



City of Fresno

Vision Zero Action Plan

ATAC Presentation
April 22, 2026



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Project Background & Purpose

The Time is Now: A Traffic Safety Crisis in Fresno

“California and the nation continue to face a crisis on our roadways. With projections that estimate over 4,400 lives were lost in motor vehicle crashes in California in 2022, the California Office of Traffic Safety (OTS) is responding to this crisis with urgency and calling upon all state and local partners to join us in this critical work to save lives.”
- California Office of Traffic Safety, Triennial Highway Safety Plan, 2024-2026

“We need an all-of-America response to address this crisis.”
- U.S. DOT, Progress Report on the National Roadway Safety Strategy, February 2023

“motor vehicle crashes the second leading cause of death from unintentional injuries in the United State.”
- United States Department of Health and Human Services, Office of Disease Prevention and Health Promotion

Between 2019 and 2023 in Fresno, there were

217 fatal crashes
629 severe injury crashes



36%



16%



9%

US DOT Safe Streets for All (SS4A) awarded the city with \$400,000 to develop and adopt a Vision Zero Action Plan, in 2023.

In 2024, the Fresno Metro Area was

ranked **#7** most dangerous metro area for pedestrians out of 101 metro areas

- Smart America Growth, Dangerous by Design, 2024

A Strong Foundation for Safe Streets



Plans/Programs



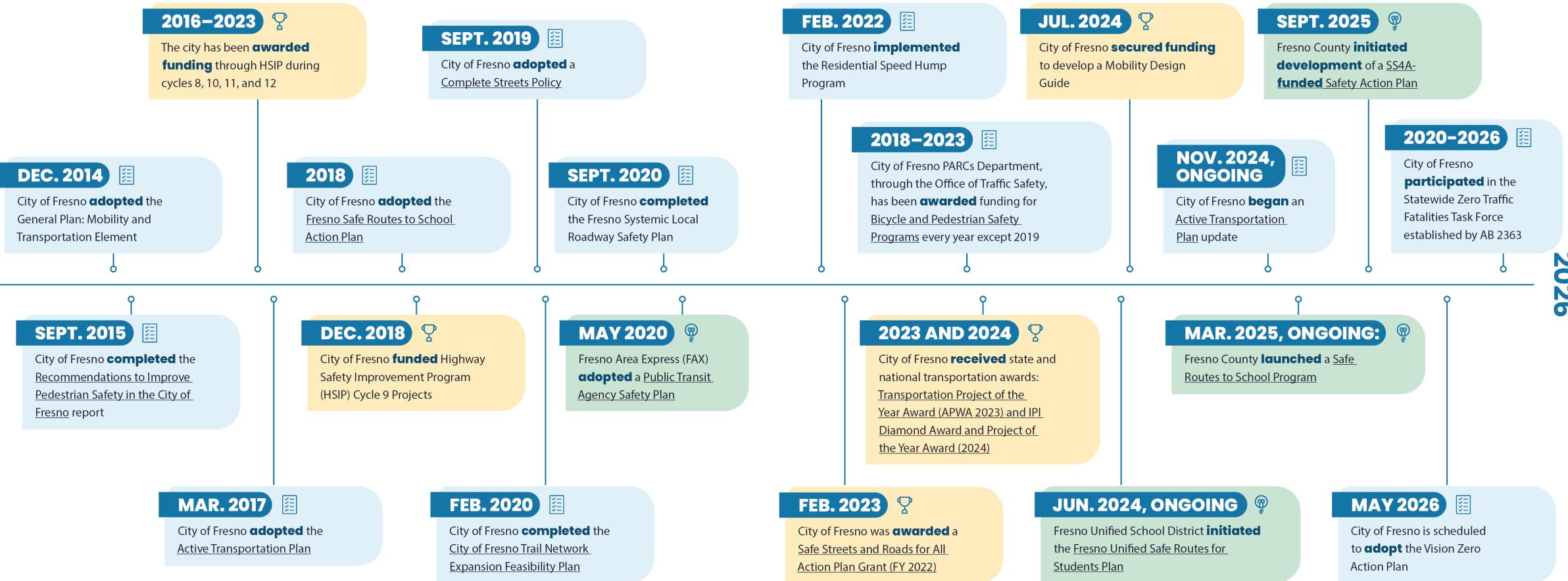
Funding/Awards



Partner Agency Initiatives

2014

2026





2.

Project Goals & Process

Proposed Goal: Zero Fatalities and Serious Injuries by 2050

The City of Fresno is **committed to reaching zero deaths and eliminating severe injuries on roadways by 2050 in line with the State of California Goal**, acknowledging that loss of life is preventable and not inevitable.

Vision for Change

To achieve zero deaths and severe injuries, the City of Fresno envisions citywide transformation towards a Proactive Safety Culture characterized by:



Institutional Change
(Governance and Systems)



Community Change
(Public Norms and Behavior)

Achieving Zero Requires a New Approach

A strategy focused on eliminating traffic fatalities and severe injuries, while increasing safe, healthy, and equitable mobility for all.

