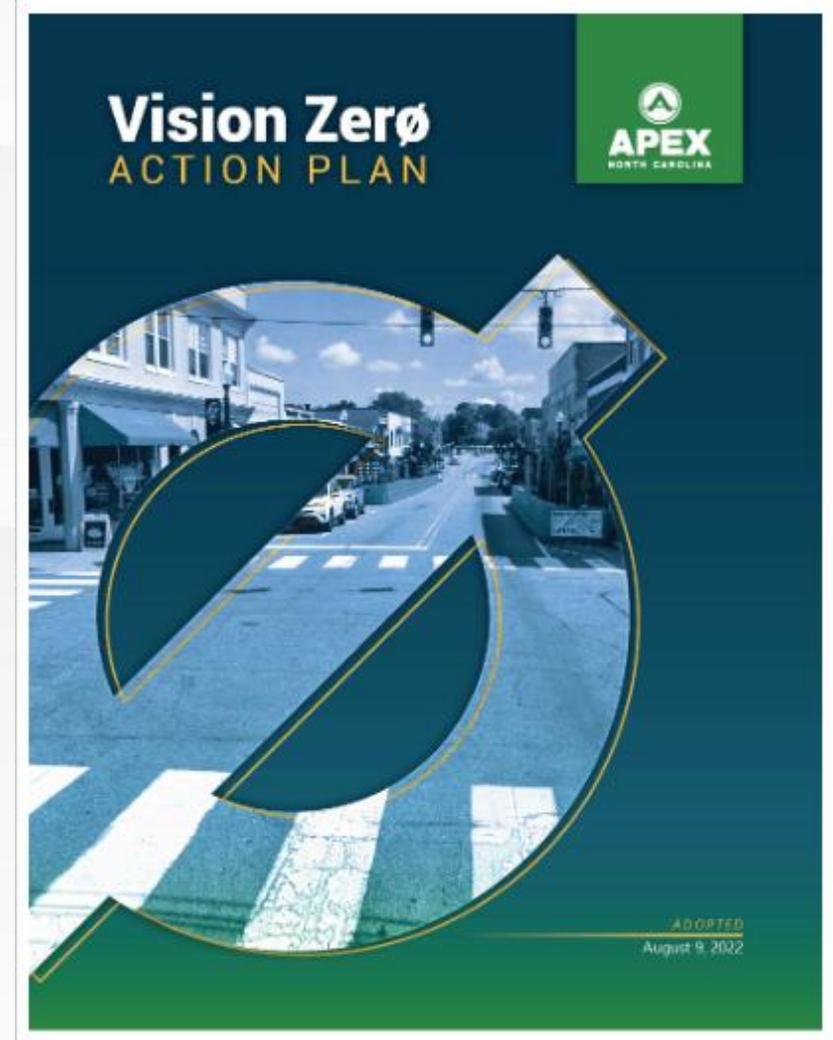




January – March 2025

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 2025**

Start of 1<sup>st</sup>  
Quarter

**March 2025**

Received 2024 crash  
data to update HIN  
and crash mapping

**January 2025**

Apex recognized as  
Vision Zero Community  
on [Vision Zero Network  
map](#)

**March 2025**

End of 1<sup>st</sup> Quarter

## FIVE "E" APPROACH



Engineering



Education



Encouragement



Enforcement



Evaluation

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## GOALS

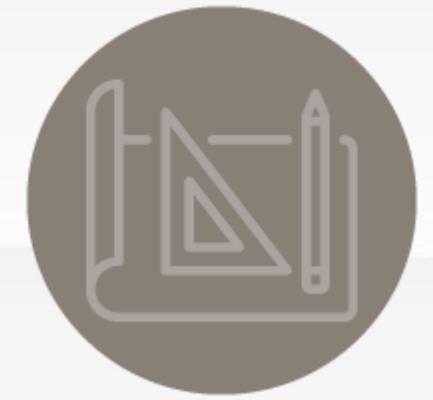
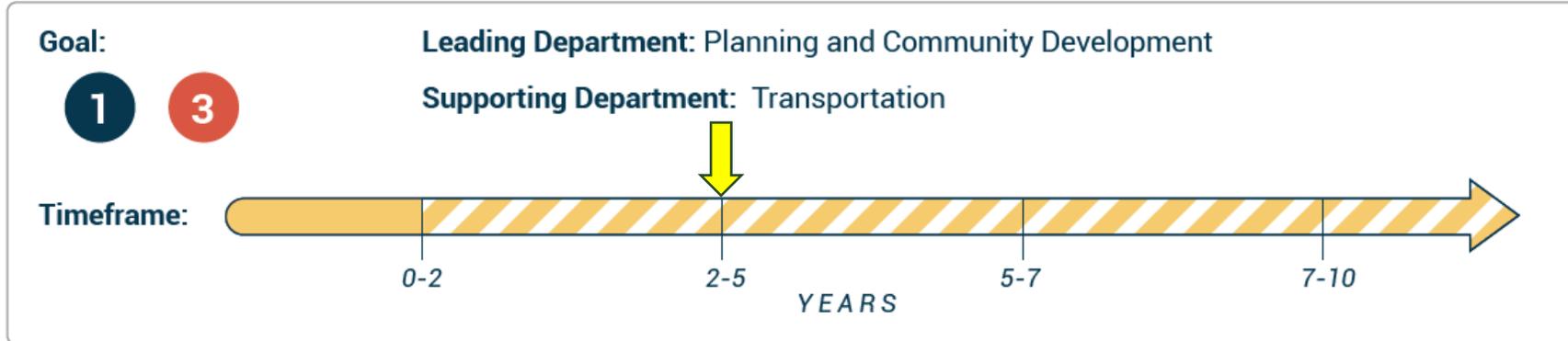
- 1** Promote a culture of traffic safety that prioritizes equity and inclusion.
- 2** Address collisions through infrastructure investments.
- 3** Enhance Town policies, processes, and evaluation to incorporate Vision Zero tenets.
- 4** Create and leverage partnerships to improve traffic safety and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



