

NW Seaport Alliance Puget Sound  
Zero-Emission Truck Collaborative

# NW Seaport Alliance Puget Sound Zero-Emission Truck Collaborative

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June 4, 2024



# Meeting Objectives

- Understand opportunities and constraints for dealers and OEMs selling used and new zero-emission trucks and explore solutions for providing access to these vehicles for drayage fleets and independent owner operators
- Hear insights from Act Expo about the potential role of shippers in the ZEV transition
- Begin to scope purpose and membership for “Collaborative 2.0” to support Roadmap implementation in 2025 and beyond
- Review and affirm initial draft recommendations on vehicle incentive programs and hydrogen (from April meeting)

# Roadmap Outline: Today's Focus on Roles of Dealers/OEMs and Shippers

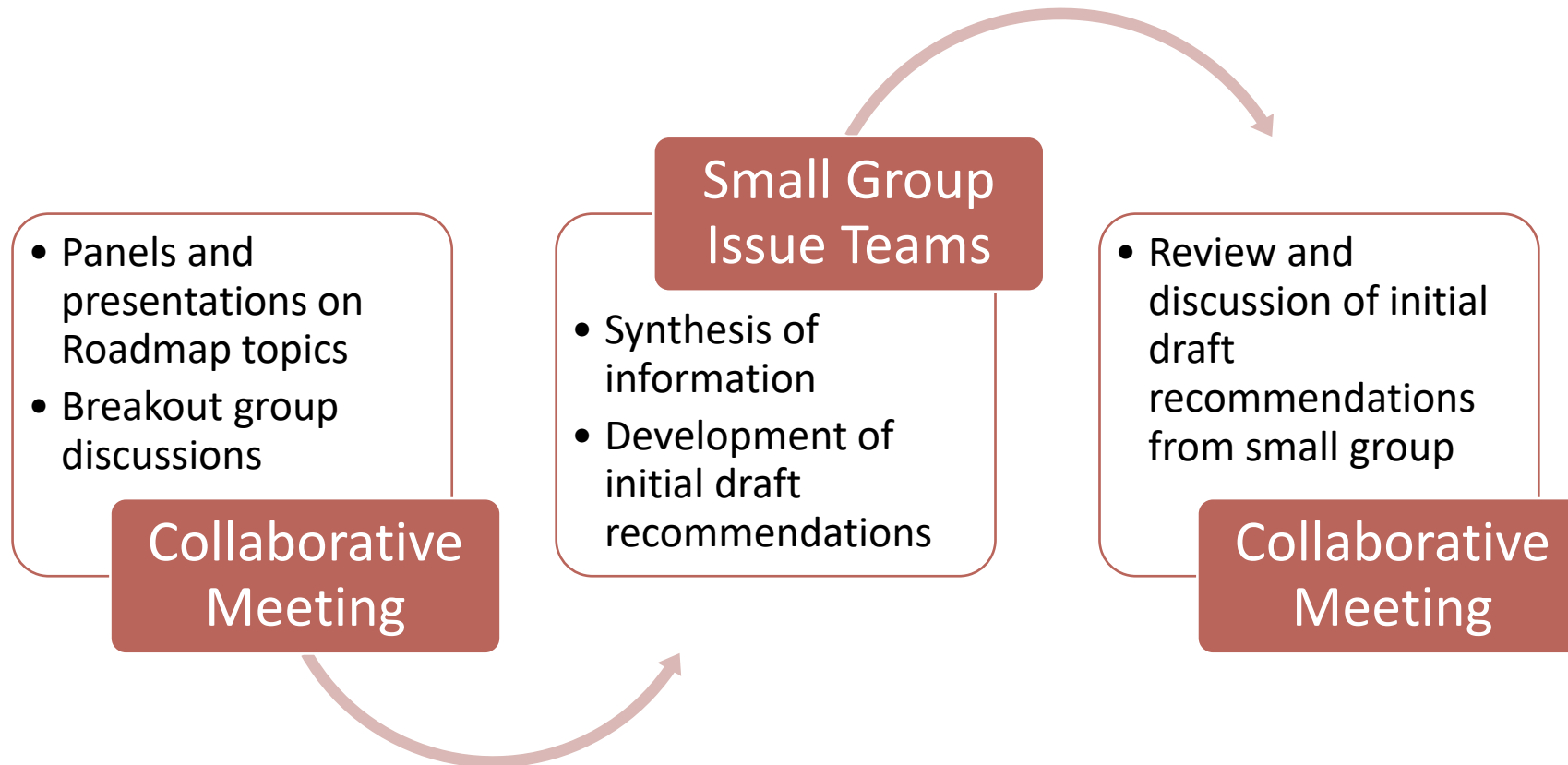


1. Introduction
2. Vision
3. Drayage Sector Context
4. Forecasted Transition
5. Issues & Actionable Recommendations
6. Funding and Enabling Policy Needs
- 7. Roles and Responsibilities**
- 8. Ongoing Collaboration and Coordination**
9. Conclusion

- Role of Dealers and OEMs
- Role of Shippers and Others in Freight Supply Chain

- Role of “Collaborative 2.0” in Roadmap implementation
- Membership of Collaborative 2.0

# Development of Draft Recommendations



Small group session with Vehicle subgroup:  
Thursday, June 13: 3:00 – 4:30 PM

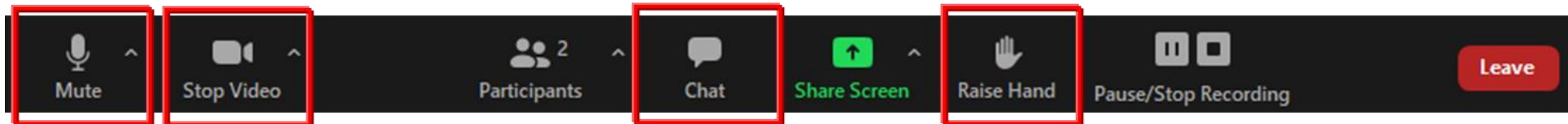
# Meeting Agenda



- 1:00 – 1:15 PM **Welcome and Meeting Overview**
- 1:15 – 2:30 PM **The Role of Dealers and OEMs in Accelerating Adoption of New and Used ZEV Trucks for Drayage: Moderated Panel**
- 2:30 – 2:45 PM *Break*
- 2:45 – 3:15 PM **Insights From ACT Expo About the Role of Shippers in Incentivizing Drayage Fleet Transition to Zero-emission Vehicles**
- 3:15 – 3:45 PM **Initial Scoping of “Collaborative 2.0”**
