



SMAC Talk

Speed Management Advisory Cooperative Newsletter
August 2025



Cooperatively, we can SMAC down speeding!

A Note from Janine

Greetings, SMAC-ers,

Summer is in full swing, and the best part was seeing so many SMAC allies at the WA Traffic Safety Summit! We kicked off our new Comprehensive Safety Action Plan (CSAP) project with the cities of Kent and Wenatchee joining the Yakima Valley Conference of Governments for a 4-hour workshop. The CSAP-ers (you know I love my acronyms) began the process of building a multi-modal traffic safety plan for their communities reflective of the public health socio-

ecological model grounded in the WA version of the safe system approach. Next, the CSAP-ers and I head to the annual GHSA conference in Pittsburgh, PA, where I'm part of panel discussing our leading-edge work in speed management. You, yes YOU, will be the focus of my presentation and I'm so proud and excited to share about the dynamic, dedicated group of people who make up our SMAC and the impressive statewide speed management plan you helped create.

As you know, the CSAP project is just one component of our statewide plan for speed management. The Safe Roads Challenge app is another piece of the puzzle and is live and available to download now in the app store. You may have also spied our [gas pump speed science videos](#) when filling up your tank! If you do see one of our messages, please snap a picture of yourself with them and send it in for use in a future SMAC Talk!

Remember: Slow Down and Savor the Ride!

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

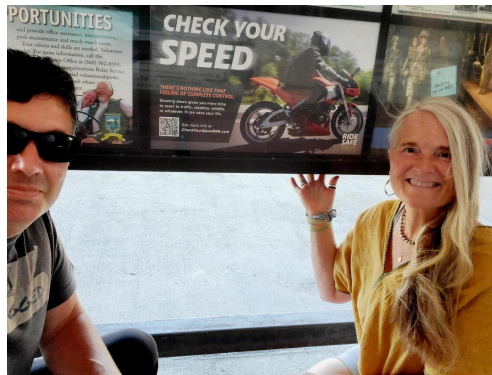
Summer Motorcycle Rest Area Ads

Check out the motorcycle safety rest area ads across Washington!

We all travel more in the summer months – kids are out of school, the weather improves, and we take road trips and vacations. The Northwest has some of the best weather and roads for motorcycle trips. Unfortunately, this is the time of year when we see an increase in crashes on our roads. In the last 10 years, half of all motorcycle fatalities occurred in June, July, August, and September. Speeding is a major contributing factor in motorcycle crashes resulting in serious injuries and fatalities.

Washington Traffic Safety Commission (WTSC) partnered with WSDOT to place motorcycle safety ads (approx. 23" wide x 14" high) in commercial kiosks in 21 of the rest areas along I-5, I-90, and I-84

statewide. The goal of these ads is to raise awareness of the dangers of speeding and the importance of traveling at safe speeds. Views/exposure of the ads are measured by WSDOT traffic count numbers. The counts are based on water usage in the rest areas. The ads went up in June and will remain for around five months. In the fall and winter months we will replace this motorcycle safety ad with a general safe speeds message focused on all motor vehicle drivers. Send us a pic if you see the ads during your travels.



WSP Press Release - Work Zone Speed Cameras

WSP releases findings from first 90 days of work zone speed camera enforcement

Work Zone Speed Cameras Detect Significant Speeding Issues in First 90 Days of Operation. Is It Time to Expand the Role of Automated Safety Cameras?

Automated safety cameras are already helping Washington communities reduce risk by enforcing speed limits and red-light compliance—especially in high-risk areas like work and school zones, busy intersections, and pedestrian corridors. These tools increase the likelihood of enforcement, reduce dangerous behaviors, and improve outcomes without requiring additional staffing.

But what if we could use this same approach to prevent even more serious crashes caused by **distracted driving** and **failure to wear seat belts**?

Each year, distracted driving and unbelted occupants contribute to a high share of fatalities and serious injuries on Washington roads. These are behaviors that many drivers still see as minor—or think they can get away with. Without consistent enforcement, risky habits continue.

That's where **automated enforcement** could help. If Washington law allowed cameras to also monitor violations of our distracted driving (RCW 46.61.672) and seat belt laws (RCW 46.61.688), it could:

- Improve accountability for common but deadly behaviors
- Reinforce consistent norms for safe driving
- Support equitable enforcement with proper policy design

Of course, any expansion would require **legislative action, privacy safeguards, proven technology, and community trust**.

As we consider what comes next for traffic safety in our state, it's work asking:

- What additional tools do we need to reduce fatal crashes involving distraction and non-seat belt use?
- Could automated enforcement place a role in changing these behaviors - just like it has for speeding?
- What would it take - from lawmakers, technology providers, and communities - to expand this life-saving strategy responsibly?

