



SMAC Talk

Speed Management Advisory Cooperative Newsletter

March 2025



Cooperatively, we can SMAC down speeding!

A Note from Janine

Greetings SMAC!

It appears that spring may have sprung ahead of the official first day of spring on March 20th, which means driving conditions are highly variable depending on your location. This month's Safe Roads Challenge emphasizes managing your speed for conditions, providing valuable tips for safely traveling. If you haven't yet joined our statewide Challenge, scan the QR code

and get busy getting credit for your focused, safer speeds driving! Rumor has it that one of our very own SMAC members has already been rewarded for their safe driving!

Planning for Federal Fiscal Year 27 (FFY27) is well underway with the March SMAC in-person workshop designed to finalize up to four proposals for budgetary consideration and incorporation into our statewide speed management plan. I am always so pleased to work with folks in person, but if you can't make it, please share your thoughts and suggestions with your work group members about your specific proposal. We have to complete all proposal development by no later than April 13th. I am optimistic about the caliber of proposed strategies to reinforce safer, slower speeds!

On a personal note, I rescued a 10-year-old senior dog last weekend and immediately appreciated how my own driving changed to make him more comfortable and safer in my car. I have a seatbelt that keeps him securely contained to the backseat, and my attention to slowing more gradually and making gentler turns has skyrocketed! What makes you pay more attention to your driving habits? How might you connect your own experience with your safer speeds messages when talking with coworkers, friends, and acquaintances? The staff at SCRAPS now knows a lot more about how speed management is an important message for new pet parents! 😊

Thanks for ALL you do to model safer driving habits and help shift behavior change!



Sincerely,

Janine

Dr. Janine Koffel
WTSC Program Manager

Breaking News: Recommendations May Inform Speed Management Plan

GHSA Releases Action Plan to Reduce School Travel Risks

Hot off the presses from the Governor's Highway Safety Association, the new School Bus Safety Action Plan maps a myriad of strategies to improve pupil safety and reduce risks associated with traveling to and from school by bus, on foot, or on a bike. SMAC members are encouraged to

familiarize themselves with the plan and related activities as they continue to develop their FFY27 projects. The plan includes legislative, judiciary, enforcement, education and training, and youth strategies—there's something for everyone!

Speeding-Related Fatalities in 2024

Examining trends, risk factors, and demographics in 2024 speed-related fatalities

WTSC recently updated the [Speeding Driver Involved Fatal Crashes](#) data brief with final 2024 data. There were 250 traffic fatalities involving speed in 2024, representing a 7% decrease from 2023. Despite this decrease, the 250 fatalities rank as the third highest total in a single year over the past decade.

Nearly half (43%) of speeding drivers involved in a fatal crash were under age 30, and the majority (80%) were male. More than one-third had one or more prior speeding convictions within the past five years.

On average, drivers account for about half of speed-related fatalities. Motorcyclists represent one in four, passengers one in five, and pedestrians/bicyclists one in 20 fatalities.

Other high-risk behaviors are frequently associated with speeding. Nearly two-thirds of speeding drivers were also impaired by drugs or alcohol, and one in three were unrestrained.

For additional insights into speed-related traffic fatalities, visit the [Speeding-Involved Fatal Crashes](#) dashboard.

Resources

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

[Drive2Life PSA Contest – Focus on Speeding](#)

The National Road Safety Foundation (NRSF), in partnership with the American Driver and Traffic Safety Education Association (ADTSEA), is highlighting the dangers of speeding through the 2026 Drive2Life PSA Contest. Students ages 13–19 are invited to write a script for a 30-second video encouraging drivers to safely share the road.

One Grand Prize winner will receive \$2,000 and an all-expense-paid trip to New York City to produce their PSA with an Emmy Award-winning producer. Two runners-up will each receive \$500. The deadline is March 23, 2026.

Please share this opportunity through your communications channels to help reach students and educators statewide!

What You're Watching

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

Article: [Slow Down, You Move Too Fast!](#)

Have you ever wondered how and why speed limits are set the way they are? Check out the [MRSC Webpage about Speed Limits](#) for examples of some WA jurisdictions who have adopted injury minimization/safe system speed limits in Washington state. Learn about injury minimization speed limits (ask SMAC member Briana Weisgerber for a more detailed explanation!) and read about program components that might be appropriate for the corridor projects, emergency streets, or other traffic safety interventions. Another great resource and provocative approach is the Southern California Association of Governments, [Go Human Program](#) which may spark ideas and connections with the intent of SMAC projects.



Photo by Beth Storey (STOREYCO INC)

Where in the world are our speed messages? Next time you hit the highways (using your Safe Roads Challenge app, of course!), keep an eye out for our speed safety messages at a rest area near you. This photo is from the Nason Creek rest area off highway 2. If you spy our ads in 'the wild' snap a picture to be included in future SMAC Talk editions!

Thank You

A special thank you goes to Cara Jockumsen (DOL), Max Roberts (WTSC), 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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