



October-December, 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

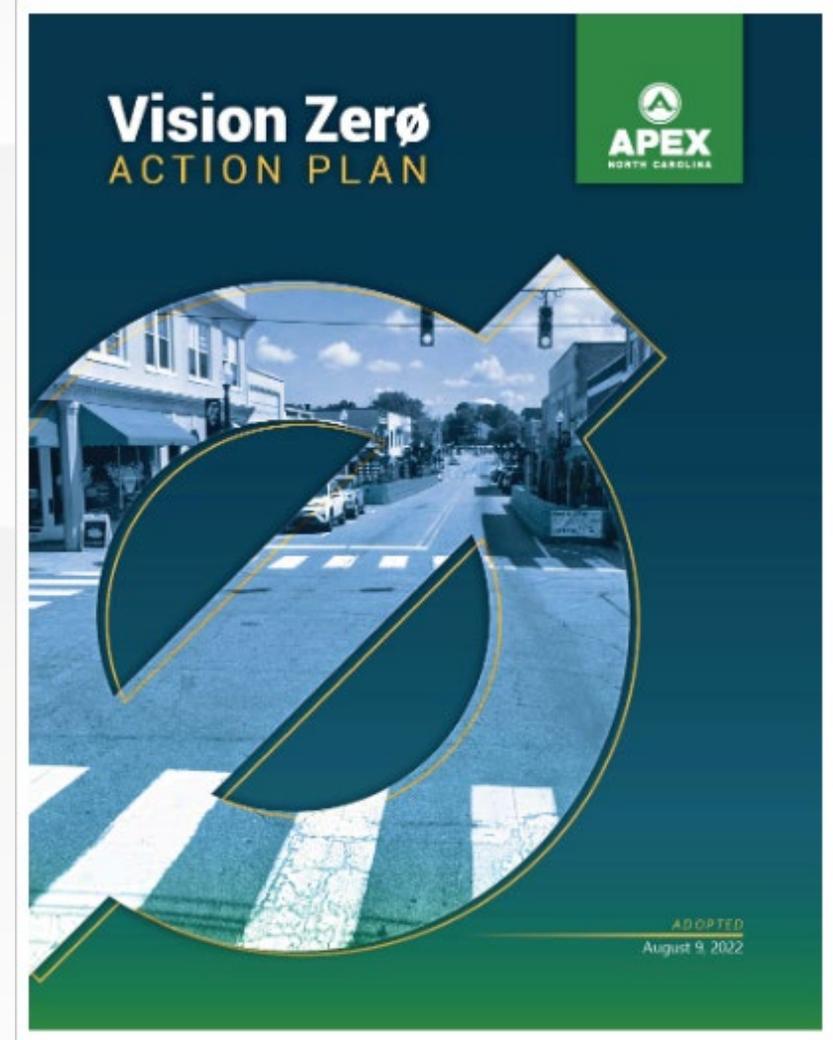


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Timeline

October 2023

Start of 4th
Quarter

**November
2023**

Safe Routes to
School
Interviews and
Reviews

**December
2023**

End of 4th
Quarter

**November
2023**

Defensive
Driving course
launched for
all Town
Employees

**December
2023**

Town awarded
Safe Streets 4
All grant
towards traffic
safety plan and
construction