Traditional Approach

Traffic Deaths are **Inevitable**

Perfect Human Behavior

Prevent **Collisions**

Individual Responsibility

Saving Lives is **Expensive**

VS

Vision Zero Approach

Traffic Deaths are **Preventable**

Integrate **Human Failing** in Approach

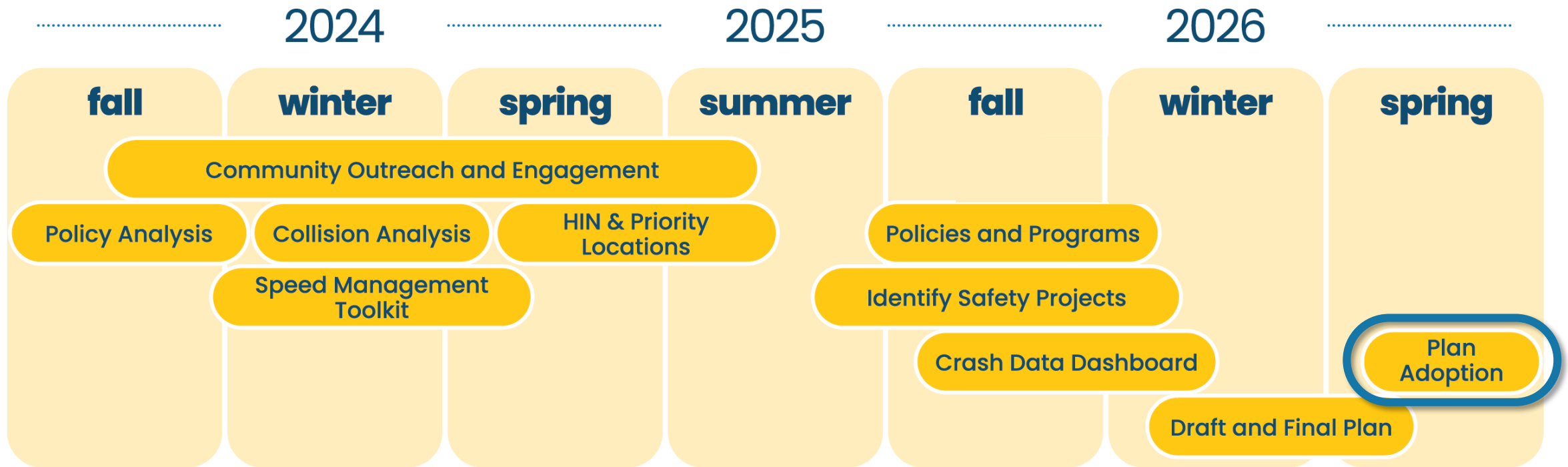
Prevent **Fatal and Severe** Crashes

Systems Approach

Saving Lives is **Not Expensive**

What Does this Plan Do?

The Fresno Vision Zero Action Plan Outlines strategies and recommendations to **eliminate all traffic fatalities and severe injuries** while promoting **safe, healthy, and equitable mobility for all road users**.





3.

Comprehensive Citywide Engagement

Comprehensive Citywide Engagement



Comprehensive Citywide Engagement

23+ Community Based Organizations involved in the plan development



Advocacy and Policy Organizations

- › Central Valley Community Foundation
- › Central Valley IAF – St Anthony Mary Claret Catholic Church
- › Every Neighborhood Partnership*
- › Fresno Building Healthy Communities*
- › Fresno County Bicycle Coalition*
- › Safe2School
- › US Green Building Council



Neighborhood Specific Organizations

- › Better Blackstone
- › Chinatown Fresno Foundation
- › Hidalgo Community Development Corporation (CDC)
- › Highway City Community Development Inc.
- › Jackson Community Development Corporation (CDC)*



Institutional, Service, and Community Partners

- › Fresno Cycling Club
- › Fresno Housing Authorities
- › Fresno Interdenominational Refuge Ministries (FIRM)
- › Fresno Metro Ministry
- › Gazarian Real Estate Center
- › Organizacion las Panchas
- › Pequeños Empresarios
- › Sierra Challenge Running Club
- › The Children's Movement Resident Council
- › The Fresno Center
- › Tree Fresno

What did we hear?

1000+ **people** took the community survey

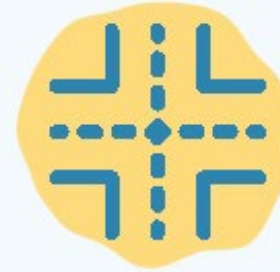
50% **Half** of all people who took the survey know someone who has been **seriously injured or killed** in a crash in Fresno.

40+ **5% (44 people)** who took the survey have been **personally seriously injured**.





Community members shared that their top concerns when navigating Fresno's roads are:



Infrastructure Gaps and Interactions with Cars

- › Intersections feel unsafe, and it can be difficult to see oncoming drivers at intersections and crosswalks
- › There are areas with limited sidewalks, and there aren't enough safe places to bicycle
- › There are too many cars on the roads
- › There is poor street lighting



Road User Behaviors

- › Distracted driving (cell phones, screens)
- › Reckless or aggressive driving
- › Drivers running through red lights or stop signs
- › Impaired driving (drugs/alcohol)
- › Drivers speeding
- › People crossing outside of crosswalks and bicycling outside of bike lanes





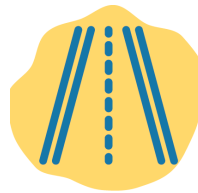
4.

5-Year Collision Analysis & High Injury Network

Underlying Conditions in Fresno



**Car-Dependent
Land Use Patterns**



**Roads that
Accommodate
Higher Speeds**



**A Diverse Population
with Diverse Mobility
Needs**



**Auto-Oriented
Street Network**



**Compounding Mobility,
Environmental, and
Geographic Barriers**



**Equity
Challenges**

High Injury Network

81% of all injury crashes and 89% of fatal and severe injury crashes occur on the High Injury Network.

Arterial Roads

Major, high-capacity routes for long-distance traffic flow (e.g., Shaw Ave, Blackstone Ave, Veterans Ave)



