



**COUNTY OF SAN MATEO**  
Inter-Departmental Correspondence  
Public Works and Parks

**DATE:** September 7, 2012

**TO:** Members, Board of Supervisors  
via the County Manager

**FROM:** James C. Porter, Director of Public Works and Parks

**SUBJECT:** Status Report on Fleet Efficiency Initiatives

In September 2011, your Board approved an SMC Saves grant of \$950,000 for the implementation of a Fleet Management System and for the installation of GPS units on County owned vehicles.

In combination, it is anticipated that these or comparable fleet initiatives will reduce operational costs associated with the fleet and will provide data critical to streamlining both the management of the fleet and the use of the County fleet by employees.

The Department of Public Works and Parks (Department) is managing the implementation process of both the fleet management system and the GPS installation initiatives. The status of each is summarized below.

**Fleet Management System:**

The Department received proposals in May 2012 for a Fleet Management System which would provide functional oversight and remote reservation capabilities for approximately 370 vehicles (170 motor pool vehicles and approximately 200 shared vehicles belonging to departments with large shared fleets – HSA, Probation and Health Services). Nine firms, each of whom had previously expressed an interest in providing such services to the County were notified of the County's Request for Proposal and the Department separately advertised the RFP in regional fleet publications. Two proposals were received – one from Agile Fleet Commander and the other from Asset Works.

The proposals were reviewed and the firms were interviewed on June 7, 2012. Both Agile Fleet Commander and Asset Works submitted comprehensive proposals with implementation costs comparable to that which was estimated for this component of the Fleet Efficiency Initiative project.

Because we did not receive as many proposals as anticipated, we contacted firms who we had notified directly of the Request for Proposal (RFP) and who chose not to submit proposals and generally found firms were interested in providing services more

comparable to a GPS system, but not a Fleet Management System. A summary of the responses received from the various firms contacted is attached for reference ("Attachment A").

In addition to these responses, we previously received an informal estimate for services quotation from Fast Fleet/Zip Car and found the services they offer to be considerably more expensive than those offered by firms with comparable services. Agile Fleet Commander and Asset Works both have higher one-time costs and lower annual maintenance costs, whereas Fast Fleet/Zip Car has a lower initial cost but a substantially higher annual cost. Over a five year period, Fast Fleet/Zip Car is \$904,000 more expensive than Asset Works, the lowest cost vendor. A summary of services provided by Agile Fleet Commander, Asset Works and Fast Fleet/Zip Car, and corresponding benefits is summarized in "Attachment B Vendor Services Comparison Summary Table."

In the months preceding distribution of the RFPs, we also participated in presentations, some in person and others over the web, with Hertz/Donlen Corporation, Enterprise Rent A Car and Navman Wireless, where they described their company's abilities to provide a fleet management tool. The demonstrations described alternative fleet management systems which included achieving savings by adjusting vehicle replacement schedules (Enterprise), reassigning fuel purchases and vehicle maintenance functions currently performed by the Department to fuel and vehicle maintenance consolidators (Hertz/Donlen) and wireless reservation systems similar to those for which we received proposals (Navman). Based on the lack of more complete proposals, it was not possible to evaluate the extent to which such strategies could benefit the County.

We will therefore be recommending that your Board award a contract for a Fleet Reservation System to Asset Works, who we deem to have provided the most comprehensive and cost effective proposal that will meet our needs. We anticipate making this recommendation to your Board on October 23, 2012.

**GPS System:**

The Department notified AFSME and SEIU in early July 2012 of your Board's direction to install GPS on County vehicles, and invited employee groups to contact us with any questions or concerns they may have. No comments were received.

Our current plan is to prepare and send out RFP's for the GPS System in late September, interview vendors in late October, execute contracts in early December, 2012 and begin installation of GPS units early in 2013.

