



The Exoneration Factor

How Dash Cams Reduce Risk and Deliver Clear ROI for the U.S. Public Sector



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For government agencies, dash cams are no longer a nice-to-have—they're a must for public safety, operational efficiency, and cost savings.

Public sector fleets—including first responders, transit agencies, utilities, school buses, and sanitation services—form the essential operational backbone of our communities. The agencies managing these fleets are the ultimate stewards of public trust, safety, and taxpayer dollars, making fleet efficiency, risk management, and community safety matters of critical importance. For teams on the front lines, reliable and efficient operations are a daily requirement to serve and protect the public.

Given the importance of this public-facing mission, agencies have every reason to use technology that can enhance safety while simultaneously providing a clear return on investment (ROI). New data from our report validates these returns, yet a significant gap remains: our research found more than half (51%) of all public sector agencies have not yet installed dash cams in their vehicles.

We undertook this research to find out how impactful dash cams really are for the U.S. public sector. The results provide a clear-cut case for the adoption of this critical technology—giving undecided agencies and those defending budgets the data-backed evidence you need to debunk concerns surrounding dash cams and move forward.

This report analyzes survey data from your peers—400 U.S. public sector leaders across federal, state, and local government, as well as educational institutions—to reveal the real-world impact of dash cam adoption. Inside, you'll discover how this technology delivers three key outcomes: clear ROI for taxpayers, enhanced operations and service delivery, and critical safety improvements that protect both your teams and the citizens you serve. This report provides the data and clarity you need to champion this critical technology for your agency.



Sean McCann
Area Vice President of Public Sector at Samsara

Key findings

About the survey

Wakefield Research is an independent market research firm trusted by many Fortune 100 companies and global brands for their custom quantitative and qualitative data. Their studies are frequently used and cited by top-tier media outlets for their quality, data-driven insights.

This survey was conducted by Wakefield Research online from September 23rd to October 6th, 2025 and consisted of 20 questions in the English language. Those surveyed included 400 U.S. Public Sector decision makers who worked in the following industry segments: local government (cities, counties), state government (state DOTs, state transit, public works), education (K-12, higher education, school districts), and federal government.

[See full methodology →](#)

400

U.S. public sector
leaders surveyed

85K+

Vehicles and equipment
under management

255K+

Employees under management

101M+

Citizens served



Key findings

Exoneration

95%

agree that dash cam footage is a “game changer” for challenging false claims.

[Read more on page 11 →](#)

91%

have used footage to exonerate a driver in the past year.

[Read more on page 11 →](#)

Fast ROI

89%

see ROI from dash cams within the first six months.

[Read more on page 16 →](#)

68%

fully recover the initial cost of dash cams within 12 months.

[Read more on page 16 →](#)

Budget benefits

98%

of agencies with dash cams saw their annual insurance premiums decrease.

[Read more on page 18 →](#)

96%

say dash cams have reduced costs, freeing up money in their agency’s budget.

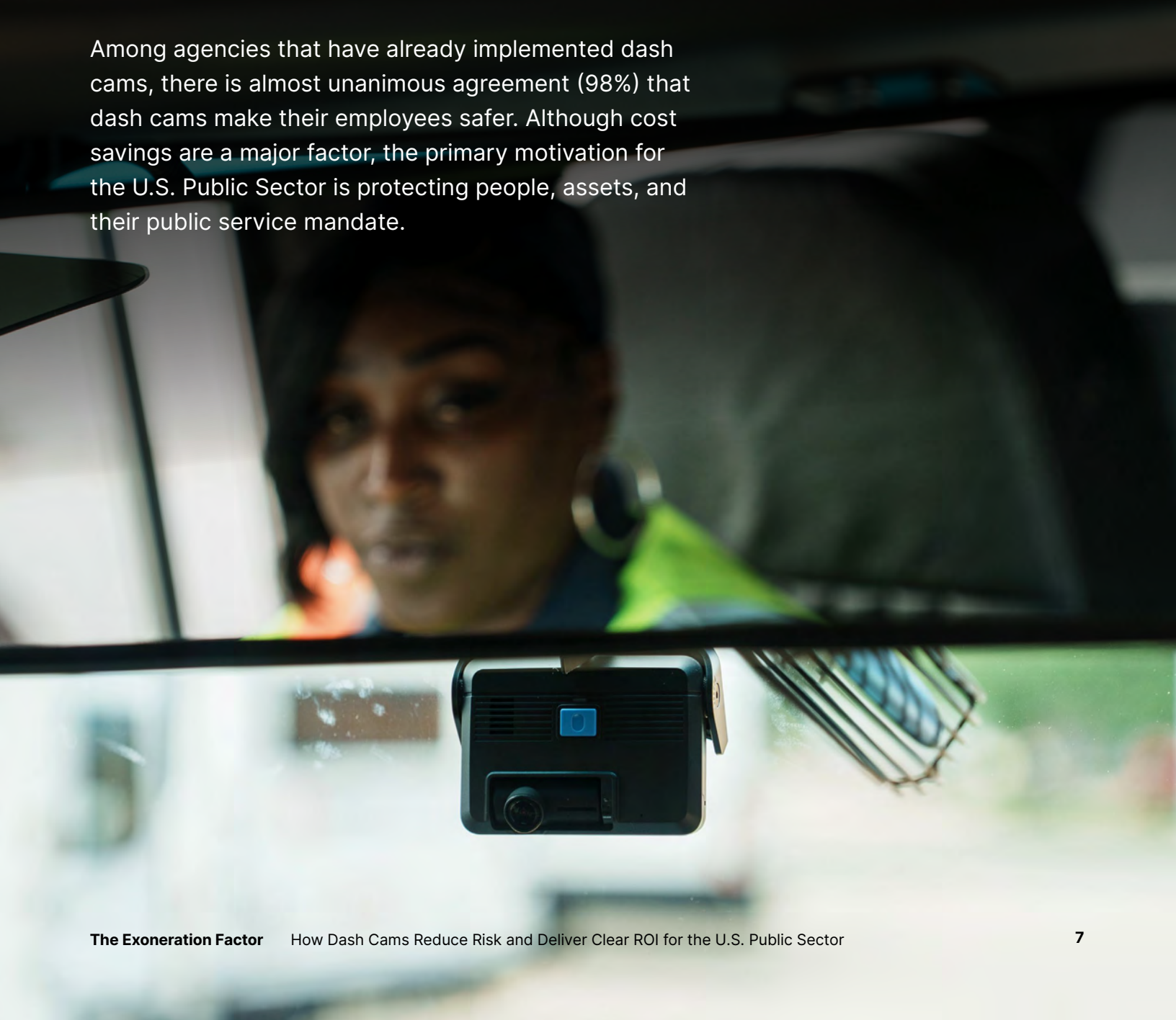
[Read more on page 13 →](#)

Why government leaders are adopting dash cams



Leaders overwhelmingly agree that dash cams improve safety for workers and citizens.

Among agencies that have already implemented dash cams, there is almost unanimous agreement (98%) that dash cams make their employees safer. Although cost savings are a major factor, the primary motivation for the U.S. Public Sector is protecting people, assets, and their public service mandate.



Protecting people and the public service mandate

Nearly all (99%) say they have seen or expect to see safety benefits from adopting dash cams.

Top 3 reasons agencies are adopting dash cams:



Enhance safety for employees and citizens (55%)



Reduce claims/lower insurance premiums (41%)



Increase operational efficiency (39%)

What do employees want?