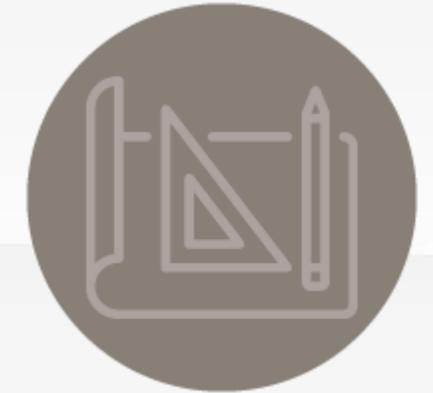
Engineering

- Prioritization annually - no activity this quarter



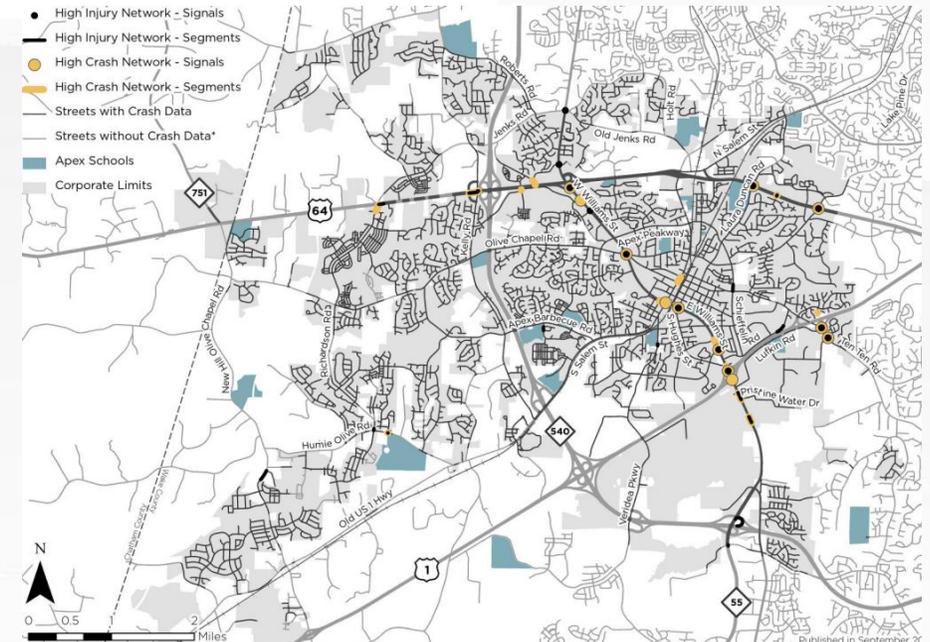
Laura Duncan sidewalk (2024)

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.



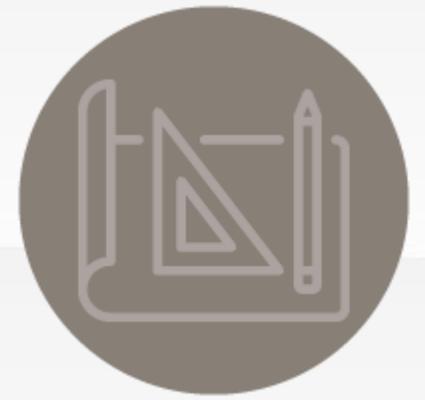
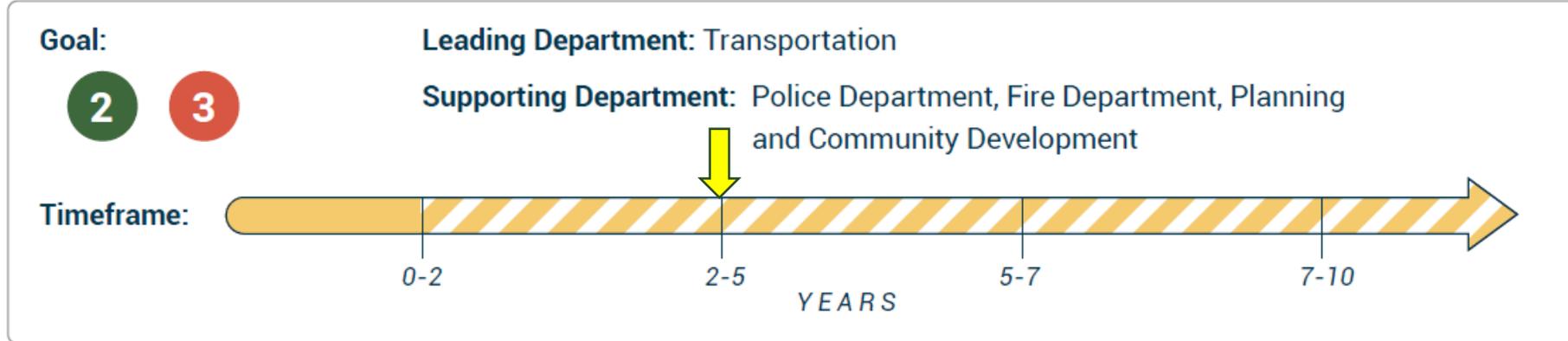
Engineering

- 2024 Crash data received from NCDOT
- High Injury Network analysis and update underway



High Crash and High Injury Network  
(2019-2023)

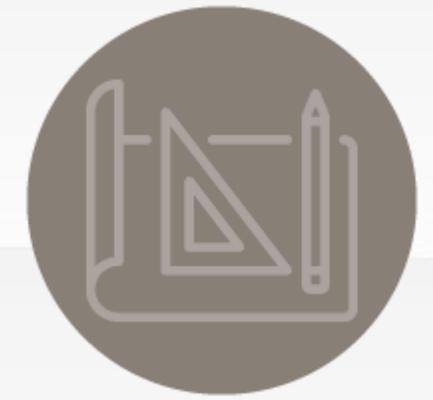
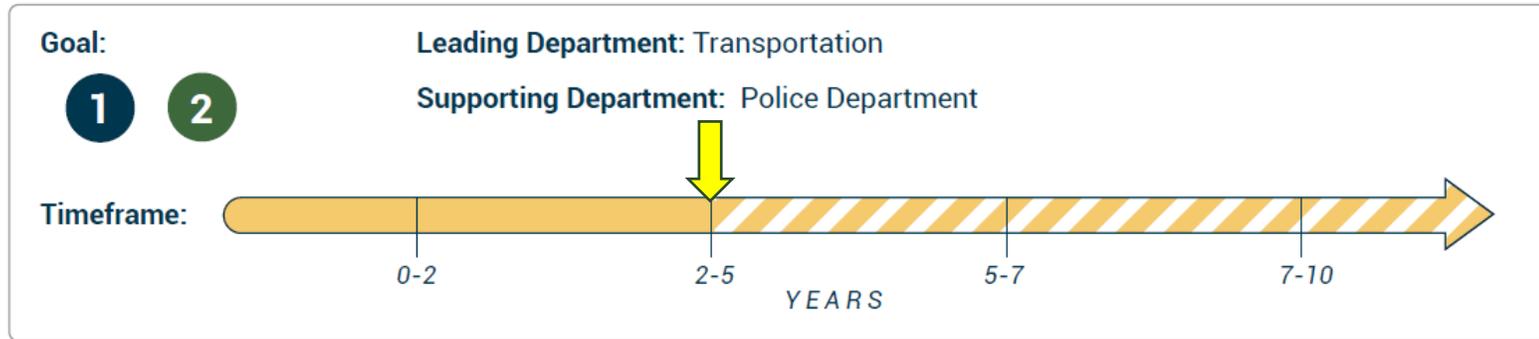
3. Develop and maintain a traffic engineering toolbox of countermeasures to address traffic safety.



