

# Truck Choice Workshop

## Agenda

Alumni Center  
530 Alumni Ln, Davis, CA 95616  
May 22, 2017

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8:30 am	<b>Arrival and Coffee</b>
9:00 am	<b>Welcome</b> Lew Fulton, Director, STEPS Program, UC Davis Institute of Transportation Studies
9:10 am	<b>Background on California Low Emission Truck Policies and Plans</b> Tony Brasil, Chief, Heavy Duty Implementation Branch, Mobile Source Control Division, California Air Resources Board
9:30 am	<b>Session 1: STEPS Team gives background on STEPS truck choice project, preliminary findings, and workshop goals</b> Lew Fulton Marshall Miller, Research Engineer, ITS-Davis Qian Wang, Graduate Student, ITS-Davis <ul style="list-style-type: none"><li>• Background on the technologies, policies, motivations for uptake of new technologies/fuels: air quality, GHG aspects</li><li>• Key vehicle attributes, valuation</li><li>• STEPS truck choice modeling approach</li></ul>
9:45 am	<b>Session 2: Fleets Purchasing Decisions (Heavy-Duty)</b> Scott Cramer, President, Certified Freight Lines Scott Perry, Chief Technology and Procurement Officer, Ryder Ken Gillies, Senior Consultant Truck Excellence, Element Colby Bell, CEO, Starlight Trucking Scott Blevins, President/CEO, Mountain Valley Express  Moderator: Marshall Miller <ul style="list-style-type: none"><li>• What factors affect purchase decisions for new technologies and what is their relative importance?</li><li>• What factors will prohibit the purchase of new technologies (i.e. show stoppers)?</li><li>• Are there specific aspects of new technologies that can sometimes outweigh conventional decision-making leading to a decision to buy?</li></ul>
11:15 am	<b>Coffee Break</b>

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11:30 am **Session 3: Fleet Purchasing Decision (Vocational/delivery/other)**

Keith Leech, Chief, Fleet Services, Sacramento County  
Evan Speer, Chief, Department of General Services  
Pat Clay, President, C-Line Express

Moderator: Marshall Miller

- What factors affect purchase decisions for new technologies and what is their relative importance?
- What factors will prohibit the purchase of new technologies (i.e. show stoppers)?

Are there specific aspects of new technologies that can sometimes outweigh conventional decision-making leading to a decision to buy?

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12:30 am **Lunch**

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1:30 pm **Session 4: OEM Perspective. Technology and Vehicle Development**

Bruce Kurtt, VP West, Sales, Volvo Trucks  
Tim Frazier, Director of Engineering, Cummins  
AJ Naddell, Business Development - Electric Trucks, BYD  
Tobin Hedden, District Manager, Mack Trucks

Moderator: Lew Fulton

- How long between the first vehicle demos and true commercial vehicles?
- What are reasonable ramp up times for significant penetration?
- What factors can influence this process?

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2:45 pm **Session 5: Experts Discuss Policy**

Tony Brasil, Chief, Heavy Duty Implementation Branch, CARB  
Jimmy O'Dea, Vehicles Analyst, Union of Concerned Scientist  
Chris Shimoda, VP of Government Affairs, California Trucking Association

Moderator: Lew Fulton

- Where should we be by 2030?
- What policies can best affect the penetration of new technologies?
- How do policies effect purchase decisions?