FIVE "E" APPROACH



Engineering



Education



Encouragement



Enforcement



Evaluation

GOALS

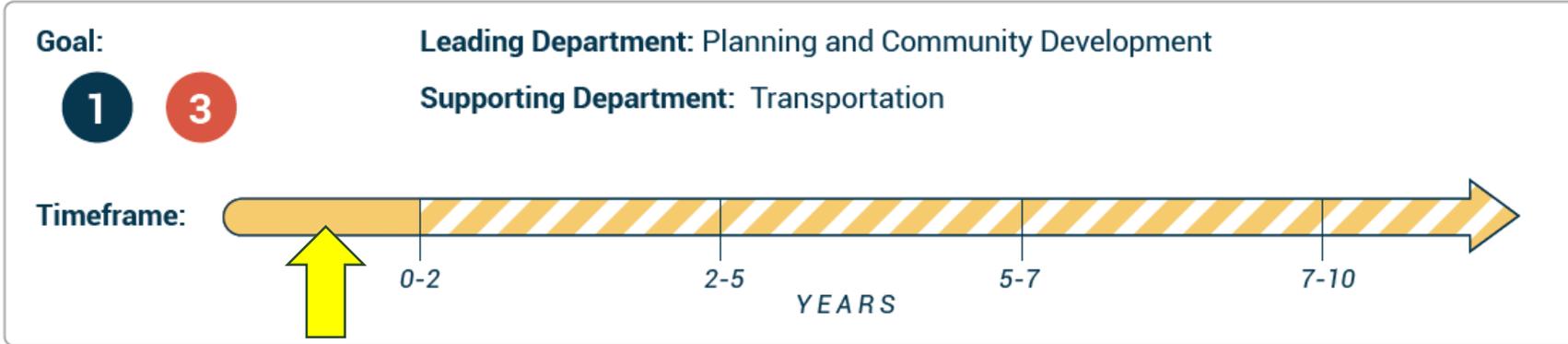
- 1** Promote a culture of traffic safety that prioritizes equity and inclusion.
- 2** Address collisions through infrastructure investments.
- 3** Enhance Town policies, processes, and evaluation to incorporate Vision Zero tenets.
- 4** Create and leverage partnerships to improve traffic safety and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

- Pedestrian Needs Inventory
 - Bus stop ridership established as prioritization factor



Planned Bus Stop at Apex Senior Center

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

- Staff conducting 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:



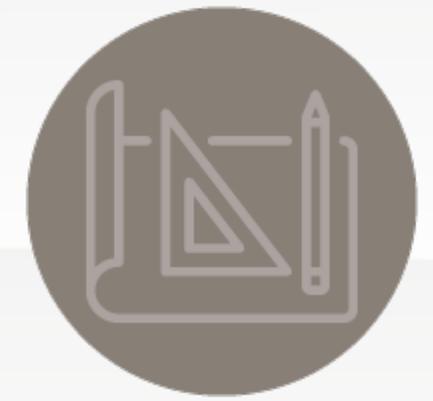
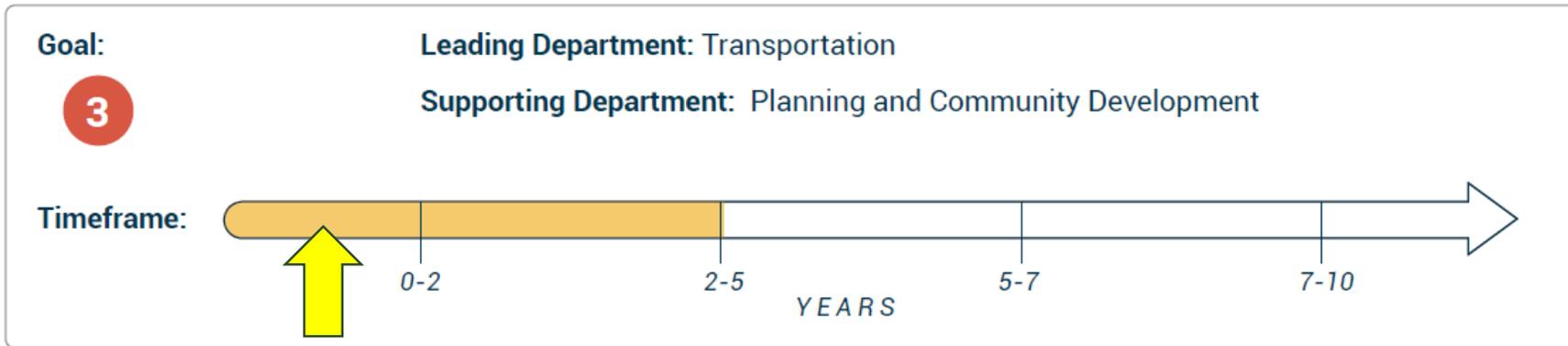
Engineering

- Town received Safe Streets 4 All grant towards research, development, and publishing of countermeasures toolbox
- Crosswalk Lighting Standard/Specifications
 - Draft standard detail prepared
 - Testing to begin early 2024



