



CASE STUDY

# West Memphis, Arkansas



## Overview

In May 2018, the City of West Memphis and Rubicon announced a six-month pilot with the goal of reducing missed pickups, increasing efficiency, and improving customer service across the board. Rubicon's proprietary technology platform, RUBICONSmartCity™, was installed in the City's fleet of sanitation vehicles with an aim to significantly improve its customer service for waste services across West Memphis.

RUBICONSmartCity was installed in the City of West Memphis's fleet of 13 sanitation vehicles that service approximately 8,500 locations. The six-month pilot concluded and the City moved into a three-year paid contract.

The following results were identified in the pilot launch:



**13**  
Sanitation Vehicles



**8.5K**  
Locations

# Improved Customer Service

Driver adoption of Rubicon's technology was strong, with 93% of drivers logging into their routes every day. Drivers documented nearly 500 issues, including missed pickups, many of which were backed up by photos. Office staff were then able to use this data to resolve citizen complaints and provide clarity on the progress of each route.

# Community Safety Gains

The pilot showed that hard driving instances peak on Mondays. This pattern suggested that routes on Mondays may have been more difficult for drivers to complete on time. It also demonstrated that the majority of speeding and hard driving instances came from a small number of drivers. With this information, additional training and monitoring could be implemented for those drivers in order to improve overall safety in the community.

# Improved Route Efficiency

Rubicon's data showed that if the City were to reduce their number of routes by one, the cost savings could total up to \$30,000 per year, based on savings in truck maintenance alone. A wider and deeper optimization effort across all City routes would likely uncover additional areas for improvements and taxpayer savings.

Uncovered potential  
cost savings of up to

**\$30K**  
per year

# City Insights Collected

The City's fleet of sanitation vehicles were also configured to collect additional data about the neighborhoods that they were serving while completing their routes; all in an effort to help improve the quality of life in West Memphis.



## Fleet Maintenance

Rubicon's data showed that just six trucks were responsible for 93% of critical fault codes. Early alerts to trucks that had critical issues helped the Fleet Maintenance Department improve safety and service, with there being a larger opportunity to implement more preventative maintenance going forward.

To learn more and sign up for a free pilot, visit:

[Rubicon.com/smart-city](https://Rubicon.com/smart-city)

