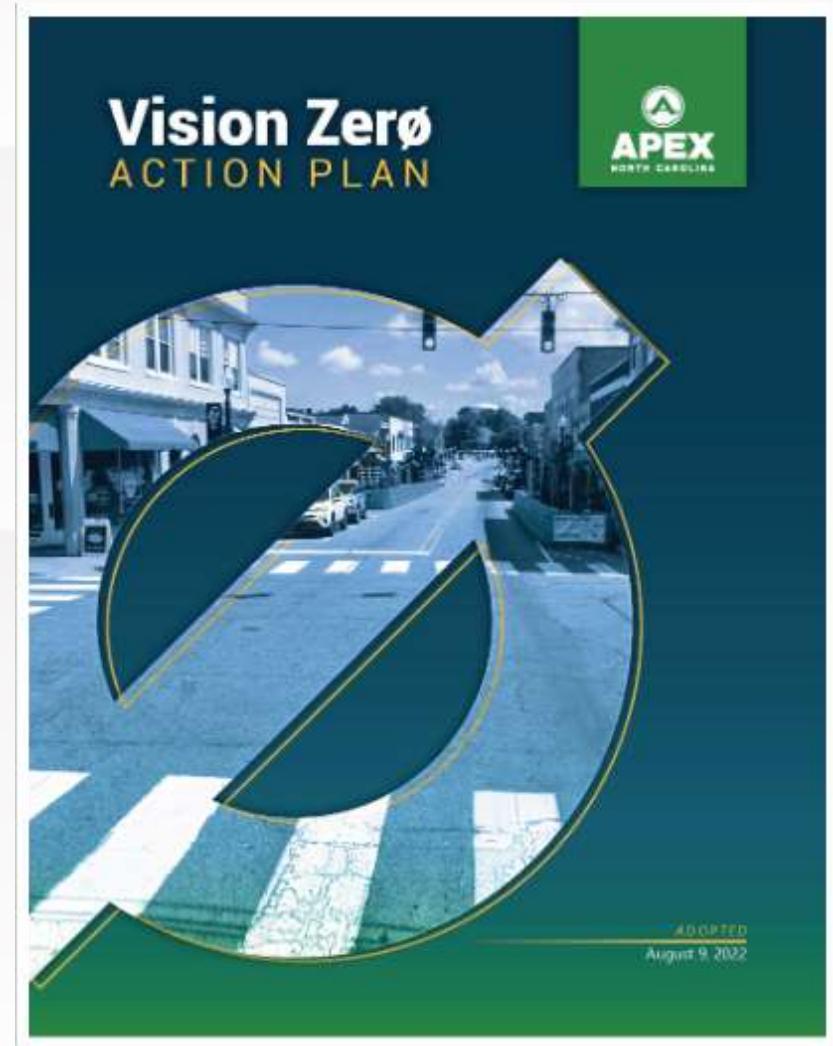




January-March, 2024

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*



## Table of Contents

- Timeline
- The 5 E's & 4 Goals
- The 28 Actionable Strategies
- Progress Reports (28)



# Timeline

**January 2024**  
Start of 1<sup>st</sup> Quarter

**March 2024**  
Begin updates to  
High-Injury  
Network

**January 2024**  
Finish Safe Routes  
to School Review

**March 2024**  
Attended Kick-off  
meeting to  
contributing to  
CAMPO's Safety  
Action Plan

## FIVE "E" APPROACH



Engineering



Education



Encouragement



Enforcement



Evaluation

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## GOALS

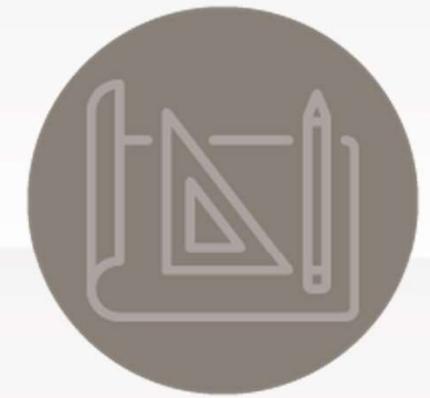
- 1** Promote a culture of traffic safety that prioritizes equity and inclusion.
- 2** Address collisions through infrastructure investments.
- 3** Enhance Town policies, processes, and evaluation to incorporate Vision Zero tenets.
- 4** Create and leverage partnerships to improve traffic safety and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

