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# Developing a Green Fleet Report

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# Developing a Green Fleet Report

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**GEOTAB**

# Developing a Green Fleet Report



- Transport > 16% of Australia's emissions
- The impact of each fleet is very different
- As organisations set net zero emissions targets it's essential they have a complete and transparent understanding of the emissions generated from their fleet.
- Today many fleets calculate their emissions based on their fuel usage, however this doesn't assist in understanding the opportunity to reduce emissions. Telematics data can profile a wealth of knowledge enabling you to move from historical usage reporting to proactive planning and execution of actions to drive down emissions.
- This session will review the types of information you should be seeking and those that are available from advanced telematics devices that should be included in your Green Fleet Reporting providing actionable intelligence.

# Motivations for fleet sustainability



## #1

Meeting our own needs  
without compromising the ability of  
future generations to meet their needs

- Achieving Greenhouse Gas (GHG) reduction targets
- Responding to public policy
- Managing operational costs
- Realising growth opportunities, i.e. WINNING BUSINESS



## Environmental, Social, and Governance

- FMs are responsible for ensuring that their vehicles are operating in an environmentally sustainable manner.
  - Using fuel-efficient vehicles,
  - Efficient driving practices, minimal idling, route optimisation
  - vehicle maintenance
- FMs who prioritize ESG practices will, in general, be more attractive to customers who are looking for partners that share their values and commitment to sustainability
- FMs are responsible for ensuring compliance with regulations related to fleet operations, such as safety standards and emissions regulations.

# The Great News



Pressure is going to come from outside your organisation to do the right thing, if it isn't already...

- Compared to others in your industry
- Evidence of efforts already made
- Future goals, and
- Paths to meet them

These will all impact the commercial decisions of others

# Know your audience



Who is it for?

Is there one GF Report to rule them all...

- The Board
- Share holders
- Customers
- Regulators
- Support of potential opportunities, tender submission etc
- Social Media or other PR tool

# Think Twice as SMART



- S - Specific
- M - Measurable
- A - Achievable
- R - Realistic
- T - Timely
  
- S - Sustainable
- M - Mangeable
- A - Aspirational
- R - Relatable
- T - Transitioning



# Measuring vs Reporting

Reporting is a management tool.

You can't hope to manage what you don't measure

Measurement > Data > Information > Insights >  
Action and Knowledge

An excellent Green Fleet Report will  
focus on the insights and  
actionable improvements that can be made



# How is sustainability and success measured?

(Venn diagram??)

PLANET  
PEOPLE  
PROFITABILITY

At the top level

- Overall efficiency
- Run rate towards your goals
  - Energy Consumption
  - GHG emissions
  - Waste products, batteries, tyres

Don't take your eye off the ball

- Maintain or enhance profitability
- Maintain or enhance health and safety

# Identifying success - framing and perspective

EXAMPLE: Was last quarters 4% reduction in fuel burn a poor, average or good result?

- Are these seasonal changes seen around the same time every year?
- Was it due to a general down turn in business?
- Were the oldest vehicles of the fleet replaced with modern vehicles with no particular forethought to GHG emissions and fuel or energy consumption?
- Was it due to “those road works” finally being completed?
- Did you implement new route optimisation?
- Was driver education around unnecessary idling, harsh acceleration and the like implemented?

What were your goals and expectations?

A good report must include more than just numbers, graphs and emoji's.

Good reports will contrast to expectations but also reflect on them and give sound reasoning for hitting or missing them, revising or maintaining them.

# Identifying success - Business is Dynamic

Particularly in a growing or dynamic business you have to understand which are the important figures

The fleet grew by 20% last month and total fuel burn went up 7%. Is that a (green) win?

Is the improvement not simply a measure of fuel/energy per km?

- What if the region of operation was expanded with the new vehicles?
- Did the average number of kilometres per gig change?
- Did the driving environment expand from inner CBD to suburbia, plains to hills?

Such factors can all 'incidentally' affect your ratio of driving to idling to stopping and thus fuel efficiency.

Remember, the most Green vehicle is the one never manufactured

- What was the impact on vehicle utilisation, time and distance driven?
- Did the number of deliveries/jobs go up accordingly by 20%?

Assess your fleet's environmental impact

# Get a complete picture of factors contributing to fuel inefficiencies, the first step to building an effective strategy for reducing CO2 emissions.

