

Pitch Long Beach! Case Study 1: Revvo



Eric Winterset, Fleet Services
Bureau Manager

Q: Tell us about your work and responsibilities.

Eric: I am the Acting Bureau Manager for Fleet Services. Prior to that, I was the Superintendent of Fleet Maintenance for the past eight years. Over the last two months I have overseen the fuel division, towing division, finance division, and acquisition division.

Q: What solution did you pilot?

Eric: Tire telematics is the pilot we implemented with Revvo. This technology puts devices inside tires and can report real-time information such as tire PSI and tread depth. This allows us to review tire tread depth across our fleet in an instant. It also allows for real time alerts for examples of losing pressure on a tire that will eventually lead to a tire failure and ultimately a vehicle on the side of the road. Another example is tire overheating because of low tire pressures which can create another dangerous situation where a tire can explode during operation. We can get these alerts early on so we can reach out to the operator to bring the unit in for service or pull to the side of the road so we can send service out to that vehicle.

Q: How does Pitch LB! help your work?

Eric: It gives us ideas we didn't know were available. We do a lot of piloting of different products across our different type of fleet equipment. This gives us another avenue of something that we may or may not know is available. It's an extra resource for us to potentially pilot new technologies that could reduce cost for our operation and increase safety for our operators. We have the ability to see options that we didn't know were available in our industry.

Q: What does innovation mean to you?

Eric: For our industry, like most industries, Artificial Intelligence is becoming a big piece of our world. We used to call it preventive maintenance, where you did things to prevent something from happening. The new word is now called predictive maintenance. So basically, you're using AI to predict a failure. We're very ahead of the curve as far as innovation in our industry because we're utilizing some of the newer items that are just coming out. It's a new way of doing business. Our industry has always been more of a reactive approach. Vehicles would break down and we would either repair it onsite or tow the unit back to our repair facility. With predictive analytics, we can get alerts that notify us of a potential failure that we can schedule in for repair before its fails on the side of the road and interrupting a department operation function. The repairs are done on a schedule which saves downtime of the vehicle and cost of the repair.

Q: What makes a successful pilot project?

Eric: You have to have a good sample size for which you're piloting. For instance, when we piloted the [tire telematics] technology on trash trucks. We wanted to do 10% of 100 trash trucks, we were going to pilot ten of them. A good pilot is testing it on different applications, so we didn't just do trash trucks but also sweepers and roll off trucks. You also got to have the staff to see the process through. You got to have some buy-in from your group and you got to tell them what you're trying to accomplish, why you're doing what you're doing, what you're trying to accomplish and how the system works.

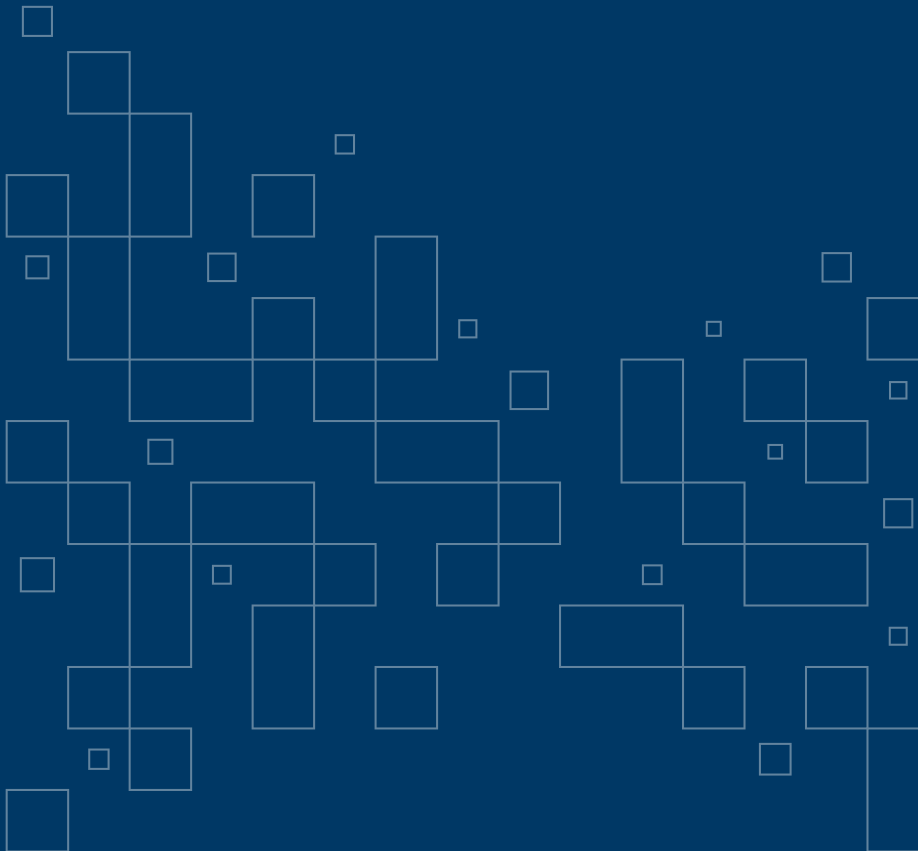
Lastly, don't take too many pilots on, you're going give it half the effort that you would if you could focus on one or two.

