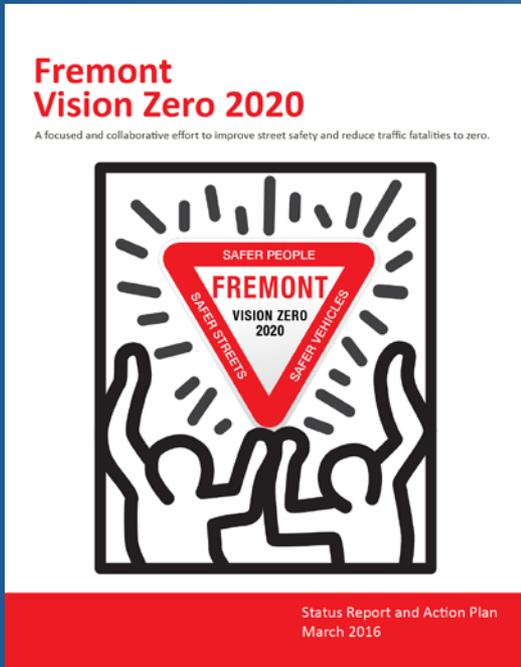


Fremont Vision Zero 2020



Planning Innovations
October 26, 2017

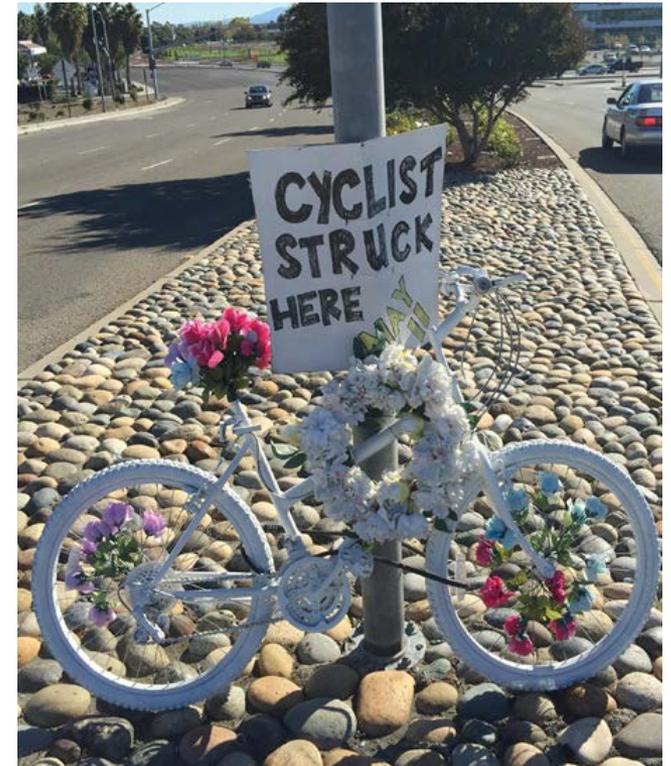
About Fremont

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

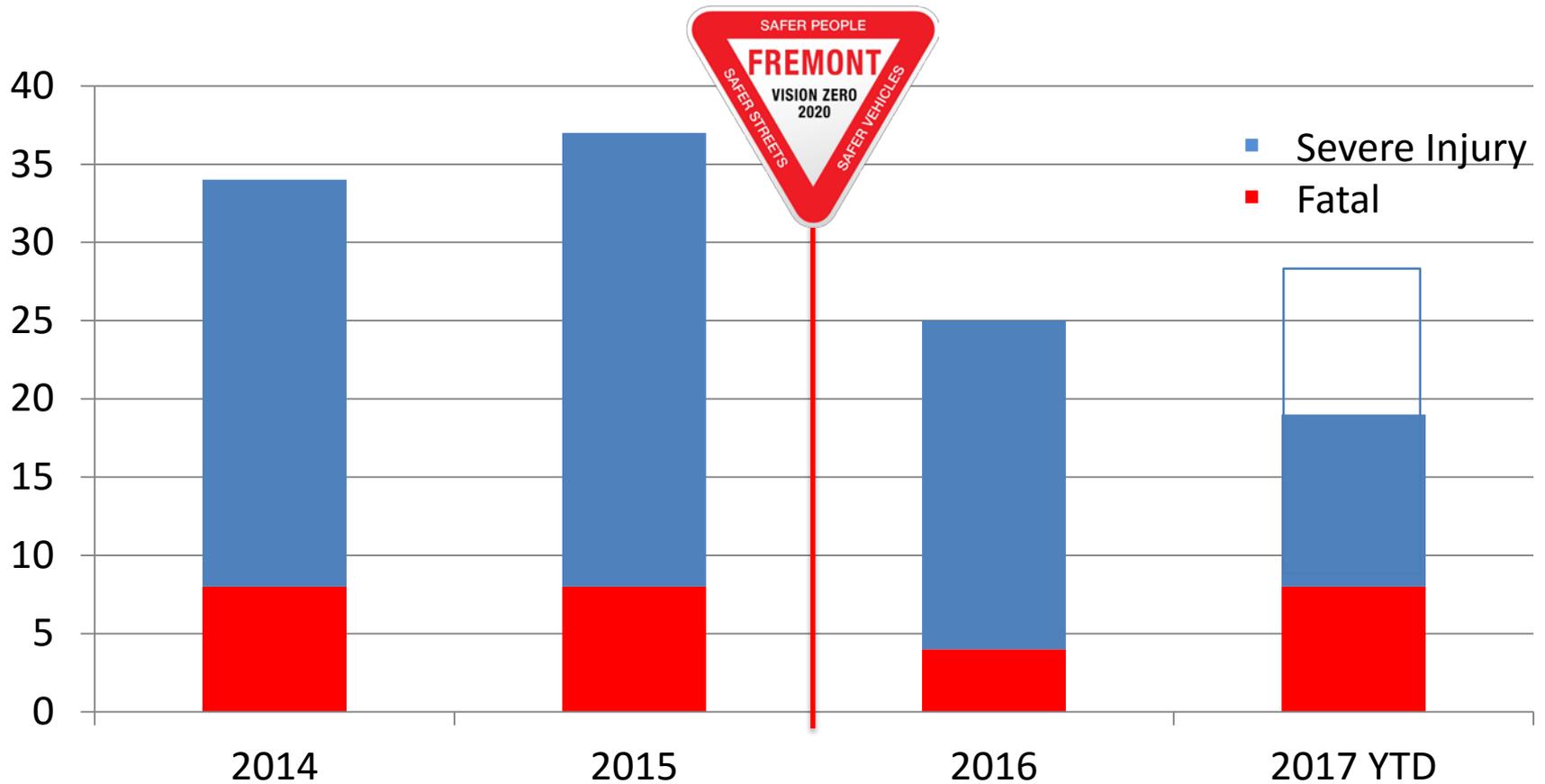
■ 7th U.S. City to Adopt Vision Zero Plan