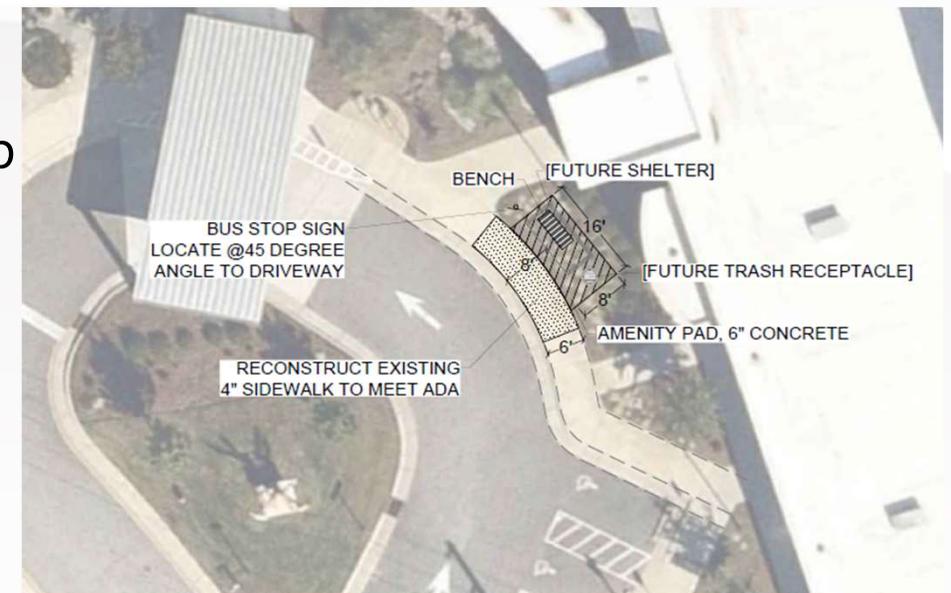
1. Review and refine the method for prioritizing bicycle and pedestrian needs using crash data, information from the ADA Transition Plan, pedestrian facility gaps to bus stops, equity considerations, and community input gathered for the Vision Zero Action Plan.



Engineering

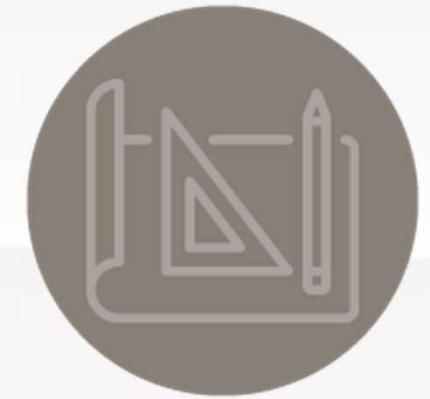
- Pedestrian Needs Inventory

- Continuing use of bus stops, crash data, and ridership as prioritization factors



Planned Bus Stop at Apex Senior Center

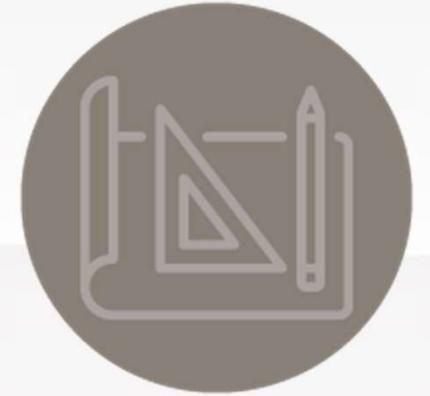
2. Develop and maintain a traffic safety performance management system to track traffic collision data and system performance metrics on an annual basis to inform safety improvement projects.



