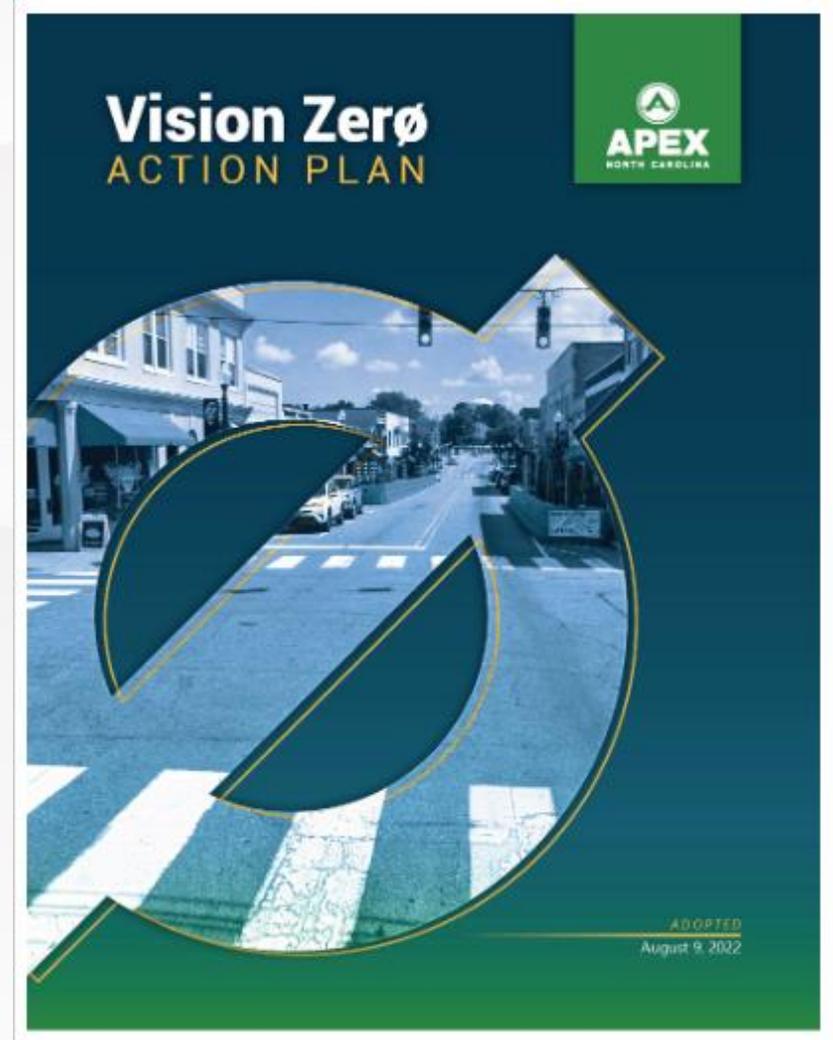




July – September, 2024

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

**July 2024**

Start of 3<sup>rd</sup>  
Quarter

**September 2024**

Apex recognized  
as a Vision Zero  
City by Vision  
Zero Network

**September  
2024**

End of 3<sup>rd</sup>  
Quarter

**August 2024**

Staff provided  
crash data and  
mapping for  
the Western  
Big Branch  
Area Plan

**September  
2024**

Crash data  
analyzed and  
summarized  
for 2019-2023

## FIVE "E" APPROACH



Engineering



Education



Encouragement



Enforcement



Evaluation

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## GOALS

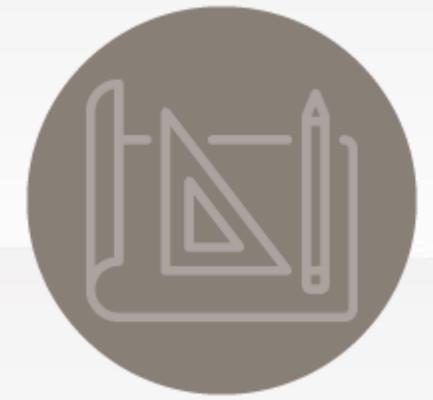
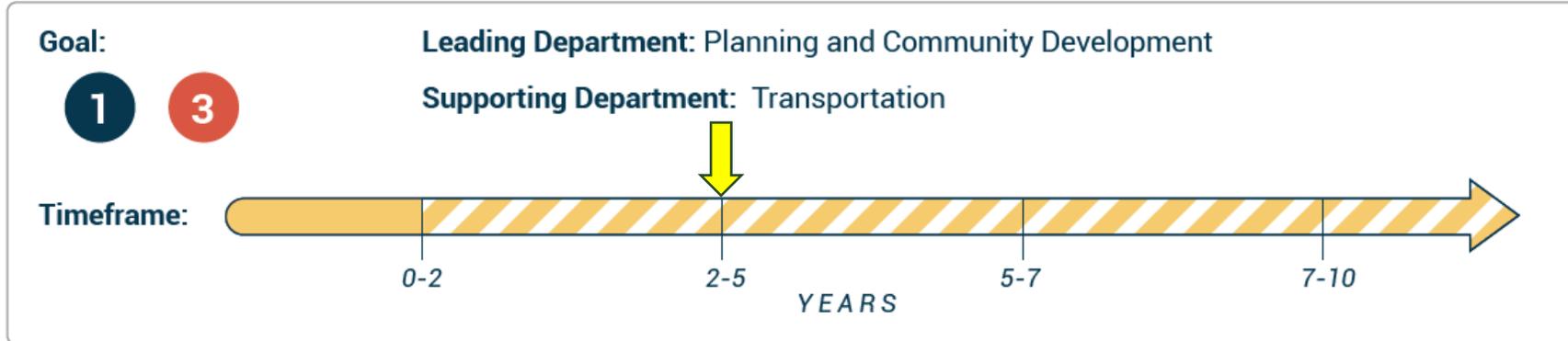
- 1** Promote a culture of traffic safety that prioritizes equity and inclusion.
- 2** Address collisions through infrastructure investments.
- 3** Enhance Town policies, processes, and evaluation to incorporate Vision Zero tenets.
- 4** Create and leverage partnerships to improve traffic safety and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



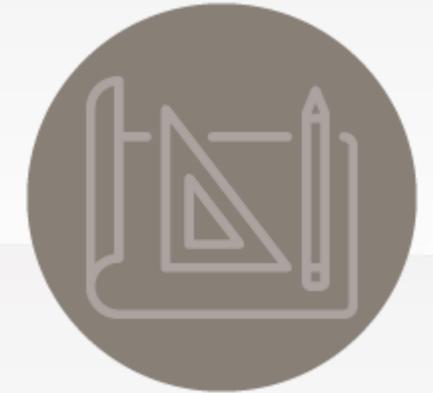
Engineering

- Updated sidewalk prioritization database to inform Capital Improvement Plan



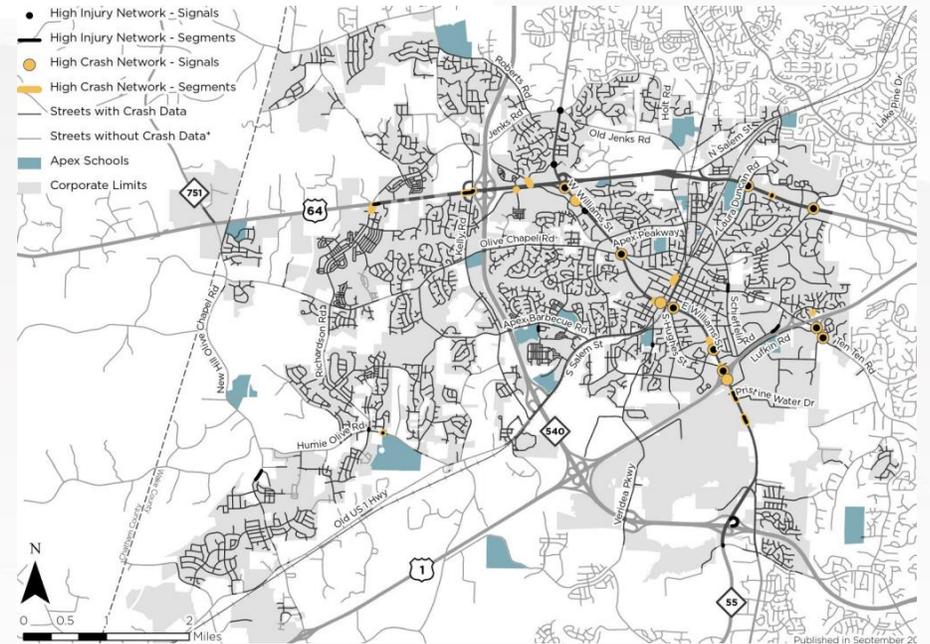
Laura Duncan sidewalk (2024)

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.