Engineering

- ADA PROWAG – compliant Rectangular Rapid Flashing Beacon (RRFB) standard specification adopted in January 2025
- Crosswalk lighting standard specification updates under review for context-specific light levels (roadway classification, traffic control type, crosswalk marking type)

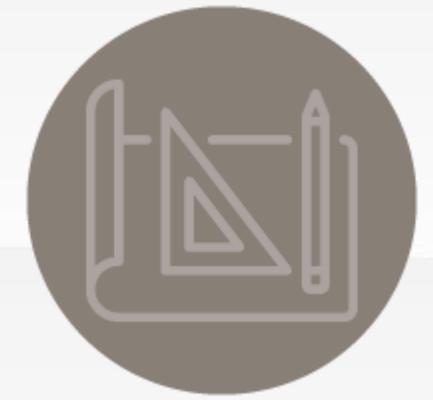
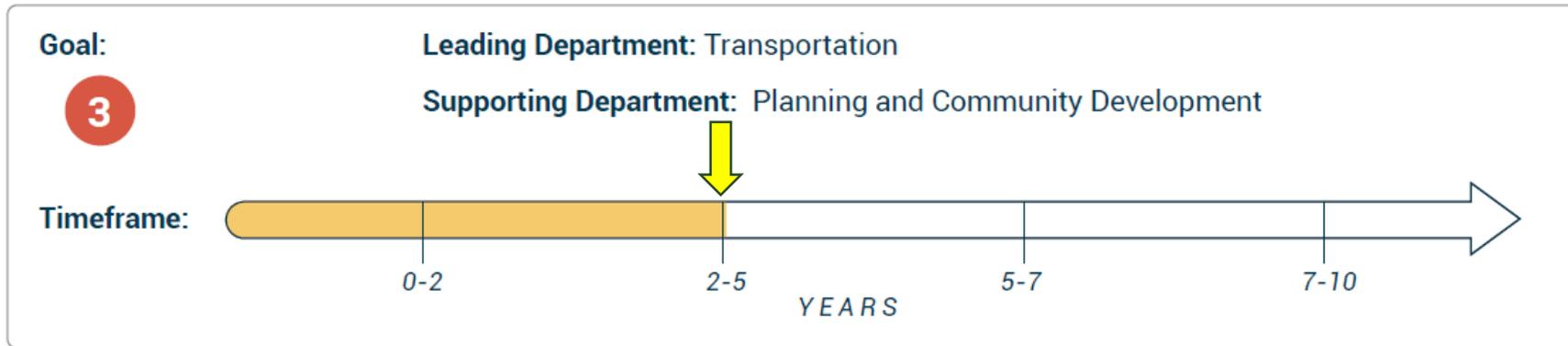
4. Conduct engineering studies and identify countermeasures that will address traffic safety on the high injury network. Use this information to prioritize projects for the Capital Improvement Plan (CIP).



**Engineering**

- W Williams Street Sidewalk and Vision Zero Intersection Upgrades – Design contract under review. Construction planned for 2026
- NC 55 at Vision Drive – crosswalks, accessible ramps, and signal phasing/timing upgrades planned as part of nearby private development expansion
- NC 55 from Pristine Water Drive to Lufkin Road – median barrier installation and traffic signal installation with Pristine Water Drive realignment planned as part of nearby development

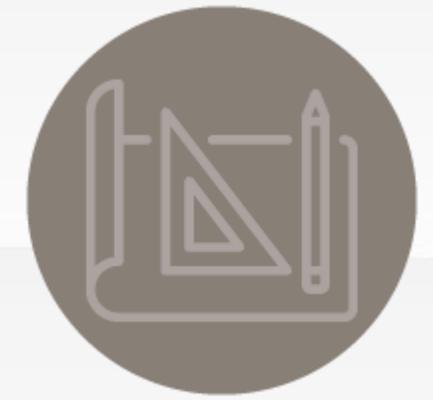
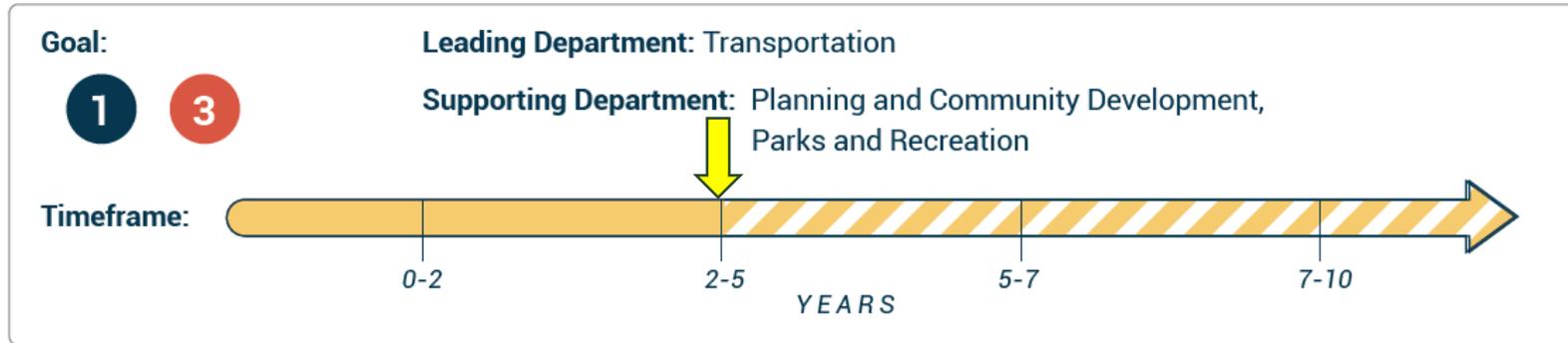
5. Develop a performance evaluation process for ranking traffic safety projects based on a benefit or value to cost analysis.



