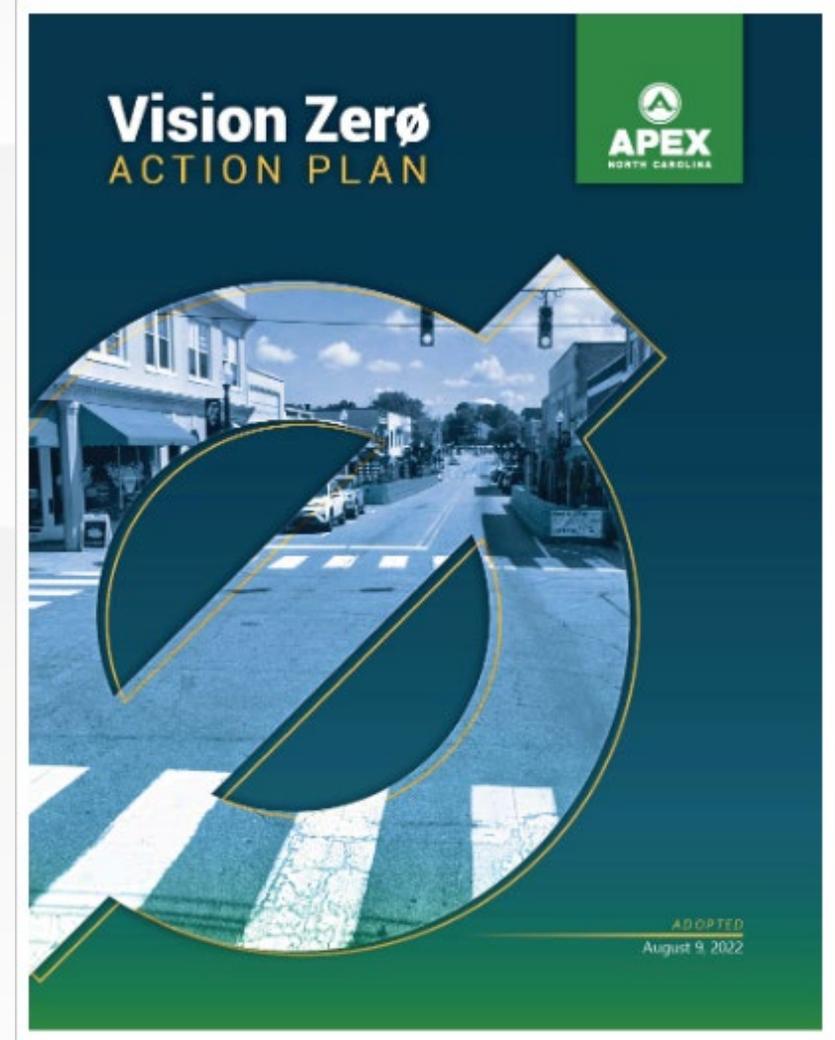




July-September, 2023

Vision Zero Quarterly Report

*The Vision Zero Action Plan is the Town's roadmap to reaching zero traffic-related fatalities and severe injuries by 2035*



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- Timeline
- The 5 E's & 4 Goals
- The 28 Actionable Strategies
- Progress Reports (28)





# Timeline

**July 2023**  
Start of 3<sup>rd</sup> Quarter

**August 2023**  
Calendar Year  
2018-2022 Crash  
Data Analysis &  
Mapping

**July 2023**  
Safe Streets &  
Roads for All Grant  
Application

**September 2023**  
End of 3<sup>rd</sup> Quarter

## FIVE "E" APPROACH



Engineering



Education



Encouragement



Enforcement



Evaluation

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## GOALS

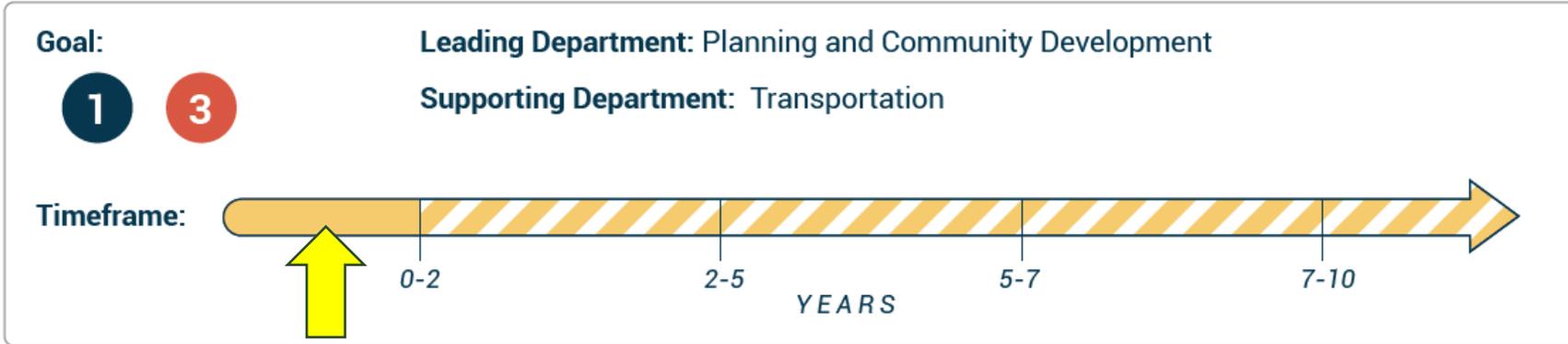
- 1** Promote a culture of traffic safety that prioritizes equity and inclusion.
- 2** Address collisions through infrastructure investments.
- 3** Enhance Town policies, processes, and evaluation to incorporate Vision Zero tenets.
- 4** Create and leverage partnerships to improve traffic safety and awareness.

