



SMAC Talk

Speed Management Advisory Cooperative Newsletter
March 2025



Cooperatively, we can SMAC down speeding!

A Note from Janine

Greetings, SMAC-ers,

March madness, of a kind, has overtaken Abby and me as we have feverishly prepared for this month's in-person SMAC workshop. I'll be honest: I'm nervously excited to

convene such an amazing cohort of professionals to laser focus our strategic thinking efforts to scope the very first statewide speed management plan. The SMAC identified multiple key objectives for slowing speeds and the process of winnowing those into short-, mid-, and long-term efforts is critical. Identifying effective strategies ([Countermeasures That Work](#)) and innovative strategies to accomplish our objectives will draw on your subject matter expertise, organizational resources (what are your organizations doing that support or advance progress towards achieving our objectives?), and potentially other WTSC projects, all strategically selected and deployed for maximum effect. Not to worry if you can't be there in person, though. You'll have a chance to review and discuss the decisions made on Monday and to offer additional strategies for consideration at the April SMAC meeting.

As you'll see, this month's edition of *SMAC Talk* is robust! It's great to include content provided by SMAC members and we'd love to include more of what you're finding useful, concerning, or interesting topics or resources, too! Remember that your organizational programs, webinars, funding opportunities, or even job opportunities may be of interest to other SMAC members. Sharing information and resources is an essential function of our cooperative, so feel free to send newsletter items to [Abby](#). You'll also read about additional exciting ways to be involved in the newsletter production!

Finally, please accept my heartfelt thanks:

- For those of you who can join us on March 10th in Kent.
- For Sara Hallstead, King County TZM, for helping with the meeting logistics.
- For digesting the provided read-ahead meeting materials or developing innovative strategies recommendations.
- For [signing in](#) and [testifying](#) on important legislation matters.
- For generously sharing your time, expertise, and talents for the benefit of all Washingtonians!

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



Sincerely,

Janine

Dr. Janine Koffel
WTSC Program Manager

In Memoriam

March 2, 2025, marked the one-year anniversary of [Washington State Patrol Trooper Christopher Gadd's passing](#). Today and every day, we remember Chris.

"We can't believe a whole year has passed since we lost Chris. As an agency, we still feel his loss every day. Chris was a true example of the best of us, and in his death, he inspired officers across several states to come together in a fight against impaired driving, "[One More Stop](#)." Chris's impact on our communities has been immeasurable. We are so grateful for our time with Chris and his family's continued involvement with our agency."

- *WSP Chief Batiste*



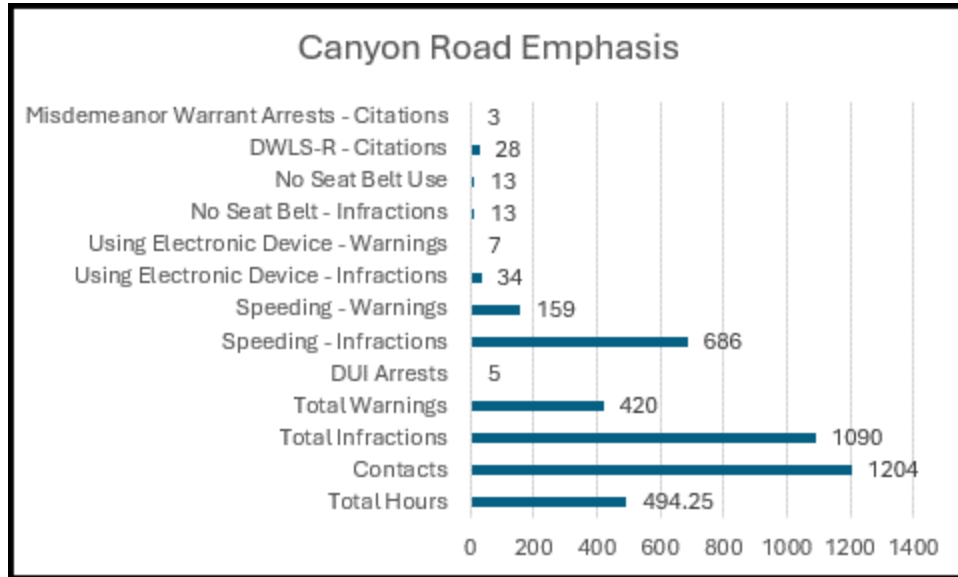
Canyon Road Emphasis

With a [reputation for dangerous driving involving speeding](#), Canyon Road in Pierce County has become known as "Canyon Road Speedway" or "Death Trap Canyon Road." In February, the Pierce County Sheriff's Office (PCSO) coordinated a Canyon Road Emphasis that resulted in great success.

