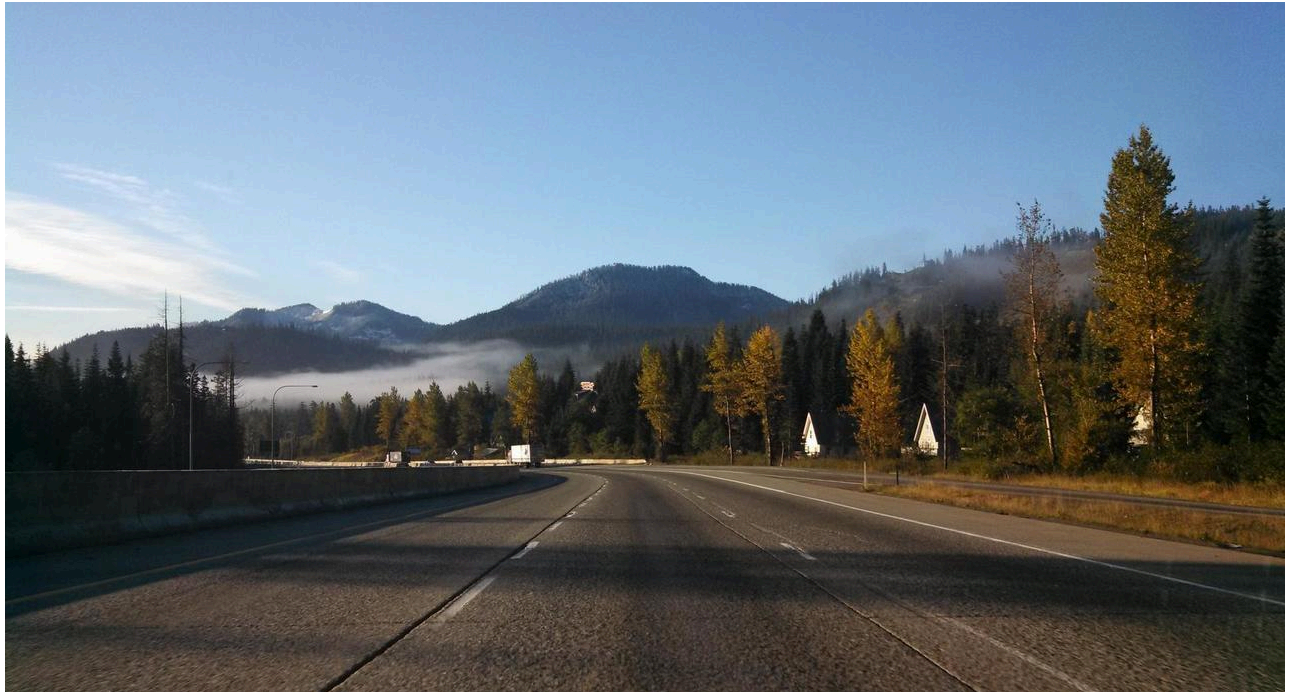




SMAC Talk

Speed Management Advisory Cooperative Newsletter

December 2024



Cooperatively, we can SMAC down speeding!

A Note from Janine

Greetings, SMAC-ers,

We hope your year is coming to a good close. Thank you for your involvement in the Speed Management Advisory Cooperative this year. Your contributions, input, and participation have been invaluable, and we are appreciative of the time you choose to spend together each month as a collective group.

This year, we learned from representatives from different community sectors about the problems speed presents. We heard from experts in various fields about their experience with speed and managing it. We dove into data and analyzed information from the WTSC dashboards in small groups. We identified first-year priorities to be addressed within a strategic plan. We had robust and meaningful conversations on the impacts of speed within our own communities.

In 2025, we will take additional steps toward developing a strategic plan, welcome new SMAC members from unrepresented community sectors, begin speed fatal case reviews, and continue to cooperatively work together to address speed management.

Please enjoy this month's edition of *SMAC Talk*, a monthly newsletter for and by the Speed Management Advisory Cooperative.



With thanks,

Janine

Dr. Janine Koffel
WTSC Program Manager

The December SMAC meeting will take place on December 16th due to a scheduling conflict.


NEW: SMAC Webpage

We have recently published a [SMAC webpage](#) on the WTSC website. The various tabs on the webpage showcase the SMAC membership, meeting information, and establishment of the SMAC. Within [Resources](#), find tools and sites available to help communities improve road safety.




Explore the webpage

2024 State Strategic Highway Safety Plan, Target Zero



2024 PLAN | RESOURCES | ENGLISH



TARGET ZERO
Washington State Strategic Highway Safety Plan 2024
Zero Deaths and Zero Serious Injuries by 2030

A PLAN BORN FROM COMMUNITY INPUT

We call our Strategic Highway Safety Plan the Target Zero Plan to reflect our goal of zero deaths and serious injuries on Washington roads. This plan reflects a brand-new, collaborative process. It is the result of regular input from community-based organizational staff and tribal partners, conversations with jurisdictional representatives and state agency partners, as well as responses gathered through listening sessions and in-language outreach to Washington road users, to build the plan from the ground up. The plan will continue to take shape from input from Washington residents throughout implementation.

I am pleased to announce the completion of the 2024 State Strategic Highway Safety Plan, Target Zero. It is available to view on the newly published [Target Zero website](#).

Target Zero represents Washington's goal of eliminating fatalities and serious injuries on all public roadways by all road users by 2030. It recognizes that death and serious injuries are unacceptable.

This is the seventh version of the Target Zero Plan. As we near 2030, we must act boldly and urgently to continuously improve the way we design, operate, and maintain the transportation system and educate our road users.

This updated plan revolutionizes our approach to traffic safety by embracing three foundational elements: the Safe System Approach, Prosocial Traffic Safety Culture, and an Equity Framework.

Speed management, in particular, benefits from attention to these foundational elements. It requires multiple coordinated approaches. It currently suffers from a cultural acceptance of speeding. It has outsized impacts on socially vulnerable neighborhoods where speeds tend to be faster and safety investments tend to be fewer.

As we move into the implementation phase of this plan, I look forward to the continued contributions of the SMAC as you develop priorities and strategies designed to improve our state's approach to speed management.

- Shelly Baldwin, WTSC Director

[Read the plan](#)

Intelligent Speed Assists in Non-Emergency Vehicles

Two nonprofits, [Families for Safe Streets](#) and [America Walks](#), called on the federal government to equip its non-emergency vehicles with "Intelligent Speed Assist" (ISA) systems.

This is an interesting opportunity to weigh-in personally, but also to consider as a possible strategy for SMAC to utilize to engage the public in communicating support for the adoption of ISA in WA State fleet vehicles and addressing the Governor.

[Read more here](#)

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

[SMAC Webpage](#)

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