

Bayside City Council Case Study



August 2013

1 Introduction

Bayside City Council participated in the pilot of the Victorian FleetWise program.

The purpose of the pilot was twofold: to assist participating organisations improve the energy efficiency of their fleets, and to evaluate the usefulness of the FleetWise program.

2 About the organisation

Bayside City Council (BCC) is a Victorian municipal council located in the south-eastern suburbs, responsible for nearly 97,000 residents in the suburbs of Beaumaris, Black Rock, Brighton, Brighton East (part), Cheltenham (part), Hampton, Hampton East, Highett (part) and Sandringham.

Transport use by the Council and the community was identified in the Bayside Environmental Sustainability Framework as a target area to reduce environmental impact.

3 Nature of the fleet

As at 30 March 2012, 75 vehicles from the BCC fleet were analysed as part of the FleetWise program. These vehicles were estimated to produce approximately 361.5 tonnes of GHG emissions (CO₂-e) at an average intensity of 238.6 grams of CO₂-e per kilometre travelled.

The fleet includes a mix of light commercial vehicles (LCV) for the Local Laws and Amenity Protection units, with passenger vehicles for pool and employee use. In addition to the standard pool vehicles, employee allocated passenger vehicles are also available for use in the pool. The BCC fleet featured a number of LPG vehicles.

The Council lease their vehicles and the fuel usage was recorded by fuel cards.

4 Fleet improvement actions

The fleet management team implemented the following strategies over the 12-month period April 2012 – March 2013.

- BCC established a Fleet Policy including the council's objective to be Carbon Neutral by 2020 and for fleet decisions to reference the *Green Vehicle Guide*.
- BCC participated in the Victorian Electric Vehicle Trial, establishing a permanent recharge point within their infrastructure. BCC have trialed the Mitsubishi iMiev, Nissan Leaf, and Holden Volt.
- BCC improved accessibility of their IT server so that employees can work from home.
- Employees entitled to a vehicle as part of their package were encouraged into smaller, more fuel efficient models by the restructure of vehicle charges, which made the smaller vehicles more financially attractive to employees.
- Incorporation of direct injection and turbo charged vehicle options.
- BCC developed a Green Travel Plan, including the provision of myki cards for employee public transport use, and participation in global corporate challenges to encourage employee walking.
- Regular collaboration between the Fleet Administrator and the environment team on the environmental performance of the fleet and implementation of improvements.
- Fuel card users were educated in the importance of accurately allocating their usage.

BCC are also in the process of developing an internal eco-driving program. Implementation will begin in 2014.

5 Results

A follow-up assessment of the emissions performance of the Bayside City Council fleet was undertaken in March 2013.

At 31 March 2013, Bayside City Council's fleet had grown to 84 vehicles, with 45 vehicles replaced since 31 March 2012.

Analysis of the fuel and odometer data showed that total kilometres travelled by the fleet increased by 22.6%, **however due to improved fleet efficiencies** total fuel use increased only by 5.7% and the overall GHG emissions only by 11.9%*.

The assessment revealed **an 8.7% improvement in GHG intensity** (20.8 grams of CO₂-e per kilometre) and an average air quality score improvement of 0.49.

**The electric vehicles were not able to be included in the results - as such the results are expected to be understated.*

6 Summary and learnings

The experience of Bayside City Council in the FleetWise program gave rise to the following observations which are relevant for all program participants.

- Linking FleetWise to the Green Travel Plan and having the executive stamp of approval helped in the implementation of improvements.
- The financial incentives for employees to choose more fuel efficient cars in their packages was an effective strategy, in that while the option to choose a less efficient vehicle was still there, employees often chose the more affordable option.
- The direct injection turbo charged vehicles allowed smaller, fuel efficient engine vehicles to be procured without sacrificing the vehicle power.
- The FleetWise Scenario Model allowed potential strategies to be compared in order to focus on strategies that provided the most benefit.
- Bayside City Council involved both the fleet management and environmental team in FleetWise participation. Collaboration between the two divisions allowed for greater scope of improvement implementation and meant that more could be achieved.
- Educating drivers on the appropriate use of fuel cards improves the accuracy of the data.

"FleetWise provided a tool to assist with proactively reducing fuel use, emissions and fleet costs"

Kerryn Greshner
Fleet Administrator
Bayside City Council

"FleetWise has helped to inform fleet procurement decisions and behaviour change programs"

Leanne Stray
Environmental Sustainability Officer
Bayside City Council