



Total Fuel Used  
**4812 gal**

- Fuel used 4,715 gal
- Fuel wasted 97 gal



# How to Build a Fuel Efficiency Program

with Samsara

# Introduction

Every fleet manager wants to reduce fuel costs. But building a fuel efficiency program that will actually drive change can be challenging.

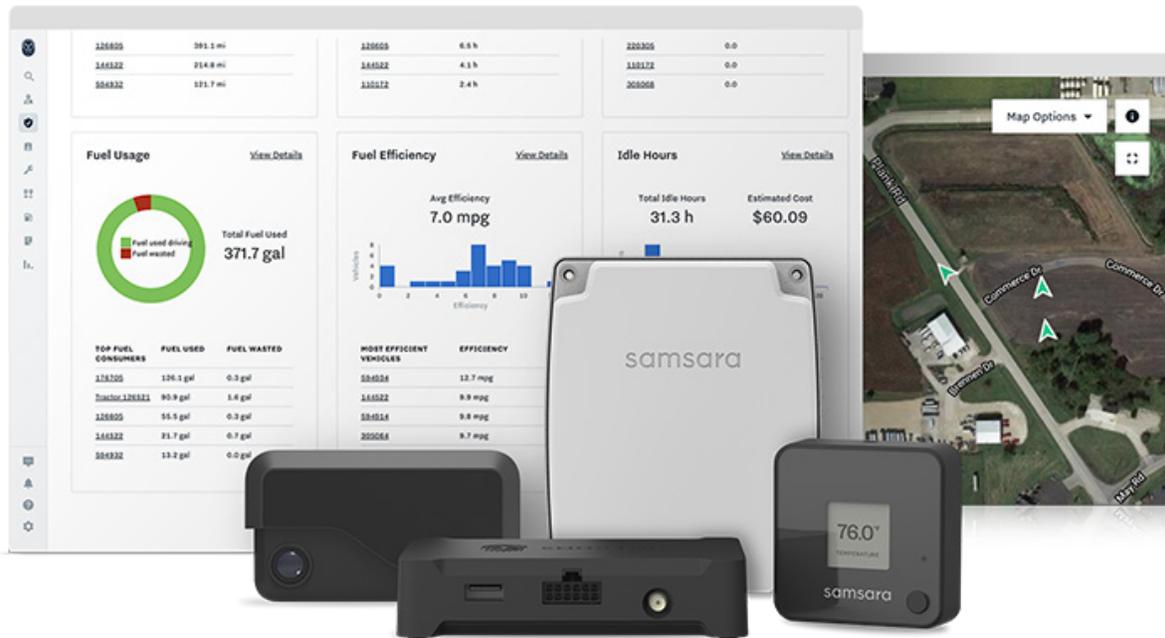
We've distilled industry best practices and advice from leading customers into a playbook to guide you through the design, implementation, and roll-out of a new program.

Whether you're already a Samsara customer or are learning about Samsara for the first time, keep reading to see how we can help you launch a successful fuel efficiency program that reduces emissions, improves driving behavior, and saves money.



## About Samsara

Samsara is an all-in-one fleet solution built to serve the operations that power our economy. By providing end-to-end visibility and smarter insights, Samsara empowers fleets to take action on their own data to improve efficiency, safety, and sustainability.



Samsara Efficiency Product Family

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# 01

## Overview

### CHAPTER OVERVIEW

- Why invest in fuel efficiency
- What you can do
- Case study: GP Transco

## Why invest in fuel efficiency?

40%

of total operating costs are fuel, making it one of the highest costs for fleets. [Source](#)

\$6B

gallons of gasoline and diesel are wasted each year due to idling. [Source](#)

+1 gal

of fuel per hour is consumed by an idling truck. [Source](#)

### PRO TIP



#### Small changes make a big impact

Seemingly small changes can have a big impact on your bottom line. Dohrn implemented a coaching program to keep every instance of idling below seven minutes.

#### RESULTS:

- 50% reduction in idling
- 2% increase in fuel efficiency across their entire fleet
- ~150,000 gallons of fuel saved
- Over 500,000 in savings per year



# What can you do?

The price of fuel may not be within your power, but there are many factors affecting fuel economy that you can change.

## 01 – INVEST IN DRIVER BEHAVIOR



### **1/3 of fuel usage factors are related to driver behavior <sup>1</sup>**

Driver behavior is a key cause of unnecessary fuel spend. By identifying which behaviors are costing your organization the most, you can take action to correct them and save money.

## 02 – EMPLOY TELEMATICS



### **5-10% of total fuel economy can be improved by telematics <sup>2</sup>**

Installing a telematics system can provide new visibility into your operations, helping you identify ways to reduce fuel consumption through routing, utilization, and more.