- 3:45 – 4:00 PM **Draft Recommendations Review: Vehicle Incentive Programs and Hydrogen**
- 4:00 – 4:10 PM **Public Comment**
- 4:10 – 4:15 PM **Wrap up and Adjourn**

# Participating Effectively via Zoom

- Collaborative members please show your video
- If you're using your telephone for audio, remember to enter your participant ID
- If needed, update your name and affiliation
- To reduce background noise, please mute yourself when you are not speaking
- During discussions, please let us know you'd like to jump in by "raising your hand"



# Public Participation

- Those observing the meeting will be muted, off video, and off chat until the public comment time
- There will be an opportunity for 2-minute public comments at the end of the meeting. At that time, members of the public who would like to comment should raise their hands if they would like time to speak

# Project Website

URL:

<https://www.rossstrategic.net/Zero-Emission-Truck-Collaborative/>

PUGET SOUND

## Zero-Emission Truck Collaborative

Meeting Schedule & Materials

### About the Collaborative

The transition to zero-emission drayage vehicles serving ports in the Pacific Northwest is a key step to meet zero emission trucking targets adopted in the Northwest Ports Clean Air Strategy while also contributing to city and state decarbonization goals. The multi-stakeholder Puget Sound Zero-Emission Truck Collaborative to develop a roadmap for transitioning to zero-emission drayage services at the Puget Sound region marine cargo terminals no later than 2050. The Collaborative will meet approximately every other month for half-day meetings between June 2023 and December 2024. Most of these meetings will be virtual but some may be in-person meetings that will include site visits and/or listening sessions. This website will be updated with relevant materials for each of these meetings.