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3:45 pm **Session 6: Feedback from Participants**

Moderators: Lew Fulton and Marshall Miller (STEPS)

- Response to the UC Davis modeling approach: what's good, what could be improved
- Specific comments on purchase decision choice factors
- Suggestions for future work

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5:00 pm **Final remarks, Program adjourns**

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5:15 pm **Dinner Reception at Alumni Center Patio**

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## Background

This workshop will focus on outreach by our STEPS Truck Choice project team to a group of truck OEMs and fleets, to better understand how fleets decide what types of trucks to purchase, in particular with respect to various propulsion technologies and fuels for given truck categories and purposes. At this workshop we will present our modeling efforts and preliminary assumptions about fleet choice behavior, and work with fleets to try to improve our understanding of the decision making processes and key factors and attributes that are considered. We hope this workshop will help all attendees to better understand critical elements of a transition to alternative fuels and low-carbon technologies in medium and heavy-duty trucks, and answer questions such as:

- How do different types of fleets differ in their purchase decision-making?
- What policy levers and incentives would best help achieve emissions goals?
- What timescales are realistic for the introduction and ramp-up of new technologies such as electrification and hydrogen/fuel cells?

The discussions during the day will directly feed into our UCD/STEPS efforts to calibrate our choice model, and further develop various low-carbon scenarios for California and eventually the United States going out to 2050

## Speaker Biographies

**Colby Bell** is the Chief Executive Officer for Starlite Trucking in Ceres, Ca. Prior to that he was Director of Distribution and Delivery at Crystal Creamery/Foster Farms Dairy for 8 years. Colby has extensive experience in fleet optimization and purchasing strategies from both the “for-profit” and “service based” sectors of trucking. Colby has 25 years’ experience in the distribution and logistics business including Fresh Express, A&A Express, and The Uni-Kool Partners. He has managed fleets from as small as 9 power units to as large as 250 power units and 175 refrigerated trailers.

**Scott Blevins** is President and CEO of Mountain Valley Express, founded by Charles L Giles in Manteca, California, a company ranked first place in Fleet Safety by CTA in 1998, 1999, 2001, 2005 and earning the Grand Trophy for Fleet Safety in 2009, also the year of winning PG&E’s “Green Award” and top score in the EPA Smartway Transport Partner Carrier Program. In 2012 the company wins the Logistics Management Magazine Quest for Quality Award.

**Tony Brasil** has 25 years of professional experience with the State of California with 20 years at the California Air Resources Board and more than 13 years of that experience in a management capacity developing heavy duty vehicle programs. Mr. Brasil currently oversees regulatory efforts and policies to accelerate commercialization of zero emission heavy-duty trucks and buses and other innovative technologies that will reduce criteria pollutant and greenhouse gas emissions from transportation. Mr. Brasil also oversees implementation of several existing regulations that reduce emissions from existing in-use heavy-duty vehicles. Mr. Brasil has an undergraduate degree in Mechanical Engineering from the University of California, Davis and is a registered Mechanical Engineer in the State of California.

**Pat Clay** has been in the trucking business since High School and is now President at C-Line Express. His previous gigs include 12 years of experience as over the road truck driver, Industrial Engineer at Ryder Truck Lines, and Regional Manager at National Car Rental, Vice President of Gateway Transportation. From 1978 to 1990, he owned of GM ABT Inc. He has been President of the California Trucking Association and currently presides the Association of Winery Suppliers. He holds a BS in Economics from Auburn University.

**Scott Cramer** is the 3<sup>rd</sup> Generation President of Certified Freight Logistics, Inc, a refrigerated carrier based in Santa Maria, CA tracking its origins back to 1928. Scott Cramer’s family took ownership of the company in 1955. Today, the company operates 150 tractors & 300 refrigerated trailers moving 40,000 truckloads of product per year for growers, shippers, and corporate grocery chains, supplying jobs to over 200 people in 7 western states,

**Tim Frazier** is Director of Engineering and Chief Engineer of and Technical Officer for Cummins Westport, the technology leader in design and development of heavy duty and medium duty natural gas engines for on-road applications. He is responsible for research, product development, and current product engineering activities. He holds roles of leadership in business strategy and development and in organizational and fiscal planning. Tim is a PhD, Mechanical Engineering by the University of Illinois at Urbana-Champaign

**Ken Gillies** is a Senior Consultant in the Commercial Truck Solutions team for Element’s fleet management business site in Eden Prairie, MN. Ken’s been immersed in the truck world for over 45 years. In his first 16 years, he progressed from HD truck mechanic and upfitting specialist, dealer service management and fleet manager for both regional and national companies. Since 1988, he’s been in the fleet management and leasing company space with GE Capital Fleet Services, Donlen Corp, back to GE Capital Fleet Services and now Element’s fleet management business. His responsibilities began

with managing maintenance processes and evolved through product development and operations management. Most recently, he's been providing consulting services for Element's truck customer base.