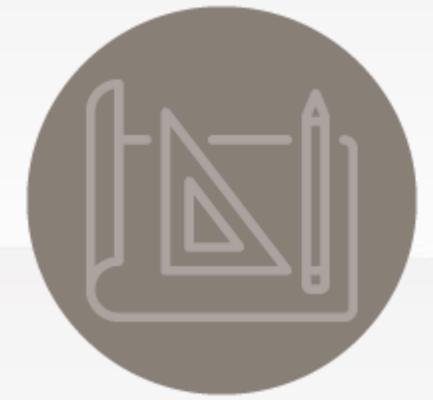
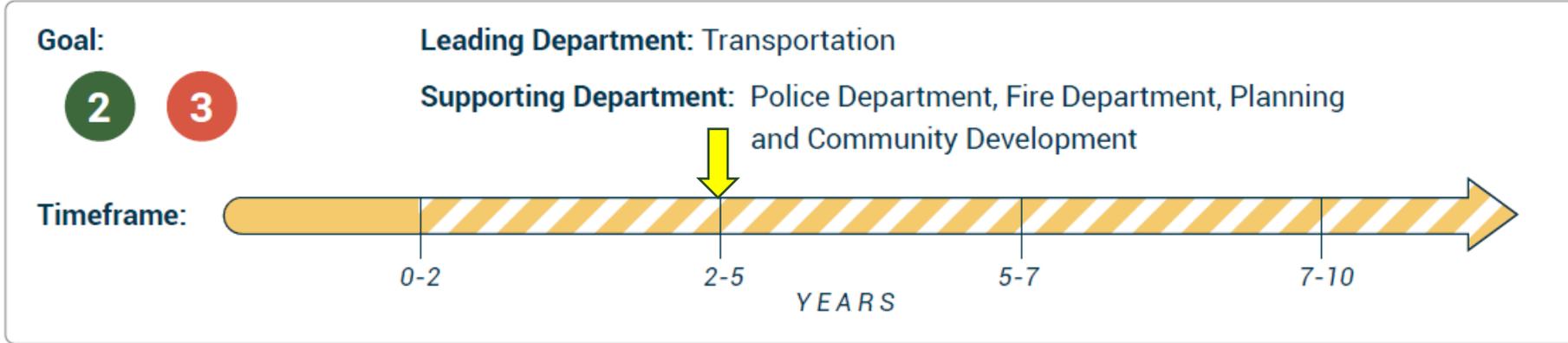
Engineering

- High Injury Network reviewed
- Crash data analyzed and summarized for 2019-2023



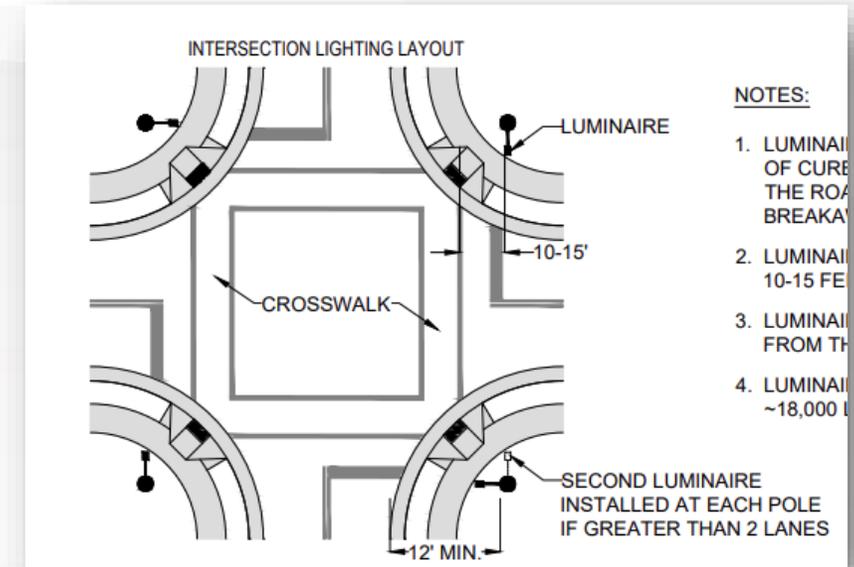
High Crash and High Injury Network  
(2019-2023)

### 3. Develop and maintain a traffic engineering toolbox of countermeasures to address traffic safety.



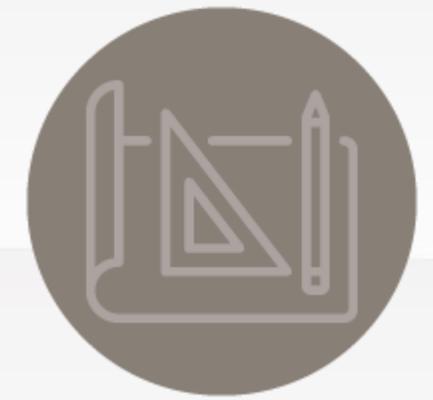
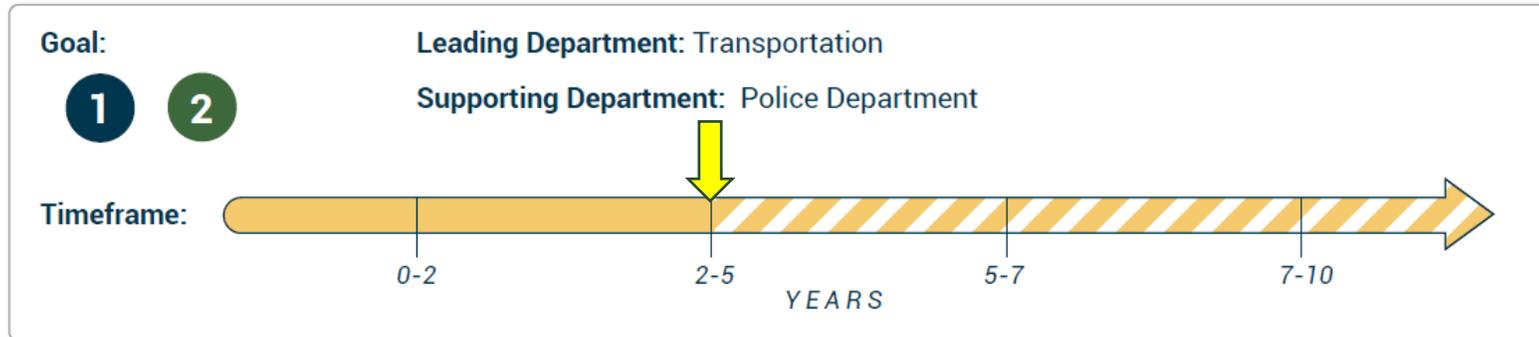
# Engineering

- Countermeasure Toolbox used in safety project prioritization 2019-2023
- Crosswalk Lighting Standard Detail adopted September 24, 2024



Crosswalk Lighting Standard Detail (2024)

