The Fremont Mobility Action Plan
Engaging the Community to Address Transportation Challenges

2019 ITE Western District Conference
June 4, 2019
About Fremont

230,000 Population; 4th Largest City in Bay Area
About Fremont
“#1 Happiest Place to Live in America” (2017, 2018 WalletHub Study)

- Family Friendly
- Ethnic Diversity
- Excellent Public Schools
- Parks and Open Space
- Low Crime Rate
- Regional Transit Access
- Silicon Valley Economy
- Unique History
Traffic Congestion
Neighborhood Traffic Impacts
Traffic Management Efforts

Traffic in Fremont: Addressing the Traffic Congestion Dilemma

Fremont is facing a significant challenge that is impacting the quality of life for our residents and businesses. Regional cut-through traffic is clogging our local roadways with motorists that do not live or work in Fremont. For example, approximately 40% of the cars on Mission Boulevard in the Mission San Jose area are just passing through. These drivers use our streets as a freeway bypass to get to a final destination over the Sunol Grade. There are several factors that have created the rise in traffic congestion: a severe jobs and housing imbalance in Silicon Valley and the Peninsula, Fremont's location at the crossroads between the jobs and the affordable housing over the Sunol Grade, the rise of navigation apps that direct regional commuters to our residential streets to save a few minutes during peak traffic times, not to mention an extreme 2017 winter season that closed or constrained commuter routes like Niles Canyon Road and Interstate 680. Fortunately, there is hope on the horizon: the BART extension to San Jose will start service in 2018, a new northbound express lane on Interstate 680 will open in early 2020, and Fremont is modernizing its traffic signal system to enhance efficiency. Additionally, Fremont has created a Mobility Task Force that plans to further address citywide traffic congestion issues. 

Fremont Tackles Navigation Apps
By Bob Redell

Stay on the Freeway

Don't Trust Your Apps

No Left or Through Mon-Fri 3pm-7pm

Photograph of a congested Fremont neighborhood near I-680 taken from a drone camera.
Mayor’s Referral on Traffic
Proposal to Create a New “Mobility Commission”

The City of Fremont has received much feedback and concern from our citizens concerning traffic flow and safety of various transportation modes impacting roadways such as autonomous vehicles, and mobility projects or solutions to help address congestion across our city.

During the 2017 Silicon Valley leadership group State of the Valley regionally it was highlighted how neighboring cities were working to both collaborate to collect ideas and work with their communities to create awareness using mobility commission efforts.

At the annual council retreat council members again decided traffic to be a top critical initiative for council’s focus to help shape the future of Fremont by taking a long-range, strategic look at transportation issues and providing recommendations on policy choices and investment priorities while working to create better community awareness of efforts being made and to increase transparency of solutions or ideas on this process going forward.

I would like to propose the following for consideration by my fellow colleagues:

Providing direction to staff to analyze the feasibility of a mobility commission and draft a report that would include the process and associated policies by which a mobility commission could be brought forth as a community group to help city council explore solutions, create resources and community tools focused on these topics.
Alternative Direction

Create “Mobility Task Force”; Hire Consultant; Educate/Engage the Community; Prepare a “Mobility Action Plan” (a 5-year plan for regional advocacy and local action)

Meeting of Fremont Mobility Task Force
# Task Force Membership

14-Members; Appointed by Mayor and Approved by Council (Sept. 2017)

<table>
<thead>
<tr>
<th>Expertise</th>
<th>Member</th>
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<tbody>
<tr>
<td><strong>Neighborhoods</strong> (New Council Districts)</td>
<td>Sally Morgan (D1, Ardenwood area)</td>
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<tr>
<td></td>
<td>Laura Winter (D2, Centerville area)</td>
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<tr>
<td></td>
<td>Jitu Choudhury (D3, Downtown/Central area)</td>
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<td></td>
<td>Jason Sage (D4, Niles area)</td>
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<td></td>
<td>Jannet Benz (D5, Mission/Warm Springs area)</td>
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<td></td>
<td>Judy Whaley (D6, Irvington area)</td>
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<tr>
<td><strong>Related Commissions and Committees</strong></td>
<td>Gary Suplick (Bicycle and Pedestrian)</td>
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<td></td>
<td>John Rennels (Environmental Sustainability)</td>
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<td></td>
<td>Reshma Karipineni (Planning)</td>
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<tr>
<td><strong>Business, Professional and Institutions</strong></td>
<td>Balaji Sundaram (Business/Technology Professional)</td>
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<td></td>
<td>Raul Parungao (Fremont Unified School District)</td>
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<td></td>
<td>John Worley (Ohlone College)</td>
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<td></td>
<td>Diane Shaw (Transit Agency Professional)</td>
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<td></td>
<td><strong>Mark Spencer (Transportation Engineering Professional)</strong></td>
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## Work Plan and Schedule

