



## SMAC Talk

Speed Management Advisory Cooperative Newsletter  
NOVEMBER 2025



*Cooperatively, we can SMAC down speeding!*

### **A Note from Janine**

Greetings, SMAC-ers,

As the days have shortened and we're rolling into the holiday season, I want to thank each of you for your tireless effort to build our statewide plan, analyze complex systems to identify opportunities to drive change, and for continuing to invest your time and talents in this important work. I'm so grateful to be a part of an amazing cooperative that is diverse,

talented, and dedicated! I count the SMAC and each of the members as one my biggest blessings!

There's a lot of content in this month's SMAC Talk and I hope you'll find it useful. We're taking a pause from meeting this month for some strategic positioning as we move towards year 3 of the SMAC. In December, be ready to discuss the design of the SMAC itself and the way we work together. The goal is to shift from broadly learning about the safe system and the public health model to a more refined, targeted approach to making sense of the data, the laws, the gaps, and the opportunities. This important work will move our plan from largely resting on communications strategies in FFY26 to more concrete and select interventions in Federal Fiscal Year 27 (FFY27). For your situational awareness, all interventions and related grants need to be largely finalized by no later than the end of February, hence the importance of your having sufficient work time and information to solidify your PRIMARY priority for the work in FFY27.

A key challenge is navigating the technology of meeting virtually. I'm interested in solutions—which may include separate meetings, a different meeting cycle, or revised meeting purposes. Please consider what would work best for your work group to successfully advance your planning and solidifying your recommendation(s) for the next iteration of the statewide speed management plan.

Looking forward to seeing you in December!

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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## From Personal Responsibility to Shared Commitment: A Cultural Shift Toward Target Zero

Exploring how Washington's traffic safety message and mindset have evolved over a decade

Comparing the 2013 and 2025 Target Zero videos reveals more than a decade of evolution in how we talk about traffic safety. In 2013, citizens emphasized personal responsibility—drive sober, stay alert, slow down. By 2025, we hear a broader message: safety is a shared responsibility, and every part of the system matters.

It can be difficult to capture attitudinal shift. The WTSC began conducting an annual [statewide survey](#) in 2023 to monitor Washington's traffic safety culture. Sufficient data will have been collected when the 2025 results are compiled and will begin to provide insight into differences in attitudes, values, and beliefs on WA drivers.

These videos also reflect a slow but meaningful cultural shift—one shaped by public campaigns, community engagement, and growing recognition that getting to Target Zero isn't just an individual goal, but a collective one. These voices remind us that change happens when everyone plays a part.

What, if any, value is there in a similar project collecting 'baseline' attitudes, beliefs, and values around the issue of speeding? What kind of questions should be asked? Who are the system stakeholders who should be included in the interviews? Consider discussing this with your respective work groups!

[2013 Target Zero Video](#)

vs

[2025 Target Zero Video](#)

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## AAA Foundation for Traffic Safety Reports on the Disparities in Traffic Safety Across Communities

How local conditions and infrastructure shape crash risks and roadway safety

The AAA Foundation for Traffic Safety recently released two studies examining how roadway design, local conditions, and community characteristics affect crash risks and injury outcomes. The research helps identify where safety investments can deliver the greatest impact.

**[Social and Infrastructure Factors Shaping Road Safety: A Multi-Level Analysis of Crashes in Ohio, Texas, and Washington:](#)**

Found that severe crashes are more common in areas with limited safety

infrastructure—such as missing sidewalks, poor lighting, or higher travel speeds. In Washington, neighborhoods with fewer safety upgrades had higher fatal and serious injury rates. The report recommends using local data to guide targeted Safe System-based improvements that make roads safer for drivers, pedestrians, and emergency responders alike.

### **Examining Traffic Safety Across Communities: A National Perspective and Case Studies in Arizona, Maryland, North Carolina, and Oregon:**

Looked at national crash trends and found that geography, infrastructure quality, and access to safe transportation options all influence outcomes. The report highlights the importance of community engagement, accurate data, and balanced investment in both urban and rural areas.

Traffic safety risks vary across regions and road types. Prioritizing roadway design, data collection, and investment decisions can save lives in every community.

AAA would be happy to connect you with researchers for further discussion if you're interested.

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## **Predictive Safety: A New Roadmap to Prevent Crashes**

GM is offering a grant through GHSA for states to implement innovative countermeasures identified in GHSA reports for reducing distracted driving, including purchasing and using telematics data for improving safety outcomes. WTSC applied for the grant to supplement our new program with local law enforcement. WTSC is purchasing user licenses to Cambridge Mobile Telematics StreetVision platform and distributing these to local law enforcement agencies for improving enforcement planning and evaluation.

