The role of telematics in today's government fleet

Partner with global leaders to unleash the power of your data

Visibility, transparency, efficiency, and accountability backed by data.

For all these reasons, telematics has become a powerful tool for government fleet operations. Without it, keeping vehicles on the road to serve the public would be impossible.

Comprehensive data allows organization leaders to:
- monitor vehicle utilization trends
- optimize idling times, fuel usage, and driver performance
- track and improve preventative maintenance
- Reduce speeding, harsh braking, and reckless driving
- Minimize insurance and liability costs and track incident reports

While government fleets share many of the same challenges and operational realities as their commercial counterparts, they also have many unique requirements that are enhanced by with a telematics solution.

These include the need for accountability to both oversight agencies and the public for budgets and driver behavior, meeting sustainability goals, and securing sensitive data.

The role of telematics in today's government fleet

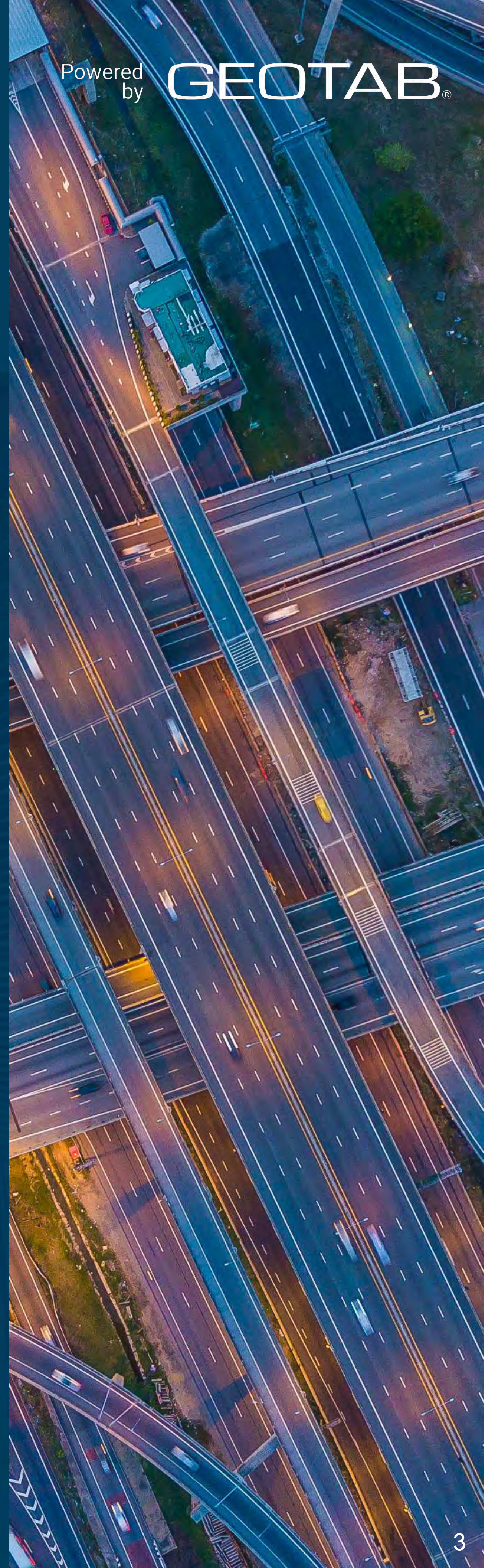Partner with global leaders to unleash the power of your data

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Telematics is critical for government fleets.

Telematics solutions first proved their worth by providing transparency into vehicle activity—where the asset was and what it was doing—and the technology has continuously evolved.

Today, government entities need a way to manage their vehicle assets in a way that maximizes vehicle assets and personnel productivity.

