



SMAC Talk

Speed Management Advisory Cooperative Newsletter

February 2026



Cooperatively, we can SMAC down speeding!

A Note from Janine

Greetings, SMAC-ers,

I am so thrilled to announce the launch of our statewide Safe Roads Challenge February 1st! The Washington Safe Roads Challenge (SRC) is a statewide initiative designed to reduce crashes, save lives, and build safer driving habits across the state. Whether you're in the city or in a rural community, this challenge is for you! Through September 2026, WA drivers will be able to take part in an exclusive Washington-only experience featuring monthly themes, fun skill challenges, and exciting prizes, including the chance to access our WA \$100,000 Prize Vault! Please help us spread the word about this innovative strategy to slow speeds, promote focused driving, and reinforce safe driving in WA State. Use this QR code to automatically gain access to the challenge when it launches on February 1 as long as you select Washington as your state of residence when you create your account (no join code needed). Use the app below to get started if you're a new user!



If you're already participating in the SRC, on February 1, you'll be able to navigate to the Teams tab and join the challenge when it goes live.

The more drivers using the app, the better the data demonstrating improved driving over time. I'm excited to see how this prosocial, norming strategy helps us shift perceptions of unsafe speeds, distracted driving, and reducing risks. Please plan to share how you helped promote the adoption of the app, what other resources you might need, and what your driving experience using the app is like at future SMAC meetings. YOU are also part of the study design!

Please save the date March 9, 2026 for our spring in-person workshop. This is a critical time to laser focus on refining and finalizing your proposed projects for FFY27, including projected budget requirements. Your efforts are vital to the evolution of our statewide speed management plan and I appreciate your time and energy to produce the best possible proposals.

Looking forward to our first cooperative workshop session at the February 9 SMAC meeting where you'll have extended time to clarify your problem identification and position your work group for a highly productive in-person workshop.



Sincerely,

Janine

Dr. Janine Koffel
WTSC Program Manager

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

Designing for Safe Speeds

NACTO and GDCI offer proven design tools and case studies to help communities create safer streets for everyone

The [Global Designing Cities Initiative](#) (GDCI) is a program founded in 2014 by [Janette Sadik-Khan](#) out of [National Association of City Transportation Officials \(NACTO\)](#). Janette is perhaps most well known for her role as Commissioner of the NYC DOT under Mayor Bloomberg. NACTO publications have led the nation in setting the standard for people-centric streets. Some of their publications including the [Urban Street Design Guide \(2013\)](#) and [Urban Bikeway Design Guide \(2011, 2025\)](#) have been adopted at the Washington state and national level as options for jurisdictions to use as roadway design standards when constructing projects with state or federal funds. Although in name, NACTO has an urban focus, in practice many of the design principles could apply to places across WA state that aim to design for safer travel for people walking, biking, driving, and taking transit.

In 2020, NACTO released [City Limits](#) which included Washington-based representation through input from James Le from the City of Seattle and review by Charlotte Claybrooke from the Washington State Department of Transportation. This publication has been used by Lake Forest Park, Bellingham, Tacoma, and other Washington jurisdictions, including recipients of Transportation Improvement Board funds, to reevaluate the design speeds and speed limits on their streets. NACTO City Limits aligns directly with SMAC goals by intending to, “provide city practitioners with guidance on how to strategically set speed limits on urban streets, using a Safe Systems approach, to reduce traffic fatalities and injuries.”

As for GDCI their stated mission is to, “transform streets around the world. We inspire leaders, inform practitioners, and invite communities to imagine what’s possible when we design streets that put people first.” Their publication, [Designing for Safe Speeds](#) is a guide that builds on the guidance provided in *City Limits* but goes further to dive into “tools, strategies, examples of street designs and case studies from around the world that can be adapted to local contexts” and “provide clear speed management recommendations through effective street design and operational solutions for urban contexts.” It also features case studies from Seattle. The guide’s global perspective provides guidance and case studies that could be powerful tools for transforming streets here in Washington in places where we aim to create slower safer streets designed for people.

Briana Weisgerber, P.E. | WSDOT Active Transportation Division



What You're Watching

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

[Article - License to Ride: Making Roads Safer for Motorcyclists](#)

License to Ride highlights how stronger licensing, rider training, and awareness can save lives. SMAC members can help by supporting education, promoting safe driving behaviors, and strengthening partnerships that improve motorcycle safety statewide.

[Article - Most Drivers would be OK with anti-speeding tech in vehicles, survey shows](#)

Most American drivers are surprisingly open to letting their cars help rein in speeding — even if that means warnings or systems that actually make the accelerator harder to push. Discover what a new IIHS survey reveals about shifting attitudes toward anti-speeding technology and what it could mean for future road safety.

Current and Upcoming Opportunities

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

[Improving Outcomes Framework Training](#)

Calling work group representatives! Funding is available to increase the strategic planning capacity of each work group by selecting a delegate to attend a future in-person training. The nominated SMAC member will be responsible for using the training to support and

guide their work group in finalizing their selected FFY27 priority project(s). Self-nominations are encouraged but talk amongst yourselves about who can attend from your work group. Email Janine to confirm your interest--dates and location TDB, but expect the course to be held before the end of March.

[Webinar: Intelligent Speed Assistance in Practice](#)

Learn how Intelligent Speed Assistant (ISA) can help communities reduce speed-related crashes. This webinar covers real-world pilots, policy guidance, and funding options to bring ISA to your streets.

★ [Register here - February 19, 2026, 10am - 11am PST](#)

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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