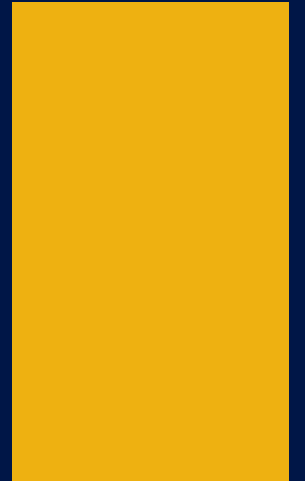


# The Coalition Effect: Driving Safety, Trust, and Efficiency Through Local Partnerships

August 26, 2025



U.S. Department of Transportation  
Federal Motor Carrier Safety Administration



# Creating a Collaborative Culture

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## Collaboration

- *a process* where individuals or groups with different interests come together to seek common-ground solutions.
- Collaboration takes us away from the front of the room and puts us at the table with other interests.

## Partnership

- *a relationship* where people work together to achieve goals meaningful to all parties.
- Partnerships often result from collaborative efforts.

## Coalition

- *a group* of individuals and/or organizations with a common interest who agree to work together toward a common goal.



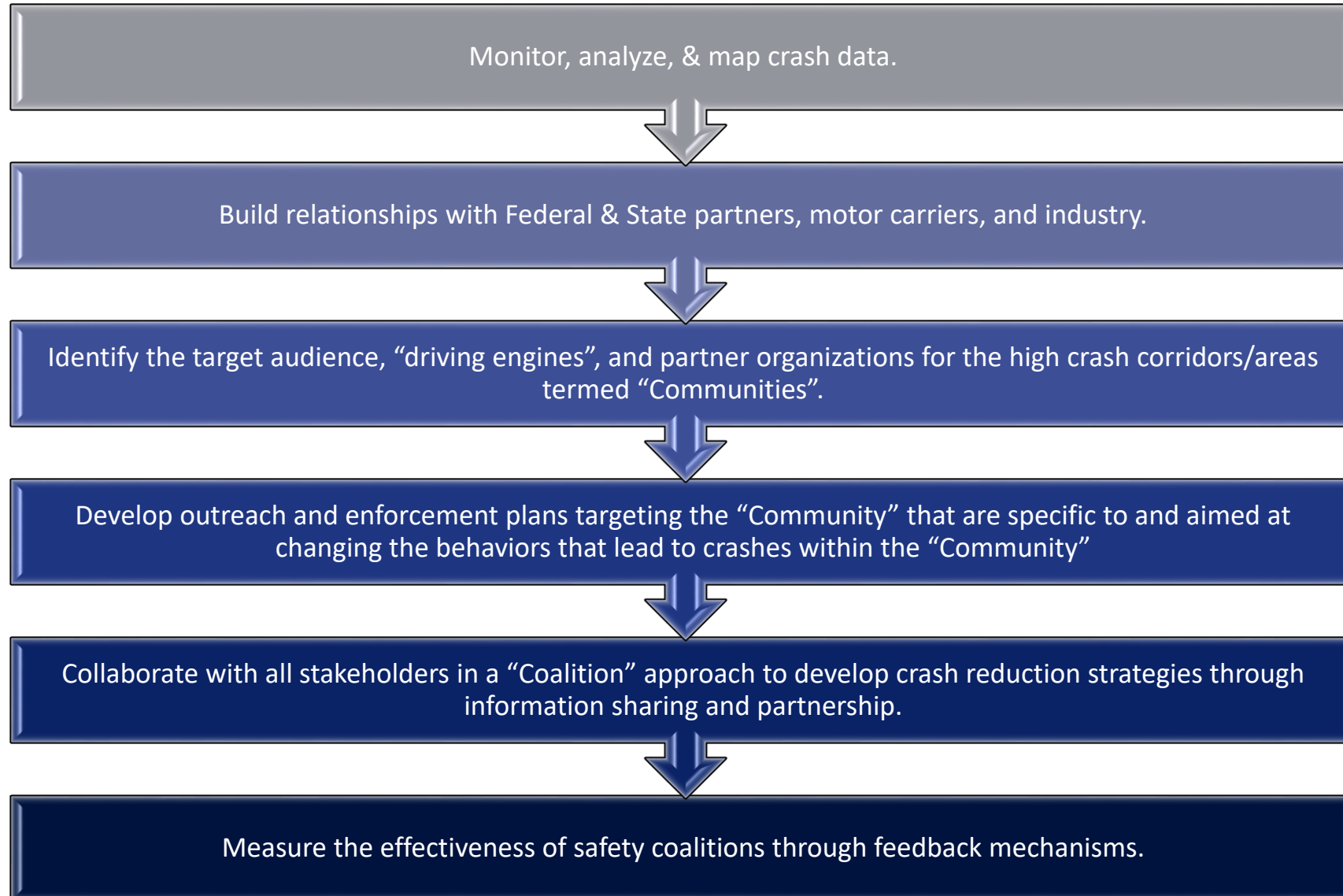
# The Georgia Community Coalition

Multi-agency initiative and a national model for improving CMV safety and supply chain performance through proactive, community-centered action



# Overview of the Coalition Process

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# Monitor, Analyze, & Map Crash Data

Monitor  
Crash  
Data:

