

CITY OF  
**SOUTHLAKE**



# City of Southlake, Texas

## Customer Profile

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The City's Fleet Services supports several fueling sites and 150 fleet vehicles and approximately 250 City employees are authorized to drive the fleet vehicles. The City of Southlake is located outside of Dallas, Texas and has a population of 22,000.

## The Challenge

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The City sought a method to fully integrate vehicle tracking information into their automated fuel management system. They needed a passive system to provide vehicle location, movement and road data for internal use.

## Ward's Solution

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Ward proposed the City utilize the Ward Asset Tracking System (ATS) passive GPS tracking system. Since the City did not need to know the vehicles real-time location, the Ward ATS passive tracking system was an excellent solution. The Ward ATS would provide the City with an easy to use interface and allowed them to customize the Fleet View software to their specific needs. The Ward ATS also integrated seamlessly with the existing Ward Automated Fuel Management System which the City relies on for its fuel and vehicle OBD data.

## Results

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The City has been able to track vehicle locations at a given time, as well as movement and road data for internal use. An added benefit of passive tracking was provided when City staff received concerns there was not enough police presence in their Town Square Shopping area on a given day. By utilizing the passive tracking capabilities of the Ward ATS the police department was able to provide police vehicle location information which showed police units had and were patrolling the area on that given date. By utilizing the Ward ATS passive tracking system the City realized cost savings from not having to pay monthly cellular fees that would have occurred with a real-time tracking solution.