1. New York City (2014), 2. San Francisco, 3. Seattle,
4. San Jose, 5. Boston, 6. Washington DC, 7. Fremont



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



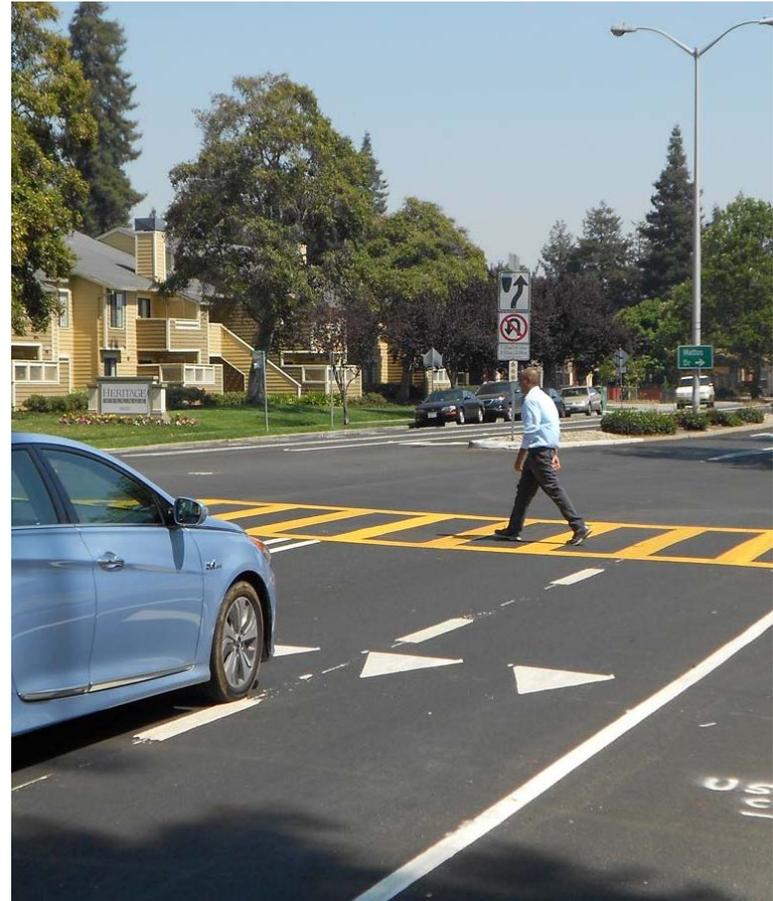
Fully converted all Fremont streetlights to brighter LED lights (16,000 lights)