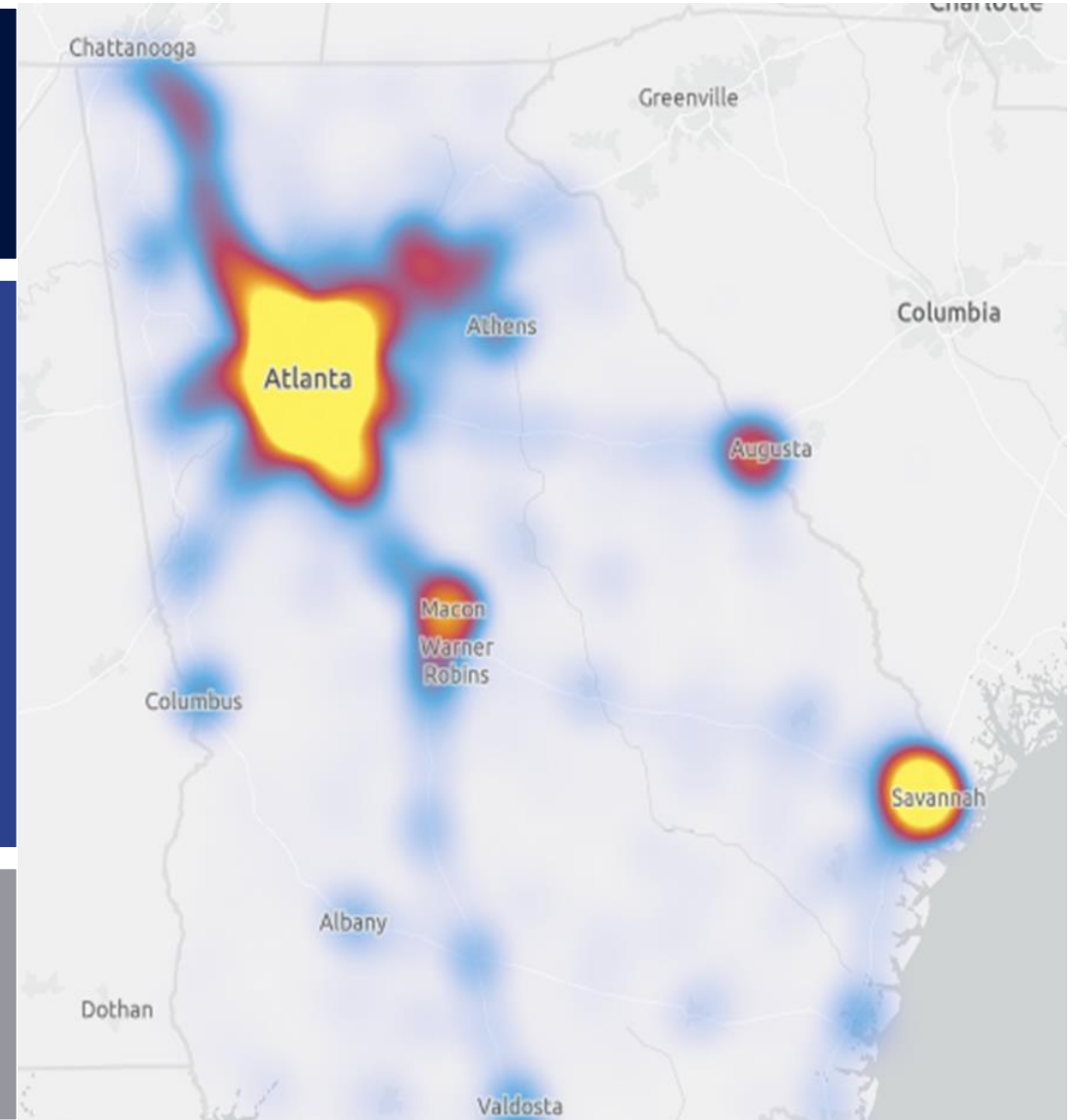
- Identify Trends
- Frequency

Analyze  
Crash  
Data:

- Build the Picture
  - Who
  - What
  - Where
  - When
  - Why

Map  
Crash  
Data:

- Visual
  - Focus Efforts & Resources



# Identify the Target Audience, Driving Engines, and Partners

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## Target Audience

At-Risk Carriers

Industry

Stakeholders



## Driving Engines

Economic Growth

Population Growth

Infrastructure

Follow-on Industry



## Partner Organizations

Subject Matter Experts

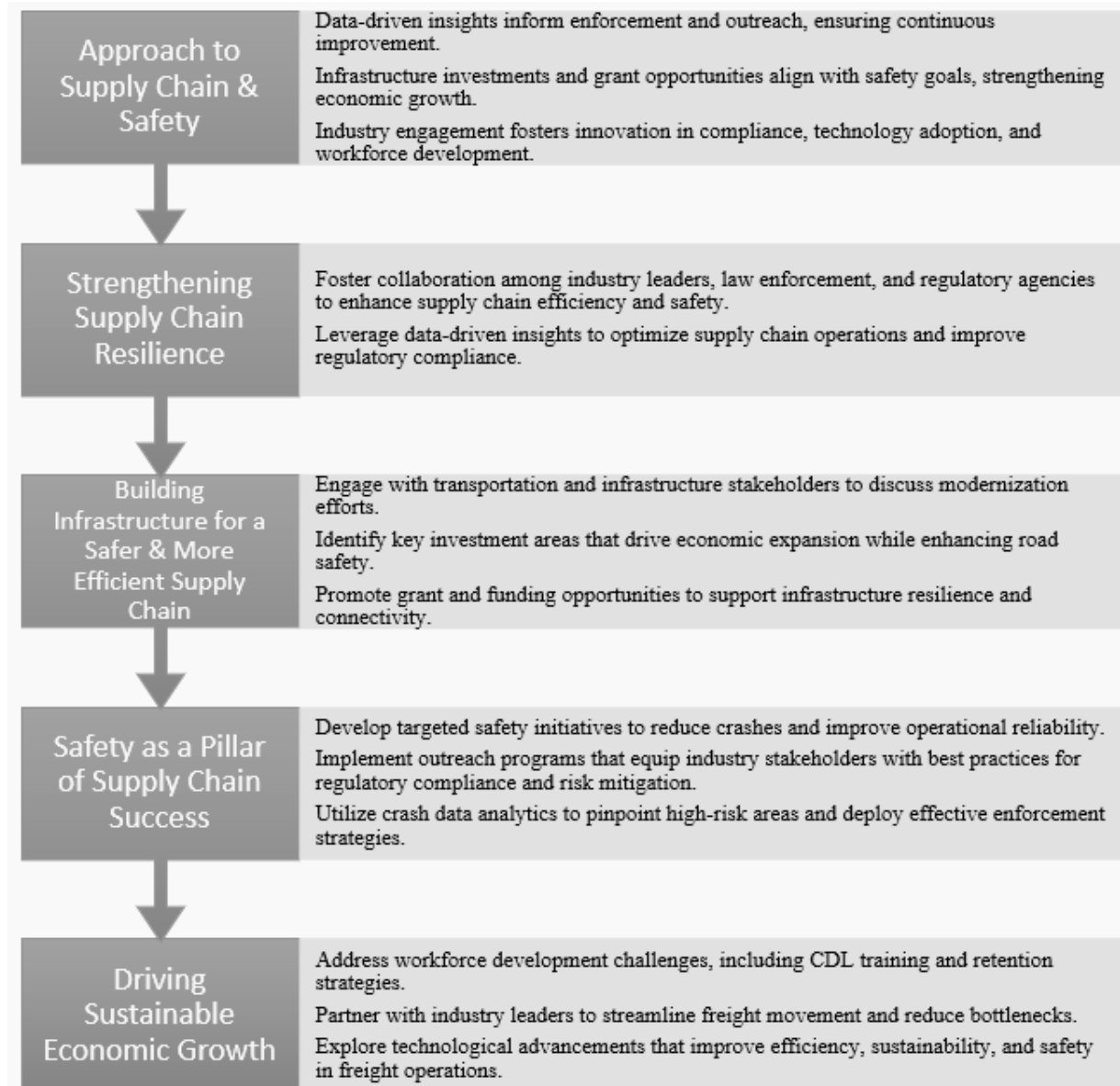
# Partnerships

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- FMCSA – Cross-Border Coalitions / Safety Initiatives
- FHWA – Infrastructure and grant opportunities
- NHTSA – Vehicle Safety
