



October – December 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

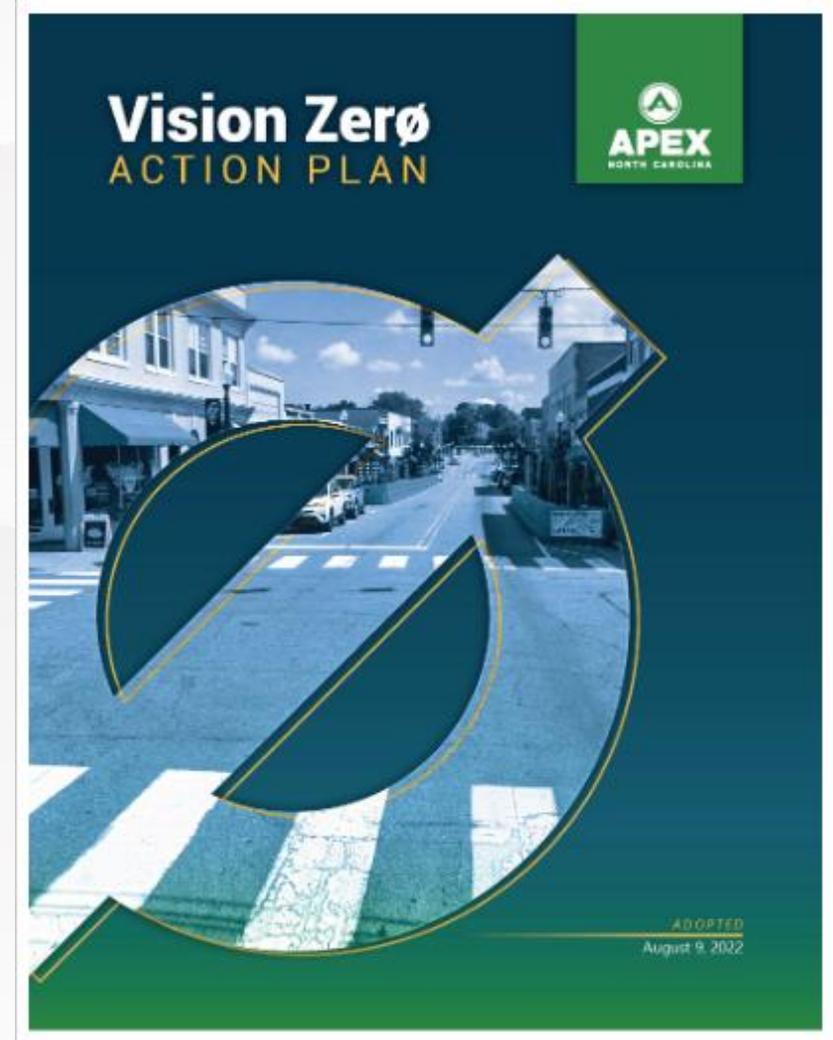


Table of Contents

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



Timeline

October 2024
Start of 4th Quarter

December 2024
Project prioritization completed

December 2024
End of 4th Quarter



October 2024
Design scoping kick-off for W Williams Street sidewalk & VZ Intersection Improvements project

December 2024
Apex recorded zero traffic-related fatalities for the year

FIVE "E" APPROACH



Engineering



Education



Encouragement



Enforcement



Evaluation

GOALS

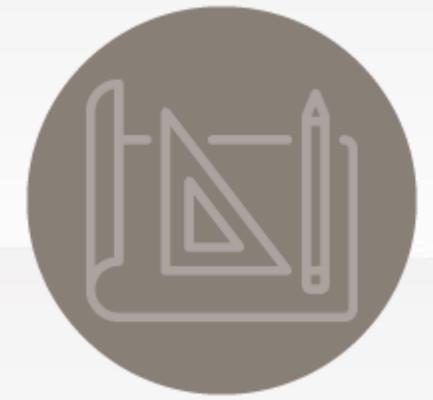
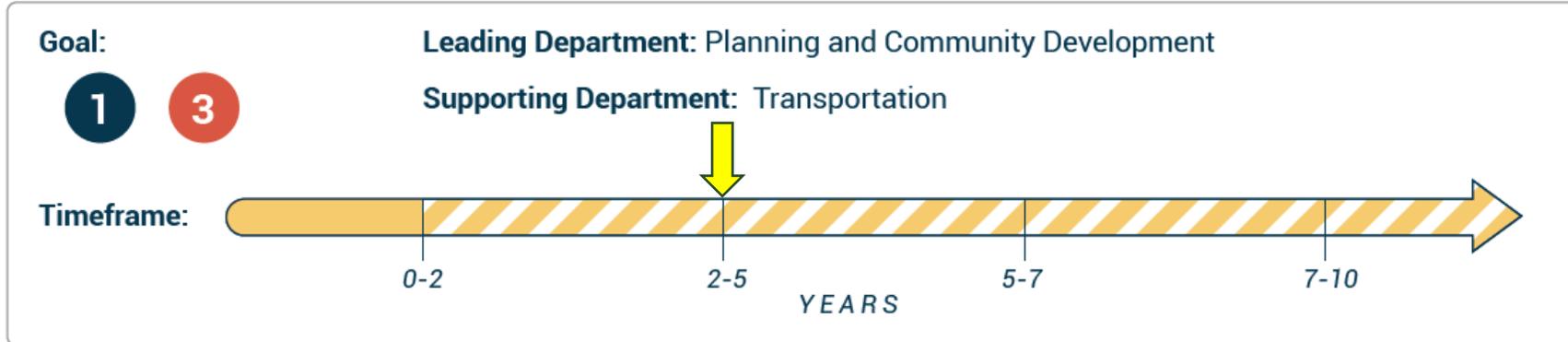
- 1** Promote a culture of traffic safety that prioritizes equity and inclusion.
- 2** Address collisions through infrastructure investments.
- 3** Enhance Town policies, processes, and evaluation to incorporate Vision Zero tenets.
- 4** Create and leverage partnerships to improve traffic safety and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



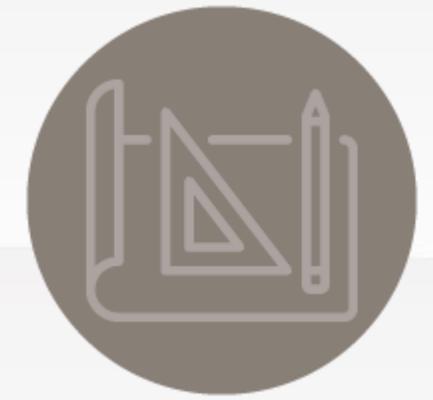
Engineering

- CY 2019 – 2023 High Injury Network and High Crash Network incorporated into Pedestrian Needs Inventory scoring
- CY 2023 Bicycle and Pedestrian crash data incorporated into Pedestrian Needs Inventory scoring