**Engineering**

- Performance Evaluation Process established - project prioritization completed annually

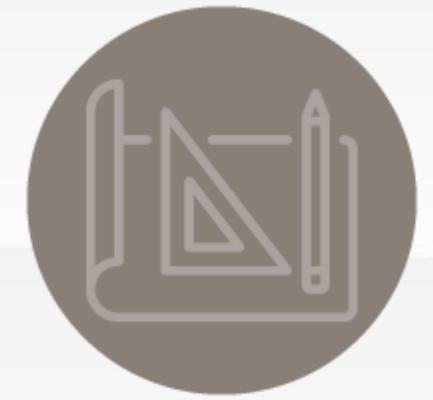
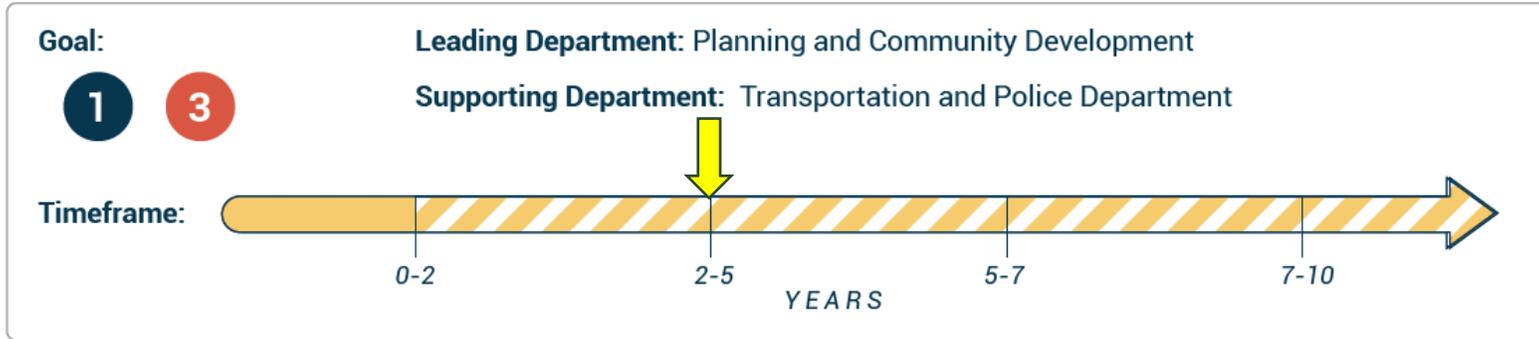
6. Prioritize the design and maintenance of pedestrian and bicycle facilities, to comply with the Americans with Disabilities Act, ensuring facilities are clear of poles, signs, trees, shrubbery, and other impediments.



**Engineering**

- ADA PROWAG – compliant Rectangular Rapid Flashing Beacon (RRFB) standard specification approved by Town Council in January

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

- Construction/installation
  - RRFB Upgrade – Laurel Park and Saunders punch list items remaining
- 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) – design charrette scheduled for May 22, 2025
  - 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
  - GHSP Holiday "Booze It and Lose It"
  - GHSP St. Patrick's Day "Booze It and Lose It"
  - APD "Choose Your Ride" display
  - Dynamic Message Board with traffic safety messages
- Traffic Safety Presentation Outreach
  - Ask TSU email ongoing
  - MADD Power of Youth
  - Child seat inspections
  - Choose Your Ride (Police/Taxi) display



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



**Education**

- Apex Police Department:
  - Continued distributing Traffic Safety Messages through Social Media and displayed on Dynamic Message Boards around school zones and school bus stops

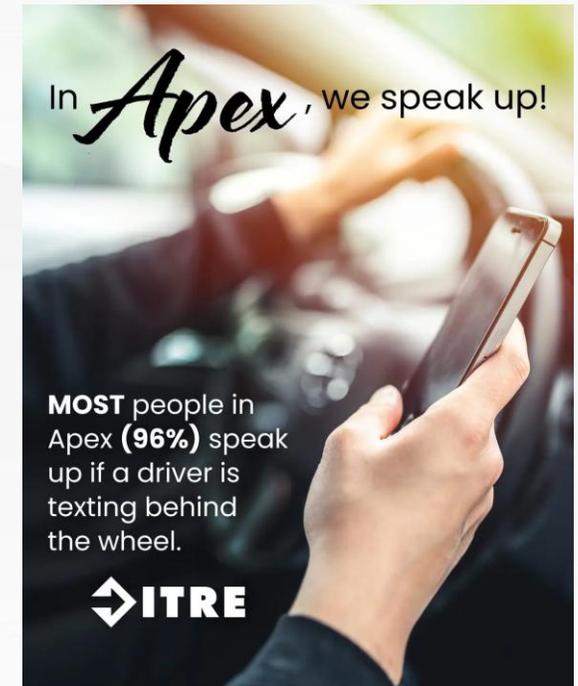
3. Create a safety education team that will engage in traffic safety outreach and education to community groups (schools, churches, HOAs, and Town staff), and will be supported by the social media campaign and safe traffic messaging.