- GHSA – Networking opportunities and a forum to spread the FMCSA's safety mission and success
- State DOT – Infrastructure / Freight
- MCSAP State Partners – Enforcement
- SDLA – Licensing, Human Trafficking, Rule changes
- Trucking Association – Hosting, Attendees, & Sharing of Best Practices
- State Department of Economic Development – Opportunity/Driving Engines
- Industry – Impacts on the community
- Universities – Crash Analytics Development
- Non-Profits – Personal Touch



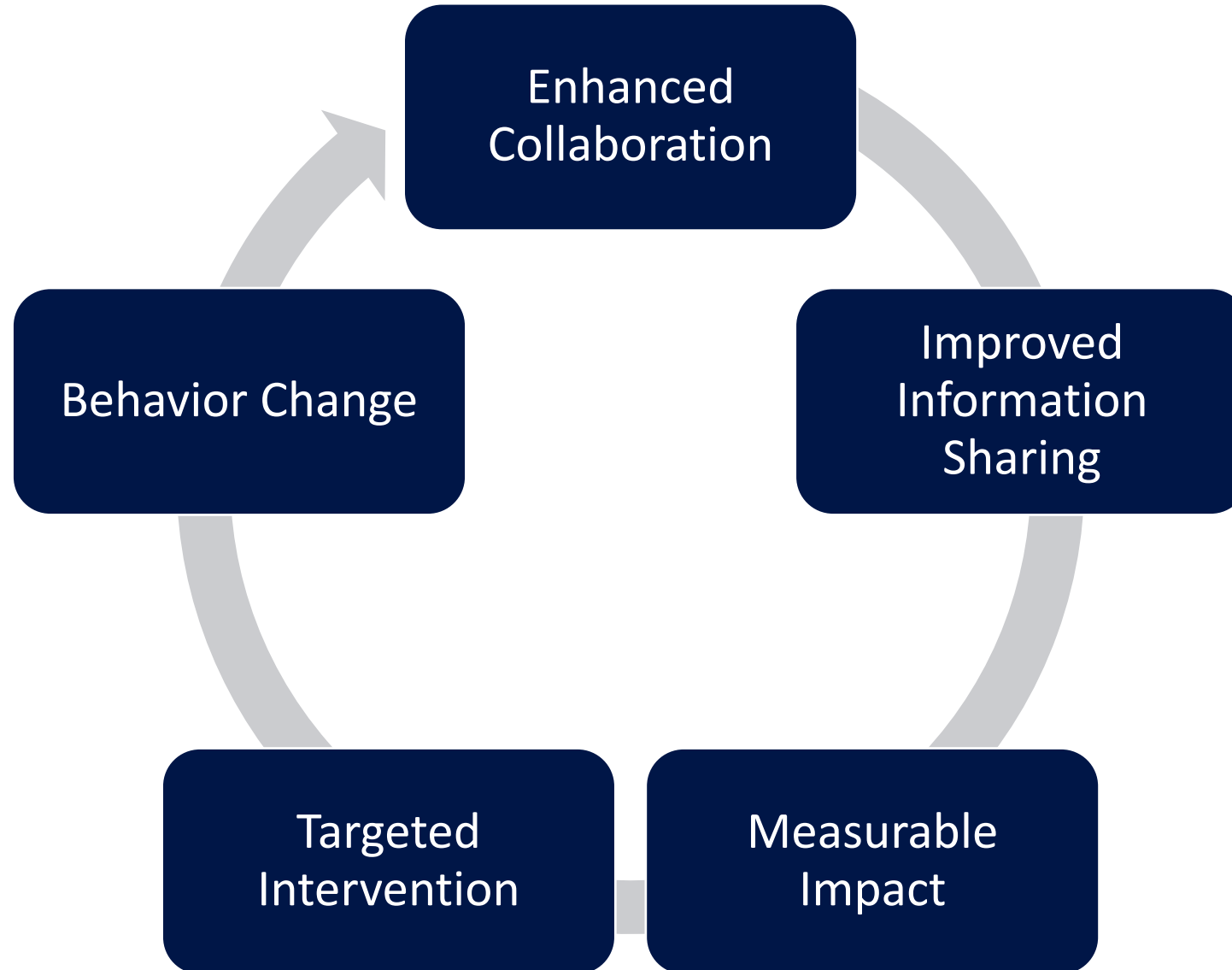
# Advancing Priorities for Economic Growth & Infrastructure Development





