Fremont Vision Zero 2020

Planning Innovations
October 26, 2017
About Fremont

230,000 Population; 4th Largest City in Bay Area
Traffic Crashes in Fremont

Fatalities in 2014 and 2015 Were Up Significantly
Vision Zero in Fremont
Initiated by Fremont City Council in September 2015

- **Vision Zero Action Plan** (Adopted March 2016)
  - Safer People — “Enforcement, Education”
  - Safer Streets — “Engineering”
  - Safer Vehicles

- **7th U.S. City to Adopt Vision Zero Plan**
Fremont Major Traffic Crash Trends

Since start of Vision Zero program, major traffic crashes are down 25%
Fremont’s Safety Success Recipe

- Rigorous Evaluation of Safety Data
- Align Transportation Engineering Investment Toward Safety
- Proactive Engagement by Police Department
- Integrate Traffic Safety Into Public Communication
- Encourage Community to Participate
Evaluation: Safety Priority Streets
10% of Streets Have 90% of Fatalities

2013 to 2015
Major Crash Locations
- Fatalities (Red)
- Severe Injury (Blue)
Major Crash Summary (2015)

- 37 major traffic crashes;
  8 fatalities, 31 severe injuries

- 62% of fatalities involved persons walking or bicycling

- Ages of persons killed: 19, 35, 46, 57, 57, 61, 69, 78

- All fatalities occurred on high speed streets (40 mph+)

- Major crashes occurred most frequently between 6 p.m. and 10 p.m.

- 5 major crashes involved DUI
Countdown Pedestrian Signals

- Increased from 50 locations to all 220 traffic signal locations Citywide

*In 2015, two senior pedestrians were struck and killed in signalized crosswalks; possibly due to lack of awareness of available crossing time.*
Brighter Street Lighting

Fully converted all Fremont streetlights to brighter LED lights (16,000 lights)
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Enhanced Street Crossings

Updated Pedestrian Master Plan identified 40 locations for street crossings improvements
Fremont now has 25 miles of streets with buffered bike lanes; Posted speed limits were lowered on 11 street segments
Enforcement

Increased Traffic Safety Discussion from Quarterly to Weekly
Enforcement

- Focused on High Risk Locations/Behaviors
  - Safety Priority Streets
  - Speeding and DUI

- Expanded Resources by Crossing-Training
  - 11 traffic officers; 93 patrol officers
  - Purchased more speed detection equipment

- Tripled Number of Speeding Citations
  - From 1,231 (2015) to 4,258 (2016)

- Saturation Patrols for DUI
  - 2 officers dedicated to DUI patrol 20 days a year
Education and Engagement
Stickers, Newsletters, Events, Social Media

Three, Two, One … Fremont is Set to Launch ‘Vision Zero’

A Plan to Improve Traffic Safety and Reduce Traffic Fatalities to Zero

In September 2015, the City Council approved “Vision Zero” as the City’s traffic safety policy with the bold direction to eliminate traffic fatalities, reduce injury crashes, and improve safety for all modes of travel. The Vision Zero concept, started by Sweden in 1997, was subsequently adopted by many European countries and is credited with reducing traffic fatalities by over 50 percent in the past decade. The core principle of Vision Zero is making traffic safety the highest priority for the design and operations of the transportation

Upcoming Traffic Safety Campaigns

April: National Distracted Driving Month
May: National Bicycle Safety Month
May: Click It or Ticket Mobilization Period

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Education and Engagement

Low cost safety education videos

"SHARKS TEETH" + CENTER MEDIAN

LOOK FOR SAFETY PROGRAM

GREEN BIKE LANES

THESE IMPROVEMENTS ARE A PART OF OUR VISION ZERO PROGRAM
Youth Engagement
Safety Education Projects with Fremont Youth Service Corps and Girl Scouts
Safer Vehicles

An increasing number of fatal crashes involve older drivers in older vehicles.

2017 fatality involving a 96-year old driver in a 28-year old vehicle
Safer Vehicle Education

Technology Saves Lives

94%

Percentage of fatal crashes involving human choice or error

EXPLAINING CRASH AVOIDANCE TECHNOLOGY

Pedestrian Automatic Emergency Braking

Watch how a new safety technology keeps Tested.com’s Adam Savage from hitting a strangely familiar pedestrian.

WATCH THE VIDEO

SAFETY SPOTLIGHT

Rearview Video Systems

WATCH THE VIDEO
Safer Vehicles
Partnering with Auto Dealers to Promote Crash Avoidance Technology
Fremont Major Traffic Crash Trends

Since start of Vision Zero program, major traffic crashes are down 25%
# Fremont Safety Trends

## Comparing Factors in Major Crashes Before and After Vision Zero

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<thead>
<tr>
<th></th>
<th>Before VZ</th>
<th>After VZ</th>
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<tbody>
<tr>
<td>Dark</td>
<td>47%</td>
<td>29%</td>
</tr>
<tr>
<td>Ped/Bike</td>
<td>56%</td>
<td>29%</td>
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<tr>
<td>DUI</td>
<td>17%</td>
<td>14%</td>
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<tr>
<td>Motorcycle</td>
<td>6%</td>
<td>14%</td>
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<tr>
<td>Over 65</td>
<td>13%</td>
<td>21%</td>
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<tr>
<td>Killed in Old Vehicles (Pre 1998; no air bags)</td>
<td>N/A</td>
<td>25% (2017)</td>
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