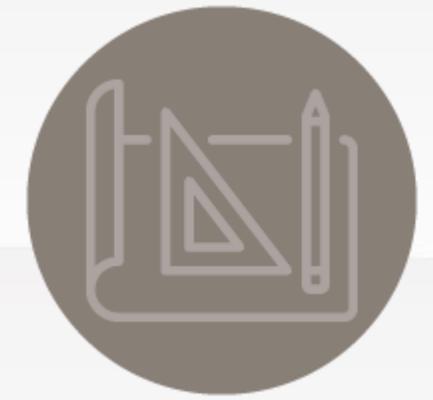
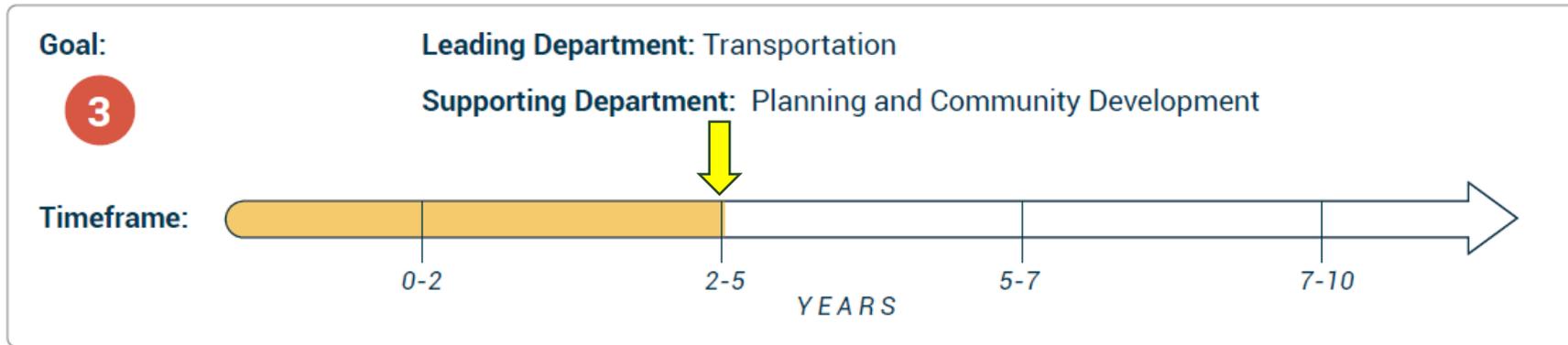
4. Conduct engineering studies and identify countermeasures that will address traffic safety on the high injury network. Use this information to prioritize projects for the Capital Improvement Plan (CIP).



**Engineering**

- NCDOT signing/marketing upgrades completed on NC 55 westbound from Beaver Creek Commons Dr to US 64 eastbound ramp
- Ten-Ten Rd between US 1 and Reliance Ave – speed study completed by Town staff

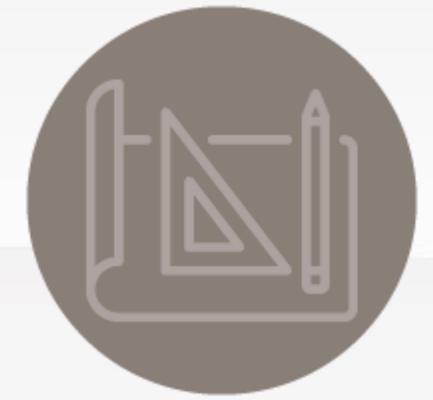
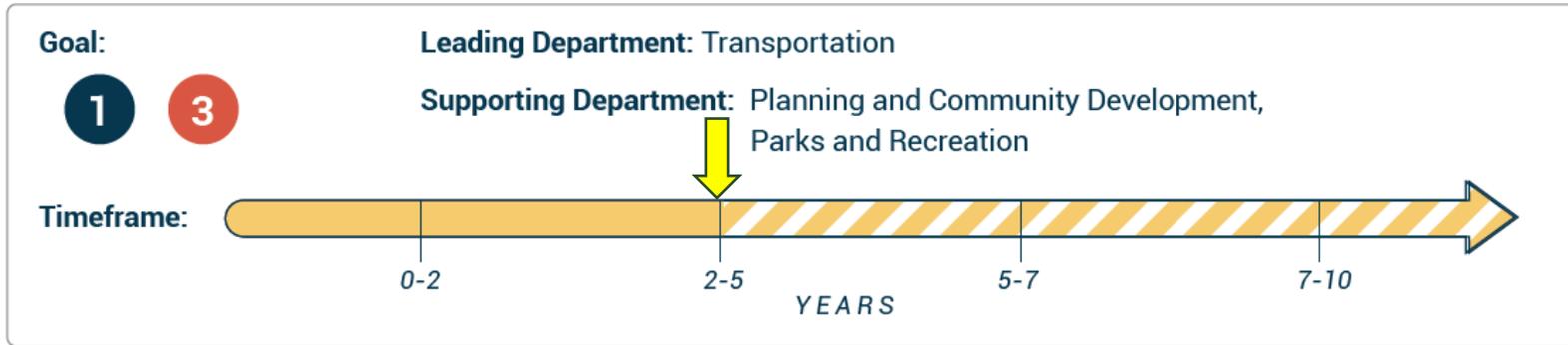
5. Develop a performance evaluation process for ranking traffic safety projects based on a benefit or value to cost analysis.



**Engineering**

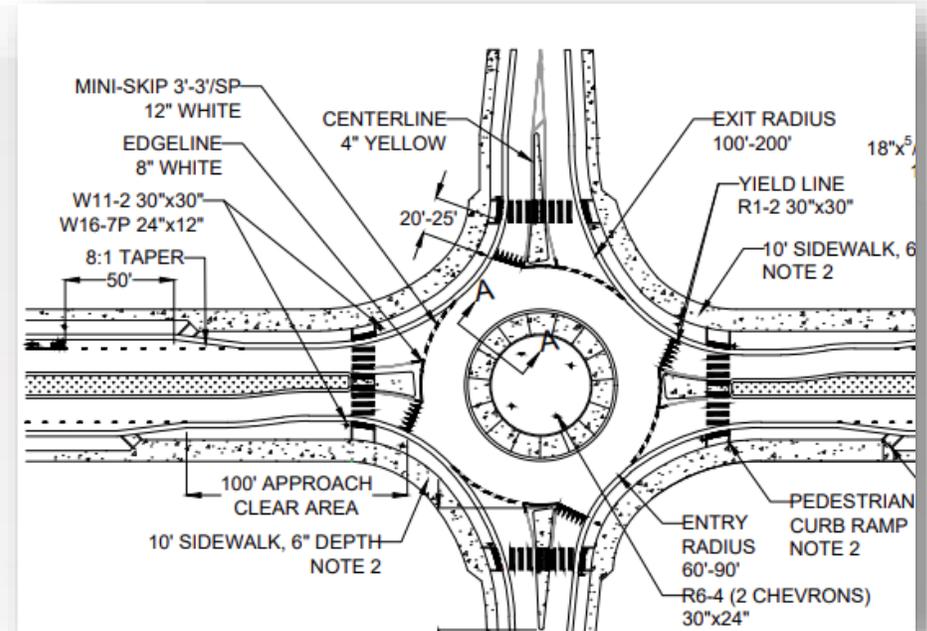
- Project prioritization underway utilizing Performance Evaluation Process on the High Injury Network

- 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.



