

King Township: Empowering drivers to take ownership of fleet safety estimates a 349% ROI with Geotab Vitality*

Driven by the motto 'Be better today than yesterday, better tomorrow than today,' King Township – already a best-in-class municipal fleet – used Geotab Vitality to push further: building driver confidence, transforming the manager-driver relationship, and delivering a projected 349% ROI with stakeholder buy-in from both union and non-union drivers.

Challenge: Public accountability, a missing feedback loop, and no visibility into individual driver performance

For Barry, speeding was the top priority. King Township's vehicles carry the municipal logo through residential streets and school zones every day. In a private fleet, a 10% speeding improvement is a good metric. For a public fleet under constant community scrutiny, it's a reputational and risk management imperative. Barry wanted to move the needle – and he wanted drivers to take ownership of moving it themselves.

King Township is a Canadian municipality in York Region, Ontario, managing more than 130 vehicles and 200+ assets valued at over \$37 million. Barry Budhu, Manager of Transportation, Utilities, and Fleet Services, oversees the fleet alongside one lead mechanic and one apprentice. With a mandate that also includes road operations and right of way permits, King Township's fleet is rarely out of the public eye.

* 349% ROI Methodology: Figures are 12-month annualized projections extrapolated from King Township's pilot data (Jan 12–Mar 30, 2026), modeled across the full 60-vehicle fleet. Gross savings of \$48,535 comprised \$8,080 from a 7% reduction in Predictive Collision Risk (PCR, based on industry-standard cost benchmarks), \$33,030 from a 6.4% improvement in fuel efficiency (against baseline expenditure), and \$7,420 from a projected 5% improvement in driver retention (based on replacement cost benchmarks). Program cost: \$10,800 (\$15/vehicle/month × 60 vehicles × 12 months). Net savings: \$37,735. ROI: 349%.





Fleet profile

Company:

King Township

Industry:

Government & Public Sector

Based in:

Canada

Types of vehicles:

Mixed municipal – pickup trucks, dump trucks, backhoes, graders, sweepers, tractors, utility vans, SUVs, electric vehicles (4 EV + 2 hybrid), skidsteer loaders

Fleet size:

60 (pilot model); 130+ total assets

Fleet focus:

Safety, Driver Behaviour, ROI

Under Barry's leadership, King Township had become a recognized leader in data-driven fleet management, significantly increasing compliance with core fleet safety requirements and maintaining a collision risk near best-in-class benchmarks. However, with city-branded vehicles operating daily through residential neighborhoods, 'near best-in-class' wasn't enough. The bar for a public fleet is higher because every trip is visible. Speeding carries reputational risk that a private fleet simply doesn't face. Barry needed to close this gap and bring his drivers into the solution instead of relying solely on the data.

Barry had identified a gap that telematics data alone could not close. King Township's fleet vehicles are shared across divisions, meaning drivers rotate equipment depending on the job. Vehicle-level data shows how the truck is being driven, not how a specific driver is performing. Without a driver-facing feedback layer, infrequent performance reviews were the only touchpoint. Between check-ins, drivers had no way to see how they were doing as individuals. There was no daily recognition, no mechanism for continuous self-correction, and no practical and efficient way for Barry to tell someone they were doing well when it mattered most.

That gap in positive reinforcement is exactly what Geotab Vitality's driver engagement platform was built to close. Between reviews, drivers had no visibility into their day-to-day performance – and Barry had no mechanism to recognize them when they were doing things right.

"If you think about the time and space in between those interactions, especially at the management level, they're few and far between. So now you have lost the opportunity to tell somebody how good they're doing, but the Geotab Vitality app shows them how good they're doing."

– **Barry Budhu, Manager of Transportation, Utilities and Fleet Services, King Township**

The solution: A driver-facing engagement tool built on telematics data King Township already had

Optisolve, King Township's fleet technology partner, has worked closely with Barry over time to introduce and evolve multiple Geotab-driven technologies. Through this ongoing collaboration, they understood his priorities (risk reduction, speeding, driver engagement) and identified Geotab Vitality as the next step.

"Optisolve has been a strong partner for us. They understand how we operate, the challenges we're trying to solve, and they bring forward ideas that actually make sense for our fleet. It's not just about introducing new technology it's about finding the right fit and making sure it delivers value," Barry said.



Geotab Vitality is a driver enablement platform that layers directly onto Geotab's existing telematics data. This enabled King Township to launch the program instantly using their existing telematics data, laying the groundwork for a broader safety culture without disrupting daily operations. Drivers are scored daily across four key behaviours (speeding, braking, acceleration, and cornering) and earn rewards for improving performance. Scores are visible in real time via the Geotab Vitality mobile app, creating a feedback loop that coaching and annual reviews never could.

For many public fleet operators, introducing new technology requires alignment with labor partners. At King Township, this collaborative approach became the foundation of their success. Barry worked closely with Human Resources (HR) to introduce the rewards-based program carefully across the mixed workforce. Designed to support and empower drivers rather than act as a top-down monitoring tool, Geotab Vitality acted as a mirror. Drivers could finally see their own scores and realized they were performing better than they thought. They embraced the app as a tool for personal control rather than management oversight, a distinction that is crucial for building trust in a unionized environment.

King Township rolled out the Geotab Vitality pilot to a cross-section of 21 drivers from across all divisions. Any initial apprehension faded quickly once drivers downloaded the app and saw their scores. Many

discovered they were already excellent drivers. Now, they had both the data and tangible rewards to prove it.

Barry noted that the real breakthrough happened when drivers realized they were being recognized for positive behavior. Employees who previously only heard from management when something went wrong began setting their own standards.