*1. Detroit*

*2. Source: Automotive Fleet*

## CASE STUDY: GP TRANSCO

# How GP Transco increased MPG by 4.5%

**PROGRAM OVERVIEW**

GP Transco saw great improvements in just five months after implementing their FUEL (Fuel Utilization Efficiency Leaders) program, which incentivizes and coaches drivers to be more fuel-efficient on the road. The system is simple: drivers are ranked among themselves by miles per gallon (MPG) and the top 50% receive an additional one cent per mile driven. To keep everyone competitive, they share the leaderboard report every 10 days.

**FEATURES USED**

- **Fuel and energy:** Used report daily to monitor changes in MPG and track idle times.
- **Engine idling alerts:** Set up alerts so the team could proactively interrupt idling.
- **Driver efficiency report:** Tracked individual performances to identify the top 50% of drivers and coach lower ranked drivers to better results.

**RESULTS**

- Saved an estimated ~205,000 gallons of fuel in 2020
- Over \$350,000 in savings per year
- Reduced idling by 35%



READY TO BUILD YOUR OWN FUEL PROGRAM? READ ON →



# 02

## Analyze

### CHAPTER OVERVIEW

- Examine current performance
- Steps you can take
- Set goals

## Examine current performance

Before you launch into a program, it's important to take stock of where things stand. By gathering data on your current fleet performance, you can assess where your problem areas are, where efficiencies can be gained, and where you can implement programs to drive toward the greatest impact.

Here are a few of the most important factors that affect your fleet's fuel efficiency that you can investigate:

- **Fuel costs:** The price of fuel ranges across locations. If your drivers are purchasing fuel at higher costs, that can add up over time and affect your bottom line.
- **Vehicle age and size:** Older and larger vehicles are less fuel efficient than newer and smaller ones. Using older vehicles predominantly may hurt your fuel economy.
- **Routing:** Traffic, personal preference, and construction can all cause drivers to take less than optimal routes that lead to worse fuel efficiency. Reviewing routes and making adjustments can make a big difference.
- **Driving behavior:** How a vehicle is driven — whether the driver is idling, harsh braking or rapidly accelerating, for example — plays a large role in efficient fuel use.
- **Maintenance:** Tires issues, old oil, and other problems can lead to decreased fuel efficiency. This is why it's important to adhere to a preventative maintenance schedule and address small maintenance issues before they become larger problems.

### QUESTIONS TO ASK

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- What problem(s) am I trying to solve?
- What do I already know?
- What additional information do I need to form a plan?

# Steps you can take

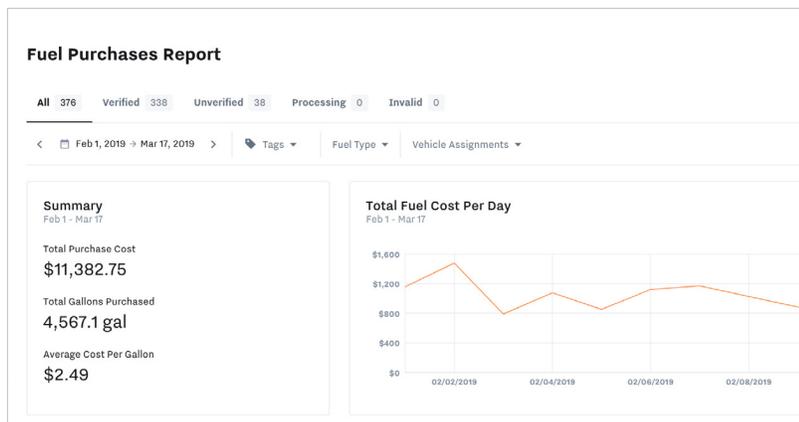
Look across a number of Samsara reports to gain insights into your driver behavior, fuel usage, and efficiency data.

## Step 01 – Look at fuel costs

Use the [Fuel Purchases Report](#) to cross reference CSVs of fuel purchase information to validate purchases and calculate fuel costs.

### QUESTIONS TO ASK:

- Is your average cost per gallon accurate?
- Are total fuel costs rising or falling?
- Where are drivers purchasing fuel?
- Are there fraudulent fill ups or anything out of the ordinary?
- Are drivers purchasing low cost fuel?



## Step 02 – Investigate vehicle performance

Use the [Fuel and Energy Report](#) to compare vehicle efficiency across your entire fleet and all vehicle types. Track MPG, Fuel Usage, and Distance to identify trends. Use tags to compare similar vehicle types and look across locations and terminal performance.

### QUESTIONS TO ASK:

- What vehicles have low efficiency scores?  
How do they compare to similar vehicle types?
- How do terminals or locations perform differently?  
Why might there be differences?
- Why are scores low? MPG? Heavy idling?
- Are we maximizing the utilization of our most-efficient vehicles and minimizing utilization of our least-efficient vehicles?