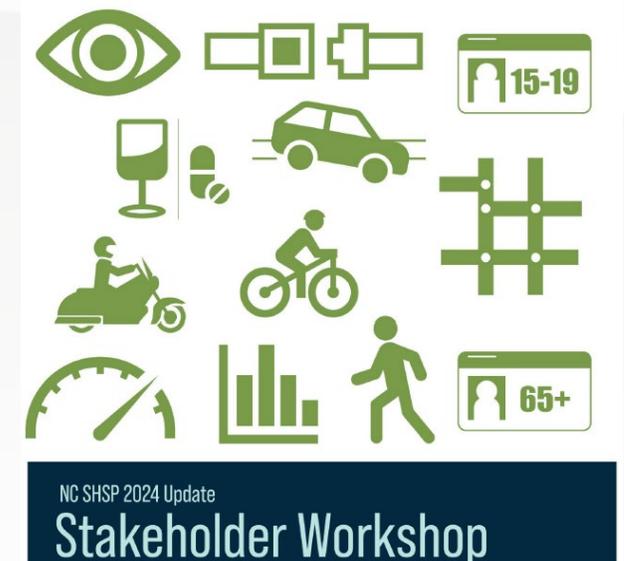
Traffic diverter island at Timken Forest Dr and Goliath Ln

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

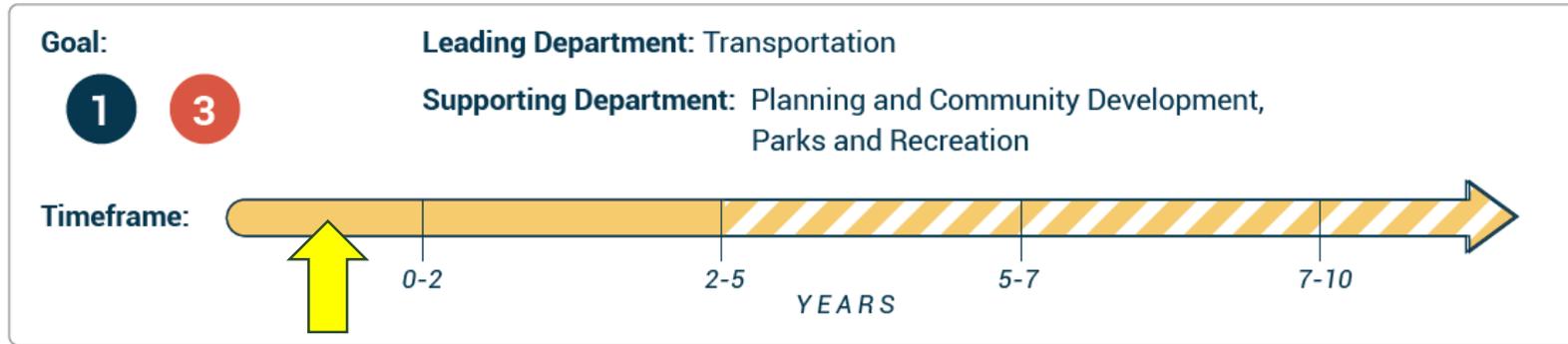


Engineering

- Staff involved in NCDOT Strategic Highway Safety Planning group meetings to coordinate traffic safety policy and funding



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.

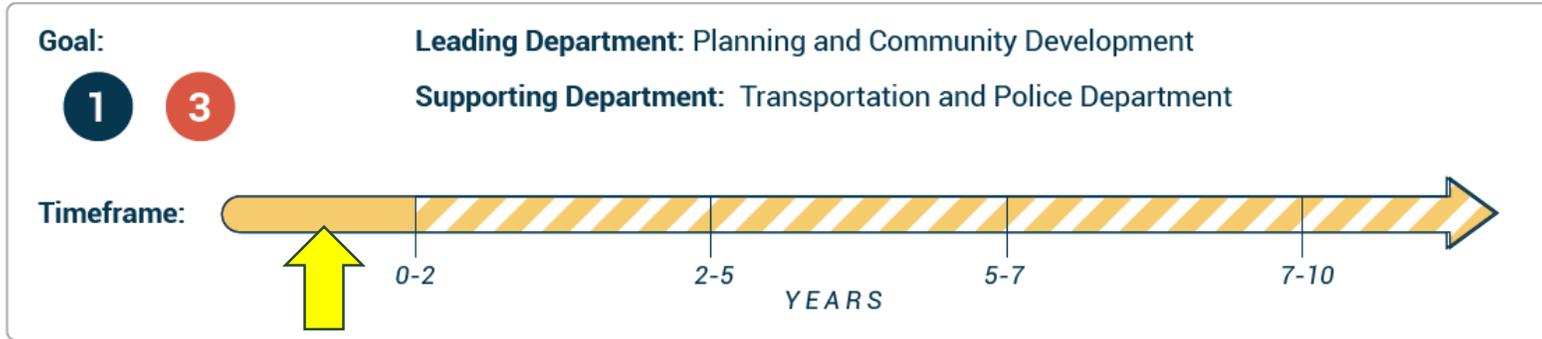


Engineering

- Staff continue to review plans based on current ADA-PROWAG standards and guidelines to ensure compliant infrastructure
- Staff continue to prioritize funds for ADA-PROWAG compliance in the Town's annual street resurfacing contracts



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.



