



## SMAC Talk

Speed Management Advisory Cooperative Newsletter

June 2025



*Cooperatively, we can SMAC down speeding!*

### A Note from Janine

Greetings, SMAC!

This is a chock-full *SMAC Talk* with lots of great content for your reference and immediate action. In particular, a partner project of WSDOT is front and center: the pilot of using automated speed safety cameras to identify speeders on freeways is underway in Skagit and Spokane counties. WTSC, WSDOT, and WSP have been collaborating for months to craft the

courtesy notice of violation, including an educational component, determining the best pilot locations, and managing the public input via the WSDOT online open house.

I want to make you aware of a short-fused opportunity to share input regarding the use of **automated speed safety cameras** on **state highways**. As part of ongoing efforts to explore tools that may contribute to the reduction of serious injuries and fatalities, stakeholder feedback is being gathered on the potential role of this technology in enhancing traffic safety outcomes. Your perspective, especially as it relates to community impact, equity, or operational considerations, would be valuable in shaping future discussions in the Legislature and potentially, in local communities. Please use the link in the newsletter article to the WSDOT online open house to highlight your understanding of the preventive value of automated enforcement, especially as part of the larger statewide speed management plan. The open house ends very soon, so please don't delay!

On another note: for those of you with a graphic design department, would you consider developing a SMAC logo for our use to distinguish SMAC members from other Summit attendees? I'd love to see your ideas for how to make us stand out! I'm excited to see many of you at the Summit and thank you, in advance, for taking an active role in helping Summit attendees think more intentionally about speed management.

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

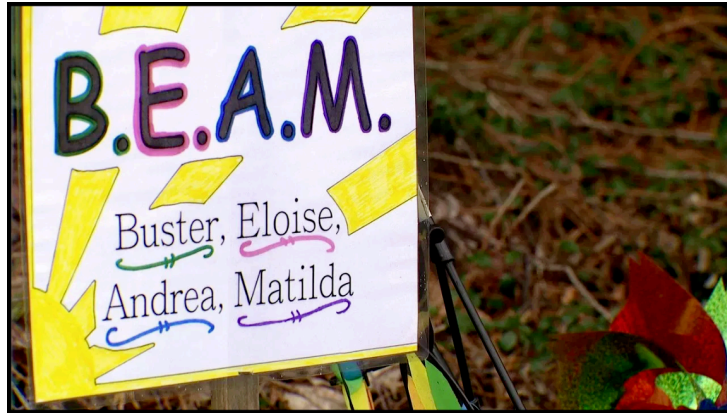
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## **Extra! Extra! House Bill 1596 Becomes Law**

Governor Bob Ferguson signed [House Bill 1596](#) into law Monday, May 12, 2025, aiming to crack down on speeding drivers. ([source](#)) Also known as the BEAM Act, HB 1596 is named to honor four people who were killed in a high-speed crash in Renton in March 2024. ([source](#)) The law will go into effect on [January 1, 2029](#).

“What’s behind this bill is of course **a really simple goal, which is to save lives.**”

- Governor Bob Ferguson



"[The families] were willing to share their story over and over and over again."

- State Rep. Mari Leavitt

"Bills like HB 1596 that require anti-speeding technology to stop super speeders could have saved Josh's life."

- Lori Markowitz, mother of Josh, traffic safety advocate, and SMAC member





"This bill sends a clear message: safety on our roads matters, and **we will do everything in our power to protect our communities.**"

- State Rep. Mari Leavitt

[Watch a replay](#) of Governor Ferguson signing HB 1596 into law.

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## Know the Facts: More About HB 1596 and How Intelligent Speed Assistance (ISA) Technology Works

- ISA uses GPS technology and other sensors to prevent the vehicle from exceeding posted speed limits. ([source](#)) The devices can be installed on vehicles in a similar way to ignition interlock devices for people who are convicted of driving under the influence. ([source](#))
- HB 1596 allows drivers who have been convicted of reckless driving or have accumulated three or more moving violations, to install anti-speeding technology, known as intelligent speed assistance (ISA), in lieu of license suspension. ([source](#))
- Intelligent Speed Assistance is an example of an ["upstream" approach](#) to roadway safety.
- ISA has been found to lower speeding among drivers using the systems and has a 3-star effectiveness rating from NHTSA's [Countermeasures That Work](#).
- Learn more about the BEAM Act and ISA devices in this [interview with prime sponsor Rep. Mari Leavitt](#) (D-University Place).

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## Be Prepared: Hone Your Speed Management Message

As SMAC members, we encourage and empower you to speak up about slowing down. Below are some resources to help you talk the talk (speak confidently about speed management) while you walk the walk (work toward safer speeds).

- [Talk to your community](#) about speed.
- [Quash the arguments](#) against speed limiting technology.
- [Have a response](#) to "Why don't they just install a roundabout to make drivers slow down?"

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## Summer's Near and Safety Messaging is Here!

The sun's out, days are long and it's sweet, sweet summertime! While we're not taking a full-fledged summer "brake," we are getting out(side) with our friends (traffic safety partners) and singing along to the tunes of other safety topics.

