



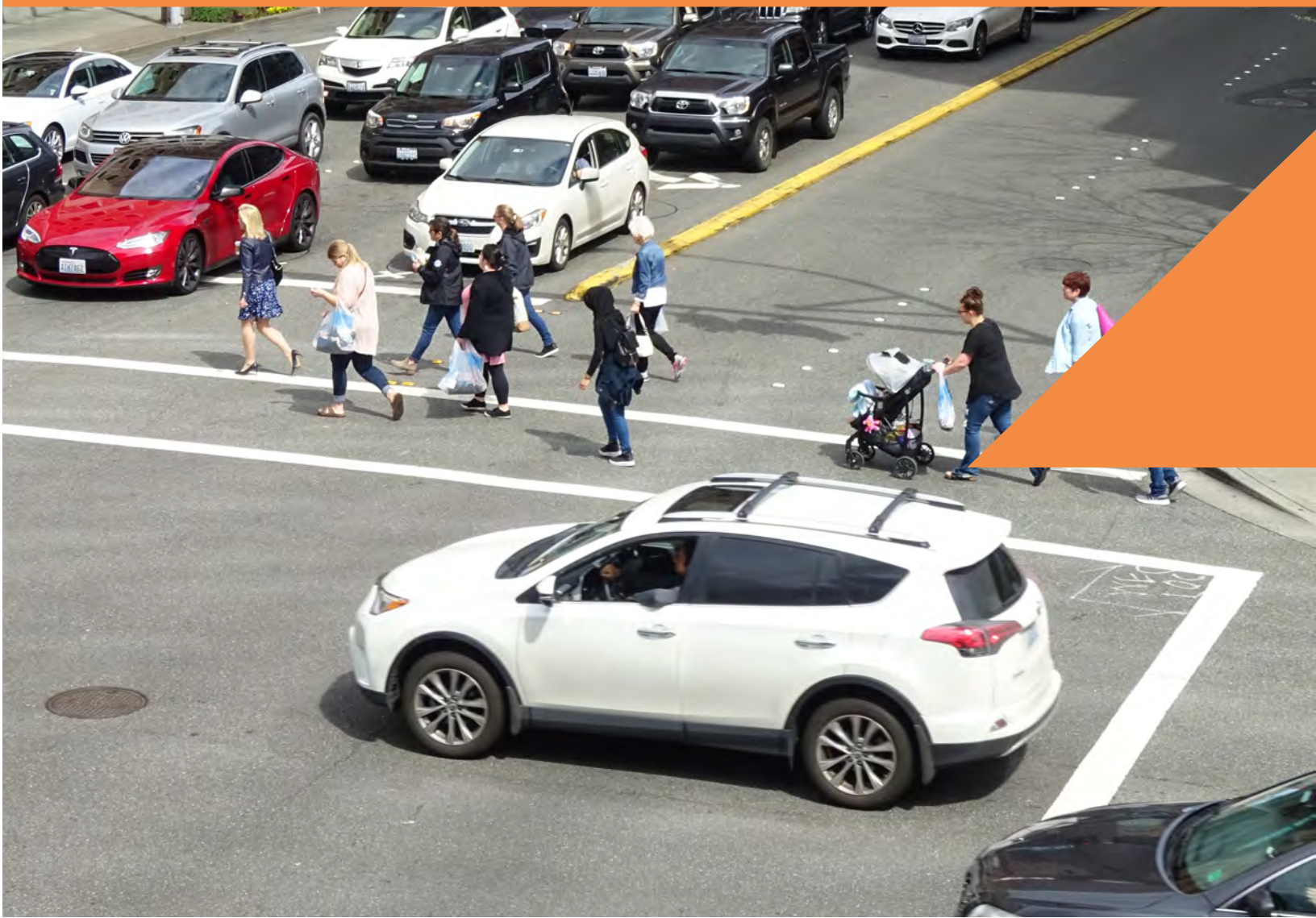
# 2023 VISION ZERO ACTION PLAN

ONE CITY TOWARDS SAFE STREETS



# OUR PLEDGE:

We will lead and implement the Vision Zero Action Plan to strive to achieve zero traffic deaths and serious injuries on Bellevue streets by 2030.