- Safe Routes to School
 - Concluding interviews and reviews with all schools within municipal limits (17 of 18 completed)
 - Meeting with principals, SRO's, and PTA members to discuss projects, routes, concerns, and needs
- Notable activities:
 - Construction/installation
 - Construction complete for Humie Olive Rd sidewalk, McKenzie Ridge Ln to Yellow Rose Ln (Apex Friendship)
 - 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: SS4A Grant Awarded for pilot study (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

Traffic Safety Unit information events/campaigns

- Rail Safety Week/Operation Life Savers
- Motorcycle Safety
- Mover Over Awareness and Laws
- Reflective Clothing in Low Light Conditions
- Halloween Tips/Anti-Drunk Driving
- Blocking Intersections and Impeding Flow of Traffic
- Vehicle Safety Tips

- Bicycle Laws/Safety
- Defensive Driving
- Speed Perception
 - Electric/Gas Powered Motor Vehicles
- DWI Countermeasure
- Work Zone Safety/Awareness
- Dynamic Message Board traffic safety messages

Traffic Safety Presentation Outreach

- Apex Night Out/Touch a Truck Event
- Operation Safe Zone – School Zone Safety
- Community Police Academy
- MADD's Power of Youth
- NC State Fair – GHSP Safe City
- MADD Event – "Choose Your Ride"
- Child Seat Inspections
- BikeSafe NC

Watch for Me NC / NCDOT's Let's Go NC

- Continual partnership

Apex PD YouTube Channel

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

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

- Traffic Safety event/displays
 - Apex Night Out/Touch a Truck Event
 - Operation Safe Zone – School Zone Safety
 - Community Police Academy
 - MADD’s Power of Youth
 - BikeSafe NC
 - NC State Fair – GHSP Safe City
 - MADD Event – “Choose Your Ride”
 - Child Seat Inspections
 - Coffee with a Cop Event
 - Salem Baptist Church Community Basketball Event
 - (Outreach Traffic Safety Equipment/Talk)
- Educational signage for crosswalks
 - Received SS4A grant for signage implementation
- Governor’s Highway Safety Program and Traffic Safety Campaigns
 - Four general campaigns
 - Two “Booze It or Lose It” campaigns
 - One Operation Crash Reduction Initiative
 - One “Click it or Ticket” campaign
 - Six BikeSafe NC events
 - Fourteen Grant Officer traffic safety presentations/displays
- Community Traffic Safety Project and outreach with ITRE NCSU
 - Six-month program looking at the various sources of driver behaviors, how they impact traffic safety, and how we can best promote traffic safety within our community.
 - Launched October 3, 2023



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
 - For new signal at Pleasant Plains Rd

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



Education

- Course launched on Cornerstone in November 2023
- Completion by January 2024

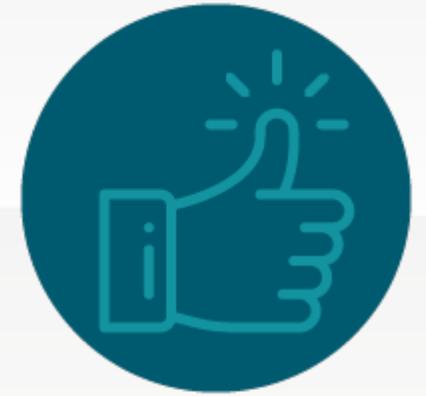
	Driving Safety: The Basics Completed : 9/27/2023 Status : Completed Training Type : Online Class
	Distracted Driving Completed : 9/26/2023 Status : Completed Training Type : Online Class
	Driving Defensively Completed : 9/26/2023 Status : Completed Training Type : Online Class

