



April – June 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

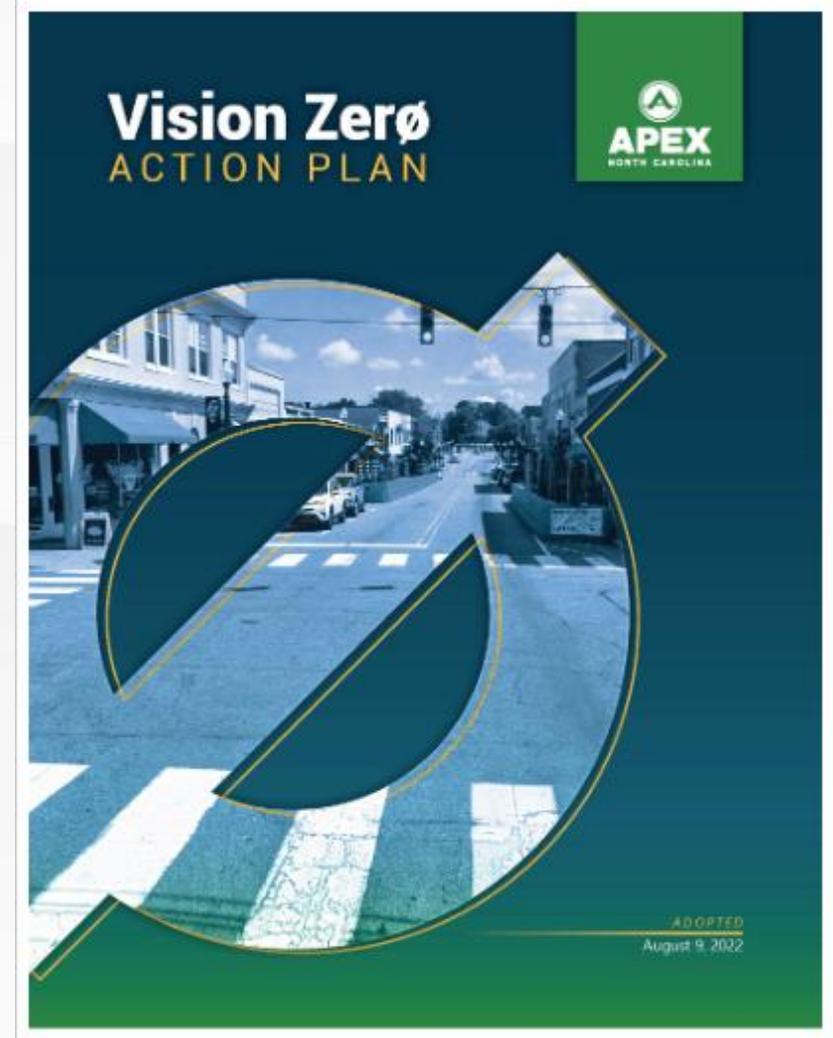


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Timeline

April 2025
Start of 2nd
Quarter

June 2025
Staff attended NC
Vision Zero
Leadership Institute

May 2025
Staff shared Vision Zero
information, crash
mapping, and discussed
transportation safety
with Peakfest attendees.

June 2025
End of 2nd
Quarter

FIVE "E" APPROACH



Engineering



Education



Encouragement



Enforcement



Evaluation

GOALS

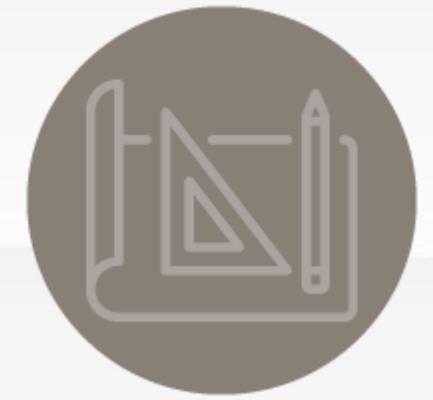
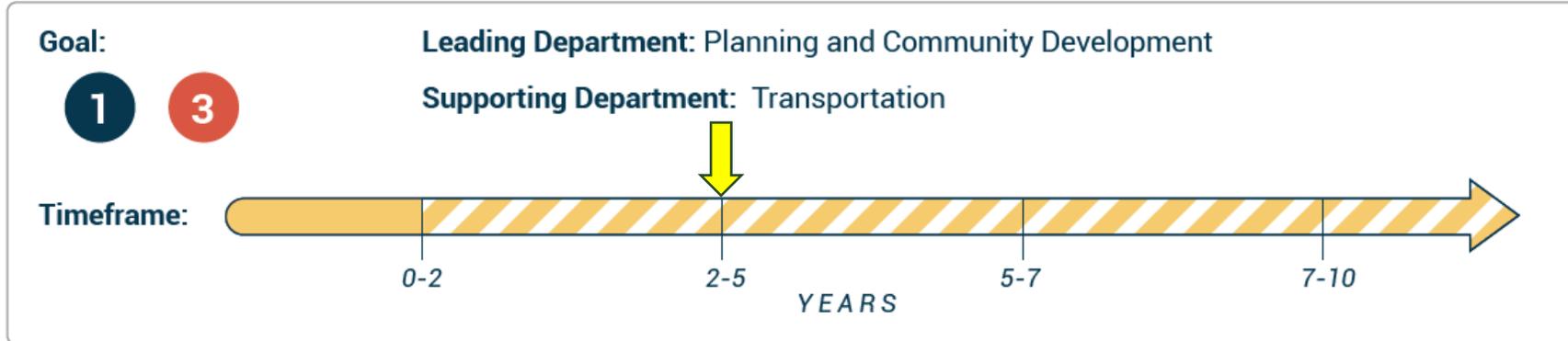
- 1** Promote a culture of traffic safety that prioritizes equity and inclusion.
- 2** Address collisions through infrastructure investments.
- 3** Enhance Town policies, processes, and evaluation to incorporate Vision Zero tenets.
- 4** Create and leverage partnerships to improve traffic safety and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