<table>
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<tr>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>October 2017 thru January</td>
<td>Task Force education and discussion of current issues and efforts</td>
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<tr>
<td>January thru April</td>
<td>Development of community outreach program; City Council Work Session (April)</td>
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<tr>
<td>April thru August</td>
<td>Community outreach (on-line tool, events, meetings)</td>
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<td>September/October</td>
<td>Development of recommendations and priorities for Mobility Action Plan</td>
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<tr>
<td>November/December</td>
<td>Preparation of draft Mobility Action Plan</td>
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<tr>
<td>January thru March 2019</td>
<td>Finalize plan and obtain approval; Community meeting (Jan); City Council Work Session (Feb); City Council approval (March)</td>
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# Community Outreach

*Go to the Community; Leverage Existing Events*

<table>
<thead>
<tr>
<th>Date</th>
<th>Events</th>
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<tbody>
<tr>
<td>April 20</td>
<td>Ohlone College President’s Advisory Committee</td>
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<td>7:00 am</td>
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<tr>
<td>April 21</td>
<td>Booth at the Earth Day Event, Washington Hospital</td>
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<td>11 am – 3 pm</td>
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<tr>
<td>May 14</td>
<td>Community Workshop at the Senior Center</td>
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<td>10:30 pm – 2 pm</td>
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<tr>
<td>May 19</td>
<td>Booth at Kids and Kite Festival, Central Park</td>
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<td>10:00 am – 3 pm</td>
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<tr>
<td>June 4</td>
<td>“Coffee with Cops”; “Tea with Task Force”, Philz Coffee</td>
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<tr>
<td>8 - 9:30 am</td>
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</table>
Ohlone College President’s Advisory Committee

Workshop with Community and Business Leaders
Pop Up Workshops – Earth Day
Pop Up Workshops – Senior Center
Online Participation
fremont.gov/mobilityactionplan
Community input with 2609 responses was 3x higher than any past Fremont “Open City Hall” survey.
Understanding Traffic Congestion

Commute Routes Through Fremont

Silicon Valley has significantly more jobs than places to live. This creates long commutes through Fremont as employees from the East Bay, Tri-Valley, and Central Valley drive the City’s street and highway network to commute to points west and south.

Silicon Valley Growth 2014-2018

152,000 New Jobs
28,000 New Housing Units
Understanding Traffic Congestion

*Fremont Funnel Effect, Congestion Hot Spots, and Dilemma of Navigation Apps*
Silicon Valley’s Extreme Jobs/Housing Imbalance

Should there be development controls and incentives in Silicon Valley to better balance land uses to reduce the distance of travel between jobs and housing?

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
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What ideas do you have to better balance jobs and housing in the Bay Area?

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Silicon Valley’s Extreme Jobs/Housing Imbalance

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</tr>
<tr>
<td>91%</td>
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The Dilemma of Navigation Apps

Apps are changing how we navigate.
Regional commuters are guided to cut through Fremont's local streets.

[Map and aerial image showing traffic patterns and time differences]
The Dilemma of Navigation Apps

Did you know?
Fremont has significantly reduced the impact of neighborhood traffic impacts caused by Waze, Apple Maps, and Google Maps through the deployment of turn restrictions, ramp metering, stop signs, and traffic signal delays.

<table>
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<tr>
<th>How frequently do you use navigation apps?</th>
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<tr>
<td>REGULARLY</td>
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<th>Should navigation apps be regulated to reduce impact to local streets?</th>
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How frequently do you use navigation apps?

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<tbody>
<tr>
<td>90%</td>
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Regional Projects

“Hope on the Horizon”

Regional Projects will help keep regional commuters on regional routes.