Cornerstone Module Summary

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



- Operation Safe Zone - Scott's Ridge Elementary (Focus on Pedestrian and Bicycle Safety on October 16, 2023)
- Safe Routes to School meeting at Olive Chapel Elementary on November 30, 2023
 - Continue to partner with WCPSS (Let's Go NC)
 - Chick-Fil-a ice cream coupons to youths for wearing safety gear while riding their bicycle

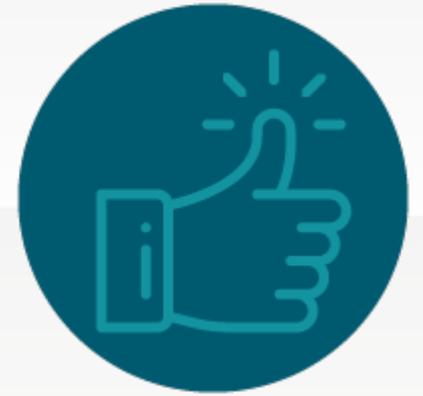


Encouragement



Walk to School Day, Olive Chapel ES

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



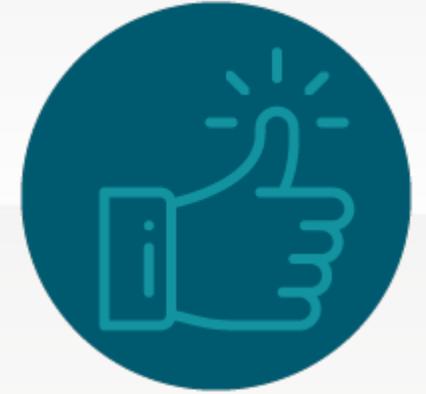
Encouragement

- Traffic safety booth promoted at Apex Night Out / Touch-a-Truck (October)
- GHSP Safe City and Apex Community Police Academy promoted at NC State Fair



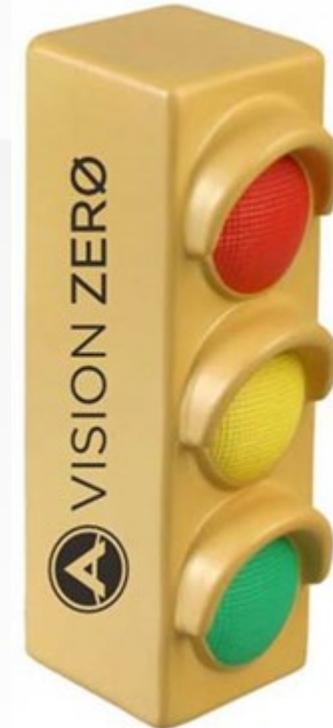
Transportation Infrastructure & Development “GovLove” Booth at Party in the Peak (September 2023)

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

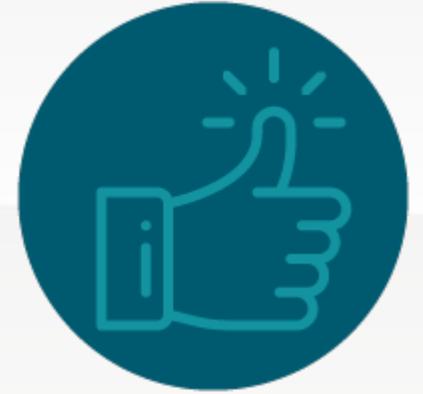


Encouragement

- Continue to promote Vision Zero on Town's Website



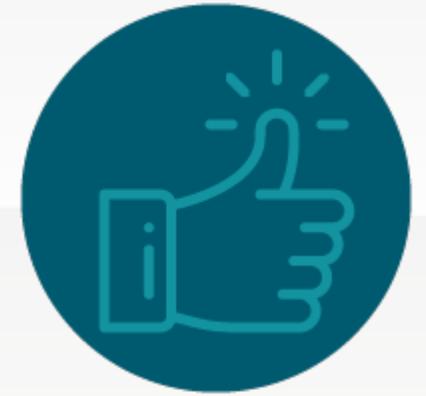
4. Keep Town Council members informed about the Vision Zero program, with updates on traffic safety projects, program performance metrics, and outreach and education initiatives.



Encouragement

- Posted quarterly report online and provided notice for Admin/Council updates

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.

