



THE CITY OF NORTH CANTON SAVES \$300,000 IN ONE YEAR USING WEBTECH FLEET CENTER

The City of North Canton spent one year studying their historical responses to winter events, factoring in steadily increasing salt costs, changing weather patterns and observing how neighboring jurisdictions and municipalities managed their own winter responses. Using only very basic on/off hydraulic snow plow levers, the City was looking for a solution that included integration with multiple telemetry inputs. After careful consideration, North Canton selected a fully automated fleet management solution from Webtech Wireless.



Prior to implementing Webtech Fleet Center on their fleet of salt trucks, North Canton had been relying on their operators' ability to gauge the amount of salt being used, by watching the dispensing process from their side-view mirrors. This process was extremely inaccurate as well as subjective, as some operators need to see a lot of salt before they are satisfied.

North Canton:

- Located within Stark County, Ohio
- 2010 census population of 17,488

Pain Points:

- Inability to dispense materials accurately
- Excessive material costs
- Unable to adhere to EPA material usage guidelines
- Excessive amounts of manual processing required to run material usage reports
- High reporting margins of error

Solution:

- Webtech Wireless' unified software solution, Webtech Fleet Center integrated with North Canton's 3rd party material application systems.

Results:

- North Canton saved \$300,000 in material costs in their first year.

Salt usage reports were run at the end of driver shifts and consisted of manual processing, using multiple spreadsheets. The City was experiencing a fair amount of administration with high margins of error and limited ability to efficiently manage costly materials and resources.

In addition to high operating costs, the City had also been in discussions with the Environmental Protection Agency (EPA) on how to address the National issue of increased chlorides/sodiums in the water table. An issue requiring the support of municipalities across the U.S., North Canton wanted to take a proactive approach to protecting the environment by managing their salt usage carefully.

Jim Davis, the Superintendent of City Services for North Canton took responsibility for the fleet management solution initiative. His research led him from websites, to local municipalities, to the Ohio Department of Transportation. He reviewed and compared each fleet management solution he came across – what the solution could and could not do, what value each solution provided and how each worked with the third party systems North Canton wanted to implement. The City wanted a single, fully comprehensive solution to meet all their needs, including the ability to work with all their third party systems. Concord Road Equipment Manufacturing (suppliers of municipal road equipment) eventually introduced Jim to Webtech Wireless.



SALT USAGE

Prior to implementing their Webtech Wireless solution, the City was dispensing from 1,800 to 2,000 lbs of salt per lane mile — a significant amount of salt, both for the environment and balance sheet. The cost of salt can be as high as \$112 per ton. Using Webtech Fleet Center with the spreader

controller integration, North Canton was able to cut their salt usage down to the Ohio Department of Transportation (DOT) recommendations of 300-400 lbs per lane mile. These amended amounts provided the same de-icing results as the larger quantity of salt, saving significant costs and minimizing water table impacts.

AVG SALT USAGE

Before	1,800 to 2,000 lbs
Webtech Fleet Center	per lane mile
.....	
Using	300 - 400 lbs per lane mile per
Webtech Fleet Center	Ohio DOT recommendations

Within a year of the North Canton, Webtech Fleet Center implementation, all North American States and Provinces subject to winter conditions were buffeted with an increase in the number of annual winter storms and impacted by an extremely serious salt shortage.

The salt shortage, had the potential to compromise North Canton's service levels and the safety of their residents. Like every other municipality subject to winter weather, North Canton did experience low salt supplies. Unlike the other municipalities, North Canton managed it well.

“Without a doubt, this solution addressed a liability issue for us. We were on conference calls where people were crying for salt. They hadn't had salt for weeks. Don't get me wrong, we had to strictly manage our salt usage, but Webtech Fleet Center helped us do that. If we did not have our systems in place, we would have been in trouble. We would have depleted our salt stores in a hurry.”

Jim Davis

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Before the Webtech Fleet Center implementation, in the winter of 2012/2013, North Canton had 28 snow events and used 6,800 lbs of salt. After implementing Webtech Fleet Center, the winter of 2013/2014 brought 63 snow events, but the City of North Canton only used 3,700 lbs of salt in response.

“North Canton was in an incredible situation where we hadn’t used any of our previous year’s salt order. Everyone else is scrambling for salt, and we are still using salt from 2013. In the midst of the salt shortage, we have 5,000 tons of salt sitting in storage. Pretty crazy really. We basically saved one whole year’s worth of salt purchase, which equates to about \$300,000! This is the return on investment (ROI) of the solution.”



North Canton responds to a winter event. They are now able to break the City up into quadrants and prioritize every single street. A fleet manager is able to review the data in Webtech Fleet Center and compare it against a priority map to determine which routes require immediate service and which don’t.

“We are able to identify primary routes that are heavily trafficked and school and hospital routes and so on. Now we prioritize our workforce based on what we see in Webtech Fleet Center.”

SALT USAGE

Before Webtech Fleet Center	Qty. Salt
2012/13	6,800 lbs
.....	
Using Webtech Fleet Center	Qty. Salt
2013/14	3,700 lbs

“We have such increased visibility to our fleet now. If a resident calls to advise their street has not been cleared, we are able to analyze the data and respond that their street has actually been cleared twice in accordance with our service level agreement. Residents appreciate this information.”

Next for North Canton is the use of natural materials in pre-wetting applications. The mixture consists of a beet juice mixture with other natural products. For now, this will be the final piece of a complete solution. Webtech Fleet Center’s ability to help North Canton manage this material with precision along with the lower cost of the material compared to that of salt is expected to drive an additional 10% of hard material savings.

Can your agency benefit from a fleet management solution? Contact us, we’ll help you realize material savings, minimize your liability and increase your accountability.

START NOW

1 866 287 0135

www.webtechwireless.com
 info@webtechwireless.com

If the City doesn’t cover an area during a snowstorm, they are able to identify the gap quickly in Webtech Fleet Center and immediately maneuver work forces to correct the oversight. The solution has also changed how the City of