Did you know?

Three major projects are already funded.

1. BART Enhancements—Extension to Milpitas and Berryessa (2018); New and More Cars to Increase Frequency and Capacity; New Irvington Station (2026)

2. I-680 Northbound Express Lane—Add new lane from Auto Mall to Sunol (2020)

3. I-880 Express Lanes—Allows use of carpool lane as managed toll lane (2020)
## Diversity of Perspectives

*Residents of the Six Council Districts Have Different Concerns and Priorities*

<table>
<thead>
<tr>
<th>Council District</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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<tr>
<td>Top Traffic Concern</td>
<td>Commuting</td>
<td>Commuting</td>
<td>Commuting</td>
<td>Commuting</td>
<td>Neighborhood Traffic Intrusion</td>
<td>Commuting</td>
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</table>
Modern Multi-Modal Mobility

Mobility Takes Many Forms.
Fremont has plans to make driving more efficient and other travel modes more attractive and convenient.

The Bay Area’s Drive Alone travel goal is 63% by 2040.

What should Fremont’s Drive Alone goal be? *(Please place a dot on the bar to the right)*
Residents under age 40 proposed a goal of 48%; those over 60 proposed 57%
Modern Multi-Modal Mobility

<table>
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<th>Which planning efforts are most important to you? (Please place a dot below on your top three priorities)</th>
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<td><strong>AC Transit Modernization Plan</strong></td>
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<td><strong>Pedestrian Master Plan</strong></td>
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<td><strong>Trail System Development Strategy</strong></td>
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<td><strong>Safe Routes to Schools Plan</strong></td>
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What would encourage you to walk, bike, or take transit more?

**please place stickies here**
Modern Multi-Modal Mobility

| Which planning efforts are most important to you? (Please place a dot below on your top three priorities) |
|-------------------------------------------------|-------------------------------------------------|
| Traffic Signal Modernization | Upgrades all 220 of Fremont’s traffic signals with new hardware, software, detection systems and interconnected communications to significantly improve traffic flow and allow priority for emergency vehicles and transit buses. |
| AC Transit Modernization Plan | Reorganizes existing local transit services to provide higher frequency bus service on main corridors like Fremont Blvd and shifts to an on-demand “Flex” service in lower density areas. |
| Pedestrian Master Plan | Improves the safety and convenience of walking in Fremont by enhancing roadway crossings with signals, beacons, and more visible crosswalks; closes gaps in sidewalks; and improves sidewalk conditions. |
| Bike Master Plan | Improves the safety, comfort and convenience of bicycling in Fremont for “all ages and abilities” by building a connected network of protected bikeways; and by implementing a bike share system. |
| Trail System Development Strategy | Develops a strategy for funding and maintaining more urban trails in Fremont along 12 corridors including the Bay Trail, the East Bay Greenway, and the Niles Canyon Trail. |
| Safe Routes to Schools Plan | Implements recommendations from school access safety audits recently completed for all 42 Fremont public schools to encourage more walking and biking to local neighborhood schools. |

What would encourage you to walk, bike, or take transit more?

Please place stickies here
Zeroing in on Traffic Safety

Fremont’s Vision Zero Program is Already Improving Transportation Safety.

Many more safety improvements are planned.

Did you know?
Since starting the VISION ZERO PROGRAM in 2016, Fremont has reduced major traffic crashes resulting in fatalities and severe injuries by 27%.

(Through 2018, major traffic crash reduction is now 50% since start of Vision Zero program)
Zeroing in on Traffic Safety

What ideas do you have to further improve traffic safety in Fremont?

*please place stickies here*
Zeroing in on Traffic Safety

What ideas do you have to further improve traffic safety in Fremont?

please place stickies here
The Future

The Vision for Future Transportation is a SEA Change ... “Shared, Electric and Automated”

Fremont is planning for our transportation future. Efforts are focused on connected streets/signals, smart parking, on-demand mobility and information, and electric vehicles.

Did you know?
The City has received a $10M Grant to deploy advanced transportation technologies along a 10-mile section of Fremont Boulevard—the “Safe and Smart Corridor Project.”
The Future
The Vision for Future Transportation is a SEA Change ...