- Apex Police Department:
  - Traffic Safety event/displays
    - Choose Your Ride – Police/Taxi display
    - MADD Power of Youth – 6 sessions (151 participants)
    - Apex PD Public Safety Cadets
  - Governor’s Highway Safety Program and Traffic Safety Campaigns
    - Holiday “Booze It and Lose It” campaign
    - St. Patrick’s Day “Booze it and Lose it” campaign
  - Community Traffic Safety Project (w/ NCSU ITRE) advertisements launched and linked to Apex VZ website

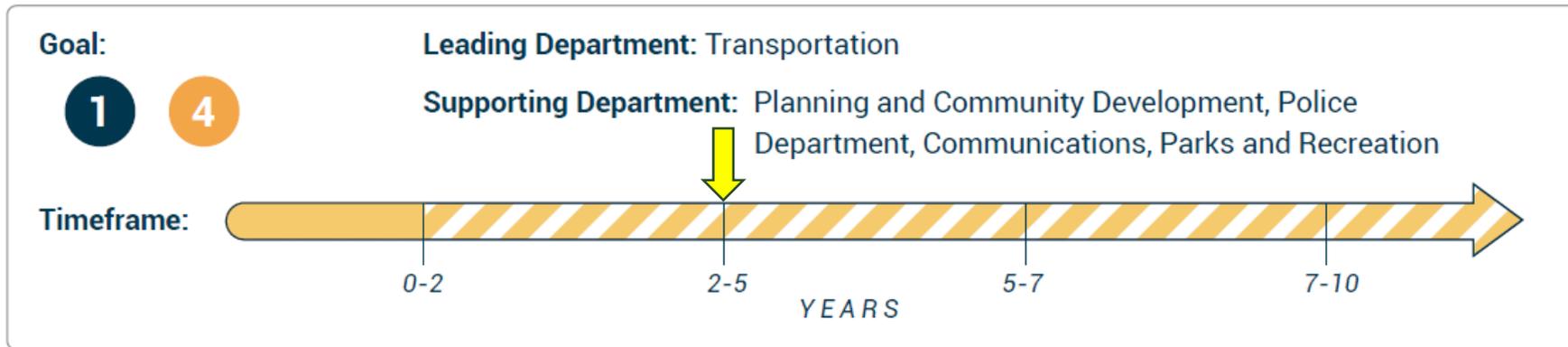


## Education



Traffic Safety Advertisement

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



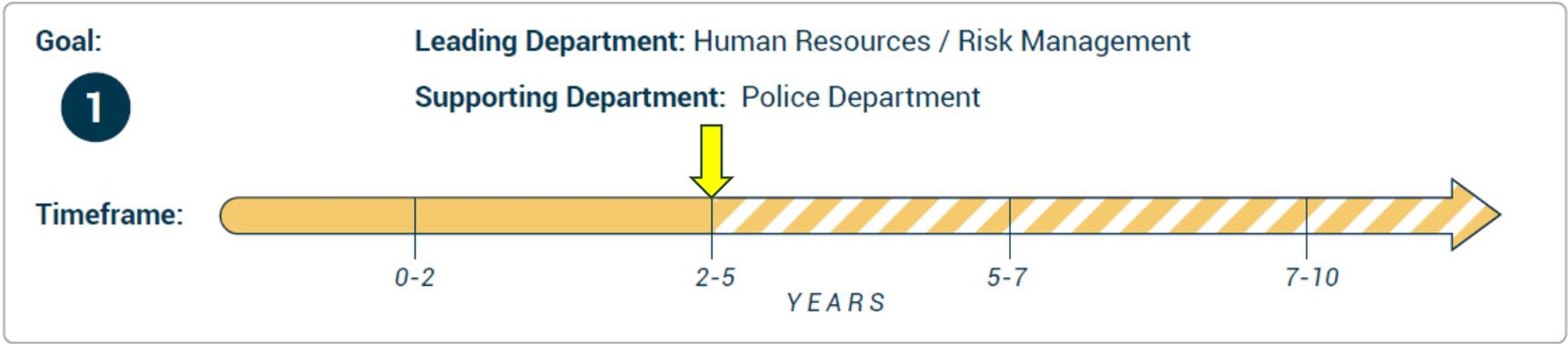
**Education**

- “Traffic Signal Planned” yard signs with QR codes deployed
  - Richardson Rd, Blazing Trail Dr, Holland Rd/Friendship Rd
- Temporary Message Boards for Laura Duncan Rd (Apex HS) Pedestrian/Crosswalk alert
- Dynamic Message Boards deployed for Apex Friendship school zone along Humie Olive Road



‘Traffic Signal Planned’ sign at Blazing Trail Dr and Humie Olive Rd

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



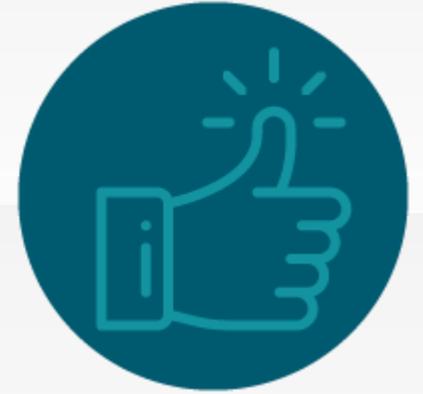
**Education**

- 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

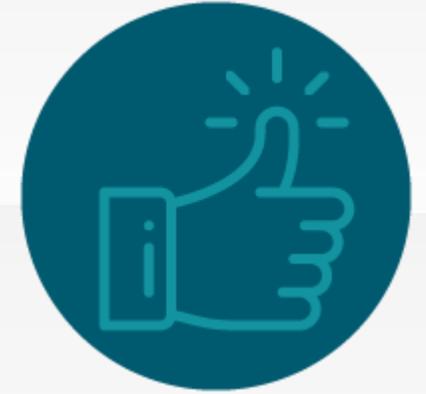
1. Partner with schools for National Walk to School Day and other walking and biking events.