## 28 Actionable Strategies under the Five E's

-  Engineering (7)
-  Education (5)
-  Encouragement (6)
-  Enforcement (4)
-  Evaluation (6)

*Each Strategy identifies which of the 4 Goals are met, a Leading Department, Supporting Department(s), and a Timeframe*

1. Review and refine the method for prioritizing bicycle and pedestrian needs using crash data, information from the ADA Transition Plan, pedestrian facility gaps to bus stops, equity considerations, and community input gathered for the Vision Zero Action Plan.



Engineering

- Incorporated 2018-2022 High Injury Network and High Crash Network into Pedestrian Needs Inventory scoring



North Salem Street Sidewalk (2023)

2. Develop and maintain a traffic safety performance management system to track traffic collision data and system performance metrics on an annual basis to inform safety improvement projects.



**Engineering**

- 5-year crash data was updated and analyzed for calendar year 2018-2022 and the High Injury Network was ranked and mapped during this quarter
- Staff will do further research on developing a traffic safety performance management system

3. Develop and maintain a traffic engineering toolbox of countermeasures to address traffic safety.

Goal:

2 3

Leading Department: Transportation

Supporting Department: Police Department, Fire Department, Planning and Community Development

Timeframe:



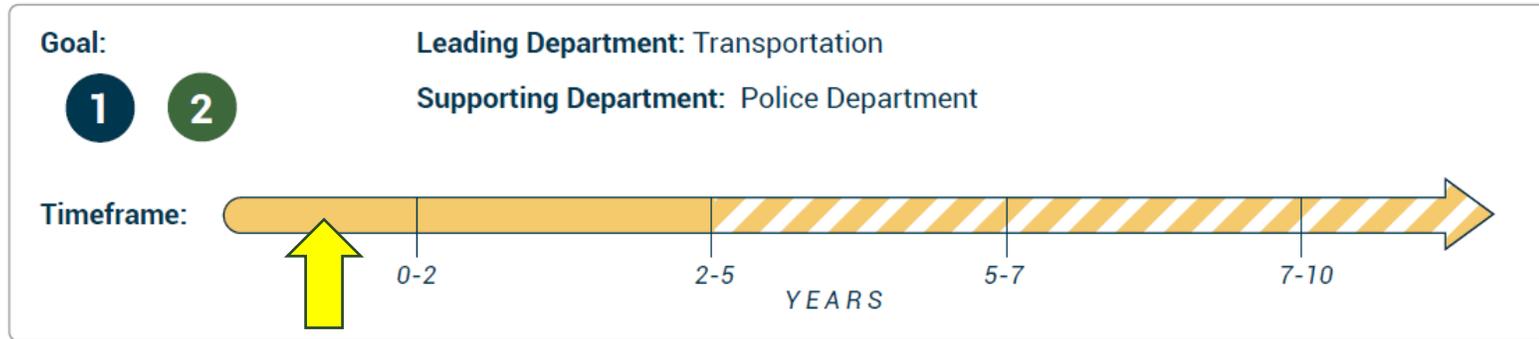
Engineering

- Staff are researching this topic for future recommendations and are gaining more information through training and statewide collaboration



High-visibility crosswalk and bike lanes on Lake Pine Drive (2023)

4. Conduct engineering studies and identify countermeasures that will address traffic safety on the high injury network. Use this information to prioritize projects for the Capital Improvement Plan (CIP).



Engineering

- Completed construction on U-5537 (Lake Pine Drive Improvements) from Versailles Dr to Pine Plaza Dr, including realignment, left turn lane, bike lanes, sidewalk/side path, and high-visibility crosswalk
- Conducting corridor safety studies on Beaver Creek Commons Drive/NC 55 and Ten Ten Road/US 1



Peak Academy at Lake Pine Drive  
(August 2023)