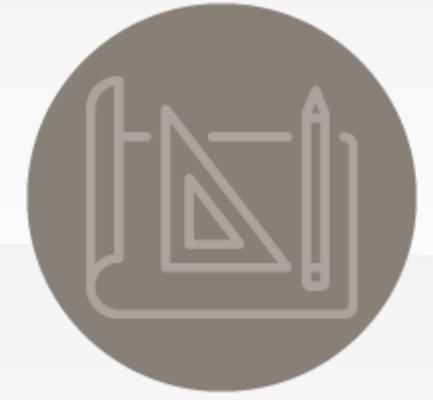
Engineering

- Pedestrian Needs Inventory Prioritization (completed annually)- no activity this quarter
- Pedestrian and bicycle improvements prioritized within the scope of roadway resurfacing contract this quarter



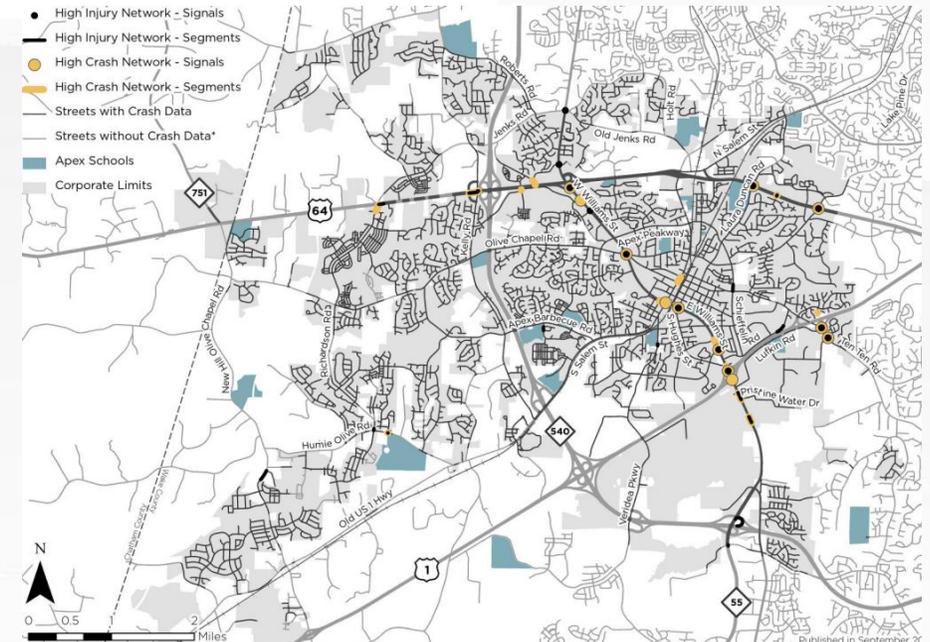
Laura Duncan sidewalk (2024)

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.



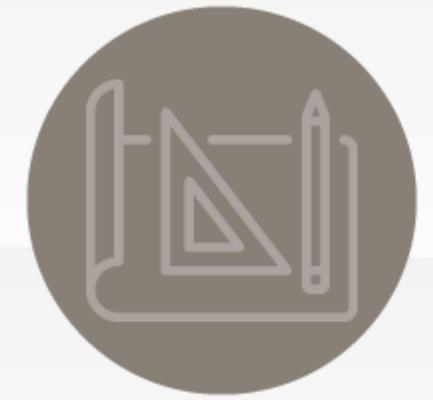
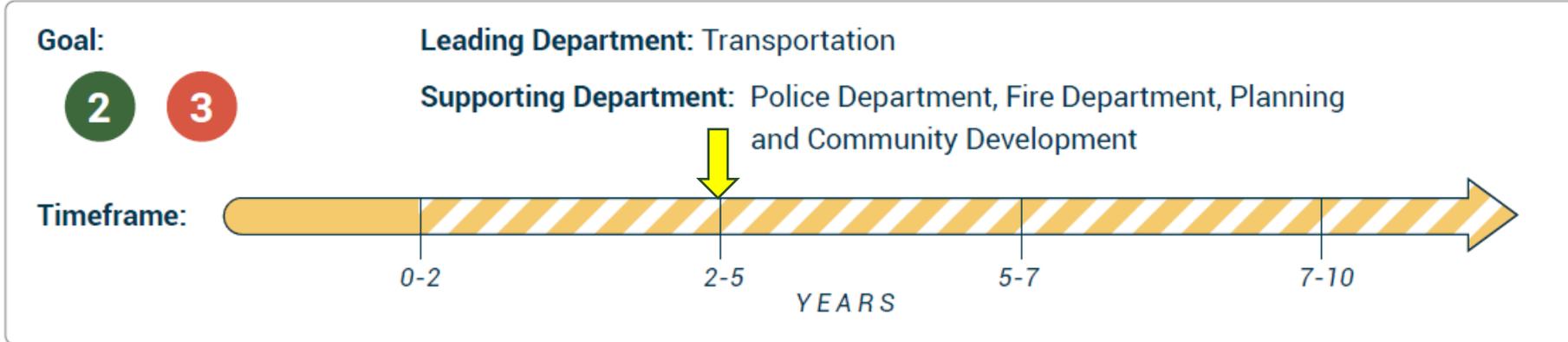
Engineering

