Subject: Target Zero Plan and Your Work

[Dear XXXX]:

We recently sent an email introducing the new Target Zero plan update. As the plan is more action-focused than ever before, we wanted to continue to highlight parts of the plan that apply to the role you play in helping save lives on Washington’s roads. A few specific areas we think you will find helpful include:

* [Implementation](http://targetzero.com/wp-content/uploads/2020/11/TZ-Fact-Sheet_Implementation_5.26_TA.docx.pdf)
* [Policy and Legislative](http://targetzero.com/wp-content/uploads/2020/11/TZ-Fact-Sheet_Legislation-and-Policy_5.26_TA.pdf)

Detailed fact sheets on these topics are linked above and include an overview of the challenge, Target Zero next steps and specific tactics for success.

In order for us to reach our ambitious goal, we rely on the strength of our partnerships like yours. Specifically, Target Zero needs YOUR leadership to:

* Look at transportation equitably, across all modes
* Carefully consider the strategies—choose and iterate on the ones that will result in the best outcomes for your need
* Target investments using data and best practices
* Support fundamental, ongoing initiatives

Yes, the Target Zero vision is bold, but it’s the only acceptable outcome for our state’s roadways, and, with your help, we can make the vision a reality. As always, we greatly appreciate your support and work that improves traffic safety for all who use our roadways.

Regards,

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