Samsara's State of Connected Operations report on [workforce trends in the U.S. Public Sector](#) found that 80% of public sector leaders frequently hear feedback from their workforce about the need for **greater investments in tools that improve safety, security, and efficiency.**

Top safety benefits reported by agencies that have adopted dash cams:



Improved driver behavior (70%)



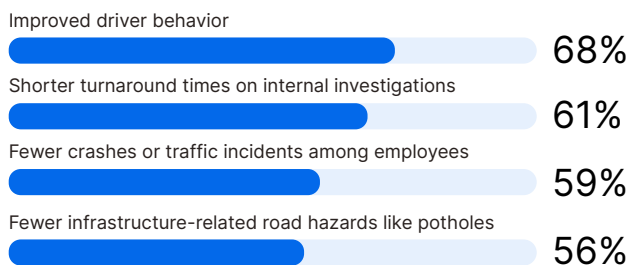
Fewer crashes or traffic incidents among employees (68%)



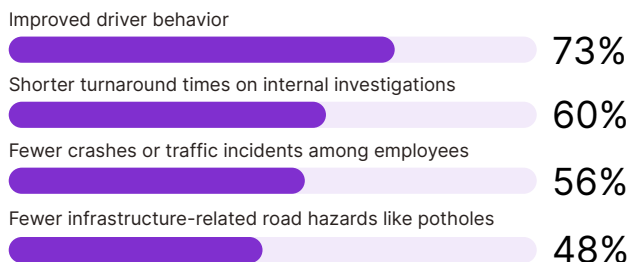
Shorter turnaround times on internal investigations (57%)

Top safety benefits by agency type

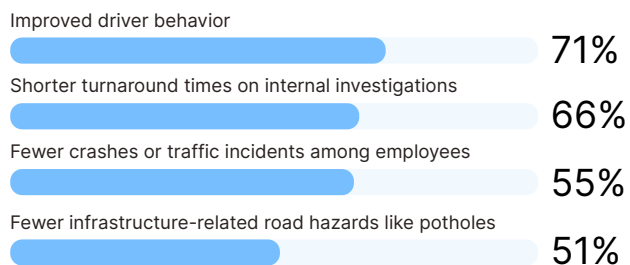
Federal government



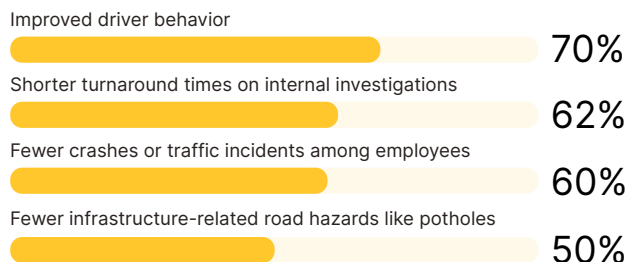
Local government



State government



Education



Memphis Light, Gas and Water

Memphis Light, Gas and Water (MLGW) is the largest three-service municipal utility provider in the U.S., powering the daily operations of Memphis and Shelby County. To deliver essential utility services to residents and customers, it's critical that MLGW operates with best-in-class safety and efficiency—even during unforeseen circumstances.

By installing 1,400 dual-facing AI Dash Cams across their fleet, MLGW now has the real-time visibility required to take a proactive approach to safety. Samsara's In-Cab Nudges empower drivers to self-correct risky behavior, and on-demand video retrieval streamlines incident investigations and protects MLGW from false claims. The ability to successfully exonerate innocent employees and minimize costly insurance claims has enabled MLGW to maintain their low rates and continue to provide exceptional service to the community.



We're owned by ratepayers, and they own every piece of equipment we have. Every dollar that we can cut in litigation or repairs helps to keep our rates low."



Timothy Bishop
Safety Supervisor, MLGW

[See the full case study →](#)

Results

100%

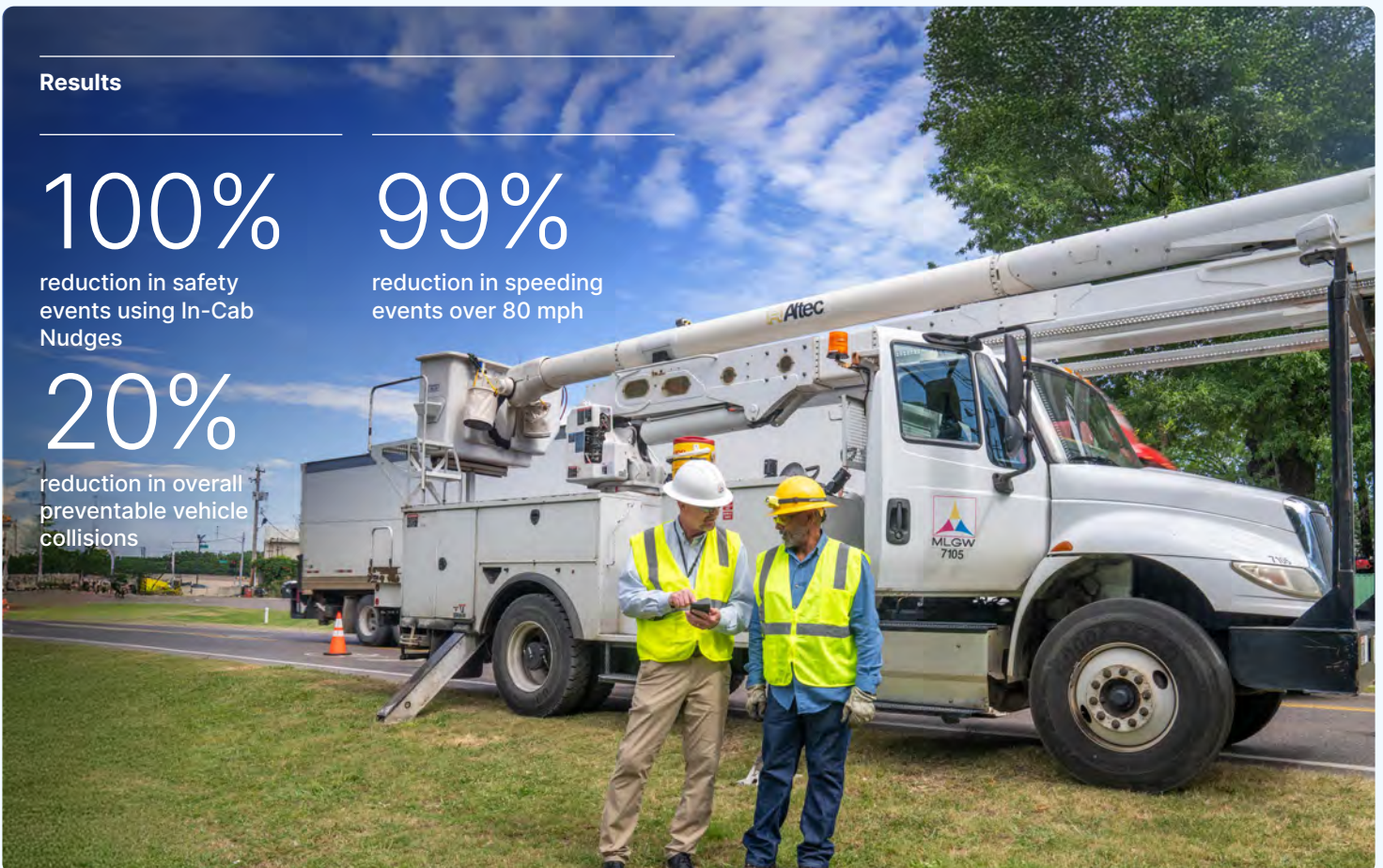
reduction in safety events using In-Cab Nudges

99%

reduction in speeding events over 80 mph

20%

reduction in overall preventable vehicle collisions



How dash cams deliver clear ROI for public sector agencies



There is near-universal agreement that dash cams are a powerful exoneration tool.

For agencies that have adopted dash cams, **98% call dash cam footage a “game changer” for mitigating risk and false claims**, directly impacting budgets and delivering a powerful return on investment.

Protecting agencies from false claims

99% of public sector agencies that have dash cams say they have used footage to exonerate their drivers.

Driver exoneration using dash cam footage overall

Federal government

100%

State government

100%

Local government

100%

Education

97%

91% of agencies that have dash cams have used footage to exonerate a driver—and the vast majority have saved \$100K+ as a result.

Use of dash cam footage for exoneration in the last 12 months

Federal government

98%

State government

89%

Local government

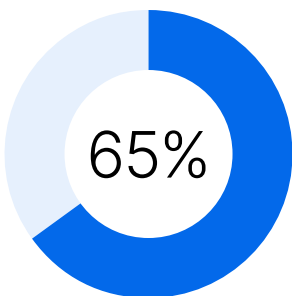
98%

Education

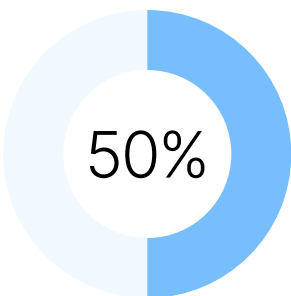
92%

Federal government agencies have benefited the most from using dash cam footage to combat false claims, with 65% having exonerated employees multiple times in the last 12 months.

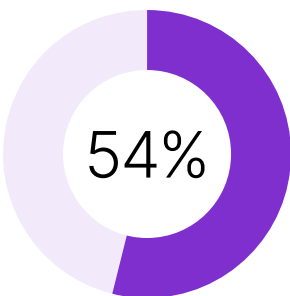
Federal government



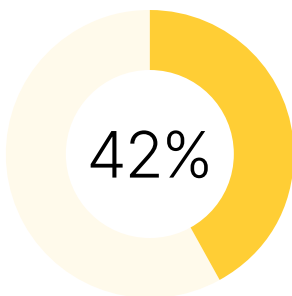
State government



Local government



Education



A majority of agencies are saving \$100,000 or more annually by deploying dash cams.

