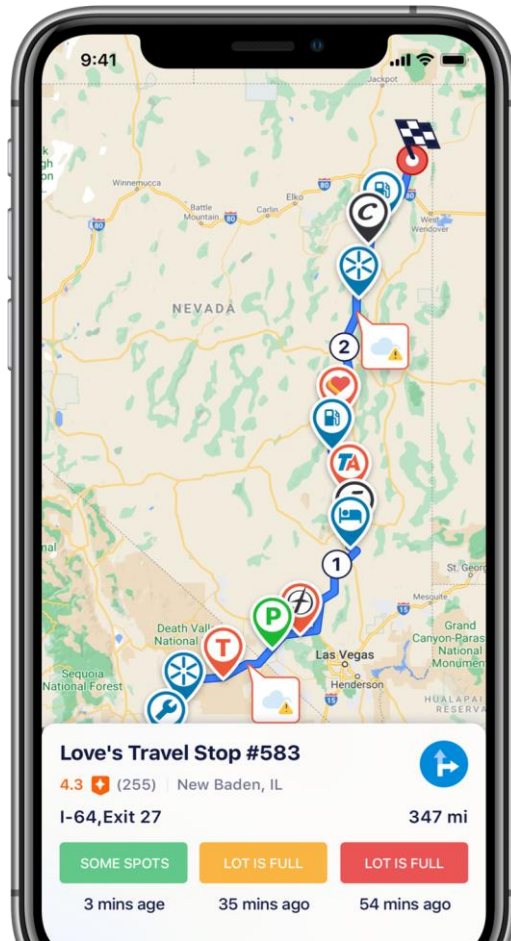
Tools & Resources that Help Owner Operators