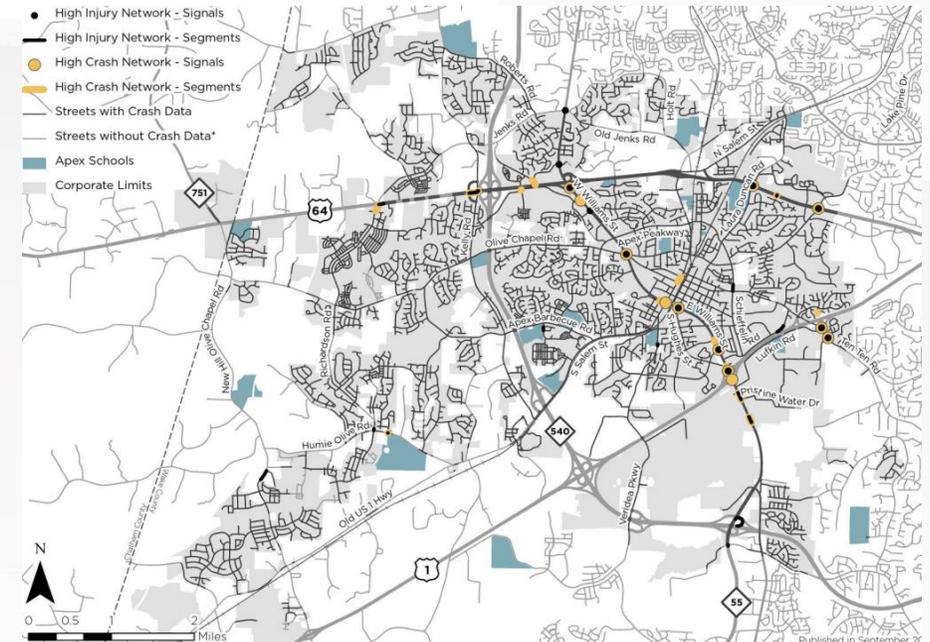
Laura Duncan sidewalk (2024)

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.



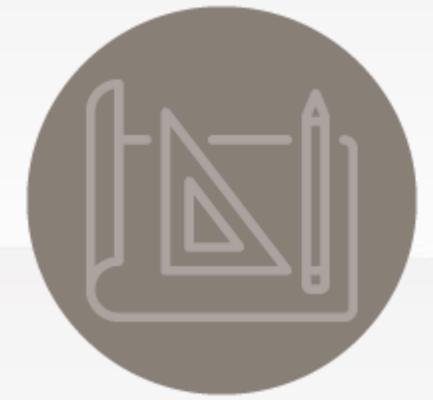
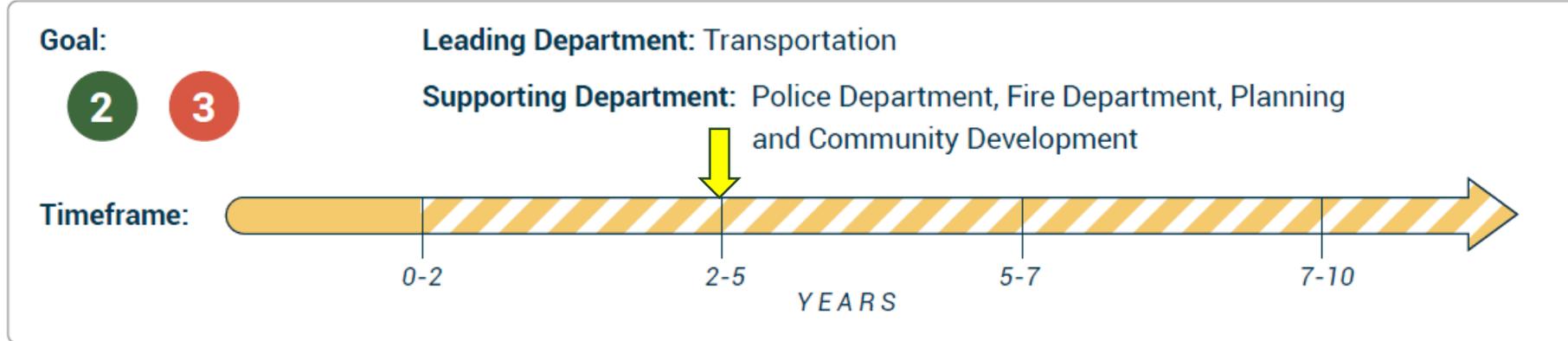
Engineering

- High Injury Network reviewed
- Preparation for receipt of 2020 – 2024 crash data for update in Q1/Q2 of 2025



High Crash and High Injury Network
(2019-2023)

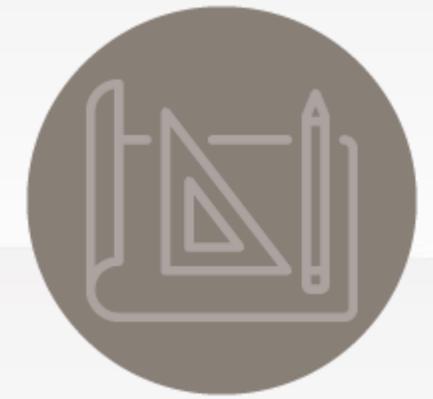
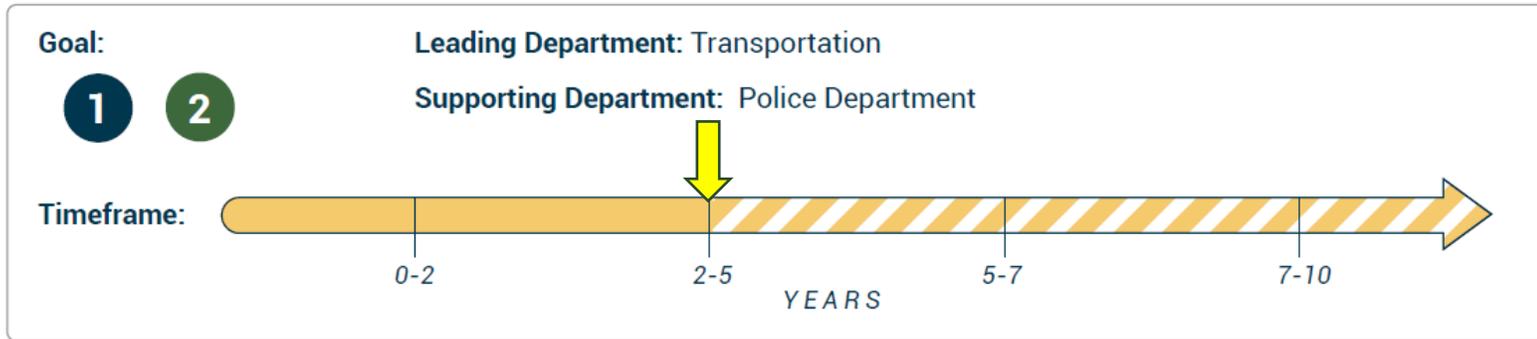
3. Develop and maintain a traffic engineering toolbox of countermeasures to address traffic safety.



