A DAY IN THE LIFE OF...
A FLEET MANAGER OF THE YEAR

Mary Joyce Ivers, CPFP
Fleet and Facilities Manager
City of Ventura, California
MEET MARY JOYCE IVERS, CPFP, FLEET AND FACILITIES MANAGER FOR THE CITY OF VENTURA, CALIFORNIA.

Ivers has worked in the fleet industry for 24 years, and has served as fleet manager for 17 years.

During the Honors Celebration at the 2017 Government Fleet Expo & Conference, Ivers was named the Public Sector Fleet Manager of the Year.

Would you like to peek into a typical day of the 2017 Fleet Manager of the Year? You’re in luck. Welcome to a day in the life of Mary Joyce Ivers.

BEGINNING OF THE DAY

When Ivers arrives at the office, she immediately greets her team, reviews the day’s schedule and catches up on her emails.

In her role, Ivers oversees 327 on-road vehicles, 67 off-road vehicles and one maintenance facility. The City has a $2.9 million operating budget.

HER TEAM

Her favorite part of her role at the City of Ventura is working with the people throughout the organization, as well as her many fleet colleagues from professional organizations across the nation.

“I love that our team makes a difference in our community and that we deliver excellent customer service to our internal departments,” says Ivers.

After speaking with Ivers, it is obvious how much she cares for her team.

“Our fleet team is dedicated and does an outstanding job,” she said, “I am proud of their willingness to accept change and the new technologies.”

“We all care about each other and doing a great job,” continued Ivers.

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PROMOTING ACCOUNTABILITY WITH FLEET SOFTWARE

The City of Ventura has used AssetWorks FleetFocus fleet management software system since 1993. The City uses AssetWorks software to manage fleet costs, scheduling, accountability, labor, historical data, safety recordkeeping and reporting in order to be accountable to both customers and the organization at large.

In addition to FleetFocus, the City of Ventura uses these AssetWorks software features:

- Bar code
- Call Center
- Equipment Planning
- Labor Capture
- MobileFocus for 12 devices
- Production Planning
- Query
- Replacement Modeling
- Service Level Agreements
- Shop Scheduling
- Enterprise Portal

ON HER ROLE

Fleet managers today wear many hats. When asked what most people may not know about the role of fleet manager, Ivers said the importance of flexibility.

“It’s important to be flexible because every day is exciting and different,” she said, “The City fleet impacts every department and supports all departments’ delivery of services to our community.”

SUBSCRIPTIONS

Ivers subscribes to many industry-related publications, including:

- Government Fleet Magazine
- APWA
- Fleet Maintenance
- AssetWorks Customer Newsletter
- Charged
- MEMA

The AssetWorks team enjoys working with Ivers as well. National Account Executive Joe Keefe says:

“Mary Joyce is great to work with and 100% dedicated to the fleet industry. She is active in local fleet groups like MEMA and willing to share best practices and things she has learned along the way. Her recent presentation on EV’s at the Ventura Public Fleet Summit was very informative and I’m sure her phone rang off the hook with fellow industry members inquiring about her EV program.”
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GROWING WITHIN THE FLEET INDUSTRY

In the fleet industry, it is important to continue evolving as a professional. Over Ivers’ 24 years in the fleet industry, she has seen herself evolve in many ways.

“With experience, you build confidence and credibility,” she said, “I have the expertise and lessons learned to share with others in our profession.”

The ever-changing technological landscape of the fleet industry also motivates Ivers to continue her professional evolution.

END OF THE DAY

Before Ivers leaves the office, she reflects on the enjoyment of the day’s accomplishments and begins planning for the next day.

UNWINDING AFTER A LONG DAY

After a tough day, Ivers enjoys relaxing at the dinner table with her family, watching movies, reading books and catching up on social media. Once a week, Ivers also attends a tap dancing class with her friends!

THE BIG MOMENT: 2017 FLEET MANAGER OF THE YEAR

During the Honors Celebration at the Government Fleet Expo & Conference (GFX), Ivers was selected as the 2017 Public Sector Fleet Manager of the Year.