This is why telematics is a crucial tool for government fleets today.
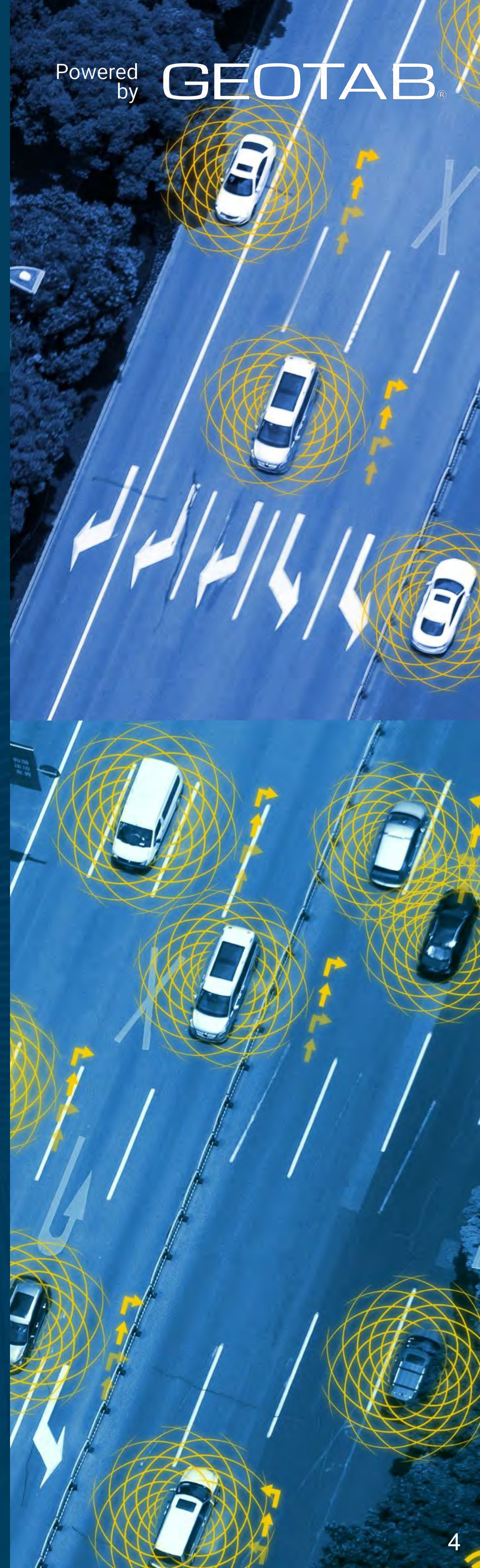
Telematics is a game changer.

Today, telematics solutions can provide fleets with a vast amount of data to promote fleet optimization. This information empowers a variety of fleet decisions, including:

- when to take a vehicle out of rotation for maintenance
- where to improve route efficiencies
- which drivers need additional coaching
- how to reduce fuel costs
- when to retire a vehicle, and more

Combining telematics data with Element's industry expertise provides government agencies with the visibility to:

- increase cost savings
- improve productivity
- enhance safety

Failure to capture and capitalize on the data means the fleet's ability to fulfill its mission is at risk.

Understanding your fleet costs to identify savings

To determine where savings can be found, government agencies need to first have a complete understanding of their costs. The data points captured by telematics are a good starting point, but you also need to understand and interpret the data for it to make a meaningful impact to maximize every taxpayer dollar to the fullest. Government fleet operations can be empowered through data intelligence and partnerships like the one between Element Fleet Management and Geotab. With over 130,000 active subscriptions and almost 400 clients, Element is one of Geotab's largest Resellers.

To have an efficiently run government fleet, it is important to have real-time analytics of your data so you can gain insights into actual day-to-day operating expenses that factor into future planning and budgeting.

Element helps make sense of the data that leads to cost savings, identifying over $1.5 Billion in savings for clients in 2020. Element also has strong partnerships with major OEMs and utilizes the best provider based on the needs of your unique fleet.

Element's user-first designed, client portal, Xcelerate, is designed for real-time access to fleet information and allows managers to visualize performance metrics/KPIs.

Xcelerate provides access to all client data under one platform.

With the help of reporting tools like Power BI, ongoing reviews are preformed to optimize fleet operations.

Element's telematics experts and strategic consultants interpret raw data to identify actionable insights that can be implemented immediately.

Simplified contracts

With more than 2,000 government entities in the United States relying on Geotab solutions to manage their fleet operations, it has become the most trusted telematics solution on the market. Adding to this, Geotab has also helped cut through RFP red tape by securing contracts with the State of California, Sourcewell, the GSA and others to simplify and streamline purchasing.

Case Study

Telematics in action: Supporting sustainability

City of Seattle drives forward with sustainable solutions for fleet management

Challenge:

As a hub of high-tech companies, the City of Seattle has the reputation of being ahead of the curve. With a mandate to lower fleet carbon emissions and eliminate the use of fossil fuels, city leadership turned to telematics. Having a solution that could report an Electric Vehicle's kilowatt hours was critical since the team measured electricity as a fuel and needed to include it as part of the fleet's total cost of ownership calculations.