### PRO TIP

#### Factors affecting fuel use:

- Vehicle Size
- Vehicle Age
- Trip Types (Long Haul vs. City)
- Idling

Fuel & Energy					
Vehicle		Driver			
<a href="#">Nov 4</a> → <a href="#">Nov 11</a>		<a href="#">Tags</a>			
VEHICLE	EFFICIENCY	FUEL USED	DISTANCE	EST. CARBON EMISSIONS	EST. COST
<a href="#">190927</a>	20.5 MPG	33.8 gal	690.3 mi	658.5 lb	\$92.39
<a href="#">169631</a>	11.7 MPG	64.9 gal	756.3 mi	1271.2 lb	\$178.37
<a href="#">359893</a>	10.8 MPG	36.4 gal	393.6 mi	713.1 lb	\$100.82
<a href="#">110173</a>	10.7 MPG	62.4 gal	670.2 mi	1223.3 lb	\$171.64

## Step 03 – Dive into individual driving behavior

Use the [Driver Efficiency Report](#) to monitor and coach inefficient driving habits with an individual driver and overall fleet efficiency score. Examine seven key levers that influence efficiency—idling, speed, cruise control, coasting, torque, anticipation, and Green Band RPM—to identify areas for improvement.

### QUESTIONS TO ASK:

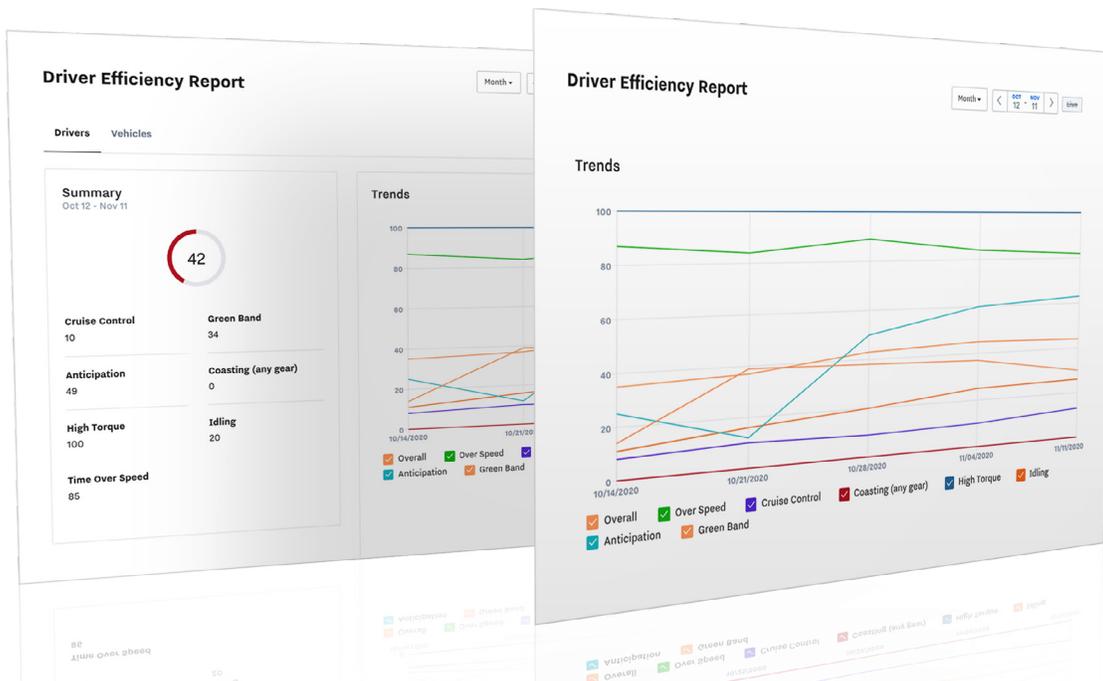
- What is your fleet's overall efficiency score?
- What fuel-inefficient behaviors do you see across your fleet?
- What levers could your drivers improve as a whole?
- How are individual drivers performing? Which drivers have the lowest scores?
- Why do you think their scores lower? What areas are they struggling?



### PRO TIP

#### Why individual scores may be lower:

- Heavy idling
- Harsh braking
- Rapid acceleration
- Changes in speed
- Heavy speeding



## Step 04 – Check vehicle maintenance

Use the [Maintenance Report](#) to ensure you are maintaining vehicles properly and on a regular cadence. See if there are any fault codes coming up that you can respond to and make sure you have schedules and alerts in place for all vehicles.

### QUESTIONS TO ASK:

- How frequently do you do vehicle maintenance, engine checks, and tire pressure checks?
- Are there any vehicles that would be economically smart to retire?

Maintenance Status						
<input type="text" value="Search assets"/> <span>Tags ▾</span> <span>Faults ▾</span>						
ASSET	CURRENT DRIVER	MAKE/MODEL	BATTERY VOLTAGE	ENGINE HOURS	ODOMETER (MI)	CHECK ENGINE LIGHT
<a href="#">109112</a> Rental Tractor	-	FREIGHTLINER /Cascadia	1	14,082	3,256	Warning and Protect
<a href="#">110085</a>	-	FREIGHTLINER /M2	14.5	9,118	215,295	Off
<a href="#">110088</a>	-	FREIGHTLINER /M2	14.2	9,581	272,432	Off



### PRO TIP

#### Common goals for fuel efficiency:

- Reduce idling
- Increase MPG
- Improve efficient driving behavior
- Reduce CO<sub>2</sub> emissions
- Add more green vehicles
- Improve routing

# Set goals

Once you have a sense of your current performance and potential areas for improvement, **identify 2-3 goals** for your fleet. These goals will change depending on your fleet's problem areas.