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## Our Process

The City of Bellevue, Washington is a Vision Zero community that has put in place policies, plans, and programs to improve safety for the traveling public (see [Section 2, Plan Context](#)). However, there is more that can be done.

Vision Zero calls on government agencies to be proactive, identify risks, and take steps to prevent crashes and eliminate serious injuries and fatalities on our roadways.

The City Council established its Vision Zero goal statement when it adopted [Resolution 9035](#), “to strive to achieve zero traffic deaths and serious injuries on Bellevue streets by 2030.” This action was followed with the council adopting [Ordinance 6334](#) incorporating Vision Zero amendments into the Comprehensive Plan.

The City of Bellevue is using a six-step process to develop, implement, monitor, and refine its Vision Zero strategy (see Figure 1).



**Figure 1:** Process to develop Bellevue’s Vision Zero Strategic Plan and annual Action Plans.

## Safe Systems Approach

Across the United States, the Institute of Transportation Engineers (ITE) is encouraging Vision Zero communities to adopt the Safe Systems approach because it results in improved safety outcomes (see [ITE Technical Resources](#)). In Washington, the Safe Systems approach is endorsed in the statewide [2019 Target Zero Plan](#): “It is time for Washington to adopt the Safe Systems principles statewide in its policies, programs, projects, activities, and investments. When we do so, we will save lives, provide better stewardship of public resources, and improve the functioning of the transportation system for everyone using it.”

In its advisory role in the development of the city’s Strategic Plan, the Bellevue Transportation Commission examined the attributes of the Safe Systems approach and concurred that Safe People, Safe Streets, Safe Speeds, Safe Vehicles—as well as the supporting elements of leadership, culture, partnerships and data—all help contribute to reducing the frequency and severity of crashes (see Figure 2). This holistic approach accepts that people will make mistakes and that crashes will continue to occur, but it aims to ensure these do not result in serious injuries or fatalities.



**Figure 2:** The Bellevue Safe Systems approach rests on four pillars (Safe Speeds, Safe People, Safe Vehicles, and Safe Streets) paired with four supportive elements (Data, Leadership, Partnerships, and Culture).

## Strategic Plan

In June 2020, the City Council adopted [Resolution 9769](#) approving the Safe Systems approach and strategies (see pages 6 - 7). The [Vision Zero Strategic Plan](#) was finalized in December 2020 by staff at the direction of the Steering Team—a cross-departmental executive work group guiding Vision Zero implementation.

The Strategic Plan articulates how the city will apply the Safe Systems approach to eliminate traffic fatalities and serious injuries by 2030 (see Figure 3). The plan coordinates existing efforts and new ideas, evaluates crash data, considers public concerns, and identifies strategies that will reduce traffic fatalities and serious injuries to zero by 2030. It articulates a coordinated approach across the city departments, ensuring that transportation engineers, first responders, and other key staff work together.