Solution:

Using robust telematics data, the City of Seattle fleet team was able to evaluate the exact utilization of take home and other vehicles. With this data, they could determine if the vehicle was being used to its greatest potential. The fleet team was able to improve the entire decision-making process for determining if an Electric Vehicle was the right fit. In addition to its sustainability efforts, the telematics solutions also assisted in monitoring for idling, speeding, and other aggressive driving behaviors and then correcting them, saving the city millions of dollars in expenses related to this behavior.

Results:

Having the data-rich Geotab system has been critical in reporting sustainability progress. "The real eye opener for me was the big picture - I saved $2 million in fuel and spent only $100,000 on electricity," Philip Saunders, Deputy Director of Logistics and Emergency Management and the Green Fleet Program.

Source: Geotab case study published March 1, 2021

Enhancing fleet safety to protect drivers and the public

There are fewer things more important to an organization than safety. Monitoring key fleet safety metrics such as driving behavior, makes it easier to tackle safety issues in a proactive manner to prevent incidents. The right data will help you more effectively manage collisions and decrease the number and severity of future accidents.

Telematics solutions provide fleets with robust fleet safety tools, such as safety dashboard reports, driver scorecards driver training and advanced driver-assistance tools.

Safety dashboards give managers a quick overview of driver safety trends including driver safety scores and driver risk profiles. Metrics such as speeding, incidents of harsh braking and sharp cornering, seat belt usage and after-hours vehicle use can all be monitored. With this information, a complete risk picture can be formulated, and clients can drill down into the scorecards of their most at-risk drivers to determine the best training options. In addition, real-time safety alerts can be set up for when violations occur and can receive system notifications of possible collisions as they occur.

Telematics solutions provide fleets with robust fleet safety tools…

Risk & Safety Trends

- Speeding
- Seatbelt Usage
- Sharp Cornering
- Braking Habits
- After-hours Vehicle Usage
- Over Acceleration

Unsafe driver behavior can sometimes lead to work-related vehicle collisions. Element's approach to fleet safety is through driver-based programs. By combining analytics and consultative expertise, Element partners with clients to influence and improve driver behavior. Xcelerate puts real-time data into managers' hands so at-risk drivers can be identified.

Telematics allows for real-time communication and in the event of a collision the driver can immediately be connected to customer support for assistance.

Fleet safety and COVID-19

The pandemic has caused agencies to expand their definition of driver safety. Not only do fleets want to ensure their drivers are operating their vehicles in a safe manner, it is also extremely important to make sure the drivers themselves are protected while inside their vehicles. Increasing the emphasis on vehicle cleanliness in order to help stop the spread of the virus has become a top priority. Regularly cleaning and disinfecting surfaces is one of the best practices for preventing the spread of COVID-19. It is important to keep field service vehicles clean - especially if those are shared among employees.

Case Studies

Telematics in action: Improving safety

Reducing collisions and costs

Challenge:

A client fleet was experiencing **an increase in the cost of collisions**. Through a combination of telematics, collision, and fleet data, Element was able to identify the root cause of the rising costs and suggested modifications to the client's risk scorecard to address higher risk behaviors. In addition, Element developed a customized training video on distracted driving. Emphasis was placed on additional internal communication and employee engagement.

Harsh break incidents	Rear end collisions	Preventable claims	Rear-end accident costs
As a result of these efforts, incidents of harsh braking **decreased 20%**	Rear-end collisions **decreased 27%**	Preventable claims **decreased 29%.**	Rear-end accident costs **went down more than $100,000** compared to the previous year.

New York City's road to Vision Zero

Challenge:

New York City launched Vision Zero in 2014 as an initiative to **eliminate all traffic fatalities and sever injuries**. Telematics played a key role in the success of the ambitious program in many ways:
- Monitor driver behavior to create custom scorecards and driver education
- Deliver information about road quality that affect safety
- Assess the before/after safety profile of street improvements and redesigns

Results:

New York has seen a **75% reduction in fatal traffic events over 5 years**. "We are currently tracking 22,000 vehicles real-time using telematics to monitor their speed, location, acceleration, braking, and by doing that prevent crashes from taking place," said Keith Kerman, Chief Fleet Officer, Deputy Commissioner, Department of Citywide Administrative Services.