**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.



Engineering

Goal:



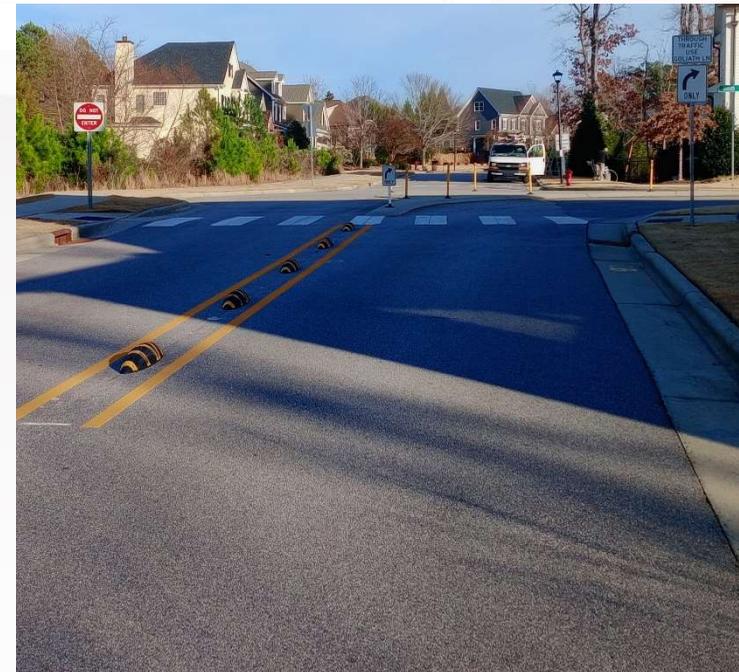
Leading Department: Transportation

Supporting Department: Police Department, Fire Department, Planning and Community Development

Timeframe:

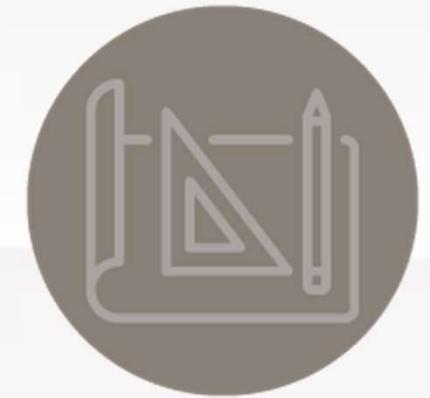


- Developing calculation worksheets of countermeasures toolbox using Highway Safety Manual



Traffic diverter island at Timken Forest Dr and Goliath Ln

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).



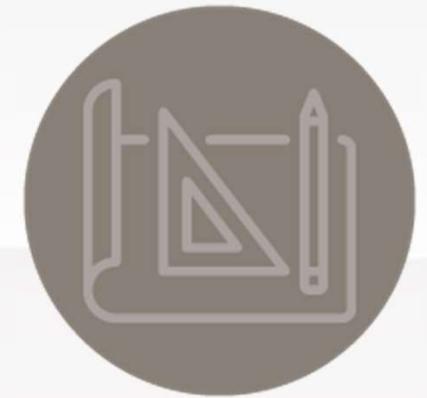
# Engineering

- Beaver Creek Commons Dr / NC 55 and Ten-Ten Rd / US 1 Safety Studies
  - Coordinating with NCDOT for improvements along state routes
  - Will begin with roadside improvements and evaluate thereafter



Proposed roundabout improvements at Beaver Creek Commons Dr and Creekside Landing Dr

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



**Engineering**

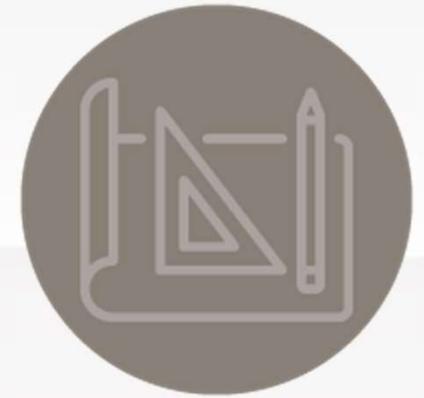
- Staff involved in NCDOT Strategic Highway Safety Planning group meetings to coordinate traffic safety policy and funding
- Developing Excel Workbook for Data/Entry Analysis using Highway Safety Manual metrics