In her acceptance speech, Ivers thanked the men and women of the fleet industry, saying, “I’ve learned a lot from you, and I think that’s what I appreciate the most—the mutual respect, professionalism and wanting to make each and every one of us better leaders in our industry.”

In order to win Fleet Manager of the Year, a panel of judges, consisting of fleet managers from around the country, review each candidate in 10 categories: business plan, technology implementation, productivity, policies, preventive maintenance program, utilization management, replacement program, customer service, fuel management and safety.
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A WIN FOR THE CITY OF VENTURA

After it was announced that she was the 2017 Fleet Manager of the Year, Ivers felt humbled.

“After getting over the shock, I was humbled to realize how our small fleet operations and team compares to all of the outstanding fleets across the nation.”

The City of Ventura fleet has 327 on-road vehicles, 67 off-road vehicles and one maintenance facility. As a smaller fleet organization, it has many opportunities to implement innovative methods and technologies to improve operations.

In order to implement new ideas and technologies, you need support from every member of your fleet organization. In this regard, Ivers considers herself very fortunate—especially with Ventura's technicians.

“We are fortunate to have technicians who support the changes and are willing to be successful and provide feedback,” she said.

OVERCOMING CHALLENGES

The road to Fleet Manager of the Year wasn't always smooth for Ivers. After the retirement of the City's fleet supervisor, fleet employees needed to evaluate current fleet operations.

All fleet organizations benefit from these evaluations, but it can be challenging for all employees to collaborate and agree upon new operational policies.

The technicians at the City of Ventura were frustrated with using bar code wands for labor capture, so they worked together to find a solution. Collectively, they decided to implement labor capture on the web-based AssetWorks labor capture screens.

HARNESSING THE POWER OF FLEET SOFTWARE

The City of Ventura has been an AssetWorks FleetFocus customer since 1993, and Ivers is still happy about the City's decision to move forward with FleetFocus today.

“[FleetFocus] is a powerful tool and the best in the industry. AssetWorks remains current with technology and integrates new modules to meet our fleet management needs.”

With FleetFocus, the City's fleet operations can gather the costs data for fuel, repairs, depreciation, inventory and parts, as well as schedule all preventive maintenance services. The data integrity provided by the system allows Ivers and her team to develop internal service fund rates with credibility to their Finance department and internal customers.
**Ivers’ Proudest Accomplishment**

In today’s fleet industry, it is more important than ever to mentor the next generation of fleet employees—especially technicians. More and more experienced technicians are reaching retirement age, and it is time for the next generation to fill their shoes.

Ivers pays attention to these needs, and works hard to ensure that the City of Ventura is doing everything in its power to educate the next generation of fleet technicians. In fact, Ivers says that her proudest accomplishment involves this education.

“My proudest accomplishment is mentoring a technician for future advancement and having the opportunity to host a tour of our Fleet Shop to a local high school’s automotive class.”

**The Future of Fleet**

When asked how she envisions the fleet industry in 10+ years, Ivers predicts that it will change exponentially.

“With the autonomous vehicle technology, smart cities and vehicle-to-vehicle/vehicle-to-city integration, the way we provide maintenance and transportation will evolve quickly,” she said, “We need to develop our future technicians and fleet managers to be more creative, technologically advanced and integrated.”

**Advice from the Fleet Manager of the Year**

As the 2017 Fleet Manager of the Year, Ivers knows what it takes to succeed in the fleet management industry.

Her advice for future fleet professionals? Enjoy your challenges.

“Have fun and enjoy the challenge that the future has to offer,” said Ivers, “It will strengthen our creativity and provide different solutions. Have a desire to learn and be passionate about what we do as fleet professionals.”

**With her Passion for the City of Ventura and her Unquenchable Thirst for Knowledge, Mary Joyce Ivers continues to make her mark on the Fleet Management Industry.**