Engineering

- ADA PROWAG – compliant Rectangular Rapid Flashing Beacon (RRFB) standard specification developed and finalized for adoption in Q1 2025

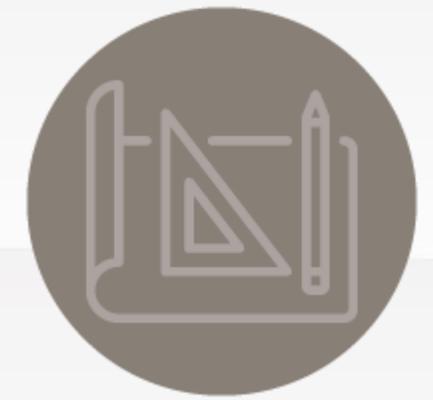
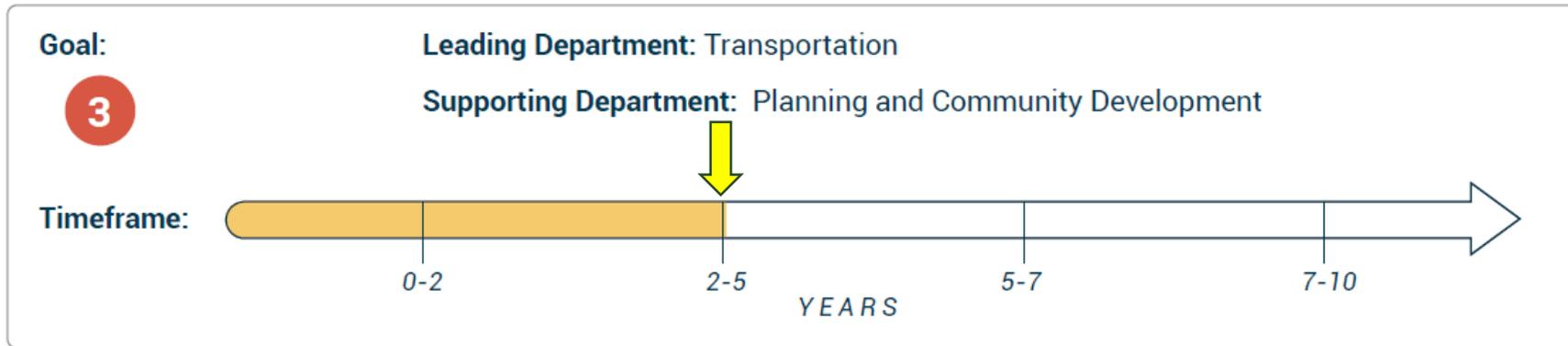
4. Conduct engineering studies and identify countermeasures that will address traffic safety on the high injury network. Use this information to prioritize projects for the Capital Improvement Plan (CIP).



Engineering

- W Williams Street Sidewalk and Vision Zero Intersection Upgrades – Scoping meeting for design phase held with consultant and NCDOT
- Beaver Creek Commons Drive – designs underway for additional pavement markings and signage improvements
- NC 55 at Vision Drive – crosswalks, accessible ramps, and signal phasing/timing upgrades planned as part of nearby private development expansion

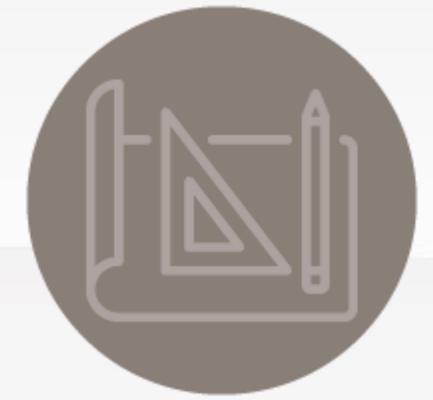
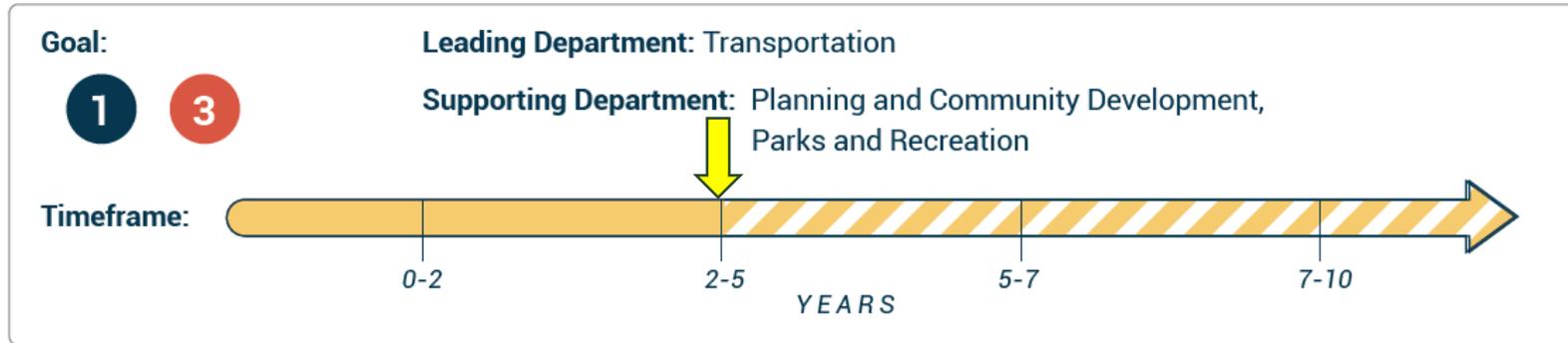
5. Develop a performance evaluation process for ranking traffic safety projects based on a benefit or value to cost analysis.