NC SHSP 2024 Update

**Stakeholder Workshop**

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 maintenance contracts

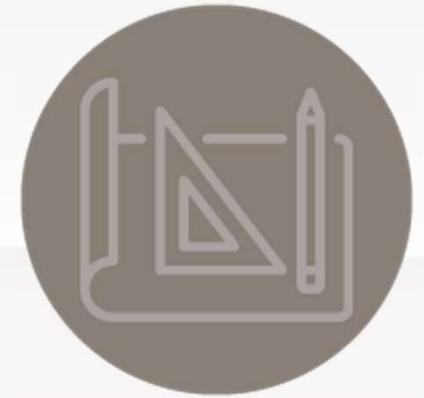


Retrofitted ramps crossing Bryan Dr (2024)

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
  - Concluded interviews and reviews with all schools within municipal limits
- Notable activities:
  - Construction/installation
    - Completed Tingen Rd mid-block rapid flashing beacon crosswalk (Apex Elementary)
    - Construction of Laura Duncan Rd sidewalk (Knollwood Dr to Pinewood) (Apex High School)
  - Preparing for construction
    - 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



Tingen Road at Apex Elementary (2024)

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

- St. Patrick's Day – "Booze It or Lose It"
- Motorcycle Safety/Protective Gear
- "Speed a Little, Lose a Lot" Campaign
- Preventable Collisions with Tractor-Trailers
- Pedestrian/Crosswalk Safety
- Driver Assist Technology
- TSU Monthly Video
  - Teen Drivers
  - Driving in Rain
  - Pedestrian/Bicycle/Vehicle Laws
- Dynamic Message Board traffic safety messages

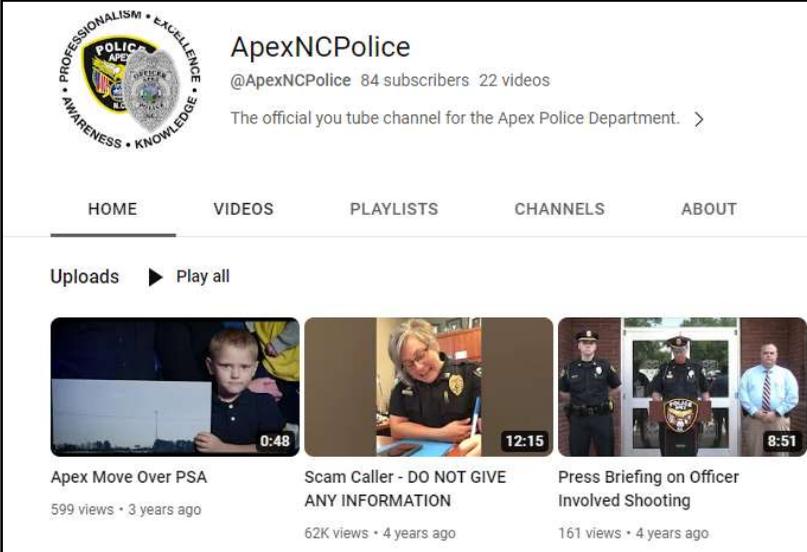
### Traffic Safety Presentation Outreach

- MADD's Power of Youth
- "Choose Your Ride" Police/Taxi
- MADD Event – "Choose Your Ride"
- Child Seat Inspections
- BikeSafe NC

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

- Continual partnership, including Wake County School System, to distribute bike/ped safety messages and materials.