## Benchmark, track and report fleet emissions.

Track, report and benchmark fleet emissions to more effectively employ emission reduction strategies.

## Target factors contributing to excess fuel use

Isolate the factors contributing to excess fuel use to manage the reduction of fleet emissions and improve fuel efficiency.

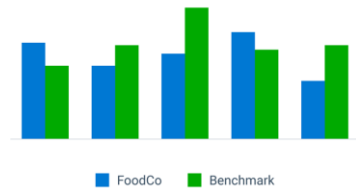
## Drive toward lower emissions through rightsizing

Find opportunities to reduce emissions and optimize fleet asset utilization as part of regular fleet rightsizing.

Least Utilized Vehicles

	Vehicle	Mileage
1	Vehicle 39	0.00
2	Vehicle 4	2.24
3	Vehicle 11	5.68

Fuel Benchmarking Report



Assess your fleet's environmental impact

# Benchmark, track and report fleet emissions

Track, report and benchmark fleet emissions to more effectively employ emission reduction strategies.

Benchmarking solutions:



## Green Fleet Dashboard – Geotab Add-in

Insights for reduced emissions, increased savings.



## CO2 Emissions – Report Download

Locate the biggest CO2 emitters across your fleet.



## Average Fuel Economy – Report Download

An eco-driving gauge for your entire fleet.



Evaluate fuel economy by comparing to **similar** fleets



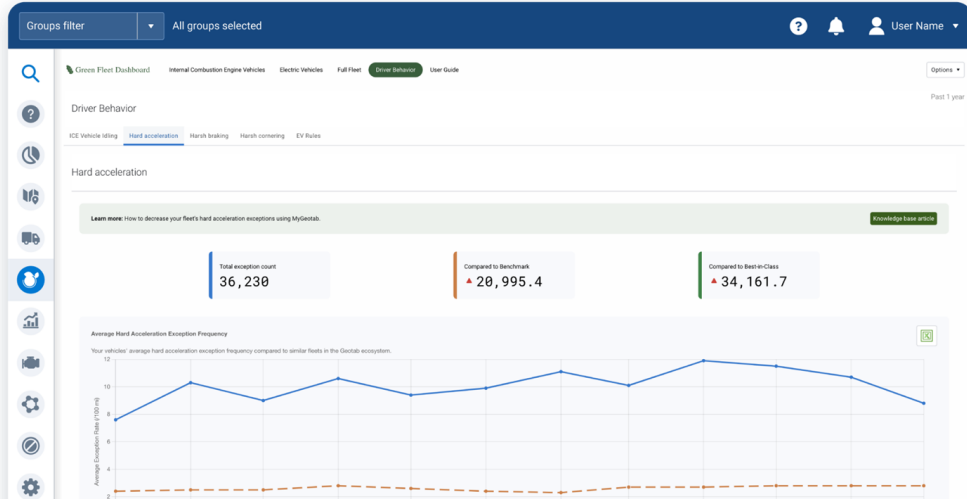
Track driving behavior to maintain efficient driving



Target wasted fuel costs from time spent idling.



Know what you're getting from your EV fleet by tracking realized savings.



Benchmark, track & report fleet emissions

## Green Fleet Dashboard – Geotab Add-in

Insights for reduced emissions and increased fleet savings.

The Green Fleet Dashboard provides metrics on fuel use, emissions, electric vehicle (EV) usage and driver behavior, providing insight into the fleet's cost and environmental performance over time, and identifying opportunities for improvement based on benchmarking with like fleets.

- Evaluate fuel economy by comparing to similar fleets
- Target wasted fuel costs from time spent idling
- Track driving behavior to maintain efficient driving
- Know what you're getting from your EV fleet by tracking realized savings.

See more >

Assess your fleet's environmental impact

## Target factors contributing to excess fuel use

Isolate the factors contributing to excess fuel use to manage the reduction of fleet emissions and improve fuel efficiency.



Fuel efficiency solutions:

### [Global Fleet Savings Summary – Report Download](#)

Uncover potential savings based on your fleet's past performance.

### [Last 3 Months Fuel Trend – Report Download](#)

Monitor trends in fleetwide fuel consumption on a quarterly basis.

### [Last 3 Months Idling Trend – Report Download](#)

Monitor trends in fleetwide idling on a quarterly basis.

