



# 2021 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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*Deputy City Manager*



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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.

## 2021 Actions

The Vision Zero Steering Team approved the following Vision Zero actions that the City of Bellevue will pursue in 2021. The table identifies for each of the 2021 actions: (i) Related Strategies – how the action aligns with City Council adopted Safe Systems strategies (see pages 6-7); (ii) Description – both near-term (2021) and anticipatory (2022) activities arising from current actions; (iii) Target (2022) + 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	Description	Target + Key Performance Indicator (KPI)	Lead + Partners
<b>1 Launch educational campaign to build Vision Zero awareness.</b>	<b>SP1, SP2, SP3, SP4, SP5, SP6</b>	Bolster social media engagement with proactive information on travel safety and recent actions; respond in a timely manner to concerned community members; and explore grant funding opportunities (2021) to enable the city to launch a Vision Zero awareness program (2022).	<b>Target:</b> Launch campaign. <b>KPI:</b> Number of #VisionZero road safety social media posts.	Transportation (Lead) + City Attorney's Office, Police, City Manager's Office, Community Development (Support)
<b>2 Implement countermeasure project(s) to improve safety on High Injury Network (HIN) corridors.</b>	<b>SSI, SS2</b>	Secure FHWA technical support and complete a Road Safety Assessment (RSA) for at least one of Bellevue's HIN corridors (2021). Following RSA completion, staff will implement prioritized safety countermeasure improvements, leveraging CIP PW-R-205: Vision Zero Rapid Build Data Driven Safety Program (2022).	<b>Target:</b> Implement rapid build Vision Zero projects on one HIN corridor. <b>KPI:</b> Number of RSAs completed/year. Number of safety countermeasures implemented/year on HIN.	Transportation (Lead) + City Attorney's Office, City Manager's Office, Community Development (Support)
<b>3 Implement bicycle network safety and comfort improvements citywide.</b>	<b>SSI</b>	Implement infrastructure that improves safety and comfort for people bicycling, consistent with Complete Streets design guidelines. Projects built will leverage funding from the Neighborhood Safety and Connectivity Levy program (R-199), Pedestrian and Bicycle Access Improvements program (W/B-56), and discrete CIP projects programs. Additionally, through the development review process consider incorporating best practices.	<b>Target:</b> Implement three 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)
<b>4 Update the existing speed limit standard operating procedure (SOP).</b>	<b>SSI, SSP2</b>	New research on setting speed limits, released by national organizations over the last year, will be used to update the SOP, which is used by the city to consider new speed limits on arterial roadways.	<b>Target:</b> Finalize reports and identify next steps. <b>KPI:</b> Approval of new SOP by department leadership.	Transportation (Lead) + Police (Support)
<b>5 Develop a neighborhood slow zone program to reduce speed limits citywide to 20 mph.</b>	<b>SSP4</b>	Prepare an evaluation report assessing the effectiveness of the existing pilot in Surrey Downs and potentially launch second pilot project (2021) and develop a cost/benefit analysis evaluating financial, staffing, and practical Implications of comprehensively lowering existing 25 mph residential speed limits across the city, versus a street-by-street approach (2022).	<b>Target:</b> Finalize reports and identify next steps. <b>KPI:</b> Number of pilots launched/year.	Transportation (Lead) + City Attorney's Office, Police, City Manager's Office, Community Development, and Development Services (Support)

**Safe Systems abbreviations** (see Pages 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	Description	Target + Key Performance Indicator (KPI)	Lead + Partners
6 Implement the use of unmanned aerial systems (UAS) in support of crash scene investigations.	SV4	The UAS Core Team will develop a policy framework that addresses permitted uses, privacy protection, and data retention. Police Department staff will commence using UAS for crash scene investigations (2021).	<b>Target:</b> Complete crash scene investigations with UAS in three hours. <b>KPI:</b> Road closure time saved relative to traditional tools.	Police (Lead)
7 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 2021, collaborate with ITE in a Vision Zero Sandbox Competition with the goal to think beyond the traditional ways of assessing crash data based on historic information and move towards a more proactive approach by leveraging near-crash data analytics and technology.	<b>Target:</b> Participate in at least one (1) external event. <b>KPI:</b> Number of events.	Vision Zero Program Manager (Lead) + Transportation, City Attorney's Office (Support)
8 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.	<b>Target:</b> Produce report documenting progress on 2021 Action Plan. <b>KPI:</b> Produce Vision Zero Action Plan and Progress Report.	Vision Zero Steering Team (Lead) + Vision Zero Program Manager, Vision Zero Core Team, and Vision Zero Subject Matter Expert Team (Support)
9 Pursue additional resources through outside funding programs to implement new Vision Zero projects and programs.	L4	Convene a team to pursue mobility safety funding opportunities (e.g., grants or direct allocations); and, following awards, ensure proper administration during project implementation.	<b>Target:</b> Pursue at least two (2) funding opportunities that provide critical safety features for the city's transportation system (2021). <b>KPI:</b> Number of funding opportunities evaluated, pursued, and secured.	Transportation (Lead) + City Attorney's Office (Support)