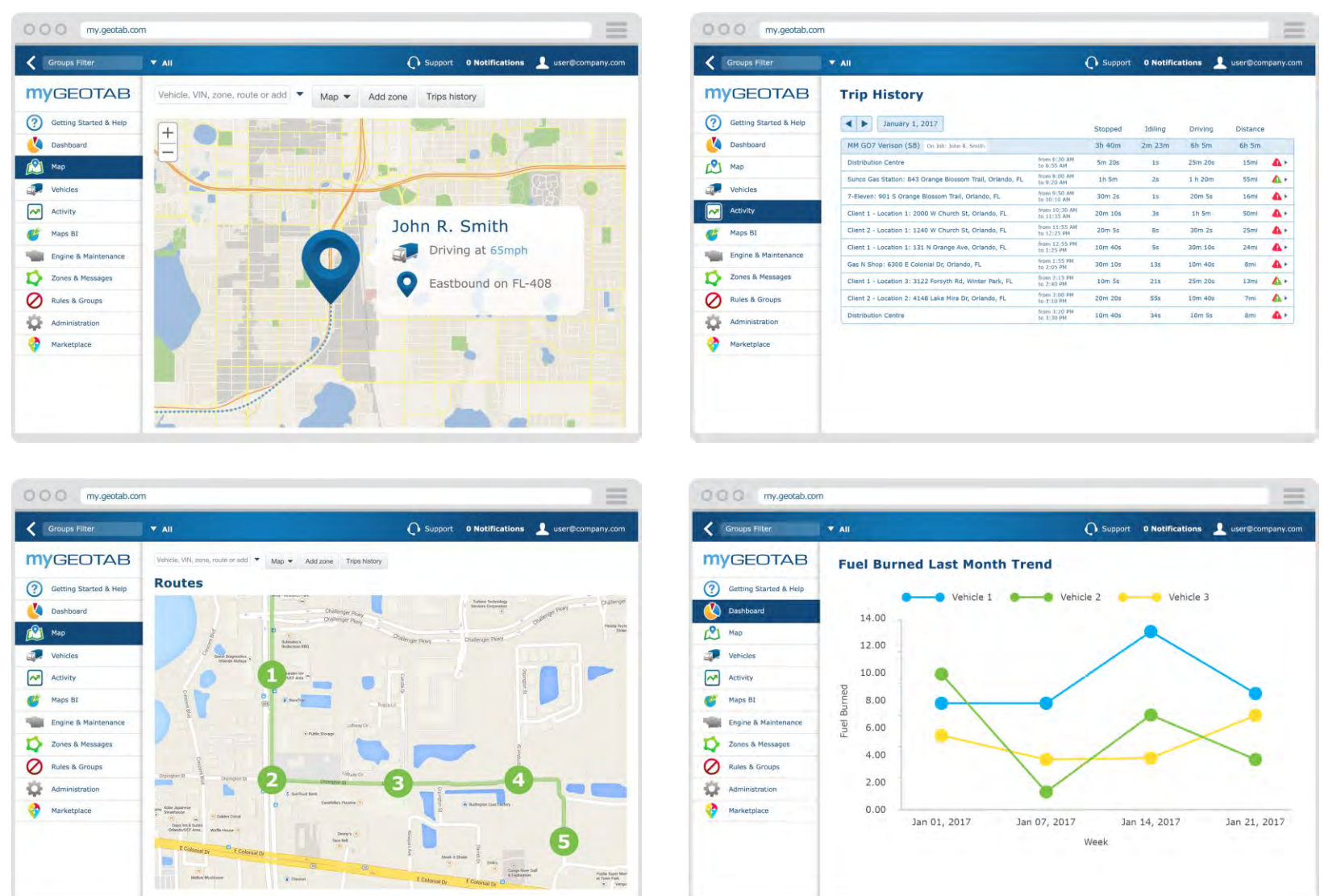Source: Geotab case study published June 29. 2020

Advancing your fleet's productivity through analytics

When it comes to productivity, the greater the output you can achieve with the same input (i.e., same number of people) the better it is for your budget. In short, the more productive your fleet is, the more efficient your operation will become.

Telematics and fleet management consulting work together to provide companies with key operational data and the expertise to mine that data in order to identify key areas of improvement.

With Geotab's open platform and easy-to-use Software Development Kit (SDK), companies not only have unfiltered access to all the data generated by their vehicles, but they can also integrate the data directly into their internal systems, such as Enterprise resource planning (ERP), transportation management system (TMS), dispatching, and others, to gain a holistic view of their entire operations. With Geotab's OEM data platform and access to multiple OEM integrations, such as Ford and GM, fleets do not require a separate telematics device, eliminating device and installation costs.