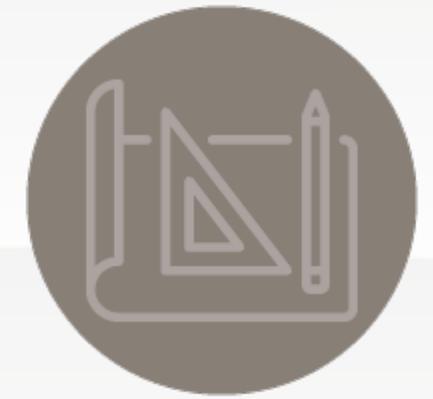
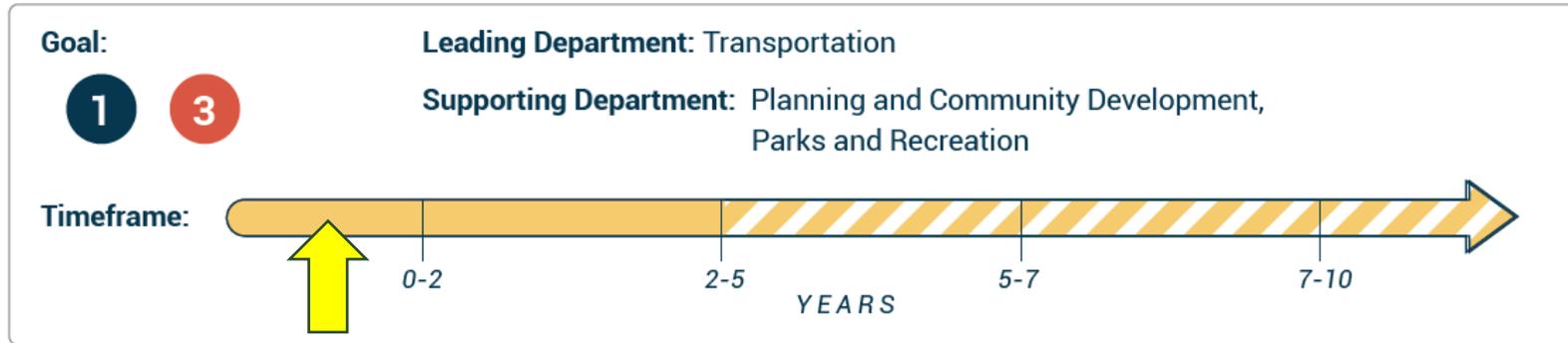
5. Develop a performance evaluation process for ranking traffic safety projects based on a benefit or value to cost analysis.



**Engineering**

- Staff are researching this topic for future recommendations
- Currently, the High Injury Network is ranked annually for signalized intersections and road segments based on Value of Statistical Life (VSL), or the overall cost of a crash based on severity according to the Federal Highway Administration

6. Prioritize the design and maintenance of pedestrian and bicycle facilities, to comply with the Americans with Disabilities Act, ensuring facilities are clear of poles, signs, trees, shrubbery, and other impediments.

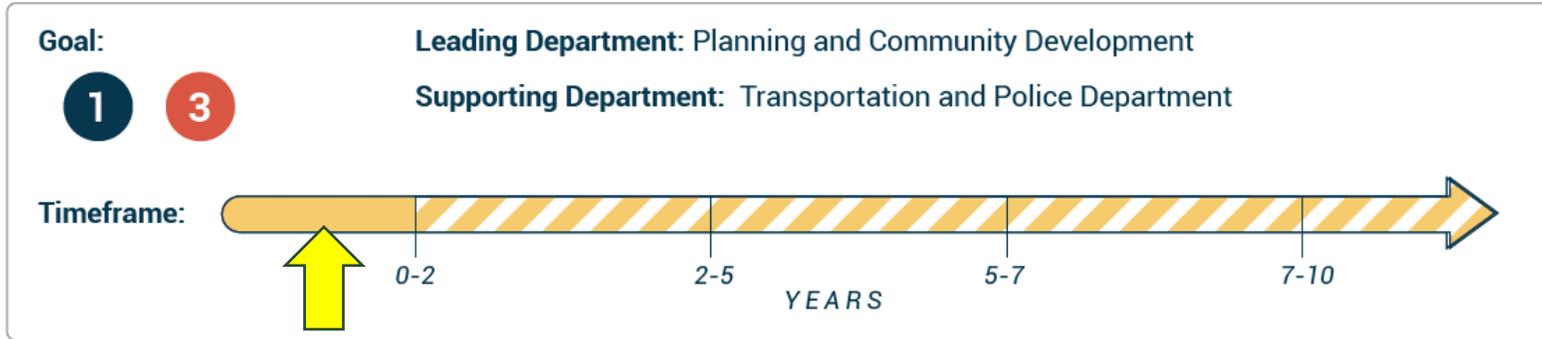


Engineering

- ADA: Public Right-of-Way Accessibility Guidelines (PROWAG)
  - Updated Town standard details and specifications to comply
  - Reviewing standard details for bus stops for possible revisions



7. Coordinate with school officials and Wake County Public School System to evaluate pedestrian and bicycle needs, provide pedestrian and bicycle routes, and address school transportation safety concerns in order to promote walking and biking to school.