Engineering

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

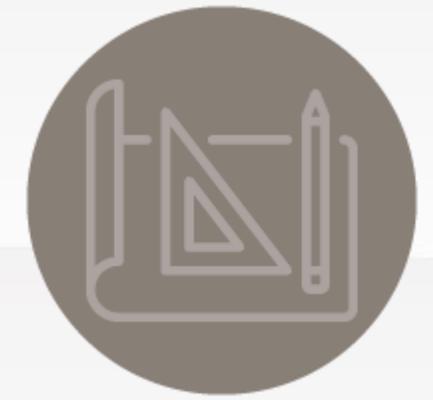
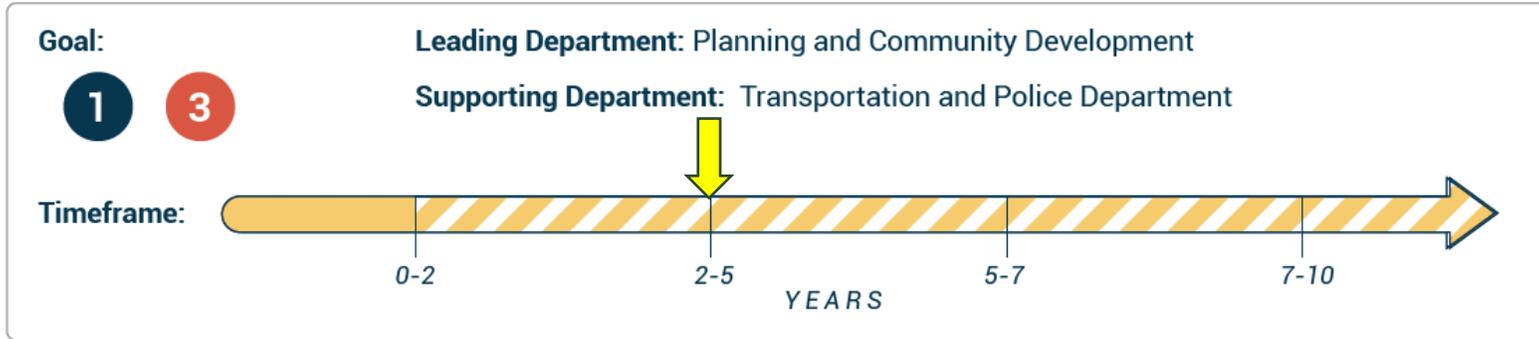
- Prioritize the design and maintenance of pedestrian and bicycle facilities, to comply with the Americans with Disabilities Act, ensuring facilities are clear of poles, signs, trees, shrubbery, and other impediments.



Engineering

- ADA PROWAG – compliant Rectangular Rapid Flashing Beacon (RRFB) standard specification developed and finalized for adoption in Q1 2025

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.



Engineering

- Notable activities:
 - Construction/installation
 - RRFB Upgrade – Scotts Ridge complete, Laurel Park and Saunders partial completion
 - 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)
 - 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)
 - Apex HS crosswalk relocation and RRFB replacement

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
 - Halloween and Holiday "Booze It and Lose It"
 - APD "Choose Your Ride" display
 - Crash Reduction Tips
 - Teen Driver Safety
 - DWI Countermeasures
 - Dynamic Message Board with traffic safety messages
 - Traffic Safety Presentation Outreach
 - Ask TSU email ongoing
 - MADD Power of Youth
 - BikeSafe NC
 - Child seat inspections
 - Watch for Me NC / NCDOT's Let's Go NC
 - Provided Baucom ES with helmets
 - Provided materials to White Hall Manor HOA



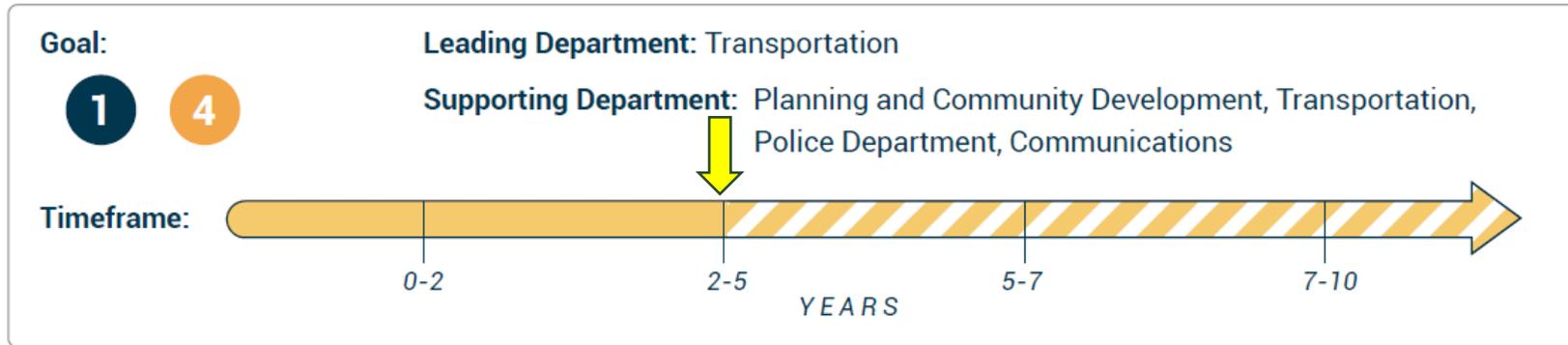
2. Create safe traffic messaging information on buses and at or around bus stops.



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.



