



SMAC Talk

Speed Management Advisory Cooperative Newsletter
July 2025



Cooperatively, we can SMAC down speeding!

A Note from Abby

Greetings, SMAC-ers,

This month's edition is a special one, and today I'd like to share with you *The Story of SMAC Talk*.

"Janine, I think we may be sending too many emails to the SMAC."

It was late summer 2024, and my typing fingers were trying to keep up with the speed of emails flooding my Outlook inbox. The situation: Janine would craft and send emails to me with links, articles of interest, new ideas, or other resources SMAC members might find interesting, and I would then send them to the SMAC on her behalf. The problem: I could receive anywhere from 2 to 7 emails in a week on top of my other work, resulting in SMAC members receiving just as many emails as I was (and Janine sending them all to begin with). There had to be a better way - for SMAC members, Janine, and me.

"What if we started a newsletter?"

I'd held off on proposing this suggestion for a couple months, mainly due to a lack of time. If we started a newsletter, I wanted it to be done right and not something that was simply thrown together haphazardly. We had an online newsletter-building platform available to use, and it seemed like the perfect time to try something new: an intentional, thoughtful branch of the Speed Management Advisory Cooperative. I suggested the idea, Janine loved it, and I immediately got to work as the content curator and editor of what would become this monthly newsletter.

Over the past 8 months since the first edition of *SMAC Talk* was shared in November 2024, the readership has continued to grow organically every month, initially starting with just the SMAC membership and now reaching email inboxes across the United States. New columns have been introduced on a regular basis (My Traffic Safety Story, HVE Officer Recognition). SMAC members and other invested individuals have contributed content (check out the "Thank You" at the bottom of specific newsletters). Other traffic safety-related information has made its way into these paragraphs in hopes that we can continue to empower, educate, and encourage readers to not only speak up about slowing down, but to also impact traffic safety far and wide within communities. The monthly *SMAC Talk* wouldn't be possible - or as meaningful - without all of you and your genuine interest and involvement in the SMAC and your work for safer speeds. Thank you for continuing to show up again and again.

"Janine, I accepted a new position."

Last week, I started a new role at WTSC. With this role comes a change in title and divisions, and thus a new team that no longer includes Janine, the SMAC, or *SMAC Talk*. I have so enjoyed getting to serve as the conduit of relevant speed management messaging and communications to you all, and I will miss being a part of this. While the future of *SMAC Talk* remains unclear at this exact time, please know you'll be hearing more from us soon. We're just an email away.

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

If you are interested in becoming the new editor of SMAC Talk, please contact [Janine](#).



Sincerely,

Abby

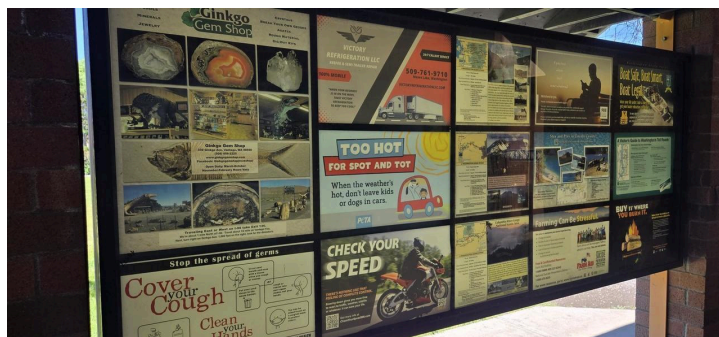
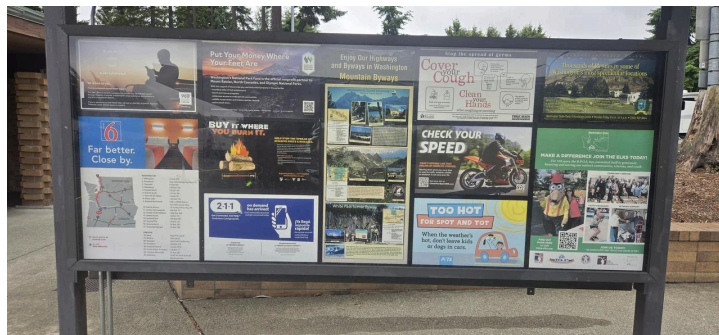
Abby Williams
WTSC Administrative Services Director

Summer Speed Management Messaging

What's happening for speed management across Washington this summer? Read on to find out!

Statewide Rest Area Motorcycle Speed Message Campaign

Where in the state is motorcycle speed safety? WTSC has partnered with WSDOT to place speed safety ads in rest areas across the state. The ads will be up for 6 months and then replaced with general speed ads for all motorists (not just motorcycles). Be on the lookout at rest areas you may visit this summer and let us know where you found them (and consider [sharing a picture](#))!



The Science of Speeding

This [statewide speed management campaign](#) via gas station media players are explanatory, educational video messages about the science of speeding. [Check them out!](#)

Summer Speed Management Campaign

This [campaign](#) emphasizes how excess speed can contribute to the frequency and severity of motor vehicle crashes. Watch (and share) the [Safer Speeds Save Lives video](#).

NHTSA Speed Prevention Material

The National Highway Traffic Safety Administration offers [communication resources](#) to use in speed campaigns.

Resources

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

[The Most Used Apps Behind the Wheel](#)

[Cambridge Mobile Telematics](#) recently released an analysis all about digital behaviors behind the wheel.

[Transportation Safety Campaign Resource Hub](#)

The [Institute of Transportation Engineers](#) developed a resource hub designed to help equip transportation safety advocates and professionals with information, resources, and tools related to educational safety campaigns.

[NHTSA Summer Driving Tips](#)

NHTSA's helpful [video](#) relates to the Safer Vehicles realm of the Safe System Approach, while the summer driving recommendations can help people get to where they're going safely.

What You're Watching

We'd love to share any articles, webinars, or trainings you've recently come across.

[Charles T. Brown's Arrested Mobility](#)

Charles T. Brown, founder and CEO of [Equitable Cities](#), participated in an interview with the League of American Bicyclists where he discussed speed and automated enforcement. Also

consider taking a look at the [Setting Speed Limits for Health and Safety](#) publication by the [League of American Bicyclists](#).

Current and Upcoming Opportunities

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

[Funding for Walkability Webinar](#)

Join this America Walks webinar focused on the changing mobility funding environment.

★ [Register](#) for the webinar on July 10th at 11 a.m.

[Help Shape a Pedestrian Stress Tool](#)

The Center for Pedestrian and Bicyclist Safety and University of Wisconsin–Milwaukee is looking to gather responses to a brief national survey on how much stress people feel when walking near traffic. This kind of tool could help future planning efforts.

★ [Take the 10-minute survey](#).

[PSRC TOOLBOX: Community-Led Engagement Webinar](#)

Puget Sound Regional Council's [TOOLBOX Series](#) continues with this webinar aimed at exploring community-led engagement models and equity-focused planning approaches. Attendees will be eligible to claim one AICP CM credit.

★ [Register](#) for the webinar on July 18th from 10 a.m. - 11:30 a.m.

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 for the workshop on September 8th is coming soon.**



Washington Traffic Safety Summit

We are looking forward to seeing many of you next week at the Summit in Spokane!



Thank You

A special thank you goes to Briana Weisgerber (WSDOT) and Mark Medalen (WTSC) 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 Janine by the third Monday of each month.

Speed Management Advisory Cooperative - Est. 2024

SMAC Webpage

Membership

We Are Patient



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