**Tobin Hedden** graduated from UC Berkeley 1972. He joined International Harvester in their management Training Program upon graduating and held a number of progressively more responsible positions. He has been District Sales Manager with Mack Trucks the last 23 years.

**Bruce Kurtt** has been in the industry for 35 years in positions with truck dealerships, Full Service Truck Leasing, National Used Truck Operations, National Account Sales and different levels of Manufacturing companies building and delivering trucks to many different industries. I have experience in LNG, CNG and DME and of course many years of Clean Diesel development. This is in supporting customers that have to operate the vehicles and supporting manufacturers that are developing and building solutions for the customer base.

**Keith Leech Sr.** currently leads the Sacramento County's Fleet Division and the Parking Enterprise after retiring in January, 2015 as the City of Sacramento's Fleet Manager. The fleets of both City and County of Sacramento have been recognized as "Leading Fleets" by Government Fleet Magazine and APWA under Keith's leadership. Keith was the recipient of Sacramento Chapter APWA's Professional Public Fleet Manager of the Year in 2013 and was the received NAFA's 2014 Fleet Excellence Awards for Excellence in Public Fleet Sustainability and Excellence in Fleet Leadership. Keith currently serves as Chairman of Northern California Municipal Equipment Maintenance Association and NAFA's Government Affairs Committee. He also serves as President of the Sacramento Clean Cities Coalition.

**AJ Naddell** is the business development lead for electric trucks for BYD Motors, the largest producer of electric vehicles in the world. Naddell focuses on the fast-growing portfolio of BYD's all-electric trucks, creating strategic partnerships for new product development, and pursuing sales leads on an international scale to drive company revenues. Naddell made the natural transition from the semiconductor industry to the electric vehicle space. With a past focus on the Internet of Things, Naddell pushes for smart, effective, efficient, and data driven electric transportation solutions. Naddell conducted oncology and stem cell biology research at the Washington University in St. Louis School of Medicine, while earning his Bachelor of Science in Business Administration from the Washington University in St. Louis Olin Business School

**Jimmy O'Dea** (O-DAY) is a Vehicles Analyst at the Union of Concerned Scientists, where he specializes in heavy-duty vehicle policy and technical analysis. Prior to UCS, Jimmy was an energy and climate policy fellow for US Senator Brian Schatz from Hawaii. His technical background is in hydrogen fuel cells, having done Ph.D. and postdoctoral research in this area.

**Scott Perry is** Chief Technology & Procurement Officer at Ryder Fleet Management Solutions. Scott Perry leads Ryder's Global Vehicle Supplier Relationship Management, Strategic Service Vendor Network Development, Telematics & Connected Vehicle Strategy teams, and the Advanced Energy and Technologies teams. Within this portfolio he carries direct responsibility for developing and deploying Ryder's Fuel Products strategy which includes the company's growing portfolio of emerging technology solutions as well as extending Ryder's leadership position in the advanced fuels vehicle industry. Mr. Perry holds an MBA from the University of Tennessee and has over 25 years of experience in vehicle maintenance operations, logistics and distribution management, carrier and transportation management, and warehouse operations. He serves on the executive committee of the board of directors for the Florida Trucking Association (FTA), is currently chairman of the board of Truckers Against Trafficking (TAT), chairman of the board of the North American Council for Freight Efficiency (NACFE), and finally, serves on the Executive Committee and acts as vice-chairman of the board for NGVA (Natural Gas Vehicles for America).