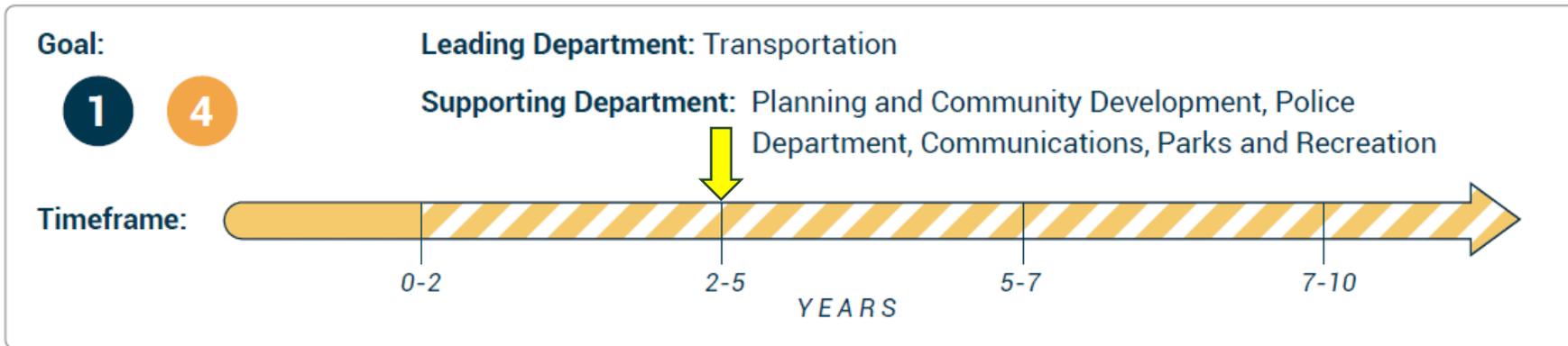
Education

- Apex Police Department:
 - Traffic Safety event/displays
 - Choose Your Ride – Police/Taxi display and message board
 - BikeSafe/MADD Power of Youth
 - Citizen Police Academy
 - Governor’s Highway Safety Program and Traffic Safety Campaigns
 - Halloween “Booze It and Lose It” campaign
 - GHSP Safety City at NC State Fair
 - Thanksgiving “Click it or Ticket” campaign
 - Holiday “Booze It and Lose It” campaign
 - GHSP kick off event
 - Three BikeSafe NC events
 - Ongoing Community Traffic Safety Project and outreach with ITRE NCSU
 - APD handed out on-the-spot free Chick-fil-A dessert coupons to youth for wearing safety gear while riding their scooters



APD rewards riders for wearing safety gear

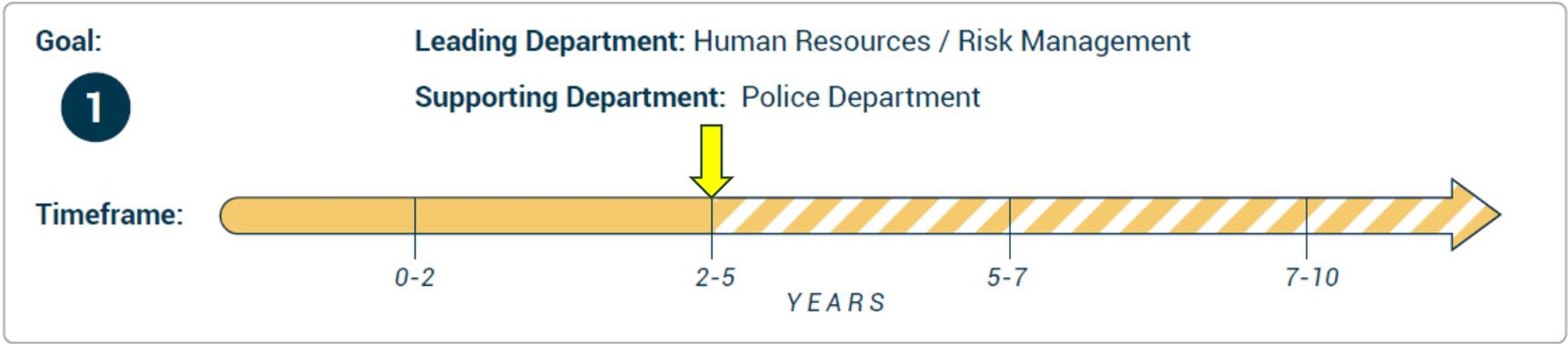
4. Provide targeted outreach when adding new traffic signals, roundabouts, and pedestrian and bicycle facilities to the transportation network.



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.



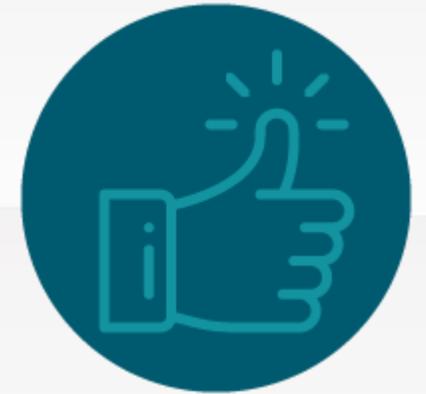
Education

- Continued coordination with Human Resources for future sessions

	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

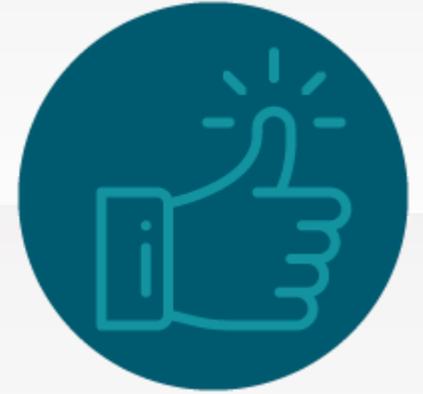
1. Partner with schools for National Walk to School Day and other walking and biking events.



Encouragement

- Town staff did not have any events scheduled this quarter but continued to disseminate information and coordinate with school officials

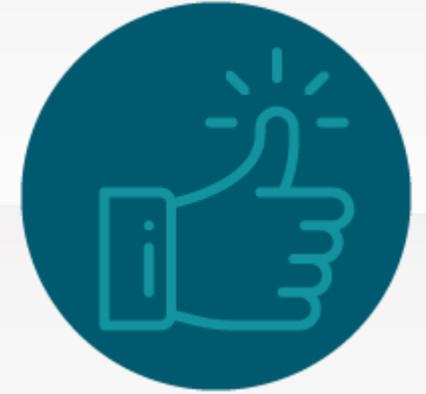
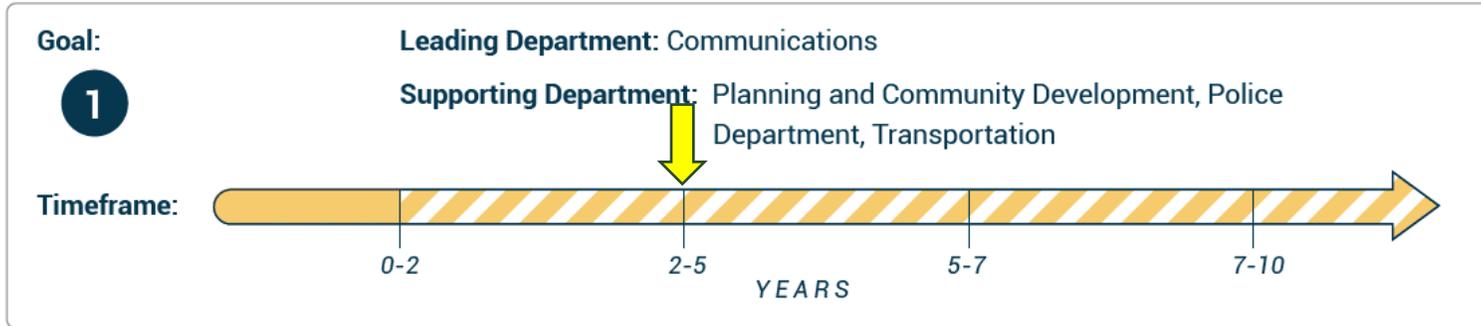
2. Make Vision Zero visible through Town-sponsored and co-sponsored events and festivals.



