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# THE VOICE

MAY 2023

The Official HTA Monthly Newsletter

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## LEGACY PARTNER



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## Harbor Trucking Association Responds to Adoption of Advanced Clean Fleets Rule

Long Beach, CA - The Harbor Trucking Association (HTA) issued a response to the recent adoption of the Advanced Clean Fleets Regulation by the California Air Resources Board (CARB) late last month. The regulation is set to impact Drayage trucks operating at California maritime gateways and mandates that all new trucks entering port service must be equipped with Zero Emissions drivetrains starting from January 1, 2024.

Matt Schrap, CEO of the Harbor Trucking Association, acknowledges the significance of the Advanced Clean Fleets Rule but highlights concerns regarding its implementation. "This is a historic measure, but unfortunately the regulation is more aspirational than reality-based," commented Schrap. While the HTA recognizes the shared goal of achieving zero emissions in the transportation industry, Schrap emphasizes that the timelines outlined in the rule are too aggressive. "No one in our industry has said we can't get there, but the timelines contained in the rule are too much, too fast," he stated.

Schrap further emphasizes the need for a more targeted approach that takes into account the existing limitations in fueling infrastructure for heavy-duty Zero Emission Vehicles (ZEVs). The State of California estimates that an astounding 157,000 medium and heavy-duty chargers are required to support the widespread deployment of ZEVs across the state by 2030. This would necessitate the installation of nearly 400 chargers each week to meet the proposed target.

"There are plenty of providers out there trying to come up with solutions to help fleets transition, but no one can say with a straight face that we are ready for a mandate that begins in less than 8 months," noted Schrap.

He attributes the challenges faced by drayage operators to operational issues rather than a prioritization of profits over health or corporate interests over community benefits. Schrap emphasizes that the existing infrastructure cannot adequately support the ambitious timelines outlined in the regulation.

**The State of California estimates that an astounding 157,000 medium and heavy-duty chargers are required to support the widespread deployment of ZEVs across the state by 2030.** ”

While the HTA recognizes the importance of transitioning to zero-emission fleets, the association stresses the need for a more practical and feasible approach that considers the challenges associated with infrastructure limitations and technical constraints. The HTA looks forward to collaborating with relevant stakeholders to address these concerns and ensure a smooth transition toward a cleaner and more sustainable future.



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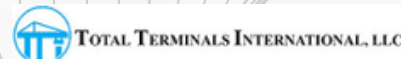
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# Welcome!

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# MEMBER OF THE MONTH

Sponsored by  ENVASE



This month, the spotlight is on **Melanie DesLaurier, New Truck Sales of TEC Equipment**, for being named HTA's May Member of the Month.

Melanie answered a few questions to commemorate this achievement:

- What's your favorite movie quote?

How could you ever go wrong with Jerry Maguire "Help Me, Help you!"

- Tell us something about yourself that would surprise most people who know you.

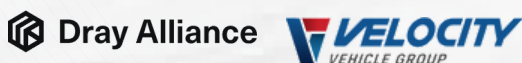
Most people know I have terrible handwriting but what they may not know is it's because I was supposed to be left-handed and in Kindergarten I was taught to write with my right hand. That's my story and I am sticking to it!

Congratulations on your achievement as the May Member of the Month, we consider this award as our gratitude for your continued support of the HTA.

- If you did not work in this industry, what field would you pursue?

This is a hard question because I have been in the Trucking Industry ever since I graduated from high school and to be honest this industry found me but if I did have to pursue another field, I would say something like event planning. Melissa Summers makes it look so easy 😊.

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# Velocity Truck Rental and Leasing Joins HTA as a Silver Sponsor

"We are a proud member of the Harbor Trucking Association" states David Deon, President of Velocity Truck Rental and Leasing (VTRL).

The original mission at Velocity was not really any different than it is today, noted Deon. "Our customers are always at the forefront of what we do," he said. "Our new battery-powered fleet and our charging infrastructure are just the first opportunities we can give our customers to deploy reliable, efficient solutions quickly and cost-effectively."

Obviously VTRL has made its mark on the Southern CA market through internal combustion engine (ICE) technology but the growth making headlines is their commitment to zero-emissions vehicles. VTRL is always looking at expansion and touts its recent new opening's in Sacramento, CA and Las Vegas, NV as the latest Full Service Rental and Leasing locations. VTRL trucks can also be seen all over the port operations not only in Southern CA but on all ports of the nation.

"The acquisition of our new battery-powered fleet allows our customers the opportunity to go zero-emissions quickly, in addition to offering cost-saving measures through quick-charging infrastructure that is included in our leasing program and available through our footprint." Deon adds.

Velocity's 200 electrified trucks are just one small step toward meeting the nation's most aggressive clean trucks rule, which calls for the conversion of California's fleet of 1.8 million commercial trucks to emissions-free vehicles over the next two decades. In almost all cases, that's going to mean electric vehicles. Companies will have to figure out a way to comply in spite of the fact that electric trucks — and the infrastructure necessary to charge them — remain costly and in relatively short supply.

"Our team is well versed in all current technologies and staying on top of everything emerging in our space," Jim Ross, Senior VP of Sales adds. "We have hundreds of ICE tractors still on the way in 2024 and our team is prepared for all of the legislative and manufacturing changes all the way out to 2027. We hope to be the industry 'knowledge' leader for years to come."

Velocity Truck Rental & Leasing is a division of the full-service truck dealership Velocity Vehicle Group. Velocity also serves on the Electric Vehicle Council as well as the Customer Experience Fleet to test the eCascadia in real-world applications.



**David Deon**  
*President*



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**Velocity Truck Rental & Leasing is a division of the full-service truck dealership Velocity Vehicle Group.**







Photos taken during DrayTECH 2022 of Envase Technologies Team at Hotel Maya in Long Beach by Jen Castle Photography.



# Welcome!

Join us in welcoming our new sponsors & members below.

David Deon  
Velocity Truck Rental  
& Leasing  
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Joseph Stanko  
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Jeffrey Bowden  
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**New Affiliate Member**



## DrayTECH 2023 Is Here!

By Mike Bush of Envase Technologies

Every year, the HTA hosts a tremendous event in SoCal, connecting drivers and fleet owners with tech companies trying to make life easier for carriers. And every year, the team at HTA outdoes itself (there were fire dancers last year, and we have no doubt this year will be even bigger).

Melissa and Karla put a tremendous effort into the show (we were so happy to recognize them, along with several other moms, for Mother's Day).

If you haven't registered yet, well, the clock is running out... but here are three things that have the Envase team very excited about this year's event (did we mention fire dancers?)

- **Collaboration-** So many companies in attendance at the show aren't there only to sell their technology; they're there to see how they can work together. The landside logistics spacer is massive, and there can and will be many winners. From the technology standpoint, it can be better to partner up with other companies rather than create a one-size-fits-all approach.
- **Kinship-** Despite the size of the transportation market, we think of the industry and its participants as family. Envase's leaders will be on-site and are genuinely excited to see many of our friends and colleagues (some of whom are customers, some who may not be).
- **Learning-** The panels and talks are going to be amazing. From getting paid faster to transitioning to ZEVs, there will be a ton of information to gather and put into practice at your trucking company.

Outside of those things, we can't wait to see what the HTA has planned for its attendees... we have high hopes.

As for Envase, we'll have an awful lot to discuss on the show floor, and we're sure you won't be able to miss us.

Hope to see you there!

## Meet Our Team



Left to Right: Karla Sanchez, Director of Programs & Communications; Matt Schrap, Chief Executive Officer; Melissa Summers, Membership and Events Manager.

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