Chris Oliver
Chief Marketing Officer
Trucker Path





The Most Popular App For Truck Drivers



800M+
truck-safe miles
navigated

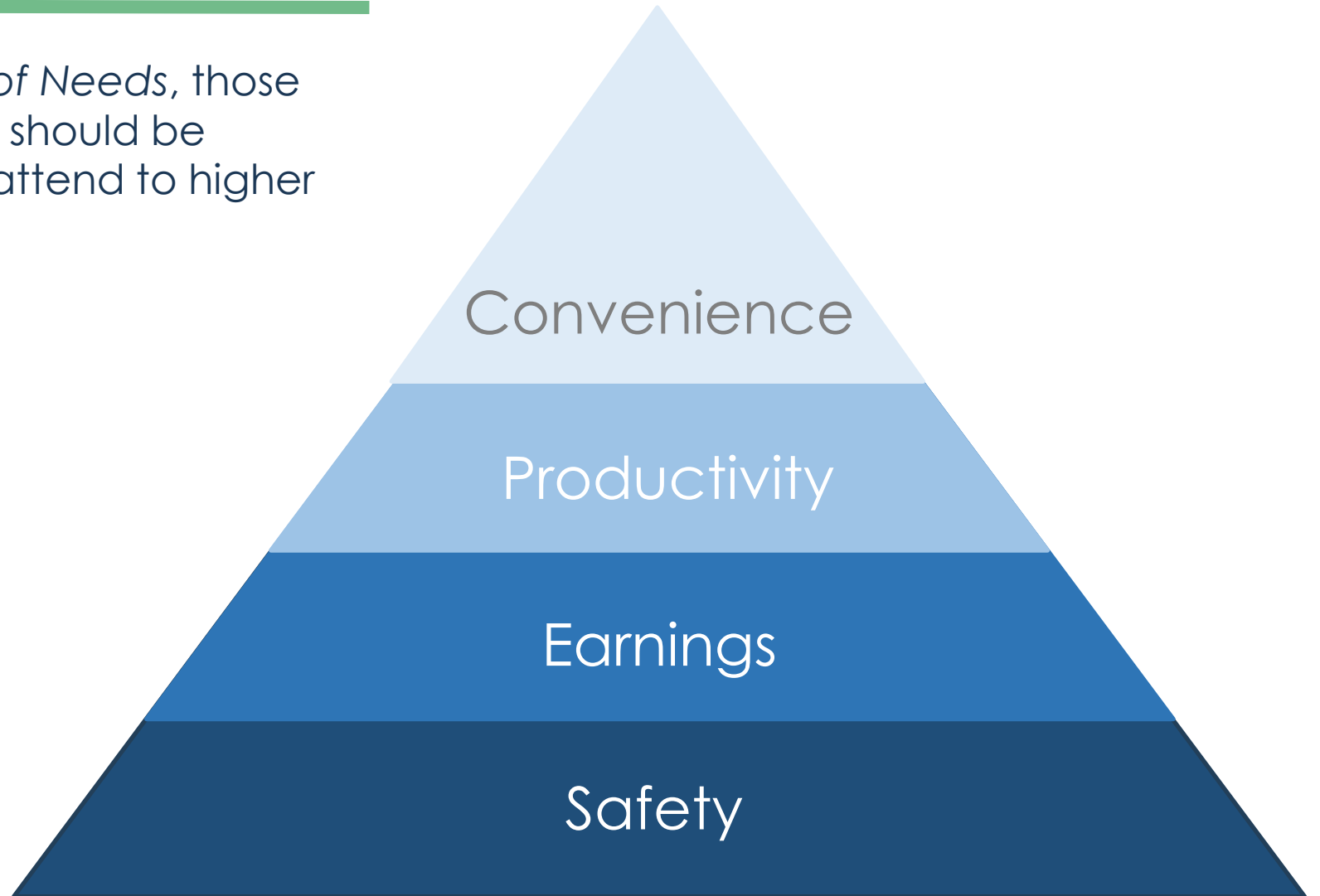
~1M
unique truckers use
the app monthly

Many truckers say, "If WAZE and Yelp had a baby, it would be Trucker Path."



Define The Driver Needs

As with *Maslow's Hierarchy of Needs*, those lower down in the hierarchy should be satisfied before drivers can attend to higher needs.



Safety

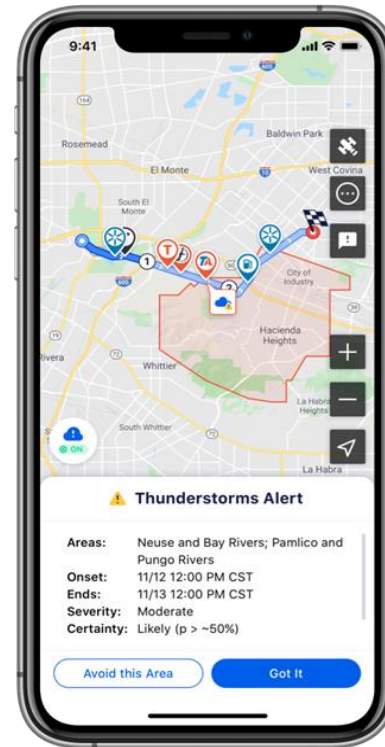
Unquestionably the most important need for owner operators. Safety starts before they even get on the road, continues during trips and until the journey is complete.



