







**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 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

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

## Our Superpowers

	<b>Knowledge</b>	We gather, analyze, and share with communities, partners, and stakeholders timely, accurate, relevant, and reliable information to grow existing positive shared values and beliefs.
	<b>Community Engagement</b>	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.
	<b>Resources</b>	We provide funding, networks, innovative programs, and expertise to promote a positive traffic safety culture.

## Our Strategic Goals

<b>Goal 1</b>	<b>Empower Communities to Grow a Proactive Traffic Safety Culture</b>	
	<b>Objective 1.1</b>	Provide communities with information needed to increase their understanding of behavioral traffic safety issues with an emphasis on overburdened populations.
	<b>Objective 1.2</b>	Create opportunities for meaningful community participation that impacts funding priorities and planning.
	<b>Objective 1.3</b>	Provide resources to communities to improve their proactive traffic safety culture with an emphasis on overburdened populations.

## Our Strategic Goals

<b>Goal 2</b>	<b>Through Partnership Strengthen the Safe System Approach at the State and Community Levels</b>	
	<b>Objective 2.1</b>	<i>Safer People:</i> Encourage safe, responsible behavior by and for people who use our roads.
	<b>Objective 2.2</b>	<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.
	<b>Objective 2.3</b>	<i>Safer Roads:</i> Look for opportunities to support and promote safer road design.
	<b>Objective 2.4</b>	<i>Safer Vehicles:</i> Look for opportunities to support and promote safer vehicles.
	<b>Objective 2.5</b>	<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 Strategic Goals

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

## Strategic Definitions

<b>Strategic Goals</b>	Long-term agency commitments critical for achieving our vision
<b>Objectives</b>	Series of requirements designed to guide our strategic work
<b>Key Activity</b>	Actions assigned to a lead that are specific, measurable, attainable, responsible, timebound (short-term), inclusive, and equitable.