• Notable activities:

- Construction/installation
  - Enhanced rapid flashing beacon crosswalk on Humie Olive Rd (Apex Friendship)
  - Completed Kelly Rd and Apex Barbecue Rd sidewalks (Olive Chapel ES & Scotts Ridge ES)
  - Completed North Salem St sidewalk (Thales Academy)
  - Completed Laura Duncan Rd median & U-turn restrictions (Apex High School)
  - Construction underway for Humie Olive Rd sidewalk, McKenzie Ridge Ln to Yellow Rose Ln
- Preparing for construction
  - Laura Duncan Rd sidewalk from Knollwood Dr to Pinewood (Apex High School)
  - Tingen Rd mid-block rapid flashing beacon crosswalk (Apex Elementary)
  - EB-6046, W Chatham St sidewalk (Baucom Elementary)
  - HS 2005Q (NCDOT): Humie Olive Rd at Blazing Trl Traffic Signal (Apex Friendship)
- Planning & design underway
  - BL-0047, Downtown Safe Routes to School and Transit Connections (Baucom/Thales Elementary)
  - BL-0095, Saunders St & Hinton St sidewalks (Baucom Elementary)
  - N Hughes St & S Mason St sidewalks (Apex MS)



# Engineering



Humie Olive Road at Apex Friendship High School (2023)

1. Create a social media campaign with appropriate traffic messages that targets the following 5 most relevant concerns identified through public input: (1) Speeding and Traffic Calming, (2) Pedestrian and Bicycle Safety, (3) Distracted Driver / Behavior Programs, (4) Safe Routes to School, (5) Young Driver / Passenger Safety.



# Education

- **Apex Police Department:**

- Traffic Safety Unit information events/campaigns
  - Operation Firecracker (Booze It or Lose It)
  - Speed Wrecks Lives
  - Child Passenger Safety Week
  - Rail Safety Week
  - Operation Life Savers
  - Dynamic Message Board with traffic safety messages
- Traffic Safety Presentation Outreach
  - MADD: Choose Your Ride
  - Apex Parks and Recreation Summer Camp
  - BikeSafe/MADD/ Watch for Me NC
  - SafeKids Worldwide
- Watch for Me NC / NCDOT's Let's Go NC
  - Six sessions at Scotts Ridge Elementary (755 students)
- Traffic Incident Management System (TIMS)
  - Move Over PSA on US 1 and US 64

**ApexNCPolice**  
@ApexNCPolice 84 subscribers 22 videos  
The official you tube channel for the Apex Police Department. >

HOME    VIDEOS    PLAYLISTS    CHANNELS    ABOUT

Uploads ▶ Play all

**Apex Move Over PSA**  
599 views • 3 years ago

**Scam Caller - DO NOT GIVE ANY INFORMATION**  
62K views • 4 years ago

**Press Briefing on Officer Involved Shooting**  
161 views • 4 years ago

Apex PD YouTube Channel

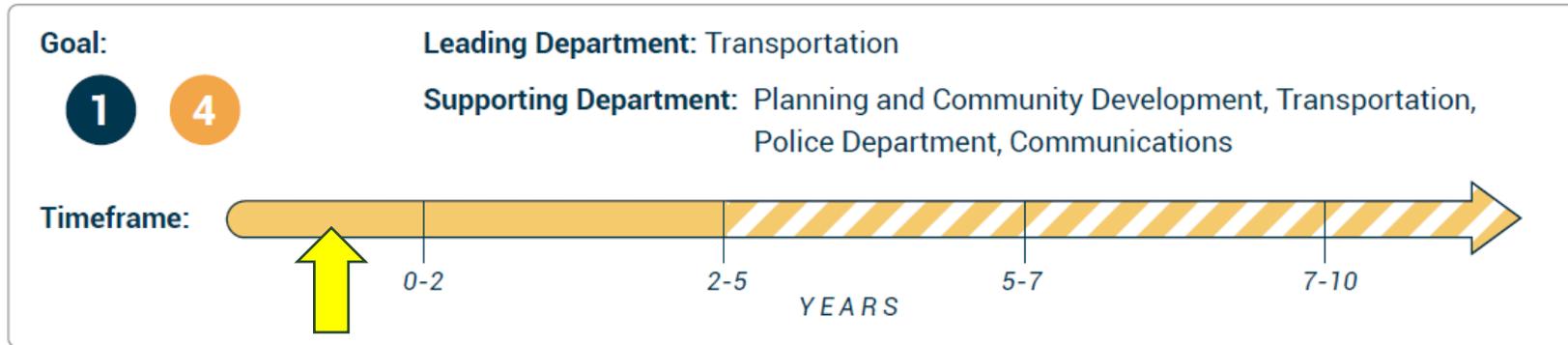
2. Create safe traffic messaging information on buses and at or around bus stops.



**Education**

- Apex Police Department:
  - Traffic Safety Messages distributed through Social Media and displayed on Dynamic Message Boards around school zones and school bus stops

3. Create a safety education team that will engage in traffic safety outreach and education to community groups (schools, churches, HOAs, and Town staff), and will be supported by the social media campaign and safe traffic messaging.



