



SMAC Talk

Speed Management Advisory Cooperative Newsletter

May 2025



Cooperatively, we can SMAC down speeding!

A Note from Abby

Greetings, SMAC-ers,

Sustainability [noun]: maintain without depleting resources

Evolve [verb]: to undergo evolutionary change

We are excited for the coming months as the Speed Management Advisory Cooperative begins to evolve into its next iteration. As we move toward new and sustainable practices, rhythms, and routines, we welcome your input and feedback to let us know what is working and where changes can be made.

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



Sincerely,

Abby

Abby Williams
WTSC Program Specialist

National Motorcycle Safety Awareness Month

May is National Motorcycle Safety Awareness Month, and officials are hopeful that fatal motorcycle crashes decrease in Washington.

As the weather gets warmer and the roads get drier, we remind drivers of all motor vehicles, including cars, trucks, and motorcycles, to safely share the road.

According to data from the Washington State Department of Transportation (WSDOT) motorcyclist fatalities decreased in 2024 on Washington's roads. In 2023, there were 142 motorcyclist fatalities, the most in Washington state's history. In 2024 Washington experienced a 23% decrease with 110 motorcyclist fatalities. While one motorcyclist serious injury or fatality is unacceptable, it's hopeful to see this reduction.

Traffic safety professionals remain concerned about the overall increase in motor vehicle crashes resulting in serious injuries and fatalities, and while motorcycles represent a small number of incidents, they also represent a disproportionate number of the deaths. In the last five years (2020-2024), motorcycles made up just 3% of registered vehicles on Washington's roads and accounted for 16% of all traffic fatalities.

While motorcyclists are vulnerable road users, we know these crashes are preventable. Most crashes on the road are caused by human choices or errors. The leading causes of motorcycle

fatalities (single vehicle and multi-vehicle crashes) are speed, impairment by alcohol and/or drugs, and distraction.

Ride Safe, Ride On connects Washington motorcycle riders with tools to build skills, choose gear, and learn protective measures. A newer campaign from WTSC called Check Your Speed urges riders to slow down and enjoy a safer ride. There will be ads in the kiosks in WSDOT rest areas around the state this summer. Check out the It's a Fine Line YouTube channel for safety and training videos.

High-Visibility Enforcement Officer Recognition

Recognizing the success of officers across Washington state who have made a noticeable impact through their high visibility enforcement efforts.

Enforcing speed limits is essential to increasing the public's perception of the risk of receiving a ticket, which helps deter speeding and promotes safer driving behavior. Issuing speed citations is a proven preventative strategy that reduces the likelihood of serious injuries or fatalities by discouraging excessive speeds that contribute to severe crashes. The law enforcement professional highlighted in this article has been instrumental in upholding the traffic safety norm of speed compliance, reinforcing the importance of consistent enforcement in protecting all roadway users. Their efforts are appreciated!

What is HVE?

The HVE (High-Visibility Enforcement) model targets high-crash or high-violation areas for enhanced law enforcement to deter speeding. Publicizing these efforts is key to increasing general deterrence, making drivers aware of enforcement to improve safety. The campaign aims to convince drivers that speeding is likely to be detected and not worth the risk of fines or penalties. This model follows similar strategies used in seat belt and alcohol-impaired driving enforcement.

Enforcement actions should be fair, consistent with laws, and focused on locations with high speeding and crash risks. Effective communication is crucial for the success of these programs, as it informs the public about the program, its benefits, and encourages community support. The goal is to create a broad perception among drivers that speeding will be detected, thus deterring violations. Collaborating with state and community partners can help extend the reach of these enforcement efforts.

Recognizing Sergeant Joe Armstrong

Washington State Patrol Sergeant Joe Armstrong participated in speed emphasis patrols in both January and February for one shift and has the following stats to show for his efforts.

January emphasis

- 48 total contacts
- averaged 6 contacts per hour
- 48 speed infractions written

February emphasis

- 32 total contacts
- averaged 4 contacts per hour
- 25 speeding infractions and 4 using an electronic device

Supervisor Statement

Sgt. Joe Armstrong demonstrates an exceptional commitment to traffic safety through his proactive enforcement efforts. Averaging an impressive 3.74 contacts per hour, Sgt. Armstrong's diligence is evident in the 67 speed-related contacts he has made, promoting safer driving habits within the community. His dedication plays a vital role in enhancing road safety and fostering a secure environment for all.



