



# CASE STUDY

RETAIL TITAN EMBRACES EVs  
TO ADDRESS WAIRE PROGRAM



LEARN HOW YOU CAN  
**MITIGATE WAIRE PROGRAM FEES**

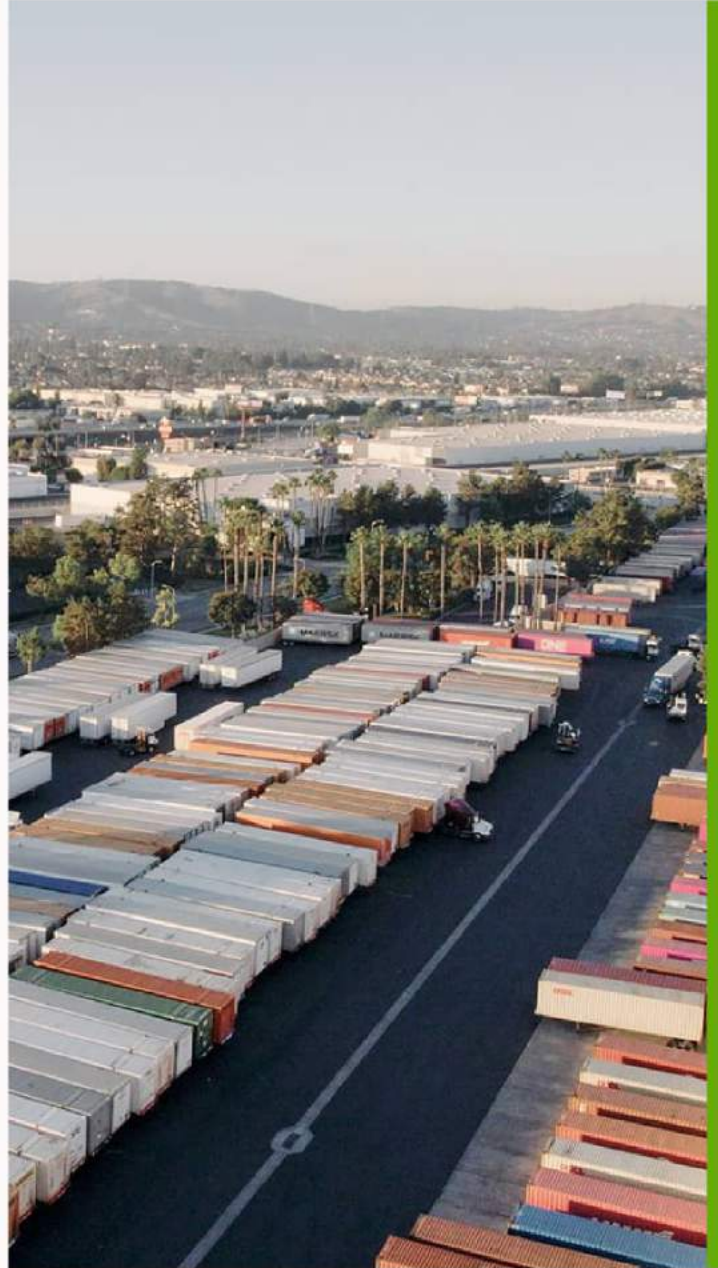
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# BACKGROUND

A retail giant and Lazer Logistics found themselves at the forefront of a revolution in air quality and public health in Southern California's Inland Empire.