**Chris Shimoda is** Vice President of Government Affairs, California Trucking Association. The CTA promotes leadership in the California motor carrier industry, advocates sound transportation policies to all levels of government, and works to maintain a safe, environmentally responsible and efficient California transportation goods movement systems. Allied members of the CTA include businesses involved with truck and trailer sales, parts and services, insurance, legal services and all other businesses that support the trucking industry.

**Evan Speer** serves as the Chief of the California Department of General Services (DGS) Office of Fleet and Asset Management (OFAM). In addition to operating a program that leases over 4,000 fleet assets to customer state agencies, OFAM is the policy and control agency for all 50,000 of the State of California's fleet assets. In this policy and control function OFAM is tasked with furthering the Governor's environmental sustainability initiatives by establishing policy for, and ensuring compliance with, statewide sustainable fleet initiatives such as petroleum fuel consumption reduction and zero emission vehicle adoption. Prior to stepping into his current role, Evan worked in DGS on special projects such as the state's renewable diesel purchasing mandate and a multi-agency effort to establish a nationwide aggregated zero-emission vehicle purchasing program. Evan holds a BA in International Relations and an MPA from the University of Southern California.

## Registrants to Truck Choice Workshop May 22<sup>nd</sup>, 2017

Lang	Sui	Research Scientist	Aramco Services Company
Jean-Christophe	Monfort	Transportation Research Scientist	Aramco Services Company
Nathan	Springer	Manager, Future of Fuels	BSR (Business for Social Responsibility)
AJ	Naddell	Business Development - Electric Trucks	BYD Motors
James	Holtz	Manager, North American Fleet Sales	BYD Motors
Pat	Clay	President	C-Line Express
Brent	Jamison	Chief	CA Department of General Services
Evan	Speer	Chief, Office of Fleet and Asset Management	CA Department of General Services
Amy	Mesrobian	Analyst	CA Public Utilities Commission
Nico	Bouwkamp	Technical Program Manager	CaFCP
Hannah	Goldsmith	Project Manager	CalETC
Bob	McBride	Energy Specialist	California Energy Commission
Robert	Loya	Director of Operations	California Multimodal
Chris	Shimoda	VP of Government Affairs	California Trucking Association
Ryan	Schuchard	Policy Director	CALSTART
Lisa	Kunzman	supervising Equipment Engineer	Caltrans
Shannon	Roberts	Transportation Planner	Caltrans
Ed	Hardiman	Senior Equipment Engineer	Caltrans
Dean	Bloudoff	Equip. Engineer	Caltrans
Robert	Wedding	Equipment Engineer	Caltrans
Jeremy	Matsuo	ZEV Infrastructure	Caltrans
Thai	Nguyen	Equipment Engineer	Caltrans
Ryan	Murano	Air Pollution Specialist	CARB
Patrick	Chen	Air Pollution Specialist	CARB
Sherrie	Sala-Moore	Air Resources Engineer	CARB
Jack	Kitowski	Division Chief	CARB
Jeremy	Herbert	Staff Air Pollution Specialist	CARB
Toni	Brasil	Chief Heavy Duty Implementation Branch, Mobile	CARB
John	Shears	Research Coordinator	CEERT
Scott	Cramer	President	Certified Freight Logistics
David	Peterson	Director, Fleet Solutions	ChargePoint, Inc.
Matt	Franklin	Engineer	Chevron
Mu	Li	Planning Engineer	Chevron
Tim	Frazier	Director of Engineering	Cummins
Amy	Lilly	State Regulatory Principal Specialist	Daimler / Mercedes-Benz R&D
Ken	Gillies	Senior Consultant Truck Excellence	Element Fleet Management
Dan	Adsit	Manager	Ford Motor Company
Jamie	Hall	Manager, Advanced Vehicle and Infrastructure Policy	General Motors
Gopal	Duleep	President	H-D Systems
Beth	Bourne	Assistant Program Manager	ITS-Davis
Rosa	Dominguez-	STEPS Manager	ITS-Davis
Lewis	Fulton	STEPS Co-director	ITS-Davis
Kalai	Ramea	Postdoctoral Researcher	ITS-Davis
Qian	Wang	Graduate Student Researcher	ITS-Davis
Wei	Ji	Graduate Student Researcher	ITS-Davis
Jinpeng	Gao	Graduate Student Researcher	ITS-Davis
Leticia	Pineda	Graduate Student Researcher	ITS-Davis
Guozhen	Li	Graduate Student Researcher	ITS-Davis