### Apex PD YouTube Channel



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
  - MADD's Power of Youth
  - "Choose Your Ride" Police/Taxi
  - MADD Event – "Choose Your Ride"
  - Child Seat Inspections
  - BikeSafe NC
  - Coffee with a Cop
- Governor's Highway Safety Program and Traffic Safety Campaigns
  - Two general campaigns
  - One "Booze It or Lose It" campaign
  - One "Speed a Little, Lose a Lot" campaign
  - Two BikeSafe NC events
- 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.
  - Concludes in April 2024



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 crosswalk safety at Laura Duncan Rd school zone

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



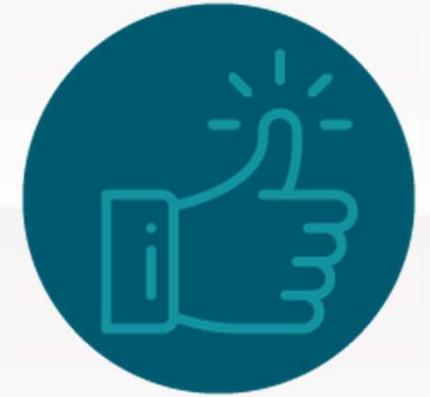
**Education**

- Course completed by Town Employees

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



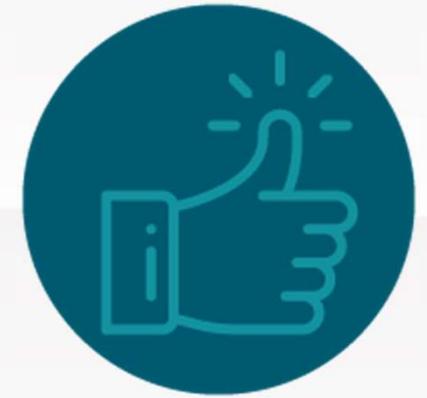
**Encouragement**

- NCDOT Bicycle Helmet Initiative
  - Submitted application for 2024 grant



Walk to School Day, Olive Chapel ES

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



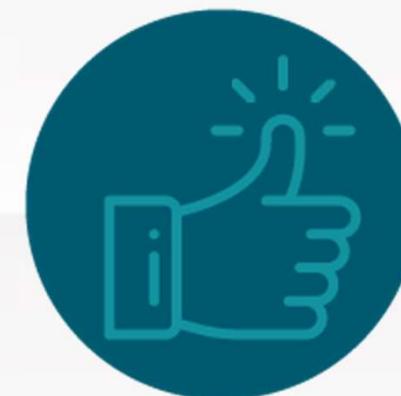
Encouragement

- No events this quarter



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.

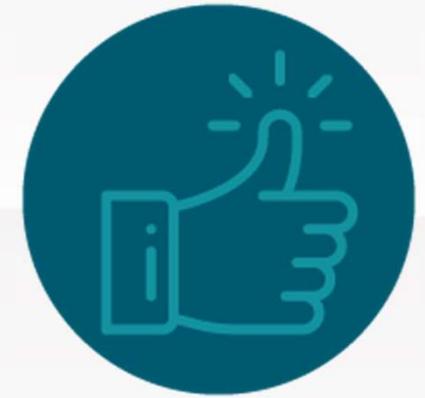


**Encouragement**

- Vision Zero brochure template finalized
- Vision Zero promotional materials received
- Vision Zero graphics/maps in progress



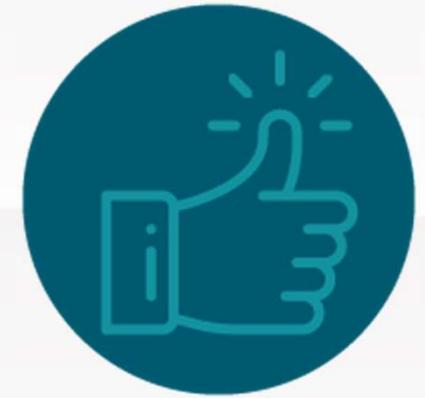
4. Keep Town Council members informed about the Vision Zero program, with updates on traffic safety projects, program performance metrics, and outreach and education initiatives.



**Encouragement**

- Traffic Calming Policy update to UDO approved by Town Council
- 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.

