



## SMAC Talk

Speed Management Advisory Cooperative Newsletter  
September 2025



*Cooperatively, we can SMAC down speeding!*

### A Note from Janine

Greetings, SMAC-ers,

September is one of my favorite months. It always feels like a new beginnings in September as kids return to schools with new backpacks and high hopes for a nice, fun teacher. New friends, new books, new opportunities, and new things to learn. That's part of the reason I'm

excited for our September SMAC meeting where we all get to be students again, learning about safer land use!

I was also excited to accompany 15 different community members from the cities of Kent and Wenatchee and Yakima Valley Conference of Governments as they attended the annual GHSA meeting in Pittsburgh late last month. I know it surely felt like a firehouse (IYKYK), but I also believe they came back energized and ready to advance the work to develop their local comprehensive safety action plan (CSAP). The CSAP project is one of the current speed management plan strategies to begin slowing speeds across the state.

In this issue of SMAC Talk you'll see what some of our international neighbors are doing to tackle unsafe speeds. You'll have videos, webinars, and articles to read to gather ideas and consider different approaches to managing speed. Thanks to all who shared content this month! Please keep contributing content that helps all of us consider the entirety of the unsafe speeds challenge.

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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## Gut-Punch Visual is an Innovative Speed Education Strategy

Virginia DMV takes speed education to new heights!

A critical factor in the re-education of the driving public is illustrating in an effective and impactful way the risk for harm from speeding. The VA Department of Motor Vehicles deployed a bold demonstration to viscerally illustrate the collision force of vehicle at increased speeds. Learn more: [Virginia DMV uses 50-foot ladder to demonstrate deadly impact of speeding](#).

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## Summit Award for Public Safety - DOL Motorcycle Training Campaign

Level Up Motorcycle Training campaign recognized for excellence as Washington sees early decline in rider fatalities.

The Department of Licensing (DOL) campaign known as Level Up promotes beginner, intermediate, and expert training courses. In the last couple years DOL used grant funding

from WTSC to design and promote this Level Up campaign. This campaign recently won the Summit Award for Public Service from the Public Relations Society of America Puget Sound.

In 2024 Washington had a 10% increase in intermediate and advanced (expert) training compared to 2023.

WSDOT Crash Data Portal shows 54 motorcyclist fatalities so far in 2025. This is 13 fewer than this time last year when we had experienced 67 rider fatalities. This is about a 19 percent decrease from this time last year. We are hopeful this reduction will continue.



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## 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!

- [States rethink practice of setting speed limits](#)
- [Britain 20mph zones save lives](#)
- [Ulez: what is it, how much does it cost and why is it so controversial](#)

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## Resources

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

## NHTSA Back to School Communication Material

NHTSA reminds parents, caregivers, and drivers how to keep kids safe at the bus stop and on their way to school. Key tips include:

- Arrive early and wait at least 10 feet (five giant steps) from the curb.
- Always wait for the driver's signal before crossing.
- Look left-right-left before stepping into the street.
- On the bus, stay seated and face forward.

These simple steps help ensure every child has a safe ride to and from school. Learn more at [NHTSA's Back to School Safety material](#).

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## World Day of Remembrance for Road Traffic Victims (WDoR)

Join communities across the U.S. and around the world for the World Day of Remembrance for Road Traffic Victims on **Sunday, November 16, 2025**. Organizers nationwide are holding events to remember those lost, support those impacted, and demand urgent change to prevent future tragedies. Something to consider—are these types of events a form of post-crash care? What role can they play in promoting traffic safety awareness and behavior change?

For more information about this event, click [here](#).

Link: <https://wdor-usa.org/>

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## Stay Sharp. Stay Safe. Slow Down.

Did you know that the Federal Motor Carrier Safety Administration has its own [Safe Speed Campaign](#) and [Distracted Driving Awareness](#)? Check out the media graphics and copy for possible inclusion in your organization's newsletters, safety memos, or employee training! The more often folks are reminded to be focused and choose a safe speed, the better!

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## Understanding Rural Youth: Insights to Inform Traffic Safety Education

A new report [Risk & Protective Factors for Rural Youth Substance Use](#) captures important information about rural youth which may influence how traffic safety education work should proceed. You'll also recognize the social ecological approach and find value in reviewing the identified protective and risk factors (adult role modeling and attitudes was particularly important) on page 28.

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## What SMAC's Watching, Reading, Learning

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

**Video: [There's no one someone won't miss - Man on the street - Towards Zero](#)**

The 'There's No One Someone Won't Miss' campaign highlights the human impact of road fatalities and the importance of safe driving behaviors. This short video from Towards Zero reinforces the goal of reducing traffic deaths and reminds us why safety is everyone's responsibility.

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**Video: [Safety Science 101](#)**

Safety Science 101 is a compelling new short film featuring road-safety expert, Jessie Singer, author of *There Are No Accidents*. This video offers practical insights into the science behind safe driving, illustrating how behavioral understanding and evidence-based strategies can help reduce road-related harm.

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## Current and Upcoming Opportunities

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

### SMAC in the Wild

SMAC members Abigail Potter, Tony Bledsoe, and Dr. Staci Hoff will be presenting at the 2025 Governors Industrial Safety and Health Conference, September 24-25, 2025, in Spokane. They're sharing information about the use of telematic data and commercial drivers considerations, HAAS Technology, work zone safety, rural roads, and speed management! Check out the conference agenda. If you plan to attend and want to meet for a beverage or a meal, let me know! 😊

Janine

★ [Governor's Industrial Safety and Health Conference \(GISHC\) Agenda](#)

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### SBIRT Training

Screening, Brief Intervention, and Referral to Treatment (SBIRT) is an effective strategy for reducing impaired driving by decreasing driver alcohol and cannabis use in general. We're excited to invite you to an upcoming SBIRT training! Participants will strengthen their skills in screening, intervention, and harm reduction.

#### Training Topics Include:

- Screening for alcohol and cannabis use
- Motivational Interviewing and Brief Intervention techniques
- Harm reduction strategies
- Strategies for responding to resistance



Whether you're new to these approaches for looking to refine your practice, this training will offer practical insights and actionable tools.

**Details:**

Wednesday, September 17, 2025



12:00pm - 4:00pm PST



Virtual Zoom Meeting



Open to: WTSC Employees and Invited Partners



[View the SBIRT Flyer](#) and [register for the training](#)

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**See You Soon! 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!



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**Thank You**

*A special thank you goes to Shelly Baldwin (WTSC), Mark Medalen (WTSC), and Briana Weisgerber, P.E. (WSDOT) for their contributions to this month's newsletter.*

**Submit Newsletter Content**

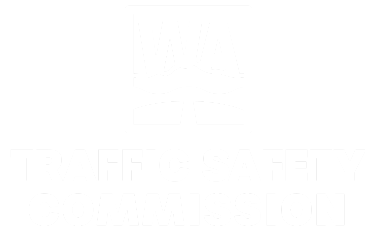
We'd love to know what's happening in your line of work or local community in regard to speed management, and to hear about any pertinent information that would be applicable to the SMAC membership. Submit any content you'd like included in *SMAC Talk* to Janine by the third Monday of each month.

## Speed Management Advisory Cooperative - Est. 2024

SMAC Webpage

Membership

We Are Patient



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