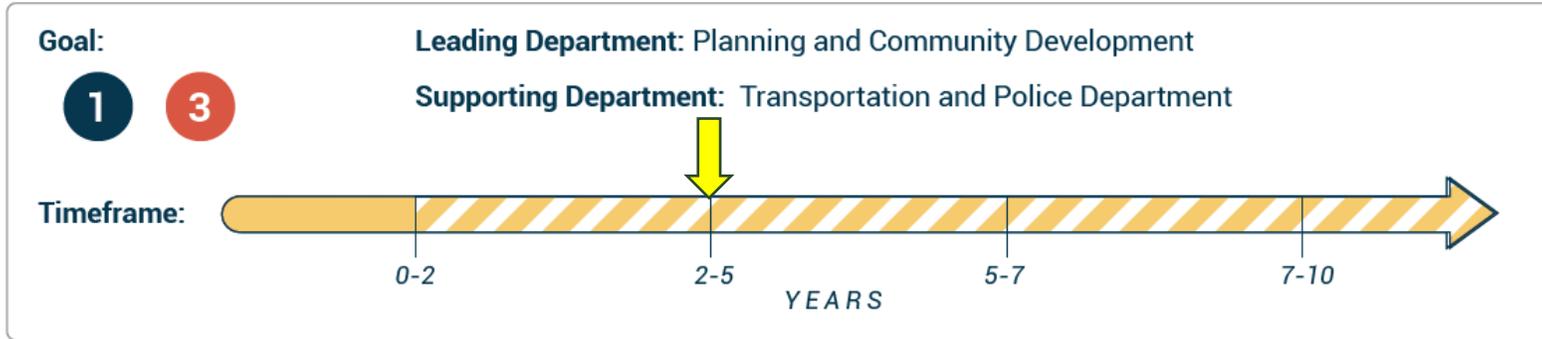
Engineering

- Roundabout Detail Standard updated to include latest guidance on pedestrians and cyclists – adopted September 24, 2024

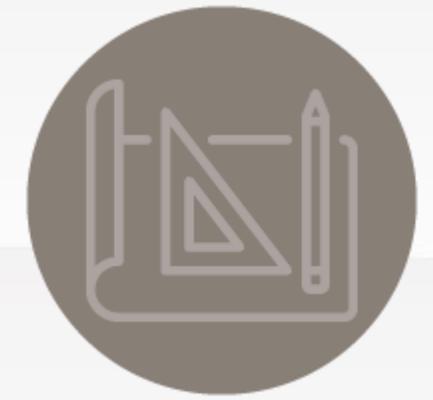


Roundabout Standard Detail (2024)

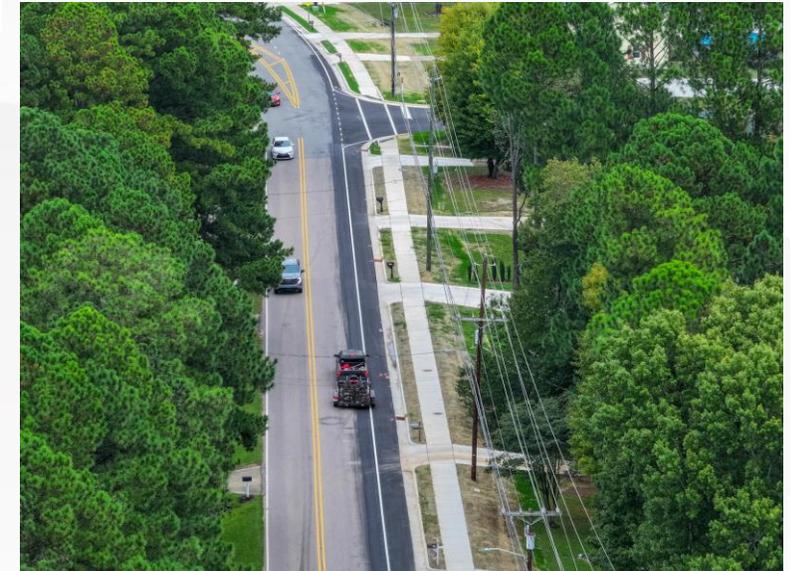
7. Coordinate with school officials and Wake County Public School System to evaluate pedestrian and bicycle needs, provide pedestrian and bicycle routes, and address school transportation safety concerns in order to promote walking and biking to school.



- Notable activities:
  - Construction/installation
    - Laura Duncan Rd sidewalk from Knollwood Dr to Pinewood (Apex High School)
  - Preparing for construction
    - BL-0047, Downtown Safe Routes to School and Transit Connections (Baucom/Thales Elementary)
    - BL-0095, Saunders St & Hinton St sidewalks (Baucom Elementary)
    - EB-6046, W Chatham St sidewalk (Baucom Elementary)
    - HS 2005Q (NCDOT): Humie Olive Rd at Blazing Trail Traffic Signal (Apex Friendship)
    - RRFB Upgrades (Laurel Park and Scott's Ridge ES)
  - Planning & design underway
    - N Hughes St & S Mason St sidewalks (Apex MS)
    - BO-2416, Tingen Rd Pedestrian Bridge Study (Apex Elementary)
    - Tunstall St & Center St sidewalks (Apex MS)



## Engineering



Laura Duncan Rd Sidewalk (2024)

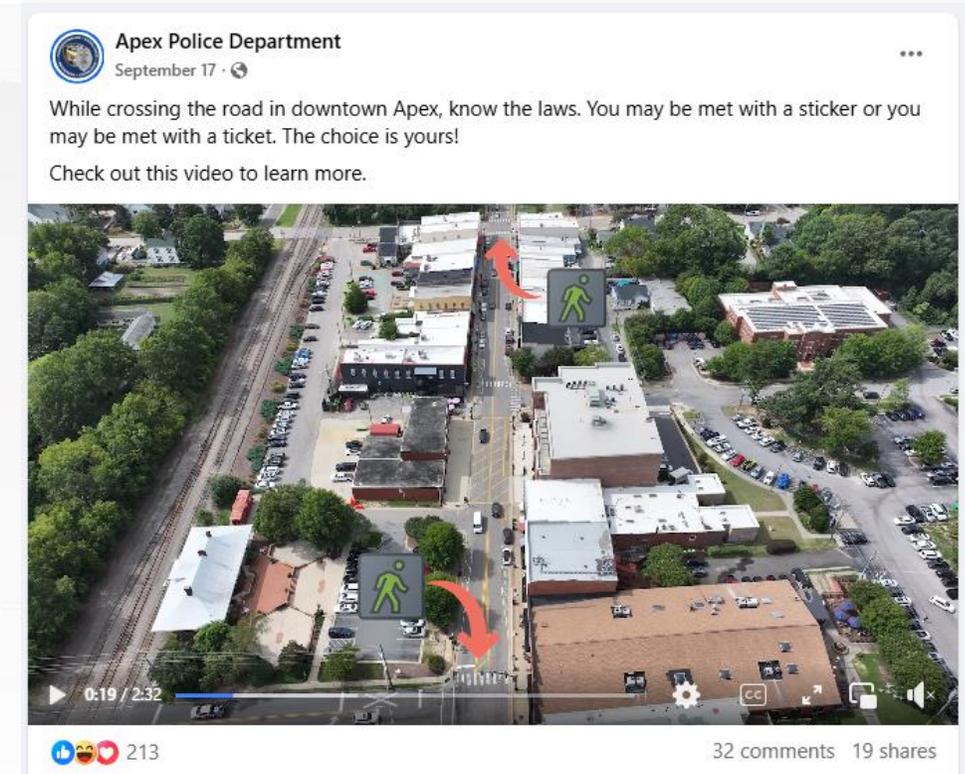
1. Create a social media campaign with appropriate traffic messages that targets the following 5 most relevant concerns identified through public input: (1) Speeding and Traffic Calming, (2) Pedestrian and Bicycle Safety, (3) Distracted Driver / Behavior Programs, (4) Safe Routes to School, (5) Young Driver / Passenger Safety.



