



WASHINGTON TRAFFIC SAFETY COMMISSION

Shelly Baldwin, Director

WTSC Commission Meeting, October 19, 2023



TARGET ZERO: WTSC collaborates with communities, partners, and other state agencies to achieve Target Zero – Washington State’s Strategic Highway Safety Plan goal of zero deaths and zero serious injuries.



OUR VISION: A Washington where we all work together to travel safely on our roadways.



OUR MISSION: We empower and equip people and communities with knowledge, tools, and resources to build a positive traffic safety culture.

Our Strategic Goals

Goal 1 Empower Communities to Grow a Proactive Traffic Safety Culture

Objective 1.1

Provide communities information needed to increase their understanding of behavioral traffic safety issues with an emphasis on overburdened populations.

Objective 1.2

Create opportunities for meaningful community participation that impacts funding priorities and planning.

Objective 1.3

Provide resources to communities to improve their proactive traffic safety culture with an emphasis on overburdened populations.

Our Strategic Goals

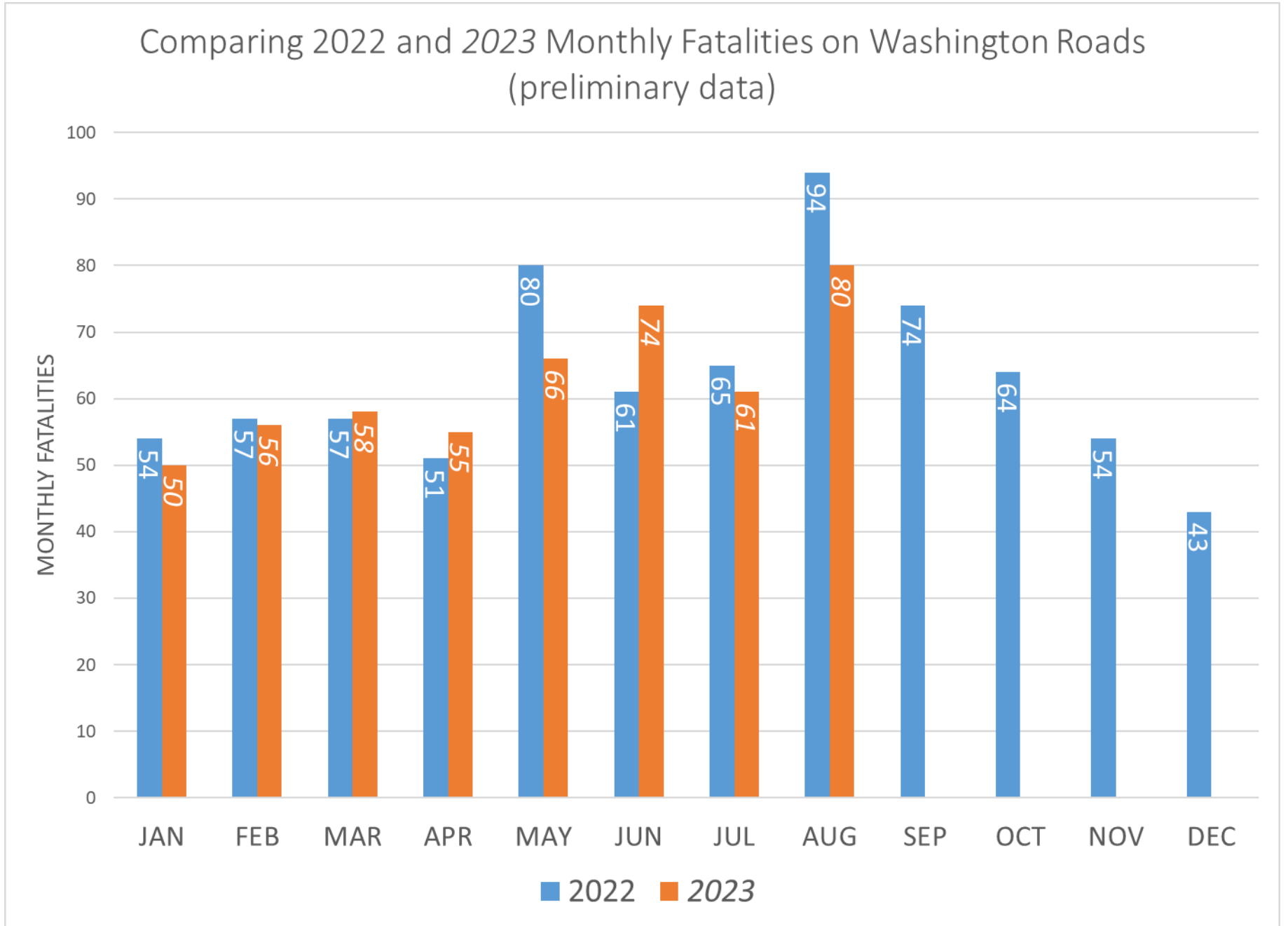
Goal 2	Through Partnership Strengthen the Safe System Approach at the State and Community Levels	
	Objective 2.1	Safer People: Encourage safe, responsible behavior by and for people who use our roads.
	Objective 2.2	Safer Speeds: Promote safer speeds in all roadway environments through a combination of thoughtful, targeted, positive culture framework informed interventions that work at multiple levels of the social ecology.
	Objective 2.3	Safer Roads: Look for opportunities to support and promote safer road design.
	Objective 2.4	Safer Vehicles: Look for opportunities to support and promote safer vehicles.
	Objective 2.5	Post-Crash Care: Look for opportunities to empower post-crash care partners to improve survivability of crashes with an emphasis on rural and other underserved communities.

