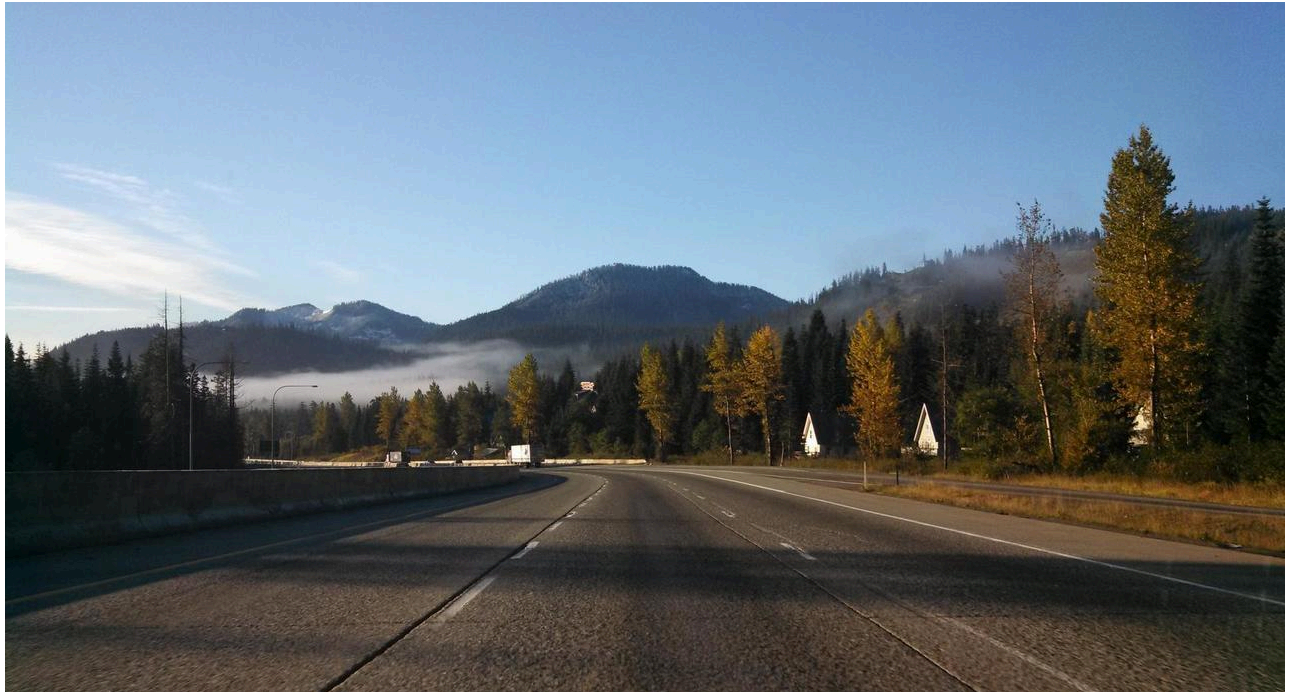




SMAC Talk

Speed Management Advisory Cooperative Newsletter

November 2024



Cooperatively, we can SMAC down speeding!

A Note from Janine

Greetings, SMAC-ers,

We're so excited to bring you *SMAC Talk*, a monthly newsletter for and by the Speed Management Advisory Cooperative.

Our hope is that this newsletter serves as a one-stop digest for all things related to speed. Each month, we will curate relevant content to share, including legislative updates, upcoming conferences and events, data news, community highlights, SMAC member spotlights, and more. We encourage you to contribute to this newsletter as well. Learn how to do so at the bottom of this issue of *SMAC Talk*.

Keep reading to check out the first edition, and please feel free to let us know what you think!



Kind regards,
Janine
Dr. Janine Koffel
WTSC Program Manager

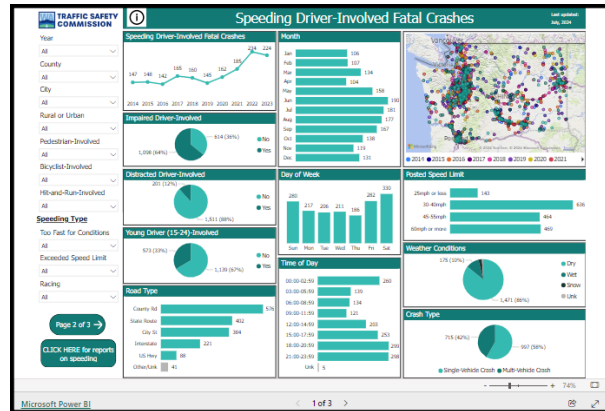
Cooperative [noun]

A jointly developed enterprise operated by its members who work together willingly for a common purpose and mutual benefit.



NEW: Speeding Data Dashboard

This is a three-page dashboard that shows the crash-level data for fatal crashes involving a speeding driver, person-level data for traffic fatalities where a speeding driver was involved, and person-level data for information about the speeding drivers involved in fatal crashes including speeding type, driver license status, and prior speeding convictions.