- Progress update on actionable strategies reported
- 2024 Crash data processed
- High Injury Network analysis and mapping update underway



High Crash and High Injury Network
(2019-2023)

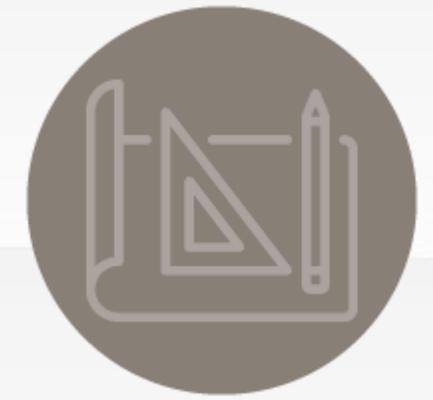
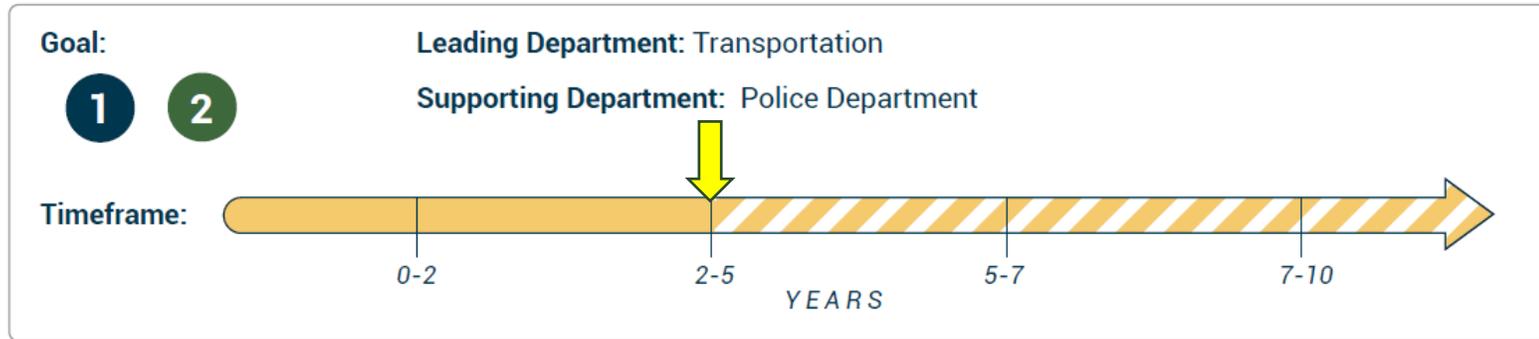
3. Develop and maintain a traffic engineering toolbox of countermeasures to address traffic safety.



Engineering

- Crosswalk lighting standard specification revisions prepared for context-specific light levels (roadway classification, traffic control type, crosswalk marking type)

- 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).



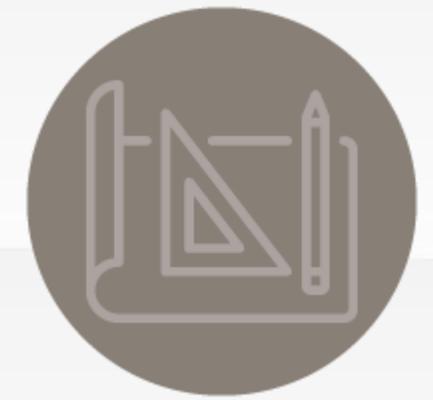
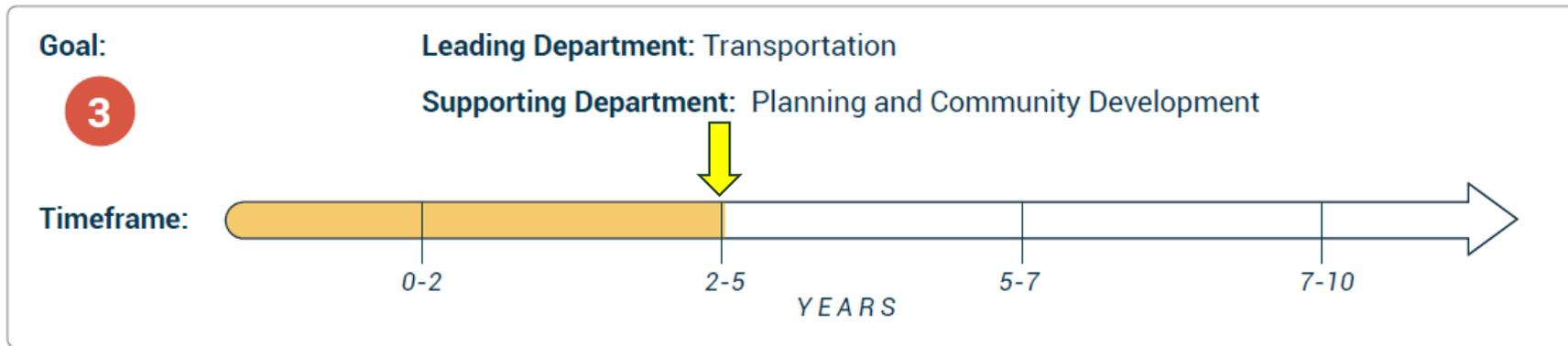
Engineering