Encouragement

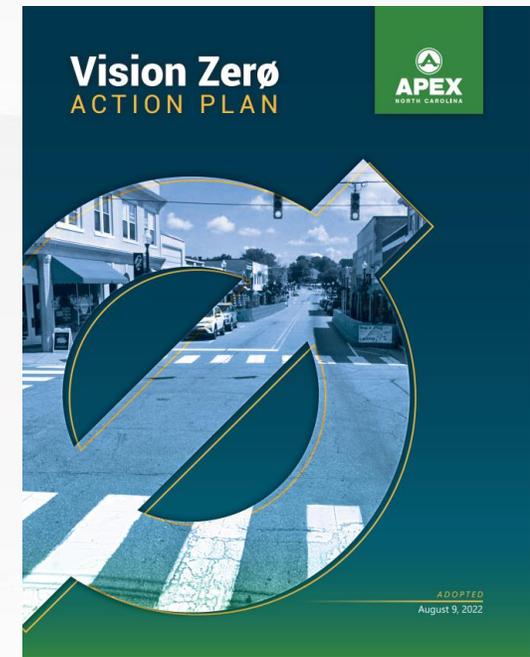
- Vision Zero initiative promoted at Community Police Academy

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

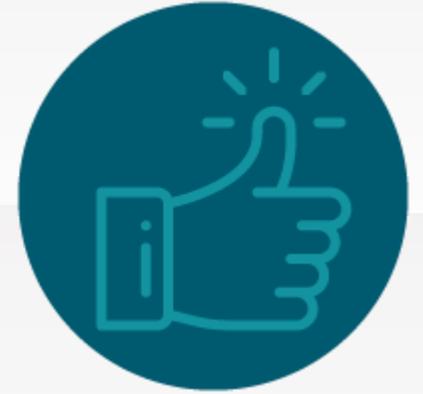
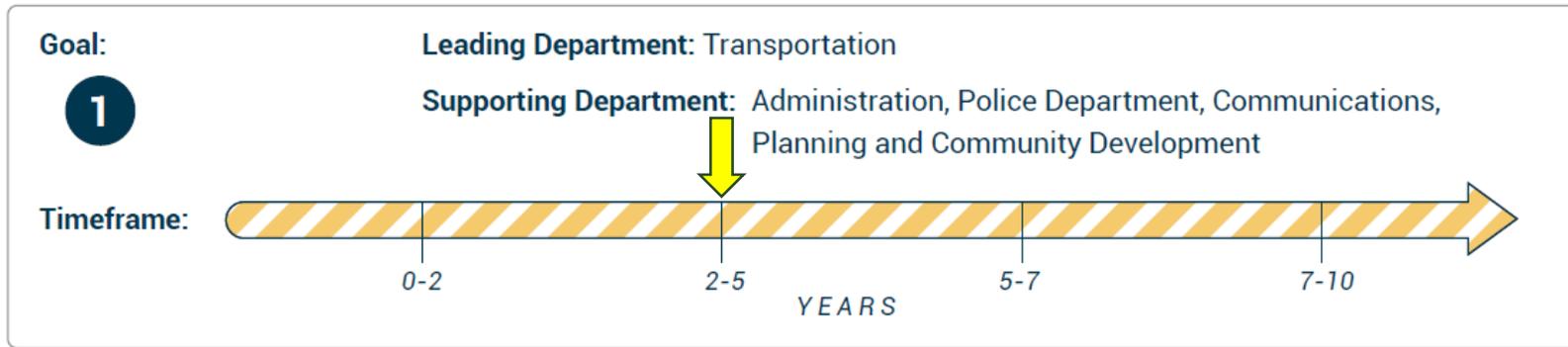


Encouragement

- 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



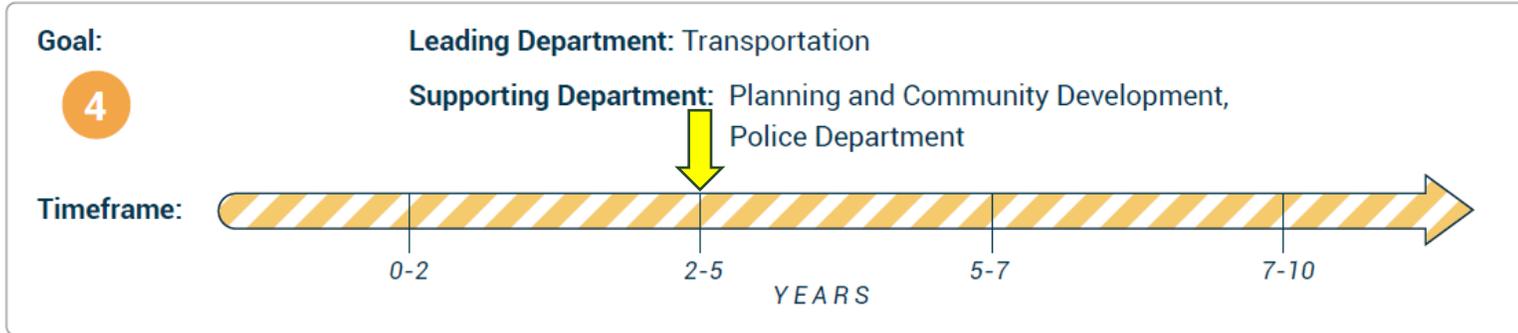
4. Keep Town Council members informed about the Vision Zero program, with updates on traffic safety projects, program performance metrics, and outreach and education initiatives.