Our Strategic Goals

Goal 3	Foster an Excellent Organizational Culture	
	Objective 3.1	Support a highly engaged and collaborative workforce.
	Objective 3.2	Invest in professional development for staff.
	Objective 3.3	Optimize and integrate internal processes.
	Objective 3.4	Use the staff survey to develop action plans to address the top three opportunities for improvement.
	Objective 3.5	Provide excellent customer service.
	Objective 3.6	Pioneer innovation and creative problem solving.

**TOTAL
FATALITIES
THROUGH
AUGUST
2023*:
500**

*preliminary



TARGET ZERO STATE STRATEGIC SAFETY PLAN KICKOFF

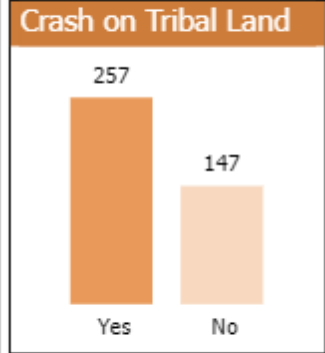
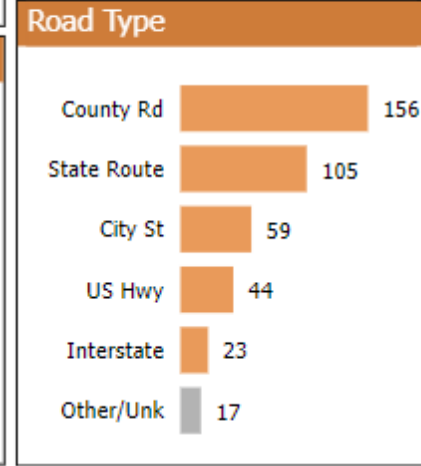
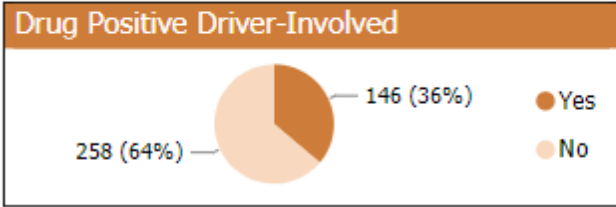
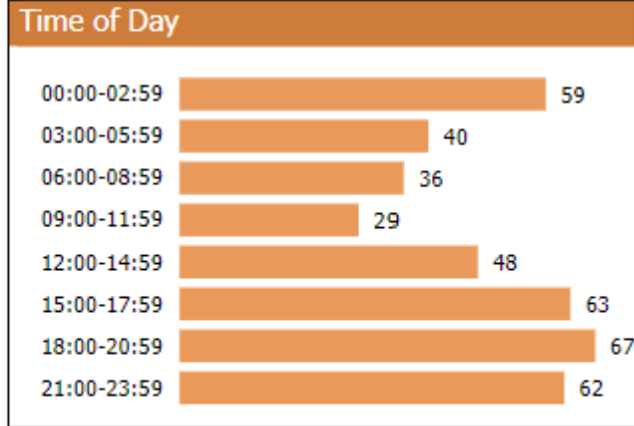
