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 decade s(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).

Given your work in underrepresented areas, you have an important role in implementing the plan. [Linked here](http://targetzero.com/wp-content/uploads/2020/11/TZ-Fact-Sheet_Multicultural_5.26_TA.docx.pdf) you will find a fact sheet on multicultural issues. With fatalities and serious injuries increasing, there has never been a more critical time for state agencies to succeed in their efforts to strengthen diversity, equity, and inclusion. We hope you will take the time to review both the fact sheet and the plan and incorporate them into your daily work. Please also continue to use communication materials available on the [WTSCPartners.com](http://www.wtscpartners.com) website that address these focus areas and provide messaging that helps reinforce positive traffic safety norms.

Stay tuned for additional fact sheets on topics of importance to you. Each fact sheet includes an overview of the challenge, Target Zero next steps and tactics regarding how you can help us reach our goals.

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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