- W Williams Street Sidewalk and Vision Zero Intersection Upgrades
 - Analysis and Design underway
 - Survey completed



W Williams St project overview map

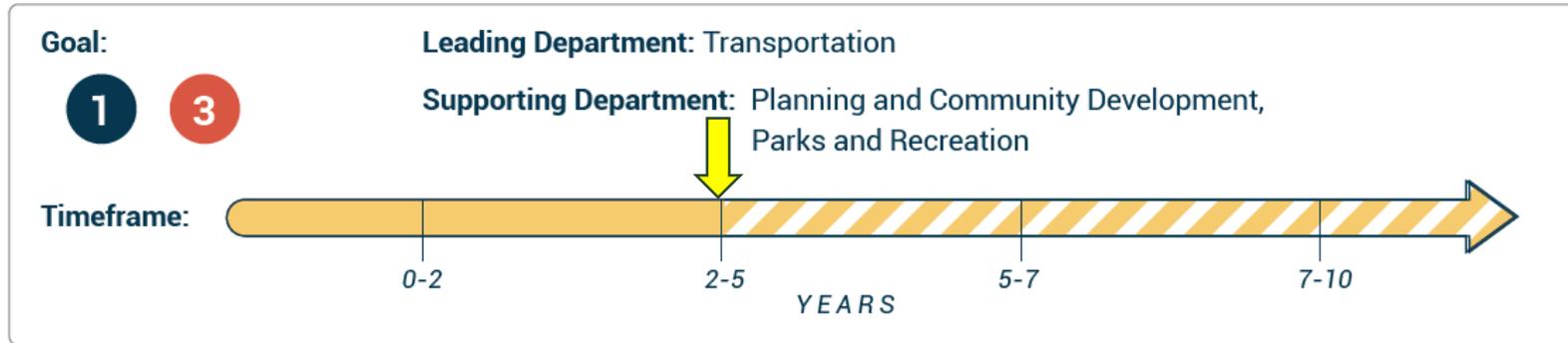
5. Develop a performance evaluation process for ranking traffic safety projects based on a benefit or value to cost analysis.



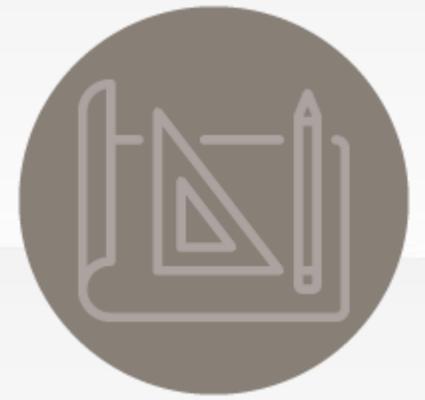
Engineering

- No activity this quarter.

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.



- Lighting improved for an additional 4% of crosswalks in need (14% in total)
- Curb ramps upgraded in Waterford Green with roadway resurfacing project

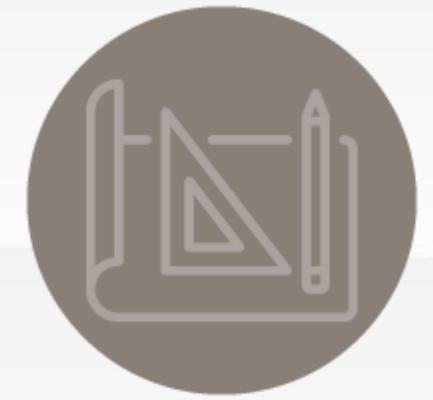
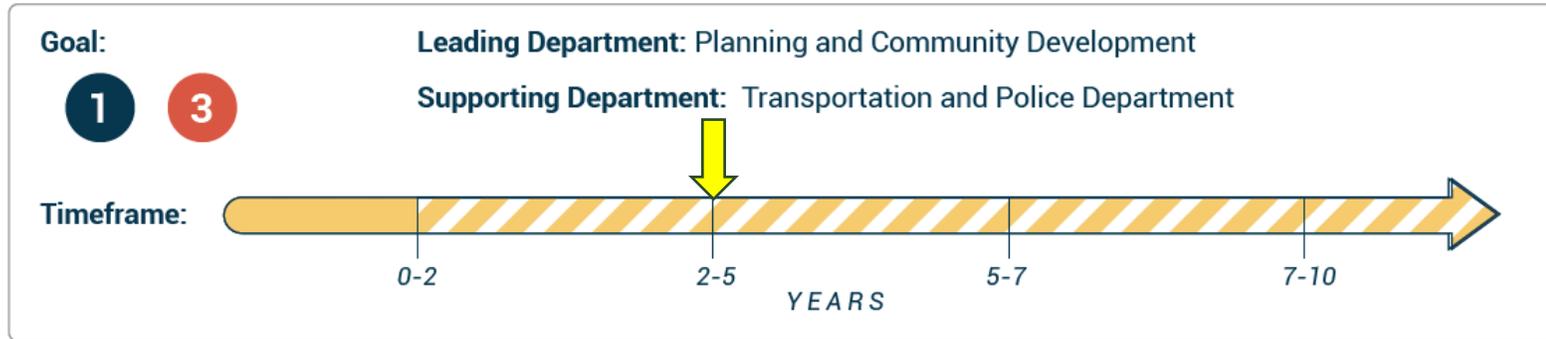