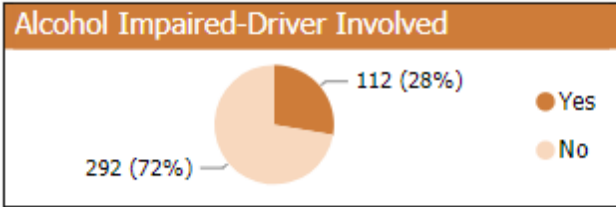
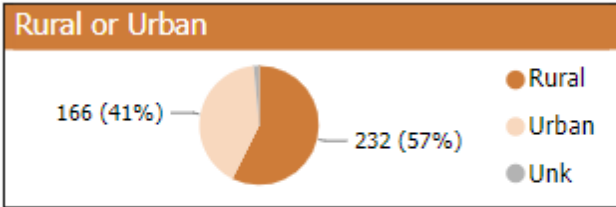
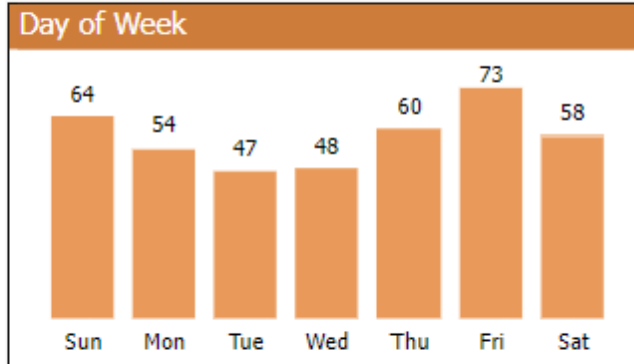
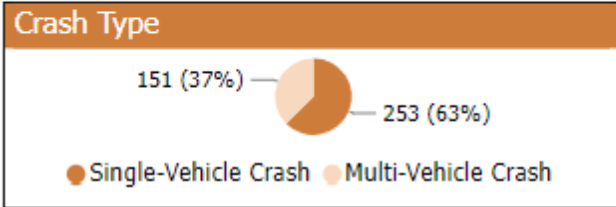
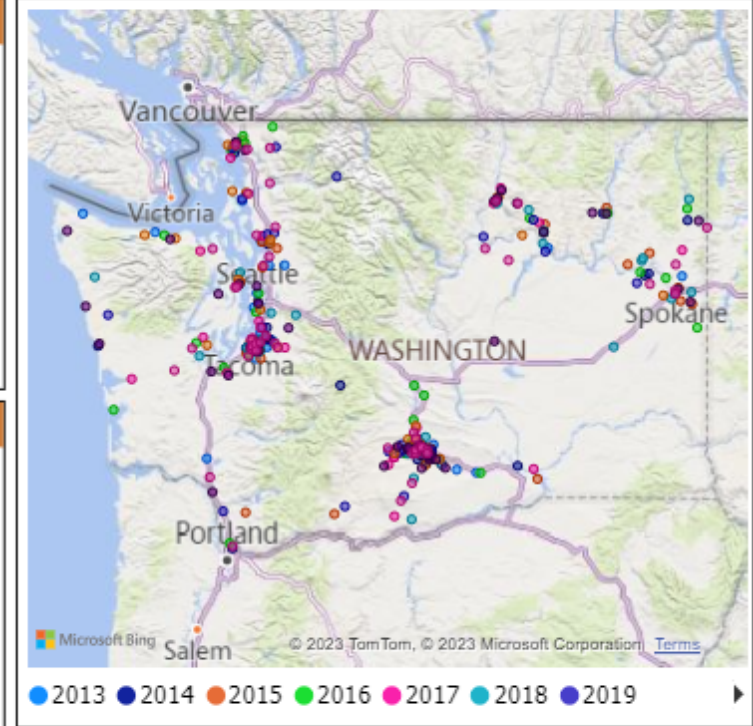
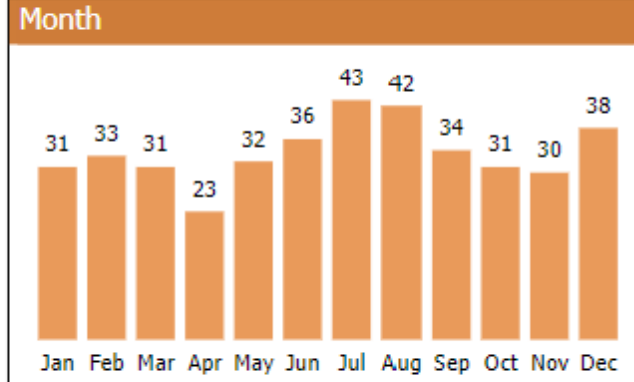
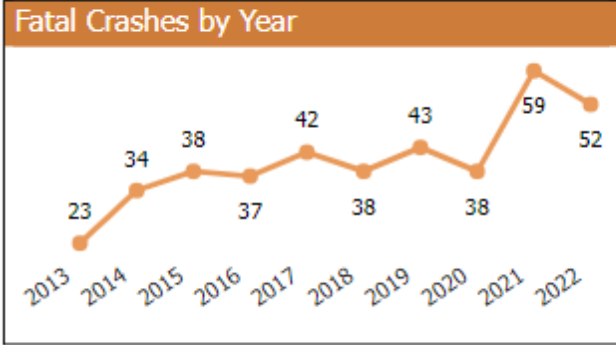




All Fatal Crashes on Tribal Lands and/or Involving American Indian/Alaska Native (AI/AN) Traffic Fatalities in Washington

Last updated:
May, 2023

Budget
Proviso:
File
Review



STATEWIDE TRAFFIC SAFETY CULTURE SURVEY

Belief in Zero Tolerance for Road Harm



The only acceptable number of deaths and serious injuries on our roadways should be zero

VOLUNTEERS FOR 2024 CHAIR



Thank You

Shelly Baldwin, Director

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