## ADVICE ON SELECTING GOALS:

- If you see a high percentage of idling time, **identify a target improvement** that seems achievable, but ambitious.
- **Whether you aim for a 5% or 50%** improvement will depend upon the severity of the problem and the difficulty of changing that specific behavior.
- It's important to **choose a visible outward goal** that will empower you to rally your team and hold everyone accountable.

## QUESTIONS TO ASK

- What do I actually want to change?
- Are you looking to achieve a percentage change, such as improving MPG by 2%?
- Are you hoping to save money or implement a behavioral change?

### PRO TIP



#### Building a fuel program

Remember that some metrics will require taking into account the make, model, and year of your vehicles.

For example, MPG will change dramatically depending on the type of vehicle, how old it is, and what type of routes it is undergoing. However, other metrics like idling can be examined more holistically across your fleet.

## 6 Key metrics to improve fuel efficiency

These metrics are common starting places for setting goals for fuel efficiency programs.

### KEY METRICS

<b>Fuel consumption</b>	The amount of fuel used by each vehicle in a set timeframe.
<b>Fuel efficiency</b>	The miles per gallon (MPG) of a driver/vehicle pair in a set timeframe.
<b>Fuel cost</b>	The cost of fuel consumed across your entire fleet.
<b>Engine run time</b>	The time that the vehicle engine is loaded or running.
<b>Idle time</b>	The time that the engine is on but the vehicle is not moving.
<b>Idle time percentage</b>	The idle time as a percentage of total engine run time.



## Goals other customers have set

CUSTOMER	SIZE	GOAL
<p><b>GP Transco</b> Transportation and Logistics</p> 	<p>400 drivers 410 tractors 550 trailers</p>	<p><b>5% increase in MPG:</b> Incentivize driver behavior, such as minimizing idling and leveraging cruise control.</p>
<p><b>KeHe</b> Food and Beverage</p> 	<p>700 drivers 550 trucks</p>	<p><b>Improve MPG from 6 to 6.5 MPG:</b> Coach drivers on efficient behaviors to increase MPG every year for five years.</p> <p><b>Keep idling under 5%:</b> Aim is for drivers to idle for no more than 5% of their time behind the wheel.</p>
<p><b>Dohrn Transfer Company</b> Transportation and Logistics</p> 	<p>645 drivers 470 tractors 75 straight trucks</p>	<p><b>Keep idling incidents under 7 min:</b> Keeping idling incidents shorter with alerts helped reduce idling overall.</p> <p><b>Reduce idling by 50%:</b> Successfully reduce idling with a coaching program.</p>
<p><b>City of Fort Lauderdale</b> State and Local Government</p> 	<p>1,700 different vehicles types</p>	<p><b>Reduce fuel consumption by 5%:</b> The City reduced fuel use by cutting idling and improving driving habits.</p>
<p><b>DOT Foods</b> Food and Beverage</p> 	<p>1,500 vehicles</p>	<p><b>Purchase at the best \$/gal:</b> Incentivize drivers to look for the lowest rates in the region by offering a list of approved service stations.</p>

PRO TIP



### Don't set goals too high initially

KeHE worked with their sustainability team to:

- Analyze their fleet performance
- Identify fuel benchmarks
- Set a north star goal

They broke this goal into smaller, yearly goals, and rolled them out to the team to make progress achievable.



Set attainable goals so drivers can see the progress small incremental changes can make and buy into the program.”





# 03

## Adjust

### CHAPTER OVERVIEW

- Develop a plan
- Build a reward structure
- Estimate impact and costs
- Set up program reporting

# Develop a plan

Once you have identified your goals, start building a plan to help you reach them. This can feel daunting when you have never done it before or if you are trying to update an existing process. **Walking through the questions on page 21 can serve as a starting point.**

## COMMON PATHS TO FUEL PROGRAMS

After answering these questions, work backward to create an implementation plan. Creating an implementation timeline can help you organize your efforts, align internal stakeholders, and ensure an efficient and successful deployment.

**Identify key milestones** that you'll need to complete and schedule a regular meeting to track progress and stay accountable to your plan.

## KEY TAKEAWAYS

- Make a plan based on your analysis
- Outline the changes needed to make progress
- Adapt your dashboard to be ready

## Common focuses for fuel programs

<b>Fuel costs</b>	Examine your current fuel costs and think through how you can cut them down. Where are drivers purchasing fuel? Is there anything out of the ordinary in fuel purchases and use?
<b>Maintenance</b>	How frequently are you maintaining your vehicles? How often do you replace your vehicles? How old is your fleet?
<b>Routing and dispatch</b>	What changes can you make to your vehicles and routing to improve efficiency? Are you using your newest vehicles most frequently?
<b>Driver performance</b>	What fuel inefficient behaviors do you see across your fleet? Idling? Rapid braking? How are individual drivers performing? Who is doing well and who needs help?