# Education

- Apex Police Department:

- Traffic Safety Unit information events/campaigns
  - Operation Firecracker (Booze It or Lose It)
  - Speed Wrecks Lives
  - Child Passenger Safety Week
  - Rail Safety Week
  - Operation Life Savers
  - Dynamic Message Board with traffic safety messages
- Traffic Safety Presentation Outreach
  - MADD: Power of Youth
  - DWI Countermeasure
  - BikeSafe
  - Child Seat Inspections
  - Choose Your Ride (Police/Taxi)
- Watch for Me NC / NCDOT's Let's Go NC
  - Two sessions at elementary schools reaching 683
  - Posted Pedestrian Safety Educational Video



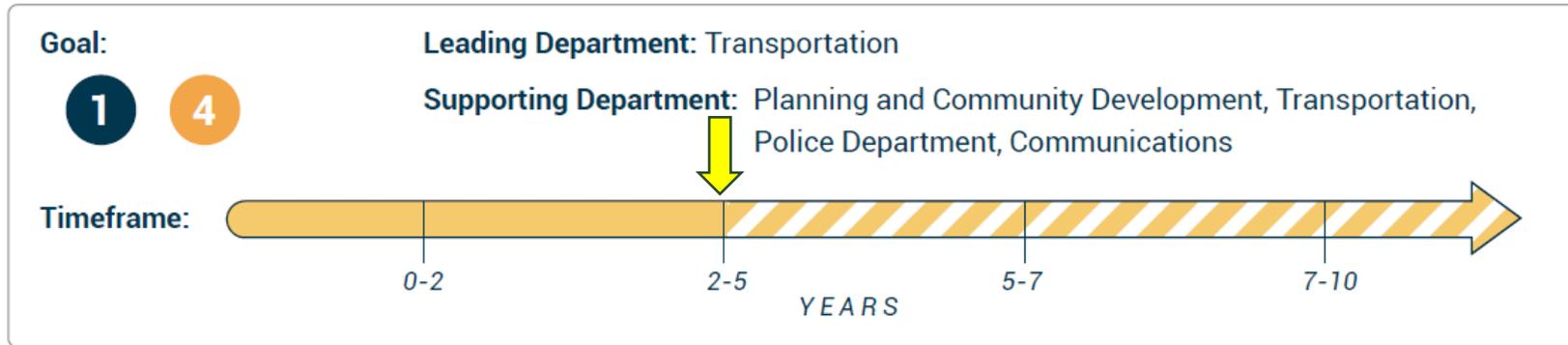
2. Create safe traffic messaging information on buses and at or around bus stops.



**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.

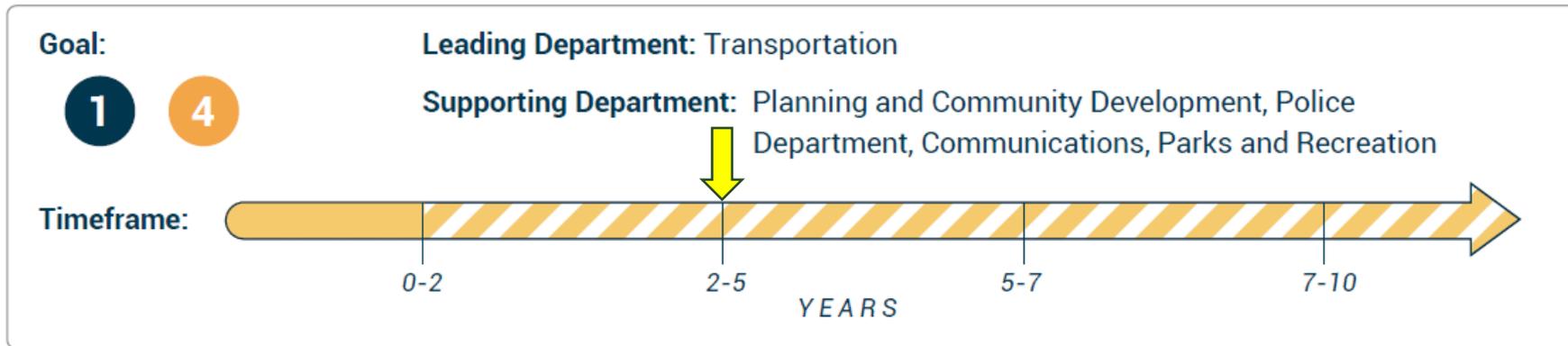


Education

- Request for community input on Blueprint for Safety (CAMPO Plan)
- Apex Police Department:
  - Traffic Safety event/displays
    - MADD: Choose Your Ride
    - Peak Fest special event
    - BikeSafe/MADD/ Watch for Me NC
    - SafeKids Worldwide
  - Governor's Highway Safety Program and Traffic Safety Campaigns
    - Two "Booze It or Lose It" campaigns
    - One "Speed Wrecks Lives" campaign
    - One BikeSafe NC event
    - One Child Passenger Safety Week campaign
  - Community Traffic Safety Project and outreach with ITRE NCSU
    - Launching in October



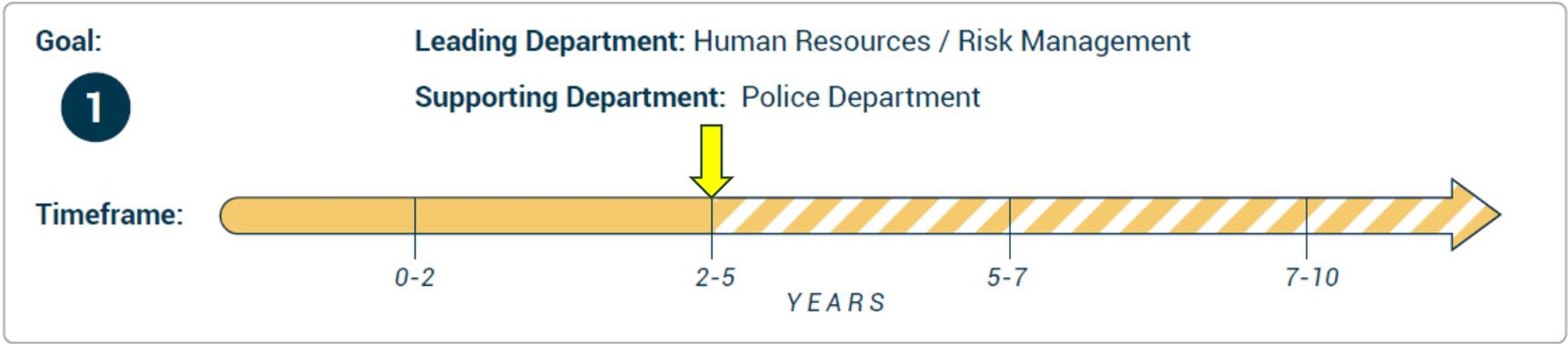
4. Provide targeted outreach when adding new traffic signals, roundabouts, and pedestrian and bicycle facilities to the transportation network.



**Education**

- Dynamic Message Boards deployed for Apex Friendship school zone along Humie Olive Road

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



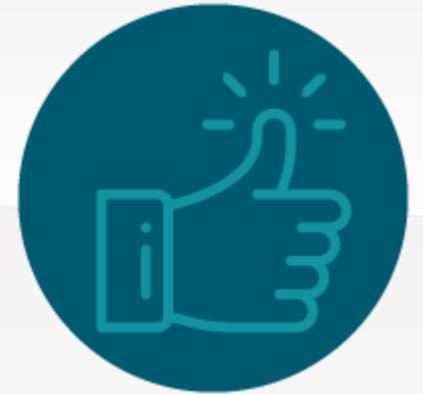
**Education**

- Continued coordination with Human Resources for future sessions

	<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

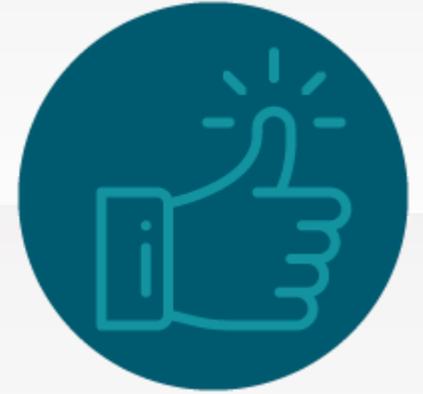
1. Partner with schools for National Walk to School Day and other walking and biking events.