Engineering



Curb ramp upgrades and preparation for resurfacing in Waterford Green

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
 - HS 2005Q (NCDOT): Humie Olive Rd at Blazing Trail Traffic Signal (Apex Friendship)
- 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)
- Planning & design underway
 - N Hughes St & S Mason St sidewalks (Apex MS)
 - BO-2416, Tingen Rd Pedestrian Bridge Study (Apex Elementary) – design charrette completed
 - 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 Presentation Outreach
 - Ask TSU email ongoing
 - MADD Power of Youth
 - Choose Your Ride (Police/Taxi) display



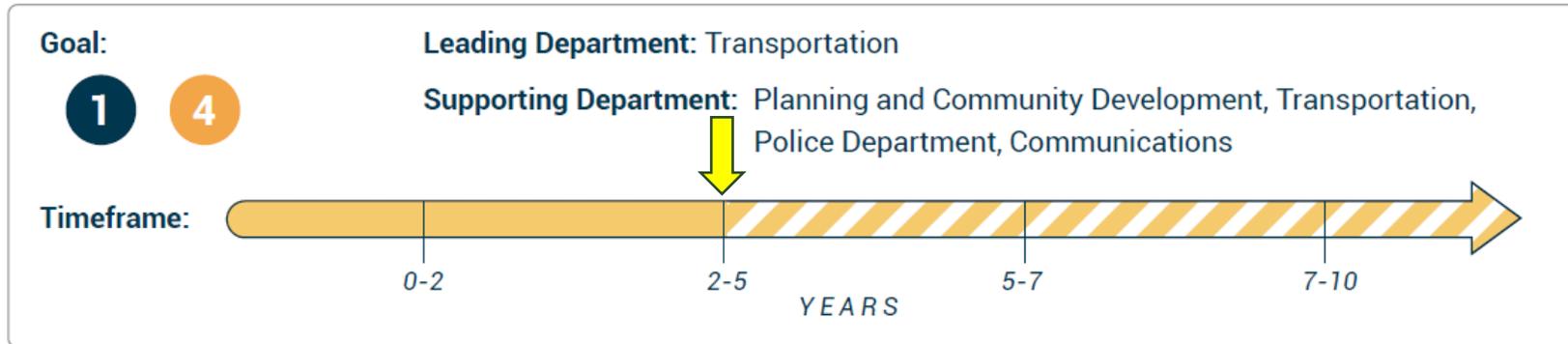
2. Create safe traffic messaging information on buses and at or around bus stops.



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

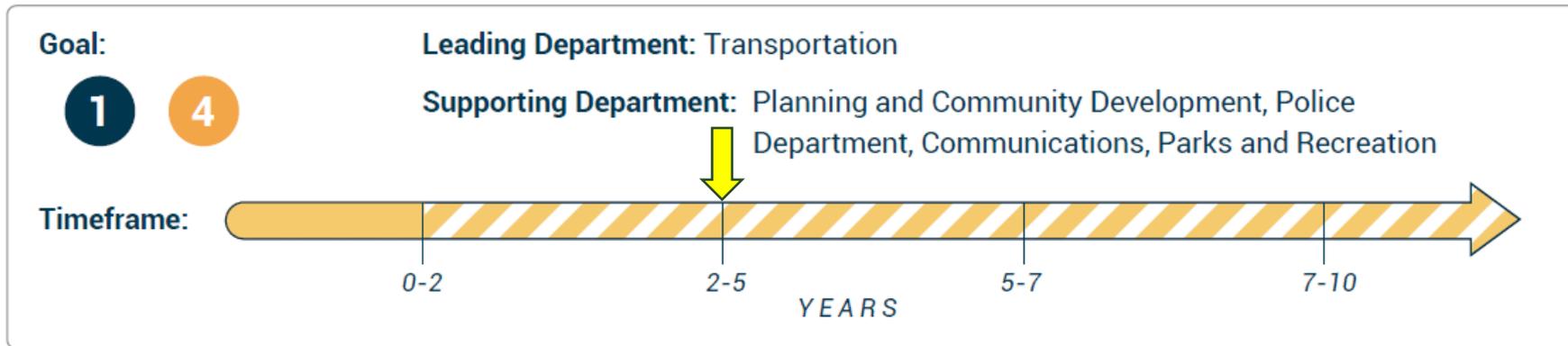
3. Create a safety education team that will engage in traffic safety outreach and education to community groups (schools, churches, HOAs, and Town staff), and will be supported by the social media campaign and safe traffic messaging.