Action	Related Strategies	Description	Target + Key Performance Indicator (KPI)	Lead + Partners
10 Develop staff knowledge and competence in the Safe Systems approach and strategies to move Bellevue towards Vision Zero.	C1	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 <i>The Place</i> as a resource to engage in Vision Zero discussions with staff.	<b>Target:</b> Develop a continuous learning program. <b>KPI:</b> Number of staff participants in educational programs.	Transportation and Human Resources (Lead) + Vision Zero Steering Team, Vision Zero Subject Matter Expert Team, and Vision Zero Core Team (Support)
11 Sustain Vision Zero leadership, collaboration, and accountability through regular meetings with the Vision Zero Steering Team and Vision Zero Core Team.	C1	Advance a coordinated "One City" approach to Vision Zero involving regular meetings of the Vision Zero Steering Team and Vision Zero Core Team.	<b>Target:</b> Summarize Vision Zero meeting outcomes. <b>KPI:</b> Steering Team and Core Team meetings occur at a frequency consistent with the Vision Zero Charter.	Vision Zero Steering Team (Lead) + Vision Zero Program Manager, Vision Zero Subject Matter Expert Team, and Vision Zero Core Team (Support)
12 Develop a communications strategy on how to notify the public about upcoming Vision Zero events, campaigns, projects, and safety concerns.	C4	Develop a communications strategy.	<b>Target:</b> Finalize strategy. <b>KPI:</b> Strategy report produced.	Transportation (Lead) + City Attorney's Office, Police, City Manager's Office (Support)
13 Produce a Safe Routes to School Gap Analysis Report that inventories existing Bellevue program elements, outlines best practices, and recommends next steps.	C4, SP4	Produce a gap analysis based on an inventory of existing Bellevue program elements, tools, and stakeholders. Utilize a review of best practices from local and national SRTS programs, an equity-based mapping analysis, and the internal programs inventory to produce a list of near-term and long-term recommendations for Bellevue to establish a formal SRTS program.	<b>Target:</b> Produce Gap Analysis Report. <b>KPI:</b> Completion of a gap analysis.	Transportation (Lead)

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Action	Related Strategies	Description	Target + Key Performance Indicator (KPI)	Lead + Partners
14 Establish new Safe Systems partnerships with public, private, and non-profit organizations to advance Vision Zero priorities.	P3	Pursue new partnership opportunities that align with Bellevue's Safe Systems approach and strategies and (following implementation) assess outcomes/lessons learned.	<b>Target:</b> Dependent on external organizations. <b>KPI:</b> Number of new partnerships established/year.	Vision Zero Program Manager (Lead) + Transportation, Information Technology, City Attorney's Office (Support)
15 Coordinate Bellevue's Vision Zero actions with the Washington State Target Zero Plan.	P3	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 Implement corrective measures informed by near-crash data from Bellevue's video analytics partnerships.	D3	Build upon Bellevue's existing video analytics partnerships to provide predictive insights into the factors that lead to collisions. Leveraging these new data systems, this action includes making infrastructure or signal operation modifications based on before data collection and post implementation assessing countermeasure effectiveness. In 2021, finalize an evaluation study of Leading Pedestrian Interval (LPI) signal operations.	<b>Target:</b> Dependent on external organizations. <b>KPI:</b> Number of measures/studies implemented/year.	Transportation (Lead) + Information Technology, City Attorney's Office (Support)
17 Establish regular pedestrian and bicyclist counts at consistent locations.	D3	Commence work on Count Strategy Report (2021); finalize report (2022).	<b>Target:</b> Finalize Count Strategy Report. <b>KPI:</b> Report produced.	Transportation (Lead) + Information Technology (Support)



The City of Bellevue assures that no person shall on the grounds of race, color, national origin, or sex as provided by Title VI of the Civil Rights Act of 1964, and related statutes, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any City of Bellevue program or activity. Any person who believes his/her Title VI protection has been violated may file a complaint with the ADA/Title VI Administrator. For Title VI complaint forms and advice, please contact the ADA/Title VI Administrator at 425-452-6168.

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