



# King County Target Zero

## Definition of Target Zero

Traffic collisions, injuries, and fatalities can have a lasting impact on people's lives and alter their trajectory.

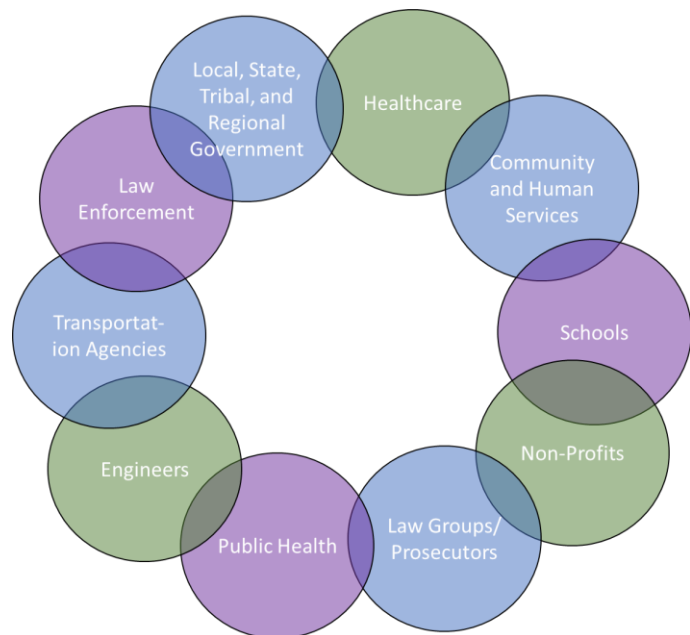
Target Zero is a state-wide program administered through the Washington Traffic Safety Commission (WTSC) with the goal of reducing the number of serious injuries and fatalities among those walking, rolling, driving, and traveling on Washington roadways to zero by 2030.

Target Zero incorporates a holistic, system-focused approach, known as Safe Systems, that acknowledges death and serious injury as unacceptable, accounts for human vulnerability and mistakes, recognizes that responsibility is shared and redundancy is crucial to strengthen transportation systems, and that safety is proactive – as serious injuries and fatalities are preventable.

## King County Target Zero Task Force

The King County Target Zero Task Force, formerly the King County Traffic Safety Coalition, was formed by Public Health – Seattle & King County in 1998 through limited funding from the Washington Traffic Safety Commission and flexible state public health funding. It is currently supported through state-funded grants. The Task Force brings together partners to engage in efforts that support inclusive and equitable traffic safety planning throughout King County.

The King County Target Zero Task Force is a coalition of organizations and community partners that work together to plan and implement programs to reduce injuries and deaths and increase safety. Although the program partners with local departments of transportation, public works/roads services, and state agencies it is a separate entity from those groups.



## Mission, Vision, & Values

**Mission:** Work collaboratively with traffic safety and community partners to create equitable traffic safety programs and plans to reduce collisions, injuries, and fatalities in King County, WA.

**Vision:** A future without collisions, injuries and fatalities, and all people can get where they need to safely and securely in King County, WA.

### Values:

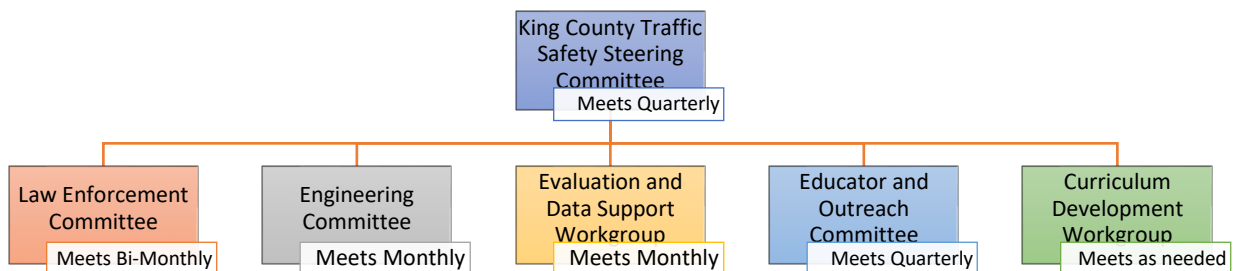
- Equity and Social Justice
- Climate Change and Sustainability
- Shared Responsibility
- Connectedness
- Harm Reduction
- Health and Safety for All

## Strategic Plan and Committee Structure

The King County Traffic Safety Strategic Plan for 2021-2024 is the result of the inclusive process that involved the brainstorming, input, and direct feedback from traffic safety professionals and community partners from a range of disciplines within King County and state agencies with the final plan released on October 1, 2021. The Strategic Plan acts as guidance for the yearly operational plan that outlines priority areas for the year and create the individual tactics required to support those planning initiatives.

Key Strategic Planning topic areas include impairment, distraction, speed, unrestrained occupants, lane departures, young (16-25) and elderly (70+) drivers, those who walk, roll, bike, or ride motorcycles, heavy trucks, traffic data systems, EMS/trauma care services, evaluation, analysis, and diagnosis, Cooperative Automotive Transportation, and the Safe Systems Approach.

The King County Target Zero Task Force is organized into the following committee structure to support the collaborative planning work:



## How to Get Involved

Committee participation is open to everyone interested in the multi-sector collaborative planning process, whose ideas and expertise can create avenues that support inclusive and equitable traffic safety plans and solutions for everyone. Please reach out directly to Rebecca Lis or Sara Wood for more information.

**Rebecca Lis, Co-Target Zero Manager – Region 7 (North)**, Public Health – Seattle & King County

✉: [rlis@kingcounty.gov](mailto:rlis@kingcounty.gov)

☎: (206) 477-5085

**Gurman Kaur, Co-Target Zero Manager – Region 7 (North)**, Public Health – Seattle & King County

✉: [gkaur@kingcounty.gov](mailto:gkaur@kingcounty.gov)

☎: (206) 477-6442

**Sara Wood, Target Zero Manager – Region 8 (South)**, Kent Police Department

✉: [swood@kentwa.gov](mailto:swood@kentwa.gov)

☎: (253) 856-5856