Case Study

NexTraq®

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– Chip Hiebler
Senior Project Manager for
Baltimore County

Challenge:

In 2008, Baltimore County executives decided to implement a fleet tracking solution to better manage their Public Works employees and automate their manual processes for tracking snow removal operations. The biggest challenge was the limited time to implement, as snow season would soon be starting in the Baltimore area.

Solution Results:

- Eliminated unauthorized vehicle use
- Reduced fuel costs
- Minimized risk level
- Improved fleet efficiency
- Reduced carbon footprint

Fleet Size:

651 vehicles

About Baltimore County

Founded in 1659, Baltimore County provides police, fire, emergency medical, trash and recycling collection, parks, senior centers and other municipal services to its nearly 806,000 residents. More information can be found at http://www.baltimorecountymd.gov.

Baltimore County Eliminates Unauthorized Vehicle Use with NexTraq Fleet Tracking and Dispatch

Municipal Government implements GPS fleet tracking solution to automate its processes, improving departmental efficiencies while establishing environmental initiatives

Challenge:

In 2008, Baltimore County executives decided to implement a fleet tracking solution to better manage their Department of Public Works activities and automate their manual processes for tracking snow removal operations. The biggest challenge was the limited time to implement, as snow season would soon be starting in the Baltimore area. With that in mind, the management team sent out competitive solicitations to various GPS fleet tracking companies.

Solution:

After evaluating several solutions, Baltimore County selected the web-based NexTraq® Fleet Tracking solution along with its Fleet Dispatch™ application due to NexTraq's ability to ramp up the organization quickly. Rob Stradling, CIO of Baltimore County, said, "NexTraq was extremely quick to market and was able to perform the installation locally, minimizing the number of resources we had to allocate to the project."

Results:

Chip Hiebler, Senior Project Manager for Baltimore County, said, "We saw results quickly. As an organization, we have virtually eliminated unauthorized vehicle use while increasing our fleet's efficiency and decreasing fuel costs. We have also been able to optimize our routes for better service with the ClearPath routing functionality and Fleet Dispatch application in each Agency where we've implemented."

Stradling adds, "The reporting functionality has been extremely beneficial. We use the Idle Report to reduce our fuel costs, but also to reduce our carbon emissions as well. Baltimore County is committed to being a green organization for our community."

Dana Walker, Project Portfolio Manager for Baltimore County attributed the Alert functionality within the NexTraq Fleet Tracking solution for helping to keep the fleet's risk level down. Walker said, "The Speed Alerts allow us to manage and rectify any driver speeding issues, which is a tremendous benefit to us as we are self-insured."

Hiebler is also impressed with NexTraq's reliability. He said, "Since we have implemented the NexTraq Fleet Management solution, we have had 100% uptime and no system issues." Having installed devices on 651 of their vehicles, the County hopes to have 2,000 vehicles implemented by the beginning of the year.

With Baltimore County's "Efficient, effective and accountable" initiative, it's no wonder the organization was recognized as a Top Ten Digital County Survey Winner. Stradling concludes, "We like to stay on the forefront of technology. That includes NexTraq's GPS fleet tracking solution as well as other products that enable us to work more efficiently."

For more information on NexTraq, please visit:
http://www.nextraq.com