**Encouragement**

- Town staff did not participate in any events this quarter (Summer Break) but continued to disseminate information and coordinate with school officials

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



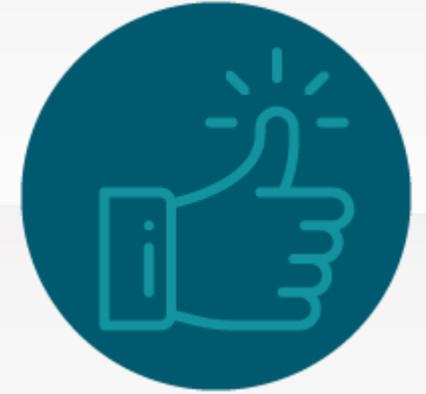
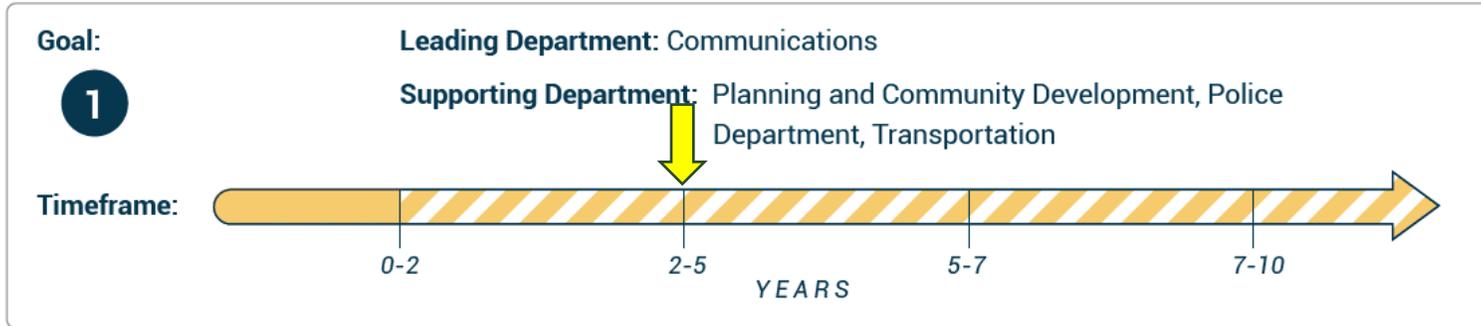
Encouragement

- Traffic safety booth promoted Vision Zero at Olde Fashioned Fourth of July event



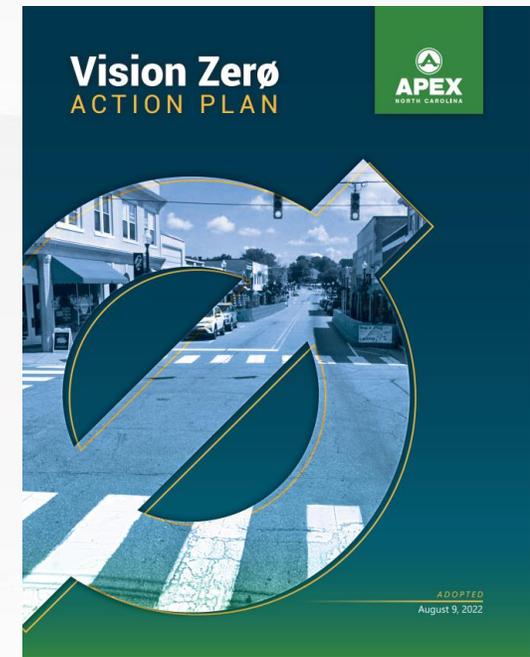
Olde Fashioned Fourth of July event (2024)

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

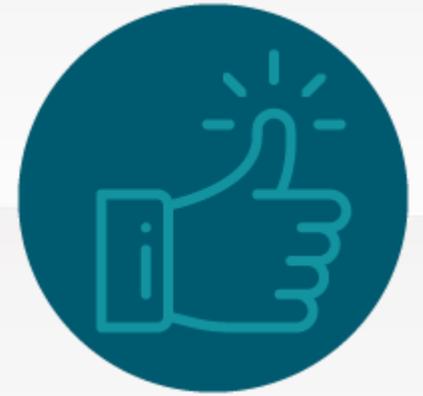
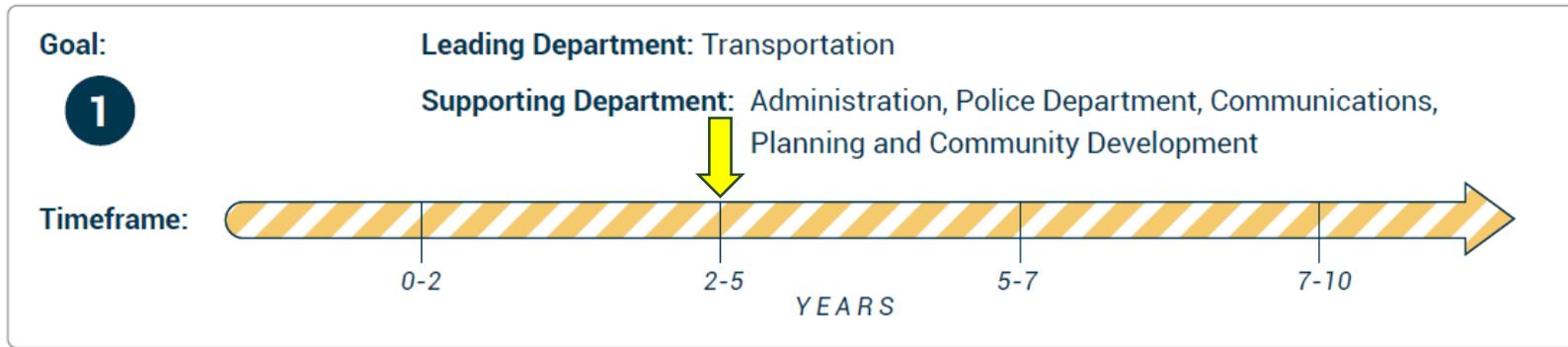


**Encouragement**

- The 2024 Vision Zero brochure is available for dissemination at any events or as requested
- The Vision Zero website is also maintained and updated as appropriate



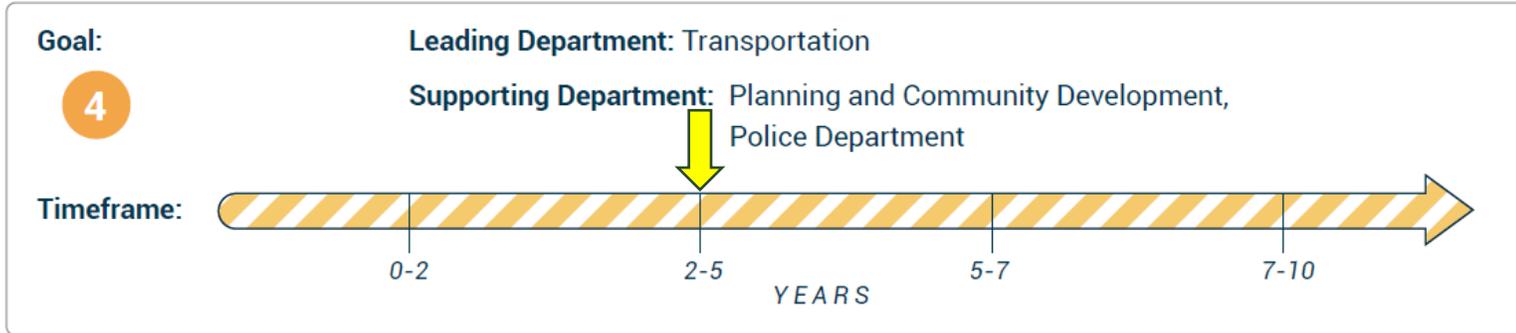
4. Keep Town Council members informed about the Vision Zero program, with updates on traffic safety projects, program performance metrics, and outreach and education initiatives.



