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 as policymaker in helping save lives on Washington’s roads.

A detailed fact sheet on policy is [linked here](http://targetzero.com/wp-content/uploads/2020/11/TZ-Fact-Sheet_Legislation-and-Policy_5.26_TA.pdf) and includes an overview of the challenge, Target Zero next steps and specific tactics for success. Despite a strong record of passing and enforcing successful policies, Washington’s traffic fatalities and serious injuries are increasing.

In order for us to reach our ambitious goals regarding impairment and other challenges, 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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