



CUSTOMER STORY

# Glendale, Arizona



## Overview

The City of Glendale, Arizona has always been focused on efficiency. However, until recently, Glendale’s waste and recycling drivers used paper routes, slowing their operations and reducing their ability to act quickly to serve City residents.

Department managers had to track drivers to know where they were along their routes—sometimes even driving a route themselves to see if a driver had missed any pickups or other service issues. Further, the department was conscious of the environmental impact of excessive paper usage.

Through route optimization, Rubicon has helped the City of Glendale reduce travel times by:

▼ 155

MILES PER DAY

▼ 24,000

MILES PER YEAR

# Saving 24,000 miles per year

[RUBICONSmartCity™](#) is the smartest way for cities, counties, and other municipalities to manage heavy-duty fleets. It makes it easy for local governments to digitize their waste and recycling fleets to move from paper to an all-digital operation.

One of the critical features of Rubicon’s software is the optimization of the day-to-day collection of waste. This keeps vehicles on the road for only the minimum amount of time possible, which reduces vehicle wear and tear and emissions and saves money for the City.



Waste collection is expensive, challenging logistically, and very dangerous. Glendale recognized this, and after partnering with Rubicon in 2020 the team immediately got to work optimizing the City’s routes so to reduce time on the road. So far, Rubicon has optimized three garbage collection days. On average, mileage has been reduced by 155 miles per day. This translates to a reduction in over 24,000 miles traveled annually. The City will observe even greater reductions once the remaining two garbage days and all recycling routes are optimized. This leads to less vehicle wear and tear, increased cost savings from fuel and reduced maintenance, and avoided carbon emissions.

## Moving into a digital future

Working with Rubicon, Glendale has been able to use the data collected to make operational decisions.

“When it comes down to being able to ask for additional positions and equipment, the data is important,” said Amy Moreno, Solid Waste Superintendent in the City of Glendale. “The data that Rubicon collects tells the story for me.”

Glendale has leveraged Rubicon’s software beyond solid waste collection. The City’s Solid Waste Department is helping other departments detect issues such as graffiti, litter, hanging branches, and vacant cars, enabling these departments to address them before receiving resident complaints.

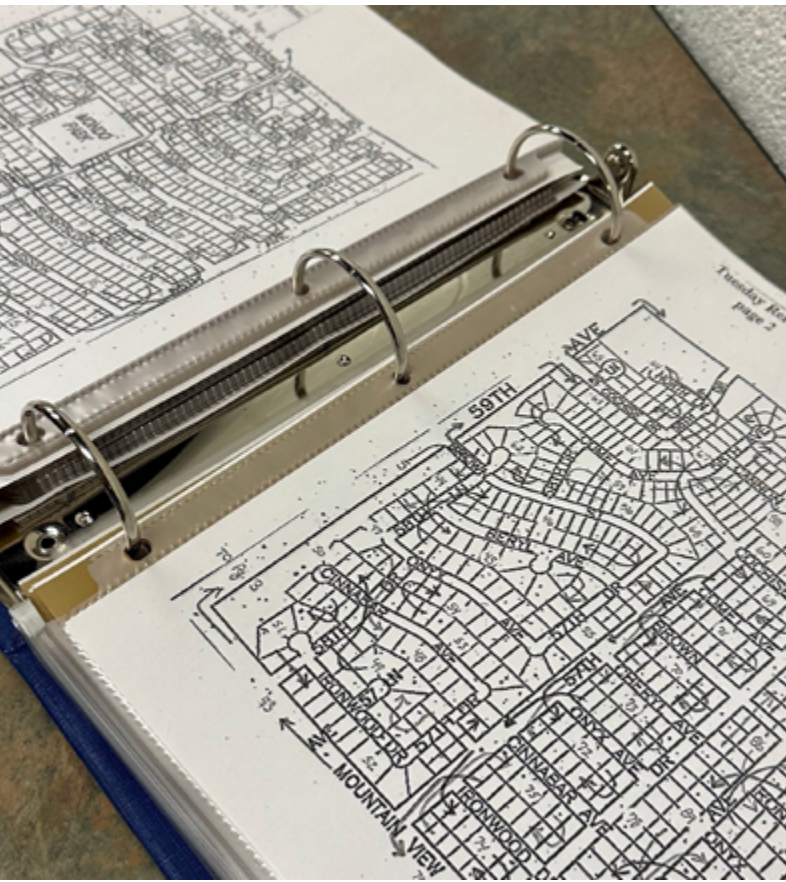
Rubicon’s smart city technology allows Glendale to use data and analytics to design and plan its future operations. From understanding their procurement needs to accurately projecting how many people they need to bring on board (and when), the City can work smarter.



Rubicon’s technology helps the solid waste team make future fiscal year decisions on labor and equipment. We’re now proactive instead of reactive on these issues, from routing to personnel to solving resident issues.

**SCOTT GIVAUDAN**

Solid Waste Supervisor, City of Glendale



# Spearheading Rubicon in Arizona

Neighboring cities often learn from each other's innovations and strategies for serving residents more effectively, with Glendale standing out as a leader in this field. As a significantly sized city in the heart of the Phoenix area, Glendale has set the tone for how to move a city's solid waste collection operation to a digital future and benefit residents and other departments in the process.

"They're watching us, and now they're following us," said Scott, referring to other cities in the Phoenix Metropolitan Area. "We spearheaded Rubicon in Arizona. I'm proud of that."

Rubicon created a documentary featuring the success story of Glendale, Arizona along with Houston, Texas, and Kansas City, Missouri. [Watch the documentary on YouTube.](#)

To learn more about how Rubicon can help your city maximize resources, optimize routes, and become more proactive, visit [rubicon.com/gov](https://rubicon.com/gov)