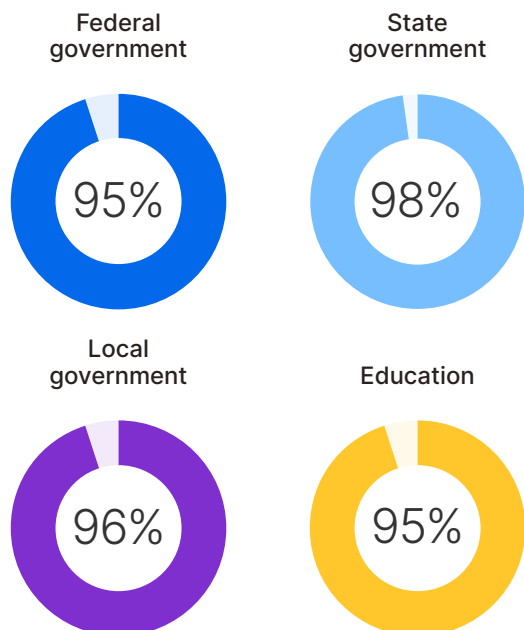
For agencies that have adopted dash cams, there is overwhelming agreement that the technology reduces costs—freeing up money in their budgets and empowering them to reallocate spending away from litigation and back into their communities.



A clear return on investment

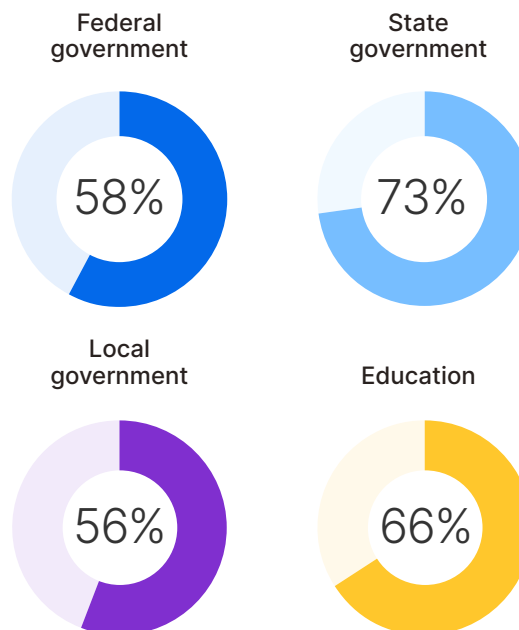
An incredible 96% of public sector leaders who have invested in dash cams say that this investment has freed up money in their agency's budget.

Leaders who say dash cam investment has freed up agency budget:



63% of agencies saved over \$100,000 over the past year by deploying dash cams.

Sectors saving \$100,000 or more in the last 12 months by deploying dash cams:



While upfront costs and budget constraints can seem significant, they are quickly offset. **68% say they've fully recovered the initial cost of dash cams within 12 months or less.**

Percentage fully recovering initial costs within 12 months or less:



The City of Memphis

With a population of 633,000, Memphis is the second largest city in Tennessee. The Public Works division, comprising 17 departments, works to keep the city running—managing the operation and maintenance of the City's infrastructure including streets, sewer sanitation, code enforcement, and more.

Samsara AI Dash Cams transformed safety at the City of Memphis. After securing buy-in from their unions and drivers, the city leveraged Samsara's Video-Based Safety and Proactive Coaching solution to achieve remarkable reductions in distracted driving. In addition, on-demand video retrieval enabled them to protect city employees by exonerating them from not-at-fault claims. By leveraging Samsara's innovative technology to improve operational efficiency and streamline service delivery, the City has enhanced the overall quality of life for the Memphis community.



You're always advocating for the public to be partners with you. Whether it's dispatching crews or filling a pothole, Samsara has been incredibly helpful to our organization and the public."



Robert Knecht
Director of Public Works

[See the full case study →](#)

Results

100%

reduction in safety events using In-Cab Nudges

99%

reduction in speeding events over 80 mph

20%

reduction in overall preventable vehicle collisions



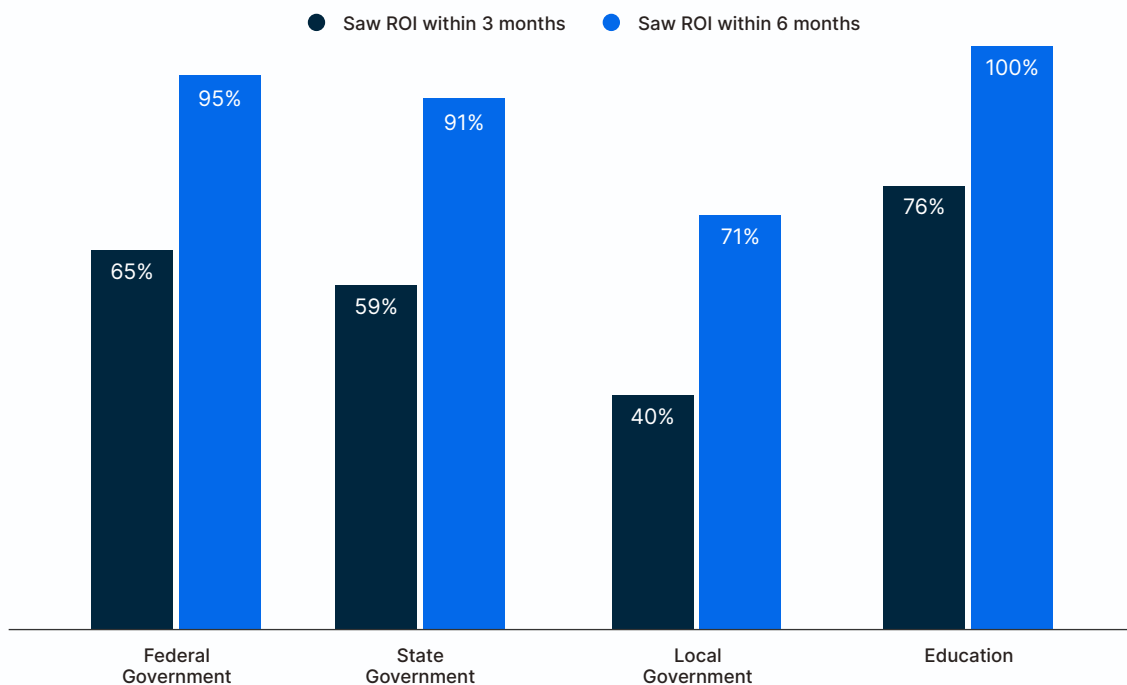
Most agencies see substantial ROI in under six months.

While a majority (**61%**) see a return in just three months, the most critical finding is what happens next: among agencies that saw ROI within six months, a massive **93%** went on to save over **\$100,000**. This suggests that the sooner dash cams are deployed, the faster agencies can recover budgets.

The fast path to significant financial savings

Near-universal ROI by six months

The majority of agencies (61%) begin seeing financial ROI within the first three months after deploying dash cams. The positive financial effects accelerate quickly, with nearly nine out of ten (89%) seeing ROI in the first six months.



Among agencies that saw ROI within six months, 93% went on to save over \$100,000. This suggests that the faster dash cams are installed, the sooner agencies can unlock the benefits of this technology.

Percentage of agencies that saw ROI within six months and went on to save +\$100,000:



76%

Federal government



53%

State government



90%

Local government



100%

Education

How do dash cams deliver cost savings?

- Exoneration from false claims
- Fewer at-fault accidents
- Lower insurance premiums
- Saving administrative and investigation time
- Proactively identifying infrastructure issues

Dash cams are a proven tool for lowering insurance costs.

Despite the fact that insurance premiums are on the rise in general, a whopping **98% of agencies with dash cams saw their annual insurance premiums decrease.** This cost reduction allows agencies to sustain lower operating expenses, resulting in cost efficiency and better service for constituents.

Reduced insurance premiums

Share of agencies with dash cams that have seen their insurance premiums decrease:

Federal government

95%

State government

98%

Local government

100%

Education

100%

Agencies saving \$10,000 or more in insurance premiums annually since implementing dash cams:

Federal government

47%

State government

64%

Local government

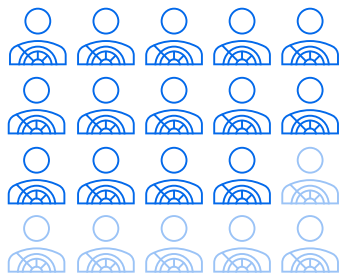
48%

Education

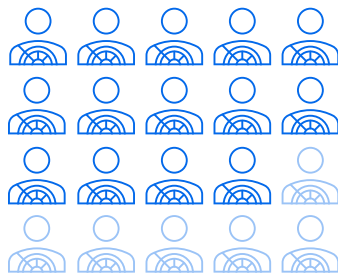
63%

Savings start with safety

Dash cams do more than just provide video evidence. 69% of leaders say dash cams actively **improve driver behavior** and 64% say they lead to **fewer crashes or traffic incidents among employees**.



of leaders say dash cams actively **improve driver behavior**



say they lead to **fewer crashes or traffic incidents among employees**

When agencies have fewer costly incidents, they save money on repairs. Those funds can then be redirected to improve public services for everyone.

