



Clark & Skamania Counties Target Zero

Target Zero

Traffic collisions, injuries, and fatalities are preventable and create lasting impacts on those whose lives are touched by them.

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. The Safe Systems approach 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.

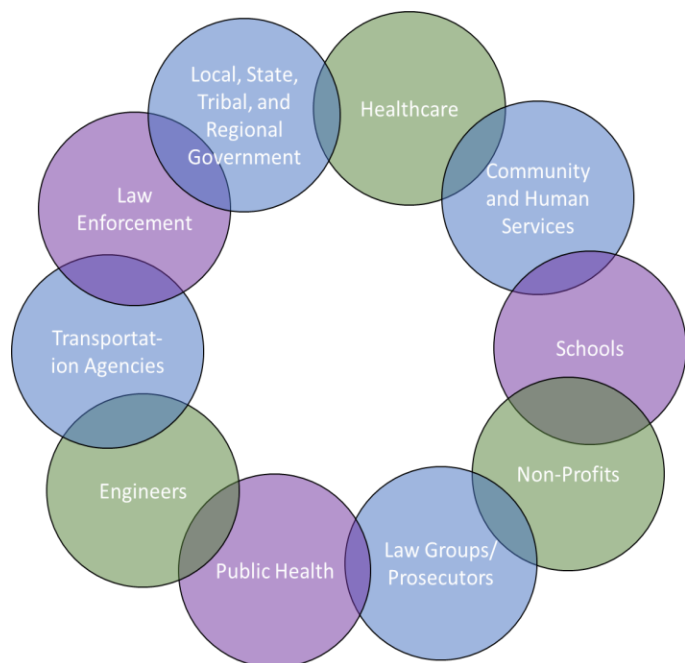
Clark & Skamania Counties Target Zero Coalition

The Clark & Skamania Counties Target Zero Coalition was formed by the Washington Traffic Safety Commission. It is currently supported through state-funded grants. The Coalition brings together partners to engage in efforts that support inclusive and equitable traffic safety planning throughout Clark & Skamania Counties.

The Clark & Skamania Counties Target Zero Coalition is comprised of organizations and community partners that work together to increase communication, building safer traffic safety culture, while planning and implementing programs and projects that will reduce injuries and deaths and increase road user safety.

Although the program partners with local city and county departments and state agencies, it is a separate entity from those groups.

Available programs include Teen Target Zero (TTZ), Teens in the Driver's Seat (TDS), elder & workplace safety workshops, child passenger and occupant protection safety, high risk driving patrols/high visibility enforcement (HVE).



Mission, Vision, & Values

Mission: In collaboration with our partners, achieve Target Zero – Washington’s goal of zero traffic deaths and serious injuries by 2030.

Mission Possible:

“It always seems impossible, until it’s done.” – Nelson Mandela

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

Values:

- Safety
- Shared Responsibility
- Connectedness
- Sustainability
- Harm Reduction
- Safety for All

Areas of Focus

- Child Passenger Safety
- Active Transportation Users; Walk, Bike, Roll
- Driving Risk Factors; Impairment, Speed, Distraction, Restraint Usage, Motorcycles
- Teen Driving/Riding; Teens in the Driver’s Seat program, You in the Driver’s Seat app
- Elder Driving Safety
- Workplace Safety
- Road Safety for All; equity in traffic safety and safe travel for all

How to Get Involved

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 Jesamie Peters for more information.

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