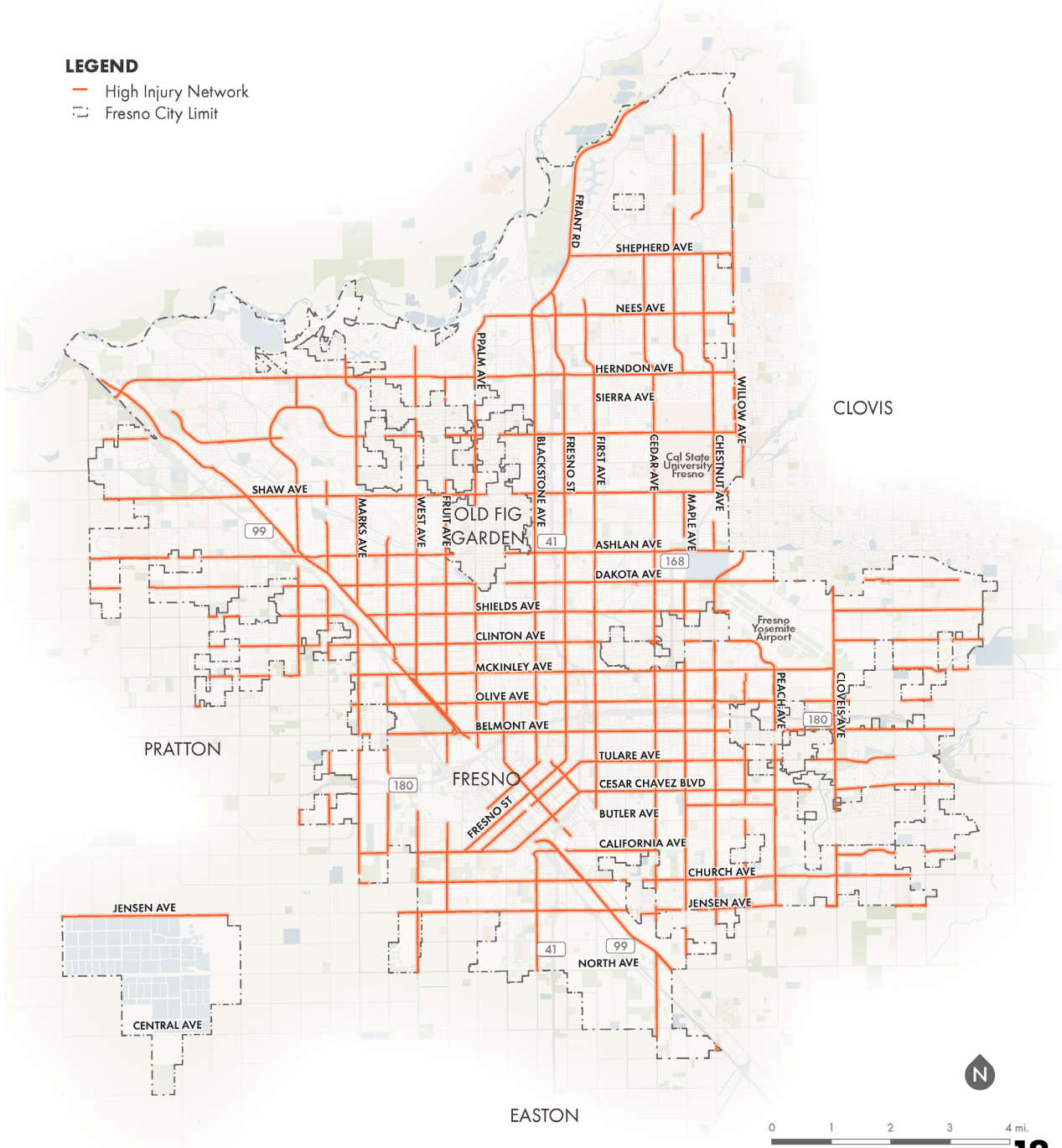
Collector Roads

Medium-sized streets that connect traffic between arterial and local roads (e.g., Fresno St, Clinton Ave, Barstow Ave)



LEGEND

-  High Injury Network
-  Fresno City Limit



Top Crash Trends



Vulnerable road users (people walking, bicycling, and riding motorcycles) are over-represented in fatal and severe crashes, with **61%**.



What They Mean

It is critical to protect people walking, bicycling, and riding motorcycles



86% of all crashes in Fresno occurred within 250 feet of an intersection.



Safety interventions at intersections are a top priority



Over **50%** of high-severity crashes are associated with risky, reckless, or unlawful behaviors (DUIs, Speeding, Crossing outside a crosswalk)



It is essential to address high-risk road user behaviors through a combination of policy change, infrastructure investment, enforcement, and education programs to encourage behavior change



5.

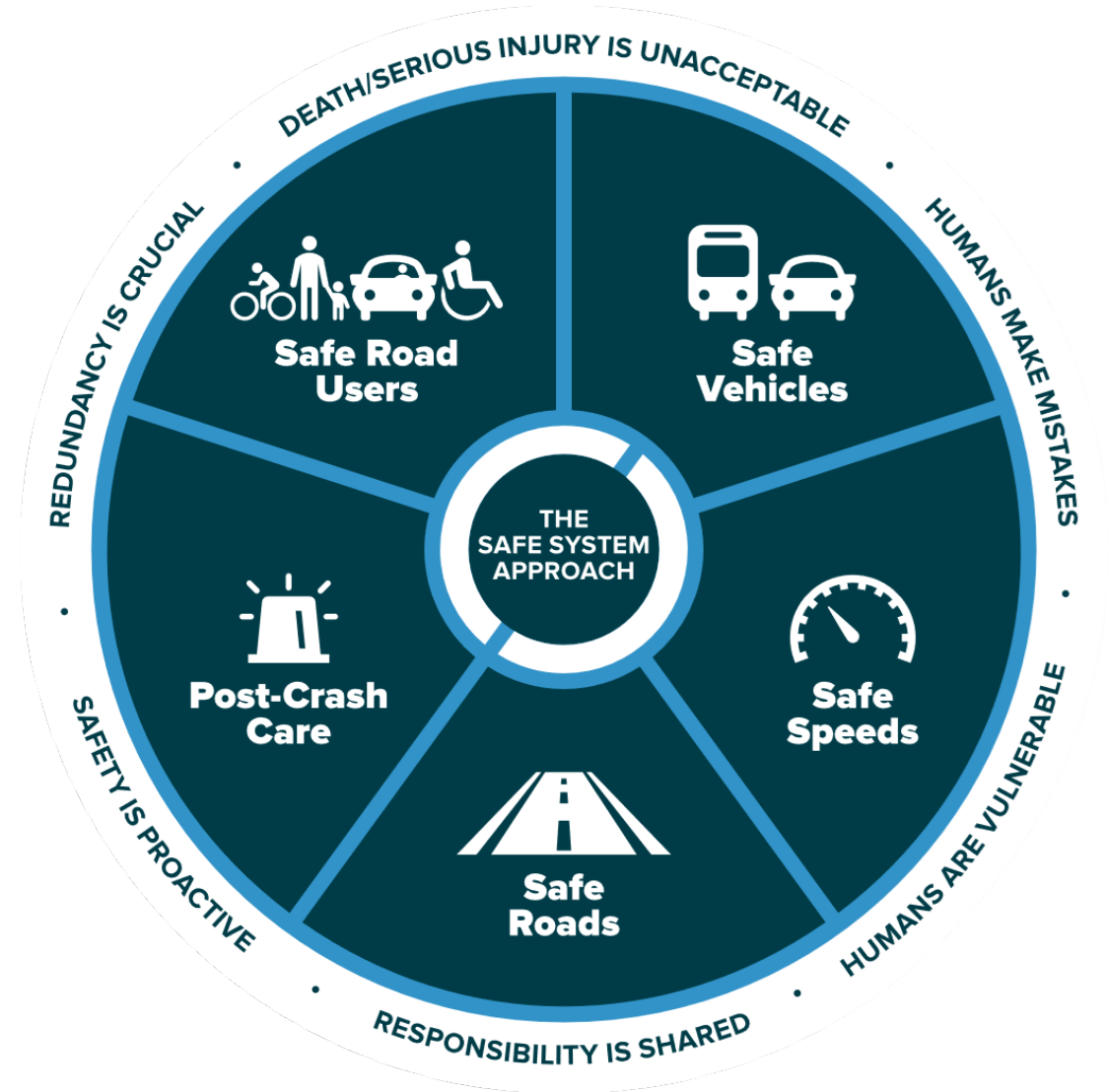
Ready to Act: Vision Zero Recommendations