## Guiding question worksheet

1. **What are you trying to optimize?** (circle one)  
a) An existing program or b) Building a new program

2. **What is your key goal that you would like to achieve?**

---

3. **What policies and processes can you introduce to encourage better driver behavior that reduces fuel use?**

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4. **What training will your team need to implement these policies?**

---

---

5. **How will you kick off this program?**

---

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6. **How will you coach drivers on proper techniques?**

---

---

7. **Will you offer an incentive program to reward good behaviors?**

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8. **What is your timeline and how will you track success?**

---

---



## How to build an idling program

### 01. Examine your performance

Identify opportunities for improvement using the Fuel & Energy Report and the Driver Efficiency Report.

### 02. Set idling goals

Establish “north star” goals for idling reduction over the course of the year, such as an overall average increase in MPG for your entire fleet.

### 03. Benchmark

Identify key benchmarks toward your overarching goal that you want to hit each quarter and share with your team.

### 04. Create rewards

Establish an incentive structure for drivers that will encourage better driving behaviors and help you reach these goals.

### 05. Set key metrics

Work with fleet managers to align on coaching approaches and metrics to watch out for, such as drivers being in the lower 50% of the Driver Efficiency Report for idling or spending more than 5% of their time idling.

### 06. Get feedback

Ask drivers for input on program structure and roll-out plan.

### 07. Communication

Roll out a new policy and coaching program for your drivers by explaining the goal and the rewards for better performance.

### 08. Track trends

Monitor your fleet idling percentages and costs using the Fuel & Energy report. Track trends and see which drivers need the most help with the Driver Efficiency Report. If you set limits on idling, set idling alerts to immediately see any breaches of your policies.

### 09. Coaching methods

Coach lower performing drivers with examples from better performing drivers. Show them their data and encourage healthy competition.

### 10. Communication

Report changes weekly and recognize drivers or teams that are performing well with emails, leader boards, or small prizes.

### 11. Set reporting goals

Set monthly or quarterly program goals and report on progress.

## Build a reward structure

One of the best ways to quickly align the company's priorities with your driving teams is to introduce rewards. Rewards are a great way to incentivize good driving behaviors, share the benefits of fuel efficiency with your drivers, and improve driver retention.

Think through how you want to incentivize better behaviors in your drivers by considering a rewards program. Make sure to include the cost of the rewards program in your planning so you can get approval in your budget.

### Choose great rewards

To maximize engagement, the rewards you choose should be attractive and relevant. Allowing drivers to share in some of your fuel savings by rewarding top performers with monetary gifts, special privileges, or other prizes is a great incentive.

#### WHY INVEST IN REWARDS?

# 83%

of employees say that rewards make them feel more engaged with their job.

# 79%

of employees say they work harder when they feel recognized.

#### REWARDS THAT WORK



Giftcard



Poster or sign in the break room



Engraving on a Wall of Honor



Company-wide recognition



Company-branded gear



Salary bonus



Patch, trophy, or certificate



Extra vacation day

## Estimate impact and costs

As you identify your goals and how to reach them, calculate what it will cost you to implement and how much it will ultimately save.

### FREQUENT THINGS TO CONSIDER INCLUDE:

- **Cost of the change:** How many man hours will it take to implement this change?
- **Cost of rewards:** If you're incentivizing drivers, how much will the program cost?
- **Rate of adoption:** How many people will adjust their performance?
- **Estimated savings:** How much will these changes save? How long will it take you to make up the costs?

Present your budget and the impact of your program to your leadership team to showcase the projected ROI.

## Set up program reporting

Visit the **Settings page** on the Dashboard to make programmatic changes and adjustments that will help you track your goals. By tailoring your dashboard to your goals, setting **triggered alerts** and setting up **Documents**, you can collect accurate data that will improve your performance. Below are a few more steps you can take to monitor and track your program.

### Set up scheduled reports for the Fuel and Energy Report

Keep up to date on your fuel metrics by receiving your Fuel and Energy metrics on a weekly basis.



### PRO TIP

#### Help all drivers succeed

Rewards should also be inclusive and frequent; only celebrating the best performer in a year neglects drivers who have made significant improvements. Make sure that all participants know that they have an equal opportunity to succeed by distributing rewards monthly or quarterly rather than yearly—Samsara scores refresh regularly, making each week a new chance to improve performance.

## Customize your driver efficiency score

The **Driver Efficiency report** assigns scores to each of your drivers based on seven parameters, which are equally weighted by default. You can adjust these to track your impact more closely.

- **Choose which lever you want to target** to achieve your goals and weigh that one more heavily.
- **Configure the upper and lower bands.** For example, if you're targeting less than 10% idling, you can set that as the goal and then also set a bar for the lower bands to identify underperformers.