# Effectiveness

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# Long-Term Impact of the Georgia Community Coalition

- Long-term data models indicate that community coalition programs have achieved a sustained 20% reduction in fatal crashes within the community over a five-year period. These outcomes underscore the effectiveness of proactive safety initiatives and collaborative efforts in significantly lowering roadway risks across Georgia.
- By aligning efforts in coalition building, supply chain resilience, infrastructure development, and safety – the Georgia Community Coalition drives economic prosperity while ensuring a safer, more efficient transportation network.

	Fatal Crashes	Total Fatalities
CY 2023	183	201
CY 2024	168	182
	8.2% Decrease	9.45% Decrease

# Expansion of Community Coalitions in the Southeast

- Using the Georgia Community Coalition model, **Tennessee** implemented Crash Prevention & Reduction (CPR) Safety Coalition meetings in 2024. Focusing in four high crash community areas with meetings to be held in each area: Memphis, Chattanooga, Nashville, and Knoxville and using a cross-border approach.
- Positive feedback from attendees on cross-border approach with up-to-date information from multiple states on crash trends, freight outlook, truck parking, etc.
- Highlight was sharing of best practices from industry on preventing and reducing truck crashes and implementing safety culture.
- Presenters included highway safety leaders from MCSAP agencies, crash data analysts, government freight planners, intermodal and supply chain experts, trucking company personnel, and driver training organizations.



# Successes and Outcomes - 2024

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- **Georgia Community Coalition**
  - **Savannah – Fall and Spring**
    - Nearly 300 attendees combined for both coalition meetings hosted by Savannah Technical College
    - Over 700 roadside inspections targeting high-risk driving behaviors most associated with crashes, including 100 hazardous material inspections
      - 56 drivers and 84 CMVs placed out of service for safety violations
      - 74 citations for violations of Georgia's Hands-Free Law
- **Tennessee CPR Coalition**
  - **Chattanooga (TN, GA, AL)**
    - 110 attendees at coalition meeting hosted by McKee Foods
    - Over 270 roadside inspections focusing on hazardous materials vehicles
      - 14 drivers and 34 CMVs placed out of service for safety violations
    - 15 compliance investigations – deficient in Crash Indicator and/or Unsafe Driving
    - One (1) Intermodal Equipment Provider investigation
  - **Memphis (TN, AR, MS)**
    - 85 attendees at coalition meeting hosted by the University of Memphis
    - Roadside inspections conducted in conjunction with half-day training session concentrating on combating human trafficking and conducting intermodal chassis inspections
- **The Community Coalition meetings both in Georgia and Tennessee identified high-crash corridors and causal factors; port expansion and its impact on CMV traffic and economic and infrastructure development as a driving force behind increased freight movement; and the sharing of best safety practices by industry**

# Discussion