Safe System Approach

1. Priority Policies and Programs

2. Systemic Safety Treatments

3. Priority Location Projects



Priority Policies and Programs

- > **PRIORITY ACTION** Priority actions are those that the City of Fresno and its partners will focus on implementing in the next **5 years**.

Safe Road Users

- Roll out *Applied and Experiential Education* for all road users
- Coordinate with Police Department on High-Risk Behavior Driving Enforcement and Training

Safe Vehicles

- Invest in Municipal Fleet Safety such as emergency vehicle preemption (EVP)

Safe Speeds

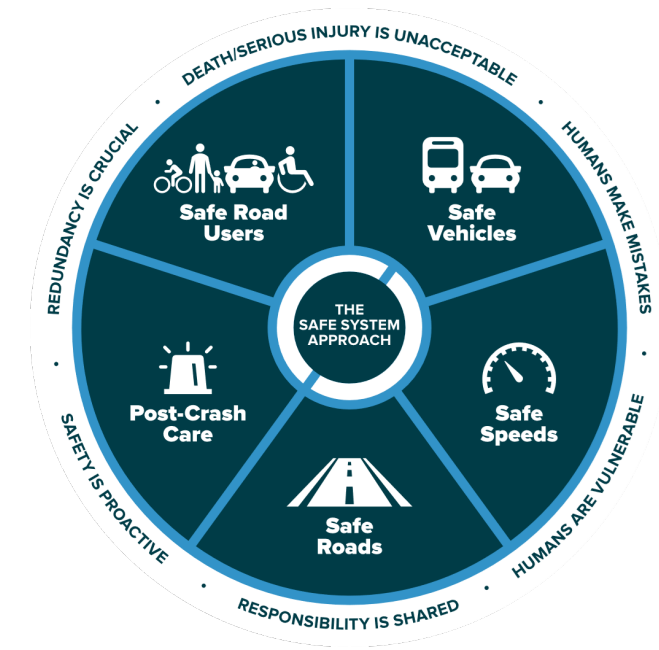
- Set Safe and Context-Appropriate Speed Limits

Safe Roads

- Pilot Red Light Cameras; explore implementation of SB 720, which allows automated enforcement of red-light violations

Post Crash Care

- Coordinate with Emergency Response to Implement technology upgrades



Priority Policies and Programs

> PRIORITY ACTION

Priority actions are those that the City of Fresno and its partners will focus on implementing in the next **5 years**.

Safety Data

- **Work with Fresno Police Department to ensure crash database consistency and coordination**

Planning and Coordination

- **Establish a permanent cross-sector and inter-departmental Vision Zero Task Force**
- **Ensure cross-project and inter-agency coordination**



Systemic Safety Treatments

Four Types of High-Impact Systemic Safety Treatments



Travel Lanes



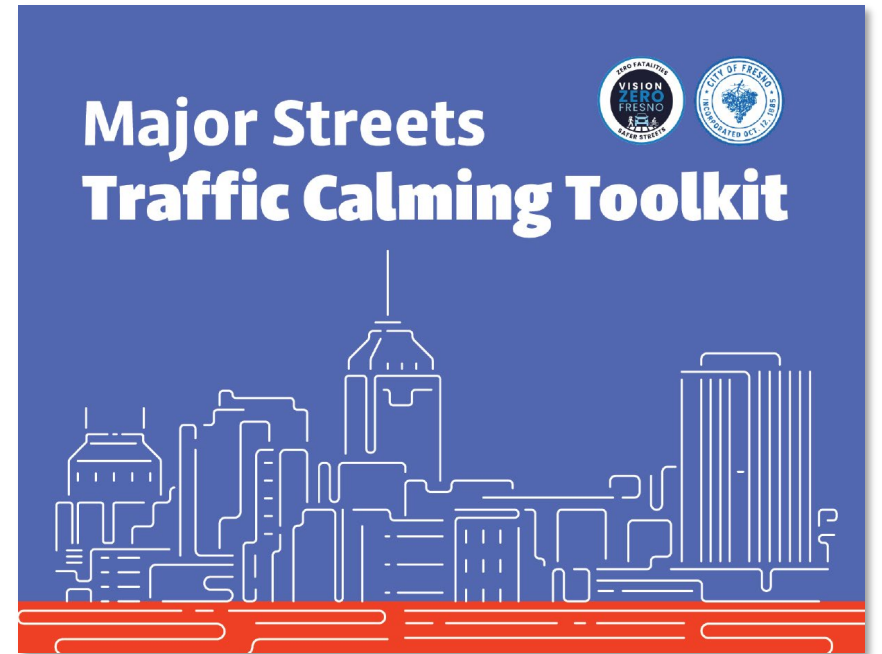
Intersections and Crossings



Speed Management



Signs and Signals



- ✓ Incorporate treatments into new developing areas
- ✓ Incorporate Treatments into projects wherever feasible
- ✓ Pursue grant funding for safety projects

Systemic Safety Treatments



Travel Lanes

Countermeasures that focus on design and operational improvements to lane configurations to enhance safety and mobility.