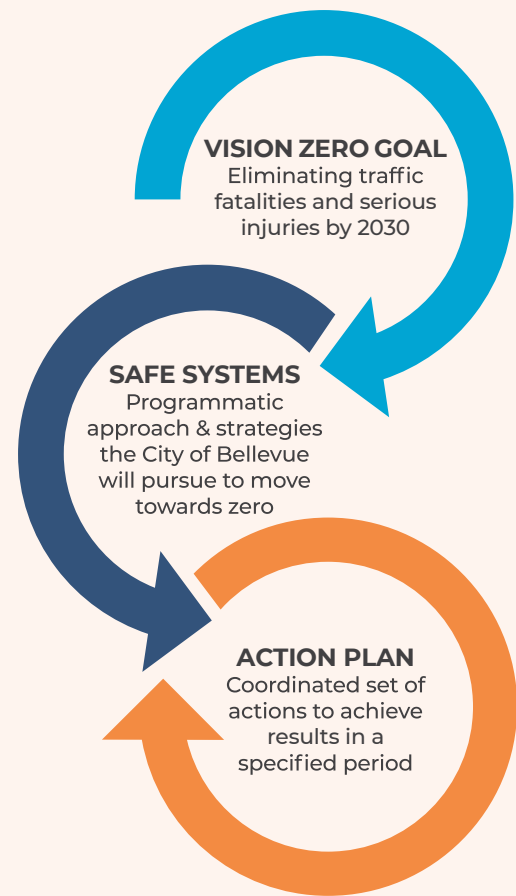


**Figure 3:** Bellevue's Vision Zero Strategic Plan acknowledges that new vehicle technologies, improved street infrastructure, lower vehicle speeds, enhanced public awareness, and more all contribute to reducing the frequency and severity of crashes.

## Annual Action Plan

The development of annual Vision Zero Action Plans balances Safe Systems actions with other competing city priorities and sensitivity to available funding. The Vision Zero Steering Team is focused on providing the highest priority government programs, services, and capital investments (see Pages 8 - 11).

In this context, the Steering Team is working to find the best solution that delivers measurable improvement, is affordable, and can be implemented in a reasonable time frame (see Figure 4). Annual Action Plans are living documents, to be continually updated as new data becomes available and as new Safe Systems actions prove to be successful in making Bellevue streets safer.



**Figure 4:** Annual action plans build on the Safe Systems approach and Strategic Plan—a yearly recommitment to address systemic traffic safety challenges holistically through interdepartmental “One City” collaboration.

## Safe Systems Strategies

In June 2020, the City Council adopted [Resolution 9769](#) “approving the Safe Systems approach and strategies to move Bellevue towards Vision Zero”. Nested within the Safe Systems approach are 36 strategies—reflected on the following two pages. The strategies build upon the Council’s Vision Zero goal by articulating the programmatic steps staff should pursue to eliminate traffic fatalities and serious injuries in Bellevue by 2030.

### Safe People

**Strategy SP1** – Launch citywide campaigns to build awareness around safety and Vision Zero.

**Strategy SP2** – Improve motorist training on safety and rules of the road.

**Strategy SP3** – Educate pedestrians, bicyclists, and scooter riders on safety and rules of the road.

**Strategy SP4** – Educate children and students on safety and rules of the road.

**Strategy SP5** – Foster and promote safety champions in the community.

**Strategy SP6** – Use data to inform coordinated actions across city departments to influence public commitment to Vision Zero.

### Safe Streets

**Strategy SS1** – Implement projects citywide that make it safer to walk, bicycle, and take transit (and where relevant to make it more comfortable and accessible).

**Strategy SS2** – Implement projects citywide to make it safer to drive.

**Strategy SS3** – Create public spaces that are safe and attractive for people walking and bicycling.

**Strategy SS4** – Establish clear priorities for curb usage.

### Safe Speeds

**Strategy SSP1** – Design or redesign roads and intersections to manage speeds as appropriate for the intended use.

**Strategy SSP2** – Assess and evaluate speed limits citywide and create a speed management program to address speeding concerns based on applicable data.

**Strategy SSP3** – Educate people on the link between speed and safety, and, in the process, change drivers’ risk perceptions of enforcement actions or causing a crash.

**Strategy SSP4** – Create and promote neighborhood-based programs that aim to lower traffic speeds.

**Strategy SSP5** – Use and expand automated speed enforcement (ASE).

**Strategy SSP6** – Employ High Visibility Enforcement actions to increase compliance of safe speeds.

### Safe Vehicles

**Strategy SV1** – Improve safety of private vehicles operated on our roads.

**Strategy SV2** – Improve safety of public vehicles on our roads.

**Strategy SV3** – Improve safety of shared mobility.

**Strategy SV4** – Leverage new technologies for safety data collection.

**Strategy SV5** – Create a safe environment for autonomous vehicle (AV) testing and implementation.

**Strategy SV6** – Implement safety enforcement technologies on public vehicles.

## Leadership

**Strategy L1** – The Mayor, elected officials, and department leaders commit to collaborating to strive for zero traffic fatalities and serious injuries within a specific timeframe.