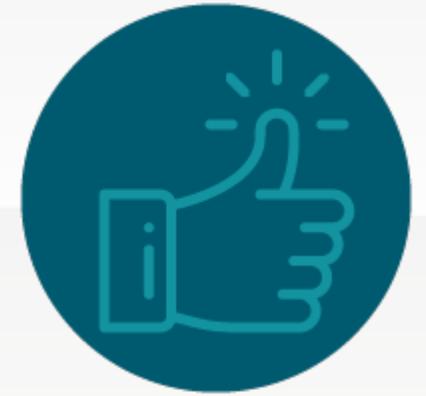


Encouragement

- Apex PD Traffic Safety Unit reporting under Governor's Highway Safety Program: 100% reporting
- Staff attended monthly Vision Zero meetings with assigned peer communities
 - Last meeting on December 19, 2023
 - New community partners to be announced for 2024



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 Ped/Bike/Personal mobility working group on November 8, 2023

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

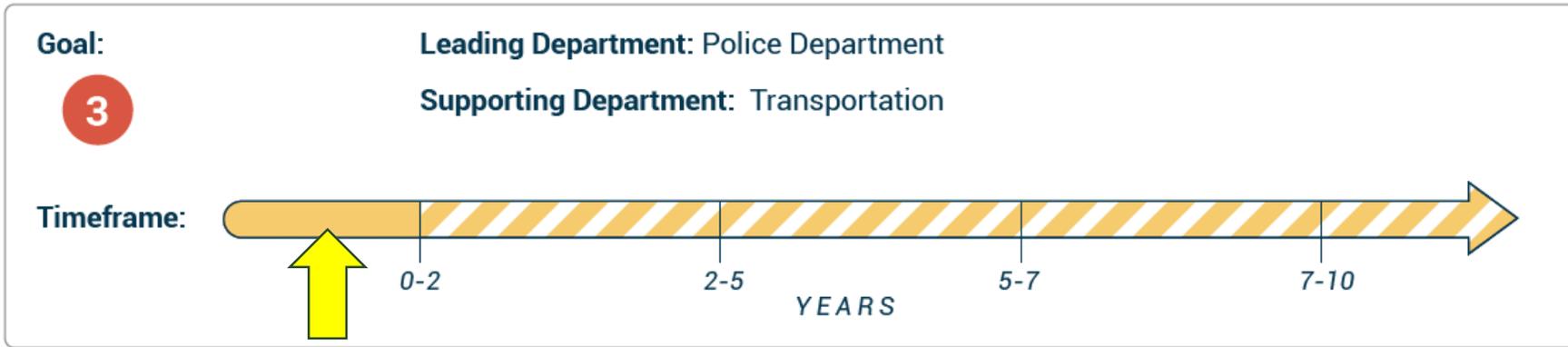


Enforcement

- 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.



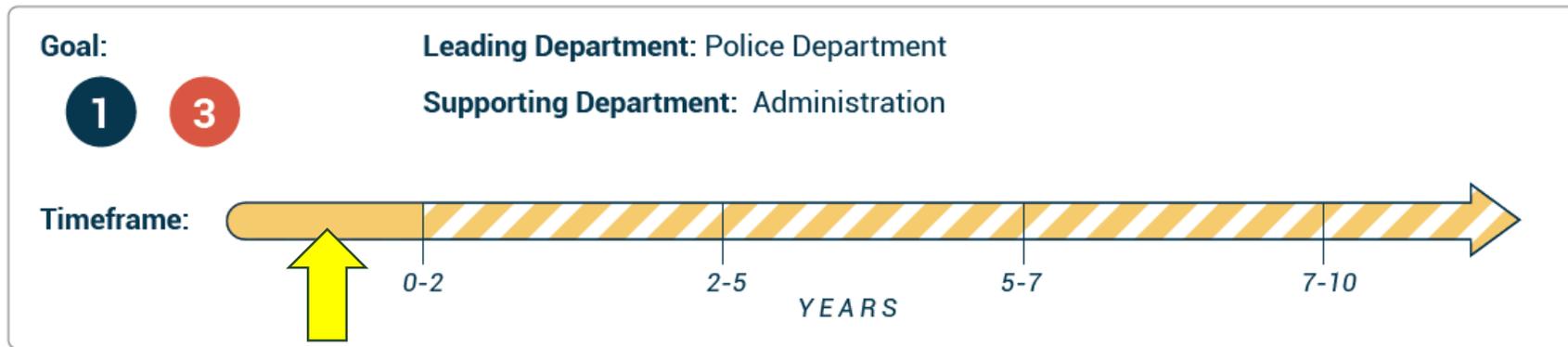
Enforcement

- Apex Police Department

- Fifty-six selective enforcement initiatives
- Promoted pedestrian safety through Watch for Me NC initiatives
- Conducted "move over" enforcement initiatives on US 1 & US 64
- Traveler Information Management System (TIMS) training for five officers



