



Call for Entries
Target Zero Awards
Achievements in Traffic Safety

The Washington Traffic Safety Commission's biennial traffic safety awards program mirrors *Washington's Strategic Highway Safety Plan: Target Zero*. Based on the latest data, the *Target Zero* plan was updated in 2010.

The Commission seeks entries from anywhere in Washington for activities occurring or completed during the 2010-2011 calendar years. The awards are not limited to behavioral change efforts but celebrate achievements in all efforts that contribute to reducing traffic fatalities and serious injuries on all public roads.

We recommend you turn to *Target Zero* for assistance in developing your entry submissions. *Target Zero* can be accessed on the Washington Traffic Safety Commission's website at: www.wtsc.wa.gov

Dates

Entries must be received by
12 noon on Thursday,
January 12, 2012

Winners will be honored at
a luncheon ceremony.
Wednesday, April 18, 2012
Lacey Community Center
Lacey, WA

Categories

The award categories match the objectives in Priority One and Priority Two levels of the 2010 Target Zero:

- Impaired Driving
- Run-Off-Road Crashes
- Speeding-Involved Crashes
- Young Drivers
- Unrestrained Occupants
- Distracted Driving
- Intersection Crashes
- Traffic Data Systems

Judging

Judging criteria comprise the use of proven strategies, best practices or innovative strategies with a strong evaluation component. Judges may include traffic engineers, law enforcement professionals, the judiciary, traffic records experts and emergency medical professionals.

Eligibility

Any business, not-for-profit or government organization in Washington, or any individual or group within such an organization, is eligible to submit an entry. WTSC employees are not eligible to receive awards.

Entry Submissions

Entries may be submitted by the achieving person or group or by a nominating person on behalf of an individual or group.

All entries must be delivered to the Washington Traffic Safety Commission by U.S. Mail or courier by 12 noon on Thursday, January 12, 2012.

Each entry must be entered in only one category. On the outside of the envelope/package, note the name of the category.

Delivering or sending submissions

U.S. Mail:

Traffic Safety Awards
Washington Traffic Safety Commission
P.O. Box 40944
Olympia, WA 98504-0944

Couriers, shippers or in-person:

Traffic Safety Awards
Washington Traffic Safety Commission
621 8th Ave SE • Suite 409
Olympia, WA 98501

Entry Content

Each entry comprises a document that answers the questions below ("Entry Form") and supporting materials. Place the entry form in front of other materials. The nature of supporting materials may vary significantly, but might include CAD drawings, photos, news clippings, letters of commendation, affidavits, marketing communications materials or database queries/reports. Clearly label all materials with the entry name.

If any entry individual or group wants supporting materials returned, an appropriately-sized, self-addressed envelope/package must be included in the submission.

Entry Form

Answer the following questions in the order presented. The entry form is the heart of an entry, so answer the questions thoroughly, yet concisely.

- 1) Category (e.g., Distracted Driving, Intersection Crashes)
- 2) Entry name (e.g., project/program title, individual/group name)
- 3) Contact information for person submitting entry, including name, email address, phone, and mail address
- 4) Identify the project, program or effort. This is the executive summary of the entry that describes
 - a) the situation or problem
 - b) actions taken
 - c) the result
- 5) Specify the proven strategies, best practices or innovative strategies with a strong evaluation component used

Questions

If you have questions, contact Mark Medalen at mmedalen@wtsc.wa.gov or 360.725.9878. Email is preferred.