The City of Allentown

As the third-largest city in Pennsylvania, the City of Allentown manages complex fleet operations across 20+ departments including street management, fire, parks and recreation, EMS, recycling, and more. Though the city had a basic telematics solution before Samsara, it was complex, difficult to use, and provided limited functionality—leading to low adoption across city departments.

With Samsara Vehicle Gateways and AI Dash Cams, the City of Allentown has transformed how they operate—from investigating incidents to protecting the city from not-at-fault claims and even informing real-time decisions for emergency services. On the road, employees driving city vehicles receive alerts for risky driving behaviors. If an incident occurs, administrators can quickly retrieve footage to investigate and, in many cases, exonerate the city from liability. In one instance, AI Dash Cam footage exonerated an employee driving a regenerative air sweeper in a not-at-fault incident. This alone saved an estimated \$370,000 in taxpayer dollars due to avoided legal fees, claim costs, and employee time.



Samsara has been a game changer for us. Across the board, it has saved us a lot of time and money—and we keep finding new ways we can use Samsara to inform decisions and optimize services across departments.”



Daniel Steckel
Fleet Services Bureau Manager (Ret.),
City of Allentown

[See the full case study →](#)

Results

\$1M

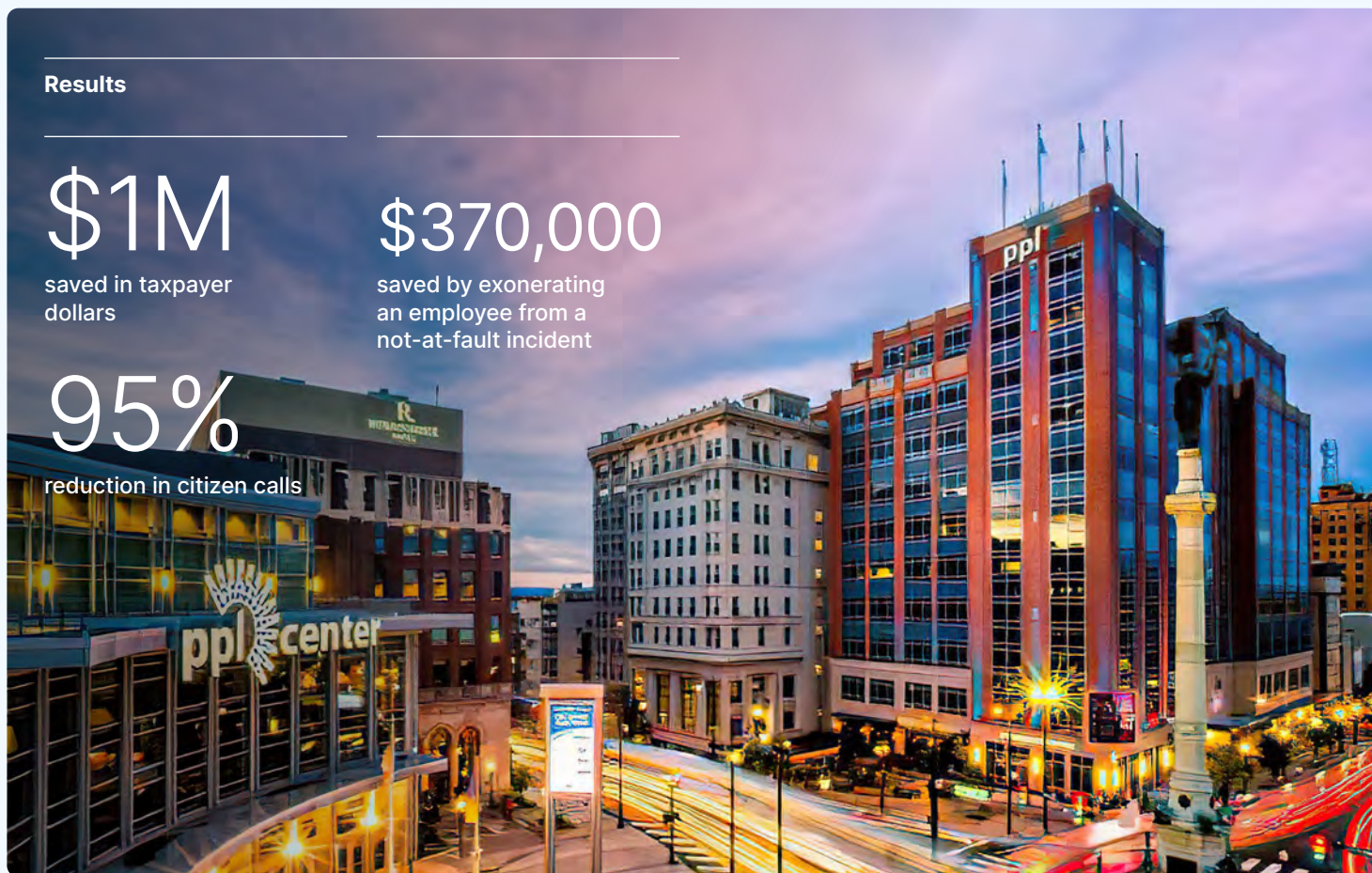
saved in taxpayer dollars

\$370,000

saved by exonerating an employee from a not-at-fault incident

95%

reduction in citizen calls



Boosting operational efficiency and improving service delivery



Delivers value on multiple fronts

Dash cams streamline critical workflows and reduce time spent on administrative tasks.

Operations are much more efficient with dash cams. They help cut investigation times from weeks to days and are a powerful tool for improving driver coaching and internal reviews.



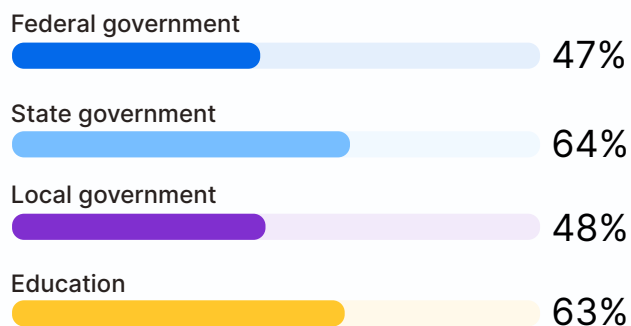
Delivers value on multiple fronts

Accelerated investigation times

Clear video evidence is the biggest single factor in improving efficiency.

Across the public sector, **54% of agencies that have dash cams report saving up to a week or more** on the investigation and resolution process for every incident. Video evidence eliminates lengthy, manual back-and-forth between departments, insurance providers, and legal teams.

Percentage of agencies saving a week or more per incident:



Improved day-to-day efficiency

In addition to liability reduction and exoneration, agencies with dash cams are also successfully leveraging dash cam data to streamline coaching, improve operational efficiency, and eliminate administrative bottlenecks.



57% use footage for driver training or coaching



53% use footage to resolve insurance claims



51% use footage for internal investigations



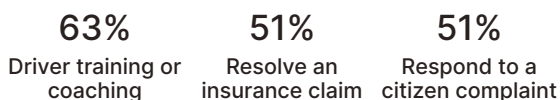
47% use footage to respond to citizen complaints

The State of Connected Operations report on [distracted driving in the U.S. Public Sector](#) found that drivers are highly receptive to this: 95% of drivers agree that coaching or training has positively impacted their driving habits.

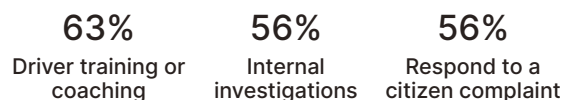
Moreover, 92% of public sector drivers agree that seeing dash cam footage of themselves increased their awareness of being distracted, and 67% changed their driving habits as a result.

Top 3 dash cam use cases by agency type

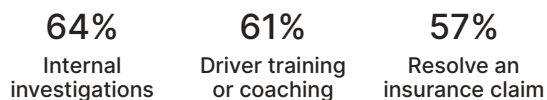
Federal government



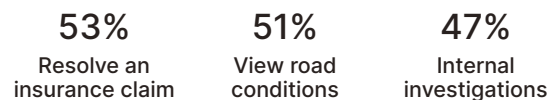
Local government



State government



Education



The City and County of Denver

The Denver region is the largest metropolitan area in the Rocky Mountains. The consolidated government of the City and County of Denver is made up of 44 divisions and agencies that provide a wide range of services, from infrastructure maintenance to animal control.