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<td>Provides real-time mobility information allowing users to select their travel choice based on cost, time, and convenience through their smartphone app.</td>
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What other ideas do you have to prepare Fremont for emerging transportation technologies?

*please place stickies here*
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Mobility Action Plan

Summary of Action Items

“Program” Topics
- Traffic Signal Modernization
- Safe Access to Schools
- Shift Travel Modes (AC Transit Modernization; Bike Plan; Ped Plan)
- Traffic Safety (Vision Zero)
- Smart Mobility (Signals, Parking, Shared Vehicles, On Demand Shuttles)

“Policy” Topics
- Regional Land Use and Projects (convene annual Mobility Summit)
- Regulation of Navigation Apps
- Require Transportation Demand Management (for new development)
- Local Revenue Enhancement
- Create Mobility Commission
MAP Report: One Page of Actions

Fremont Mobility Action Plan

March 2019

ACTION AGENDA: Check List

1. TRAFFIC SIGNAL MODERNIZATION
   - Implement funded traffic signal modernization projects (40% of system) by 2022
   - Seek funds to complete the remaining 60% of the network (additional $20 million needed)

2. SCHOOL ZONES AND ACCESS
   - Increase percentage of schools actively participating in Safe Routes to School “Walk and Roll” programs (current participation level is 55%)
   - Seek new funding to complete all planned school safety improvements (additional funding need is $25 million)

3. TRAVEL ALTERNATIVES
   - Encourage increased travel by carpooling, transit, walking and bicycling and decrease drive-alone commuting from 73% to 50% by 2040 (goal is to reduce drive-alone travel by 7% per year)
   - Develop and implement a modernized AC Transit bus service plan for the Fremont area by 2020
   - Continue to implement adopted Pedestrian and Bicycle Master plans and seek funding for major investments (additional funding need is $200 million)
   - Continue to require Transportation Demand Management (TDM) for major new private development projects

4. TRAFFIC SAFETY PROGRAM
   - Continue to be a national leader in Vision Zero traffic safety programs and decrease number of major traffic crashes resulting in fatalities and severe injuries

5. NEW TECHNOLOGIES AND SMART MOBILITY
   - Stop the negative impact of navigation apps routing regional commuters through Fremont’s neighborhood streets, including consideration of regulatory solutions
   - Continue efforts to implement smart mobility technologies related to signals, parking, and shared vehicles (cars, bikes and scooters)
   - Seek creative solutions and opportunities to partner with other agencies and private sector for on-demand shuttle services (including autonomous shuttles)

6. REGIONAL POLICY AND PROJECTS
   - Participate in Plan Bay Area 2050 process and pursue land use policies designed to ease regional traffic congestion through Fremont
   - Support timely delivery of funded regional transit and Highway projects including improvements to BART, Capital Corridor, and by adding Express Lanes to I-680 (Sunol Grade) and I-880
   - Continue to plan and seek funding for priority regional projects including: State Route 232/Mission Blvd. Cross-Connector, freeway interchange upgrades at 680/Mission, 680/Washington, 680/Auto Mall and 880/Decoto, Dumbarton Corridor improvements (bus and rail), and Altamont Corridor Express (ACE) service expansion

7. ORGANIZATION AND FUNDING INITIATIVES
   - Create an ongoing Fremont Mobility Commission to support implementation of the Mobility Action Plan
   - Convene an annual Fremont Mobility Summit with participation from Fremont’s representatives from regional, state, and federal agencies to facilitate collaboration, and review current information, issues, ideas and priorities
   - Pursue new partnerships to help implement Fremont’s mobility goals
   - Consider new local revenue enhancement opportunities to implement unfunded local transportation priorities
MAP Report: Educational

Understanding Traffic Congestion in Fremont

The primary reason traffic congestion in Fremont has gotten out of hand is due to the explosive growth in the Silicon Valley economy, with a rapid increase in jobs but without corresponding growth in Silicon Valley housing.

Fremont is at the crossroads between where the jobs are and where the employees are living. Many new jobs have been created on the Peninsula and in the South Bay at companies like Facebook, Apple, and Google. But relatively little new housing has been created near these job sites. Workers increasingly commute to their Silicon Valley jobs from homes in the East Bay, Tri-Valley, and the Central Valley.