**Encouragement**

- No events scheduled this quarter, but Town staff continued to disseminate information and coordinate with school officials

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



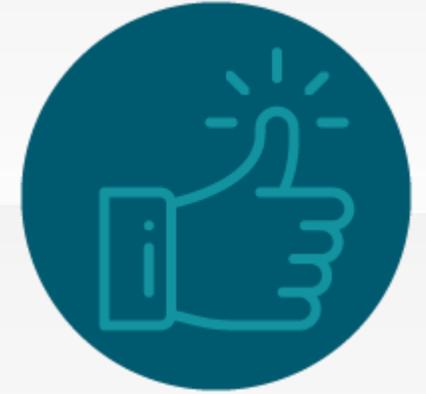
**Encouragement**

- Safe Routes to School outreach at Apex Mobility Hub Public Meeting in February

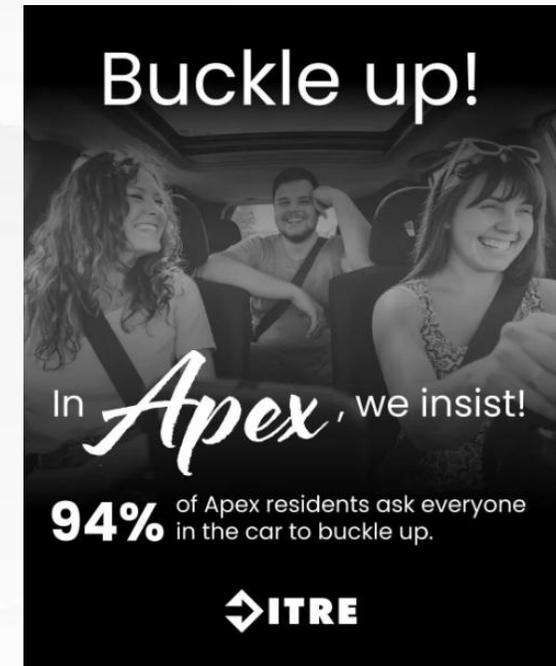
3. Develop Vision Zero marketing materials. Disseminate through various medium, including the Town's website and newsletter.



- Apex Vision Zero website updated with link to road safety survey from ITRE/Apex PD

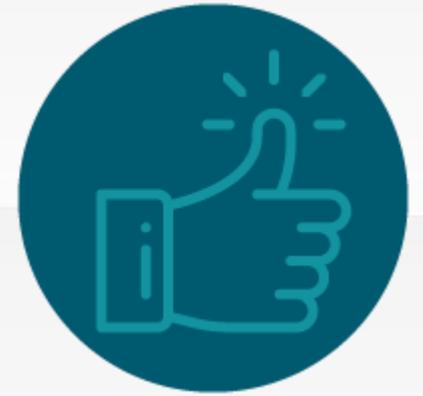
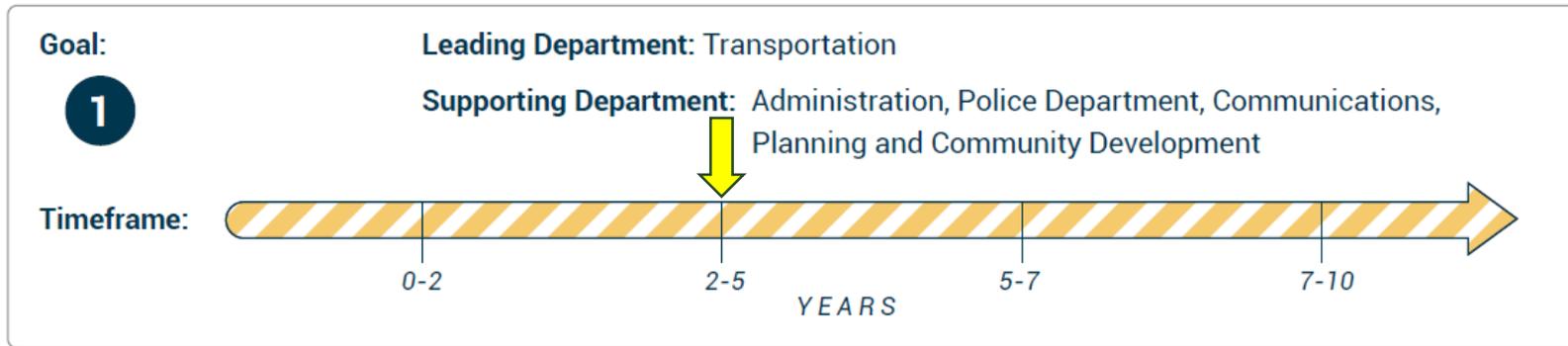


**Encouragement**



Traffic Safety Advertisement

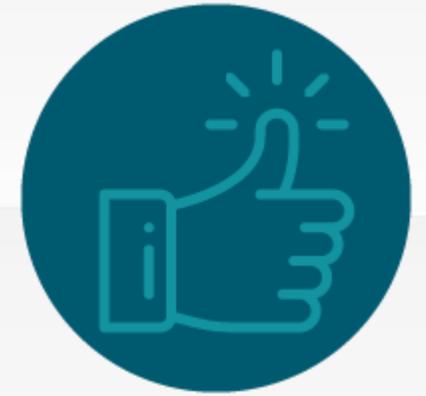
4. Keep Town Council members informed about the Vision Zero program, with updates on traffic safety projects, program performance metrics, and outreach and education initiatives.



**Encouragement**

- Quarterly overall project progress summary spreadsheet completed
- Quarter 4 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**

- Staff attended monthly Vision Zero meetings with assigned peer communities
- Staff attended quarterly "All Hands" Statewide Vision Zero meeting



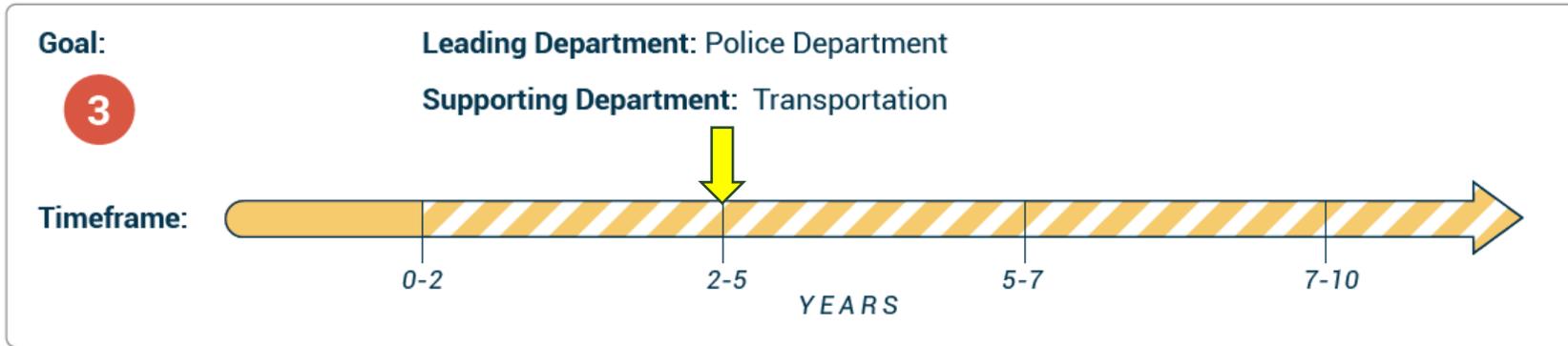
6. Participate in conferences that include traffic safety programs and look for opportunities to network with other organizations for knowledge sharing.