Q: What is your hope for the future of Pitch LB?

Eric: The future for Pitch Long Beach! is that it continues to bring ideas and you might have one good idea that could potentially save a lot of money. We're looking at potentially saving \$100,000 a year with Pitch Long Beach! from the tire technology that we're putting in. The continued process of bringing ideas doesn't mean you're going to hit every single one, but there may be one good idea that could potentially save the city money.

Q: Why should other staff care about Pitch LB and key an open mind towards new ideas?

Eric: I think it's our due diligence to continue to try to improve all our operations and continue to save the taxpayer money.



Pitch Long Beach! Case Study 2: ACTA



Meredith Reynolds, Deputy City Manager

Q: Tell us about your work and responsibilities.

Meredith: I am the Deputy City Manager and I oversee a number of programs, the Long Beach Recovery Act, climate and sustainability office, our grants office, the management assistant program, and other kind of other duties as assigned to help different departments with convening and collaborating on citywide efforts.

Q: What solution did you pilot?

Meredith: The solution we piloted was ACTA. That was a particular solution that came out of one of the Pitch Long Beach! proposals. It was designed to provide some standard written responses for those who provide customer service across the city, and in particular our Sustainability Office piloted ACTA for our community facing programs including tree planting, mulch delivery, and the sustainability programs that we have that the public can sign up for. So, when the public has questions or calls and wants to know a little bit more about the program, we were able to provide some standard scripts that helps get consistent information to those who call or email us.

Q: How does Pitch LB! help your work?

Meredith: Pitch Long Beach! more generally speaking has the opportunity to introduce new ideas through a process that otherwise we would have to wait for. For example, we know we need a thing, and we know what we're looking for. This provides the opportunity for new ideas to come to us and for us to explore them. Through a pilot we can determine whether that idea is worth pursuing more permanently and I think that is the biggest value of Pitch Long Beach! It presents us with opportunities of something we didn't know that we needed or how it could help us. A pilot allows for us to assess that.

ACTA helped us with our work because we provide customer service where we answer questions on the phone, and answer questions via email. The pilot helped show us that there is a more efficient way to do that and with some standardization we can provide consistent information to each, and every caller or email. We can do that in a way where we don't have to recreate the wheel every single time. We have some standard questions we always get asked and we can take that standard response and send it off or take that standard response and modify it in a way for a particularly unique caller or customer. That was really helpful, something we didn't know that we needed, but we were able to pilot that. In particular, this vendor we worked with did a lot of work around the metrics to be able to demonstrate to those of us who participated in the pilot and that it was a worthwhile endeavor.

Q: What does innovation mean to you?

Meredith: When we think about Pitch Long Beach! and the innovation that it can bring sometimes it's a big ticket thing like a whole new system or sometimes it's helping us do something very small like a change in an internal process or update a new line on a website or a box you can toggle on and off on an application. You allow for the thing that you're working with to be easier for staff so they can focus on other issues that are more highly elevated that a human is required to do. That's from my perspective. As we think about innovation, where we can do more of that means that staff can be more effective, no matter how big or small the innovation is, if it helps us do our work better, we're in a better position to serve our community.

Q: What makes a successful pilot project?

Meredith: I think first and foremost is the open mindedness and willingness of people to try things because ultimately the pilot might not work. It might not be the most successful but we're going to learn something out of it regardless. So having that open mind is really useful and not seeing this as a burden or just one more thing we have to do because at the end of the day it might actually prove useful, and that investment will have been worthwhile. The other thing is ensuring that you have dedicated staff available for the pilot and that's easier said than done, particularly in a time where we might have a lot of vacancies. But again, it might prove to be useful and worthwhile and ultimately make your job and the process of your job better through the learning that happens with the pilot. Those are things I think about as the starter pack for success.

Q: What is your hope for the future of Pitch LB?

Meredith: My hope for the future of Pitch Long Beach! is that it sticks around and continues to be the repository where ideas that don't really fit into any other process and continues to exist and thrive to be forwarded onto departments for consideration. It's part of our city's smart city objectives and it's one of the ways in which we are able to bring in or introduce innovative ideas into our organization. It's not the only way, but certainly a big part of that. We have done a lot of work kind of in this technology space, but I would be curious to see other ideas that come through particularly around process improvement, strategic planning, citywide indicators, performance metrics and data. There might be some really great ideas that come out for those. The future of Pitch Long Beach! is that we're able to then incorporate those recommendations into our budget process because ultimately that is the City's main policy process to fund priorities.

Q: Why should other staff care about Pitch LB and key an open mind toward new ideas?

Meredith: I feel like staff should care about Pitch Long Beach! because it's an opportunity that we don't get every day. It allows the space for exploration and adventure, to evaluate something, to test something, to tinker with something, and to think about all the different ways of what you're learning can be applicable to making your job better and to serving our community. It maximizes our ability to serve our community.