### 7 KEY PARAMETERS

<b>01</b>	Cruise control
<b>02</b>	Coasting (any gear)
<b>03</b>	High torque
<b>04</b>	Green band
<b>05</b>	Anticipation
<b>06</b>	Idling
<b>07</b>	Over speed

### [How to set up Driver Efficiency Scores:](#)

**Go to Settings > Fuel & Energy > Driver Efficiency.**

You could either edit the default profile or create a new configuration profile.

Set relative weights of different driver behavior parameters; weights would affect the relative contribution of a parameter to an overall score.



### PRO TIP

KeHE turned off two of the parameters because they didn't feel as important to their business. They then weighted idling heaviest because idling was their "biggest fuel killer." This helped them focus their team on key areas of improvement.

### BONUS

#### Make iterative changes

If you're focusing on idling, weigh the idling levers more heavily initially.

- Monitor changes and track the impact to your score.
- Once you have a handle on idling and your score rises, you can **set a new internal goal and focus on another key metric.**
- Clearly communicate this policy change to drivers to avoid confusion.

## Configure alerts

Set up alerts to track the targeted behaviors. Alerts can be filtered by group, vehicle type, or tag and configured with “black out” periods. For example, identify excessive idling by setting an idle time limit, after which, you will be sent an alert.

### [How to Set Up Alerts:](#)

- Go to **Alerts > Configure**
- Select “**Vehicle Engine Idle**”
- Choose which vehicles this will apply to and designate times and days of the week to silence notifications under the Schedule section.
- Add contacts under the **Sent Contact Notifications** section to receive notifications in the event that the alert is triggered

## Update fuel costs

Across the dashboard, fuel cost estimates are given an initial, default value based on the US National average. Customizing this cost per gallon will update your cost estimates your in-dashboard reporting going forward, providing a more accurate view of your costs and savings. The Fuel Cost History will provide a record of every Fuel Cost change.

### [How to Set Up Fuel Costs:](#)

- Go to **Settings > Fuel & Energy** to set your own custom fuel cost



### PRO TIP

#### Idling alerts

Dohrn set up Idling Alerts to notify dispatchers when vehicle idle time went over seven minutes, then proactively reached out to drivers to reduce idling.

## Integrate fuel cards

Integrating fuel cards is a great way to manage your fuel spend in one place, track GPS data with fuel purchases to reduce fuel fraud, and strengthen fuel efficiency reporting. By setting up a fuel card integration (such as with FLEETCOR) on the Samsara platform, you'll be better able to analyze fuel spend and detect suspicious activity.

### [How to set up a Fuel Card integration:](#)

- Navigate to Settings > **Fuel & Energy** > **Fuel Cards**.
- Select '**Get Started**' and choose **Comdata|FLEETCOR** from the drop down. Then enter your 8 or 5 digit FLEETCOR Account/Group Number and contact email address, and view and accept the Samsara [Data Import & Sharing Addendum](#).
- Download and sign the FLEETCOR Data Waiver and email the completed form to [fuelcards@samsara.com](mailto:fuelcards@samsara.com) to complete the integration.

## Improve maintenance

In addition to driver behavior, improving your maintenance cadence can be a great way to drive down fuel costs. Here are four ways you can improve fuel efficiency with better maintenance workflows:

- **Tire pressure monitoring:** One of the easiest and cheapest ways to improve fuel efficiency is a [tire pressure monitoring system \(TPMS\)](#). Samsara reads tire pressure for some vehicles and setting up a TPMS integration, like PressurePro, can help you get data across your fleet, helping you ensure your vehicles are in top condition.
- **Schedule preventative maintenance:** [Create preventative maintenance schedules and alerts](#) so you can better manage your preventative maintenance schedule. Choose the appropriate schedule for all vehicles of a particular class (for example, mileage for light duty vehicles or engine hours for heavy equipment).

- **Set up maintenance alerts:** Set up a [Vehicle Faults alert](#) that notifies you the instant an engine fault occurs. Understanding the details can also help your team diagnose problems remotely and respond appropriately, so that your vehicles are kept running smoothly.
- **Check the maintenance log:** Use the Maintenance log to keep track of service activities and costs associated with each vehicle. This can help you find potential issues with quality of service that impact fuel use.

### Upcoming Preventative Maintenance Items

Q Search assets Tags Type

ASSET	MAINTENANCE ITEM	ODOMETER (MI)	ENGINE HOURS	SCHEDULED AT	DUE IN
<a href="#">110070</a>	Oil Change Every 10,000 mi	282,738 mi	9,210	282,254 mi	Overdue 483 mi
<a href="#">110065</a>	PM Every 90 days	215,296 mi	9,118	Dec 2, 2020	In 20 days



# 04

## Act

### CHAPTER OVERVIEW

- Secure buy-in
- Roll out the program
- Coach drivers
- Measure performance

# Secure buy-in

The next step in building a successful fuel program is getting internal buy-in from your leadership team and a select group of drivers.

