



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 2013.

The Commission seeks entries from anywhere in Washington for activities occurring or completed during the 2011-2013 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 at www.targetzero.com.

Dates

**Entries must be received by
12 noon on Friday,
January 31, 2014**

**Winners will be honored at
a luncheon ceremony.
Wednesday, April 16, 2014
Lacey Community Center
Lacey, WA**

Awards

Awards will recognize activities and individuals involved in all areas of traffic safety. Some examples may include:

- Heroic Efforts by Emergency Responders
- Data-Driven Law Enforcement Approaches
- Impaired Driving Reduction
- Legislative/Policy Efforts
- Exemplary Leadership
- Run-Off-Road Solutions
- Speeding-Involved Crashes
- Young Driver Education and Intervention
- Distracted Driving Prevention

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 via email to estineman@wtsc.wa.gov by 12 noon on Friday, January 31, 2014.

Entry Content

Please submit answers to the questions below ("Entry Form") and any supporting 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.

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) Traffic safety activity or Target Zero priority, if applicable (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 mailing 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 proven strategies, best practices or innovative strategies with a strong evaluation component used

Questions

If you have questions, contact Erica Stineman at estineman@wtsc.wa.gov or 360.725.9893. Email is preferred.