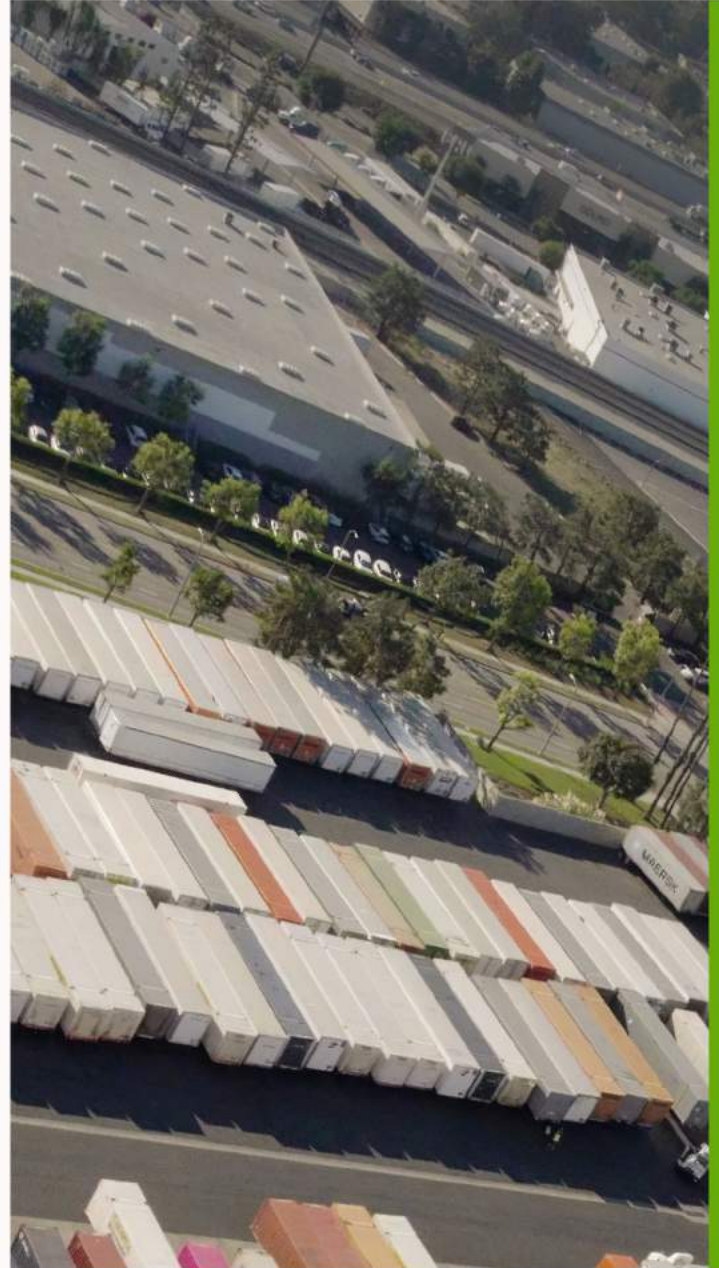
The region, dominated by warehouses and intersecting industries, presented challenges and opportunities for improving air quality, reducing carbon footprints, and increasing operational efficiency.



# CHALLENGE

Implementing solutions to the WAIRE Program, which aims to reduce NOx and PM2.5 from diesel emissions, posed a significant challenge.

The complex regulation, the need for substantial infrastructure upgrades, and the potential for WAIRE mitigation fees were among the difficulties that the company, which is deeply committed to sustainability, had to navigate.



# SOLUTION

Lazer Logistics leveraged its yard electrification expertise and fleet of zero-emission spotters to develop a custom solution for this customer. Through a detailed analysis of the company's distribution centers, Lazer identified areas where battery-electric spotters (EVs) could be most effectively deployed.

Two EVs with a DC fast charger were strategically placed at two separate facilities, setting a new benchmark in sustainable logistics for this customer.



# INNOVATION

The company expressed interest in Lazer adding to its EV fleet but faced the hurdle of insufficient power capacity at existing sites.

We explored the feasibility of running three trucks off a single DC fast charger. These trials involved adjusting driver schedules, staggering breaks, and implementing a charging rotation system to optimize charger usage through meticulous planning and coordination without compromising operational efficiency.



# RESULTS

The results were both environmentally beneficial and financially rewarding, surpassing expectations.

The program

- reduced the company's CO2 footprint
- improved employee satisfaction and driver retention
- resulted in significant fuel and maintenance savings
- helped avoid fees associated with the WAIRE Program.

We proved that sustainability can go hand in hand with profitability.



# WAIRE PROGRAM SAVINGS

The company completely offset its WAIRE Program points obligation through the operation of the EVs.



2022 Bottom Line:  
**86.3** Points Assessed  
**\$86,300** in Savings

The customer expects even greater WAIRE Program offsets in future years.



# RESULTS

## EMISSIONS REDUCTION

Since launching the program in 2022, the customer's sustainability metrics have translated into:



**1.73M+**  
pounds of CO2 reduction



Removing **187** gas-powered cars  
from the road for a year



Powering **155** homes  
for a year

This significant reduction in the company's carbon footprint is a testament to the power of sustainable logistics.

*Source: U.S. EPA's Greenhouse Gas Equivalencies Calculator.*





# RESULTS

The customer has achieved remarkable results in reducing its carbon and energy footprint since implementing Lazer Logistics' EV program.



**77,225**  
gallons of diesel consumption avoided



**51,483**  
zero-emission key-on hours



**111,613**  
zero-emissions miles driven

*Source: Lazer Logistics vehicle telematics 2022-March 2024.*



# CONCLUSION

Together, Lazer Logistics and this retail titan demonstrated the power of collective action in pioneering sustainable logistics. They avoided regulatory fees, improved operational efficiency, reduced costs, and enhanced their sustainability leadership reputation.

Continuing its journey toward net-zero emissions, the company stands as a beacon of progress, proving that daunting challenges can be overcome with determination and collaboration.





LEARN HOW YOU CAN  
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WAIRE PROGRAM  
FEES**

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