### Meeting Schedule and Materials

#### Meeting 1: June 30, 2023

The purpose of this first meeting is to introduce members of the Collaborative and create a shared understanding of project context, background, and objectives and proposed process for the Collaborative. Members will discuss and affirm Roadmap principles and Collaborative purpose, as well as the Collaborative charter and operating guidelines.

[Meeting Agenda](#) [Draft Charter](#) [Collaborative Members](#) [Collaborative and Roadmap Scoping Document](#)

Meeting dates and materials will be posted for future meetings as available.



# Quick Ice Breaker



*What are you most looking forward to this summer?*

- Please chat in



# The Role of Dealers and OEMs in Accelerating Adoption of New and Used ZEV Trucks for Drayage: Moderated Panel



# Vehicle Voucher Amounts

New Class 8 drayage vehicle voucher: \$150k-\$198k  
 Used Class 8 drayage vehicle voucher: \$75k-\$99k

Vehicle voucher amounts consistent with HVIP funding levels. Modifiers are unique to Washington State needs and program goals.

GVWR (lbs.)	Vehicle Class	Incentive Amount	Modifier Type	Amount Above Base
8,501-10,000	Class 2b	\$7,500	Class 8 Drayage	+ 25%
10,001-14,000	Class 3	\$45,000	More Impacted Environmental Risk	+ 15%
14,001-16,000	Class 4	\$60,000	Small or minority-owned fleet	+ 25%
16,001-19,500	Class 5	\$60,000	In-Use Converted/Remanufactured	- 50%
19,501-26,000	Class 6	\$85,000	Used Vehicle	- 50%
26,001-33,000	Class 7	\$85,000	EV Charging and Infrastructure	+ 50%
33,001+	Class 8	\$120,000		

# Panelists

- **Volvo Truck:** Logan Andrew, Electromobility Territory Finance Manager and Danny Mirts, Director Remarketing Assets
- **TEC:** Scott Coleman, Regional Director, New Truck Sales
- **Daimler:** T.J. Daniel, ZEV Integration Manager, Daimler Truck Financial Services and T.J. Reed, President of Daimler Trucks Remarketing
- **Penske:** Paul Rosa, Senior Vice President, Penske Truck Leasing

Moderator: Erik Neandross, GNA

Break (resume at 2:45)



# Role of Shippers in Incentivizing Drayage Fleet Transition to Zero-emission Vehicles: Insights from ACT Expo

Patrick Couch, GNA



# Discussion

- *At a future Collaborative meeting, what would be most valuable to hear from shippers (and others in the freight supply chain) about their role in the transition to ZEV drayage?*

# Initial Scoping of “Collaborative 2.0”





# Member Brainstorming via Virtual Whiteboard



- Question 1: *What ongoing role should the Collaborative play to support Roadmap implementation in 2025 and beyond?*
- Question 2: *What adjustments to membership should we make to optimally fulfill a future role for the Collaborative?*

# Draft Recommendations Review: Vehicle Incentive Programs and Hydrogen



# Vehicle Incentive Program Recommendations: Program Design and Funding



- Endorse JTC study program design recommendations as guide for WA program and best practices for future programs:
  - Third-party administered point-of-sale voucher program for zero-emission vehicles and charging/fueling infrastructure
  - Voucher amount plus-ups, or modifiers, for select fleet types, vehicles, or environmental impacts, such as vehicles domiciled in disadvantaged communities; small, minority-owned businesses and fleets
  - Incentive for secondary market vehicles
  - Vouchers stackable with other federal, state, or local incentives
  - Adaptable over time to new technologies and market progress
- Other vehicle incentive programs available to Seattle/Tacoma drayage should align with the WA program, including stackability of incentives
- Advocate for long-term funding for program sustainability
- Advance additional incentives that can be stackable with vouchers to reduce TCO: e.g., grants, low-interest loans, tax incentives
- Explore opportunities for non-financial incentives
  - Port-related: Incentives related to preferential access and opportunities
  - Shipper-related: Preferential use of ZEV fleets
- Explore role of distinct Tribal incentives for vehicles and/or infrastructure

# Vehicle Incentive Program Recommendations: Implementation (1 of 3)



- Technical assistance:
  - Fleet advisory program integrated into voucher program (see figure)
  - Guidance on tax credits, grants, and rebates available to overcome financial barriers
  - Educational workshops on reduced maintenance needs of EVs, emphasizing cost savings
  - Free or subsidized legal advice on transportation contracts and documentation