Encouragement

- Quarterly overall project progress summary spreadsheet completed by Transportation Infrastructure & Development
- Quarter 3 report published to Apex Vision Zero website

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



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

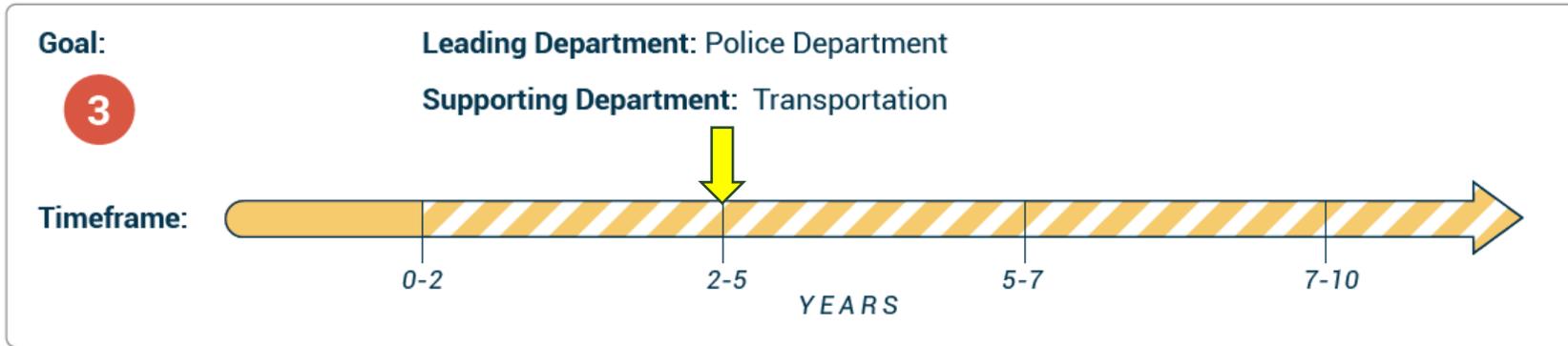


Encouragement

- APD Traffic Safety Unit participated in multi-agency “Recon Training Day” – Advanced Crash Investigation hosted by Raleigh PD/SHP
- Apex Traffic Engineering staff attended NCSITE Annual Meeting



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

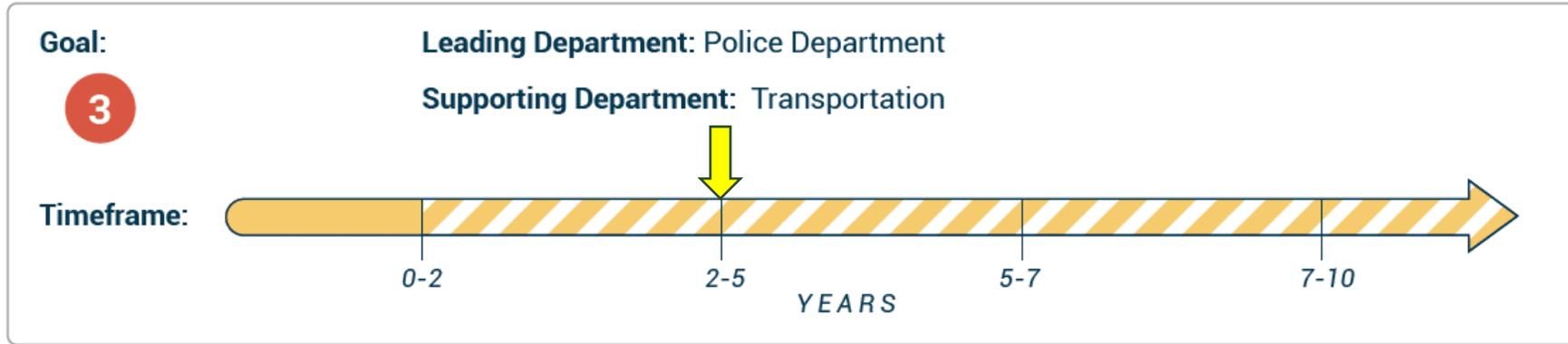


Enforcement

- 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

- Thirteen 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



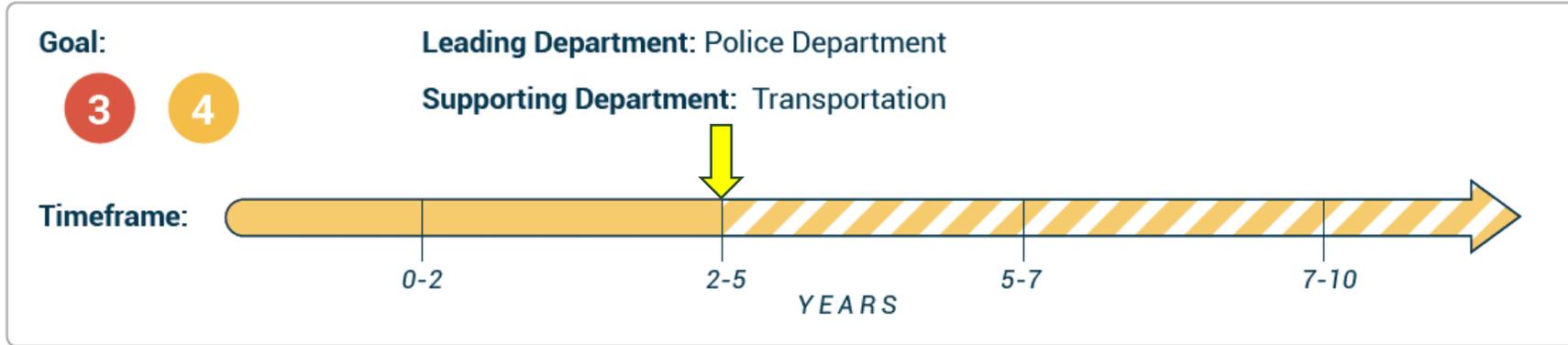
3. Continue to review and improve upon existing processes that protect against racial profiling.