National Bicycle Safety Month

May is National Bicycle Safety Month. We invite you to explore the speed management and bikes resources below.

- [World Resources Institute](#) post about [4 Ways to Design Safe Streets for Cyclists](#) states, "Lowering speed limits on city streets through [simple design changes](#) and speed-calming measures could help prevent or reduce injuries. And in certain high-speed street contexts, more segregation between cyclists and traffic is necessary to prioritize cyclists' safety."
- The League of American Bicyclists has a campaign, [Slow Roads Save Lives](#)
 - "People biking have seen a more than 50% increase in deaths since 2009 to 966 in 2021 – the highest number in 45 years."
 - "Ultimately, a "good road" is a slow road. A slow road is a safe road. And a safe road makes life better for everyone... 'Slow Roads Saves Lives' calls on everyone – you, your neighbors, local leaders, traffic engineers – to embrace slowing down and saving lives."
- FHWA Proven Safety Countermeasures include [Appropriate Speed Limits for All Road Users](#): "There is broad consensus among global roadway safety experts that speed control is one of the most important methods for reducing fatalities and serious injuries. Speed is an especially important factor on non-limited access roadways where vehicles and vulnerable road users mix."
- Vision Zero Network has collected resources on [Preventing Unsafe Speeds](#).

- Research from [Rutgers](#) found presence of a delineated bike lane resulted in: “a 28 percent reduction in average maximum speeds and a 21 percent decrease in average speeds for vehicles turning right. For those heading straight and not turning, a smaller speed reduction of 8 percent was observed.”

Resources

We invite you to share any of these resources with your networks.

[Do the Math, Save a Life](#)

The Department of Licensing, in partnership with the Office of Superintendent of Public Instruction and the Washington Traffic Safety Commission, has developed an 8th/9th grade algebra curriculum to shift driver behavior using WTSC's data dashboards.

This resource is available to anyone, not just public-school educators. This material is one tool for advancing the SMAC objective of increasing traffic safety education in public schools.

[National Stop the Bleed Month and Day](#)

May is National Stop the Bleed Month, and May 22nd is National Stop the Bleed Day. Learn more and become empowered through the resources available from [Stop the Bleed](#).

Future Campaigns:

July 7-31: [Speeding Catches Up With You](#)

The National Highway Traffic Safety Administration (NHTSA) has a variety of resources available to encourage drivers to drive the speed limit and educate people about the dangers of driving too fast.

July 7-31: [Speeding Slows You Down](#)

The National Highway Traffic Safety Administration (NHTSA) provides materials to highlight law enforcement's goal of stopping speeding.

What Janine's Watching

Each month we'll share what Janine has been watching, listening to, or reading.

Webinar: [Safe Driving is Sustainable Driving](#)

Learn, among other things, how driving risk factors like hard braking, speeding, and distracted driving impact fuel consumption. This Cambridge Telematics webinar has passed, but a [study](#) is available for download.

Current and Upcoming Opportunities

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

[2025 WTA Leadership Conference & Vendor Showcase](#)

Join top leaders, innovators, and industry experts for connection, insight, and growth at the Washington Trucking Associations' conference.

Check out the draft agenda and room block details or register to attend [here](#).

★ **June 1-3 at the Coeur d'Alene Resort in Idaho.**

[GHSA Registration Open](#)

Consider joining traffic safety allies from across the nation and sometimes, around the world, at the annual Governor's Highway Safety Association annual meeting. Held this year in Pittsburgh, it's sure to be an informative and useful learning experience. Ask James, Heather, Mellani, and Dan if they found it a wise investment of time and attention or go back and review their presentations in past SMAC meetings to refresh your memory.

We have funding available to send up to five speed management stakeholders so check your calendars and let Abby and Janine know if you'd like to attend. Preference will be given to first-time GHSA attendees. Check out the proposed [agenda](#) and the [website](#) to learn more.

★ The [GHSA Annual Meeting](#) will be held August 23-27, 2025, in Pittsburgh, PA.

[Washington Traffic Safety Summit](#)

Mark your calendar for the [Washington Traffic Safety Summit](#) happening July 15-17 at the Spokane Convention Center!

★ View the [agenda](#) and [register today](#) to reserve your spot.



Thank You

A special thank you goes to Briana Weisgerber (WSDOT), Mark Medalen (WTSC), and Bob Thompson (Statewide Law Enforcement Liaison) 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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