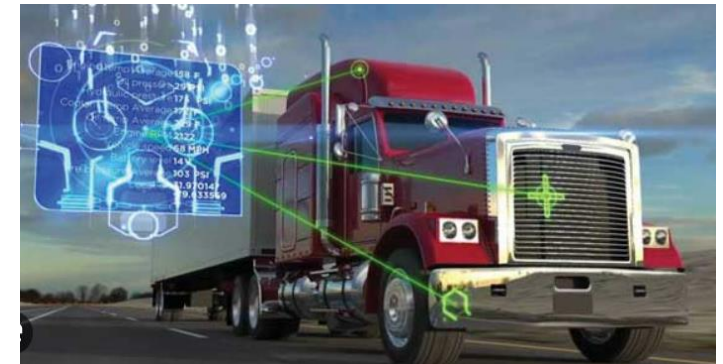
Electronic Logging Devices



Maintenance Trackers



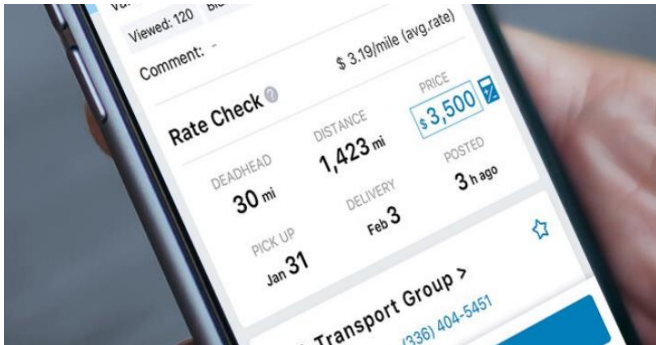
Truck-Safe Navigation



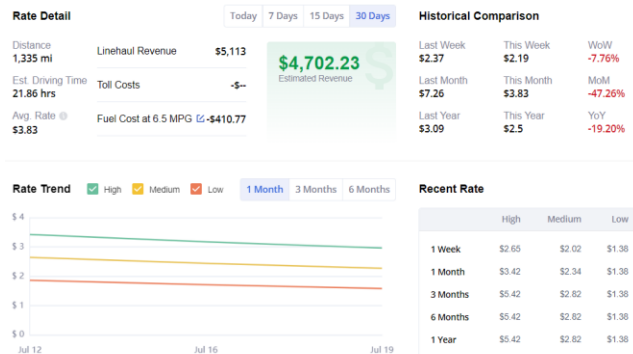
Telematics

Earnings

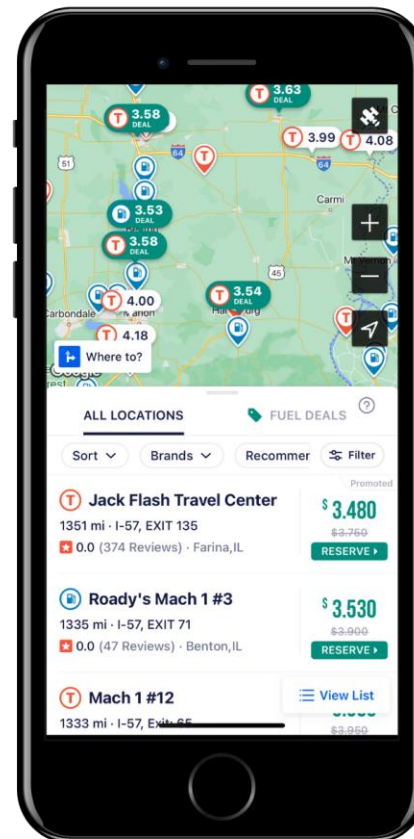
Owner operators are their own business. They must consistently look for opportunities to generate more income and decrease expenses.



Smart Load Boards



Market Data/Analytics



Fuel Discount Network

Fuel Optimized Cost	Smart Fuel Plan
\$665.8 Save \$226	\$3.329
Standard Fuel Cost: \$891.8	Standard Average: \$4.459

Stop Name	Arrival Tank	Fuel Price	Fuel Amount	Cost
Phoenix, Arizona Phoenix, AZ	200 Gal	--	--	--
PWI #123 Sealy, TX	10.9 Gal	\$3.4	100Gal	\$339.9
PWI #363 Orange, TX	83.8 Gal	\$3.26	100Gal	\$325.9