**Encouragement**

- No conferences scheduled this Quarter
- Staff attended CAMPO Blueprint for Safety Technical Advisory Team meeting in January

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

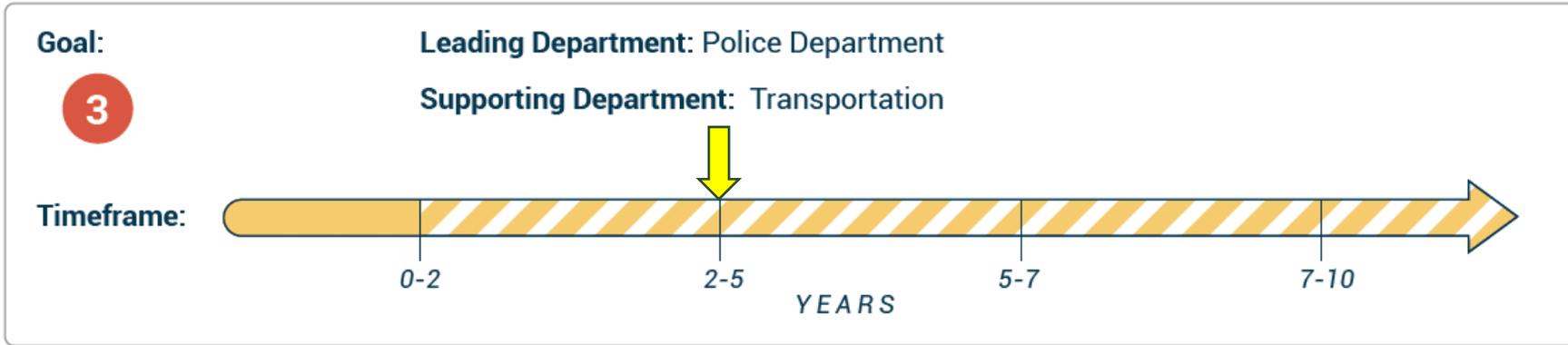


**Enforcement**

- 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

- 30 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
- Traffic Incident Management System (TIMS) and Railroad Investigation and Safety Course (RISC) training for 2 new hires



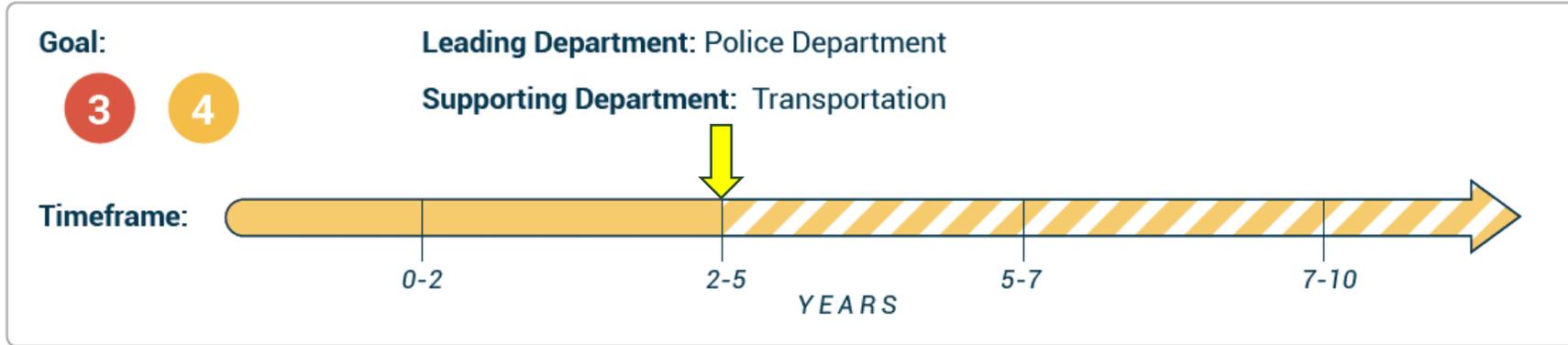
3. Continue to review and improve upon existing processes that protect against racial profiling.



**Enforcement**

- Quarterly Traffic Stop Report and Body-Worn Camera footage review pending

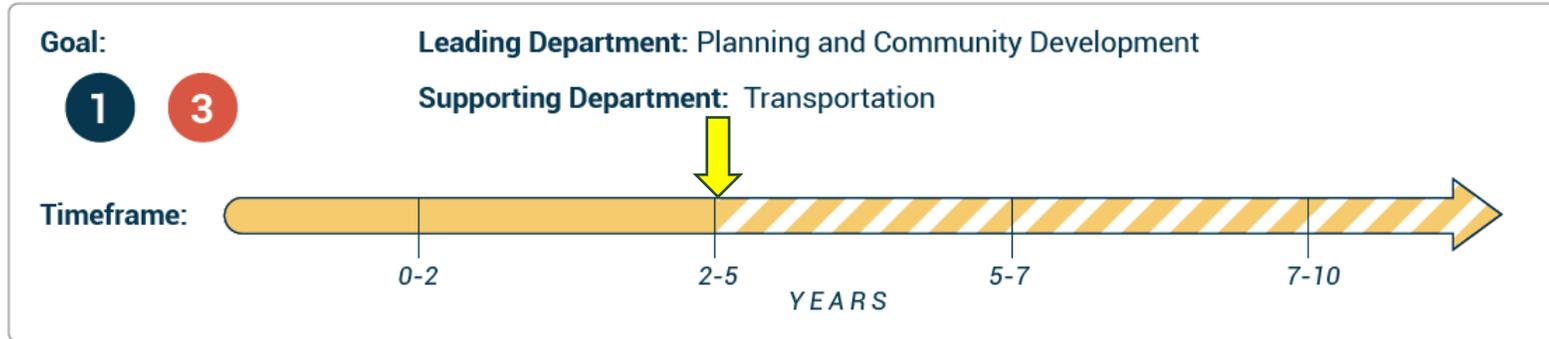
4. Research enforcement techniques and partner with other municipalities in the region to reduce high-risk driving behavior.



