



The United States Council for Freight Efficiency.

Vision: A rapidly evolving, more profitable, efficient, and safe freight industry that ensures the environmental sustainability of U.S. goods movement.

Mission: USCFE will drive the development and adoption of efficiency-enhancing environmentally beneficial, and cost-effective technologies, services, and methodologies in the U.S. freight industry by establishing and communicating independent and performance-based standards.

Relevant Links:

move.rmi.org
www.freightefficiency.org

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ABOUT THE PROJECT

Moving 60 percent of America's goods using 3.5 million tractors and 5.3 million trailers, the heavy duty trucking industry is responsible for nearly 17% of total U.S. oil use.

Heavy duty, long-haul trucks offer tremendous potential for efficiency gains. When considering the size, speed, and poor aerodynamics of these trucks, RMI discovered substantial "low-hanging fruit" (cost-effective efficiency and retrofitting opportunities). But the complexity of the industry and its culture have been the primary barriers to realizing this efficiency. The industry has found efficiency improvements difficult to invest in, and when original equipment manufacturers, fleets, and owner-operators have been able to, they've been reluctant because they don't trust efficiency data.

TRANSFORMATIONAL TRUCKING CHARRETTE

In April 2009, RMI convened industry leaders at a Transformational Trucking Charrette to identify the barriers to efficiency and create an industry action plan for doubling trucking efficiency. After two and a half days of intense discussion, collaboration, and argument, the charrette ultimately converged on the intersection of technology, information, and policy. Within the trucking industry, these three areas are at odds with one another, and addressing their misalignments has become the starting point for transformational change. That change begins with the United States Council for Freight Efficiency (USCFE).

USCFE (U.S. COUNCIL FOR FREIGHT EFFICIENCY)

In collaboration with a small but well represented group of industry leaders, RMI founded USCFE with the intention to establish a trustworthy "brand" and to offer credible technology standards and metrics.

The work done by the Council will leverage studies from testing agencies and laboratories. As a part of its chapter organization and nationwide presence through certification, the Council will collect marketing and user data and share it with technology developers to guide the innovation of more efficient systems and accelerate broader market adoption.