**Strategy L2** – Employ meaningful and accessible community engagement toward Vision Zero with a focus on equity.

**Strategy L3** – The Vision Zero Action Plan guides work and includes clear goals, measurable strategies, comprehensive data collection, timelines, and responsible stakeholders.

**Strategy L4** – Decision-makers and system designers advance projects and policies that keep safety as a key priority.

## Culture

**Strategy C1** – Encourage city staff to fully embrace the goal of striving for zero fatalities and serious injuries by 2030.

**Strategy C2** – Prioritize safety improvements on roadways for all people in historically underserved communities.

**Strategy C3** – Ensure enforcement, outreach, and education are equitable across the city's diverse populations.

**Strategy C4** – Systematically reach out to the community to build a culture of safety.

## Partnerships

**Strategy P1** – Work with partner safety agencies to develop a more complete crash database.

**Strategy P2** – Revise/standardize crash reporting data for consistent results across all modes.

**Strategy P3** – Continually identify new transportation safety partners.

## Data

**Strategy D1** – The performance and implementation of all safety actions are routinely evaluated, made public, and shared with decision-makers to inform priorities, budgets, and updates to the Vision Zero Action Plan.

**Strategy D2** – Collect and analyze crash data to inform evidence-based strategies and interventions.

**Strategy D3** – Apply a proactive, systems-based approach to identify and address top crash factors and mitigate potential crashes and crash severity.

## 2023 Actions

The Vision Zero Steering Team approved the following Vision Zero actions that the City of Bellevue will pursue in 2023. The table identifies for each of the 2023 actions: (i) Related Strategies – how the action aligns with City Council adopted Safe Systems strategies (see pages 6-7); (ii) Task Description – activities arising from current actions; (iii) Target (2024) + Key Performance Indicator (KPI) – what we intend to accomplish (the target) and how we track progress (the KPI); and (iv) Lead + Partners – the responsible parties.

Action	Related Strategies	Task Description	Target + Key Performance Indicator (KPI)	Lead + Partners
1 Launch educational campaigns to build Vision Zero awareness.	SP1, SP2, SP3, SP4, SP5, SP6	Coordinate with King County Target Zero to develop and implement Vision Zero education and media/messaging in English and appropriate languages that: (i) increase compliance of public with walker and roller laws; (ii) increase the knowledge of residents about the risks of distracted driving behavior; and (iii) increase knowledge of teens and parents about the risks of driving while under the influence of alcohol and/or cannabis. [Note: Grant funded program administered by King County Target Zero].	<p><b>Target:</b> Implement three (3) educational campaigns.</p> <p><b>KPI:</b> Number of campaigns launched/year. Number of impressions for radio and social media.</p>	Transportation (Lead) + City Attorney's Office and Police (Support) in collaboration with King County and the Bellevue School District.
	SP6, SSP6	Coordinate with King County Target Zero and 26 other police departments in King County to engage in high visibility messaging and enforcement events throughout the region and state on impaired driving (monthly – local events), locally led speed events, state and locally led distracted driving events, and state-level motorcycles events. [Note: Grant funded program with an agreement between Bellevue Police Department and Washington Traffic Safety Commission].	<p><b>Target:</b> Participate in four (4) HVE target zero events in 2023.</p> <p><b>KPI:</b> Three (3) contacts/hour for each HVE event.</p>	Police (Lead) + Transportation and City Attorney's Office (Support)
	SP4	Continue to promote and support to the Bellevue School District on the annual Walk to School Day event (October 2023).	<p><b>Target:</b> Encourage BSD schools to participate in Walk to School Day with a goal of increasing participation compared to last year.</p> <p><b>KPI:</b> Number of BSD schools engaged in Walk to School Day.</p>	Transportation (Lead) + Police (Support) in collaboration with the Bellevue School District
2 Implement countermeasure project(s) to improve safety on High Injury Network (HIN) corridors.	SS1, SS2	Conduct Road Safety Assessments (RSA) on High Injury Network streets near Bellevue schools: International School and Newport High School. Following RSA completion implement prioritized improvements leveraging the Vision Zero Rapid Build Data Driven Safety Program (CIP PW-R-205).	<p><b>Target:</b> Design rapid build Vision Zero projects on one (1) HIN corridor.</p> <p><b>KPI:</b> Number of RSAs completed/year. Number of safety countermeasures implemented/year on HIN.</p>	Transportation (Lead) + Community Development, City Attorney's Office and City Manager's Office (Support)