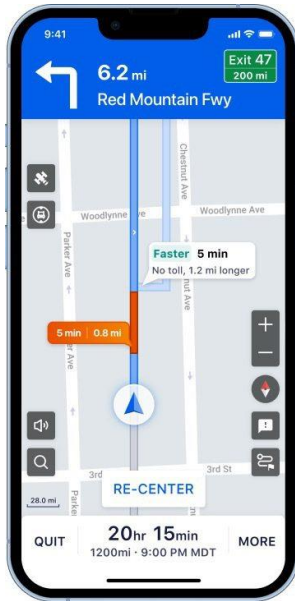
Fuel Optimization



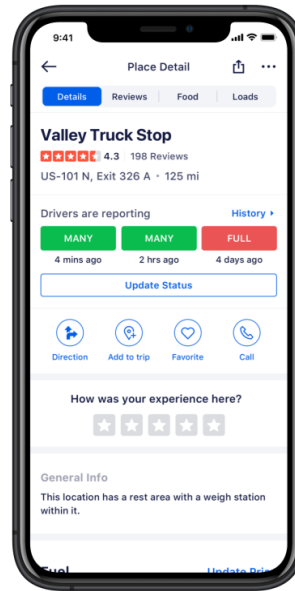
Alternative Insurance Options

Productivity

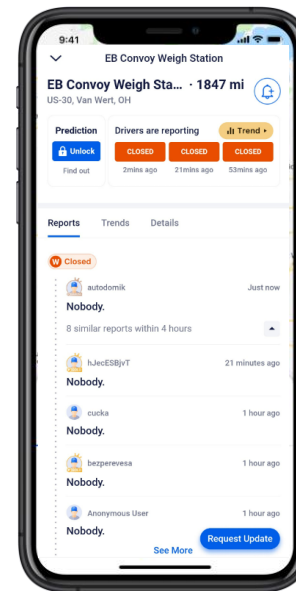
Making the most of your time as an owner operator is critical, especially in this challenging freight market. The utilization of productivity tools can create efficiencies that free up time for other important tasks.



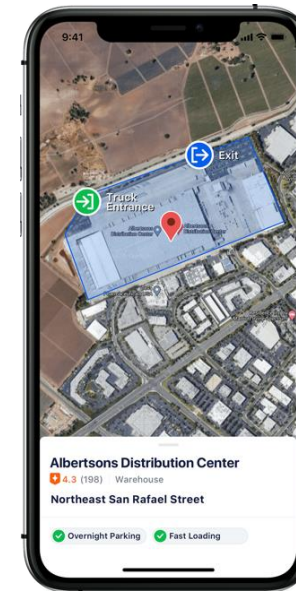
**Real-Truck
Routing**



**Parking
Availability**



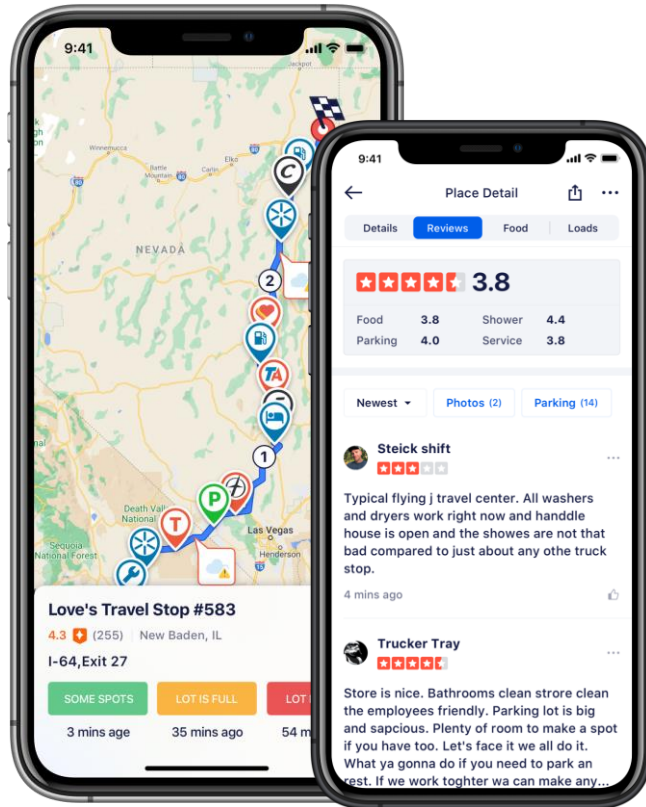
**Weigh Station
Status**



**Dock
Insights**

Convenience

Life on the road is tough. Anything that can help make the journey or the job easier is going to be well received by owner operators.



Points Of Interest Locators & Information



Business Services



On-the-Road Entertainment

Thank You!

Chris Oliver

truckerpath.com

chris.oliver@truckerpath.com



COST Carbon
Air Pollution
SOLUTION
for Fleet Operators.