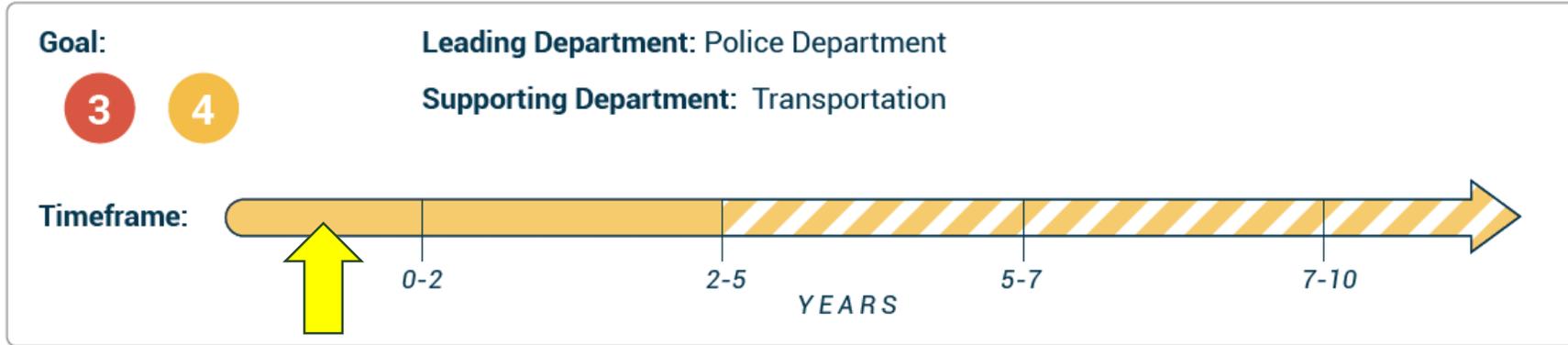
3. Continue to review and improve upon existing processes that protect against racial profiling.



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

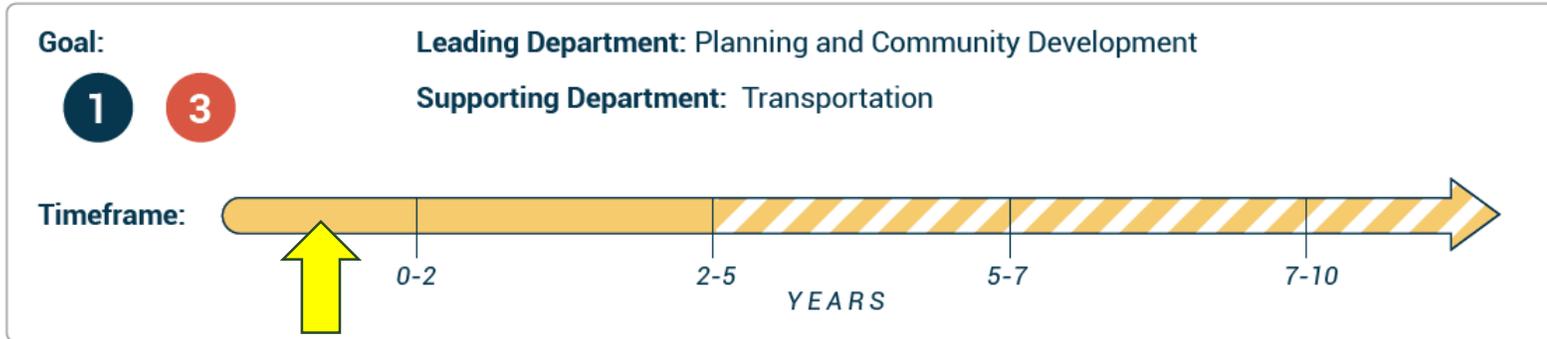
- Three multi-agency traffic enforcement initiatives

- Knightdale PD (Move Over Initiative)
- Fuquay-Varina PD (Saturation Patrol)
- Raleigh PD (Motor Unit Traffic Initiative)