The City prides itself on working hard for the residents in their community, and safety is at the core of the City's operations. Samsara AI Dash Cams have enabled the organization to quickly identify and correct driver behaviors, while Safety Scores have helped drivers self-manage their performance. The success of their coaching program has enabled them to make a number of key safety gains, including more effective coaching and driver incentive programs.



Our old systems only gave us lagging indicators and information after an incident, when it was too late. We wanted one provider that could give us leading indicators to help us make better decisions.”



Bill Zollo
Manager, Department of Transportation & Infrastructure, Fleet Management Division

[See the full case study →](#)

Results

50%

reduction in false claims
filed against them

99%

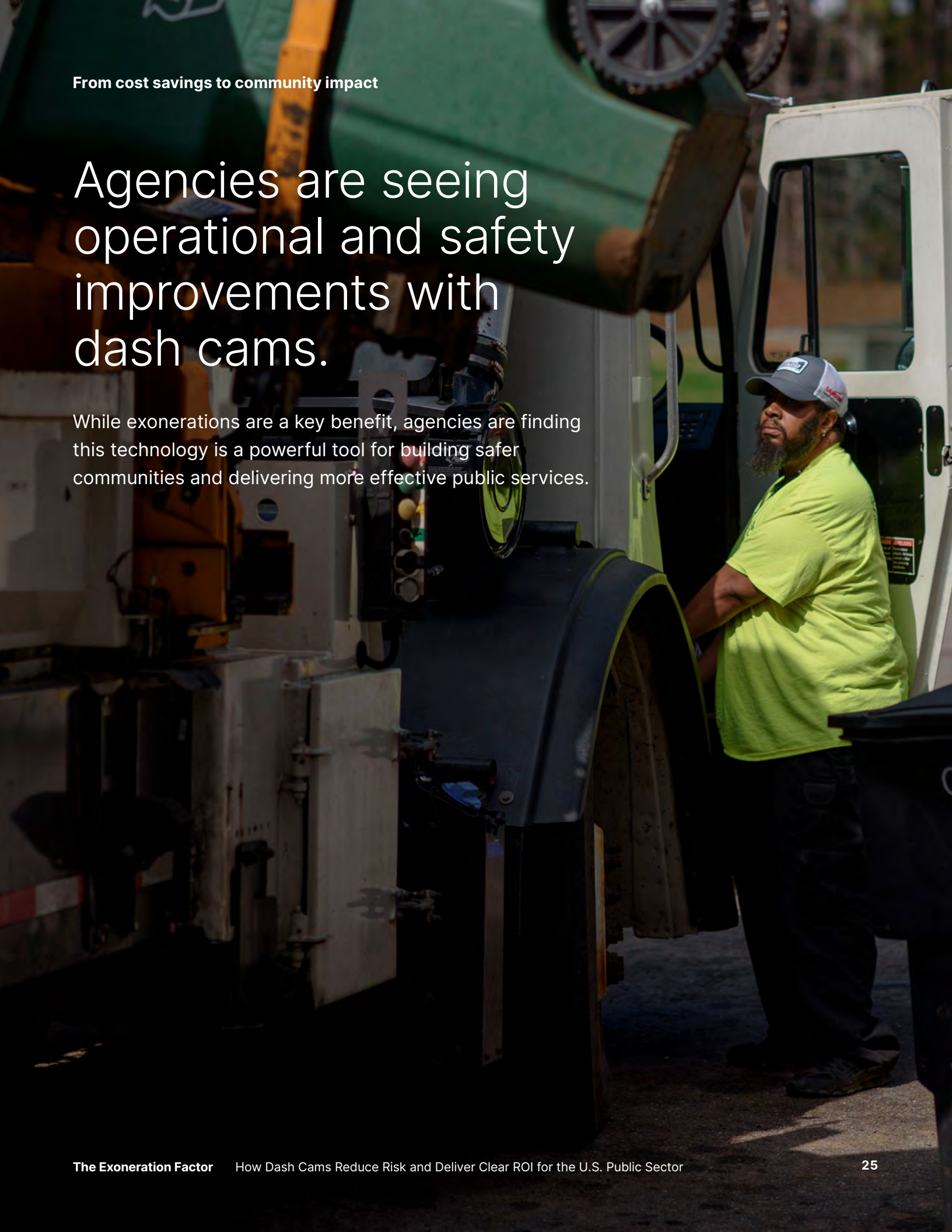
decrease in harsh driving

98%

drop in distracted
driving

94%

reduction in safety
incidents overall

A full-page background image showing a man with a beard, wearing a grey baseball cap and a bright yellow high-visibility shirt, standing next to a large green piece of heavy machinery. He is looking towards the left. The machinery has a large wheel and various mechanical components. The scene is outdoors in bright daylight.

From cost savings to community impact

Agencies are seeing operational and safety improvements with dash cams.

While exonerations are a key benefit, agencies are finding this technology is a powerful tool for building safer communities and delivering more effective public services.

Agencies are successfully using dash cams to solve their most pressing daily problems



Federal (72%) and local (65%) governments are the most to report **quicker identification and correction of infrastructure issues like potholes.**



Local governments (56%) frequently use footage to **respond to citizen complaints**, a key part of their public-facing mission.



State agencies (64%) use dash cam footage for **internal investigations** more than any other group.



Education sector is reporting **quicker service response times** (63%) as their top operational improvement.

Top 5 operational improvements by agency type

Federal government

1. Faster resolution of infrastructure issues like potholes and unsafe roads(72%)
2. Optimized routes (60%)
3. Reduced fuel spend (58%)
4. Quicker service response times (44%)
5. Less vehicle theft and vandalism (40%)

State government

1. Less vehicle theft and vandalism (59%)
2. Quicker service response times (55%)
3. Faster resolution of infrastructure issues like potholes and unsafe roads(50%)
4. Optimized routes (45%)
5. Reduced fuel spend (34%)

Local government

1. Faster resolution of infrastructure issues like potholes and unsafe roads (65%)
2. Optimized routes (54%)
3. Quicker service response times (52%)
4. Less vehicle theft and vandalism (27%)
5. Reduced fuel spend (29%)

Education

1. Quicker service response times (63%)
2. Reduced fuel spend (44%)
3. Less vehicle theft and vandalism (44%)
4. Optimized routes (42%)
5. Faster resolution of infrastructure issues like potholes and unsafe roads (37%)

Strategies for successful program implementation



How successful agencies maximize dash cam programs

The data reveals two key elements for maximizing the value of a dash cam program: 1) a commitment to a broad rollout; and 2) a focus on using the footage for more than just incident investigation.

Wider deployment means greater benefits

High-deployment agencies (agencies with dash cams installed in at least 50% or more of their fleet) see significantly higher ROI and broader benefits than those with smaller deployments:



Infrastructure improvement

The more cameras an agency uses, the more efficiently their employees can find and address infrastructure issues. For example, 54% of high-deployment agencies have benefited from using dash cam footage to quickly identify and correct infrastructure issues.



Crime prevention

Agencies that use more dash cams are much more successful at protecting their vehicles. 50% of high-deployment agencies report seeing a reduction in vehicle theft and vandalism, compared to only 36% of those with fewer cameras.



More frequent exoneration

Agencies with wider deployment successfully exonerate drivers more often. 56% of high-deployment agencies have used dash cam footage for exoneration multiple times in the past 12 months compared to 49% of those with fewer cameras.



Higher-value outcomes

Those with more cameras are also able to secure high-value savings from these exoneration. 68% of high-deployment agencies save \$100,000 or more from exoneration compared to 54% of those with fewer cameras.

The City of New Orleans

The City of New Orleans relies on a large fleet of ambulances, sprint cars, and other vehicles to respond to nearly 70,000 emergency calls every year. For the New Orleans Emergency Medical Services (NOEMS) department and Equipment and Maintenance Division (EMD), a lack of real-time visibility and a fragmented tracking system made it difficult to ensure the safe use of expensive public assets.

As part of their overall focus on safety, the City deployed Samsara AI Dash Cams in ambulances and other vehicles. Now, they can identify unsafe behaviors—including distracted driving, drowsy driving, following too closely, not wearing seat belts, speeding, and rolling through stop signs—and improve coaching for EMTs, paramedics, and other drivers.



With Samsara, we now have full, real-time visibility across our operations. That means quicker decisions, better resource allocation, and ultimately, improved public safety.”