Medians and Pedestrian Islands



Road Diet



Speed Management

Countermeasures that focus on reducing motorists' speeds, recognizing the strong relationship between speed and crash severity.



Context-Sensitive Speed Limits



Speed Humps/Speed Cushions



Chicanes

Systemic Safety Treatments



Intersections and Crossings

Countermeasures that address design and operational improvements at intersections and pedestrian crossing locations.



Signs, Signals, and Markings

Countermeasures that relate to regulatory, warning, and traffic control devices guiding street user behavior.



Protected Intersection



Crosswalk Visibility Enhancements



Protected Left Turns



Rapid Rectangular Flashing Beacons



Leading Pedestrian Intervals



Pedestrian Hybrid Beacons



Advanced Stop Lines



Median Refuge Island



Reduce Corner Radius

Priority Streets & Intersections

Location-Specific Examples of Systemic Challenges

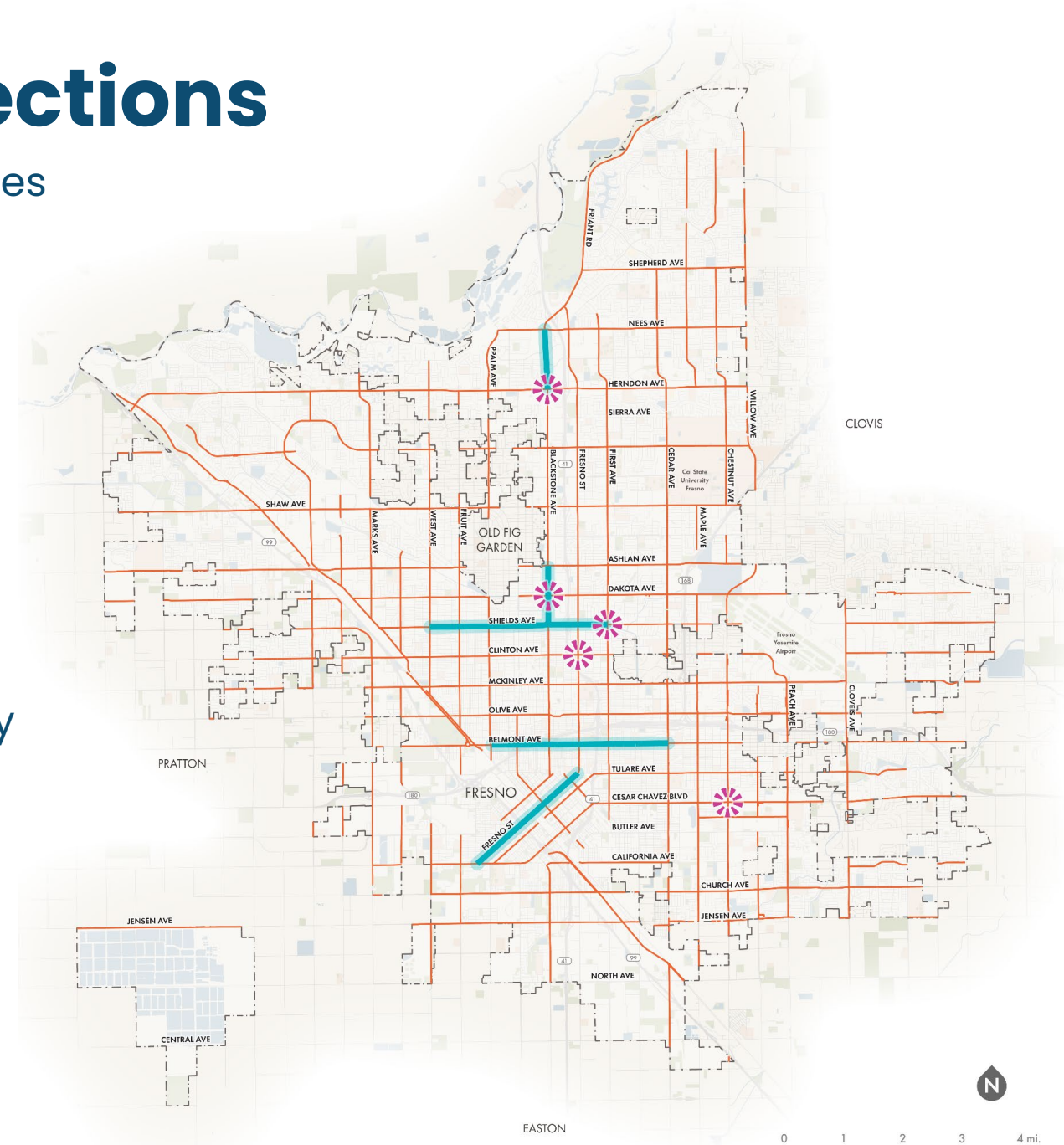
Step 1

Analyze collisions to identify 10 highest-collision corridors and 10 highest collision intersections

Step 2

Analyze demographic, land use, vulnerable road user, equity, and community input data to identify Top 5 corridor and Top 5 intersection priority locations:

- Proximity to bus routes and stops
- Proximity to community centers
- Proximity to parks
- Proximity to schools
- Community engagement comments and responses
- Caltrans Transportation-Based Priority Populations
- High concentration of VRU injuries and fatalities