**Safe Systems abbreviations** (see Page 6 - 7 for associated strategies):

SP - Safe People      SS - Safe Speeds      SSP - Safe Speeds      SV - Safe Vehicles  
L - Leadership      C - Culture      P - Partnerships      D - Data



Action	Related Strategies	Task Description	Target + Key Performance Indicator (KPI)	Lead + Partners
<b>3 Implement bicycle network safety and comfort improvements citywide.</b>	SS1	Implement infrastructure that improves safety and comfort for people bicycling. Projects built outside of the Growth Corridor area will leverage funding from the Neighborhood Safety, Connectivity, and Congestion Levy program (R-199), Pedestrian and Bicycle Access Improvements program (W/B-56), and discrete CIP projects. Additionally, through the development review process consider incorporating best practices.	<b>Target:</b> Finalize design for three (3) miles of bikeway improvements. <b>KPI:</b> Miles of bikeway improvements that meet or exceed the bicycle level of service (LOS) target for project corridors.	Transportation (Lead) + Development Services (Support)
	SS1	Leveraging CIP PW-WB-85 funding collaborate with stakeholders to identify and implement bicycle projects in city's urban core – focusing on rapid-build solutions to fill network gaps and improve access to light rail stations and Eastrail.	<b>Target:</b> Community consensus on implementation plan. <b>KPI:</b> Finalize report.	Transportation (Lead) + Community Development (Support)
<b>4 Modify flashing settings on stationary radar signs to encourage drivers to reduce their speed.</b>	SSP1	Further test reducing the flashing threshold on a sample of radar feedback signs to determine effectiveness. If found to be effective at further reducing speeds, the city will implement programming adjustments city-wide. Report findings in city's stationary radar sign report.	<b>Target:</b> Modify radar sign programming to flash "Slow Down" message at a lower speed on a sample of radar feedback signs. <b>KPI:</b> Compare before and after speed study results to assess effectiveness.	Transportation (Lead)
<b>5 Finalize Speed Management Plan and perform speed studies on three High Injury Network (HIN) arterials.</b>	SS1, SSP2	Finalize a Speed Management Plan (see 2022 Action Plan) that leverages the city's new Speed Limit SOP (see 2021 Action Plan). Based on recommendations in the Speed Management Plan, complete speed studies on three (3) HIN arterials and evaluate potential speed management approaches for arterials recommend for a speed reduction.	<b>Target:</b> Finalize and implement Speed Management Plan. <b>KPI:</b> Complete assessment and potential speed limit modifications on three (3) arterials.	Transportation (Lead) + Police, Fire, and City Attorney's Office (Support)