This project originally envisioned installation of GPS units on all County vehicles, with the exception of undercover vehicles belonging to either the Probation or Sheriff Departments. However, the Sheriff Department has requested that their patrol cars not be retrofitted. We have also identified additional vehicles that we believe would not benefit from the installation of GPS units such as driver training vehicles, trailers, and

specialized vehicles such as the bookmobile, dental van and specialized construction equipment that are infrequently used and whose location would always be known. Considering this, we plan on requesting that proposers provide quotations for outfitting approximately 900 vehicles with GPS units, which will include all shared fleet vehicles.

Installation of GPS devices on County vehicles may take up to six (6) months. We plan on installing the units department by department so that fleet efficiency analyses for some departments can begin absent complete implementation of all GPS units.

Attachment A: Summary of Responses Received from Various Firms Contacted  
Attachment B: Vendor Services Comparison Summary Table

cc: David G. Holland, Assistant County Manager  
Peggy Jensen, Deputy County Manager

**ATTACHMENT A**

**SAN MATEO COUNTY FLEET MANAGEMENT/RESERVATION SYSTEM RFP VENDOR FEEDBACK SUMMARY**

COMPANY	CONTACT	EMAIL ADDRESS	FEEDBACK ON CHOOSING NOT TO SUBMIT PROPOSAL
ENTERPRISE RENT A CAR	Mark Wing	www.enterprise.com/fleets	<b>Did not return repeated contact requests</b>
FASTER ASSET SOLUTIONS	Steve Specht	www.fasterasset.com	<p><u>A. Reservation Software Preferences Section</u>            Would require customization of their software.</p> <p><u>B. In-Vehicle Hardware Preferences</u>            Would require a third party partnership and integration.</p> <p><u>C. In-Vehicle Software Preferences</u>            Would require customization of our software and customized reports.</p> <p><u>E. Key Control Preferences</u>            Would require a third party partnership.</p>
HERTZ	Michael Anderson	mcanderson@hertz.com	<p>After reviewing the County's RFP, it was felt that their solutions would not adequately address both requirements of a reservation system and an in-vehicle hardware and software system. They were under the impression that there were to be two separate RFP's to address each component of the system, and had planned on responding to a bid for the vehicle services only.</p>

<b>COMPANY</b>	<b>CONTACT</b>	<b>EMAIL ADDRESS</b>	<b>FEEDBACK ON CHOOSING NOT TO SUBMIT PROPOSAL</b>
INVERS	Lynn Stuart	www.invers.com	Did not return calls
NAVMAN WIRELESS	Debbie Murry	www.navmanwireless.com	Did not return calls
RTA FLEET	Christine Kane	www.rtafleet.com	RTA would be a duplicate software solution to our current Cost Accounting Management Systems (CAMS).
USA FLEET SOLUTIONS	Norma Havens	www.usafleetsolutions.com	Interested in proposing on GPS system, not the fleet management system.
ZIP CAR	Michael Serafino	mserafino@zipcar.com	Not cost competitive

Attachment B  
Vendor Services Summary Table

Vendor	Allows for on line vehicle access 24/7	Allows for remote vehicle access thru key kiosks or similar	Quote Utilizes County Vehicles	Provides comprehensive vehicle usage reports, including trip summary data	Offers a single secure data base which centrally stores all motor pool, operator and asset maintenance information	Integrates with current County Accounting software	Approximate Cost for 370 vehicles initial/annual/ <b>lifecycle – 5yr</b>
Agile Fleet Commander	X	Yes. Keyless option available (extra cost)	X	X	X	Yes	\$224,177/ \$31,282/ <b>\$380,587</b>
Asset Works	X	Yes. Keyless option available (extra cost)	X	X	X	Yes	\$285,580/ \$8,000*/ <b>\$325,580</b>
Fast Fleet/Zip Car	X (extra cost - \$1.00/minute for customer service)	Yes. No key required	X	Yes, limited reports	X	No	\$141,850/ \$217,560/ <b>\$1,299,650</b>

\*Includes five year warranty for software and 1 year warranty for hardware. Hardware maintenance after year 1 would be billed separately.