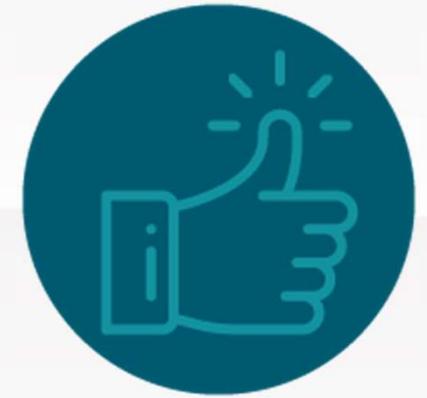


**Encouragement**

- Apex PD Traffic Safety Unit reporting under Governor's Highway Safety Program: 100% reporting
- Staff attended monthly Vision Zero meetings with assigned peer communities
  - Newly assigned partner
    - Raleigh, Knightdale, Burlington-Graham, Charlotte
  - Last meeting on April 16, 2023



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



**Encouragement**

- CAMPO's Blueprint for Safety Kickoff & Stakeholder Workshop
  - Traffic Safety Engineer attended on March 14, 2024
- Safe Highway Strategic Planning (SHSP)
  - Traffic Safety Engineer attended on March 19, 2024

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
  - Sixty-nine selective enforcement initiatives
  - Promoted pedestrian safety through crosswalk monitoring/enforcement
  - Conducted "move over" enforcement initiatives on US 1 & US 64
  - Traveler Information Management System (TIMS) training for two 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.



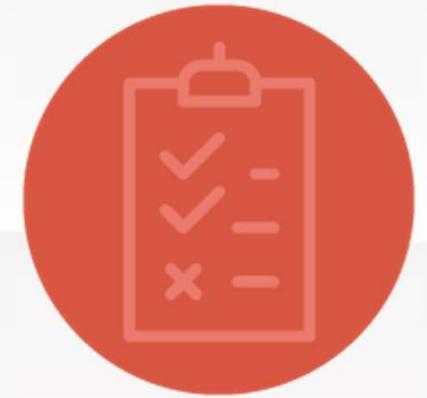
**Enforcement**

- Two multi-agency traffic enforcement initiatives
  - Cary 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.



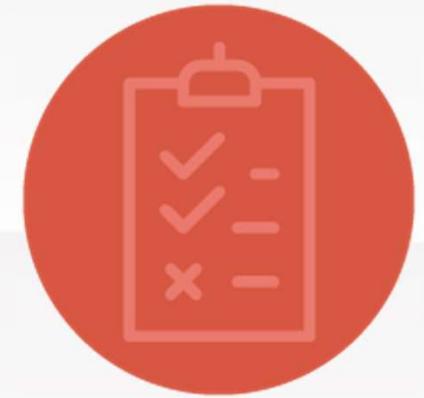
## Evaluation

- Bus Stop Improvement Policy
  - Adopted previous quarter
  - Utilizing policy for planning and design



Hughes St at NC 55 Bus Stop (2023)

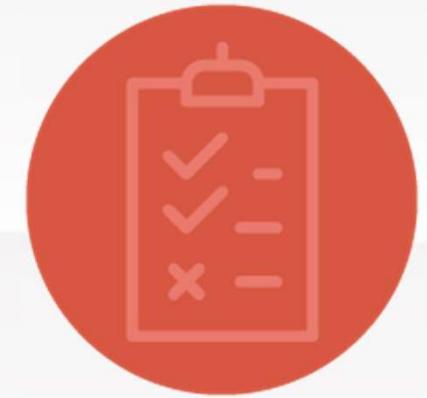
2. Evaluate and update Town-wide policy, guidance and specifications with the goal of reducing crash severity within the public right-of-way and in public vehicular spaces.



