



# SMAC Talk

Speed Management Advisory Cooperative Newsletter

April 2026

*Cooperatively, we can SMAC down speeding!*



## A Note from Janine

Spring has sprung, SMAC!

As we head into April—Distracted Driving Awareness Month—it’s a good moment to reconnect around work we all care deeply about. While distraction isn’t new, the ways it shows up on our roadways keep evolving, and through our fatal crash reviews we continue to see how quickly a brief moment of inattention—especially when paired with unsafe speeds—

can turn deadly. Distraction may initiate the crash, but speed determines the outcome. That reality keeps grounding us in the Safe System Approach: people will make mistakes, and our job is to build a system that anticipates those moments and reduces the chance they result in serious injury or death.

I also want to take a moment to thank all of you for contributing to the four safer speeds project proposals helping shape the FFY27 statewide speed management strategic plan. This is where the strength of SMAC really shows up—bringing together your insights, experience, and commitment to continuously improve how we understand risk and respond to it. The collective work of this group is what continues to move the needle across Washington, and it does not go unnoticed.

Finally, SMAC members Matt Gertz, Julie Nicholson, Mellani McAleenan, Kenton Brine, Celeste Toyofuku, Gurman Kaur, Wade Alonzo and I all attended the Safe Mobility Conference in Seattle. I'm grateful SMAC had such a strong presence at a conference with multiple relevant sessions to our SMAC work. Be sure to ask about our experience with Intelligent Speed Assistance technology and much more!

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



With gratitude,

Janine

Dr. Janine Koffel  
WTSC Program Manager

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## Out in the Community

This photo, submitted by Mandie, was captured outside a store in Vancouver, WA and features signage from a joint campaign between WTSC's motorcycle safety and speed management programs. It's always great to see these partnerships in action out in the community!



## Resources

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

### April is for Focused Driving

April is [Distracted Driving prevention month](#) (we prefer to call it [Focused Driving](#) promotion because we want to reinforce the behavior we WANT to see!) and the National Highway Traffic Safety Administration (NHTSA) offers two types of free media materials to support public awareness efforts. In addition to the month-long educational effort, the week of [April 6-13 will include increased enforcement](#) of WA RCWs [46.61.672](#) and [46.61.673](#). You're also welcome to re-post our [Science Guy video](#) to help underscore just how dangerous distraction is when driving.

## Free Focused Driving Training

Looking for free training to improve focused driving? Check out the online learning platform provided by The UC San Diego School of Public Health, [Transportation Research and Education for Driving Safety](#) (TREDS) website. They promote safe driving behaviors in an effort to prevent crash-related injuries and fatalities. Topics include aging drivers, distracted driving, pedestrian safety, driving under the influence of alcohol and drugs, and traffic safety for Native American Youth.

## Free Focused Driving Training

Speaking of commercial drivers, the [Federal Motor Carrier Safety Administration](#) also has distracted driving prevention materials for your use as well. And of course, our [Safe Roads Challenge](#) app also reinforces and rewards focused driving!

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## Check for Recalls - Protect What Matters

The [Check To Protect](#) campaign from the National Safety Council continues to remind drivers that [vehicle safety recalls](#) are common and repairs are free. In fact, data from [CARFAX](#) shows that about 1 in 5 vehicles on U.S. roads has an open recall, including serious issues like defective child seat anchors.

Even though National Highway Traffic Safety Administration Vehicle Safety Recalls Week has passed, the message still matters year-round: checking your vehicle takes just a minute and could prevent a crash or injury.

Visit [CheckToProtect.org](#) to look up your vehicle and access free resources, including ready-to-use [social media tools](#) and outreach materials to help spread the word.

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## New Young Driver Fatal Crash Data Brief

A new data brief, *Young Drivers Ages 15–24 Involved in Fatal Crashes*, provides an in-depth look at young driver trends. It includes breakdowns by age group, highlights age-specific driving restrictions, and examines factors like impairment and passenger presence. The brief also incorporates statewide survey data from drivers ages 18–24 to better understand behaviors and perceptions.

Access the full report on the [WTSC Traffic Safety Reports here](#).

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## Youth Social Media Toolkit

With support from the Governors Highway Safety Association and General Motors, Youthcast Media Group partnered with student journalists to highlight the dangers of distracted driving and share real stories from those impacted.

To support April outreach, Youthcast has created a [social media toolkit](#) featuring 29 student-developed posts, complete with captions, hashtags, and downloadable videos and graphics.