Brighter Street Lighting



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

Enhanced Street Crossings



Updated Pedestrian Master Plan identified 40 locations for street crossings improvements

Safer Street Design

10-Foot Vehicle Travel Lanes, Buffered Bike Lanes, Road Diets



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

[Continued on Page 3](#)



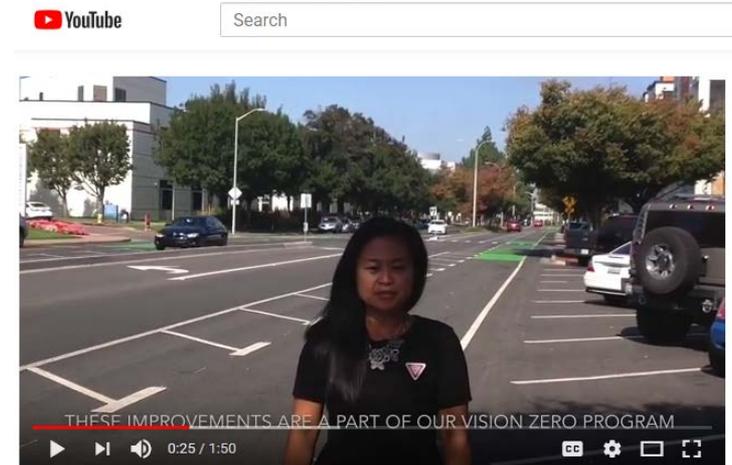
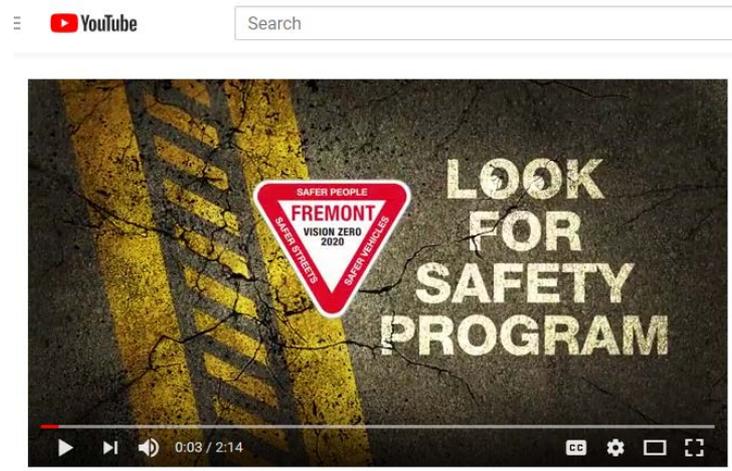
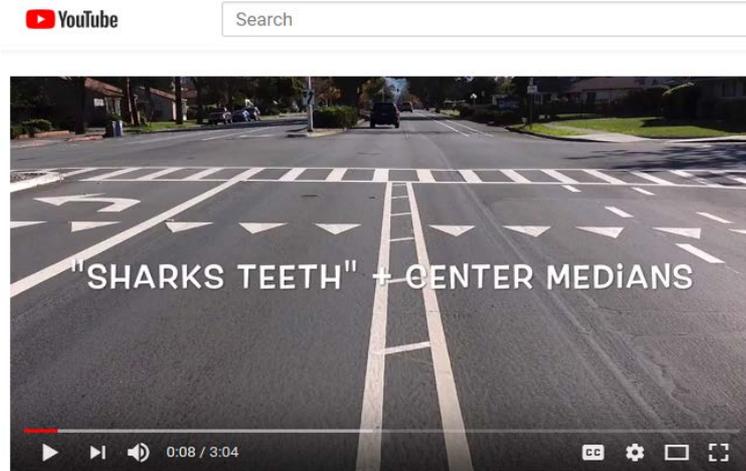
Upcoming Traffic Safety Campaigns