Education

- Apex Police Department:
  - Apex PD Power of Youth Educational Program
    - Six sessions (211 students)
  - Traffic Safety event/displays
    - MADD: Choose Your Ride
    - Apex Parks and Recreation Summer Camp
    - BikeSafe/MADD/ Watch for Me NC
    - SafeKids Worldwide
  - Governor's Highway Safety Program and Traffic Safety Campaigns
    - Two "Booze It or Lose It" campaigns
    - One "Speed Wrecks Lives" campaign
    - Six BikeSafe NC events
    - Fourteen Grant Officer traffic safety presentations/displays
  - Community Traffic Safety Project and outreach with ITRE NCSU
    - Launching in October



Power of Youth Presentation

4. Provide targeted outreach when adding new traffic signals, roundabouts, and pedestrian and bicycle facilities to the transportation network.



**Education**

- Dynamic Message Boards deployed for Apex Friendship school zone along Humie Olive Road

5. Provide Town employees with defensive driving classes and curriculum on an annual basis.



**Education**

- Test run of Cornerstone modules completed
- Preparing for town wide assignment

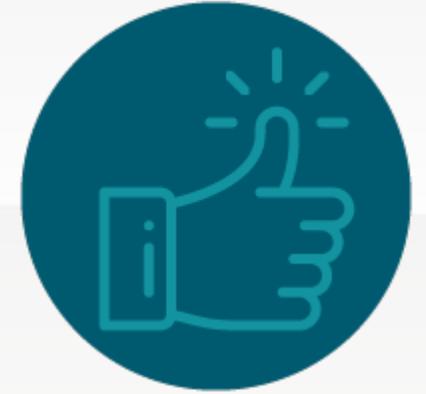
	<b>Driving Safety: The Basics</b> Completed : 9/27/2023    Status : Completed    Training Type : Online Class
	<b>Distracted Driving</b> Completed : 9/26/2023    Status : Completed    Training Type : Online Class
	<b>Driving Defensively</b> Completed : 9/26/2023    Status : Completed    Training Type : Online Class

Cornerstone Module Summary

1. Partner with schools for National Walk to School Day and other walking and biking events.



- Town staff did not participate in any events this quarter but continued to disseminate information and coordinate with school officials

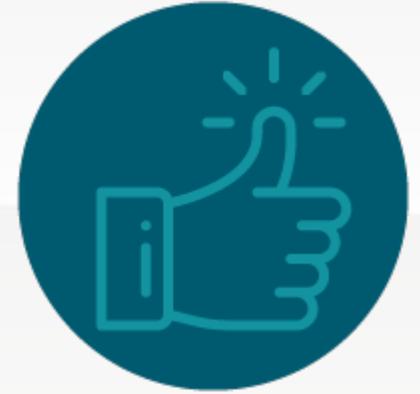


**Encouragement**



Walk to School Day, Olive Chapel ES

2. Make Vision Zero visible through Town-sponsored and co-sponsored events and festivals.



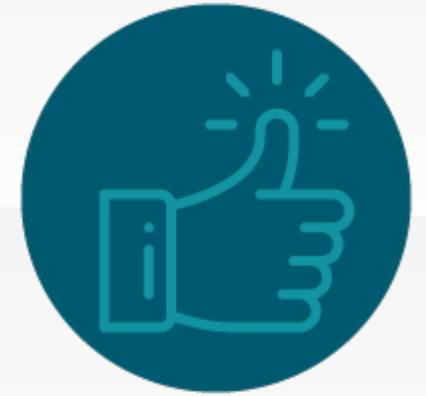
# Encouragement

- Traffic safety booth promoted Vision Zero on 4th of July
- Promoted Vision Zero during Peak Academy in August and Party in the Peak (150th anniversary) “GovLove” booth in September



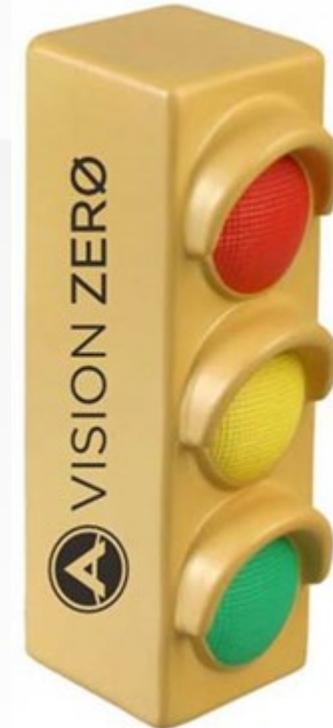
Transportation Infrastructure & Development “GovLove” Booth at Party in the Peak (September 2023)

3. Develop Vision Zero marketing materials. Disseminate through various medium, including the Town's website and newsletter.

