



MacDonald-Miller turns to Chevrolet BrightDrop for sustainability and lower costs.



Founded in 1965, MacDonald-Miller Facility Solutions is a full-service, design-build mechanical contractor in the Pacific Northwest. Its operations include 11 locations and a team of over 1,000 professionals. MacDonald-Miller offers mechanical engineering, design-build construction, custom metal fabrication, building system service, maintenance and energy management programs. The company is also a State of Washington- and State of Oregon-approved Energy Services Company.



CHALLENGES

Sustainability goals & reducing emissions

MacDonald-Miller wanted to achieve both its internal sustainability goals and its commitment to reducing emissions by 2040 as a signatory for the Climate Pledge Act. They also needed to meet customer demands to lower the operating costs passed on to them. Adding EVs to the company's service fleet created additional challenges, such as expanding its charging infrastructure to accommodate EVs and overcoming driver concerns about vehicle range.



SOLUTIONS

BrightDrop & GM Fleet

The company chose the 2025 Chevrolet BrightDrop as its EV upgrade due to its best-in-class¹ GM-estimated range of 272 miles², convenient driving features and customizable interior setup. The company also chose GM Fleet to guide them through the process, assist in electrification planning and explain available incentives.



RESULTS

Immediate cost savings & lower emissions

Switching to BrightDrop vans helped MacDonald-Miller realize immediate cost savings on fuel and maintenance, which helped it meet customer demands to lower operating costs. The EVs' features and capabilities, along with extended range, made it easier to overcome driver concerns and hesitation about using them in their fleet. BrightDrop's zero tailpipe emissions also helped contribute to the company's sustainability and climate pledge goals.

Why Chevy BrightDrop and GM Fleet

2025 BrightDrop EVs are designed to meet the day-to-day challenges field-service teams face while conducting service calls or working at job sites. It offers a best-in-class¹ GM-estimated range of 272 miles.² Plus, it features a spacious cargo area to hold technicians' tools and equipment, along with telematics solutions for vehicle tracking.





Charging at home and company facilities

To address its charging challenges, MacDonald-Miller’s internal electrical team installed charging stations at company facilities and drivers’ homes. It also reimbursed drivers for the costs of adding stations to their homes. This expanded infrastructure, combined with telematics, helped change MacDonald-Miller’s operations significantly, streamline route planning and reduce the logistical workload across multiple internal departments.



Deploying BrightDrop in the fleet

MacDonald-Miller uses a combination of BrightDrop 400 and 600 vans for its delivery teams in Oregon and southwest Washington. The company easily upfitted³ and customized the EVs to suit its needs, adding multiple shelves, interior fiber walls and multiple tracks to strap down equipment, with a liftgate to be added to the BrightDrop 600 in the future.



Winning over drivers

Driver hesitation was another challenge that MacDonald-Miller needed to overcome. Many were concerned about range or features they had on their current vehicles not being available in an EV. That all changed once drivers became familiar with all that BrightDrop had to offer. Plus, drivers appreciated BrightDrop’s One-Pedal Driving⁴ controls and its acceleration, as well as how easy it was to charge at home or while on the road. MacDonald-Miller also liked BrightDrop’s design aesthetics, which presented a more modern look to customers.



Exceeding expectations

2025 BrightDrop’s best-in-class¹ GM-estimated range of 272 miles² helped ease drivers’ minds as they knew they would have enough of a charge to cover their service areas. Plus, using public DC fast chargers⁵ helped make it easier and more convenient for drivers to charge their vehicles between service calls or deliveries.



Measuring electrification success

MacDonald-Miller uses multiple key performance indicators (KPIs) to gauge the success of its electrification project, such as fuel-to-charge ratio and driver satisfaction. But two prominent KPIs really stand out as major contributors to the project’s success: lower ongoing fuel and maintenance costs.



“We anticipate seeing potential monthly cost savings on fuel, depending on usage patterns and other operational factors. And don’t get me started about maintenance costs; with warranties and lower scheduled maintenance costs, we are counting on meaningful reductions in those costs, too.”

— Meghan Marquardt, Fleet and Logistics Manager, MacDonald-Miller

Read full case study 

1. On 2025 BrightDrop 400/600 with optional Max Range battery pack. GM estimate based on a full charge and subject to change prior to production. GM-estimated range based on current capability of analytical projection consistent with SAE J1634 revision 2017 - MCT. Actual range may vary based on several factors, including temperature, terrain, battery age, loading, and how you use and maintain your vehicle. Based on latest available competitive information.

2. GM-estimated up to 272 Miles of Combined City/Hwy Range on a full charge on 2025 BrightDrop 400/600 with optional Max Range battery pack. GM estimate based on a full charge and subject to change prior to production. GM-estimated range based on current capability of analytical projection consistent with SAE J1634 revision 2017 - MCT. Actual range may vary based on several factors, including temperature, terrain, battery age, loading, and how you use and maintain your vehicle. Based on latest available competitive information.

3. Upfits from an independent supplier are not covered by the GM New Vehicle Limited Warranty. GM is not responsible for the independent supplier alterations.

4. Feature may be limited when the battery temperatures are extremely cold or hot or when battery is near full charge. Always use the brake pedal when you need to stop immediately. See Owner’s Manual for details.

5. Actual charge times will vary based on battery starting state of charge, battery condition, output of charger, vehicle settings and battery temperature. See the Owner’s Manuals for your vehicle and charger for additional details & limitations.