Priority Streets & Intersections

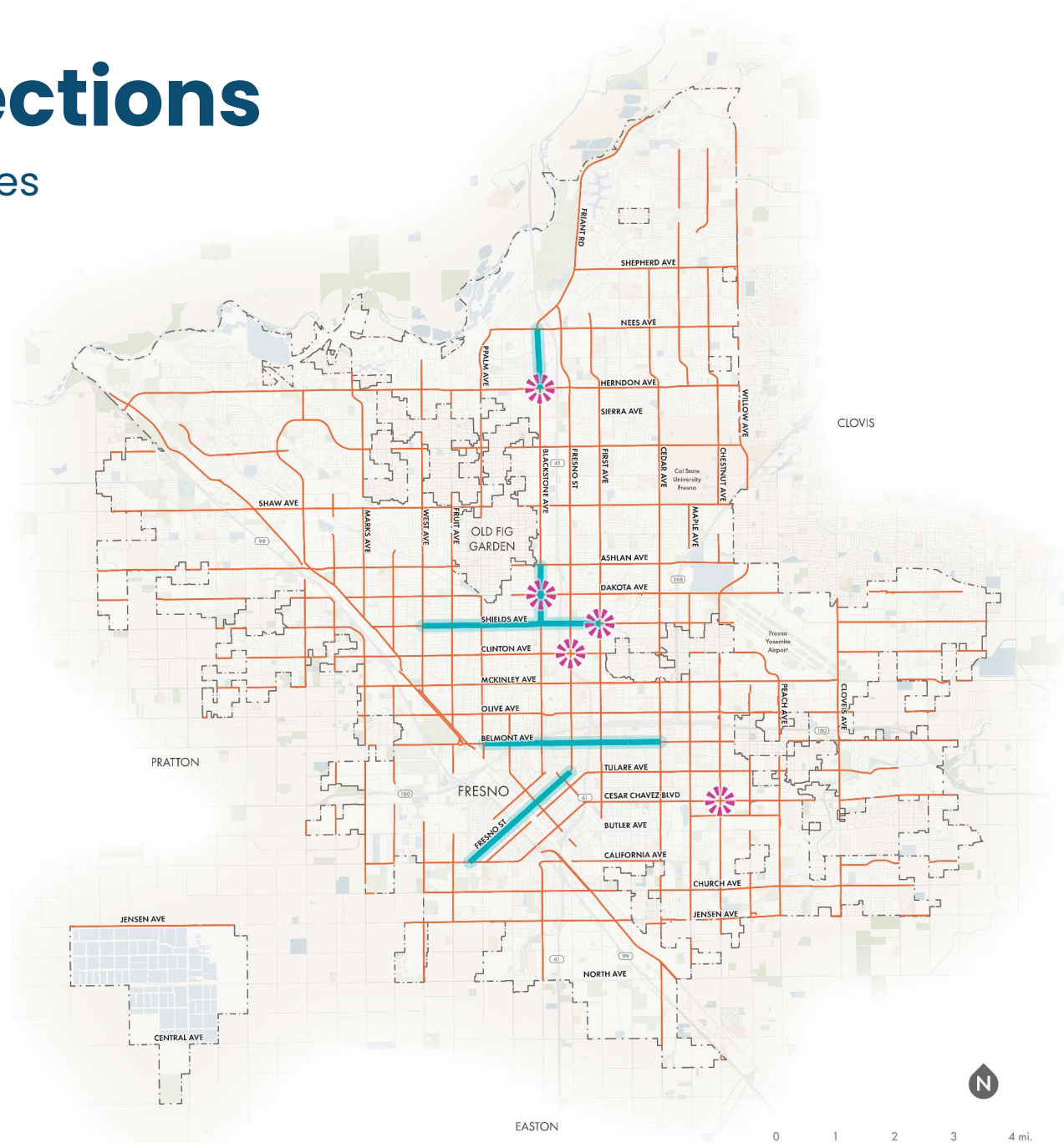
Location-Specific Examples of Systemic Challenges

Top 5 Priority Segments

| Street Name | From | To |
|--------------------------|------------------------|-------------------|
| Blackstone Avenue | Nees Avenue | Herndon Avenue |
| Blackstone Avenue | Ashlan Avenue | Shields Avenue |
| Belmont Avenue | Palm Avenue | Cedar Avenue |
| Fresno Street | César Chávez Boulevard | Divisadero Street |
| Shields Avenue | West Avenue | First Avenue |

Top 5 Priority Intersections

| Cross Street A | Cross Street B |
|-------------------------------|-----------------|
| Blackstone Avenue | Herndon Avenue |
| Blackstone Avenue | Dakota Avenue |
| Shields Avenue | First Avenue |
| Clinton Avenue | Fresno Street |
| César Chávez Boulevard | Chestnut Avenue |



Belmont Avenue

from Palm Avenue to Cedar Avenue

Crash data from 2019–2023

Speed Limit
30–40

Functional Class
Collector

Segment Length (Miles)
3

Lane Count
Between 3 and 5

Vehicle Volumes
TBD

Total Crashes
138

Killed or Seriously Injured
25



Top 3 Crash Types



43%
Broadside



22%
Vehicle & Pedestrian Crash



15%
Rear End

Top 3 Primary Collision Factors



26%
Traffic Signals & Signs

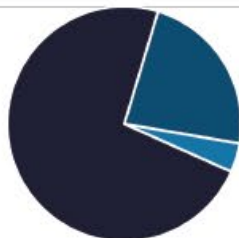


17%
Automobile Right of way



12%
Pedestrian Violation

Crashes by Mode

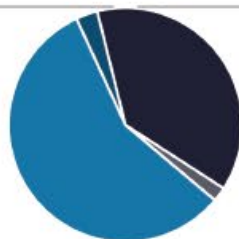


73%
Motor Vehicle or
Motorcycle-Involved

23%
Pedestrian-Involved

4%
Cyclist-Involved

Lighting Conditions



57%
Daylight

3%
Dusk/Dawn

38%
Dark-Streetlights

2%
Dark-No Streetlights

Presence of Bicycle and Pedestrian Facilities



Partial Bike Lane



Sidewalk Present

Crash Locations



Intersection
99%



Mid-block
1%

Land Use Context

- > Major east-west connector
- > Commercial land use
- > High Concentration of Pedestrian & Bicycle Collisions*

Community Assets

54 Bus Stops** **2** Schools***

3 Parks*** N/A

* As identified using the Safe Streets Priority Finder tool
** Within a quarter-mile buffer
*** Within a half-mile buffer

Community Voices

"I'm on the border of riding my bike more often than driving, but need a few more safe routes between home and places I'm going."