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



Education and Engagement

Low cost safety education videos



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

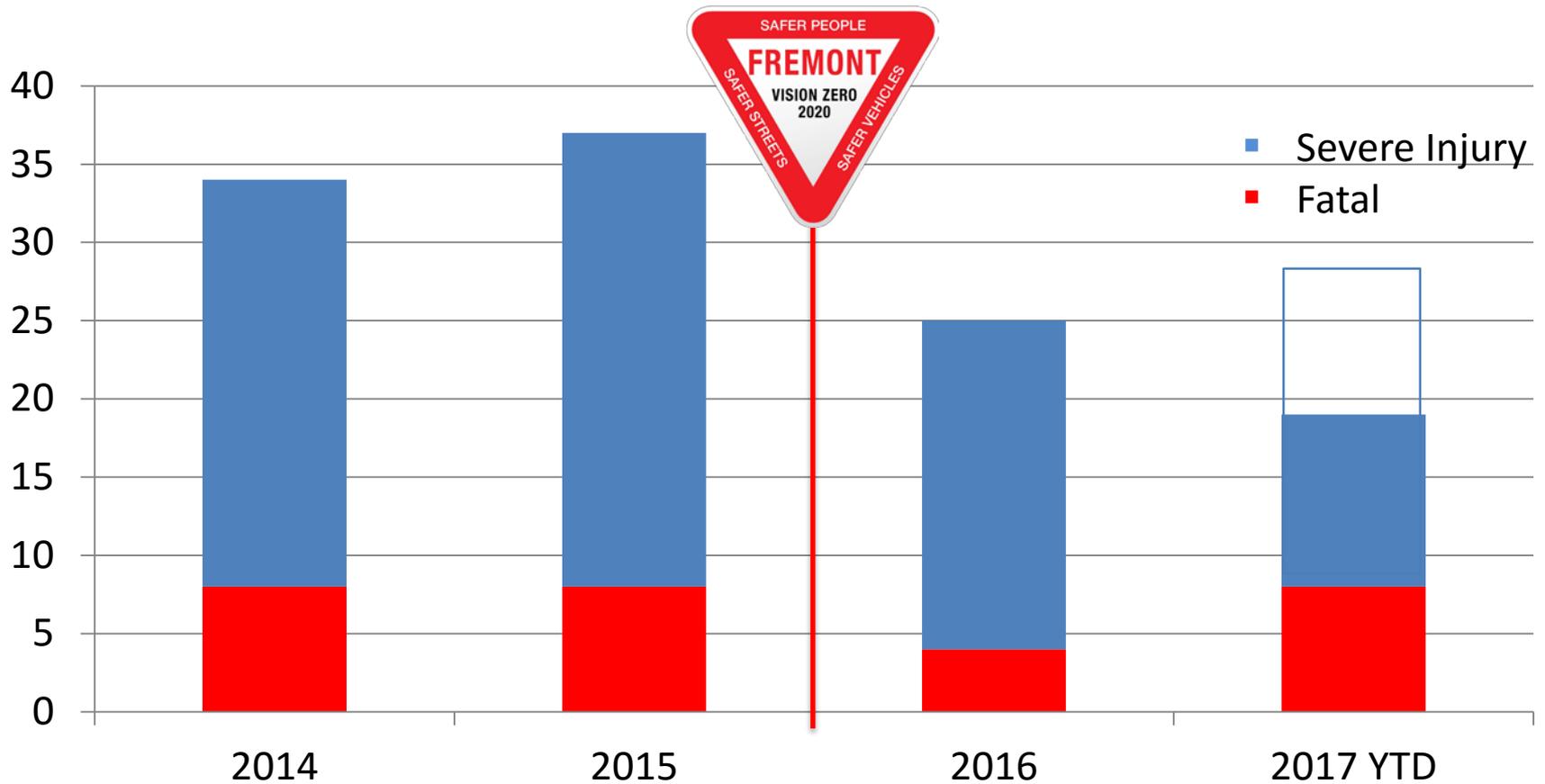


FORWARD EMERGENCY BRAKING WITH PEDESTRIAN DETECTION

Dramatization. Professional driver on a closed course. Do not attempt. Available feature. FEB with Pedestrian Detection is not a replacement for responsible driving. May not provide warning or braking in certain conditions. Limitations apply. See Owner's Manual for details.

Fremont Major Traffic Crash Trends

Since start of Vision Zero program, major traffic crashes are down 25%

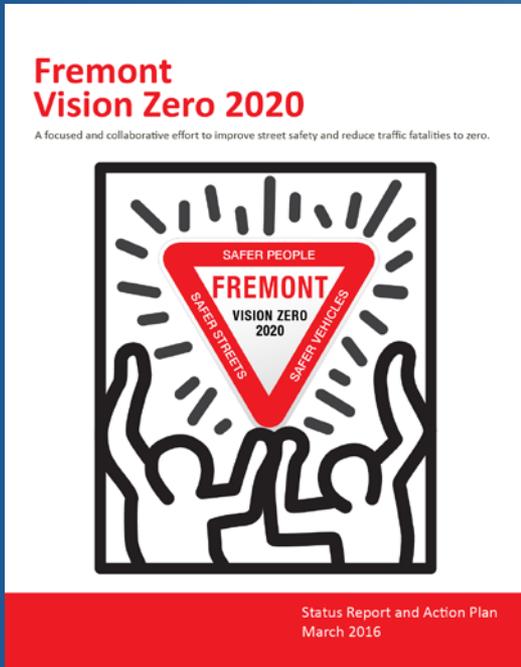


Fremont Safety Trends

Comparing Factors in Major Crashes Before and After Vision Zero

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

Fremont Vision Zero 2020



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