







TARGET ZERO: WTSC collaborates with communities, partners, and other state agencies to achieve Target Zero – Washington State’s Strategic Highway Safety Plan of zero deaths and zero serious injuries by 2030.

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 Shared Values

	Adaptability	We adjust our priorities and strategies as we learn new information and evaluate changes in traffic safety.
	Collaboration	We create meaningful and diverse partnerships and work together toward a common goal to achieve target zero.
	Effectiveness	We drive positive outcomes by using data to navigate and course correct. We focus on those investments that will have the most impact.
	Inclusion	We all belong. We hold space for and welcome every <i>body</i> and every <i>voice</i> . We listen to and hear all perspectives and actively seek equitable and equal opportunities both in the workplace and beyond.
	Innovation	We bravely use novel and unorthodox solutions to improve traffic safety for all.
	Integrity	We do the right thing even when no one is watching. We value holding ourselves accountable to follow through with our commitments.

Our Priorities

	Knowledge	We gather, analyze, and share with communities, partners, and stakeholders timely, accurate, relevant, and reliable information to grow existing positive shared values and beliefs.
	Community Engagement	We engage and empower road users impacted by serious crashes and crash risk factors - particularly those from marginalized and impacted communities - to develop a positive traffic safety culture through the safe system approach.
	Resources	We provide funding, networks, innovative programs, and expertise to promote a positive traffic safety culture.

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

Our Goals

Goal 2	Through Partnership Strengthen the Safe System Approach at the State and Community Levels	
	Objective 2.1	<i>Safer People</i> : Encourage safe, responsible behavior by and for people who use our roads.
	Objective 2.2	<i>Safer Speeds</i> : 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	<i>Safer Roads</i> : Look for opportunities to support and promote safer road design.
	Objective 2.4	<i>Safer Vehicles</i> : Look for opportunities to support and promote safer vehicles.
	Objective 2.5	<i>Post-Crash Care</i> : Look for opportunities to empower post-crash care partners to improve survivability of crashes with an emphasis on rural and other underserved communities.

Our 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	Use the staff survey to develop action plans to address the top three opportunities for improvement.
	Objective 3.4	Provide excellent customer service.
	Objective 3.5	Pioneer innovation and creative problem solving.