– Fresno VZAP Community Survey, April 2025



Treatment Type
Intersection & Crossing



Treatment Type
Signs & Signals



Treatment Type
Travel Lanes

2 First Street and Shields Avenue

Crash data from 2019–2023

INTERSECTION PROFILE

| | FIRST ST | SHIELDS AVE |
|-----------------------------|----------|------------------|
| SPEED LIMIT | 40 mph | 40 mph |
| LANE COUNT | 6 | 6 |
| Killed or Seriously Injured | 7 | Total Crashes 19 |
| | ●●●●●●●● | |

Top Crash Types



26%
Broadside



26%
Rear End



21%
Vehicle and Pedestrian

Primary Collision Factor



37%
Traffic Signals and Signs

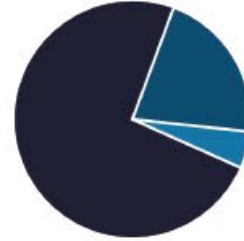


16%
DUI/BUI



16%
Unsafe Speed

Crashes by Mode

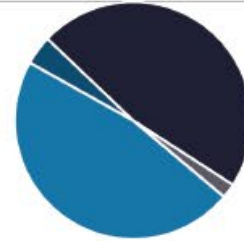


74%
Motor Vehicle or
Motorcycle-Involved

21%
Pedestrian-Involved

5%
Cyclist-Involved

Lighting Conditions



58%
Daylight

0%
Dusk/Dawn

42%
Dark - Streetlights

0%
Dark - No Streetlights

Presence of Bicycle and Pedestrian Facilities

| | FIRST ST | SHIELDS AVE |
|---------------------|-------------------|------------------|
| PEDESTRIAN FACILITY | Sidewalk Present | Sidewalk Present |
| BICYCLE FACILITY | Partial Bike Lane | Bike Lane |

Community Assets

5 Bus Stops* 1 Park** 2 Schools**

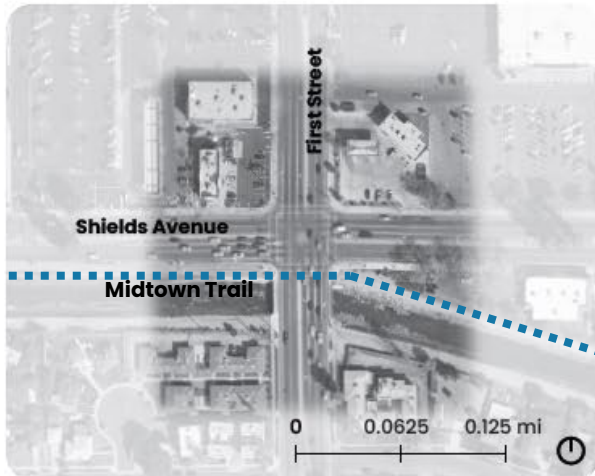
* within a quarter-mile buffer
** within a half-mile buffer

Community Voices

"At First Street & Shields Avenue, my wife and I exited a parking lot... a car approached from the left, about to run the red light. We both FELT it pass as it narrowly missed slamming into us"

— Fresno VZAP Community Survey, April 2025

RECOMMENDATIONS



Treatment Type
Intersection & Crossing



Treatment Type
Signs & Signals



Treatment Type
Travel Lanes

Treatments

INTERSECTION AND CROSSING

- > High Visibility Continental Crosswalks
- > Restripe crosswalk to eliminate obstructions in crossing path
- > Advanced Stop Lines
- > Leading Pedestrian Interval (LPI)
- > Corner Redesign (tighter curb radii)
- > Pedestrian illumination
- > Consider a study to determine if dedicated right-turn lanes are needed

SIGNS AND SIGNALS

- > Backplates w/ Retroreflective Borders
- > Turning Lane Pedestrian Indicators (TLPI)
- > Time-of-Day NTOR
- > Dilemma Zone Protection (Advanced Detection)
- > Review of yellow and red light clearance times
- > Pedestrian/Bicycle Detection for Signal Actuation & Extension

TRAVEL LANES

- > Colored Bike Conflict Zone Markings

Tracking Progress



Fresno Vision Zero Dashboard

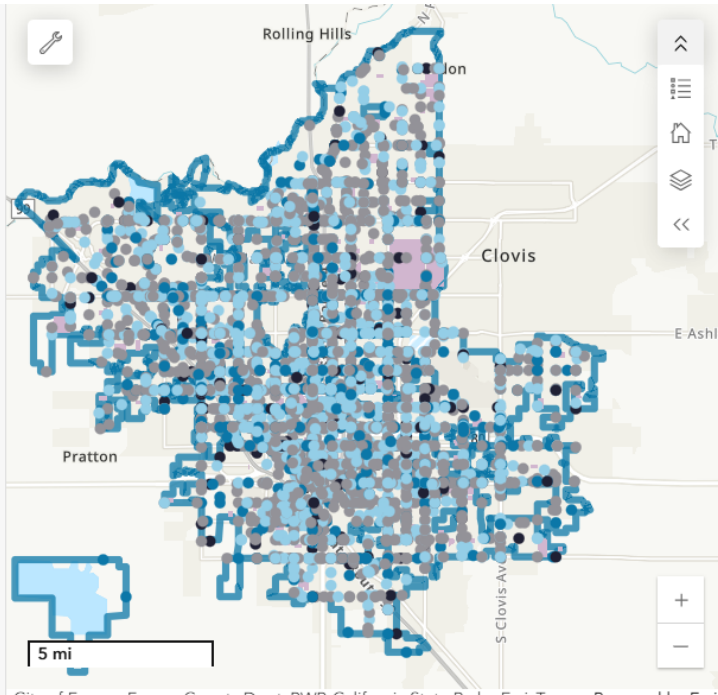


The Fresno Vision Zero Action Plan (Plan) is crucial to acting on the City's commitments to systemic change leading to the elimination of traffic fatalities and serious injuries while increasing health, safety, and equitable mobility for all.