Gerry Figueroa
Operations Administrative Major,
Special Events

[See the full case study →](#)

Results

37%

reduction in speeding
(NOEMS)

46%

reduction in mobile
usage (NOEMS)

81%

reduction in collision
risk (EMD)



Spotlight on the education sector: a model for improved student safety, fast returns, and public support.

The education sector currently leads in adoption of dash cams (59%) and provides a powerful example of how this technology can be leveraged to prioritize student safety while maximizing efficiency and achieving high public confidence.



Achieving fast ROI

Education agencies report seeing ROI far faster than any other group, with **76% seeing ROI within the first 3 months**.

73% of education agencies fully recover their investment costs within 12 months or less.

This high rate of cost recovery is likely driven by two key factors:

1. The immediate, substantial reduction in insurance premiums, with **100% of adopters reporting a decrease in insurance premiums and 63% seeing a decrease of more than \$10,000.**

Over half of those education organizations that saved \$10,000+ also **fully recovered their investment costs within 12 months**

2. The significant savings from frequently exonerating drivers, with **60% of deploying organizations saving \$100,000 or more from exonerations alone.**

Fulfilling the student safety mandate

Dash cams are viewed as a mission-critical tool for protecting students, drivers, and the organization's integrity:



Among education agencies that have adopted dash cams, **61% have seen improved driver behavior, and 73% have seen fewer crashes or traffic incidents** among employees. This underscores the success of using the technology to fulfill their primary goal of keeping students safe.



63% report "quicker service response times," an integral improvement for a sector whose major focus is the transportation of students. This highlights the technology's value in ensuring staff can quickly address logistical issues, and reduce the volume of parent calls, ensuring minimal disruption to critical service routes.



Proactive driver improvement is a key benefit, with **42% of organizations using the footage specifically for driver training or coaching.** This turns captured events into personalized learning opportunities to reinforce safe driving habits for their vehicles.

From perceived barriers to proven support

By aligning public expectations with worker safety outcomes, the education sector stands out as a model for successful dash cam implementation.

- Leaders in education report the highest level of public backing by a wide margin, with **88% believing the public either expects or supports their use of dash cams.**

More critically, employee support is built on a proven track record of driver protection. While education leaders often cite “**employee pushback**” (**44%**) and “**privacy concerns**” (**50%**) as top barriers, the data from education agencies with dash cams tells a different story:

- **97% of education agencies with dash cams have successfully used footage to exonerate an employee or the organization.**
- This has a direct financial benefit, with **60% saving \$100,000 or more from these exonerations alone.**
- This powerful, real-world protection is likely why **92% of all leaders in the education sector agree their employees are or would be safer with dash cams.**

The data suggests that initial concerns are a challenge of clear and transparent communication, whereas the reality of adoption is a story of employee safety and exoneration. By framing dash cam technology around this shared value, leaders can successfully navigate implementation and achieve broad employee acceptance.

Gwinnett County Public Schools

Georgia's Gwinnett County Public Schools (GCPS) is one of the 10 largest public school systems in the United States. Their bus managers are tasked with providing a safe transportation experience for over 182,000 students every day.

Gwinnett County transformed their school bus operations with Samsara, taking control of their data across 2,000 school buses to improve the safety and efficiency of their fleet. GCPS first selected Samsara for real-time GPS, but they quickly expanded to adopt Samsara AI Dash Cams to gain greater visibility into safety as well.

Now that GCPS has access to HD footage captured on AI Dash Cams located inside the bus, they can quickly investigate incidents and dispute false claims—streamlining parent communication and exonerating innocent bus managers within hours. AI Dash Cams have afforded both students and drivers with a newfound sense of accountability, enabling GCPS to create a safety culture that protects the entire community.



The presence of AI Dash Cams shows the transportation department's commitment to safety and transparency for its students, drivers, parents, and community."



Charley Humble
Executive Director of Transportation

[See the full case study →](#)

Results

60%

reduction in harsh
braking

47%

reduction in seatbelt
violations

50%

reduction in time spent
on incident investigation



First Student

First Student is the leading provider of school transportation solutions in North America, completing over 5.5 million student journeys daily—more passengers per day than all U.S. airlines combined. With a team of highly trained drivers and the industry's best safety record, First Student provides unmatched care and protection for the students it serves. By equipping their buses and vehicles with Samsara AI Dash Cams and Vehicle Gateways, First Student is creating a connected fleet across nearly 46,000 vehicles, providing greater safety insights, reliability, and peace of mind for students, families, and districts.

As the alternative transportation division of First Student, First Alt provides students with unique transportation needs with safe, reliable rides to and from school in small-capacity vehicles. With Samsara AI Dash Cams installed across more than half of their contracted vehicles, First Alt leads the alternative transportation industry in adoption. Using Samsara's HD video, First Alt reviews incidents in minutes rather than days, cutting investigation time by 99% and allowing for quicker resolutions for both students and drivers.



By integrating Samsara's AI insights into HALO, we are living out our value of setting the highest standards and redefining what student transportation can be."



John Kenning
CEO and President, First Student

[See why First Student chose Samsara →](#)

Results

30%

reduction in accidents

40%

reduction in harsh
braking

99%

reduction in incident
investigation time



Building consensus and overcoming barriers to dash cam adoption



Concerns about pushback are common, but there is a clear path to getting buy-in.

Despite agency-specific concerns or perceived barriers, the data shows that fears of public and employee pushback are often unfounded, representing a manageable change management hurdle rather than an insurmountable roadblock.

Public acceptance is high: Only **6%** of agencies report **strong public backlash**. A strong majority (**73%**) report that the public either **supports or expects** them to use dash cams.

Employee pushback is a manageable hurdle, not a roadblock—while 37% of non-adopters worry about employee pushback, this is nearly identical to the 34% of current users who report facing it during their adoption process. This shows that while employee concerns are a real factor, they are a surmountable challenge that agencies have successfully navigated.

Across the board, leaders agree that dash cams improve employee safety. There is near-unanimous agreement that dash cams improve employee safety—a belief held by both groups (**98%** of current users and **91%** of non-adopters agree).

Our recent [report](#) on workforce trends found that investing in safety technology also has a positive impact on retention, with 41% of leaders reporting lowered employee turnover.

This is confirmed by drivers themselves; our recent report on [distracted driving](#) found that 86% of public sector drivers are more likely to stay with an employer that has implemented preventative measures for distracted driving.

The City of Boynton Beach

The third largest municipality in Palm Beach County, Florida, Boynton Beach is located almost 60 miles north of Miami. The City of Boynton Beach serves just over 80,000 residents with police, fire, public works, recreational programs, and other vital services.

After implementing Samsara, the City has been able to fast-track the modernization of their operations, including exonerating drivers with footage from Samsara AI Dash Cams. “We’ve already had several driver exonerations, which is huge for us,” said Persad. “In one instance, a driver of a vehicle rolled back into one of our garbage trucks at a stop light. The driver of the other vehicle called the police and claimed the garbage truck ran into him. The police came, but after the driver saw the video footage from Samsara, he just drove away. If those cameras weren’t there, it would have been a claim against the City.”



Once drivers saw how Samsara AI Dash Cams could lead to exonerations, there was zero pushback. It was no longer ‘your word against mine’—we could get immediate access to video that would prove they weren’t at fault for an incident.”



Dave Persad
Director of Fleet Management and Mobility

[See the full case study →](#)

Results

58%

reduction in overall
measurable driver
risk factors

12%

reduction in harsh
braking

17%

reduction in speeding

19%

reduction in distracted
driving

How to get the budget and buy-in to implement dash cams across your agency.

It's clear that dash cams deliver ROI—but adopting any new technology often means overcoming obstacles related to budget and buy-in. To help accelerate their adoption, **98% of leaders agree that financial support programs are an effective solution.** However, the most effective solutions are those tailored to each agency's primary barriers.



Overcoming barriers to adoption

Adoption roadmap for federal agencies

The barrier	Privacy and policy. Federal agencies are the most impacted by this barrier, with 59% citing “privacy concerns” as a top challenge . This, combined with top barriers like operational challenges (52%) and budget/cost (50%) , reflects the complexity of managing large, diverse federal fleets.
The solution	Establishing clear policy and privacy guidelines— federal leaders cited standardized policies as their No. 1 solution .
The path forward	The data points to a dual approach. First, establishing clear, standardized policies that define dash cam use directly addresses the “privacy concern” barrier. This provides the “green light” your agency needs to move forward. To help you get started, you can reach out to technology partners like Samsara or neighboring agencies to share their policies. Once that policy framework is in place, this enables the use of grants or subsidies as the logical next step to successfully manage the budget and operational costs of a large-scale rollout.