GoGreen.



IDLE FREE Guy™

Idle Reduction Behavior Modification Expert.

- Former TV radio broadcaster.
- Sales and marketing: high tech, telecom.
- Cause branding: The Salvation Army.
- Father of two kids.
- Founder; The Children's Clean Air Network.
- Creator; **IDLE FREE** for our kids® GOIDLEFR EE.com

[Ron's full BIO.](#)
[LinkedIn Profile.](#)



Ron Zima ADpPR

U.S., Canada, fleets commonly spend:



40% - 60%
engine hours
on operator
'60's Idling'
behavior.

IDLE Cost Metrics:
U.S. and Canada

"The typical fleet operation is spending 40% - 60% of engine hours on driver '60's idling' behavior."
- Ron Zima, IDLE FREE Guy

Point of View Paper
GoGreen Communications Inc. © 2023

"Idle reduction from driver behavior modification in a fleet's gasoline and diesel burning assets is the biggest combined cost, greenhouse gas and air pollution reduction opportunity for fleet operators in the United States and Canada in all fleet industry sectors."

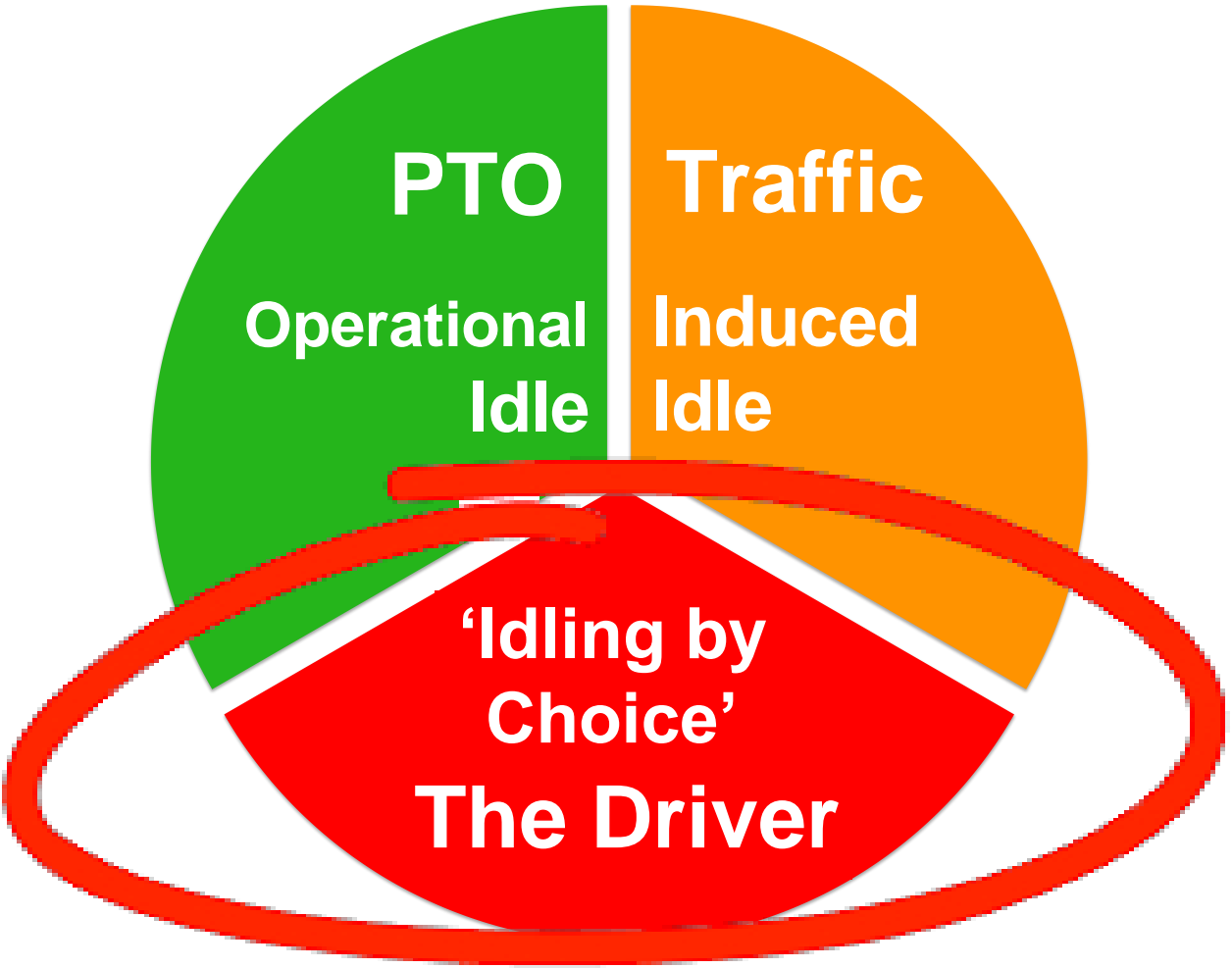


'Cascade of costs' Driver '60's idling' beliefs behavior:

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- Fuel.
- Added *maintenance, warranty cost.
- Lifecycle costs.
- Vehicle downtime.
- Employee productivity.
- Carbon emissions.
- Air quality.
- Costs @home; employee vehicles
- Safety risk (vacant vehicle idling).
- Fleet reputation.

*Maintenance expenses equal to roughly half of the total cost of ownership over the vehicle life.



Reduce 'by choice' idle.
Not Power Take Off (PTO.)
Not idle, stuck in traffic.

**When parked,
and it makes sense,
'go idle free.'**

Cost CARBON AIR POLLUTION Solution.

Do Nothing.

THE FLEET:

100 vehicles, idle burn rate
1 U.S. gallon per hour.

2 hours / day of driver idling 'by choice'
(zero MPG, zero benefit).

Diesel price \$4.00 / gal.

THE COSTS:

100 trucks x 2 hrs. idle
= 200 Gal. @ \$4.00 x 250 days:
Fuel = 50,000 gal = \$200,000
