Subject: Target Zero: Motorcycles

[Dear XXX]:

Target Zero is truly a team effort. And with crash fatalities and serious injuries on the rise, your help is more important than ever. We thank you in advance for your efforts in making Washington State’s roadways safer.

[Linked here](http://targetzero.com/wp-content/uploads/2020/11/TZ-Fact-Sheet_Motorcyclists_5.26_TA.docx.pdf) you will find an additional fact sheet on motorcycle safety, which we believe will be of assistance to you. This area is especially important, as motorcycles comprise only 3 percent of the vehicles registered in Washington State, but accounted for 14 percent of all fatalities and 19 percent of serious injuries in crashes in the last three years (2015–2017).

This fact sheet includes a subject overview, next steps, and ways you can assist in helping us reach our ambitious goal of zero traffic fatalities and serious injuries by 2030.

As you work to incorporate the action items in the Target Zero plan in your work, also remember there are communications materials available to you at [WTSCPartners.com](http://www.wtscpartners.com). You’ll find downloadable messages, graphics and video there on Target Zero priority issues you can incorporate into your own work.

Washington has always been, and will remain, at the forefront of traffic safety, thanks to your work, along with all our other partners. The Target Zero plan is a reflection of our unified dedication to making our roads the safest in the nation. We appreciate your commitment to the plan and for your efforts to make zero deaths and serious injuries on our roadways a reality.

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

Regards,

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