Action	Related Strategies	Task Description	Target + Key Performance Indicator (KPI)	Lead + Partners
6 Continue expanding neighborhood slow zone program while advancing citywide efforts to implement a local street speed limit reduction policy reducing speed limits on local streets to 20 mph.	SSP4	Continue advancing work to assess a citywide local street speed limit reduction. Evaluate and incorporate the results of the additional neighborhood slow zone project. If a citywide implementation approach is determined, present citywide local street speed limit reduction policy ordinance changes to council for approval in 2023. Following council approval, implement speed limit reduction to 20 mph on local streets. Commence citywide evaluation report.	<b>Target:</b> Pending Council concurrence, implement citywide local street speed limit reduction policy. <b>KPI:</b> Pending Council concurrence, 100% of speed limit signs and legends changed to reflect new speed limits citywide.	Transportation (Lead) + City Attorney's Office, Police, City Manager's Office, Community Development, and Development Services (Support)
7 Continue using unmanned aerial systems (UAS) in support of fatal and serious injury crash scene investigations.	SV4	Police Department staff will continue to use UAS for fatal and serious injury crash scene investigations, when available.	<b>Target:</b> Complete fatal and serious injury crash in-field scene investigations with UAS. <b>KPI:</b> Enhanced forensic documentation (e.g., speed calculations) when paired with Pix4D software and FARO Scene to achieve 3D modeling of fatal and serious injury crashes.	Police (Lead)
8 Continue to participate in and contribute to the national Vision Zero cities network; share new ideas and approaches with industry professionals about Bellevue's Safe Systems practices.	L1	Explore additional opportunities to bring new concepts, ideas, and solutions to the forefront through participation in events and initiatives with Vision Zero organizations. In 2023 Bellevue will collaborate with: (i) National League of Cities Safety First Challenge for Safer Streets; (ii) Federal Highway Administration Vision Zero Community of Practice program; (iii) National Academies Transitioning Evidence-based Road Safety Research into Practice consensus study committee; and, (iv) United States Department of Transportation Commit to Action campaign.	<b>Target:</b> Participate in at least one (1) external program or event. <b>KPI:</b> Number of programs or events.	Transportation (Lead)

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Action	Related Strategies	Task Description	Target + Key Performance Indicator (KPI)	Lead + Partners
9 Publish an annual Vision Zero Action Plan and progress report.	L3	Prepare an annual Vision Zero Action Plan for Vision Zero Steering Team approval. Publish an annual progress report to track performance on prior year action.	<p><b>Target:</b> Produce report documenting progress on 2023 Action Plan.</p> <p><b>KPI:</b> Produce Vision Zero Action Plan and Progress Report.</p>	Transportation (Lead) + City Attorney's Office, Police, City Manager's Office, Community Development, Development Services, Human Resources, Fire, and Information Technology (Support)
10 Pursue additional resources through outside funding programs to implement new Vision Zero projects and programs.	L4	Continue to pursue mobility safety funding opportunities (e.g., grants such as SS4A or direct allocations); and, following awards, ensure proper administration during project implementation.	<p><b>Target:</b> Pursue at least two (2) funding opportunities that provide critical safety features for the city's transportation system.</p> <p><b>KPI:</b> Number of funding opportunities evaluated, pursued, and secured.</p>	Transportation (Lead) + City Attorney's Office (Support)
11 Develop staff knowledge and competence in the Safe Systems approach and strategies to move Bellevue towards Vision Zero.	C1	Continue to share and apply new knowledge and skills of the Safe Systems approach and strategies in support of Bellevue's learning culture. The Vision Zero Program Manager will review and recommend opportunities for shared learning with the Vision Zero Steering Team, Vision Zero Core Team, and staff. For example, hosting BQR sessions, peer-to-peer and lunch and learn events, Bellevue Essentials presentations, and utilizing The Place as a resource to engage in Vision Zero discussions with staff.	<p><b>Target:</b> Develop a continuous learning program. Host a bi-annual staff workshop on Vision Zero.</p> <p><b>KPI:</b> Number of staff participants in educational programs.</p>	Transportation and Human Resources (Lead) + City Attorney's Office, Police, City Manager's Office, Community Development, Development Services, Fire, and Information Technology (Support)
12 Sustain Vision Zero leadership, collaboration, and accountability through regular meetings with the Vision Zero Steering Team and Vision Zero Subject Matter Experts.	C1	Advance a coordinated "One City" approach to Vision Zero involving regular meetings of the Vision Zero Steering Team and Vision Zero Subject Matter Experts.	<p><b>Target:</b> Summarize Vision Zero meeting outcomes.</p> <p><b>KPI:</b> Meetings occur at a frequency consistent with the Vision Zero Charter.</p>	Transportation (Lead) + City Attorney's Office, Police, City Manager's Office, Community Development, Development Services, Human Resources, Fire, and Information Technology (Support)