Added Cost of Ownership:
+50,000 hrs x 30 miles = 1.5 Million miles!
Each hour idled = 30 miles of wear
@30c per mile = \$450,000!
Carbon = 444 Tons (via EPA Calculator)

= \$650,000 /yr.



Industry's *proven*
idle reduction behavior
modification science.

VS.

Solution.

*Predictive Outcomes:

IDLE FREE for our Kids® for Fleets

50% reduction = High outcome.

40% reduction = Medium outcome.

30% reduction = Low outcome.

All outcomes provide payback approx.
12 mos. and pay for program for 2 years.

Company helps drivers save twice.
In personal AND work vehicles.
Employees thank management!

Fleet operators cut costs, carbon,
exhaust pollution, look like heroes!



'Cascade of Costs'
from '60's idling' in
21st century vehicles:

1. Fuel.
2. Maintenance, warranties.
3. Lifecycle costs.
4. Vehicle downtime.
5. Employee productivity, staffing.
6. Carbon emissions.
7. Air quality.
8. Employee savings in vehicles @home.
9. Safety risk (vacant vehicle idling).
10. Fleet reputation.

Driver-Focused Solution:

Driver Behavior Modification
(no equipment, software as a service)

IDLE FREE for our kids®
for Fleets eLearning



Howard

*The broad predictors of potential reduction of fuel burn are based on a real world mix of gasoline and diesel assets, operating in the U.S. and Canada in the 2020's. As with all initiatives based on modifying human behavior, a wide variance of outcomes is possible, and no precise result is implied. The predictors represent a potential range for improvement, requiring actual client data and effective implementation of the proven behavior modification program.

IDLE MYTHS:

1. Idling GOOD.
2. Restarts BAD.
3. Long warmups GOOD.

Summary of OEM Idling Recommendations from Vehicle Owner's Manuals



Chevrolet:

“Avoid idling. Do not warm up the car.”

Ford:

“Don't idle for more than 30 seconds.”

Proven formula: EMOTIONAL ENGAGEMENT.