Now's a great time to highlight traffic safety partners you might not have thought of and possibly recognize how your own organization may have similar programs that provide resources and improve safety. If you do, or if you have an unlikely traffic safety ally to introduce, please let [Abby](#) know to be featured in a future *SMAC Talk*!

Now's a great time to sing along to the tunes of other safety topics, highlight traffic safety partners you might not have thought of, and possibly recognize how your own organization may have similar programs that provide resources and improve safety. If you do, or if you have an unlikely traffic safety ally to introduce, please let [Abby](#) know to be featured in a future *SMAC Talk*!



🎵 "'Round, 'round, get around, I get around": The US **Consumer Product Safety Commission** (CPSC) has traffic safety information for [micro mobility](#) like [e-bikes](#), [e-scooters](#), and [hoverboards](#). You're welcome for inviting the Beach Boys to sing in your head!

🎵 "Splish, splash I was takin' a bath" (Name that artist!): The CPSC also has supporting [Pool Safely resources](#) that complements the **BoatUS** [distracted boating prevention strategy](#) and the **YMCA's** a [Phones Down, Eyes Up campaign](#) that encourages focused attention when at the pool (which could be extrapolated to beaches and rivers!). **Boat-ed** offers tips for [towing a boat safely](#) and connects to the [WA Boating Safety Course](#).

🎵 "We have joy, we have fun, we have seasons in the sun": **MADD** has [safety tips for every season](#)! The CPSC also offers helpful safety tips for [off-highway vehicles](#).

🎵 "Get your motor runnin', head out on the highway": The **National Park Service** recognizes that [not every road is the same](#)—for some types of vehicles, some roads are very different! **CarParts.com** has unique traffic safety content that addresses [special driving considerations like gravel roads](#), perfect for those urban dwellers, young drivers, or motorcycles!

So, if you're looking for traffic safety content, curious about who else cares about traffic safety in YOUR community or just like to hum along—there's something for everyone!

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## NEW: Headline News

Newsworthy articles that align or relate to the statewide speed management plan. As you read, think about who would care about these topics and who could become possible SMAC members to represent those interests. Feel free to extend an invitation to those you identify to help enrich our understanding and strengthen our approach to implementing the plan!

- [Governor Signs Washington's First-in-the-Nation Shared Streets Law](#)
- [Mandatory driver's education to expand under new Washington law](#)

- [Washington traffic deaths down after record year](#)
- [WA doesn't restrict older drivers. Here's why changes could be on the way](#)

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## Speed Safety Cameras on the Highway

Safety cameras are an important tool to address safety on our roadways, especially for those people who are actively working to improve our transportation system while standing in those roadways. Safety cameras are a critical resource to decrease speeds in these work zones, providing more reaction time for drivers to adjust to a roadway undergoing change and ideally decreasing impact speeds and forces for our workers when these crashes do occur. Especially as we enter the summer months (and construction season), many more work zones become active on roadways across the state. With law enforcement resources already stretched to cover the wide variety of safety needs on our roadways, safety cameras are a significant tool to extend their reach to improve safety on our roadways.

Demonstrating traffic safety leadership, and at the direction of the Legislature, in April WSDOT began [a pilot program](#) to track speeds using the “average speed method.” This involves placing multiple cameras at each location and tracking the time it takes a vehicle to travel between two different measure points. The vehicle’s average rate of speed between those two locations will be used to determine if the driver was speeding. This differs from other types of automated safety cameras which usually capture a ‘point in time’ snapshot of driver behavior.

Learn more about the pilot program and leave comments at the [Highway Speed Cameras online open house](#) through June 30. SMAC members are encouraged to familiarize themselves with the project, consider the utility of the technology, and consider participating in the online open house to contribute to a robust public comment.



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## Current and Upcoming Opportunities

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

### [Equity in Bike Education Webinar](#)

How can school-based bicycle education programs advance student well-being and transportation equity? Attend this informative and engaging webinar by the Washington Safe Routes to School Network exploring how programs like these serve as a powerful tool for equity, community, and belonging. [Cascade Bicycle Club](#)'s Statewide Bike Education Program staff will highlight best practices, share lessons learned and other insights

gathered from the first 2 years of implementing the “Let’s Go” program in over 150 elementary schools across the state.

★ [Register today](#) for the webinar on **June 5th from 2:00 - 3:00 p.m.**

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### **Save the Date: Fall SMAC Workshop - Speed School's in Session!**

- When: Monday, September 8, 2025, 8:30 a.m. - 2:30 p.m.
- Where: Kent City Hall, 220 4th Ave. S, Kent, WA 98032
- Who: SMAC members
- Why: We'll be learning about safer land use and more!

Additional details and an official invitation to follow soon.



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### **[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 by July 9th** 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.**

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### **[Washington Traffic Safety Summit](#)**

We are looking forward to seeing many of you at the Summit this July in Spokane!



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## Thank You

*A special thank you goes to Matthew Enders (WSDOT) for his 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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