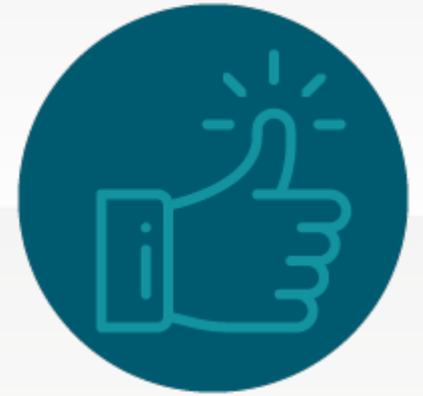


**Encouragement**

- Traffic signal squeezies and light-up bracelets with Vision Zero logos given out at Party in the Peak "GovLove" event; Vision Zero program information displayed



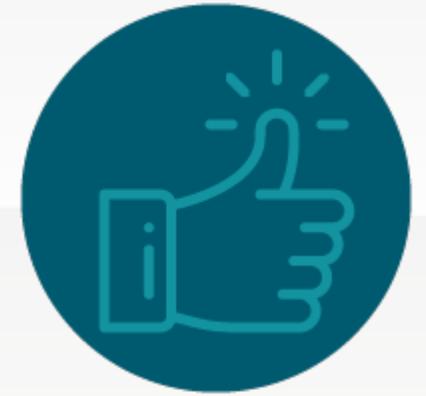
4. Keep Town Council members informed about the Vision Zero program, with updates on traffic safety projects, program performance metrics, and outreach and education initiatives.



**Encouragement**

- One-year update of Vision Zero program presented to Town Council on September 26<sup>th</sup>
- Quarterly overall project progress summary spreadsheet completed by Transportation Infrastructure & Development

5. Continue participation in statewide Vision Zero programs through the North Carolina Governor's Highway Safety Program and the University of North Carolina at Chapel Hill Highway Safety Research Center.

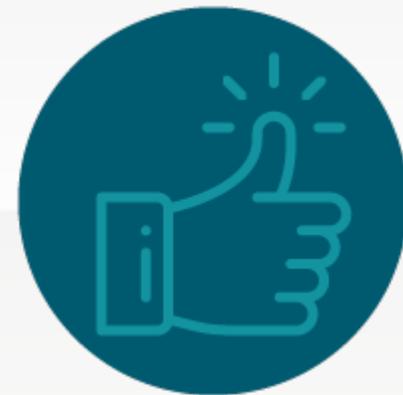


**Encouragement**

- Apex PD Traffic Safety Unit reporting under Governor's Highway Safety Program: 100% reporting
- Staff attended monthly Vision Zero meetings with assigned peer communities
- Staff attended quarterly "All Hands" Statewide Vision Zero meeting



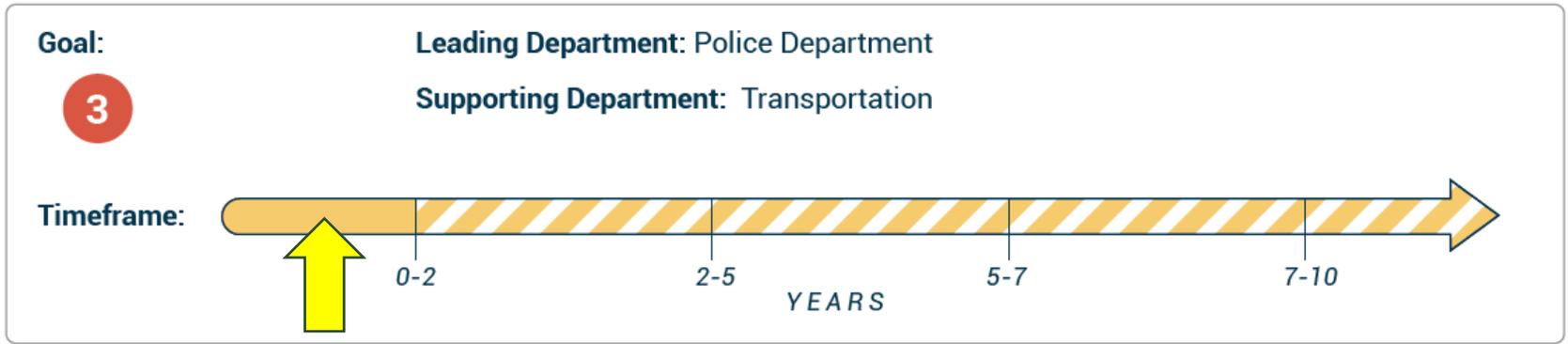
6. Participate in conferences that include traffic safety programs and look for opportunities to network with other organizations for knowledge sharing.



**Encouragement**

- Safe Highway Strategic Planning (SHSP)
  - Traffic Safety Engineer attended North Carolina's first SHSP meeting at NCSU-ITRE