Drivers will modify beliefs, behavior with effective messaging around THREE values:

- ✓ Their kids.
- ✓ Their cars.
- ✓ Their cash.





Historical Response: Year One. 10

Outliers

Will Come Along

Early Adopters

Age groups 18+
Psychographics.
Genders.

Respond
Enthusiastically:

- Kids.
- Cars.
- Cash.

Why Company Idle Reduction Initiatives Fail.

The agenda and the messengers:

11

Company Engagement:

“Help the company be more efficient.”

“Help the company protect its vehicles.”

“Save money for the company.”

Home Engagement:

✓ *Their* kids, cars, cash.

Idle Reduction Communication.



Messengers



Receivers

Case Studies

Case Study – International Bus Fleet

Novice to experienced drivers.
80% reduction sustained over two years.

Case Study – Port Maintenance Fleet

Novice to experienced drivers.
40% reduction in 4 months during harsh winter.

Case Study – Interstate Fleet

Novice to experienced drivers.
55% reduction in 30 days





Home – Environment

Headlines

Environment News

Notices

About

Contact

City of Raleigh Launching Pilot of Idle Reduction Program with Goal of Becoming One of North America’s First Idle Reduction Certified Fleets

8 Mar 2023

RALEIGH, N.C., March 8, 2023 /PRNewswire/ — GoGreen Communications Inc, the leader in idle reduction behavior modification involving corporate fleets of vehicles, is launching a pilot of its program with fleet operations at City of Raleigh, North Carolina. This will involve multiple departments across the city under the guidance of Vehicle Fleet Services.



[March 8, 2023 media release.](#)

IDLE FREE Guy™

Idle Reduction Behavior Modification Expert.

info@GoIDLEFREE.com

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Ron Zima ADpPR



GoIDLEFREE.com

Thank you!



IDLE FREE Guy™
Idle Reduction Behavior
Modification Expert.



GoGreen.



IDLE FREE
Certified Fleets™



Local Updates

SMARTe Vendor Directory

Local Vendors of SmartWay
Verified Technology

Promoted through the
SMARTe Program

Free to join and free to use



Image Provided By Getty



Become a SMARTe Vendor



SELL

Sell SmartWay
Verified Technology



LIST

Provide a list of
SmartWay Verified
Technology offered
that can be made
available



SIGN UP

Complete Vendor
Directory Sign-Up
Form

<https://forms.office.com/r/dfd0zsnS8v>



Dallas-Fort Worth Clean Cities (DFWCC)

DFWCC - Advance Economic, Environmental, and Energy Security

- Increase Efficiency and Reduce Emissions from Transportation
- Partner with Public and Private Fleets
- Structure
 - Fleet & Commercial Strategies
 - Consumer Initiatives
 - Local Government Policies / Community Readiness



**Dallas-Fort Worth
CLEAN CITIES**

Fleet Support - Enable More Efficient, Greener Fleets

- Match Vehicles & Equipment to Funding
- Train on Tools and Resources
- Plan for Fleet Transition – Detailed Recommendations



What We Do



Funding Support

Assist with Navigating Programs and Developing Grant Applications

Administer Funding



Technical Assistance

Maintain and Analyze Data

Hold Webinars, Workshops, Peer Exchange

Develop Best Practices and Template Resources



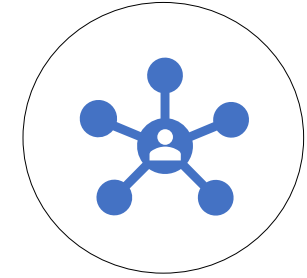
Planning the Future

Alternative Fuel Corridors

Texas EV Charging Plan

ZEV Infrastructure

Organic Waste to RNG Feasibility Study



Raising Awareness

Facilitating Relationships

National Drive Electric Week

Fleet Recognition

Success Stories and Community Events

Get Involved

Website - www.dfwcleancities.org

Upcoming Events - www.dfwcleancities.org/events

Weekly Email Blast - <https://www.nctcog.org/stay-informed>

Sponsor DFWCC - <https://www.dfwcleancities.org/sponsorships>



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