Early engagement is critical—young drivers are more likely to drive distracted, and those ages 15–20 have the highest proportion involved in fatal crashes where distraction is a factor.

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## What You're Discovering

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

### **Article: Speed Management Success in Kenmore**

The City of Kenmore shows how combining policy and technology can improve speed management and safety. With support from a WTSC grant, the city paired automated safety enforcement (ASE) with the StreetVision telematics tool.

An evaluation of Kenmore's shift from school zone cameras to 24/7 enforcement, keeping 20 mph during school hours and 30 mph at other times, found reduced speeding and fewer, less severe crashes.

While compliance improved during school hours, speeds also dropped outside those times. Driving over 30 mph decreased by 30% near schools, and speeds above 35 mph fell by 40–50%, with effects extending beyond camera zones—suggesting broader behavior change.

This work is also highlighted in the article [Here's What Drivers Actually Do When They Encounter Speed Cameras](#), which reinforces how data-driven strategies can support safer streets.

The full [StreetVision Insight Report](#) is available on the [WTSC Data Collaborations page](#).

How might SMAC encourage other jurisdictions to expand or adopt ASE policies?

Could policy changes be paired with [speed limit adjustments](#) to further [reduce injuries](#)?

What action steps should be considered next?

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### **Intelligent Speed Assistance in Practice: Pilots, Plans, and Funding Pathways**

Last month, the Vision Zero Network hosted a very informative webinar [Intelligent Speed Assistance in Practice: Pilots, Plans, and Funding Pathways](#) that details developing a fleet ISA project. I learned a lot from watching webinar and specifically am excited about the funding nugget that identified a fleet ISA strategy is an eligible use of Safe Streets 4 All funding! This is big news for our CSAP grantees and any municipality who is applying for SS4A funds to behaviorally address the safer speeds component of the safe system framework!

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## Current and Upcoming Opportunities

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

### **Summit: Save the Date! 2027 Washington Traffic Safety Summit**

The 2027 Washington Traffic Safety Summit will take place July 19–21 in Bellevue. Join transportation professionals from across the state for three days of collaboration, learning, and action to advance traffic safety and the Safe System approach.

The Summit will feature plenary sessions, breakout discussions, and opportunities to connect across disciplines including engineering, enforcement, education, public health, planning, and policy.

More details on registration, speakers, and program tracks will be shared soon. For now, save the date, we hope to see you there.

#### **July 2027. Bellevue. Be there.**

The journey toward zero serious injuries and deaths continues—and we'd love to travel it together.

★ **Mark your calendars, July 19-21, 2027**

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### **[Conference: CCSAP](#)**

The College Coalition on Substance misuse, Advocacy, and Prevention (CCSAP) Annual Conference focuses on prevention for college-age students, is now open for registration. It is a FREE, VIRTUAL event and is a great opportunity to learn more about prevention strategies for this population.

★ **[Register Here](#) - Friday, May 8th, 2026 from 8:30 a.m. to 4:00 p.m. PDT**

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### **The Dangers of Speeding - 2026 NRSF PSA Challenge**

SADD, in partnership with The National Road Safety Foundation (NRSF), reports that teen drivers are especially vulnerable, with fatal crash rates nearly three times higher than adults. Speeding plays a major role, contributing to up to half of these crashes, alongside inexperience and risky habits.

Because teens listen to peers, student-created PSAs on safe driving, especially about speeding, can be more impactful than traditional messages. Authentic, attention-grabbing content can shift attitudes and promote safer choices.

SHSOs and partners are encouraged to share this opportunity through their networks. Could this be a strategy to bring to Washington?

★ **Learn more and enter the PSA Challenge: <https://www.sadd.org/nrsfpsachallenge>**

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### **Safe Roads Challenge: Making Focused Driving Visible and Measurable**

Distraction and speeding remain major causes of serious crashes in Washington. The Safe Roads Challenge helps drivers build safer habits through a simple, behavior-based approach.

This free app gives feedback on speed and phone use, lets users review trips, and track progress. With rewards and ongoing insights, it encourages safer choices over time.

By making driving habits visible and measurable, the program helps promote safer driving across communities statewide.

**★ Scan or click the QR code to join the Challenge and begin influencing traffic safety in your community today!**



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## Thank You

*A special thank you goes to Mandie Dell (WTSC), Dr. Staci Hoff (WTSC), Wade Alonzo (WTSC), and Debi Besser (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

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