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 motorcycle training in helping save lives on Washington’s roads. A few specific areas we think you will find helpful include:

A detailed fact sheet on motorcycle safety is [linked here](http://targetzero.com/wp-content/uploads/2020/11/TZ-Fact-Sheet_Motorcyclists_5.26_TA.docx.pdf) and includes an overview of the challenge, Target Zero next steps and specific tactics for success. 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 15 percent of serious injuries in crashes in the last three years (2016–2020).

In order for us to reach our ambitious goals regarding motorcycle safety and safety across our roadways, 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 needs
* 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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