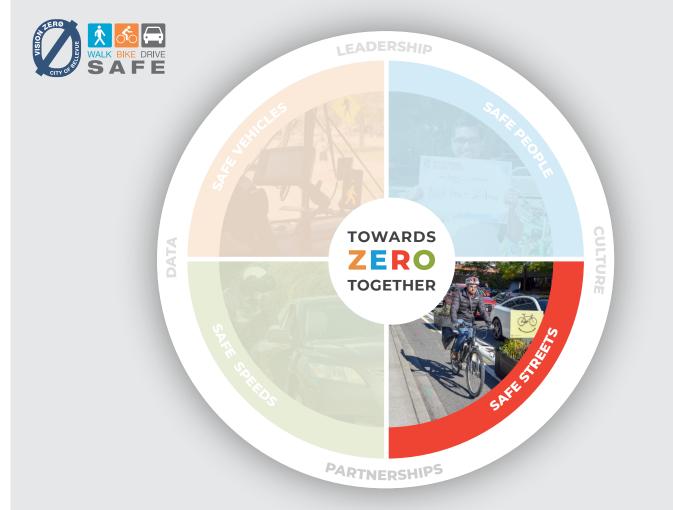**Attachment 2**

Educate people to take a shared role in Vision Zero by ensuring they use the transportation system as intended, know how to utilize the safety systems of their vehicles, and to 'personalize' transportation safety.

Safe People | Strategies

1. Launch citywide campaigns to build awareness around safety and Vision Zero.
2. Improve motorist training on safety and rules of the road.
3. Educate bicyclists and scooter riders on safety and rules of the road.
4. Educate children and students on safety and rules of the road.
5. Foster and promote safety champions in the community.
6. Use data to inform coordinated actions across city departments to influence. public commitment to Vision Zero.

VISION ZERO
CITY OF BELLEVUE
WALK BIKE DRIVE
SAFE

TOWARDS ZERO TOGETHER

Improve the safety of our streets to significantly reduce the likelihood of crashes occurring and to minimize the consequences of those crashes that do occur.

Safe Streets | Strategies

1. Implement projects citywide that make it more comfortable, accessible, and safe to walk, bicycle, and take transit.

2. Implement projects citywide to make it safer to drive.

3. Create public spaces where pedestrians and bicyclists are given priority greater than or equal to motorists.

4. Establish clear priorities for curb usage.

TOWARDS
ZERO
TOGETHER

Implement, educate, and enforce speeds that reduce the risk of bodily harm for people inside and outside of vehicles.

Safe Speeds | Strategies

1. Design or redesign roads and intersections to manage speeds.
2. Assess and evaluate speed limits citywide and create a speed management program to address speeding concerns.
3. Educate people on the link between speed and safety, and, in the process, change drivers' risk perceptions of getting a ticket or causing a crash.
4. Create and promote neighborhood-based programs that aim to lower traffic speeds.
5. Use and expand automated speed enforcement (ASE).
6. Implement other speed enforcement strategies to help fund Vision Zero efforts.

Vision Zero — Towards Zero Together

Wheel diagram labels: LEADERSHIP · SAFE VEHICLES · SAFE PEOPLE · CULTURE · SAFE STREETS · PARTNERSHIPS · SAFE SPEEDS · DATA

Center: TOWARDS **ZERO** TOGETHER

Implement improvements to vehicle design and technology to reduce risk of injury to passengers and people outside the vehicles.
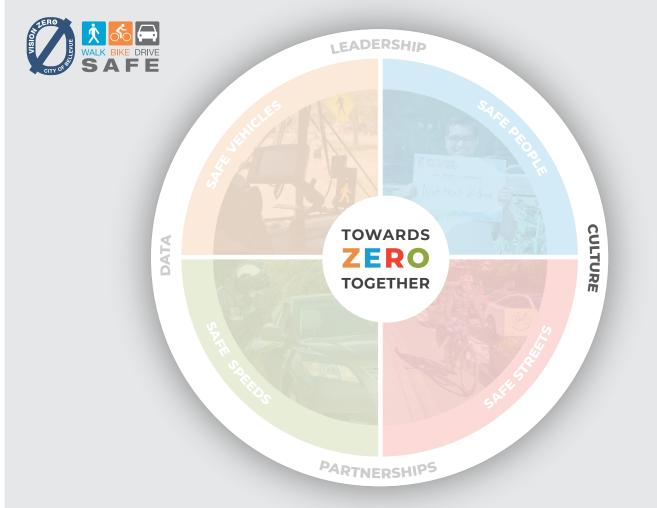
Safe Vehicles | Strategies

1. Improve safety of private vehicles operated on our roads.
2. Improve safety of public vehicles on our roads.
3. Improve safety of shared mobility.
4. Leverage new technologies for safety data collection.
5. Create a safe environment for autonomous vehicle (AV) testing and implementation.
6. Implement safety enforcement technologies on public vehicles.

*SEE PROPOSED LEAD-IN MESSAGING
IN ATTACHMENT 3*

Leadership | Strategies

1. The Mayor, elected officials, and department leaders commit to collaborating to achieve zero traffic fatalities and serious injuries within a specific timeframe.

2. Employ meaningful and accessible community engagement toward Vision Zero with a focus on equity.

3. A Vision Zero Action Plan guides work and includes clear goals, measurable strategies, timelines, and responsible stakeholders.

4. Decision-makers and system designers advance projects and policies that prioritize safety over conflicting transportation goals.
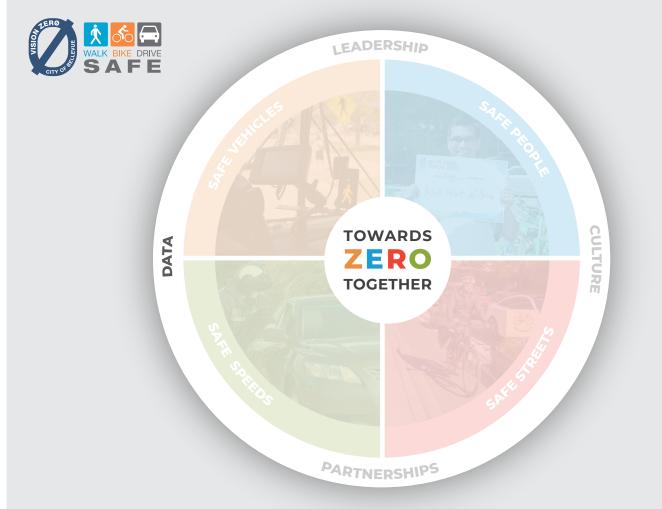
*SEE PROPOSED LEAD-IN MESSAGING
IN ATTACHMENT 3*

Culture | Strategies

1. Ensure city staff fully embrace the goal of reaching zero fatalities and serious injuries by 2030.
2. Prioritize safety improvements on roadways for people walking and bicycling and in historically underserved communities.
3. Ensure enforcement, outreach, and education are equitable across the city's diverse populations.
4. Systematically reach out to the community to build a culture of safety.

*SEE PROPOSED LEAD-IN MESSAGING
IN ATTACHMENT 3*

Partnership | Strategies

1. Work with partner safety agencies to develop a more complete crash database.
2. Revise/standardize crash reporting data for consistent results across all modes.
3. Continually identify new transportation safety partners.

SEE PROPOSED LEAD-IN MESSAGING IN ATTACHMENT 3

Data | Strategies

1. The performance and implementation of all safety interventions is routinely evaluated, made public, and shared with decision-makers to inform priorities, budgets, and updates to the Vision Zero Action Plan.

2. Collect and analyze crash data to inform evidence-based strategies and interventions.

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