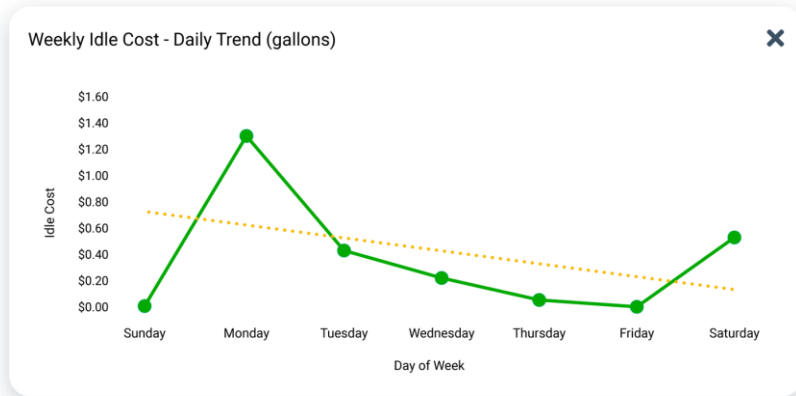
### [Weekly Idling Cost - \(L / Gal.\) Trend – Report Download](#)

Know what fleetwide idling costs you in litres or gallons.

### [Fuel Tracker App – Geotab Add-in](#)

Track the cost of fuel at each fill-up.





Target factors contributing to excess fuel use

## Weekly Idling Cost - (L/Gal.) Trend – Report Download

Know what fleetwide idling costs you in litres or gallons.

The Weekly Idle Cost trend report calculates the cost of wasted fuel from fleetwide idling. Summarized on a weekly trending basis this report will help observe trends and if idle reduction policies are being applied over a period of time so that you can manage accordingly. Set the current fuel price for the most accurate estimate of idle costs.

- Calculate the cost of wasted fuel from idling
- Spot trends for the cost of idling
- Understand idle costs on a weekly trending basis

See more >

Assess your fleet's environmental impact

# Drive toward lower emissions with rightsizing

Find opportunities to reduce emissions and optimize fleet asset utilization as part of regular fleet rightsizing.

## Asset Utilization – Report

List your most utilized vehicles to balance use across the fleet.

## Fleet Distance Trend – Report

Track trends in driving distance to assign routes more efficiently.

## Fleet Utilization – Report

Address unnecessary use by identifying spikes in mileage.

## Utilization Report (Previous 30 Days)



## Most Utilized Vehicles

	Vehicle	Days Driven	Vehicle	Drive Time	Vehicle	Mileage
1	Vehicle 1	1	Vehicle 76	20:21:47	Vehicle 109	119.32
2	Vehicle 3	1	Vehicle 93	20:08:51	Vehicle 93	116.15
3	Vehicle 5	1	Vehicle 71	20:02:37	Vehicle 76	111.51
4	Vehicle 6	1	Vehicle 87	19:46:35	Vehicle 87	105.80
5	Vehicle 8	1	Vehicle 77	19:18:41	Vehicle 77	105.79

## Least Utilized Vehicles

	Vehicle	Days Driven	Vehicle	Drive Time	Vehicle	Mileage
1	Vehicle 2	0	Vehicle 2	00:00:00	Vehicle 2	0.00
2	Vehicle 4	0	Vehicle 2	00:00:00	Vehicle 2	0.00
3	Vehicle 9	0	Vehicle 2	00:00:00	Vehicle 2	0.00
4	Vehicle 10	0	Vehicle 2	00:00:00	Vehicle 2	0.00
5	Vehicle 11	0	Vehicle 2	00:00:00	Vehicle 2	0.00

Drive toward lower emissions with rightsizing

## Asset utilization – Report

List your most utilized vehicles to balance use across the fleet.

The Asset utilization report summarizes your ten most and ten least used vehicles. You can use this report to ensure your fleet is less carbon intensive by ensuring more efficient vehicles are in high-use roles and less-efficient vehicles are assigned to lower utilization. The report can also be used to find opportunities to rightsize by removing underutilized assets.

- Ensure your most efficient vehicles are used more often
- Reallocate less-efficient vehicles to lower use
- Identify opportunities to downsize low use assets

See more

Adopt sustainable fleet practices

# Implement emission reduction strategies by focusing where you stand to make the largest impact.

## Ensure drivers and vehicles are operating efficiently

Provide your drivers with the tools and service to drive as clean and safe as possible.

