

## Vision Zero Actionable Strategies

### 2022 3<sup>rd</sup> Quarter Progress

The Town has centered its Vision Zero framework around a "Five E Approach" to traffic safety – Engineering, Education, Encouragement, Evaluation, and Enforcement. Actionable strategies were developed as specific activities the Town will undertake to achieve its goals. This report will provide quarterly progress towards the 28 actionable strategies.

### ENGINEERING

**Actionable Strategy 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.**

- Proximity to bus stops was added as a prioritization factor in the Pedestrian Needs Inventory.

**Actionable Strategy 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.**

- Construction of the Kelly Road & Apex Barbecue Road Pedestrian Improvements Project was completed.

### EDUCATION

**Actionable Strategy 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.**

- Apex Police used social media outlets/message boards to educate and bring awareness to the motorist on traffic safety related matters. The Traffic Safety Unit (TSU) disseminated information on various programs including Operation Firecracker, Labor Day “Booze It and Lose It”, Child Passenger Safety, Operation Clear Track (Rail Safety), Operation Crash Reduction Initiative, and a monthly video of various traffic safety messages.
- Apex Police also conducted monthly safety presentations through APD social media outlets and focuses on topics such as crash trends, traffic safety awareness, citizen complaints, etc. TSU also continues its “ASKTSU” email, which allows citizens to ask traffic related questions and interact with a traffic safety officer.
- The partnership with Watch for Me NC continued for 2022 which included social media postings related to bike/ped safety through the Social Media Coordinator with printed materials available at main facility on Saunders Street and at events.
- The partnership with Incident Management Assistance Patrol continued for 2022 which included publicizing the Apex Move Over public service announcement video, while TSU also conducted

two Traffic Incident Management System (TIMS) training sessions completed to reach eight officers.

**Actionable Strategy 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.**

- TSU conducted 6 sessions of the Apex PD Power of Youth Educational Program teaching 221 high school students.
- TSU conducted multiple events/displays: 1. MADD Traffic Safety Event, 2. Rolesville Night Out Event – BikeSafe NC, DWI Countermeasure, and Pedestrian/Bicycle Safety, 3. Operation Clear Track Educational Blitz, and 4. Apex PD Night Out – BikeSafe NC, DWI Countermeasure, Pedestrian and Bicycle Safety.
- TSU participated in multiple Governor’s Highway Safety Program (GHSP) campaigns: two Booze It & Lose It campaigns, one Child Passenger Safety Week Campaign, one Operation Life Savers Week Campaign, and one National Highway Traffic Safety Administration (NHTSA) "Speeding Wrecks Lives" Campaign.
- TSU also conducted/assisted with two BikeSafe NC events which reached 14 individuals.
- The GHSP Grant Officer conducted 11 traffic safety presentations/displays reaching 420 individuals.

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

- TSU deployed dynamic message boards for advance warning to drivers at the newly installed all-way stop at the intersection of Chatham Street and Hughes Street.

## ENCOURAGEMENT

**Actionable Strategy 3: Develop Vision Zero marketing materials. Disseminate through various medium, including the Town’s website and newsletter.**

- The Town’s Vision Zero webpage was updated with the newly adopted Action Plan (August) and moved back from publicinput.com to apexnc.org website for ongoing updates.

**Actionable Strategy 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.**

- Staff attended the quarterly NC Vision Zero “All Hands” meeting as well as two monthly collaboration meetings with Wilmington and Knightdale facilitated by UNC staff.

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

- TSU and Traffic Engineering staff attended the NC Traffic Safety Conference & Expo. TSU was awarded the MADD Underage Prevention Hero Award and a Traffic Safety Program Award.

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

- Traffic Safety Unit conducted (21) day/night selective enforcement initiatives in identified target areas based on crash data with a focus on reducing crashes.
- Patrol Operations continued to monitor various crosswalk locations to promote pedestrian safety and the Watch for Me NC program.
- Patrol Operations conducted "move over" enforcement initiatives on US 1 & US 64.
- TSU participated in 3 multi-agency traffic enforcement initiatives: two DWI checking stations and one DWI Saturated Patrol.
- GHSP DWI Grant Officer handled 127 citations, four DWI offenses, six seatbelt initiatives, and one alcohol related crash.

**EVALUATION**

**Actionable Strategy 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.**

- 5-year crash data for 2017-2022 was compiled in preparation for updated data analysis and crash maps to be published in the 4<sup>th</sup> quarter.

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

- Vision Zero Task Force conducted monthly meetings in August and September.