

# Washington Traffic Safety Commission

## 2015 Strategic Overview

### OUR STRATEGIC ANCHORS

**OUR VISION:** Zero deaths and serious injuries because every life counts.

**OUR MISSION:** Washington's Traffic Safety Commission leads statewide efforts and builds partnerships to save lives and prevent injuries on our roadways for the health, safety, and benefit of our communities.

### OUR VALUES

**S** **SERVANT LEADERSHIP:** We are public servants whose calling is leadership in traffic safety.

**C** **COLLABORATION:** We build community by listening, inspiring dialogue, and utilizing the talents of all.

**I** **INTEGRITY:** We honor our shared values through our actions and by doing what we say we'll do.

**I** **INNOVATION:** We continuously challenge processes and search for better ways to accomplish our work.

**L** **LEARNING:** We seek first to understand in order to gain new insights and expanded perspectives.

### OUR GOALS

#### PEOPLE

Attract, develop, and retain a skilled and committed team

#### PARTNERSHIPS

Influence through our partnerships

#### PROGRAMS

Deliver collaborative and effective programs & services

#### PROCESSES

Build efficient processes

#### PERFORMANCE

Pursue excellence in data-driven decision making

### OUR STRATEGIES & KEY INITIATIVES

#### CRITICAL INITIATIVES

1) **Be generous with growth & development opportunities**  
a) Create and renew annually Individual Development Plans (*Darrin*)

4) **Foster leadership & build collaboration**  
a) Establish Advisory Committees for Target Zero Plan priority areas (*Mark*)

7) **Align programs and resources with the Target Zero Plan**  
a) Develop strategic plans for each Target Zero Plan priority 1 & 2 behavioral areas (*Debi*)  
8) **Educate stakeholders and generate support for traffic safety programs**  
a) Develop an agency communications plan (*Erica*)

11) **Use technology to standardize and improve core business processes**  
a) Implement an electronic grants management system (*Chris*)

14) **Continually monitor key performance metrics**  
a) Establish a process for monitoring progress on agency goals and strategic initiatives (*Darrin*)

#### IMPORTANT INITIATIVES

b) Establish a mentoring and cross-training program (*Jonna*)  
2) **Create opportunities to recognize excellence in one another**  
a) Establish an agency recognition plan (*Debbie*)  
b) Create opportunities for peer-to-peer recognition (*Edica*)  
3) **Recruit & retain a diverse and talented team**  
a) Develop a talent recruitment plan (*Geri*)

5) **Enhance opportunities for interaction among the traffic safety community**  
a) Collaborate with state and local partners in expanding social media presence (*Erica*)  
6) **Support new and innovative traffic safety concepts**  
a) Develop communications plans for emerging traffic safety & vehicle technology (*Angie*)

9) **Create and meet superior customer service standards**  
a) Establish policies, procedures, and service standards for all divisions (*Geri*)  
10) **Continually evaluate programs and services**  
a) Evaluate Target Zero Plan implementation (*Shelly*)

12) **Improve automation and integration of data & systems**  
a) Automate agency data management processes (*Staci*)  
13) **Learn from staff and stakeholders to improve processes**  
a) Use Lean techniques to guide continuous improvement projects (*Leslie*)

15) **Conduct research relevant to WA State and develop evaluation plans for Target Zero strategies**  
a) Regularly submit research for peer-review publications (*Staci*)  
b) Develop evaluation plans for funded projects using recommended or unknown strategies (*Staci*)