

# DAKOTA ELECTRIC LOWERS DRIVER RISK AND KEEPS COMMUNITY SAFE

Electric utility embraces monthly driver monitoring to limit driver risk



## ● ABOUT DAKOTA ELECTRIC ASSOCIATION

Founded in 1937, the non-profit, member-owned and member-focused Dakota Electric Association provides electric services, offers educational programs and scholarships, and assists in community economic development. Dakota Electric is the second largest electric cooperative in Minnesota and ranked among the 25 largest electric distribution cooperatives in the nation, selling 1.86 billion kilowatt hours each year. It employs 196 people and serves more than 100,000 customers over 2,792 miles of underground line and 1,220 miles of overhead line.



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*— Kevin Fowler, Dakota Electric Association,  
Manager of Safety Services*

## ● THE CHALLENGE

In 2003, Dakota Electric began searching for a way to ensure that all employees were licensed and qualified to drive its vehicles. It had access to annual reviews of motor vehicle records (MVRs), but the co-op needed more frequent reports. “Annual record reviews can leave you exposed in unexpected ways,” says Kevin Fowler, manager of safety services. “We wanted to minimize our risk.”

## ● WHY SAMBASAFETY?

The co-op researched a number of vendors, but decided to adopt SambaSafety. Fowler says, “I needed to quickly purchase individual MVRs. I reviewed a number of vendors, and most were priced competitively — but I chose SambaSafety because of their personal service and attention to detail. While they could easily offer online MVRs, they focused on providing the additional driver monitoring service.”

The co-op began using Samba DriverMonitor in 2003. DriverMonitor automates the process of identifying unlicensed and high-risk drivers. The service allows Dakota Electric to quickly purchase MVRs online, and provides a monthly fleet report highlighting any driving violations or changes in driver license status. “DriverMonitor is intuitive and easy to use — it gets the job done,” Fowler says.

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## SUMMARY AT A GLANCE

- Company manages 120 drivers
- Needed to ensure it had qualified drivers behind the wheel every month
- Services:  
Samba DriverMonitor<sup>SM</sup>,  
Motor Vehicle Records



## ● THE BENEFITS

With a fleet of 120 drivers, the Samba DriverMonitor summary report became a critical tool in managing Dakota Electric's risk. "The MVR service alone has clearly improved our driver risk," Fowler says. "Once I was introduced to the monthly driver record monitoring service, the deal was sealed. We've never looked back." In addition, Dakota Electric uses the citation report to identify drivers that needed additional driver training.

Using Samba DriverMonitor saves Dakota Electric administrative time and cost due to SambaSafety's decoded MVR — plus the exception-based monitoring reports identifies drivers with new incidents, so they can concentrate on only the records that need to be reviewed in detail. The service also highlights drivers whose licenses are about to expire. "Most often drivers have misplaced the paperwork to renew, or have forgotten the date it will expire," Fowler says. "By using the SambaSafety system, I can quickly send emails and remind them. Samba DriverMonitor has become an essential part of managing our fleet."

Fowler credits SambaSafety with helping keep the area's roads safe. "We are very community focused," Fowler says. "So by using SambaSafety, we're not only lowering our driver risk, we're keeping our community safe."

## ● NEXT STEPS

For more information about SambaSafety Driver Risk Management solutions, go to [www.sambasafety.com](http://www.sambasafety.com) or contact us at 888-947-2622 option 4.



SambaSafety is the pioneer and leading provider of driver risk management solutions in North America. Patented technology and advanced workflow management deliver a full range of driver-centric solutions from motor vehicle records and true continuous driver monitoring to driver policy enforcement and benchmarking. Through the collection, correlation and analysis of multiple data sources, SambaSafety enables employers, fleet managers, and insurance carriers to reduce accidents and limit risk—ultimately improving driver and community safety. For more information, go to [www.sambasafety.com](http://www.sambasafety.com).

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