

Vision Zero Actionable Strategies

First Quarter 2023 Progress Report, January-March

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.

No updates at this time

Actionable Strategy 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.

- Staff are continuing to track and update progress on actionable strategies every quarter and have begun using annually updated crash data to inform recommendations when reviewing projects.

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

- Staff have started work on a crosswalk lighting standard specification. A Considerations and Standard Specification Memo was prepared by Long Range Planning staff and distributed to Electric Department and TID Department staff in March.

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)

- U-5537, Lake Pine Dr Improvements including realignment, left turn lane, bike lanes, sidewalks and protected crosswalk, from Versailles Dr to Pine Plaza Drive, under construction for completion this summer.
- Under construction: Beaver Creek Commons Dr at Zeno Rd intersection improvements under construction for completion this spring.
- SR 1160 (Olive Chapel Rd)/Hunter St at NC 55 crosswalk and change to protected LT phasing (part of EB-6046 sidewalk project) pending final approvals with NCDOT.
- NC 55 from Pristine Water Drive to Lufkin Road including a new parallel public access road, western collector road, NC 55 median barrier, and traffic signal with realignment of Pristine Water Drive in construction plan review as part of the Aquiline development project.
- HL-0007, East Williams Street/SR 1191 (Technology Drive at NC 55) public meeting held in February for input on design of proposed Reduced Conflict Intersection and staff continuing to provide input in advance of 25% plan review.

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

No updates at this time

Actionable Strategy 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.

- Updated Standard Details for ADA Ramps based on ProWAG Guidelines adopted in February and effective immediately for all engineering plans.

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.

- Apex Elementary School: Design has been completed to relocate the crosswalk across Tingen Road at Sparta Lane further north as a mid-block crossing with a refuge median and rapid-flashing beacons. Construction is pending NCDOT review and approval for later this year.
- Apex Middle School: Upgrades including phasing, signing, and pavement marking for the South Hughes St traffic signal on NC 55 have been approved and are planned for installation in this summer.
- Apex Friendship schools: Following staff recommendations, NCDOT has agreed to design and install a new traffic signal with crosswalks at the intersection of Humie Olive Road and Blazing Trail Drive/Apex Friendship campus driveway in late 2024. Additionally, Apex acquired the right of way necessary to fill a gap in sidewalk along Humie Olive Road to complete this year from McKenzie Ridge Lane to Yellow Rose Lane.
- Apex High School: A median extension north of Knollwood Drive to prevent U-turns in carpool traffic has been approved by NCDOT for the Town to install this summer. Additionally, right of way acquisition is in progress for completing the sidewalk gap along the east side of Laura Duncan Road south of Knollwood Drive.
- Baucom Elementary School and Thales Academy schools: Multiple projects are in progress and in various stages of design and acquisition, some with federal funding commitments, to fill sidewalk gaps around Downtown Apex and northward toward these schools. These include sidewalks along West Chatham Street, Saunders Street, Hinton Street, North Salem Street, Hunter Street, and Ambergate Station.

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.

- Traffic Safety Unit disseminated information on: GHSP St. Patrick's Day – “Booze It and Loose It”, Speed – School Zone, Distracted Driving Message, Pedestrian and Bicycle Safety – Watch for Me NC, Safe Driving and Laws Resources, Monthly Video – Traffic Safety Messages
- 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.
- Partnership continued for 2023: Social media postings related to bike/ped safety through APD Social Media Coordinator; printed materials available at main facility 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 "move over" enforcement initiatives on US 1 & US 64.

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

- Apex Police used social media and deployed dynamic message boards for traffic safety messages including school zone awareness and alertness, and laws concerning speeding and passing school buses.

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 4 sessions teaching 149 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:
 - Two Community presentation/display about traffic safety and the roles and responsibilities of a traffic officer.
 - Choose your ride Police/Taxi Display and Message Board – Anti Drunk Driving
- TSU participated in 1 GHSP campaigns, 1 Booze It & Lose It campaigns, conducted BikeSafe NC event which reached 4 individuals; GHSP Grant Officer conducted 9 traffic safety presentations/displays reaching 820 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 westbound drivers of the Humie Olive Road school zone while the school zone warning beacon was out of service.
 - To direct drivers/pedestrians to use designated school zone drop off points at Apex HS.

- To warn drivers of speed limit reduction enacted and posted by NCDOT (45 MPH to 35 MPH) along Holt Rd.
- To warn drivers of temporary closure of Richardson Road from US 64 to Core Bank St.

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

No updates at this time.

ENCOURAGEMENT

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

No updates at this time

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

- A spot has been secured for the Transportation & Infrastructure Development tent at the Peakfest event on May 6th where Vision Zero promotional materials will be available.

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

- Vision Zero promotional materials for Peakfest have been received and informational signs and maps are in progress.

Actionable Strategy 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.

- Quarterly report and additional program information will continue to be posted on the Town's Vision Zero web page. Updates will be provided to Council through the Town Manager's reports.

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.

- TSU continues to maintain 100% GHSP reporting requirements and participates in as many campaigns/initiatives as possible; 11,000 STEP Points earned to date.
- In March 2023, Apex staff accepted to participate in the leadership institute scheduled for June 2023
- Staff attended monthly online Wilmington/Apex/Knightdale Meeting on March 21.

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

- Apex Police participated in the following program: After the Conviction – Reduce Recidivism of Impaired Drivers, an NCDOT TIMS Training Exercise.

ENFORCEMENT

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

- Traffic Safety Unit conducts continual enforcement efforts within target areas

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

- Traffic Safety Unit conducted (44) day/night selective enforcement initiatives.
- TSU continues to participate in the Watch for Me NC program by monitoring crosswalk locations to promote pedestrian safety.
- TIMS Patrol Operations conducted "move over" enforcement initiatives on US 1 & US 64.
- GHSP DWI Grant Officer handled 126 citations, 4 DWI offenses, 6 seatbelt initiatives, and 1 alcohol related crashes.

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

- Police Department supervisors continuously monitor and examine all areas of police actions to identify indications of biased policy and report as such on a daily basis.
- Command Staff conducted the quarterly Traffic Stop Report Review.

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

- TSU participated in (1) Multi-agency traffic enforcement initiative. (Raleigh PD).

EVALUATION

Actionable Strategy 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.

- Staff prepared a draft policy and prioritization for improvements at bus stops in collaboration with the Transit Advisory Committee.

Actionable Strategy 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.

No updates at this time

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

No updates at this time

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

No updates at this time

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 position was filled with the hiring of Sajid Hassan, PE. His first day of work was on March 20, 2023.