Adoption roadmap for state agencies

The barrier	A dual challenge of cost and policy. State agency leaders report they are highly motivated to adopt dash cams to enhance safety (57%) , improve operational efficiency (42%) , and reduce claims (42%) , but are directly challenged by top adoption barriers of cost/budget (56%) and privacy concerns (55%) .
The solution	A clear framework for policy and funding. Leaders cited “standardized policies” as their #1 solution to solve the policy barrier and “grants or subsidies” as their #2 solution to address their budget concerns. With 98% of state leaders agreeing that investing in dash cams freed up money in their agency’s budget and 61% fully recovering their investment within a year, the financial case for adoption is undeniable.
The path forward	For state agencies, the data tells us that a policy-first approach helps create the necessary operational framework that will clear the path for successful dash cam adoption. By setting clear policy parameters around dash cam adoption that directly addresses privacy concerns, leaders can then focus on securing the grants or funding needed to clear the budget hurdle.

Overcoming barriers to adoption

Adoption roadmap for local government

The barrier	Budget. This is the No.1 challenge for local governments, with 71% citing cost/budget as a primary barrier to adoption.
The solution	Financial support. Leaders are clear on their needs to propel dash cam adoption, ranking grants and subsidies as the No. 1 most effective solution . This is in addition to the cost-savings local government leaders have seen from their investment in dash cams, with 73% fully recovering their investment within 12 months and 93% saying dash cam footage is a game changer for exonerations, the case for dash cams is clear.
The path forward	The findings show local government leaders want dash cams to enhance safety (58%), reduce claims/lower insurance premiums (46%) and for compliance/risk management (45%). To achieve this, the first step is to address the financial barriers that are blocking their adoption by focusing efforts on securing grants and subsidies (the #1 ranked solution). To support this, agencies can lean on partners like the Grants Office to identify and apply for available funding. Successfully securing this funding removes the main roadblock to fast-track adoption and begin achieving your key safety and risk-management goals.

Adoption roadmap for education

The barrier	A dual challenge of cost and policy. State agency leaders report they are highly motivated to adopt dash cams to enhance safety (57%), improve operational efficiency (42%), and reduce claims (42%) , but are directly challenged by top adoption barriers of cost/budget (56%) and privacy concerns (55%) .
The solution	A clear framework for policy and funding. Leaders cited “standardized policies” as their #1 solution to solve the policy barrier and “grants or subsidies” as their #2 solution to address their budget concerns. With 98% of state leaders agreeing that investing in dash cams freed up money in their agency’s budget and 61% fully recovering their investment within a year, the financial case for adoption is undeniable.
The path forward	For state agencies, the data tells us that a policy-first approach helps create the necessary operational framework that will clear the path for successful dash cam adoption. By setting clear policy parameters around dash cam adoption that directly addresses privacy concerns, leaders can then focus on securing the grants or funding needed to clear the budget hurdle.

How Samsara AI Dash Cams deliver results for agencies

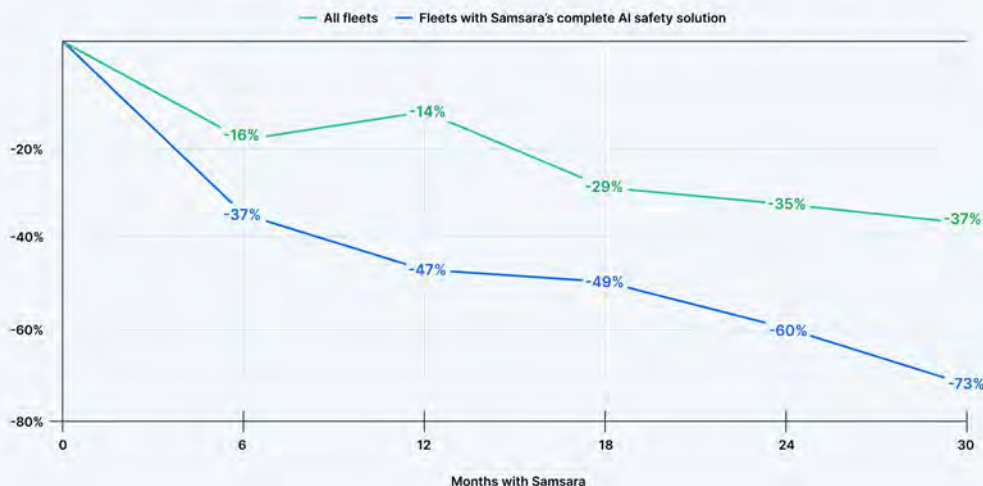
Our platform is proven to enhance safety by proactively preventing incidents, all while providing the automated workflows and built-in privacy controls your agency requires.

Samsara AI Dash Cams shift your agency from being reactive to proactive. While standard dash cams only provide a record after an event, Samsara's AI helps you prevent incidents before they happen, which is proven to deliver significant and lasting safety improvements.

The [2025 Samsara Safety Report](#), which analyzed aggregated data from more than 2.6K fleets worldwide, found that **Samsara's AI safety solution helps reduce crash rates by nearly 75%.**

Reduction in crash rates with Samsara

Aggregate reductions compared to month one baseline for fleets with 175+ vehicles



Here's what makes us stand apart.

Proactive safety and prevention

While standard dash cams provide a reactive record, Samsara's AI-powered dash cams help agencies proactively prevent incidents before they happen. Our AI cameras detect and alert drivers about risky driving behaviors (like harsh braking, drowsiness, distraction, or sharp turns) as well as environmental risks like weather and road conditions, so drivers can make safer decisions in moments that matter.

Reduce risk and improve behavior at scale—without adding resources

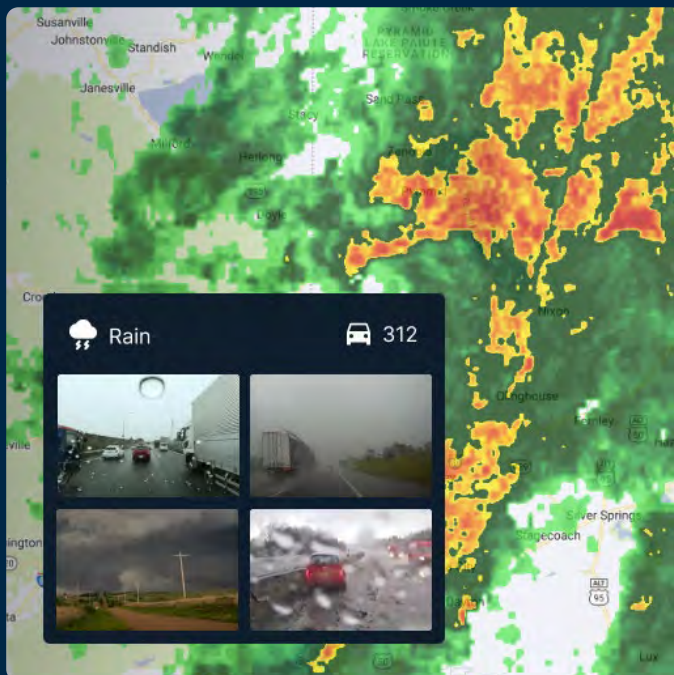
With Samsara's AI-powered, automated coaching, training & recognition, you can drastically reduce the staff hours needed to manually review footage.



Data-Driven Coaching Automation uses AI to review each safety event and assess priority and risk based on 40+ risk factors, such as severity, frequency, road conditions, and driver history. Lower-priority events are sent to drivers for self-review, while higher-priority events are escalated to managers for 1:1 coaching.



Weather Intelligence provides real-time radar right on your fleet map, enabling you to quickly see who's at risk and alert them if they're in a severe weather zone. Confidently and quickly protect your workforce with real-time, on-the-ground views of road conditions via vehicles in your fleet or StreetSense™ camera stills from the larger Samsara network—in addition to proactively notifying your drivers using bulk messaging and custom in-cab alerts.



Performance Overview offers a single dashboard where managers can quickly identify top drivers to recognize and prioritize drivers to coach. Managers can efficiently track progress, assign coaching, recognize top performers, and manage clear, real-time next steps. If a collision does occur, streamline reporting and review accident details in the same dashboard with digitized forms and automated workflows.



AI Insights watches each safety video, understands what happened, and summarizes key insights, saving safety managers significant time by distinguishing defensive driving from risky driving, surfacing behavior patterns (like one-time mobile use vs. historical patterns), and flagging trip context (such as weather, time of day, and behavior severity), which empowers them to have better coaching conversations immediately.