1. Develop a reporting system of performance metrics on an annual basis to inform police enforcement activity.

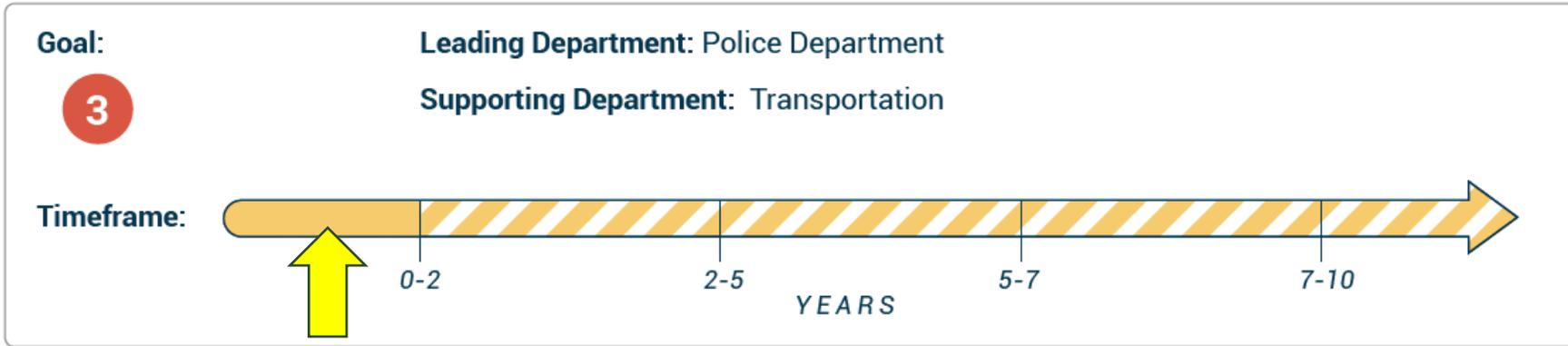


**Enforcement**

- APD Traffic Safety Unit continued enforcement programs using Data-Driven Approaches to Crimes and Traffic Safety (DDACTS) system



2. Target enforcement on the high injury network, and target the most dangerous driving behavior.



**Enforcement**

- Apex Police Department
  - Ninety-four selective enforcement initiatives
  - Promoted pedestrian safety through Watch for Me NC initiatives
  - DWI Grant Officer enforcement continued through Governor's Highway Safety Program



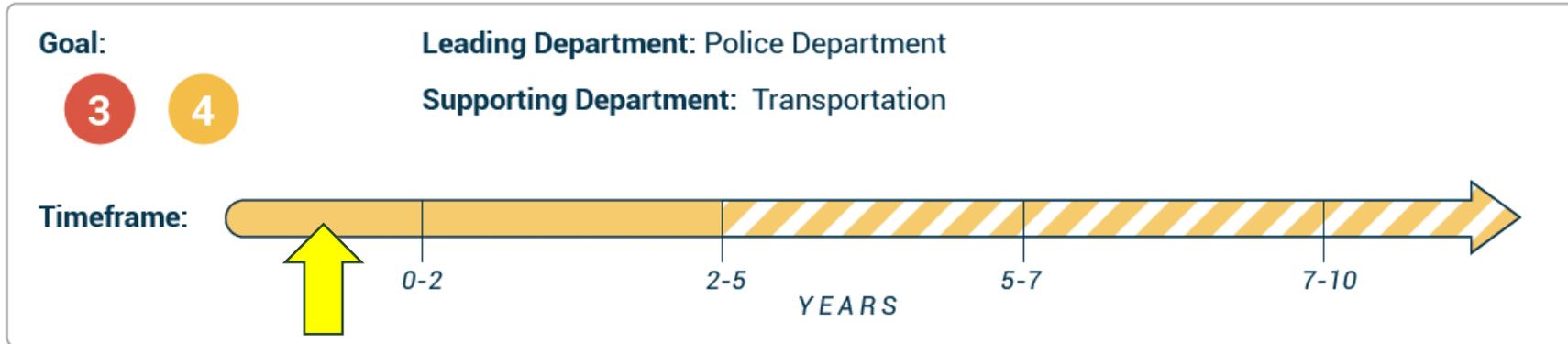
3. Continue to review and improve upon existing processes that protect against racial profiling.



**Enforcement**

- Apex Police Department
  - Supervisors monitored police action to identify possible bias
  - Completed Traffic Stop Report review

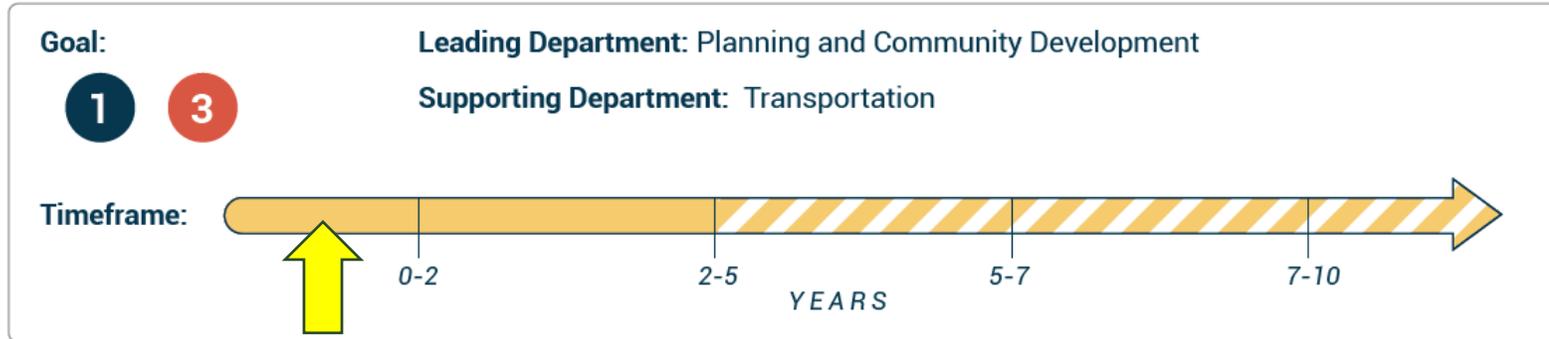
4. Research enforcement techniques and partner with other municipalities in the region to reduce high-risk driving behavior.