This imbalance between jobs and housing induces commute trips through Fremont and sends traffic crawling along the three highway corridors of Interstate 880, Interstate 680, and State Route 84. A “trip tide wave” of traffic passes over Fremont every weekday morning and afternoon. Traffic congestion is further compounded by a “funnel effect” created by the geography of Fremont. Navigation apps aggravate the problem by directing regional commuters through Fremont’s main streets and neighborhoods to avoid clogged highways.

Besides the regional traffic congestion challenge, Fremont also needs to address local traffic congestion issues to serve the internal travel demands of Fremont’s growing population of 230,000 residents. This includes access to all areas of the city, for getting to work, schools, shopping, appointments, friends and youth activities among their day-to-day travels. Accordingly, it is necessary to maintain and improve the interconnected network of roads to provide safe and efficient travel throughout Fremont for its residents.

Smart Growth vs. Dumb Growth

The City of Fremont has had its share of Silicon Valley job growth, with Tesla being the leading example. Fremont has responsibly balanced job growth with nearby housing, and has focused growth near regional transit services. This is the ‘smart’ way to grow—unfortunately, much of the growth in other parts of Silicon Valley has been ill-advised at best, with too many jobs created without nearby housing and/or located far away from transit stations.

Congestion Hotspots in Fremont

Regional commuter capacity is constrained by the Fremont Hills to the east and the San Francisco Bay to the west. Traffic is forced to “funnel” its way through the limited openings over Sunol Grade, through Niles Canyon, and over Dumbarton Bridge.

The Dilemma of Navigation Apps

With navigation apps like Waze, Apple Maps, and Google Maps, regional commuters see free-way wait time by maneuvering through Fremont’s local street network, exacerbating local traffic congestion for residents.

Focus of Mobility Action Plan

The Mobility Action Plan is intended as Fremont’s “MAP” to a better transportation future. The focus is comprehensive—addressing traffic congestion, travel alternatives, traffic safety, and future technologies, and focused on actions that can be practically achieved during the next 5 years. It is built upon existing City plans, with new ideas and priorities expressed by the community during a significant outreach process. The end result is an action agenda that begins with what the City can manage directly through local actions (like signals, school zones, safety, and smart mobility), and then addresses things the City should seek to influence (such as regional policy and projects).
MAP Report: Community Voice

COMMUNITY INPUT AND IDEAS

I take BART to get to work everyday. If AC Transit were more convenient it might cut down my driving during the weekdays to almost nothing. —Survey Comment

SUMMARY OF COMMUNITY FEEDBACK

Five strong themes emerged from the community outreach process. This feedback has been used by the Task Force and project team to develop the action items found in the following pages.

Land Use & Transportation Connection:
With 91% support, participants overwhelmingly want development controls to address growth in Silicon Valley. Community members are aware of the role of land use plays in traffic congestion. The community is interested in what can be done on a regional level to address and manage this core issue.

Priority Projects:
There is passion for delivering local and regional projects, particularly those that would be high impact. There is broad support for traffic signal modernization, Safe Routes to School programs, the SR 262 Upgrade, and interchange upgrades. Dumbarton Rail is a regional project that generated significant community interest.

Alternative Transportation Choices:
Survey respondents support an ambitious goal for transportation alternatives in Fremont—reducing the Drive Alone rate to nearly 50%. There is interest in better local bus service, bike facilities, pedestrian crossings and safety. Survey respondents desire a more multi-modal Fremont.

Navigation App Regulation:
67% of survey respondents believe that navigation apps should be regulated to avoid commute travel through neighborhoods. This belief is balanced by the popularity of apps and recognition that they are part of most people’s daily lives.

Support for the City’s Good Work:
Community members support existing programs, particularly those focused on safety and smart mobility. The significant progress made by programs like Vision Zero should be maintained and expanded.
MAP Report: Actions Described

1. Traffic Signal Modernization

BACKGROUND
Fremont’s traffic signals are operating on a 15-year old system. Just like household computers and phones, traffic signal technology has come a long way in 15 years. Newer systems can manage the complexity of current traffic, creating safer and more efficient operations for all travelers.