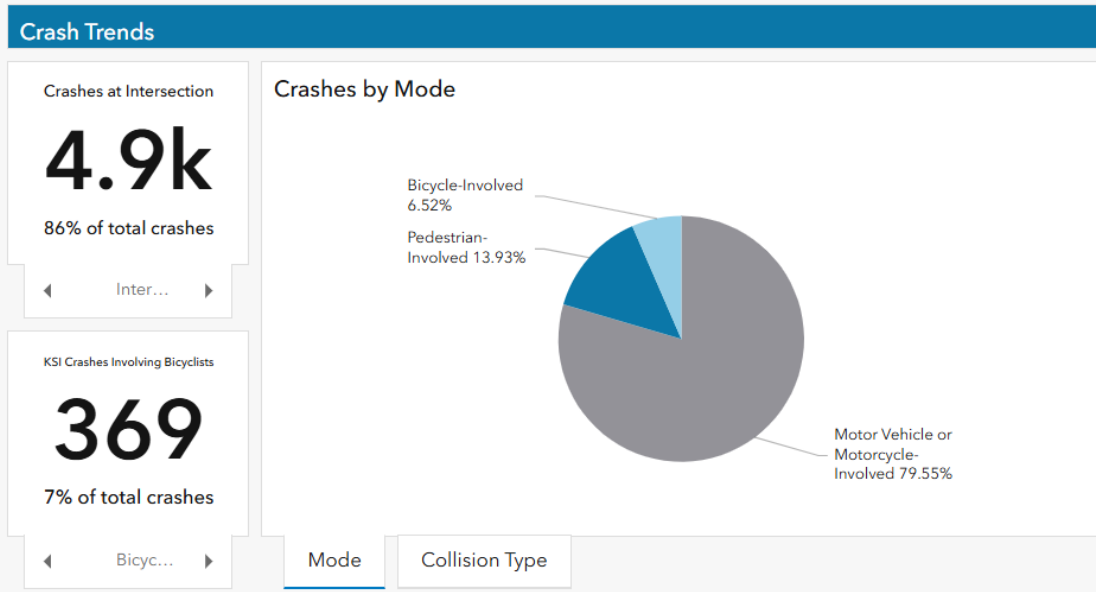
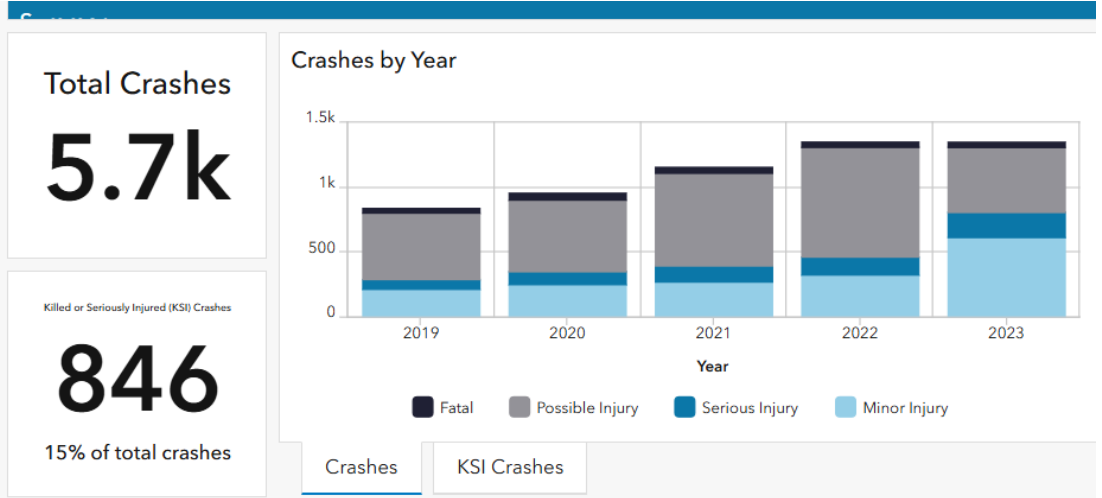
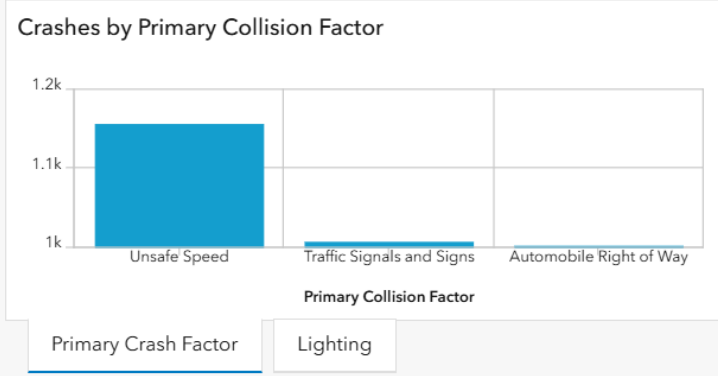
How to use the dashboard

Click through the charts and indicators to visualize different trends and cross-sections in crash data. Filter data by the attributes below or by selecting an area on the map.

Automobile Right of Way = Making a maneuver without respecting the right-of-way of another driver
Brakes = Failure of vehicle brakes
KSI = Killed or Seriously Injured



City of Fresno, Fresno County Dept. PWP, California State Parks, Esri, To... Powered by Esri



Thank you!

