## FOR USE AFTER TARGETS ARE ESTABLISHED

**Moving towards Safer Roadways**

[STATE DOT] has set its [YEAR] annual safety performance targets as part of its long-term goal of reducing fatalities and serious injuries on our roadways. Safety performance targets are focused on making short-term progress toward the ultimate goal of zero roadway deaths, which means families, friends, and co-workers making it home safely every day.

Last year, [STATE DOT] [achieved/did not achieve] the established targets. As a result, [enter actions here].

For the upcoming year, [STATE DOT] has established the following targets through collaboration with statewide safety partners:

1. [“Reduce overall” or “Limit the overall rise in the”] number of roadway fatalities from XXX to XXX,
2. [“Reduce the” or “Limit the overall rise in the”] fatality rate (accounts for changes in the number of miles driven) from XXX to XXX,
3. [“Reduce overall” or “Limit the overall rise in the”] overall number of roadway serious injuries from XXX to XXX,
4. [“Reduce the” or “Limit the overall rise in the”] serious injury rate (accounts for changes in the number of miles driven) from XXX to XXX, and
5. [“Reduce” or “Limit the overall rise in”] the number of pedestrian, bicycle, and other non-motorized roadway fatalities and serious injuries from XXX to XXX.

Working together, we will meet these targets. One of the most important things you can do is consider safety while driving, walking, and biking by making conscious decisions to obey speed limits; wearing seatbelts; avoiding distracted driving, biking, and walking; and driving sober. Your help is crucial to achieving our safety goals. You also can get involved by [INSERT HERE].

For more information on [STATE DOT'S] safety performance progress or results, go to [LINK] or contact [NAME EMAIL PHONE]. Your voice matters. Find out how you can be involved.