

Cal/Amp®

Florida County Sets the Standard



Smarter Fleet Operations

A Florida County demonstrated how fleet tracking software can deliver a more intelligent fleet. Focused on improving driver behaviors like excessive idling, speeding and harsh acceleration.

Result: Saving \$150,000 annually and a safer fleet.

That's how smarter fleet management can improve municipal services and deliver measurable results.

CalAmp® delivers a flexible and intuitive fleet tracking system ready for your department.

Fleet Size: 700 Vehicles

Years in Service: 5

Fact: Fast-growing
community subject to
natural disasters



Imagine saving enough money in fuel costs annually to buy a handful of new vehicles.

That's some serious fuel savings.

And an undeniable return on investment for fleet tracking software.

That's the result experienced by a Florida County Public Works department after they installed GPS-powered fleet intelligence solution from CalAmp.

CalAmp, the California-based company which has long held a leadership position in the school bus fleet tracking industry, is rapidly expanding to provide cities, counties, states and universities with the same customer-focused technology that can improve service, enhance safety and save taxpayer dollars.

The Florida County has installed global positioning system trackers on 227 utility vehicles that work across the department's area of responsibilities, which include diverse tasks from beach management and mosquito control to street sweeping and traffic light maintenance.

"The department strives to be responsive to citizens and work with them to provide services such as mowing, urban forestry, mosquito control, traffic control, sidewalk, road, drainage, and bridge maintenance as well as develop and manage capital projects for the county while ensuring protection of our natural and built resources," a County official said.

The county leverages the CalAmp software across their fleet to manage several key performance indicators, including individual vehicle performance, tracking of fleet location, regular reporting to better understand performance, mileage and excessive idling.

All told, the software has significantly improved the county's ability to manage its vehicles and employees.

The installation of the tracking solution has also prompted improved driver behavior. Officials say drivers are now more mindful of excessive accelerating and braking as well as speeding.

Most city employees are driving safely the majority of the time.

But there's always the risk that some employees won't make safety as high of a priority as it should be. In the past lacking a fleet management solution, managers had unsubstantiated information about their driver's behaviors.

This technology reduces those unknowns and makes it easy to coach employees who need some extra attention and reward those who make safety central to their job.

"The positive experience for managers across this Florida County reflects what so many of our customers witness after they've worked with us to improve the visibility of their fleet," said Bryan Mitchell, Director of Marketing, CalAmp.

"Drivers aren't out driving recklessly, but occasionally employees lose focus and exceed the speed limit. And they don't really think about the high cost of wasted fuel due to speeding and idling when multiplied across the entire fleet."

In fact, reducing the idling of a gas-guzzling, heavy-duty city vehicles can be one of the simplest ways to save taxpayer money without causing too much stress to the employees.

When you have this real-time knowledge, the fleet managers are able to drive better decisions that ultimately lead to savings that can't be ignored.

In this case, the Florida County has saved more approximately \$150,000 in fuel costs.

When you compound those savings over the five years the county has been working with CalAmp, the savings quickly add up to significant funds the county is able to reallocate toward other needs.

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"We're careful not to over commit that our solution will pay for itself as every fleet is unique and each return on investment will be dependent on how well our customers can leverage our information and foster real driver behavior change," Mitchell said. "But we have little doubt that some of the cost of installing GPS-powered tracking and the information we provide in our reporting will translate into savings that defray the cost of the system.

When you add this opportunity to save money on fuel while improving driver behavior and delivering improved services to citizens, it's easy to see why so many municipalities are investigating the opportunity to invest the way this Sunshine State municipality has in a smarter fleet tracking solution."

CalAmp's primary differentiator in the market, however, is not superior technology.

It's outstanding customer service.

"We recognize the technology is becoming more and more difficult to stand out, so we're going to build our brand and our value around the service we provide our customers," Mitchell said.

"From the account managers and the product installers, to the project managers and fleet advisor we have created a unique model in the market in which we ensure the customer always has a real person familiar with their unique community and vehicle needs."

Fleet advisors, in particular, are what separates CalAmp from its competition.

Each customer has a dedicated resource inside the company with whom they interact with for the life of their contract.

That means never having to call a stranger who's unfamiliar with your account's history, status and needs.

"We all know the experience of reaching out for customer service and having to start from zero with a new person to explain our situation and what we need help with that day," Mitchell said. "It's frustrating and a massive waste of time for the customer. "Our fleet advisors will become an extension of your team and ensure your time is never wasted having to work with a customer service rep unfamiliar to your fleet, your team and your needs."

2017 Key Accomplishments:

- 371 potholes repaired within 72 hours
- 63.15 miles of road lanes milled & resurfaced
- 10,696 lbs.* of pollutants removed through street sweeping
- 94.1 miles of ditches maintained for drainage & flood control
- 17,004 calls handled by Public Works customer service
- 1,200 dock permits reviewed & issued



CalAmp is proud to be able to support some of the largest and most dynamic fleet customers in North America.

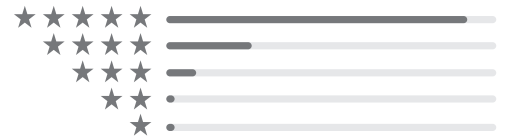
This Florida County accomplishes as much in a week as many fleets do in a year and is a powerful reminder of the how responsive government can help a community grow and prosper.

And this is just the beginning...

Our mobile app delivers many of these same powerful features on your smart device and has earned 4.7 stars on the app store with nearly 500 reviews. That's hundreds of fleet managers like you, who rely on the mobile app to stay connected to their fleet no matter where the job takes them.

Ratings and Reviews

4.7
out of 5



451 Ratings

Great app!



Feb 12
mecacmom

Great way to monitor my vehicles on the go! No longer chained to my desk.

Love it



Mar 15
AbsDoRight

I love it. I'm able to track my buses...

Pretty cool



May 2
Ebbarnes20

Love how I can watch the fleet and when they use the reds ambers and making a stop...

Convenient way to locate vehicles



May 16
tcpind79

Love how I can watch the fleet and when they use the reds ambers and making a stop...

About CalAmp

CalAmp (NASDAQ: CAMP) is a telematics pioneer leading transformation in a global connected economy. We help reinvent businesses and improve lives around the globe with technology solutions that streamline complex IoT deployments and bring intelligence to the edge. Our software applications, scalable cloud services, and intelligent devices collect and assess business-critical data from mobile assets, cargo, companies, cities and people. We call this The New How, powering autonomous IoT interaction, facilitating efficient decision making, optimizing resource utilization, and improving road safety. CalAmp is headquartered in Irvine, California and has been publicly traded since 1983. Lojack is a wholly owned subsidiary of CalAmp. For more information, visit calamp.com, or LinkedIn, Twitter, YouTube or CalAmp Blog.

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