

Vision Zero Actionable Strategies

Fourth Quarter 2022 Progress Report

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 in the previous quarter and staff are in the process of adding bus stop ridership as a prioritization factor in the Pedestrian Needs Inventory.

Actionable Strategy 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).

- Construction of roadway improvements and signalization of Beaver Creek Commons Drive at Zeno Road to address traffic and pedestrian safety is underway and scheduled for completion in early 2023.

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 in the previous quarter. Studies resulted in staff recommendations and approvals from NCDOT this quarter for pedestrian safety improvements at two locations: (1) Phasing, signing, and marking upgrades for the South Hughes St traffic signal on NC 55 serving students walking to Apex Middle School to be installed in 2023, and (2) a new traffic signal with crosswalks to be installed at the intersection of Humie Olive Road and Blazing Trail Drive/Apex Friendship campus driveway to be installed in 2024 subject to funding prioritization.

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 Department Traffic Safety Unit used social media outlets/message boards to educate and bring awareness to the motorist on traffic safety related matters. Last quarter, 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), and GHSP Operation Crash Reduction. This quarter, the Traffic Safety Unit disseminated information on GHSP Operation Crash Reduction, Halloween "Booze It & Lose It," Thanksgiving Click It or Ticket Campaign, Holiday "Booze It & Lose It" Campaign, Move Over Law awareness materials, and pedestrian/bike/school zone safety.
- TSU continued to conduct 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.
- Apex Police continued the partnership with Watch for Me NC 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.
- Apex Police continued the partnership with Incident Management Assistance Patrol which included publicizing the Apex Move Over public service announcement video on social media, while TSU also conducted two Traffic Incident Management System (TIMS) training sessions to reach eight officers last quarter.

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.

- In total for the third and fourth quarter, TSU conducted 10 sessions of the Apex PD Power of Youth Educational Program teaching 359 high school students.
- In total for the third and fourth quarter, the GHSP Grant Officer conducted 20 traffic safety presentations/displays reaching 935 individuals.
- TSU hosted multiple events/displays this quarter: 1. Apex Night Out/Touch a Truck Event reaching 500 citizens, 2. Safety City Event reaching 1000 +, 3. Choose your ride Police/Taxi display, 4. Three (3) Bike Safe NC events reaching eight, 5. Pedestrian/Bike Safety Material Blitz reaching 150, 6. Pedestrian/Bike/School Zone Safety Social Media Outlets, and 7. Community Police Academy - Traffic Safety Block, reaching twelve.
- TSU participated in four Governor’s Highway Safety Program (GHSP) campaigns: two Booze It & Lose It, one Crash Reduction Operation, and one Click It or Ticket.

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 westbound drivers of the Humie Olive Road school zone while the school zone warning beacon was out of service.

ENCOURAGEMENT

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

- Staff participated in Olive Chapel Elementary School's first Walk to School Wednesday, distributed Walk to School Day materials provided by Wake County to participating schools, and participated in the National Walk, Bike, Roll to School Event at Apex Elementary School.

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 and the newly adopted Action Plan was posted online in the previous quarter. The progress report for the previous quarter was posted online this quarter.

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 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.

- Planning staff attended the Triangle Bicycle and Pedestrian Workshop.
- Engineering and Planning staff attended the North Carolina Section of the Institute of Transportation Engineers Annual Meeting and gave a presentation on the South Hughes Street Safety Insights Pilot Study using a Portable Traffic Sensing Platform.
- Representatives from TSU attended the NC Grade Crossing Safety and Railroad Trespassing Prevention Workshop and BikeSafe NC Motorcycle Instructor Training.

ENFORCEMENT

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

- Traffic Safety Unit conducted 31 day/night selective enforcement initiatives in identified target areas based on crash data with a focus on reducing crashes.
- TSU continues to participate in the Watch for Me NC program: monitored crosswalk locations to promote pedestrian safety, conducted a Pedestrian/Bike Safety Blitz reaching 500 citizens, and conducted a Pedestrian Crosswalk Safety Initiative at Old Raleigh Road and Apex Peakway.
- GHSP DWI Grant Officer handled 178 citations, eight DWI offenses, eight seatbelt initiatives, and two alcohol related crashes.

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

- TSU participated in multi-agency traffic enforcement initiatives including four Multi-agency traffic enforcement projects, two APD DWI Checking Stations, one APD Multi-agency Speed/Seatbelt Initiative, and one APD License Seatbelt Checkpoint. Two APD Traffic Enforcement Events were canceled due to weather conditions and a special event.

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 analysis for 2017-2022 is complete and crash maps have been prepared and pending final review prior to posting. Updated APD citation statistics are in progress.

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 three monthly meetings this quarter.

Actionable Strategy 6: 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.

- This new staff position is funded starting 1/1/23 and has been advertised for applications.