Action	Related Strategies	Task Description	Target + Key Performance Indicator (KPI)	Lead + Partners
13 Implement Vision Zero communications strategy to notify public about upcoming Vision Zero events, campaigns, projects, and safety concerns and increase staff awareness of the program.	C4	Leveraging the Vision Zero Communications Strategy Report, staff will: (i) document Vision Zero related Safe People communications in the 2023 copy of the communications action plan; (ii) create key messages based on the action plan to translate into the top languages and share; (iii) create a one-page summary about Vision Zero in collaboration with city's Diversity Advantage team to be shared with their network, at community events and at community centers; (iv) provide summary in top Bellevue languages; (v) send emails and post on InsideVue to remind staff of and encourage participation in National Bike Month and Bike Everywhere Day in May; and (vi) plan and implement an event recognizing the World Day of Remembrance for Road Traffic Victims in November, including a council proclamation.	<b>Target:</b> Complete six (6) activities in description. <b>KPI:</b> Number of individuals who are signed up to receive e-alerts from the Vision Zero webpage and number of website views.	Transportation (Lead) + City Attorney's Office, Police, and City Manager's Office (Support)
14 Establish new Safe Systems partnerships with public, private, and non-profit organizations to advance Vision Zero priorities.	P3, D2	Pursue new partnership opportunities that align with Bellevue's Safe Systems approach and strategies and (following implementation) assess outcomes and lessons learned.	<b>Target:</b> Dependent on external organizations. <b>KPI:</b> Key partnerships established/year.	Transportation (Lead) + Information Technology and City Attorney's Office (Support)
15 Coordinate Bellevue's Vision Zero actions with the Washington State Target Zero Plan.	P3, SP1, SP2, SP3, SP4, SP5, SP6, SSP6	Participate in King County and Washington State meetings in support of Target Zero.	<b>Target:</b> Attend meetings. <b>KPI:</b> Number of meetings/year.	Transportation (Lead) + Police (Support)
16 Finalize Pedestrian Signal Operations Guidelines and implement on three corridors.	SS1	Finalize Pedestrian Signal Operations Guidelines which are informed by Safe System principles, public outreach, and national best practice review, as well as previous work in video analytics on intersection safety countermeasures. Review and update signal timing based on new guidance for at least three corridors in the downtown area.	<b>Target:</b> Finalize Pedestrian Signal Operations Guidelines. <b>KPI:</b> Apply new guidelines to three (3) corridors.	Transportation (Lead)
17 Develop ways to share safety data with the public in a transparent and regular manner to establish trust and reliability.	D1	Update Vision Zero story map dashboard to better share safety data with the public.	<b>Target:</b> Finalize Vision Zero Story Map. <b>KPI:</b> Dashboard produced/maintained.	Transportation (Lead) + Information Technology and City Attorney's Office (Support)
18 Establish regular pedestrian and bicyclist counts at consistent locations.	D3	Develop Count Strategy Report to document the city's overall approach to tracking pedestrian and bicycle activity. This report will assist staff in making data-driven decisions on where to prioritize infrastructure investments that enhance the safety of vulnerable road users.	<b>Target:</b> Final Count Strategy Report. <b>KPI:</b> Report produced.	Transportation (Lead) + Information Technology (Support)

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Action	Related Strategies	Task Description	Target + Key Performance Indicator (KPI)	Lead + Partners
<p>19 Review and update Comprehensive Plan policies to include Safe System principles.</p>	<p>SS1</p>	<p>Prepare draft Comprehensive Plan policy language amendments for consideration by the Transportation Commission and Planning Commission consistent with Council's Safe System approach to Vision Zero (Resolution 9769).</p>	<p><b>Target:</b> Finalize draft policy language for potential inclusion in the 2024 Periodic Update to the Comprehensive Plan. <b>KPI:</b> Safe System policies adopted.</p>	<p>Transportation (Lead) + Community Development, City Manager's Office, City Attorney's Office (Support)</p>



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안전거리  
safe  
street  
安全的街