Work is already underway to modernize Fremont’s system of 220 traffic signals. Funding is available to upgrade 40% of the signals, with investments focused on some of the City’s most heavily travelled corridors, like Fremont Boulevard, Decoto Road, and Auto Mall Parkway. Those improvements are planned for completion by 2022. To fully modernize all traffic signals throughout Fremont will require $20 million in additional funding.

FEATURES OF A MODERN TRAFFIC SIGNAL SYSTEM

- An integrated communication network to coordinate traffic flow for all modes across the entire network
- Central monitoring system for systemwide traffic troubleshooting
- Reduces traffic congestion and increases travel time reliability, resulting in safer conditions for all modes
- Adaptive signal timing that automatically adjusts operations for different times of day, days per week, seasons, incidents, and special events
- Signal priority for emergency and transit vehicles
- Battery back-up systems to keep traffic signals safety operating in the event of power outages

I feel the signals within Fremont on major roads do not allow for proper flow.
—Survey Comment

I am especially eager to see smart signals in Fremont.
—Survey Comment

ACTION AGENDA: Traffic Signal Modernization

- Implement funded traffic signal modernization projects (40% of system) by 2022
- Seek funds to complete the remaining 60% of the network (additional $20 million needed)
MAP Report: Accomplishments

4. Traffic Safety Program

BACKGROUND
In 2015, the Fremont City Council endorsed a bold Vision Zero traffic safety program, to reduce major traffic crashes and counteract a disturbing increase in fatalities and severe injuries, particularly for people walking and bicycling. Establishing Fremont as one of the early Vision Zero leaders in the US, over the past three years major traffic crashes have dropped by over 50%. Using data-driven approach to identify the most effective safety improvements, Fremont's investments have included: better street lighting; targeted enforcement for speeding and impaired driving; restricting roads as "complete streets" with 10-foot lanes for slower speeds, more visible crosswalks, protected space for bicycling and adding new traffic signals and beacons, including countdown timers for older signals to improve pedestrian crossing safety.

Ongoing funding is available from local and regional grant sources for Fremont to continue investing in traffic safety improvements such as more "complete streets" retrofits, lowering speed limits, installing enhanced pedestrian crossings, installing automated speed feedback signs, and providing traffic safety education.

In 2019 a comprehensive Citywide traffic safety study funded by a State grant, will be completed to help guide future safety improvement efforts. More information about Fremont’s Vision Zero program is available online at: www.fremont.gov/visionzero2050

FREMONT MAJOR TRAFFIC CRASH TRENDS

Over 50% Crash Reduction Since 2013

DID YOU KNOW?
The Vision Zero approach initially started in Sweden in 1997 has been credited with significantly reducing traffic fatalities throughout Europe. Vision Zero was first adopted in the US by New York City in 2014 and has since been joined by more than thirty additional cities. For more information about the growing Vision Zero movement, check out the website for the Vision Zero Network at: https://visionzeronetwork.org

Fatality Crash Rate Comparison

ACTION AGENDA: Traffic Safety Program

- Continue to be a national leader in Vision Zero traffic safety programs and decrease number of major traffic crashes resulting in fatalities and severe injuries.
Mission Accomplished!
Lessons to Share

Keys to Success

- Select a community Task Force that is representative of the community, collaborative, and with some technical experts.
- Seek authentic and diverse engagement; go to the people and make providing input easy; online systems are highly useful.
- Leverage existing community forums and networks.
- Invest in education to get informed input.
- Disaggregate the data to understand diverse viewpoints (e.g., by geographic area, age group, etc.).
- Create a final report that is simple, clear, and has beneficial future impact.
An Unexpected Benefit

A Task Force Member was Elected to County Transit Board
For Further Information

- [www.fremont.gov/Mobility-Action-Plan](http://www.fremont.gov/Mobility-Action-Plan)
- [www.fremont.gov/MobilityTaskForce](http://www.fremont.gov/MobilityTaskForce)

- Hans Larsen, Public Works Director
  [hlarsen@fremont.gov](mailto:hlarsen@fremont.gov)

- Sheila Marquises, Senior Transportation Engineer
  – Fremont Mobility Action Plan Project Manager
  [smarquises@fremont.gov](mailto:smarquises@fremont.gov)
The Fremont Mobility Action Plan
Engaging the Community to Address Transportation Challenges

2019 ITE Western District Conference
June 4, 2019