Read the GHSA report [here](#).

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## **Impairment and Speed: Washington's Deadliest Duo**

WTSC's Mark McKechnie examines how impairment and speed fuel nearly every fatal crash in Washington and why lowering the legal blood alcohol limit to 0.05 could be a crucial step toward Target Zero

[Read more here](#)

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## **Resources**

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

## **Safe System Approach Brief**

A new resource is now available on the Target Zero website! The Washington's Safe System Approach brief offers an overview of the Safe System framework and outlines its six key elements for improving traffic safety. You can find it at <https://targetzero.com/resources/>.

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## **Stay Safe: Don't Ignore Vehicle Safety Recalls**

Did you know millions of vehicles are recalled every year because of safety defects? Encourage your community to check their vehicles for open recalls used the [SaferCar App](#) or [NHTSA's recall lookup tool](#).

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## **Digital Alerts Save Lives and Slow Speeds**

Research from HAAS Alert reveals that drivers receiving Safety Cloud® alerts slowed by up to 17%. With more time to react, drivers make safer decisions, protecting both themselves and those working on the road.

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## **WTSC 2025 Statewide Survey**

New WTSC Statewide Survey results and dashboard components now available!

- 2025 Survey Summary Report <https://wtsc.wa.gov/download/21990/?tmstv=1761066620>
- Each statewide survey dashboards page now includes a 'Drivers Education' filter to indicate 'Yes' the respondent has completed a driver's education course or 'No' they have not. A visual of this filter is now included in the bottom right corner of each page under the 'Survey Respondent Demographics' banner.
- On Page 3 (Traffic Safety Enforcement), we added existing survey questions to the dashboard: "In the past 12 months, how many citations, tickets, or warnings have you received for the following - Not wearing a seat belt? Distracted driving? Speeding? Driving under the influence? Driving through a red light or not stopping at a stop sign?"
- On Page 4 (Traffic Safety Culture and Bystander Intervention), we added three new survey questions in 2025: "How easy or difficult would it be for you to always wear a seat belt? Never Driver more than 10mph over the posted speed limit?" and "How important are the traffic deaths of people walking, biking, or rolling?"

Plus! Check out the 2024 State of the State brief, updated and available at <https://wtsc.wa.gov/download/20684/?tmstv=1750182286>.

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## **What You're Watching**

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

### **Videos: The Intersection**

Are road safety technologies a game-changer or just hype? GHSA CEO Jonathan Adkins talks with Rick Birt and David Zipper to separate the innovation from the illusion.

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### **Article: Keeping Up with Speeders**

Check out the latest Wise Drive blog hosted by Doug Dahl, a Target Zero Communications Lead for the Washington Traffic Safety Commission and a self-confessed traffic safety nerd. Doug's passion for traffic safety began during his previous career as a deputy for the Whatcom County Sheriff's Office. His fascination with driving began much earlier; at age five, he dreamed of becoming a race car driver as he slept in pajamas covered with Indy cars. He's been to racing school, but he spends most of his recreation time on a bicycle.

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## **Current and Upcoming Opportunities**

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

### **Prevention Training Scholarships**

Do you have ties to rural communities in WA State? Are you familiar with rural allies in prevention who may benefit from this opportunity? Help spread the word!

Scholarship funds may cover:

- Training registration or certification fees
- Travel costs (per diem rates apply)
- Lodging expenses

[More information here](#)

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### **Exploring Technology Solutions for Safer Streets**

If you're considering the incorporation of emerging technology in your work group strategies (i.e., expanded automated enforcement) or if you anticipate the need for RCW or WAC revision to allow for the use of new technology to slow speeds and improve focused driving, check out this webinar to understand the possibilities and partners ready to assist with our work.

★ [Register for the webinar](#) Dec 9th, 10:00am PST

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## **Thank You**

*A special thank you goes to Mellani McAleenan (AAA) and Mark McKechnie (WTSC) for their contributions to this month's newsletter.*

## Submit Newsletter Content

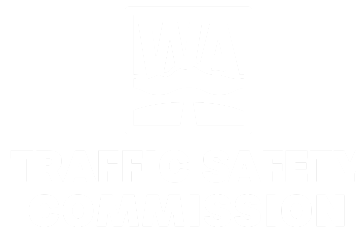
We'd love to know what's happening in your line of work or local community in regard to speed management, and to hear about any pertinent information that would be applicable to the SMAC membership. Submit any content you'd like included in *SMAC Talk* to Janine by the third Monday of each month.

### Speed Management Advisory Cooperative - Est. 2024

SMAC Webpage

Membership

We Are Patient



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