Raphael	Isaac	Graduate Student Researcher	ITS-Davis
Laura	Cackette	Graduate Student Researcher	ITS-Davis
Giovanni	Circella	Researcher	ITS-Davis
Kathleen	Yip	Graduate Student Researcher	ITS-Davis
Marshall	Miller	Research Engineer	ITS-Davis
Jin	Park	Grad Student	ITS-Davis
Joan	Ogden	Professor and STEPS Co-director	ITS-Davis
Yunshi	Wang	Director, China Center for Energy and Transportation	ITS-Davis
Thomas	Guo	Student Researcher	ITS-Davis
Laura	Podolsky	Policy Director	ITS-Davis NCST
Miguel	Jaller	Assistant Professor	ITS-Davis, UC Davis
Tobin	Hedden	District Manager	Mack Trucks
Michael	Coates	Principal	Mightycomm Rep. Volvo Group NA
Scott	Blevins	President/CEO	Mountain Valley Express
Aaron	Brooker	Research Engineer	National Renewable Energy Laboratory
Lijuan	Wang	Engineer	National Renewable Energy Laboratory
Zhenhong	Lin	Analyst	Oak Ridge National Lab
Charles	Starns	Maintenance Supervisor	Port of San Diego
Rodica	Faucon	Expert Advanced Energy for Transport &	Renault
Scott	Perry	Chief Technology and Procurement Officer	Ryder
Keith	Leech	Chief, Fleet Services	Sacramento County
Lisa	McGhee	Operations Manager	San Diego Airport Parking Co.
Rebecca	Levinson	Analyst	Sandia National Laboratories
Brandon	Heimer	Systems Analyst	Sandia National Laboratories
Joseph	Impullitti	Program Supervisor	SCAQMD
joseph	lopat	Air quality specialist	SCAQMD
Deepa	Subramanian	LNG	Shell
Michelle	Sim	Clean Transportation Manager	SoCalGas
Michael	Lee	Project Manager	SoCalGas
Coby	Bell	CEO	Starlight Trucking
Bill	Day	Regional fleet Sales	TEC Equipment - Volvo/Mack Trucks
Ben	Sharpe	Senior Researcher	The International Council on Clean Transportation
Ulises	Hernandez	Green Freight Researcher	The International Council on Clean Transportation
Dean	Kato	Consultant	Toyota
Ash	Corson	Advanced Technology Group	Toyota
John	Stevens	Physical Scientist	U.S. Department of Energy
Trina	Martynowicz	Technology & Partnerships Office	U.S. EPA Region 9
Christopher	Ramig	Environmental Protection Specialist	U.S.EPA
Hanjiro	Ambrose	Graduate Student Researcher	UCD
Jimmy	O'Dea	Vehicles Analyst	Union of Concerned Scientists
Eamonn	Mulholland	Ph.D. Candidate/Visiting Scholar	University College Cork, Ireland
Kent	Williams	Managing Member	Vista and Efficient Drive Trains
Dawn	Fenton	Director, Sustainability & Public Affairs	Volvo Group North America
Bruce	Kurtt	VP West - Sales Volvo Trucks	Volvo Trucks North America
Joy	Alafia	President/CEO	Western Propane Gas Association
Jon	Warren	Vice President	Western Trucks Center
Sarah	Flick	Corporate Development Manager	Westport Fuel Systems