

CASE STUDY

# City of Cocoa

400

Vehicles, including fire trucks and street sweepers

20

Different city departments

18

Minutes to install hardware per vehicle



samsara

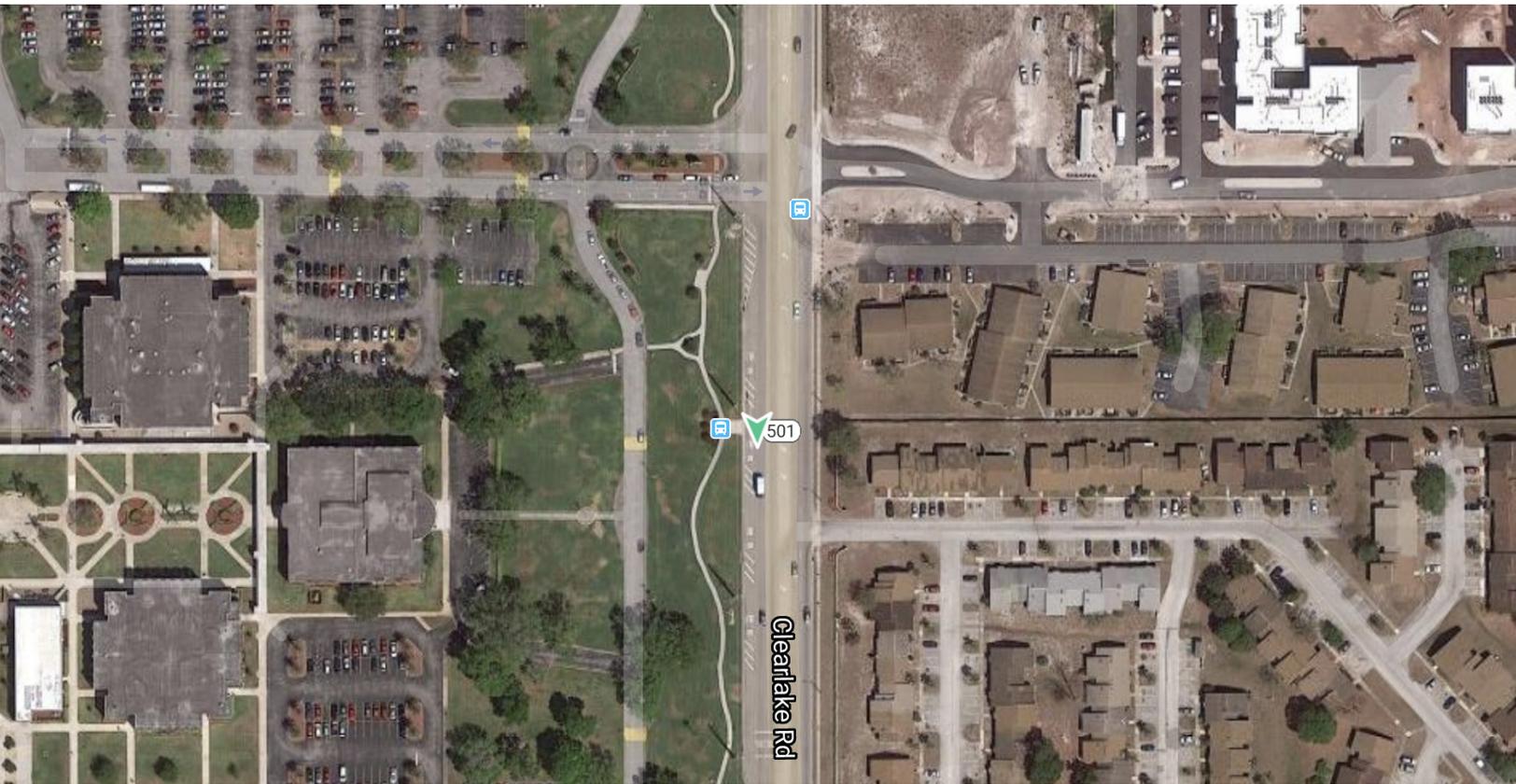


**The City of Cocoa Fleet Management Division relies on Samsara to increase visibility and efficiency across their municipal fleet.**

The City of Cocoa Fleet Management Division (Cocoa Fleet Team) provides safe, reliable vehicles to support the city's operations in a cost-effective manner.

