

City of Ferndale reduces cost and improves environmental impact through managed fleet program.

Client's Situational Analysis

- Fleet of 51 Vehicles
- History of "passing" vehicles down over time
- Current cycle period of 12 years
- Vehicle purchasing does not match funding goals
- Established environmental committee with Sierra Club "Cool Cities" initiative

Key Strategic Client Objectives

- Reduce fleet size by eliminating "low utilization" non essential vehicles
- Move current 12 year cycle down to a matched funding period of 5 years
- Improve image and safety of the City's fleet
- Improve fuel economy
- Reduce greenhouse gas emissions
- Spend fleet related dollars within Ferndale (support tax base)
- Match vehicle selection to proper job application

Plan Delivered To Achieve Desired Strategy

- Municipal lease program
 - Year one replacement of 15 vehicles
 - Eliminated 12 retired police vehicles used in other departments
- Improve utilization by eliminating 5 vehicles
- Outsource of maintenance to local facilities
- Vehicles delivered through local dealership
- Funding change from purchase to "municipal lease" mechanism
- Compact, eco-friendly vehicles where appropriate
- Vehicle replacement policy and plan established for 10 year operating model



Client Background

| | |
|-------------|-------------------------|
| Location: | Ferndale, Michigan |
| Industry: | City / Municipality |
| Services: | Essential City Services |
| Fleet Size: | 51 vehicles |

Key Results

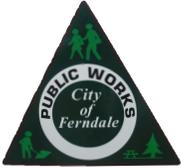
- **Fuel savings of 35-40% for 15 initial vehicles**
- **Similar Greenhouse Gas Emissions reduction on initial vehicles**
- **Anticipated savings of \$74,000 when program fully implemented**
- **Program approved and supported by Ferndale Environmental Committee**
- **Funding mechanism will show immediate cash flow benefit**
- **Support local tax base by utilizing local dealership and maintenance facilities**



FLEET MANAGEMENT

efleets.com

CLIENT TESTIMONIAL



The City of Ferndale has entered into an agreement with Enterprise Fleet Management designed to reduce the cost of operating the city's 51 fleet vehicles. The analysis for this program shows a savings of \$74,000 over a ten year implementation period.

In addition to the cost savings, the fleet management program reflects Ferndale's goal of progressive environmental stewardship. For example, the program provides for replacement of older, higher carbon-producing and less fuel-efficient full-size sedans with more economical and environmentally friendly compact vehicles. This piece of the program will provide 35 to 40 percent better fuel economy with a similar reduction in greenhouse gas emissions.

Other key program features include a provision to utilize the local dealership as the delivering dealer and a variety of local service providers for maintenance. These businesses are located within the City of Ferndale, in keeping with city government's goal of supporting the local economy.

A handwritten signature in black ink, appearing to read "Jaynmarie C. Hubanks".

Jaynmarie C. Hubanks
Assistant City Manager

Additional Enterprise Fleet Management Benefits

A dedication to customer service unsurpassed in the vehicle management industry.

Local locations nationwide – hometown people, hometown service.

You will be able to leverage our scale – with more than 1M vehicles owned and managed by all the divisions of Enterprise.

You get the best value for your used vehicles – due to 800 Enterprise remarketing experts selling more than 650,000 vehicles per year.

Specialized in managing mid-sized fleets of vehicles.

Full suite of products and services – including a budgeted maintenance program and insurance.

Integrated transportation solutions provided via our short-term rental, truck and fleet management groups.

We help you save money and improve cash flow when you tap into our line of credit for your fleet vehicle needs.