Washington has always been a leader in innovative safety policy. Let's continue the conversation about how to use every available tool to protect people on our roads.

[Read the press release here](#)

Resources

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

YCCTPP Resource: [Building Positive Childhood Experiences as a Foundation for Lifelong Health & Wellbeing](#)

Did you know that there is an [increased prevalence of car crashes](#) for drivers with 4+ [Adverse Childhood Experiences](#) (ACEs)? [Unintentional injuries](#) (which includes car crashes) are the leading cause of death for American aged 1-44 years old. Interestingly, as harmful as ACEs might be for some people, there is new research emerging about the protective value of Positive Childhood Experiences. Check out the new [Health Care Authority research brief](#) about what contributes to foundational health and wellbeing—and supports the preventive effort of providing healthy, prosocial alternative activities throughout childhood and young adulthood as a very upstream strategy for reducing traffic-related risks!

New WSDOT data available: 2024 Economic Crash Costs

The Washington State Department of Transportation (WSDOT) regularly assesses the financial impact of the motor vehicle crashes to help guide policy, planning and safety initiatives. The updated 2024 estimates reflect the average economic losses associated with each crash type:

- Fatal and serious injury crash: \$4,445,300
- Minor injury crash: \$315,000
- Possible injury crash: \$186,000
- Property damage only/no injury crash: \$18,600

These include economic losses across private and public sectors: lost wages, insurance payments, infrastructure damage, legal/justice system costs, etc.

What You're Watching

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

Webinar: Preventing teen drug use also prevents teen DUI

Check out this webinar from the CDC's Free Mind: Mental Health and Drug Use Awareness for Teens.

The CDC Injury Center has launched an initiative, "[Free Mind Campaign](#)," which enhances young individuals' understanding of the implications of drug use and fosters open, honest conversations with parents regarding mental health issues, and connects them with essential resources related to mental health, substance use, and overdose prevention.

On-demand viewing: [The recording](#) of the Free Mind Campaign webinar provides an overview of the campaign. Passcode: 8Bh7n?3b

Current and Upcoming Opportunities

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

[Training on Talking to Legislators About 0.05 Webinar](#)

Together, we can prevent drunk driving. Want to learn how you can change laws in WA?

WTSC is beginning to prepare for the next legislative session and will continue promoting a law to lower Washington's *per se* BAC limit for drivers from .08 to .05. This change has been shown to save lives. There are 123 countries – home to 82% of the world's population – that have BAC limits of .05 or lower. Utah adopted .05 in 2018. Research across multiple countries has found that lowering the BAC threshold from .08 to .05 resulted in an average 11% decrease in impairment-related fatalities. This happens because more people plan ahead and choose not to drive after drinking.

The voices of families and others impacted by impaired driving can help Washington join the rest of the world in 2026 and save lives!

Learn more about this proposal and how you can encourage your legislators to support it. MADD is providing this training and information session in conjunction with the Greater Spokane Substance Abuse Council and the Washington Traffic Safety Commission.

If you're interested in preventing impaired driving in Washington, join us on August 14th for the first of two informational calls to learn more about what this law means, how the legislative process works, and how families can get involved. There is no commitment, so we encourage you to attend whether you're ready to speak out or just want to learn more.

★ [Register for the webinar](#) from 4:00 - 5:30 p.m. on Thursday, August 14th.

[Transit as a Safety Strategy Webinar](#)

HELP WANTED! This webinar may include useful information for the SMAC to consider as we continue to evolve our statewide speed management plan. Janine can't attend but hopes a SMAC member will volunteer to attend and provide a Cliff's Notes summary of learning for the Sept SMAC Talk and the work groups to consider. If you're game for watching and learning, please let Janine know and you'll get to be 'published' in the Sept SMAC Talk! Thanks in advance!

★ [Register for the webinar](#), 10:00 - 11:30 a.m. on Thursday, August 21st.

Is Your CSAP Community an Air Quality in Overburdened Communities Grant Awards Recipient?

The Department of Ecology may seem like an outlier traffic safety ally, but in reality, they share several overlapping desired outcomes:

- Reducing emissions (which connects to our support for increased active transportation and reducing total vehicle miles traveled)
- Promoting EV use (which connects to our recognition of the increased risk for serious injury/death from heavier EVs when exceeding posted speeds)
- Promoting e-bikes use (aligning with our active transportation efforts and bike education)
- Conducting community engagement (an opportunity to piggy back to introduce transportation topics and expand the conversation to encourage traffic safety considerations)

What do you think are the opportunities?

Find out more information by clicking [here](#).

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.**



Thank You

A special thank you goes to Mark Medalen (WTSC) and Dr. Xinyao de Grauw (UW) 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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