## WAYS TO QUICKLY ENGAGE YOUR TEAM:

- Share your 2-3 goals, timeline, strategy, budget, and incentive structure
- Explain the impact and benefits this program will offer to the company, to management, and drivers

Drivers are often skeptical of change; this is completely normal, but securing their buy-in with the program is key to its success. Including a few drivers in the program design process can help them feel heard and to secure engagement. Work with them on the best way to engage every member of your fleet in this program—whether it be by offering incentives, recognizing top performers, or leading by example.

## BONUS TIP

### Running a small pilot can set the stage for success

Engage a group of medium- to high-idling drivers, see their success, and then use their feedback to improve the program and provide testimonials.



## PRO TIP

### Aligning stakeholders

- Identify a core working team of 5-6 people
- Choose a project lead and set up weekly progress check-ins
- Agree on the goals of your program upfront
- Identify an executive sponsor
- Showcase the benefits to the company



# Sample Milestones

1

Examine your current fleet performance and identify **areas of improvement**

2

Work with your core team to set **2-3 overarching goals**

3

Build a **program strategy** to reach those goals

4

Determine what **incentive structure** to offer

5

Break goals into smaller numbers and **build a timeline**

6

**Create a budget** to support that strategy

7

**Calculate the estimated ROI** for this strategy

8

**Share the plan** with other teams impacted by this effort

9

Identify an **executive project sponsor** and get their support

# Sample Milestones (cont'd)

10

Present plan to leadership and **secure their buy-in**

11

Share the plan with managers and **refine your plan** based on feedback

12

**Conduct a pilot** with key drivers and refine your plan based on feedback

13

Set a **kick-off date** for the program

14

**Train managers** on key goals and coaching procedures

15

**Host a full kick-off** with your entire team

16

**Train drivers** on best driving practices and share incentives

17

**Report updates** on a regular cadence

18

**Celebrate** the best drivers

19

Showcase progress to goal **every quarter**

20

Measure progress on an **annual level** to show results to executives

# Roll out the program

Once you have your team on board, it's time to roll out the program.

## KEY STEPS INCLUDE:

# 01

### **Pick your kick off date**

Establish a clear timeline and pick the date when you will announce the program.

# 02

### **Train managers and coaches**

Hold small scale training sessions to ensure that your team knows the benchmarks and key metrics for this program, how to track progress, coach drivers on behavior, and how to use the dashboard.

# 03

### **Launch pilot of full program**

This is a critical moment. Transparent communication is key—especially if this is the first time you're rolling out a fuel program. Ensure everyone understands the common goals and benefits of this initiative.

# 04

### **Train drivers proactively**

Hold training sessions with your team to highlight good driving behavior. Have your driver representatives share their vision for the program and introduce the incentives for best practices. Highlight drivers who are already close to or achieving these goals to prove that this initiative is attainable and not simply aspirational.



## PRO TIP

### **Empower managers**

KeHE recommends setting a top-tier goal and giving managers power and discretion to coach their drivers to reach that metric. If progress stagnates, their leadership team circles up their managers and highlights potential areas for improvement. But by keeping the goals simple and incentivizing manager performance, they can empower their managers to drive change.

# Coach drivers

It's not enough to simply announce your goals; you need to actively coach drivers and provide feedback. **Aside from the vehicle's performance, driver behavior is what most affects vehicle fuel efficiency.** Building a consistent, data-driven driver coaching workflow into your day-to-day operations is the key to improving fuel efficiency.

## SUGGESTIONS ON HOW TO COACH:

- **Set up alerts and coach promptly:** One of the best ways to see traction is to coach drivers in real time. Setting up alerts for a few specific behaviors you want to target—like speeding, idling, and harsh braking, for example—will help your back office respond quickly to what matters most.
- **Set clear expectations:** Engage everyone in the effort by sharing your goals publicly and setting clear expectations for driver performance. Post signs in common areas and send weekly updates.
- **Conduct group coaching sessions:** This is particularly important if you have a large fleet and limited coaching bandwidth. Maximize your impact by proactively coaching drivers in group sessions and reserving 1:1 coaching sessions for drivers who dip below a predetermined driver efficiency score threshold.
- **Standardize your response:** Be consistent with corrective actions. Consistency is key for credibility and trust, especially if your drivers are part of a union. Train your management team to know what to look for and how to bring it up with drivers. Document best practices and give your coaches standardized scripts for responding to different types of events.
- **Celebrate wins:** Make sure to recognize and reward the moments when your drivers respond appropriately. Offer rewards to top drivers weekly or monthly, so that every team member feels that they have a chance to win. Showcase examples of great behavior in emails to the entire team.
- **Create friendly competition by gamifying driver efficiency scores:** Countless studies have shown that when an activity is more fun, people are more likely to do it. Encourage healthy competition by having a leaderboard with the top 10 drivers and praising who have made the greatest progress.



## PRO TIP

### Scorecards

Dohrn Transfer Company anonymizes driver names and posts printed driver idling scorecards in the main driver sign in area. This transparency helps inspire healthy competition among drivers.

