

## OUR PURPOSE

Helping every Washington resident live, work, drive, and thrive.

## OUR VALUES

- **Respect:** We treat each other with dignity and respect.
- **Trust:** We earn your trust through our actions.
- **Diversity:** Our differences are our strengths.
- **Equity:** We meet each person's unique needs.
- **Inclusion:** Your voice informs and influences.

# STRATEGIC PLAN 2019-2023

Easy and equitable access to great service



### OBJECTIVES

- **Equitable access:** Everyone can easily find clear information about every service.
- **Better service:** Everyone can easily access and navigate every service.

### STRATEGIES

- **Ask communities what they need:** Reach out to all communities, especially the underserved, to learn how to remove barriers to information and services.
- **Use clearer language:** Rewrite website content, forms, and letters, using customer, stakeholder, and employee input, so language is clearer, welcoming, and translatable.
- **Simplify online service:** Redesign web pages and transaction services, using customer, stakeholder, and employee input, to improve accessibility, usability, and translation.

Fully engaged and prepared employees



### OBJECTIVES

- **Cultural competencies:** Every employee demonstrates DEI skills with each other and every customer.
- **Leadership competencies:** Universal opportunities to develop leadership skills.

### STRATEGIES

- **Develop every employee's cultural competencies:** Provide every employee with Diversity, Equity, and Inclusion (DEI) training, tools, coaching, and performance expectations. Provide every supervisor with expert assistance.
- **Develop new leaders:** Deliver a new Employee Development Program reflecting agency purpose, values, goals, and leadership competencies.

Safer drivers



### OBJECTIVE

- **Reduced risk:** More drivers avoid high-risk behaviors, traffic violations, and collisions.

### STRATEGIES

- **Strengthen safety programs:** Revise driver training curriculum, tests, and laws to reflect research and expert partner input, and improve equitable access to training.
- **Promote a safe driving culture:** Partner with communities to increase public awareness and decrease high-risk driving behaviors.

Safer professions



### OBJECTIVE

- **Professions' standards achieved:** More licensees achieve and sustain standards.

### STRATEGY

- **Partner with professions to reduce consumer risk:** Provide more proactive and inclusive assistance to professions on how to prevent and correct consumer risk.

Safer data



### OBJECTIVE

- **Data compliance:** Every internal and external data user meets the highest data privacy, protection, and management standards.

### STRATEGIES

- **Strengthen data privacy and protection:** Implement advanced data management policies, standards, technologies, and compliance audits.
- **Develop data stewardship competencies:** Train and support employees to use the highest data privacy and protection standards for data collection, storage, and use.