**Enforcement**

- Three multi-agency traffic enforcement initiatives
  - NC State Highway Patrol and Wake County Sheriff's Office (Traffic Safety Initiative)
  - Cary Police Department (Speed Initiative)
  - Wendell Police Department (Saturation Patrol)

1. Evaluate and update the Town-wide policy, guidance and specifications with the goal of promoting alternative modes of transportation, including more walkable, transit-friendly, and bicycle-friendly streets.



- Bus Stop Improvement Policy
  - Transit prioritization policy drafted



## Evaluation



Hughes St at NC 55 Bus Stop (2023)

2. Evaluate and update Town-wide policy, guidance and specifications with the goal of reducing crash severity within the public right-of-way and in public vehicular spaces.



**Evaluation**

- Compiling resources for Traffic Safety Countermeasures Toolbox
- Researched speed limit and traffic calming practices and preparing possible updates to traffic calming policy in the Apex Unified Development Ordinance
- Prepared proposed amendments for bike lanes on Major Collector Streets

3. Develop a traffic safety report card and progress report on the actionable strategies on an annual basis for public information and to inform policy decisions. Update crash statistics, the high injury network, and performance metrics as part of the annual reporting process.



**Evaluation**

- 5-year crash data was updated and analyzed for calendar year 2018-2022 and the High Injury Network was ranked and mapped during this quarter
- Staff presented the annual progress report to Council and will do further research on developing a traffic safety report card

4. Continue to evaluate traffic enforcement and education techniques to adapt to changes in technology and road user behavior.



**Evaluation**

- Staff are researching this topic for future recommendations and are gaining more information through training and statewide collaboration

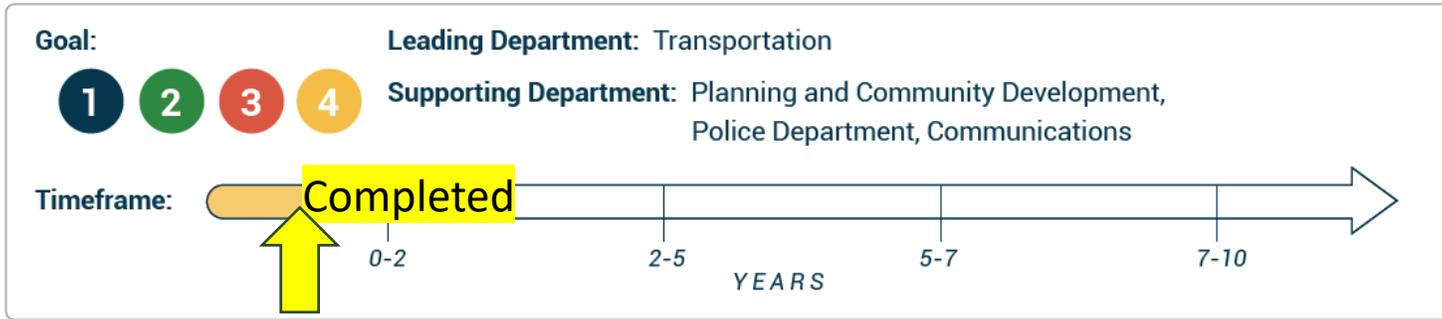
5. Continue regular collaboration of the Vision Zero Task Force to check in on progress, issues, and ideas.



## Evaluation

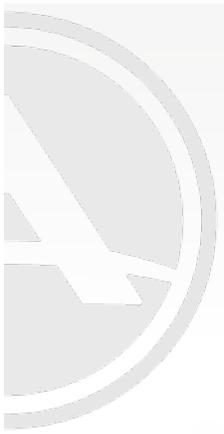
- Continued regular monthly interdepartmental Task Force meetings
  - Transportation & Infrastructure Development
  - Long Range Planning & Transit Planning
  - Police Department
  - Communications
  - Diversity, Equity & Inclusion
  - Public Works Street Operations (joined this quarter)
  - Fire Department (joined this quarter)

- Hire a Traffic Safety Engineer to oversee implementation of the Vision Zero Action Plan, annual reporting, coordination of the Task Force, communication with the community, and to seek funding opportunities for infrastructure projects.



**Evaluation**

- Traffic Safety Engineer hired in March 2023



If you have any questions on the Vision Zero program please contact:

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