Education

- Apex Police Department:
 - Traffic Safety event/displays
 - Choose Your Ride – Police/Taxi display and anti-drunk driving message boards
 - MADD Power of Youth – 3 sessions (97 participants)
 - NCDOT Work Zone Awareness Week
 - Governor’s Highway Safety Program and Traffic Safety Campaigns
 - “Speed a little, Lose a lot” campaign
 - “Move Over” week
 - Memorial Day “Click or Ticket” campaign
 - Operation Firecracker “Booze it & Lose it” campaign
 - Traffic Safety Outreach
 - TSU hosted a NCDOT “Be Rail Safe”, NC Operation Lifesaver, National Emergency Sign Awareness Day event at Hunter Street CSX railroad crossing

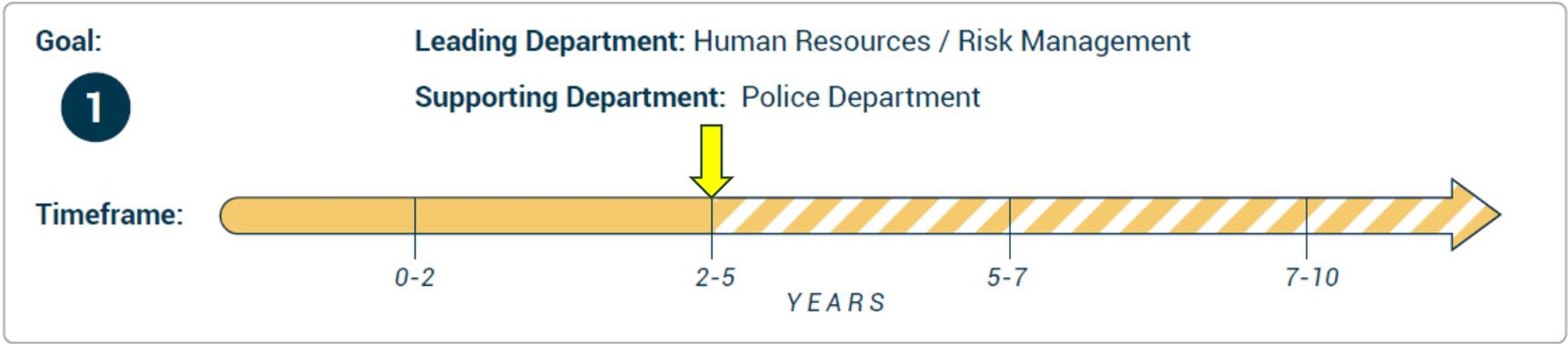
4. Provide targeted outreach when adding new traffic signals, roundabouts, and pedestrian and bicycle facilities to the transportation network.



Education

- Temporary Message Boards for Hunter Street crosswalk and speed notification
- Temporary message boards deployed for Apex Friendship school zone along Humie Olive Road and Apex High on Laura Duncan Road

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



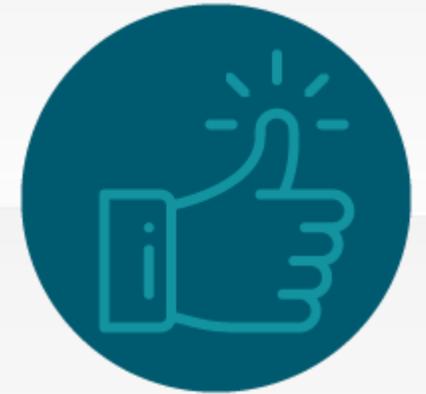
Education

- 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

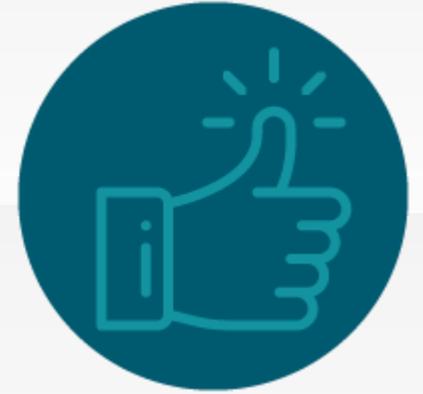
1. Partner with schools for National Walk to School Day and other walking and biking events.



Encouragement

- Apex PD TSU and SRU participated in a Walk & Talk event at Apex Friendship Elementary

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



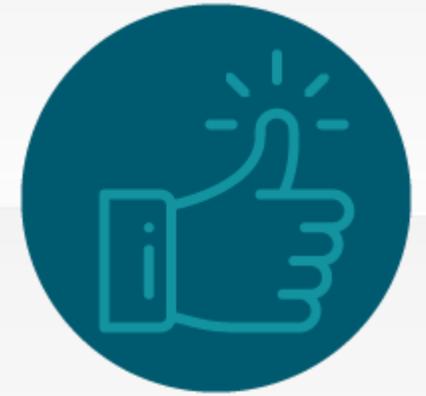
Encouragement

- Staff attended Peakfest with crash mapping and Vision Zero handouts
- Staff provided Vision Zero information at Reimagine West Street Park public meeting