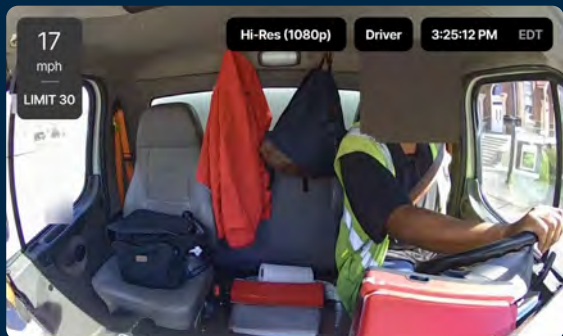
The Samsara Difference

Technology that addresses privacy concerns

Samsara's advanced platform features can also help agencies address privacy concerns by limiting access, streamlining compliance, and providing a secure chain of custody for video evidence.

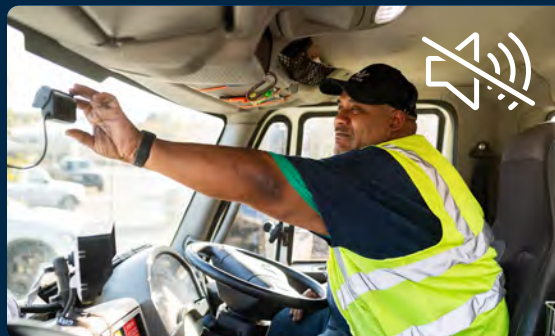
Driver Privacy

Secure driver buy-in and maintain public trust in our safety platform with a system designed to meet strict standards for privacy and data security while promoting driver improvement. We directly address concerns associated with in-cab cameras through the following features:



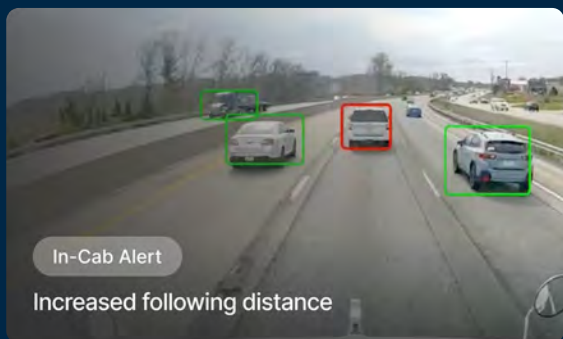
Automatic Blurring

Ensures non-identifiability and protects individual privacy by providing the option of automatically blurring driver and passenger faces in all recorded video footage. This aligns with standard privacy protocols for public data handling.



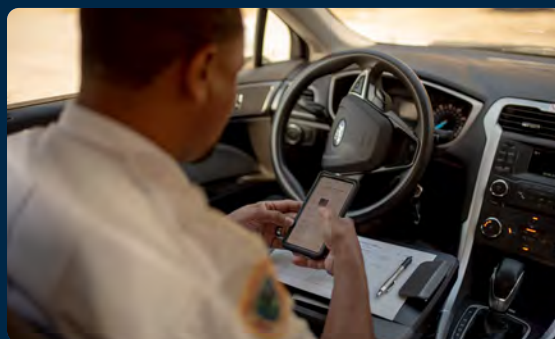
No-Audio Recording

Audio capture is disabled by default, proactively assuring personnel that they are not being monitored or recorded, thereby promoting an environment of trust and reducing concerns over surveillance.



In-Cab Nudges

The in-cab system focuses on corrective action and professional development. It is configured to deliver a defined number of private, in-cab behavioral alerts (nudges) before triggering a manager notification, emphasizing coaching over immediate disciplinary action.



Access Controls

System permissions are highly configurable and based strictly on a principle of "need-to-know." This ensures that only a limited, authorized group can access sensitive media, such as crash footage, driver-facing video, or audio (if that feature is explicitly enabled for compliance purposes).

[Learn more at samsara.com/products/cameras](https://samsara.com/products/cameras)

Conclusion



Strategic recommendations for public sector agencies

The findings in this report send a clear message: dash cams provide rapid, proven, and substantial ROI for agencies across the U.S. Public Sector. Agencies that adopt this technology are realizing measurable benefits in public safety, financial savings, and operational efficiency. The data also tells us that agencies that commit to a broad rollout of their dash cam program are the most successful, achieving faster ROI, greater operational efficiency, and safer communities.

1. Prioritize adoption to capture immediate ROI and safety gains

With 51% of public sector agencies yet to adopt dash cams, the greatest immediate opportunity is implementation. The data shows adopters see overwhelming and rapid benefits, with 89% realizing ROI within six months and 91% using footage to exonerate drivers in the past year alone. Given that 98% saw their annual insurance premiums decrease and 60% of those who used dash cam footage for exoneration saved \$100,000 or more in exonerations alone, this is a proven, high-impact technology that should be prioritized in upcoming budget cycles.

2. Overcome hurdles with transparent communication and clear policies

Agencies must proactively counter adoption hurdles. For cost concerns, leaders should highlight that 68% of adopters recover the initial cost of dash cams within 12 months and 96% free up money in their agency's budget. For privacy and employee concerns, communication should focus on driver protection, emphasizing that 98% of users call footage a “game changer” for challenging false claims. If you're working with unions and looking for guidance, take a look at our [union-specific dash cam implementation guide](#) for proven strategies to build consensus and secure buy-in.

3. Mandate wide deployment to maximize program value

A limited rollout yields limited results. Agencies deploying dash cams to at least half their fleet are significantly more likely to save \$100,000 or more (68% vs. 54%). To maximize safety and financial returns, agencies should move beyond single-department rollouts and commit to wide-scale deployment.

4. Shift from a reactive to a proactive coaching model

The highest-performing agencies use dash cams as a training tool, not just an incident review tool. The data reveals a direct link between proactive coaching and fast ROI—of the agencies that saw a return in under three months, 54% were actively using footage for driver training. Agencies must implement formal coaching programs to correct risky behaviors and reinforce positive ones, a practice 95% of drivers agree positively impacts their habits.

Dash cams: the new standard of worker and community safety

For any public sector agency operating a fleet of vehicles, dash cams are no longer an optional upgrade. They are an essential technology for managing risk, protecting employees, and creating a more efficient, transparent operation.

This report has shown that the conversation has shifted. The technology's value is proven, with leaders achieving rapid returns on investment and saving countless hours of administrative time. More importantly, dash cams have evolved. With AI, they are no longer just a reactive tool for incidents but a proactive platform for preventing crashes, automating coaching, and streamlining operations.

The question for leaders is no longer “what is the cost to adopt?” but “what is the ongoing cost of inaction?” The barriers of cost and policy are real, but they are solvable with a clear, tailored strategy. The financial and operational cost of inaction—in false claims, high premiums, and wasted time—is now far greater than the challenge of adoption. As public expectations for safety and accountability rise, agencies without this technology will face increasing financial and reputational risks. The future of fleet management is proactive, and the path to adoption is clearer than ever.

About Samsara

Samsara (NYSE: IOT) is the pioneer of the Connected Operations® Platform, which is an open platform that connects the people, devices, and systems of some of the world's most complex operations, allowing them to develop actionable insights and improve their operations. With tens of thousands of customers across North America and Europe, Samsara is a proud technology partner to the people who keep our global economy running, including the world's leading organizations across industries in transportation, construction, wholesale and retail trade, field services, logistics, manufacturing, utilities and energy, government, healthcare and education, food and beverage, and others. The company's mission is to increase the safety, efficiency, and sustainability of the operations that power the global economy.

Samsara is a registered trademark of Samsara Inc. All other brand names, product names, or trademarks belong to their respective holders.

With Samsara's help, our customers saw huge impact in FY25



250K+

accidents prevented



3B+

Pounds of CO₂ saved

FY25 statistics based on internal estimates of customer improvements

Building one of the world's largest operational datasets

~20T
Data points

50%+ Y/Y Growth

90B+
Miles traveled

300M+
Workflows digitized

Stats for 12 month period ending August 1, 2025

Methodology

This survey consisted of 20 questions and was conducted online in the English language by an independent research firm, Wakefield Research. Those surveyed included 400 U.S. Public Sector respondents at organizations with a minimum of 100 or more owned or leased vehicles, powered assets, and/or unpowered assets, between September 23rd and October 6th, 2025.

All respondents are Public Sector Decision Makers and worked in the following industry segments, with 100 respondents per segment:

Respondents worked in the following industry segments and hold the qualifying titles below:

- **Industry segments**

Local government (cities, counties), State government (state DOTs, state transit, public works), Education (K-12, higher education, school districts), and Federal government.

Please note, in sections where respondents have been segmented by industry and split between those who have adopted dash cams and those who have not, the findings are considered a low base size and findings are directional.

The information provided in this report is for general informational purposes only. Samsara does not guarantee you will achieve any specific results if you follow any advice in the report. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor, or professional engineer to get specific advice that applies to your specific situation.



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Operate Smarter™