**Encouragement**

- Quarterly overall project progress summary spreadsheet completed by Transportation Infrastructure & Development

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
- Staff attended quarterly "All Hands" Statewide Vision Zero meeting



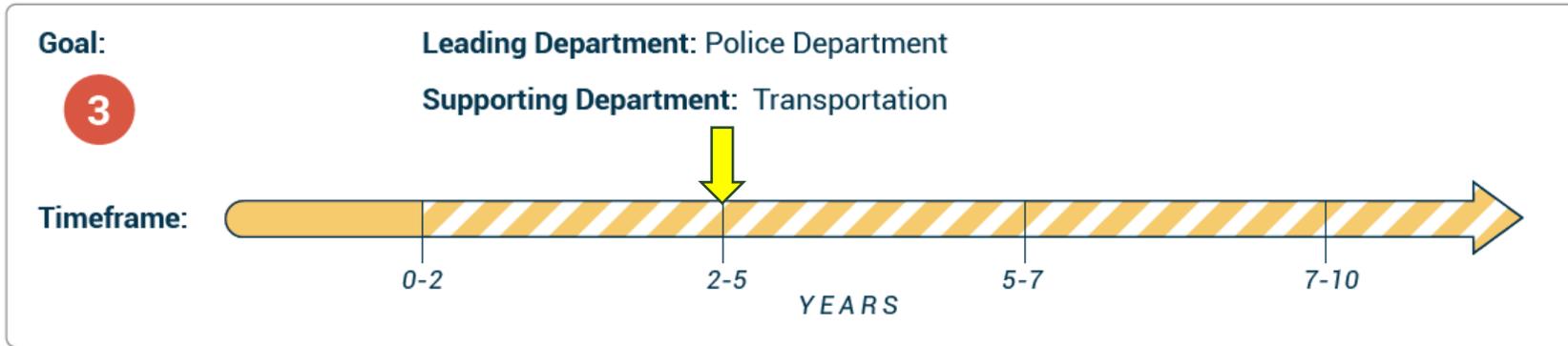
- Participate in conferences that include traffic safety programs and look for opportunities to network with other organizations for knowledge sharing.



**Encouragement**

- APD Traffic Safety Unit participated in multi-agency “Recon Training Day” – Advanced Crash Investigation

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

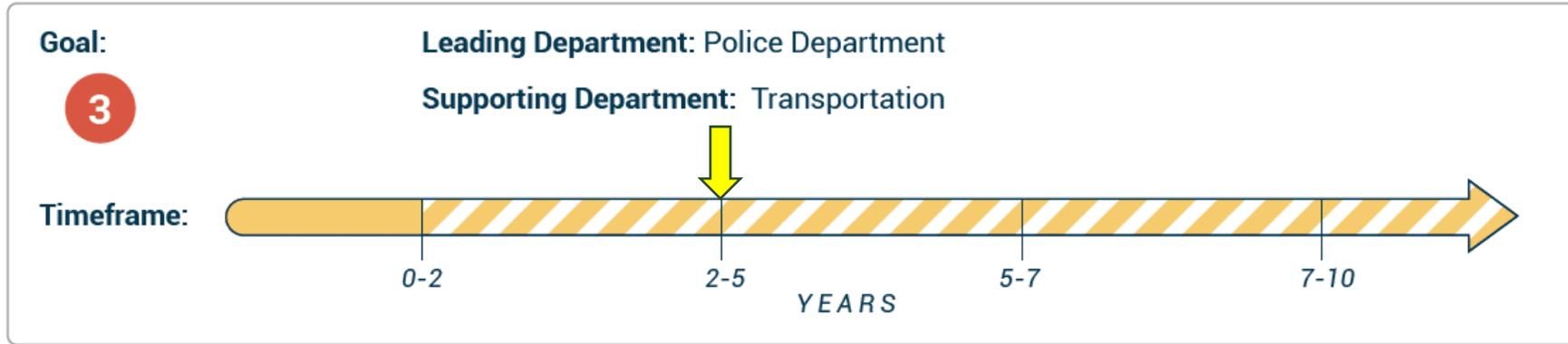


**Enforcement**

- APD Traffic Safety Unit continued enforcement programs using known high crash areas from experience and citizen-based complaint areas with manual tracking while Data-Driven Approaches to Crimes and Traffic Safety (DDACTS) system is offline



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

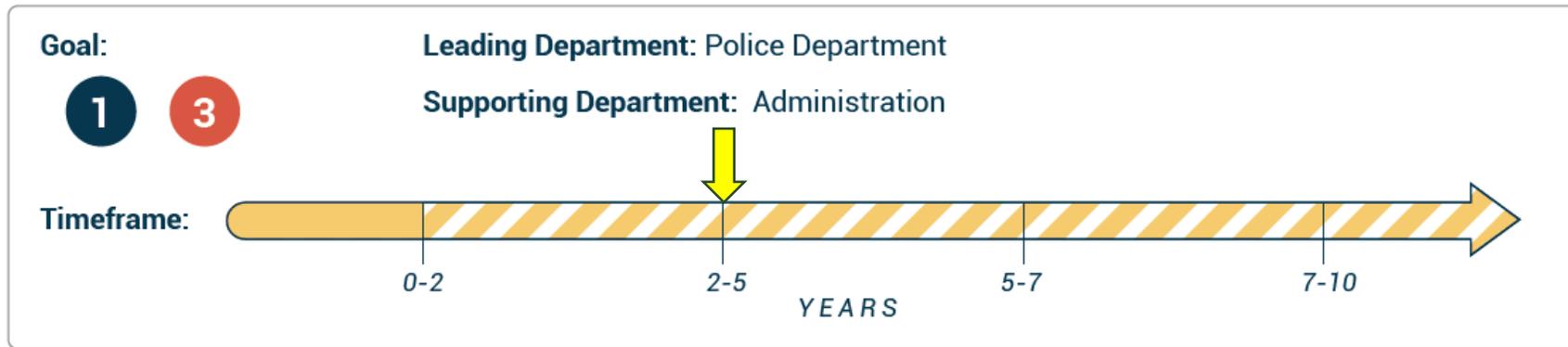


# Enforcement

- Apex Police Department
  - Twenty selective enforcement initiatives
  - Promoted pedestrian safety through Watch for Me NC initiatives
  - Conducted “Move Over” initiatives on US 1 and US 64
  - Participated in multi-agency mock crash investigation



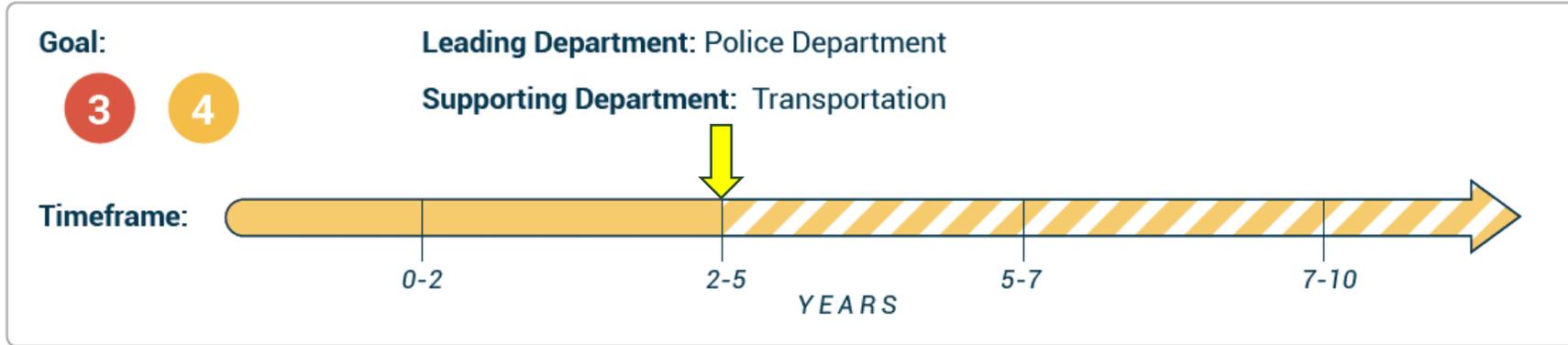
3. Continue to review and improve upon existing processes that protect against racial profiling.