Christmas 2023 in downtown Apex

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
 - Policy approved by Town Council
 - Posted on GoApex website



Evaluation



Hughes St at NC 55 Bus Stop (2023)

- 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

- Received Safe Streets 4 All (SS4A) grant for Traffic Safety Countermeasures Toolbox

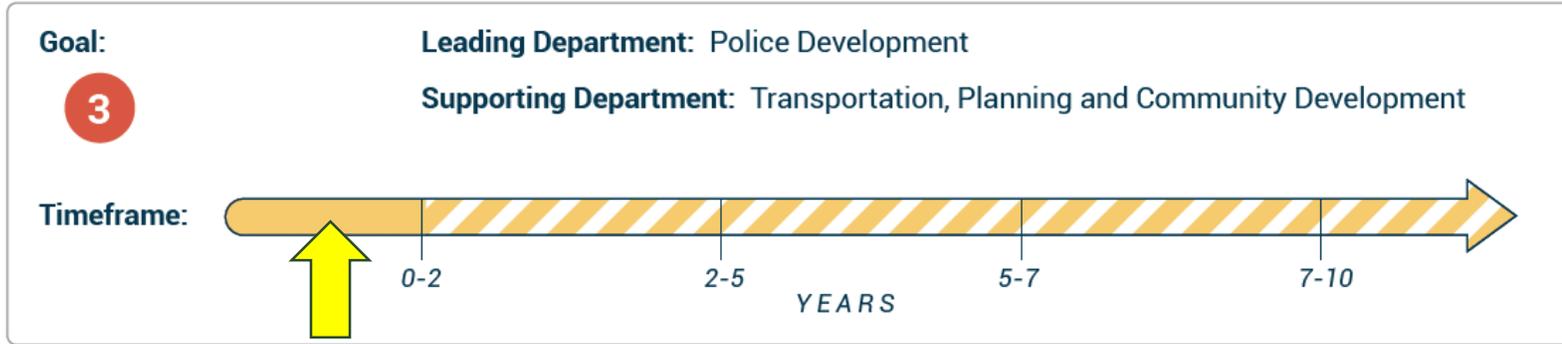
3. Develop a traffic safety report card and progress report on the actionable strategies on an annual basis for public information and to inform policy decisions. Update crash statistics, the high injury network, and performance metrics as part of the annual reporting process.



Evaluation

- Anticipating year-end crash data
 - CY19-CY23 update

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



Evaluation

- Evaluation of Selective Enforcement Activities – 2023
 - Draft annual report completed and submitted for review
- APD Progress Report - Strategic Plan
 - Completed for Quarter

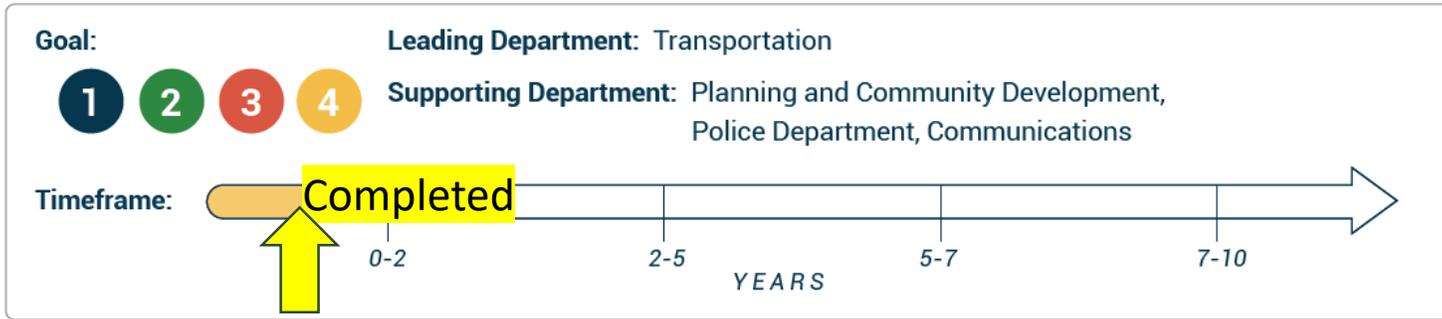
5. Continue regular collaboration of the Vision Zero Task Force to check in on progress, issues, and ideas.



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
 - Fire Department

- 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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