Their fleet includes various types of vehicles, including vans, heavy duty trucks, police vehicles, fire vehicles, street sweepers, and more—spanning 20 departments and three different funds. In addition, the team operates vehicles for the city's water distribution center, which serves 300,000 customers across central Florida.

Ultimately, it's up to the Cocoa Fleet Team to ensure that all vehicles and personnel operate efficiently and safely. The team needed better visibility across the city's 400 vehicles, which is why they decided to deploy Samsara.



## An complete platform with real-time GPS tracking: ‘the best bang for our buck’

Prior to Samsara, the Cocoa Fleet Team used an offline GPS system, which only provided telematics data when vehicles refueled. The team knew there had to be a faster way to get this data.

Upon discovering Samsara, the team tried it and other GPS tracking solutions. They required scheduled reports, geofencing, real-time vehicle location, and the ability to link drivers to vehicles.

“We put Samsara vehicle gateways in four of our utility line vehicles. After just a couple days we were totally sold on the product; Samsara was hands-down a better unit and the best bang for the buck,” Tony Jones, the Fleet Manager, explained.

Soon Jones’ team installed Samsara gateways across multiple city fleets, including streets and grounds, water operations, IT, community service, and meter reading. “Setup was easy—hardware install only took 18 minutes per vehicle.”

Now the Cocoa Fleet Team and the directors of each city district have real-time visibility of their vehicles and operators.

(Cont'd)

## Responding to a natural disaster with live visibility

Hurricane Matthew first caused the team to put Samsara through its paces. After a wave of destruction through the Caribbean, the hurricane pivoted north, approaching Cocoa with 100 mile per hour winds. The community development team prepared for the storm, readying damage assessment vehicles.

After the storm passed, the assessors began canvassing the city, scanning for and recording damage. The community development director tracked progress using Samsara to ensure that every street was assessed.

“We could see exactly which area had been covered and which ones we had left. With Samsara we could ensure we didn’t miss any spots.”

## Increasing meter reader efficiency with better routing

The city’s operations include a water distribution center that serves water to 300,000 customers throughout central Florida. It uses 200 vehicles to read water meters, connect and disconnect service, and test water quality. With so many meters to check, the team is constantly looking for ways to route meter readers more efficiently.

The division director uses Samsara to analyze routes of meter readers. They can see all the routes in real time and identify and eliminate redundant, overlapping routes.



We’ve become ‘fleet aware’—we know how, when, and where our fleet is functioning and use the information to improve our operations.”

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**TONY JONES**  
*Fleet Manager*



We and our citizens are now more aware of our vehicle use. If you're a fleet manager, you need to take a serious look at Samsara.

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**TONY JONES**, *Fleet Manager*

## Responding to citizen inquiries with accurate data

Jessica, the city's Utility Customer Service Manager, uses Samsara to better respond to customer inquiries. Whether a customer is calling about a power outage or a low water pressure, Jessica uses Samsara's dispatch tool to find the nearest driver (even factoring in live traffic). If Jessica gets a complaint about a speeding city vehicle, she can determine if it actually was one of the city's vehicles, and if so, communicate with the driver about improving their safety.

## Empowering departmental stakeholders with reports

While the team is using Samsara to make real-time decisions, the city's managers rely on Samsara for historical reports and analytics. In the stormwater division, the director wants to know how much debris

is picked up by the street sweepers. The assistant city manager wants utilization data. City managers have read-only access to the dashboard, so they can see the reports they need and even schedule email summaries.

## Finding new efficiencies

Managing a city fleet of 400 vehicles is a big task. The Cocoa Fleet Team relies on Samsara as their information source, and they have plans to further integrate Samsara in the future—including adding Vehicle Gateways to police vehicles, monitoring street sweeper brushes, and using Samsara's WiFi hotspot to eliminate wireless data contracts.

**Find out how the Samsara platform can help your organization. Email us at [sales@samsara.com](mailto:sales@samsara.com).**

