Vision Zero Core Principles

**TRADITIONAL APPROACH**
- Traffic deaths are **INEVITABLE**
- Perfect human behavior
- Prevent **COLLISIONS**
- Individual responsibility
- Saving lives is **EXPENSIVE**

**VISION ZERO**
- Traffic deaths are **PREVENTABLE**
- Integrate **HUMAN FAILING** in approach
- Prevent **FATAL AND SEVERE CRASHES**
- **SYSTEMS** approach
- Saving lives is **NOT EXPENSIVE**

Source: Vision Zero Network
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**
Vision Zero Action Plan
2019-2020

VISION ZERO ACTION PLAN

SAFER STREETS

1. Enhance pedestrian crossings
2. Tame high-speed arterial streets
3. Provide new traffic signals at priority locations
4. Expand safe routes to schools programs
5. Build better bikeways
6. Make freeway interchanges safer for walking and bicycling

SAFER PEOPLE

7. Expand traffic safety programs
8. Continue targeted enforcement of speeding
9. Reduce impaired driving

SAFER VEHICLES

10. Promote crash avoidance technology in vehicles

www.fremont.gov/visionzero2020
Safety Priority Streets

10% of Streets Have 85% of Fatalities, 68% of Major Crashes

47 miles of Safety Priority Streets
Collision Narratives
Sample from 2018 collision

On 7/8 at 10:38 am, a **89-year old male pedestrian** crossing Decoto Road (5-lane, 40 mph, major street) near Mount Palomar Ct was killed when hit by a vehicle traveling westbound. The pedestrian was **crossing the roadway midblock after disembarking from the AC transit bus**. This collision occurred due to a **multiple-threat scenario**.
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

Converted 16,000 streetlights from “yellow” sodium vapor to brighter “white” LED lights
Safer Street Design

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

Fremont now has 49 miles buffered bike lanes
Safer Street Design

Lanes widths of 10 to 10.5 feet minimize crash rates on local streets

Source: Karim (2015)
“Safe and Complete” Street Design
10-Foot Vehicle Travel Lanes, Buffered Bike Lanes, Road Diets

Before

After

“Complete street” conversions incorporated into annual pavement maintenance program.
Safer Street Design
“Paint and plastic” bulb-outs, high visibility crosswalks
Safer Street Design
Striping Removal and Replacement Projects
Pedestrian Crossing Enhancements
Quick build crossing improvements at 20 locations
Pedestrian Crossing Enhancements
New Beacons and Signals

- 2 new HAWK signals and 8 new RRFBs in 2 years
- 4 additional signals/beacons in design
School Area Safety Improvements
Short-term improvements at every school in two years

Approximately 400 school area improvements at 40 schools
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 Stops
  - 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
New Infrastructure “How To” Brochure

Fremont’s New Traffic Safety Infrastructure Treatments
What Drivers, Pedestrians, and Bicyclists Should Know

Fremont is part of a growing national movement of cities that have adopted Vision Zero traffic safety policies. Vision Zero is a street safety policy that strives to eliminate traffic fatalities and reduce severe injuries for all travel modes.

In an effort to improve safety for all roadway users, the City of Fremont is installing new traffic control devices, pavement markings, and infrastructure treatments. This informational brochure provides tips on how motorists, pedestrians, and bicyclists should use these new treatments.

Flashing Beacons
Flashing beacons use a rapid flashing pattern to alert drivers when pedestrians are ready to cross.

As a motorist or bicyclist:
• Yield to pedestrians if the flashing beacon is activated.
• Stop behind “sharkteeth” if they are marked.

As a pedestrian:
• Use the push button to activate the flashing beacon.
• Ensure drivers are yielding and make eye contact before entering the crosswalk.

Brochure mailed to every household in Fremont
Education and Engagement

Low cost safety education videos
Fremont Major Traffic Crash Trends

Since start of Vision Zero program, major traffic crashes are down over 50%
# Fremont Vision Zero Results

Comparing Factors in Major Crashes Before and After Vision Zero

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<thead>
<tr>
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<tbody>
<tr>
<td><strong>Major Crashes</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Fatal</td>
<td>24</td>
<td>18</td>
<td>Down 14%</td>
</tr>
<tr>
<td>- Severe Injury</td>
<td>83</td>
<td>50</td>
<td>Down 40%</td>
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<tr>
<td><strong>Travel Mode</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Walking</td>
<td>34</td>
<td>21</td>
<td>Down 38%</td>
</tr>
<tr>
<td>- Bicycling</td>
<td>13</td>
<td>8</td>
<td>Down 38%</td>
</tr>
<tr>
<td>- Motorcycle</td>
<td>12</td>
<td>12</td>
<td>No Change</td>
</tr>
<tr>
<td>- Driving</td>
<td>45</td>
<td>27</td>
<td>Down 40%</td>
</tr>
<tr>
<td><strong>Dark</strong>*</td>
<td>47</td>
<td>36</td>
<td>Down 23%</td>
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*Pedestrian Involved Crashes in Dark Dropped from 10 (2015) to 4 (2018); Down 60%
## Fremont Vision Zero Results

Comparing 2015 to 2018

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<tbody>
<tr>
<td><strong>Major Crashes</strong></td>
<td>36</td>
<td>17</td>
<td>Down 53%</td>
</tr>
<tr>
<td>- Fatalities</td>
<td>8</td>
<td>4</td>
<td>Down 50%</td>
</tr>
<tr>
<td>- Severe Injury</td>
<td>28</td>
<td>13</td>
<td>Down 57%</td>
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<tr>
<td><strong>Walk/Bike</strong></td>
<td>21</td>
<td>10</td>
<td>Down 59%</td>
</tr>
<tr>
<td><strong>Speed Limit</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- 40 mph or more</td>
<td>25</td>
<td>10</td>
<td>Down 60%</td>
</tr>
<tr>
<td><strong>DUI</strong></td>
<td>5</td>
<td>1</td>
<td>Down 80%</td>
</tr>
<tr>
<td><strong>Age Under 16</strong></td>
<td>3</td>
<td>0</td>
<td>Down 100%</td>
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What’s Next

• Continue what’s working
  • “Safe and complete street” reconfigurations of high speed arterials
  • Pedestrian crosswalk enhancements
• Mid-cycle speed surveys
• Explore “medium-term” build-outs of “short-term” improvements to address aesthetics, maintenance