Staff at Peakfest 2025

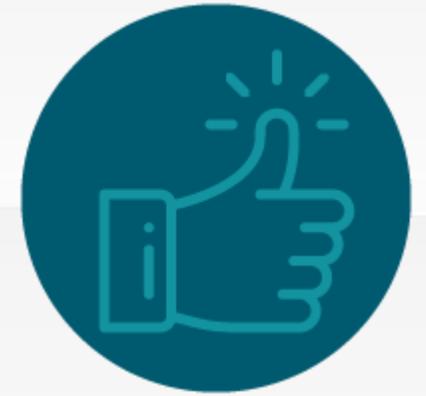
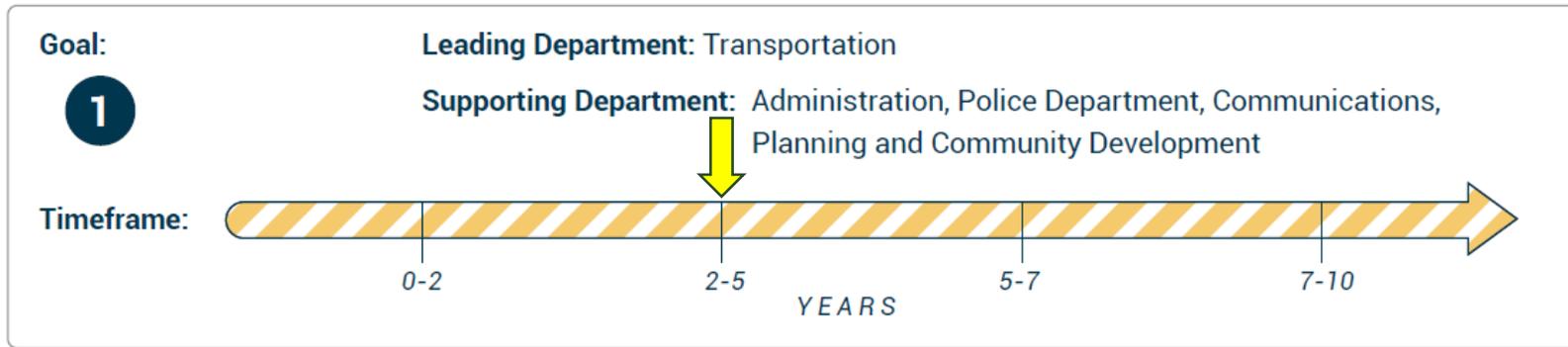
3. Develop Vision Zero marketing materials. Disseminate through various medium, including the Town's website and newsletter.



Encouragement

- Revised Vision Zero brochure template and updated information

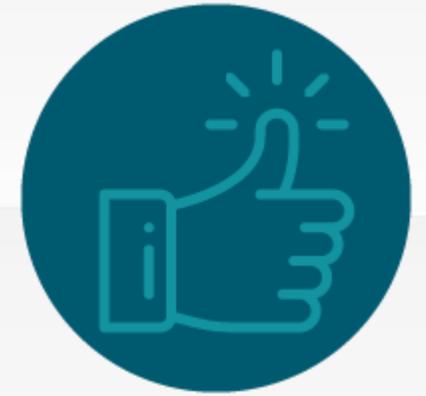
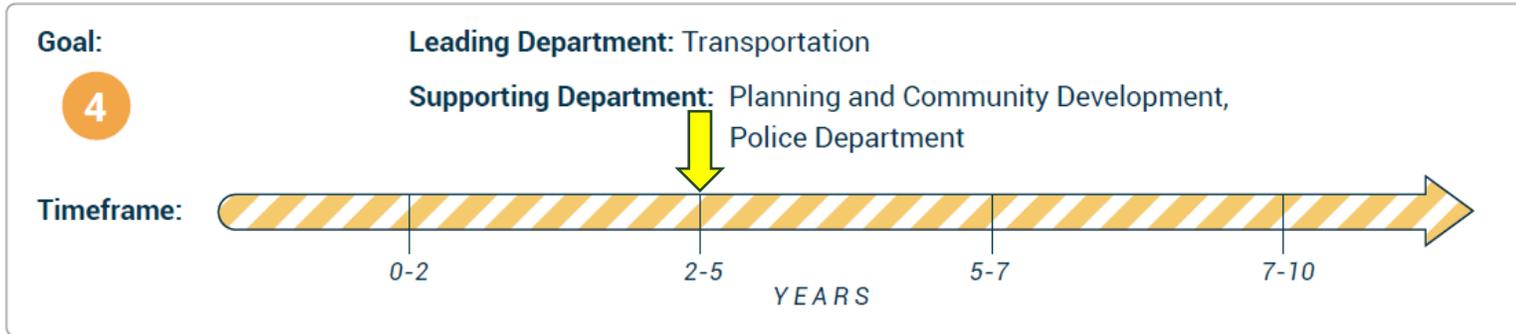
4. Keep Town Council members informed about the Vision Zero program, with updates on traffic safety projects, program performance metrics, and outreach and education initiatives.



Encouragement

- Quarterly overall project progress summary spreadsheet completed
- 2025 Quarter 1 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
- Staff from multiple departments attended the NC Vision Zero Leadership Institute
- Staff attended the Wake County NCDOT Traffic Incident Management (TIM) Interagency Team meeting



