Subject:Target Zero Plan: What You Need to Know

[Dear XXXX]:

Your role as a leader in helping improve traffic safety in our state has never been more important. Washingtonians are returning to our roadways as more typical patterns of life re-emerge. And as life returns to normal, we must keep our focus on our traffic safety efforts.

At the heart of this effort is our Target Zero plan. Washington State created the first Target Zero plan in 2000. Target Zero established an ambitious goal of zero traffic fatalities and serious injuries by the year 2030, and the state has made significant progress since then.

However, in 2015, a 19 percent increase in traffic fatalities marked the highest single-year increase in decades (from 462 to 551). For 2015–2017, the years covered by this most recent edition of the plan, traffic fatalities remained at this higher level.

The time to reverse that trend is now.

Fortunately, we’ve updated our roadmap. The 2019 Target Zero plan includes new initiatives and action steps. Initiatives range from improving multicultural communication, reinforcing Washington’s traffic safety culture, strengthening licensing requirements and integrating new safety and autonomous vehicle technology.

The full plan is available at [TargetZero.com](https://targetzero.com/). Our list of priority areas can be found on page 11 of the plan. A summary of the new initiatives is [here.](http://wtsc.wa.gov/wp-content/uploads/2021/07/wtsc_highwaysafety2019_02_FINAL.pdf)

As an auto dealer, you have an important role in implementing the plan. Linked [here](http://targetzero.com/wp-content/uploads/2020/11/TZ-Fact-Sheet_Traffic-Safety-Culture_5.26.docx.pdf) you will find the first fact sheet on Washington’s traffic safety culture. Most Washingtonians engage in safe behaviors on our roadways and we can leverage that as we work toward zero deaths and serious injuries. The fact sheet highlights important elements of reinforcing traffic safety culture in your work.

We hope you will take the time to review both the fact sheet and the plan and incorporate them into your daily work.

We’ll be sending additional fact sheets about the Target Zero plan important to your work over the next several weeks.

Thank you for your ongoing support and we look forward to continuing to work with you on this important safety effort.

Regards,

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