## Always take the most efficient route

Minimize travel along with emission intensity by optimizing routes and vehicle-to-mission assignments.

## Cut emissions where EVs do the job for less

Pinpoint fleet vehicles that can be replaced by an equivalent EV based on their function and range requirements.

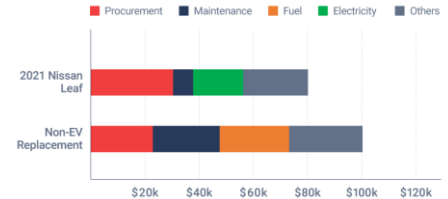
## Increase utilization with effortless car sharing

Get the most out of existing assets with effective fleet motor pools or car sharing.

### Vehicles with Suitable EV Recommendations

Model	Recommendation
2009 Honda Accord	2019 Toyota Prius Plug-In
2014 Renault Megane	2021 Nissan Leaf
2014 Volkswagon Golf	2019 BMW i3

### Lifetime Cost



Adopt sustainable fleet practices

## Always take the most efficient route

Minimize travel along with emission intensity by optimizing routes and vehicle-to-mission assignments.



### Route optimization solutions:

- Appian – Partner Add-in
- CoPilot – Partner Add-in
- Descartes Route Planning – Partner Add-in
- Drivin Smart Deliveries – Partner Add-in
- FourKites Real-Time Tracking – Partner Add-in
- Green Mile – Partner Add-in
- Magellan Route Complete – Partner Add-in
- MaxOptra – Partner Add-in
- Prophecy Dispatch Software – Partner Add-in
- Route4Me Route Planner – Partner Add-in
- Rubicon: RUBICONSmartCity™ – Partner Add-in
- Sygic Professional Navigation – Partner Add-in
- Utilimarc – Partner Add-in

Adopt sustainable fleet practices

## Cut emissions where EVs do the job for less

Pinpoint fleet vehicles that can be replaced by an equivalent EV based on their function and range requirements.



**Performance requirements**



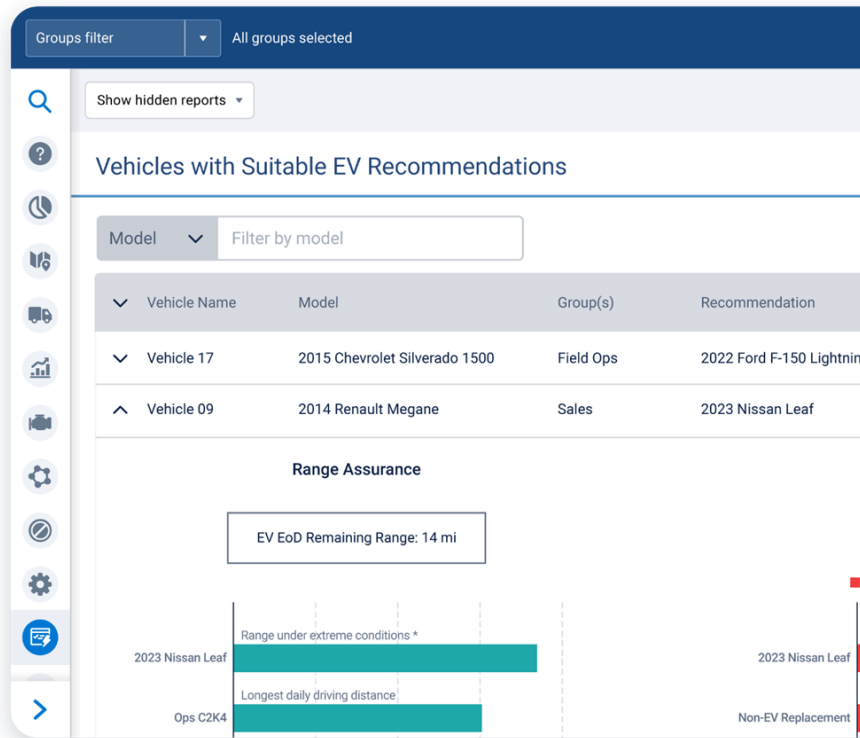
**Total cost of ownership**



**Vehicle selection**



**Environmental impact**



Cut emissions where EVs do the job for less

## EV Suitability Assessment – Geotab Add-in

Electrify your fleet with confidence.