'Geotab Vitality focuses on empowering the driver,' Barry explained. 'Drivers are now the ones telling themselves to correct their speed, rather than waiting for that feedback to come from a supervisor.'

Impact: Sustained behaviour change, measurable ROI, and a culture shift across the fleet

Barry expected Geotab Vitality to deliver a speeding improvement. What he didn't expect was the moment that changed how he thought about the entire program.

While the data is compelling, the cultural shift tells the true story. For Barry, the biggest unlock was not a metric but a moment. A driver pulled him aside and said, 'I didn't realize how good a driver I was.' That sentence illustrated exactly what had been missing – not the data, not the telematics, but the feedback loop

between performance and recognition. Geotab Vitality didn't just improve scores. It fundamentally changed Barry's relationship with his drivers. Instead of pointing out problems, he became the person who gave them a tool to celebrate what they were already doing right.

"So the technology essentially becomes another person or extension of me and my management style which is always focused on positive reinforcement... Nobody wants to hear that you're not doing a good job. It's demoralizing. It's demeaning and it's deflating. So, this tool is the complete opposite of that," Barry said.

The three-month pilot produced measurable improvements across safety, finance, and workforce culture – with annualized projections that justify full-fleet expansion:

349%
ROI

\$37,735 in net savings (\$48,535 gross) based on 12-month annualized projections from three months of pilot data.

10.9%
speeding
improvement

Achieved at the 30-day mark, addressing the Township's primary pilot objective and the behaviour most visible to residents.

7%
reduction
in PCR

Predictive collision risk – a measurable decrease in the fleet's likelihood of a future crash.

6.4%
fuel efficiency
improvement

Translating directly to cost savings that will appear in the next budget cycle.

5%
improvement in
driver retention

Meaningful churn reduction for a lean team managing over \$25M in assets.

What surprised Barry most was not the magnitude of the improvement, but rather the consistency. "So what surprised me was not the fact that it reduced

speeding, but that it consistently stayed the same. That performance metric, once established, never changed."

That consistency matters beyond the metrics. Lower speeding reduces fuel consumption, extends asset life, and gives King Township defensible data in insurance negotiations. Municipalities face complex risk management challenges, and having objective behavioral evidence is a crucial asset for accurate incident resolution. "If we can reduce risk, we are reducing costs. If we are reducing costs, we are making things more efficient every single day – it's that continuous improvement we're always looking for," said Barry, who plans to use Geotab Vitality data to proactively manage fleet risk and support data-driven discussions with insurers at renewal.

While the data is compelling, the cultural shift tells the true story. For Barry, the biggest unlock was not a metric but a moment. A driver pulled him aside and said, 'I didn't realize how good a driver I was.' That realization inverted the manager-driver relationship. Instead of issuing corrections, Barry now had a tool to celebrate what his team was doing right. From corrective to celebratory, this positive reinforcement is exactly what makes the program stick within a public workforce. 'The technology becomes an extension of my management style,' he said, 'which is always focused on positive reinforcement.'

Next steps: Full fleet adoption, budget integration, and telling the story to residents

Tarmac is also conducting a pilot study of AI video King Township converted to a paid program on April 1, 2026, 6 weeks after it accepted a **2026 Geotab Innovation Award** at Geotab Connect in Las Vegas.

Full fleet adoption is the immediate next priority. Drivers not yet enrolled are already asking when they can participate. Barry expects competitive engagement to intensify as more drivers join, and results to improve accordingly.

The cultural shift ultimately drove a definitive business case for the finance committee. King Township demonstrated a projected 349% ROI, meaning the program paid for itself well before the pilot concluded. Barry is taking these results directly into the Township's next budget board meeting. By replacing basic operational data with hard financial metrics, he is presenting a proven accountability story that justifies full fleet expansion to the municipal council.

True to the motto of being better today than yesterday, better tomorrow than today, the Township also plans to use the program's results to communicate accountability to residents: concrete proof that public services are efficient, data-driven, and continuously improving. "I can just say, look, here's the data. The data speaks for itself. I can do less talking and more showing of what we're actually doing." said Barry.

"Geotab Vitality takes Geotab to a whole other level. This is the missing piece. Be honest with yourself about the state of your fleet. The missing part of the equation is driver engagement – and Geotab Vitality is the tool that closes that gap."

• – *Barry Budhu, Manager of Transportation, Utilities and Fleet Services, KingTownship*

About King Township

The Township of King is a municipality in York Region, Ontario, serving approximately 29,800 residents across 333 km². The Township manages 130+ vehicles and 200+ assets valued at over \$37 million dollars. King Township is a long-standing Geotab customer.

About Geotab Vitality

Geotab Vitality LLC, a new joint venture launched in 2025, combines the power of Geotab's data science and telematics capabilities with Vitality Global's award-winning behavioral science, into an innovative solution that enables sustained driver behavior change through positive reinforcement, not penalties. Headquartered in Atlanta, Georgia, we tackle the escalating problem of roadway collisions and rising costs. Our evidence-based approach is delivering significant results for fleets around the world, with some customers experiencing a 24% reduction in collision frequency and a 15% improvement in driving behavior within the first 30 days. Learn more at [Geotab Vitality](#) and follow us on [LinkedIn](#).

Start your own 30-day pilot of Geotab Vitality. See the behavior shift and ROI in your own fleet before you commit.

Visit geotab.com/vitality
or email info@geotabvitality.com

GEOTAB®



© 2026 Geotab Inc. All rights reserved. Geotab Vitality and the Geotab logo are trademarks of Geotab Inc. All other logos and trademarks are the property of their respective copyright owners.