**Enforcement**

- Apex Police Department
  - Supervisors monitored police action to identify possible bias
  - Completed Traffic Stop Report review

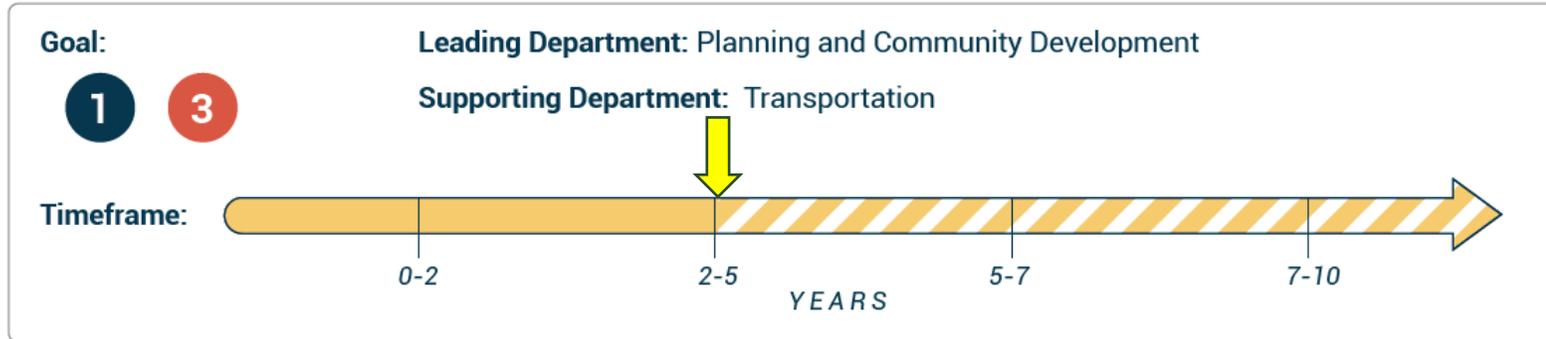
4. Research enforcement techniques and partner with other municipalities in the region to reduce high-risk driving behavior.



**Enforcement**

- Multi-agency traffic enforcement initiatives
  - Holly Springs Police Department (Saturation Patrol)

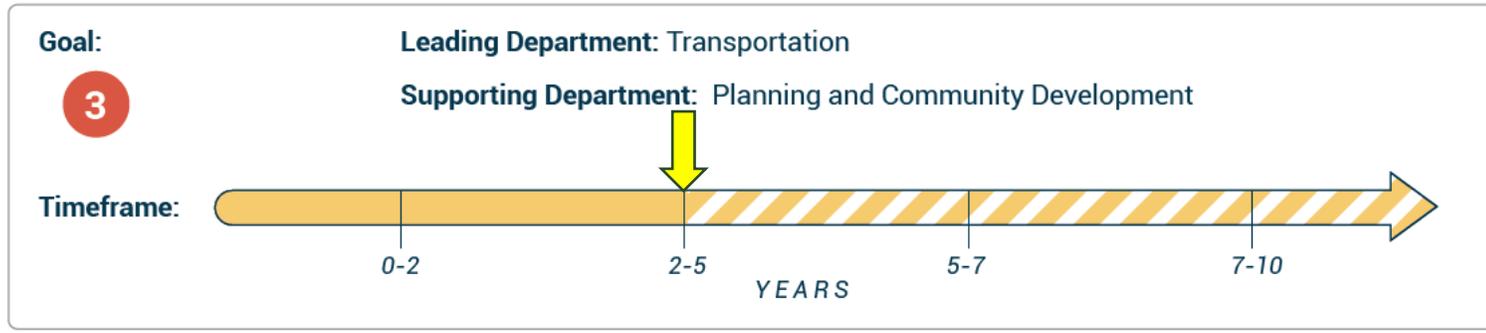
1. Evaluate and update the Town-wide policy, guidance and specifications with the goal of promoting alternative modes of transportation, including more walkable, transit-friendly, and bicycle-friendly streets.



**Evaluation**

- Roundabout Standard Detail updated to include latest guidance on pedestrians and cyclists – adopted September 24, 2024
- Crosswalk Lighting Standard Detail adopted September 24, 2024

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**

- Staff continues to compile resources for Traffic Safety Countermeasures Toolbox and review specifications
- Crosswalk and roundabout standard details updated and adopted

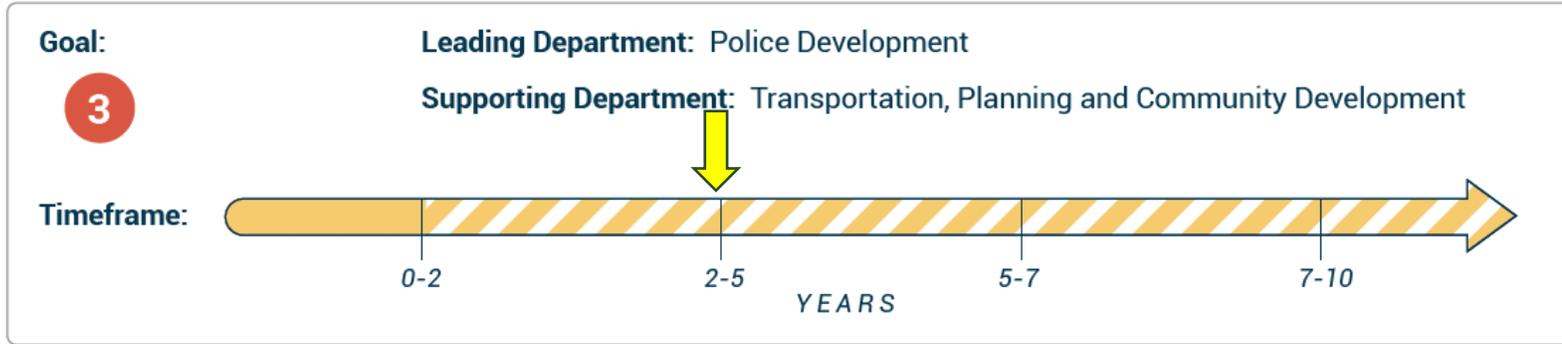
3. Develop a traffic safety report card and progress report on the actionable strategies on an annual basis for public information and to inform policy decisions. Update crash statistics, the high injury network, and performance metrics as part of the annual reporting process.



**Evaluation**

- 5-year crash data was updated and analyzed for 2019-2023
- Updated crash maps and High Injury Network using revised methodology

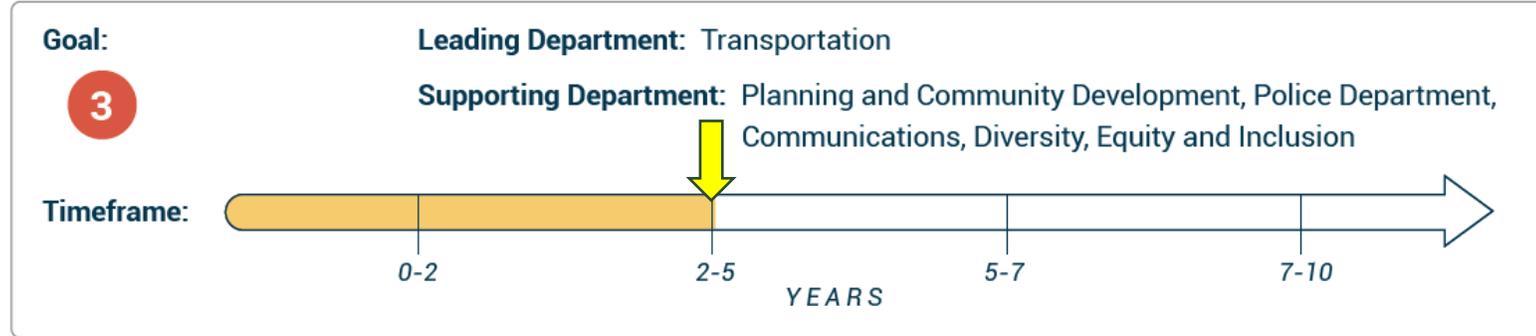
4. Continue to evaluate traffic enforcement and education techniques to adapt to changes in technology and road user behavior.



**Evaluation**

- APD continued to review dash-camera and body-camera footage to identify potential areas for improvements
- Staff are researching this topic for future recommendations and are gaining more information through training and statewide collaboration

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

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.



**Evaluation**

- New Traffic Safety Engineer hired in October 2024



If you have any questions on the Vision Zero program please contact:

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