Having the right data is only half the equation; the data needs to be properly mined for it to bring value. With the combination of virtually unlimited customizations and telematics expertise from Geotab and Element's powerful fleet technology platform and strategic consulting services, companies gain access to deeper, faster insights they can leverage to drive results.

Element benchmarks every aspect of the vehicle lifecycle, including acquisition and operating costs, vehicle efficiency, driver safety and liability, and more. Then your fleet's performance is assessed against fleets of a similar size, usage and industry type in order to pinpoint inefficiencies, identify opportunities and provide recommendations. Seamless end-to-end program management with Geotab and Element's partnership means you don't have to spend money on additional staff to manage your data.

Fleet productivity and COVID-19

The COVID-19 pandemic has increased the need for companies to optimize their operations. You may need to focus additional effort on increasing productivity if you have seen a fluctuation in demand. It is difficult to know what the next economic cycle will be like, so fleets need to be prepared to handle the ebbs and flows. A focus on improving productivity will allow businesses to endure in a changing market environment.

Case Studies

Telematics in action: Increasing productivity

Improving driver and asset productivity

Challenge: To improve productivity, an Element client wanted to gain better insights into idle time, driver behavior, engine diagnostics and miles driven. Element worked with the client to implement a multi-technology solution that included in-vehicle driver reminders, customized driver scorecards and a maintenance downtime pilot program.

Idle Reduction	Annual Savings	After-hours vehicle use
As a result, the fleet was able to **implement a two-month idle reduction contest**	The client saw **$2.5 million annual savings** from driver behavior and vehicle performance improvements	The client also estimated it would see a **$1.5 million savings** from a reduction in unauthorized after-hours use of its vehicles.

Improving technician productivity

Challenge: Another Element client wanted better insight into technician activities in order to assess and improve workday productivity. To achieve this goal, Element created a customized management dashboard that included start/end times by technicians, number of stops per day, types of stops and travel/stop times. With greater visibility, the fleet was able to implement specific guidelines on productive vs. nonproductive stops.

Stop Duration	Jobs per technician
As a result, stop duration **decreased 46%,** garage stop duration **decreased 5%** and supplier stop duration **decreased 11%.**	In addition, the client was able to increase the number of jobs per technician by an average of 1.45 per week, which translated to more than **300,000 jobs gained in one year.**

Change management and ease of entry

There are a variety of factors at play today that must be considered to ensure your operation is well positioned to tackle future challenges.

Today's key trends include:

- Evolving stakeholder expectations
- Economic fluctuations
- Digital transformation
- Sustainability
- Increased accountability

If you have not considered telematics, now is the time. Implementing a telematics solution has never been easier due to new embedded OEM integration.

By leveraging the data from the factory-fit telematics device on vehicles such as Ford or GM, Geotab and Element provide clients with a low cost, no hassle telematics solution that offers:

- Complimentary 90-day trial program*
- No hardware costs
- No installation cost
- No vehicle downtime required for installation

Take advantage of the Geotab partnership with Ford and GM.

Demystifying privacy concerns

When it comes to data, there are always concerns about privacy. Many countries are upgrading their data privacy and data protection laws. Geotab telematics has a privacy feature for operations whose employees use vehicles for both business and personal use. Privacy Mode makes it possible for drivers or dispatchers to temporarily shield vehicle tracking.

*conditions apply

Artificial Intelligence: The future of fleet

As the integration of fleet telematics continues to evolve, the importance of big data and influence of artificial intelligence on operational effectiveness continues to grow.

Organizations cannot properly apply the benefits of AI to fleet operations without the data points received through telematics. AI provides real-time reports on vehicle conditions and specifies which problems need to be addressed to avoid downtime. Plus, with a comparative view of vehicle health risk across the fleet, it's easier to prioritize maintenance at fleet-wide level.

The Element Advantage

It's not just a matter of installing a telematics device in a vehicle – it's knowing what to do with the resulting information and having the support to manage it.

The partnership between Element and Geotab combines fleet technology, telematics hardware and industry expertise alongside knowledgeable consulting and customer support.

Contact your Element account manager today

To learn how Telematics can help to identify savings, increase fleet productivity, and enhance fleet safety.

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