Greening Our Truck Fleets
Removing Barriers to Efficiency in the Heavy Trucking Industry

Situation
The heavy trucking industry accounts for 16% of all transportation GHG emissions...

Objective
Determine the viability and structure of an Energy Services Company (ESCo) model in the U.S. heavy-duty trucking industry that would allow the EDF to improve adoption of efficiency enhancing technologies

Opportunity
Cost-effective technologies exist that are capable of improving fuel efficiency 25%+ with payback periods under 3 years

The challenge lies in determining the best method to get these technologies to the fleet and increase adoption rates

Method
Conducted industry research and interviews with key industry stakeholders

Government/NGO
ESCo
Industry
Academics

Solutions and Challenges

Revolving Loan Fund
• Provides capital to small fleets and independent operators
• CSS having success in Western markets, hampered by limited funding and resources
• Does not address the needs of large fleets

Efficiency Performance Contracting
• Very successful in real estate industry
• Difficult or impossible to measure effectiveness and maintain accountability - trucking industry “dynamic” by nature

OEM Install and Support
• Provides “one-stop shopping” and more financing options
• Due to industry differentiation, incentives are to make the simplest trucks and accessories

Recommendations and Analysis
• ESCo business model does not appear feasible based on risk and lack of efficiencies
• Revolving loan fund seems scalable – potential to focus on expanding financing and scope while partnering with CSS
• Additional potential for EDF to secure corporate partners to further fund/expand CSS and the EPA SmartWay program

EDF Evaluation Criteria
Significant environmental Impact
Yes
Not addressed by other methods
No
Industry Changing
No
Sound business case
Yes for technologies
No for ESCo