

Eyes on the Road:

An educational campaign to address distracted driving



Purpose

As part of the Bellevue's Vision Zero initiative, Neighborhood Traffic Safety Services (NTSS) has a new educational strategy to remind drivers to keep their eyes on the road to drive attentively and responsibly.

To highlight Bellevue's existing City Code that prohibits "inattention while driving" (Bellevue City Code 11.38.040) as well as the introduction of the new Driving under the Influence of Electronics (DUIE) Act that recently went into effect, NTSS will be distributing window decals specifically geared toward attentive driving.

Campaign / Outreach

These decals will be distributed at public events such as open houses and resource fairs. For this initial rollout, the decals will be inserted with any public mailing from Neighborhood Traffic Safety Services such as Residential Parking Zone (RPZ) renewals, Traffic Analysis Reports, and Neighborhood Newsletters. Police and Fire have expressed interest in assisting in the distribution with their outreach efforts. Police have also expressed interest in handing out decals to drivers when giving a warning instead of a citation.

Evaluation

Evaluation will be based on analyzing collision statistics and qualitative interviews with Police. A more detailed analysis process is hoped to be developed in conjunction with Police enforcement efforts. More information on this as it develops.