## Point of Sale Voucher - Advisory Track



# Vehicle Incentive Program Recommendations: Implementation (2 of 3)



- Simplified, accessible, and supported application process:
  - Single program online portal for fleet applicants
  - Streamlined application process without unnecessary complexity and lengthy requirements
  - Technical support in multiple languages to ensure drivers and owners understand the application process
  - Front-end pre-approval process and paperwork verification
- Tailored education and outreach:
  - Targeted outreach campaigns tailored to address specific concerns and misconceptions and promote community engagement
  - Training on EV benefits for air quality and public health, addressing emissions concerns
  - Partner with local organizations for outreach and engagement
    - Supported by training for community-based organizations to ensure they are equipped with the knowledge and resources needed to support the drivers in transitioning to electric trucks effectively
  - Ride-and-drives/demonstration centers
- Proactive coordination with utilities

# Vehicle Incentive Program Recommendations: Implementation (3 of 3)



- Explore role of dealers, including:
  - Customer awareness of incentive programs and marketing of ZEVs
  - Maintenance and maintenance workforce training
  - Certification programs for dealers to sell ZEVs (e.g., high voltage, hydrogen)
  - Vehicle financing, including bundling of incentive packages for customers
  - Financial incentives for dealers to sell ZEVs

# Vehicle Incentive Program Recommendations: Driver Engagement

- **Surveys:** Conduct surveys to understand drivers' needs, and preferences, thus fostering better engagement
- **Flexibility and Convenience:** Offer flexible scheduling to accommodate drivers' busy schedules and meet them where they are
- **Value Drivers' Time:** Recognize the value of drivers' time, especially during in-person meetings, by offering stipends or snacks/refreshments
- **Culturally and Linguistically Appropriate Support:** Ensure support materials and interactions are culturally and linguistically appropriate
- **Advisory Committee:** Establish an advisory committee comprising of drivers and owners to enhance communication and trust, providing quarterly stipends for their insights
- **Ongoing communications:** Regular updated through newsletters, etc. to keep drivers up to date
- **Feedback:** Clear feedback mechanism for drivers
- **Recognition:** Provide recognition via awards, financial support, etc. to for drivers/companies shifting to ZEVs

# Hydrogen Vehicles and Fuels Recommendations



- Advance hydrogen fueling and vehicles in parallel with BEVs and charging—same infrastructure and vehicle incentive recommendations apply to both
  - Learn from pilots and early investments about relative strengths and optimal deployment
- Lean into specific strengths of hydrogen over BEVs in certain applications, especially for drivers/companies with a mix of drayage and long-haul
  - Faster fueling
  - Longer distances
- Emphasize use of green hydrogen to reduce GHGs

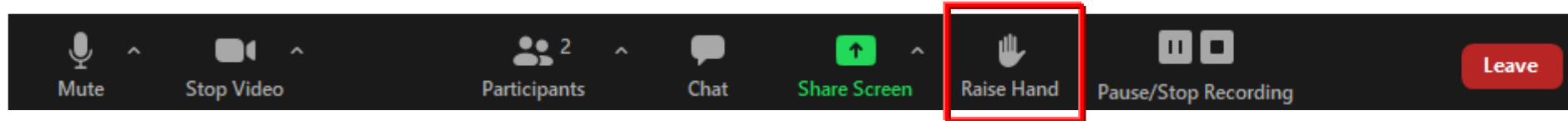


# Public Comment



# Instructions for Public Comment

- Members of the public that are interested in making 2-minute statements are invited to do so
- To the extent possible, please frame remarks as comments rather than questions
- Please use Zoom to raise your hand if you would like to make a statement, and you will be unmuted



# Next Steps



# Next Steps

- Meeting summary, slides and materials will be posted on website
- Small group session with Vehicle Affordability and Access group:  
Thursday, June 13 at 3:00 – 4:30 PM
- Next full Collaborative meeting: August 19, 9:00 AM – 12:30 PM
  - Role of shippers in ZEV transition (panel)
  - Non-financial incentives for drivers and fleets
  - Process for reviewing and refining Roadmap findings and recommendations