Best Practices: The Importance of Communication in Federal Fleet Management

FedFleet 2019
Panelists

• Dionne Chisolm- Department of Homeland Security
• Elisabeth Hendrick- US Mint
• Phyllis Smith- Department of Treasury
Why Change Fails

- Poor communication
- Lack of support from top management
- Too many initiatives at one time
- Lack of focus
- Unclear rationale for change
- Lack of understanding of the urgency of change
- Inadequate employee involvement
- Complacency (resistance to change because of prior practices)
Communication Barriers
Different Priorities

• Field Fleet Manager
  – Answer data calls from Agency Fleet Manager
  – Keep drivers happy
  – Maintain and keep vehicles on the road
  – Pickup new vehicles
  – Manage vehicle accidents and drivers
  – Negotiate local agreements for fuel and maintenance
  – Other duties as assigned

• Agency Fleet Manager
  – Compliance with environmental mandates
  – Compliance with fleet reporting requirements- FAST, VAM, OMB A-11, etc.
  – Fleet replacement and lifecycle costs analysis- where’s the money coming from?
  – Develop internal agency policy on fleet management
  – Manage H-T-W program
  – Agency VIPs- help!

FedFleet 2019
Ways to Communicate

- Agency and bureau level fleet handbooks
- Driver packets in vehicles
- Agency intranet pages
- Agency training workshops on fleet management
- Mini-training sessions on vehicle pickup days
- Agency broadcast emails on hot fleet topics
- Agency social media pages with fleet articles and info blasts
- Fleet specific events at HQ and the field (Earth Day, Driver Safety Week, etc.)
- Agency videos on driving GOVs
- Send posters out to the field on the do’s and don’ts when driving a GOV
- Regularly scheduled working groups between HQ, Field and Drivers
- Driver and field fleet manager incentives
- Fleet email box for questions
You’ve got questions?

We’ve Got Answers

vehicle.policy@gsa.gov