Geotab EV Suitability Assessment (EVSA) provides an accurate view of your fleet electrification potential. You'll get electric vehicle make and model recommendations that best fit each vehicle's driving profile and meet performance requirements specific to your fleet. Access your personalized fleet electrification blueprint which includes the potential cost-savings and avoided carbon emissions from integrating EVs into your fleet.

[See more >](#)



Show hidden reports

## Vehicles with Suitable EV Recommendations

Model Filter by model

 PHEV (40) BEV (50)

Vehicle Name	Model	Group(s)	Recommendation	Type	Range Capable?	Lifetime Savings (\$)
Vehicle 17	2015 Chevrolet Silverado 1500	Field Ops	2022 Ford F-150 Lightning PRO	BEV	Yes	12,122
Vehicle 09	2014 Renault Megane	Sales	2023 Nissan Leaf	BEV	Yes	9,982

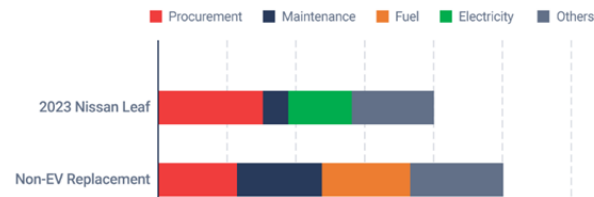
## Range Assurance

EV EoD Remaining Range: 14 mi



## Lifetime Cost

Lifetime Savings: \$9,982





Accelerate your decarbonization efforts

## Optimize electric fleet operations

Avoid fuel costs, emissions and downtime by ensuring the optimal use of EVs in your fleet alongside ICE vehicles.



Operate electric solutions:

- Electric vehicle telematics for fleets
- EV Charging Cost – Report Download
- EV Charging Cost – Geotab Add-in
- Fuel and EV Energy Usage – Report
- EV Charge Assurance – Geotab Add-in
- Charge complete alert – Rule & Notification
- Forgot to plug-in alert – Rule & Notification
- Low state-of-charge alert – Rule & Notification

## SUCCESS STORY

# Orkin lowers fleet idling across every division by tackling the problem as a team



"Orkin's 10,000 vehicle fleet includes sedans, pick-ups, SUVs, and crossover SUVs. Supported by Geotab, Orkin focused on idling reduction to deliver cost savings and environmental benefits. It was estimated that idling time cost the company just over \$1 million in 2017, which increased to \$1.22 million in 2019.



Fueled by competition, Orkin successfully cut its idling by 8.4% in a three-month period. Some individual drivers and divisions cut their idling even more. Thanks to their fun and rewarding driver initiative, Orkin improved corporate sustainability and its bottom line.



Orkin's fleet idling contest reinforces how corporate initiative backed by telematics and teamwork can have a powerful impact on the environment and the bottom-line.

[Read success story >](#)



SUCCESS STORY:

**\$50K** USD

Estimated savings with a three month driver challenge

**8.4%**

Average idle time reduction over three months, compared to previous year

**13%**

Decrease in idle time by the most improved division

Assess your fleet's environmental impact

## Data Quality & Access



What your platform needs to offer you:

### Quality Fleet Data

Sufficient resolution

Engine information (not just dots on maps)

Access to history

Ability to distill data to insights

### Quality Baseline Data

Like-for-like comparisons, e.g. Long haul vs Last mile

Similar environments

E.g GEOTAB has > 3.5 Million connected assets and

Processes > 50 Billion data points a day

### Flexible Customisation

Neither limiting or overly complex.

Ability to easily integrate into existing systems of reporting while continually innovating

# Don't rest on the bottom line

Don't become complacent with overall improvement or better than industry average

- Greater improvement usually means greater cost savings, and
- Being prepared to meet ever tightening governance requirements

Don't let areas of improvement mask areas of weakness

- Differentiate areas where you are better than average from below
- Contrast the areas of recent improvement from recent decline

Don't let it become overwhelming or underwhelming

- Celebrate the wins
- Remember to be Twice as SMART
- Be balanced between short term and longer term goals
- Be aware of what is and what is not in your control

Let's Stay Connected:

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