**Enforcement**

- Multi-agency traffic enforcement initiatives
  - Holly Springs PD Saturation Patrol
  - Raleigh PD Motor Unit Traffic Enforcement Project
  - Cary PD Saturation Patrol

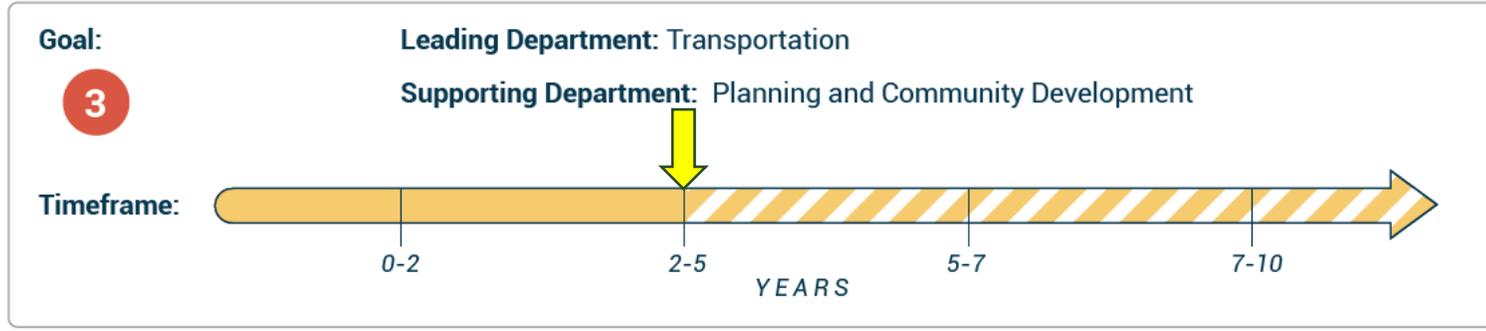
1. Evaluate and update the Town-wide policy, guidance and specifications with the goal of promoting alternative modes of transportation, including more walkable, transit-friendly, and bicycle-friendly streets.



**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 adopted in January

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

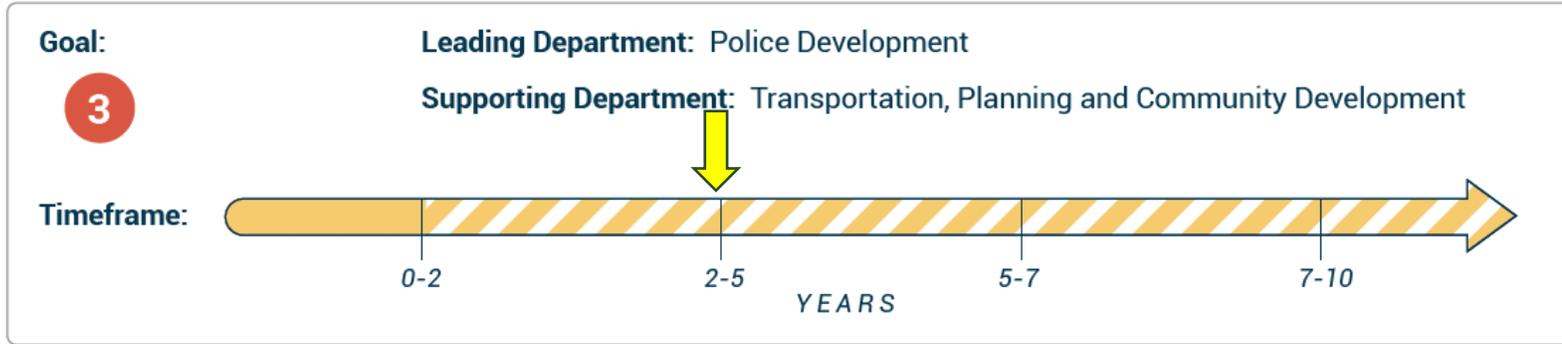
3. Develop a traffic safety report card and progress report on the actionable strategies on an annual basis for public information and to inform policy decisions. Update crash statistics, the high injury network, and performance metrics as part of the annual reporting process.



**Evaluation**

- Ongoing monitoring of information
- CY 2024 crash data received from NCDOT for analysis and mapping

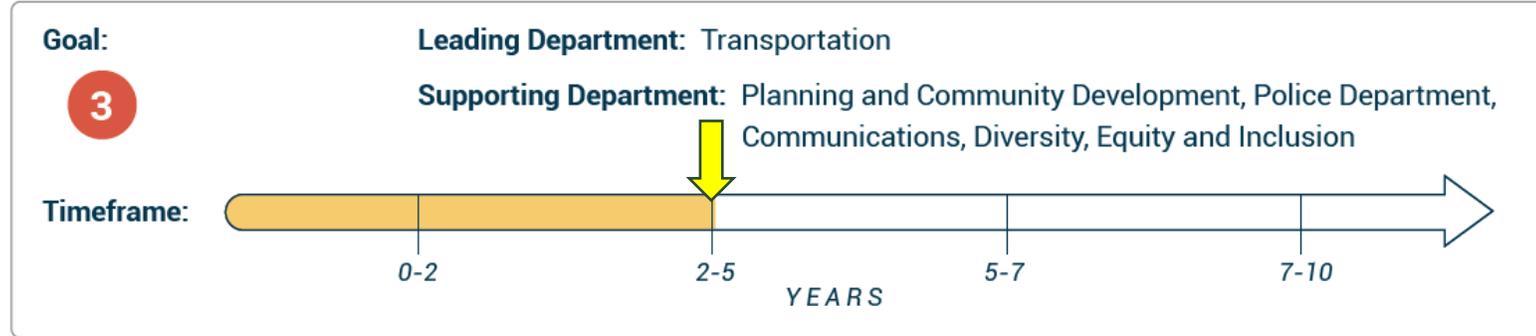
4. Continue to evaluate traffic enforcement and education techniques to adapt to changes in technology and road user behavior.



**Evaluation**

- APD Traffic Safety Unit completed quarterly progress report on Strategic Goals

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**

- New Traffic Safety Engineer hired in October 2024



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

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