

Vision Zero Actionable Strategies

Second Quarter 2023 Progress Report, April-June

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.

- Crash data, accessibility needs, and community input gathered for the Vision Zero Action Plan were used to prioritize projects included in the Safe Streets and Roads for All (SS4A) grant application.
- High injury network and bicycle and pedestrian crash data were integrated into the Sidewalk Needs Assessment ArcGIS web application.

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.

- Crosswalk Lighting Standard Detail under review. Staff meeting was held on June 28, 2023. Requested funds for photometric analysis and plans in a Safe Streets & Road for All (SS4A) federal grant application.

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.
- Beaver Creek Commons Dr at Zeno Rd intersection improvements: Signal activated and project completed in April 2023.
- SR 1160 (Olive Chapel Rd)/Hunter St at NC 55 crosswalk and change to protected LT phasing: Part of federally funded W Chatham St sidewalk project. Right of way (ROW) certified in May 2023 and construction planned to begin in fall 2023.

- 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.
- NCDOT project HL-0007, East Williams Street/SR 1191 (Technology Drive at NC 55): Public Meeting held in February for Reduced Conflict Intersection (RCI) Conversion; 25% plans received in June for review.
- Beaver Creek Commons Dr improvements from NC 55 to Creekside Landing: Safety study underway for potential countermeasures and requested funding in SS4A grant application for roundabout and access management improvements.
- Ten-Ten Rd improvements from US 1 to Reliance Ave.: Safety study underway for potential countermeasures.

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.

- Staff met to review existing and proposed transit stop amenities and have begun applying PROWAG guidelines to future bus stops.
- Section 302.C of the Apex Standard Specifications updated to require street grades at pedestrian crossings to meet updated criteria or the latest Federal Access Board standards whichever is more stringent. (June 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.

- Apex Elementary School: Design finalized for relocating school zone crosswalk from Sparta Lane northward to mid-block refuge with RRFB; encroachment submittal to NCDOT pending. Funding agreement received from NCDOT in June 2023 for Tingen Rd railroad pedestrian bridge.
- Apex Middle School: New signs and LPI installed May 2023 at NC 55 and Hughes. SS4A grant funding requested for pilot study.
- Apex Friendship schools: Signal plans with crosswalks approved June 2023 for Humie Olive Rd at Blazing Trail Dr. Project funded by NCDOT (HS-2005Q) for installation in FY24.
- Apex High School: Turn restriction implemented on Knollwood Dr and concrete median extended on Laura Duncan Rd. U-turn prohibition ordinance requested (NCDOT). ROW acquisition in progress for sidewalk along Laura Duncan from Knollwood Dr to Pinewood Dr.
- Baucom Elementary School and Thales Academy schools: ROW certified in May 2023 for W Chatham St sidewalk project and construction planned to begin in fall 2023. Construction plans in review for Saunders St & Hinton St Sidewalk project (BL-0095). Construction in progress as of June 2023 for N Salem St sidewalk, north of Apex Peakway. Construction plans in review for Downtown Safe Routes to School and Transit Connections project (BL-0047).

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 - NC Work Zone Awareness Week, GSHP – Speed a Little, Lose a Lot Campaign, National Work Zone Awareness Week, GSHP – "Click It or Ticket" Campaign, Operation Firecracker "Booze It & Lose It" Campaign, Speed – School Zone, Distracted Driving Message, Pedestrian and Bicycle Safety – Watch for Me NC, Safe Driving and Laws Resources, Monthly Video – Traffic Safety Messages.
- Conducted monthly 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.
- Partnership with IMAP continued for 2023. Publicized Apex Move Over PSA video; conducted "move over" enforcement initiatives on US 1 & US 64, Move Over Law Awareness Material – Social Media.

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.

- Traffic Safety Unit (TSU) conducted (4) sessions teaching 131 students in Apex PD Power of Youth Educational Program for high schoolers.
- TSU conducted several events/displays:
 - (2) 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 (3) GHSP Campaigns
 - (1) Booze It & Lose It campaigns
 - (1) "Click it or Ticket Campaign
 - (1) "Speed a Little, Lose a Lot
 - Conducted (2) BikeSafe NC event which reached (7) individuals;
 - GHSP Grant Officer conducted 12 traffic safety presentations/displays reaching 3,612 individuals
- (TSU) is working with (ITRE NCSU) on a traffic safety project for community outreach. The objective is to look at the various sources of driver behaviors, how they impact traffic safety, and how we can best promote traffic safety within our community.

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

- TSU dynamic message boards:
 - Removed temporary message boards in June 2023 (School on break) that warned drivers of school zone (Humie Olive School Zone - WB Beacon from Old US 1 towards school campus)
 - To warn drivers of temporary closure of Richardson Road from US 64 to Core Bank St. (Road reopened).

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

- No classes available through HR/Safety. Need to seek external partners or session through Cornerstone.

ENCOURAGEMENT

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

- Planning participated in Olive Chapel Elementary's Bike to School Day

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

- Special Events/Festivals to Promote VZ Initiative
 - 05/06/2023: TSU - Traffic Safety Booth - PeakFest Event
 - 06/28/2023: Traffic Safety Booth - TOA Peak Academy
- School Meet & Greet at Apex Senior Center
 - Share info on SRTS and Vision Zero initiatives in May 4, 2023

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

- 2023 Q1 Progress Vision Zero Report completed and posted to website
- Staff distributed Vision Zero promotional items at PeakFest, answered questions about traffic safety, and displayed the High Crash & High Injury Network Map.

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 while providing notice for Administrative and Council 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.

- TSU continues to maintain 100% GHSP reporting requirements and participates in as many campaigns/initiatives as possible; 12,000 STEP Points earned

- Three Apex staff participated in the Vision Zero Leadership Institute in Chapel Hill during the month of June 2023.
- Staff attended monthly online Wilmington/Apex/Knightdale Meeting on April 18, 2023.

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

- TSU attended BeRailSafe Workshop (NCDOT/ITRE NCSU), along with Transportation and Planning staff.

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 for DDACTS Reporting System.

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

- Traffic Safety Unit conducted (29) day/night selective enforcement initiatives in identified target areas based on crash data with a focus on reducing crashes.
- TSU (Patrol/SOD Operations) continues to participate in the Watch for Me NC program by monitoring crosswalk locations to promote pedestrian safety.
- Patrol/SOD Operations conducted "move over" enforcement initiatives on US 1 & US 64. TSU conducted (1) TIMS training session, reaching (7) employees.
- GHSP DWI Grant Officer handled (114) citations, (4) DWI offenses, (6) seatbelt initiatives, (2) 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.

- Multi-agency traffic enforcement initiative taskforce focused on event planning this quarter.

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.

- Planning staff are reviewing major collector streets for possible Transportation Plan amendments to add bicycle lanes.

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.

- Transportation staff have begun compiling resources to develop a countermeasures toolbox
- Transportation staff have begun reviewing other municipalities' traffic calming policies and practices to compare to the Apex UDO requirements

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 fiscal year (FY) 2017-2022 completed
 - PowerPoint crash data summary slides prepared
 - New crash maps created and posted online
 - Compiled calendar year (CY) 5-year data set for SS4A grant

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.

- Task Force meetings held 4/25, 5/30, and 6/27

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 in March 2023.