Explore the dashboard

Prioritization Survey

Thank you to the 22 people who responded to the SMAC Priorities survey. Your input has been valuable in helping identify first-year priorities for our strategic plan that we will begin developing soon.

SMAC Priorities
 This survey is for SMAC members to indicate speed management priorities within the Safe System Approach objectives.

Safer People
 "Encourage safe, responsible driving and behavior by people who use our roads and create conditions that prioritize their ability to reach their destination unharmed."

*1. Rank the following priorities in order of importance within **Education and Awareness**.

- Enhance driver education with specific modules on the dangers of speeding. ⬆️ ⬇️
- Introduce speed education in public school health classes. ⬆️ ⬇️
- Encourage refresher training for offenders and expanded driver education requirements up to age 25. ⬆️ ⬇️
- Work with AARP to address speeding in 55+ defensive driver training. ⬆️ ⬇️
- Add speeding to WTSC's Together We Get There social norming campaign. ⬆️ ⬇️
- Develop a multi-pronged statewide speed campaign that involves social media, PSAs for radio and TV, billboards, etc. and leverage your relationship with the WA Broadcasters Association. Include in the campaign materials the resources Pam mentions below in the technology section. ⬆️ ⬇️

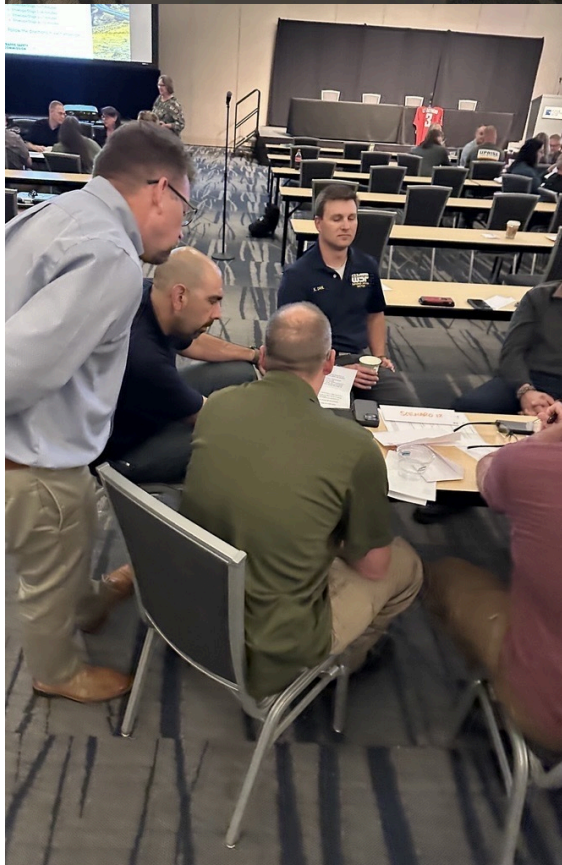


School Zone Mini Grants

Annually, WTSC provides mini grants to school safety patrols and law enforcement agencies to improve traffic safety within school zones.

The mini grants are available from August 1st to April 30th each year.

[Learn more](#)



Traffic Safety Champions Speed Management Workshop

During the first week of October, Dr. Koffel led a speed management workshop at the Traffic Safety Champions meeting in Spokane, where she engaged with law enforcement officers to discuss speed warnings vs. citations.

As part of this workshop, groups were given speed-related driving scenarios that progressively built on one another. These scenarios were discussed, then each group decided whether they would cite or warn the driver.

In these photos, WTSC staff listen in and discuss the scenarios with law enforcement officers, Target Zero Managers (TZMs), and federal partners.

[Learn more](#)



Law Enforcement PSAs

Law enforcement partners are well-positioned to help educate the driving public beyond citations and warnings.

Partners in [Puyallup](#) and [Olympia](#) have been using social media to reach a wide audience with their speed messaging. Spokane PD has produced a series of traffic safety videos with their local school district. Check them out!

Spoiler alert: The next Traffic Safety Champions meeting in 2025 will include a media messaging development workshop to produce a 15-30 second PSA.

If you have ideas for potential speed safety messages (i.e., speeding and big trucks, speeding and motorcycles, speeding and elderly road users, etc.), please let Janine know by phone at (360



Speeding - Spokane



Distracted Driving - Spokane

725-9871 or by email. If YOUR organization would like to empower media message development targeting your driving audience, let's talk about how to make that happen!

[Email Janine](#)



Crosswalk / Bus - Spokane

Road to Zero Report: Massive Hazards

Size matters! Check out this late-breaking report to learn how vehicle size (combined with all the high-risk choices drivers make) increases risk of serious injury and death. If you find a key takeaway, please plan to share at the next SMAC meeting!

[Read the release](#)

Submit Newsletter Content

We'd love to know what's happening in your line of work or local community in regard to speed management, and to hear about any pertinent information that would be applicable to the SMAC membership.

Please submit any content you'd like to see included in *SMAC Talk* to Abby Williams by the third Monday of each month.

[Email Abby](#)

Speed Management Advisory Cooperative - Est. 2024

We Are Patient



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