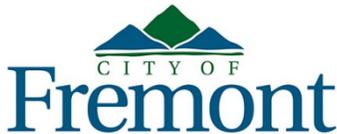




Congratulations ITE 2021 Award Recipient

TRANSPORTATION ACHIEVEMENT AWARD – SAFETY

CITY OF FREMONT VISION ZERO PROGRAM



The City of Fremont, CA, has received a Transportation Achievement Award for its Vision Zero Program in the Safety Category. The Transportation Achievement Awards recognize excellence in the advancement of transportation to meet human needs, by entities concerned with transportation, such as governmental agencies, legislative bodies, consulting firms, industry, and other organizations.

Over the past five years, the City of Fremont has achieved a remarkable 45% reduction in fatalities and severe injuries caused by traffic crashes. This significant safety accomplishment was facilitated through hard work, leadership, and diligent investment in safety infrastructure and programs. Fremont's intense organizational focus on traffic safety was initiated by the Fremont City Council with adoption of a Vision Zero policy in September 2015, and preparation by City staff of a Vision Zero Action Plan approved in March 2016.

The City of Fremont is a mid-sized city, population 240,000, located in the Silicon Valley area of Northern California. During the three years from 2013 to 2015, Fremont experienced a concerning rise in traffic fatalities and severe injury crashes, particularly involving pedestrians, youth, and seniors. The attention on Vision Zero as a traffic safety program in the United States, starting in 2014, by cities like New York, Seattle, and the nearby cities of San Francisco and San Jose, led Fremont officials to consider adopting a Vision Zero program as well.

Fremont already had a focus on traffic safety as an organizational priority and in 2015 was considered better than average with a per capita traffic fatality rate of 4 (per 100,000 population), well below the national and California rates of 11 and 9, respectively. Even so, the Vision Zero approach was a paradigm shift for the City's transportation, police and public works staff. Rather than accepting that major traffic crashes were inevitable, or the result of mistakes and reckless behavior, the city embraced the "safe systems" approach. The newly embraced perspective was that major traffic crashes were preventable, and that one fatality was one too many.

The City of Fremont is reflecting on its past five years of traffic safety improvement and is preparing a renewed plan for "getting to zero." The new Fremont Vision Zero report and Action Plan, set for release in Spring 2021, includes a "playbook" on past efforts to serve as a resource for transportation professionals. Fremont has also been active in sharing its "safety story" through participation with ITE, FHWA, the Vision Zero Network and others.