

Attachment 3

Proposed lead-in messaging for the four supportive elements of the Safe Systems Approach (see Attachment 2).

Leadership

Commit all levels of the organization to always keep learning, refining our skills, and expanding our toolbox with the best available policies, strategies, and actions as we make measurable progress towards Vision Zero.

Culture

Develop a shared language and understanding about traffic collisions, which begins by acknowledging that zero is the only acceptable number of deaths and serious injuries on our streets, that collisions are preventable incidents, and that we all have a role in achieving this goal.

Partnerships

Promote interdepartmental “One City” collaboration and partnerships between the City of Bellevue and the broader Vision Zero community to achieve optimal outcomes.

Data

Collect and analyze data to understand the factors that impact the safety of our transportation system and leverage this insight to identify improvements and evaluate outcomes.