#### PLACES TO COACH DRIVERS FOR IMPROVED FUEL EFFICIENCY:

- **Idling:** Engine idling wears on the vehicle and increases the overall cost per mile. By minimizing excessive idling, fleets can [save up to \\$6,000](#) per vehicle annually.
- **Cruise control:** Cruise control helps maintain the constant speed of the vehicle. However, it can be worse for the vehicle's efficiency if drivers use this technology for uphill travel or within heavy traffic. By tracking the impact of this feature, you can coach drivers on how to properly use cruise control to decrease fuel consumption.
- **Coasting:** Drivers lose forward momentum each time they use their brakes to stop their vehicle. By anticipating upcoming traffic, pedestrians in crosswalks, and traffic lights in advance, drivers can determine when the proper time is to slow down. By doing this well before the obstacle, they can improve their fuel efficiency. Using minimization acceleration techniques and braking while maximizing coasting reduces friction on the engine, saving on gas and repairs and adding to a vehicle's lifespan.
- **Maintain a stable speed:** As much as [20% more fuel](#) is consumed when a vehicle's speed suddenly changes through harsh braking or harsh acceleration. The optimal fuel efficiency speed varies by the type of vehicle. However, this speed is typically between 35 and 50 MPH.



#### PRO TIP

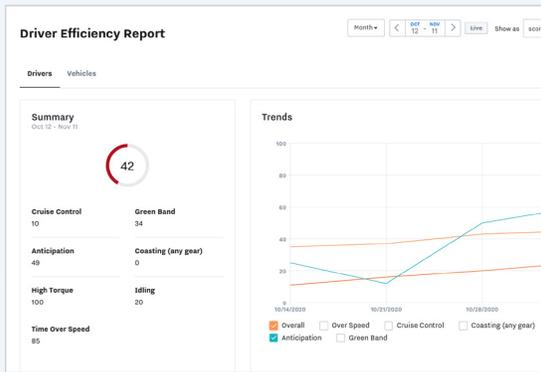
##### Driver performance

GP Transco shows drivers who need help what top-performing drivers are doing. This shows that improvements are possible and helps share best practices.

# Measure performance

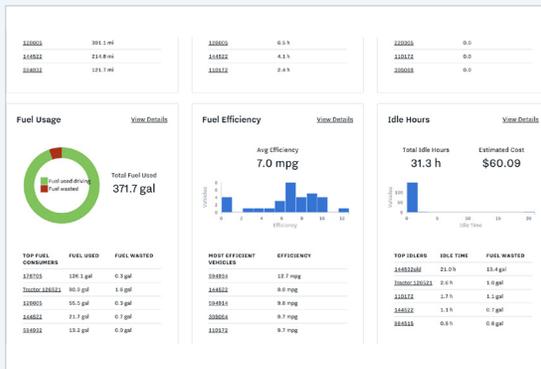
After implementing your program, make sure to measure its efficacy and impact. Samsara's fuel and maintenance reports can help you get new visibility into key fuel efficiency metrics, like idling time by driver.

## Four ways to track metrics in the Samsara platform



### 01-DRIVER EFFICIENCY REPORT

- Track progress on **7 different driving behavior metrics**, including idling, that influence fuel consumption
- Track individual driver's behavior through the **efficiency scores**
- Look at your fleet performance as a whole through your **fleet score**



### 02-FUEL AND EFFICIENCY REPORT

- Examine **fuel consumption** across your fleet
- Deep dive into **idling time** and identify where and when it is happening
- **Use tags to compare performance** across regions, vehicle types, and more
- **Track MPG, fuel usage, and distance** to ensure progress moving forward

## Four ways to track metrics in the Samsara platform (cont'd)

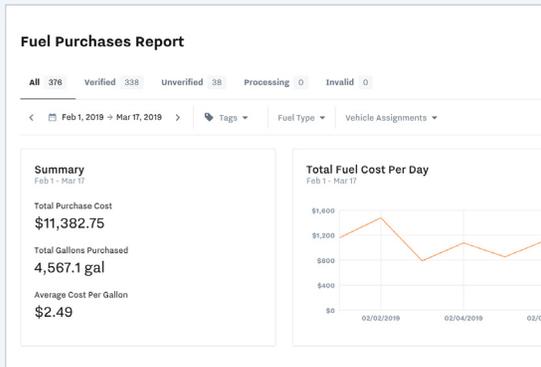
**Preventative Maintenance Schedules**

Search schedules

TITLE	INTERVALS	CONFIGURED ASSETS
PM	Every 90 days	1
Oil change	Every 600 hours	0
Oil change	Every 10,000 mi	1
brakes	Every 180 days	0

### 03- PREVENTATIVE MAINTENANCE REPORT

→ Ensure vehicles are being serviced regularly and are kept in tip-top condition with **Preventative Maintenance**



### 04-FUEL COSTS

→ Use the **Fuel Purchases Report** to understand your costs

→ Compare spend from last year to this year



samsara

[samsara.com/free-trial](https://samsara.com/free-trial)