Enforcement

- Apex Police Department
 - Supervisors monitored police action to identify possible bias
 - Completed quarterly Traffic Stop Report review
 - Completed Body-worn Camera footage review

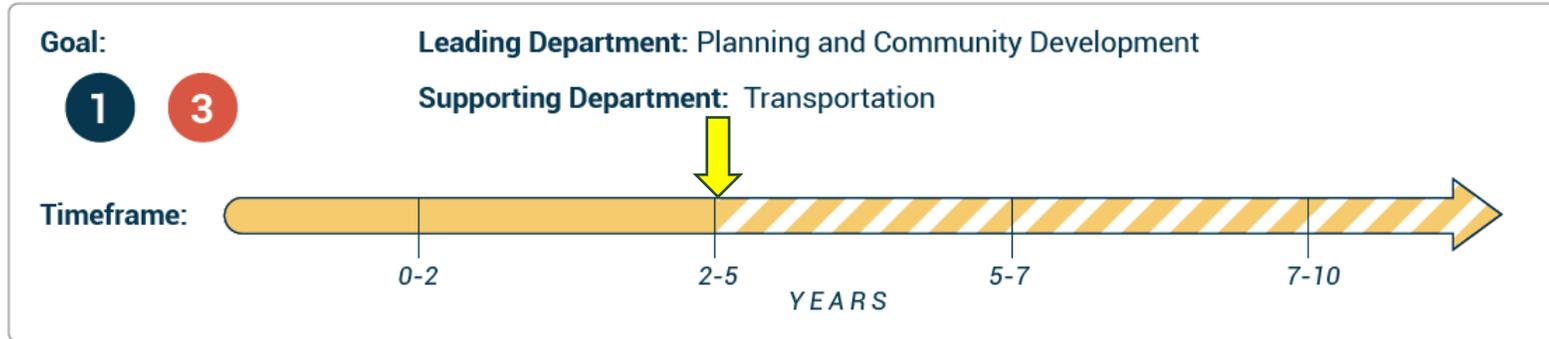
4. Research enforcement techniques and partner with other municipalities in the region to reduce high-risk driving behavior.



Enforcement

- Traffic Incident Management System (TIMS) training and Railroad Investigation and Safety Course (RISC) for 5 new hires
- NCDOT TIMS Assessment
- Multi-agency traffic enforcement initiatives
 - Garner 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

- Crosswalk Lighting Standard Detail (adopted September 2024) revisions underway to provide context and specific lighting recommendations based on roadway classification
- ADA PROWAG – compliant Rectangular Rapid Flashing Beacon (RRFB) standard specification developed and finalized for adoption in Q1 2025

- 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

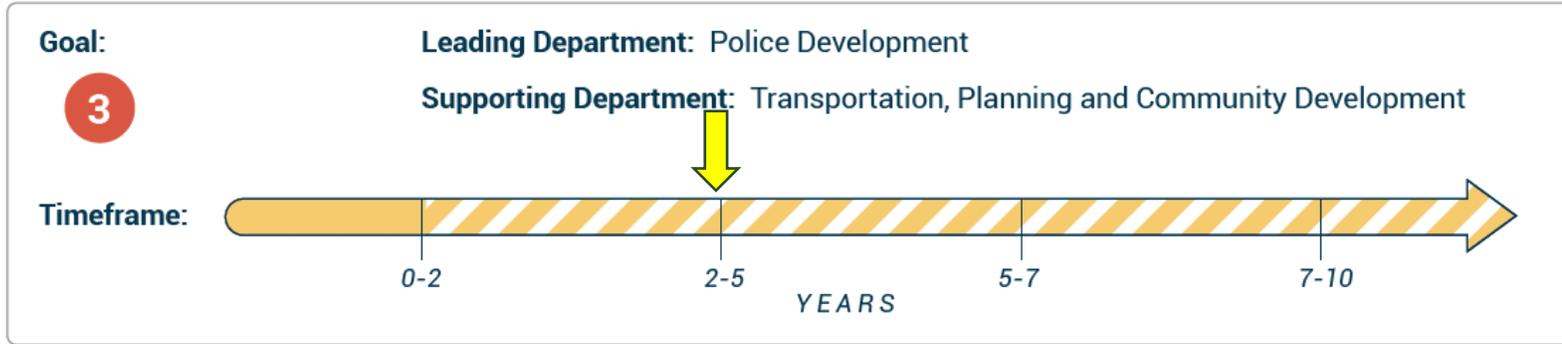
3. Develop a traffic safety report card and progress report on the actionable strategies on an annual basis for public information and to inform policy decisions. Update crash statistics, the high injury network, and performance metrics as part of the annual reporting process.



Evaluation

- Ongoing monitoring of information
- CY 2020 – 2024 will become available in Q1 2025 to begin updates

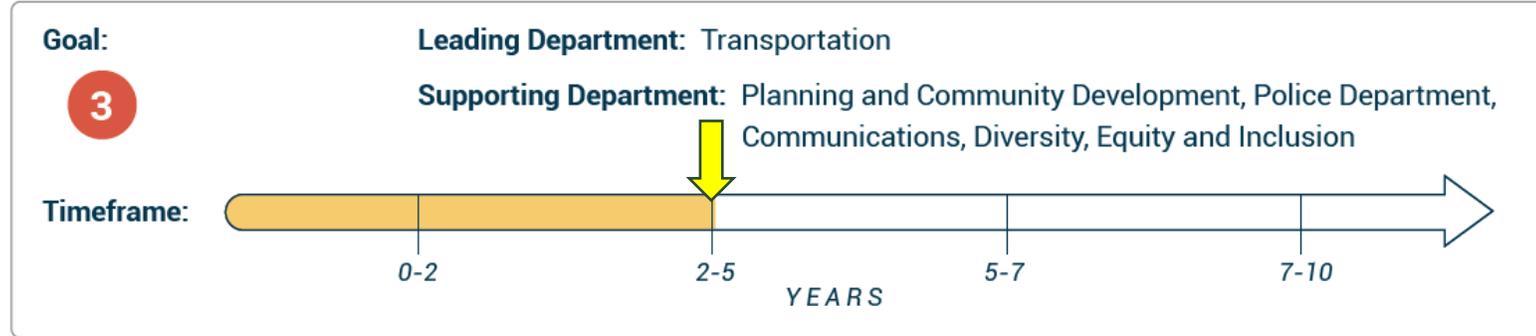
4. Continue to evaluate traffic enforcement and education techniques to adapt to changes in technology and road user behavior.



Evaluation

- APD continued to review dash-camera and body-camera footage to identify potential areas for improvements
- APD completed annual evaluation of selective enforcement activities

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:

Jessica McClure, PE

Jessica.mcclure@apexnc.org

(919) 372-7448