MEET BELLEVUE

Pedestrian and Bicycle Implementation Initiative

Bellevue, Washington is one of just seven smaller cities nationwide to win a USDOT's Mayor's Challenge Award, out of 246 cities participating in the DOT's Safer People, Safer Street Initiative. Bellevue was recognized for its work collecting data to use in its Pedestrian and Bicycle Implementation Initiative, which aims to improve safety for people of all ages and abilities who walk and bike.

The USDOT recognized Bellevue for going beyond traditional traffic safety approaches, which are limited to analyzing crash reports, and engaging the public with online mapping platforms to pinpoint intersections or streets where they have safety concerns.

Bellevue Councilmember Lynne Robinson and project manager Franz Loewenherz accepting the Mayor's Challenge Award on September 16, 2016 from Secretary of Transportation Anthony Foxx.

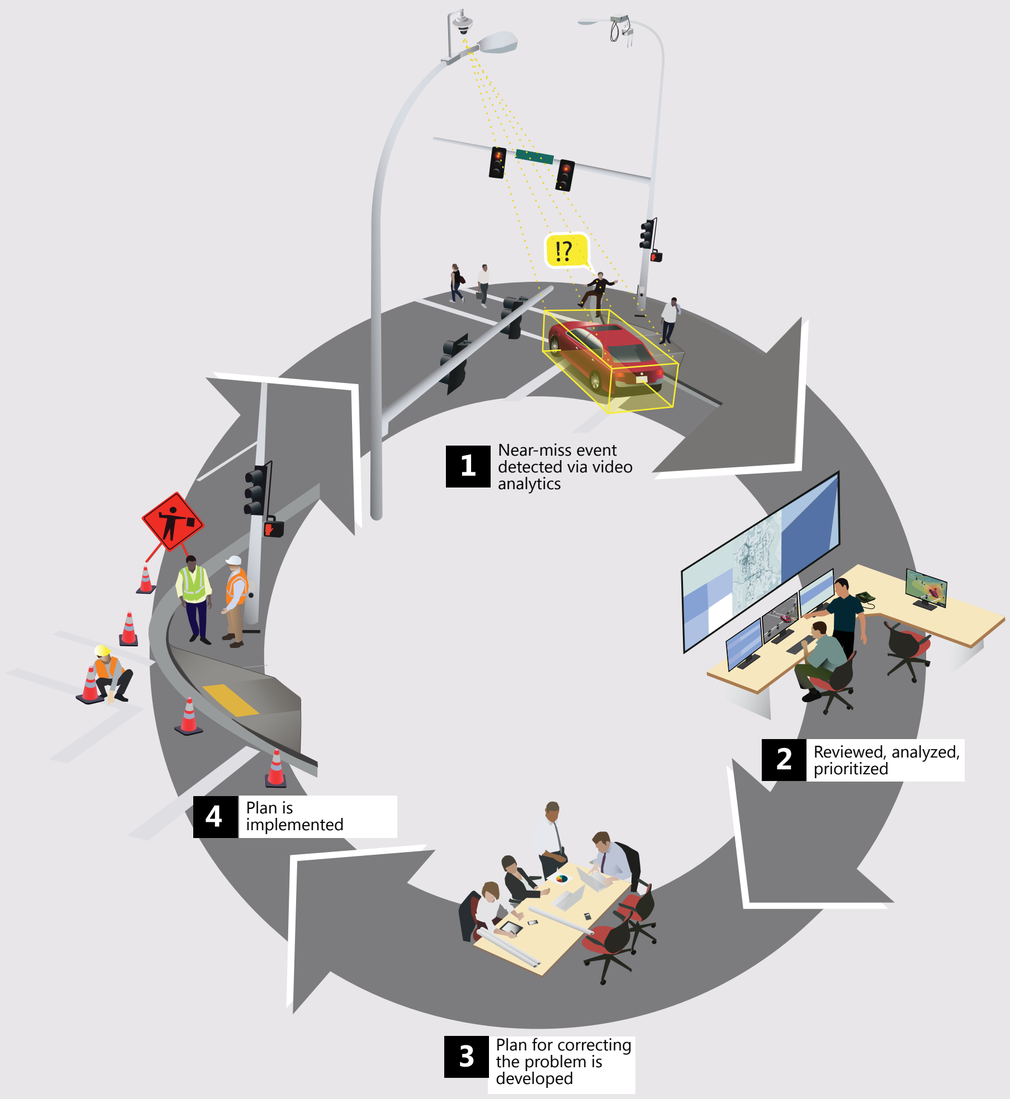
Solutions for a Safer World

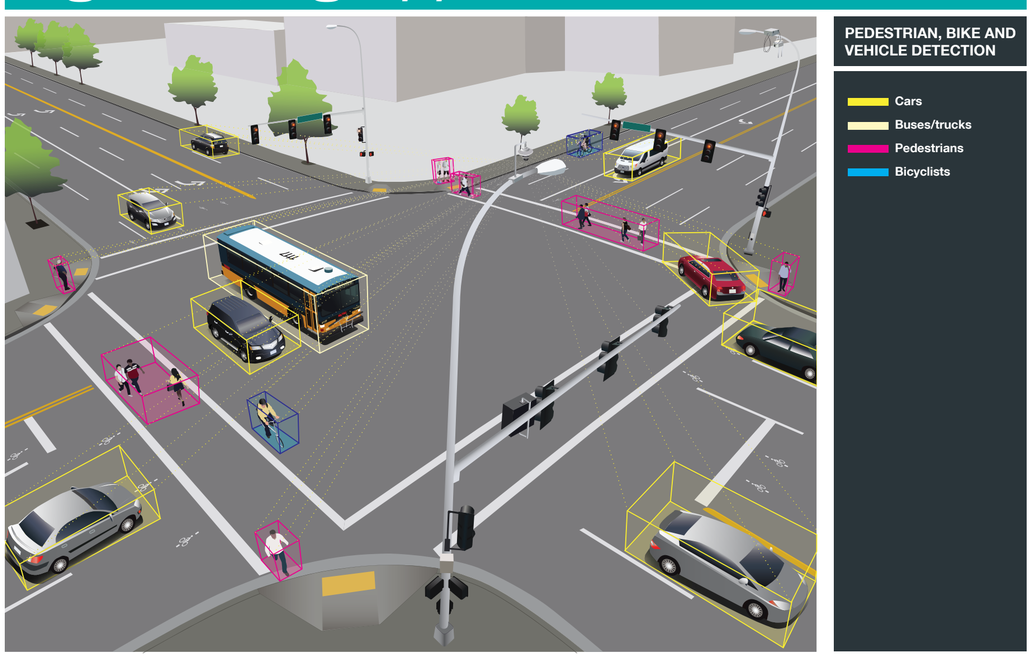
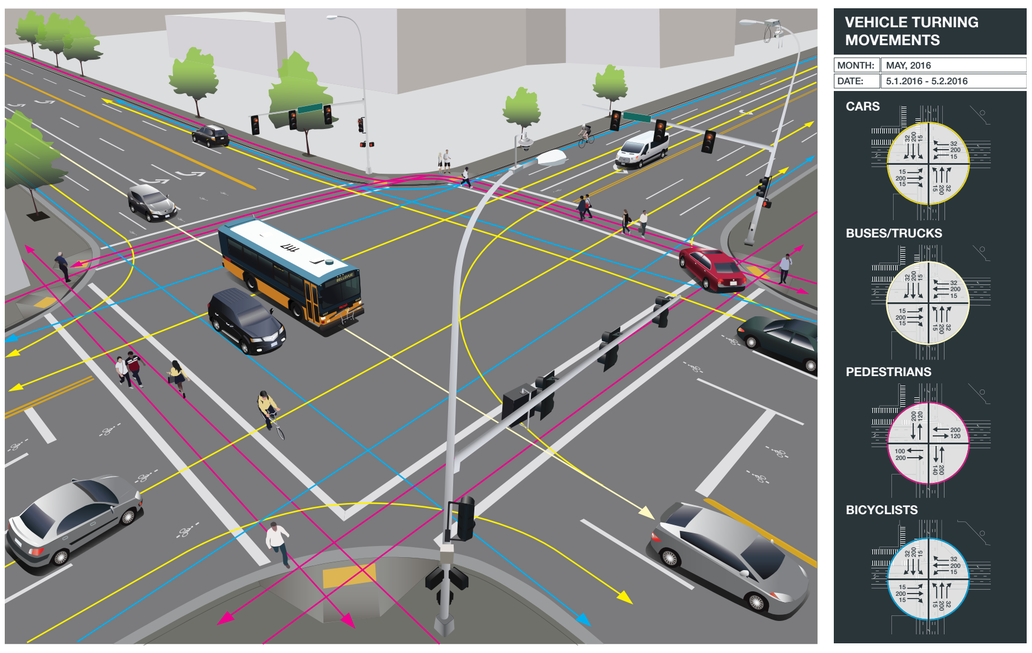
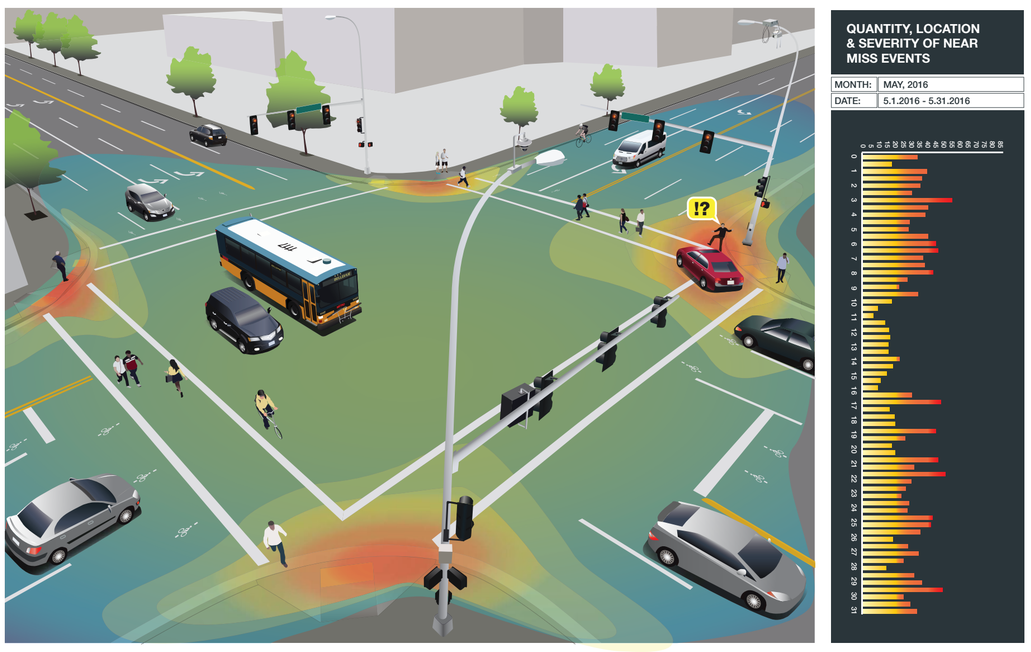
VISION ZERO CITY OF BELLEVUE

WALK BIKE DRIVE SAFE

- Although traffic collisions can happen anywhere, there are often early warning signals in the form of near-miss events at specific locations.
- Advances in video analytics and machine learning can help jurisdictions whose goal is to end traffic deaths and serious injuries on their roadways.
- For "Vision Zero" cities, traffic crashes are no longer regarded as "accidents" but as preventable incidents that can be systematically addressed.
- In terms of human lives and property damage, near-misses are zero-cost learning opportunities, compared to learning from actual crashes and their grim consequences.

Video Analytics toward Video Zero



- Microsoft Corp. and the City of Bellevue, in collaboration with the University of Washington, entered into a partnership to develop a video analytics platform that could fundamentally transform how jurisdictions approach traffic safety analysis.
- The algorithms under development aim to create a 24/7 predictive crash analysis system that flags near-misses in real-time, enabling public works departments to implement safety countermeasures before someone gets hurt.

Big Data, Big Opportunities