**Evaluation**

- Traffic Calming Policy in UDO: Amendment passed by Town Council

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**

- CY19-CY23 update
  - Received crash data from Apex PD
  - Updating High Injury and High Crash Network

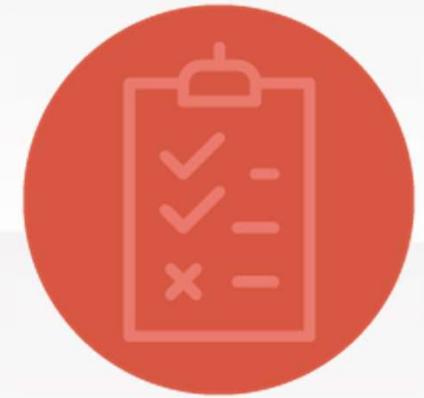
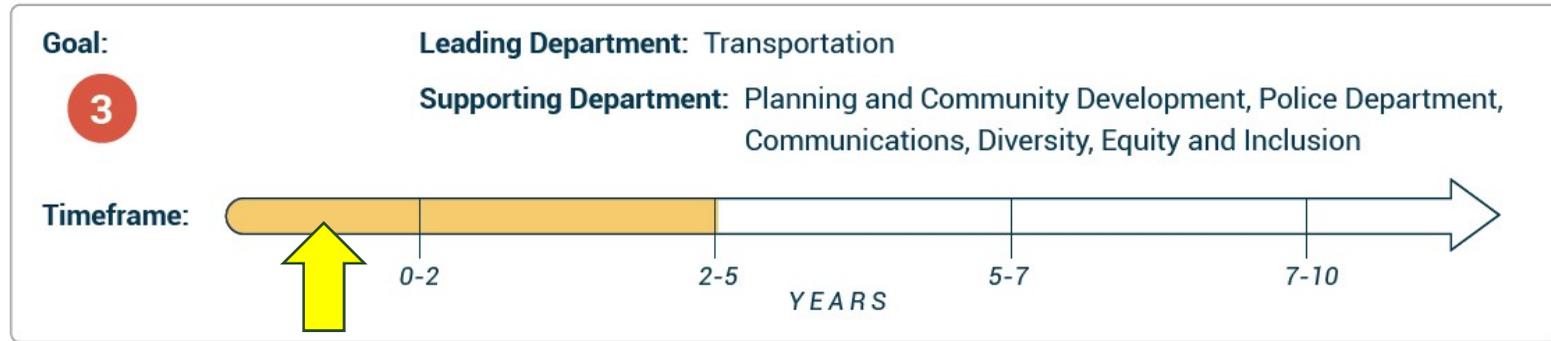
4. Continue to evaluate traffic enforcement and education techniques to adapt to changes in technology and road user behavior.



**Evaluation**

- APD Progress Report - Strategic Plan
  - Completed for Quarter

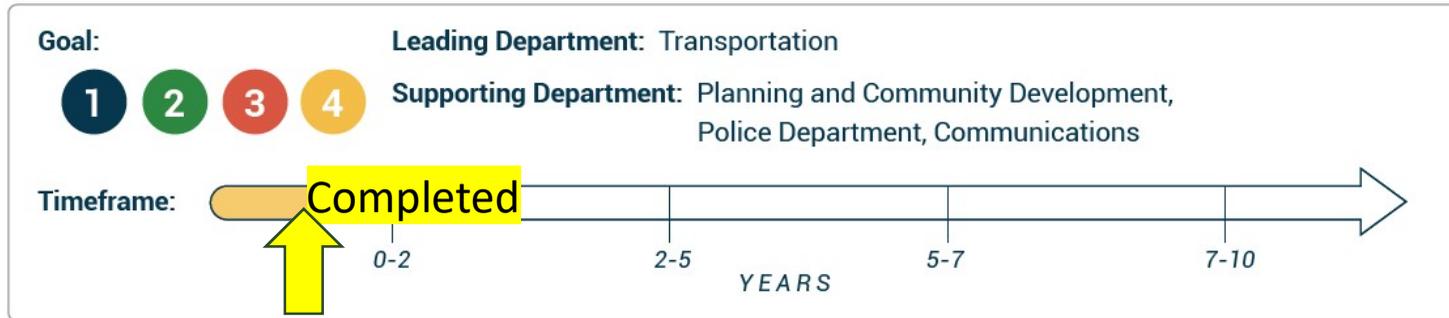
5. Continue regular collaboration of the Vision Zero Task Force to check in on progress, issues, and ideas.



**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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