A big thanks goes to Lt. Kadow and Sgt. Darby with PCSO for their leadership and direction for this emphasis, as well as the many agencies that participated: Bonney Lake PD (38 hours), Fife PD (34.5 hours), Gig Harbor PD (32 hours), Lakewood PD (32 hours), Pierce County Sheriff's Office (147.25 hours), Puyallup PD (30.5 hours), Ruston PD (24 hours), Sumner PD (54.5 hours), and Tacoma PD (83.5 hours).

Special recognition goes to the Pierce County Sheriff's Office Public Information Officer, Deputy Cappetto, for outstanding work in public outreach during this campaign, as both the [initial](#)

[crackdown video](#) and the [subsequent update video](#) amassed a total engagement reach of 302,253 interactions across multiple social media platforms. View the final Canyon Emphasis Stats video [here](#).



Highlights:

Numerous infractions were issued to violators exceeding 20+ mph over the speed limit.

Arrests were made for racing.

Several vehicles fled from officers at reckless speeds but were not pursued due to traffic conditions.

Anecdotally, speeds in the area significantly decreased as the emphasis progressed.

New WTSC Brief: Traffic Safety Enforcement Case Filings

The [Traffic Safety Enforcement Case Filings brief](#) includes 5 years of traffic-safety related case filings from the Administrative Office of the Courts, shown by year and month, for impaired driving, distracted driving, speeding, and restraint use violations. This is a handy quick reference to see the trend of case filings over time.

National Highway Transportation Safety Administration (NHTSA) Resources

While we welcome you to share any of the resources from this newsletter with your networks at any time, we invite you to spread the word about vehicle safety recalls to your constituents this month.

Vehicle Safety Recalls Week: March 3-9

NHTSA's annual Vehicle Safety Recalls Week starts today. During this time, vehicle owners are encouraged to check for recalls through NHTSA's [recall lookup tool](#). The lookup tool results will yield information about safety recalls, investigations, complaints, and manufacturer communication.

Interested in going digital? NHTSA also offers the [SaferCar App](#), which allows users to track recall information for vehicles, car seats, tires, and other equipment all in one place.

[Traffic Safety Marketing Calendar](#)

Looking for ready-made traffic safety messages to use with your organizational newsletter or to add to your signature block? Check out [these resources](#) from the National Highway Traffic Safety Administration.

If you have your own marketing materials you'd be willing to share with other SMAC members, please forward them to [Abby](#) for inclusion in future *SMAC Talk* editions.

What Janine's Watching

Each month we'll share what Janine has been watching, listening to, or reading. We'd love to feature your recommendations in future editions of the newsletter.

[Webinar: Fair Warnings: An Overview of Equity Protections in Speed Camera Programs](#)

Learn actionable steps to a more thoughtful and equity-centered approach to using speed safety cameras, including setting more appropriate fine structures, ensuring program revenue benefits the communities where cameras are added, and regularly evaluating outcomes to ensure programs are both effective and equitable.

Check out the [slides](#) and [recording](#) of the one-hour discussion.

[Webinar: Fair Warnings: Addressing Financial Impacts of Speed Safety Camera Programs](#)

This Vision Zero webinar explores issues highlighted in the recently published [Fair Warnings: Recommendations to Promote Equity in Speed Safety Camera Programs](#).

Check out the [slides](#) and [recording](#) from the one-hour discussion.

What Abby's Watching

Every now and then, Abby will jump in and share what she has been watching, listening to, or reading as it relates to traffic safety.

[Article: People Behind the Progress: Emily Stein's Push for Safe Streets](#)

As a traffic safety advocate, Emily has used her personal experience to fight for safer roads with fewer distractions. Learn how her push for collaboration, a key tenet of the SMAC, is making a difference across the United States.

We understand traffic safety is personal to many. If you feel inclined to share your traffic safety story in a future edition of SMAC Talk, we welcome you to do so. Please contact [Abby](#).

Current and Upcoming Opportunities

Stay informed about current and upcoming trainings, webinars, available grant funds, and more.

[Fair Warnings: Managing and Evaluating Fair & Effective Speed Safety Camera Programs](#)

March 19, 2025 | 10:00 a.m. Pacific Time

This Vision Zero Network webinar will provide an overview of recommendations highlighted in the Program Administration and Monitoring & Evaluation sections of the report. You'll also hear from local practitioners and advocates on best practices for managing these programs in ways that don't exacerbate inequities and will explore different approaches to evaluating the efficacy and equity of these programs.

★ [Register today](#)

[Road Safety Champion Program](#)

The [National Center for Rural Road Safety](#) offers a nationally recognized "[Roadway Safety 101](#)" training series. There are [4 different pathways](#) to earning a Road Safety Champion certificate SMAC members may be interested in exploring.

★ [Free, ongoing enrollment](#)

Thank You

A special thank you goes to the Washington State Patrol and SMAC members Sgt. David Obermiller (Puyallup PD) and Briana Weisgerber (WSDOT) for their contributions to this month's newsletter.

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

Speed Management Advisory Cooperative - Est. 2024

SMAC Webpage

Membership

We Are Patient



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