



Stevens Transport Strengthens Fleet Safety and ROI with Safety+

COMPANY OVERVIEW

Stevens Transport, North America's Premier Refrigerated Transportation Company, resides in the heart of Dallas, Texas. Servicing a prestigious list of Fortune 500 companies, Stevens specializes in transporting time-sensitive, temperature-controlled, and dry-expedited commodities across the United States, Canada, and Mexico. For over 45 years, Stevens has been recognized as an industry leader in the Logistics and Supply Chain arena offering multi-modal transportation solutions.

Stevens Transport understands the critical role that transportation plays in the success of businesses across various sectors. With decades of experience, the company has built a reputation for its unwavering commitment to excellence, operational efficiency, and personalized solutions tailored to meet the unique requirements of each customer. With its scale, geographic reach, and commitment to professional development, Stevens continuously looks for technologies that enhance safety, reduce risk, and deliver measurable operational efficiency.

BUILDING REAL-TIME SAFETY FOR A GROWING FLEET

With thousands of drivers on the road each day, safety is at the heart of every mile for Stevens.

Building on a foundation of continuous improvement practices, Ken Resta, Sr. Director of Safety at Stevens, recognized value in providing drivers with custom safety alerts. The company's ELD, Platform Science, provided compliance visibility to deliver immediate, location-based alerts when drivers needed them most.



“Through the Virtual Vehicle Marketplace, Platform Science gives fleets like Stevens Transport instant access to solutions such as Drivewyze Safety+,” said Emilie Campbell, Sr. Director Partner Management at Platform Science. “Integrating these tools directly into their workflow creates a unified driver experience that delivers timely, proactive safety alerts, reduces avoidable incidents, and supports a continuous-improvement mindset that drives measurable ROI.”

The Trucking industry is faced with growing operational risks – from theft and predatory towing to chain law hazards and weather-related incidents. While these challenges may not seem directly related to compliance, they impact driver safety, asset protection, and operational efficiency across fleets.

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— Ken Resta —
Sr. Director of Safety, Stevens Transport

SOLUTION: SAFETY+ WITH CUSTOM GEOFENCING ZONES

To deliver timely communications, Stevens implemented Safety+ by Fleetworthy, a proactive in-cab alerting system that delivers real-time, location-based safety messages directly to drivers.

“ELDs are great workflow tools that allow us to facilitate communication with our fleet,” Resta explained. “Our partnership with Drivewyze by Fleetworthy enhances our ability to deliver customized messaging to our fleet in real time. Safety+ sits on the screen for five seconds,” Resta said. “It gives drivers exactly what they need to know, when they need it.”

With the help of Fleetworthy, the team built a network of custom geofencing zones tailored to Stevens’ operations:

- **High-Theft Locations:** Truck stops known for cargo theft trigger alerts such as “No overnight parking—fuel and go.” Medium-risk locations prompt reminders to secure trailers with tungsten-carbide locks.

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- **Predatory Towing Prevention:** Custom alerts in high-risk areas remind drivers to park only in approved locations, saving money and avoiding disputes.
- **Weather and Chain-Up Zones:** In mountainous regions, alerts notify drivers 20 miles before chain-up areas. Resta said, “These alerts provide pro-active, timely notifications, allowing drivers to adjust trip plans with up-to-date messaging.”
- **Training Integration:** “We want drivers to know these alerts are from us — their safety team — not a third party,” Resta said. “It builds trust and reinforces our culture of proactive communication.”

RESULTS: REAL ROI, MEASURABLE IMPACT

For Stevens Transport, the ROI from Safety+ has been both tangible and cultural.

Operational Impact

- Fewer high-risk incidents from targeted geofence alerts
- Reduced towing fees and violation costs through approved parking guidance
- Fewer theft losses thanks to proactive security alerts
- Weather navigation with chain law notifications

Cultural and Driver Impact

- Higher driver satisfaction and retention, especially among new entrants
- Increased trust between drivers and the safety department
- Informed, confident decision-making behind the wheel



“When you care about your drivers and communicate thoughtfully, you get stronger results across the board,” Resta said.

Resta also pointed to a longer-term return that goes beyond immediate metrics.

“Every change takes about 90 days to ripple through culture according to industry experts,” he said. “The strategic decision to partner with Drivewyze by Fleetworthy benefits our drivers, improves collaboration, and communication making our drivers feel supported, that’s when you see the real ROI.”

BEYOND COMPLIANCE: A CONTINUOUS IMPROVEMENT MINDSET

For Resta, the greatest value of Safety+ lies in how it supports continuous improvement.

“Through custom zones, data-driven alerts, and a culture of daily refinement, Stevens Transport has transformed Safety+ from a tool into a philosophy – one that blends technology with driver engagement, resulting in stronger driver relationships across the fleet.”

ABOUT FLEETWORTHY

Fleetworthy is redefining fleet readiness with trusted solutions that deliver fleet safety, compliance, and efficiency. With the only technology suite combining safety, compliance, toll management, and weigh station bypass, we enable fleets to simplify operations and perform at their best.

Already trusted by 75% of the top fleets in North America, Fleetworthy offers the largest bypass network and the most complete and adopted toll management solution. Our technology helps fleets reduce delays, cut operating costs, and gain critical financial visibility. Going beyond regulatory requirements, our compliance capabilities enhance fleet safety, reduce risk, and support proactive audit readiness.