



CASE STUDY

HeartShare Human Services

Company Overview

HeartShare Human Services of New York (HeartShare) is a nonprofit organization serving people with developmental and intellectual disabilities, youth in foster care, and residents of group homes across New York City.

With a fleet of approximately 94 vehicles and over 200 drivers, many of whom drive as part of their role, the nonprofit remains committed to keeping vulnerable populations safe on the road.

The Challenge

When internal shifts within the company occurred, it became clear that HeartShare lacked a defined, data-driven rubric to determine which drivers should be behind the wheel, and that, without consistent enforcement of safety standards, the driver roster had grown beyond what the existing safety program could adequately support.

Maria Aiese-Rodriguez, Vice President of Central Operations and Training, inherited SambaSafety from her predecessor and quickly recognized that the platform was being underutilized. HeartShare's drivers navigating New York City traffic in 12 to 15-passenger vans, often transporting clients who require specialized care and support, further complicated the nonprofit's driver pool.

The Solution

Aiese-Rodriguez and her team leaned into SambaSafety's safety solutions to address their driver challenges.

> Continuous License Monitoring

Ongoing license monitoring helped build a clearer, more consistent picture of driver risk for HeartShare. Rather than relying on periodic checks, the team now reviews incoming Motor Vehicle Records (MVRs) on a rolling basis, using the data to make swift, informed decisions about who is eligible to drive on behalf of the organization.



“It does a lot of the hard work for you. I would recommend SambaSafety to someone who is looking for continuous license monitoring software, and I would encourage them to use all the functions it has.”

– Maria Aiese-Rodriguez, Vice President of Central Operations and Training at HeartShare

› Instant MVR Access & Risk Scoring

New MVR data became the foundation for a formal driver eligibility scoring rubric. HeartShare established clear disqualifying criteria, including MVR scores over 12, recent suspensions, collisions, and DUIs. The criteria gave the team an objective, repeatable standard for both new hires and existing employees.

“SambaSafety has enabled us to create a clear rubric about who should be on the road, and who shouldn’t,” explained Aiese-Rodriguez.

› Training Paths

The team also integrated SambaSafety into a structured driver onboarding process, highlighting that new drivers are assigned a training path that begins in HeartShare’s HRIS system and directs them to SambaSafety to complete required courses within 2 weeks of onboarding, before they transport a single passenger.

Outcome

By consistently implementing SambaSafety into its driver safety practices, HeartShare has experienced notable improvements across its organization, such as: **A Safer, Leaner Driver Roster.**

By consistently applying its eligibility criteria, HeartShare has retained only its safest drivers. SambaSafety’s data helped trim its driver roster of risky drivers and hold drivers accountable. As a result, the organization’s fleet safety score has increased significantly.

“Thanks to SambaSafety, we have safer drivers on the road,” said Maria Aiese-Rodriguez.

› Measurable Reductions in Violations and Crashes

In the first year on the platform, HeartShare saw a 20% reduction in violations and a 49% decrease in crashes —a dramatic shift driven by continuous monitoring and the team’s willingness to act on the data.

› Faster, More Confident Decision-Making

With new MVRs arriving every couple of days, Aiese-Rodriguez’s team can now make quick, well-informed decisions. Clear eligibility standards mean there’s no ambiguity, and when context is needed, the data opens the door to a productive conversation. “We’ll talk with an existing employee and say, ‘Hey, we know you want to drive for the organization, but we’re seeing this (citation) on your MVR. Let’s have a conversation about the context of this incident before we make any decisions.’”

20%

reduction in violations

49%

decrease in crashes

HeartShare is now building formal driver training paths in SambaSafety’s online platform to complement its onboarding process, with plans to leverage its course library alongside HeartShare’s own internal content. With an insurance renewal underway, the team also anticipates that their documented safety improvements will support a favorable outcome.