Staff at NCVZ Leadership Institute

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

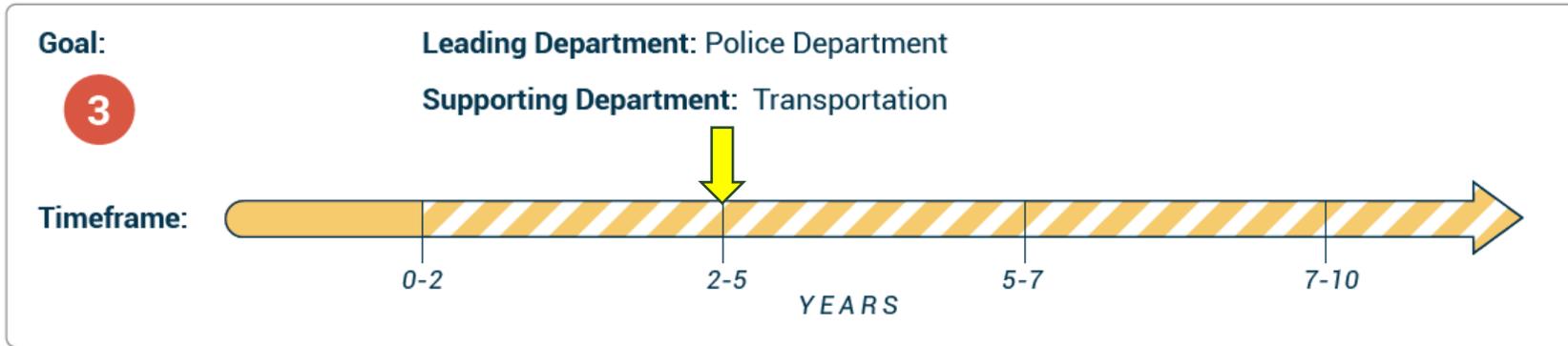


Encouragement

- APD participated in NCDOT multi-discipline crash training exercise
- Staff attended the NCAMPO Conference
- Staff attended the NCSITE Midyear meeting
- Staff attended CAMPO's Blueprint for Safety Leadership Summit



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

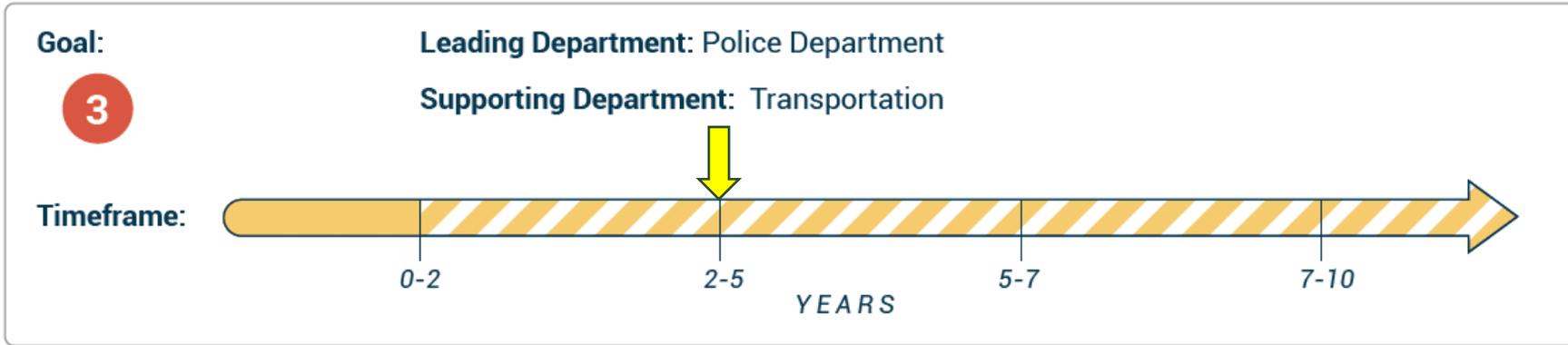


Enforcement

- APD Traffic Safety Unit continued enforcement programs using known high crash areas from experience and citizen-based complaint areas with manual tracking



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



Enforcement

- 36 selective enforcement initiatives
- Promoted pedestrian safety through Watch for Me NC initiatives and monitoring crosswalk locations
- 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 new hires



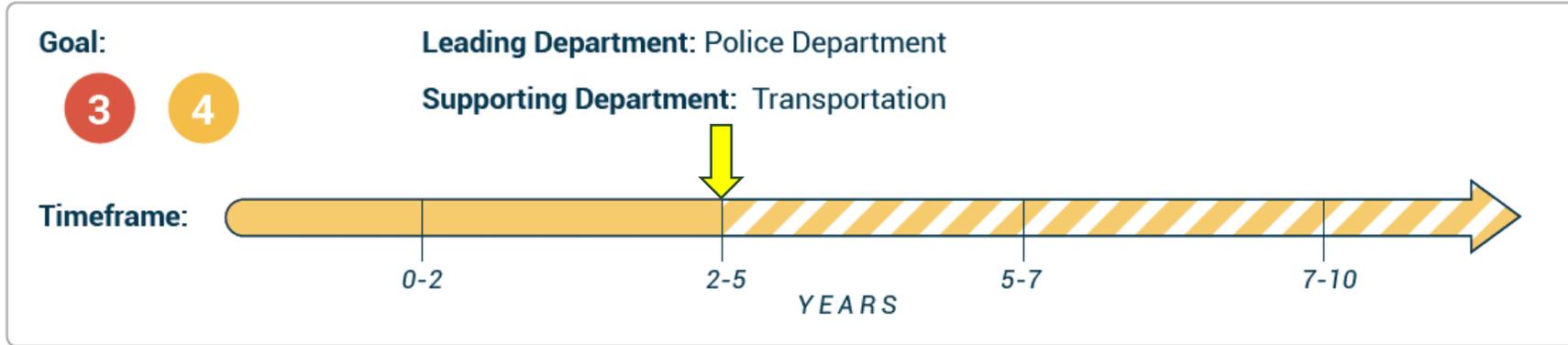
3. Continue to review and improve upon existing processes that protect against racial profiling.



Enforcement

- Quarterly Traffic Stop Report and Body-Worn Camera footage reviewed

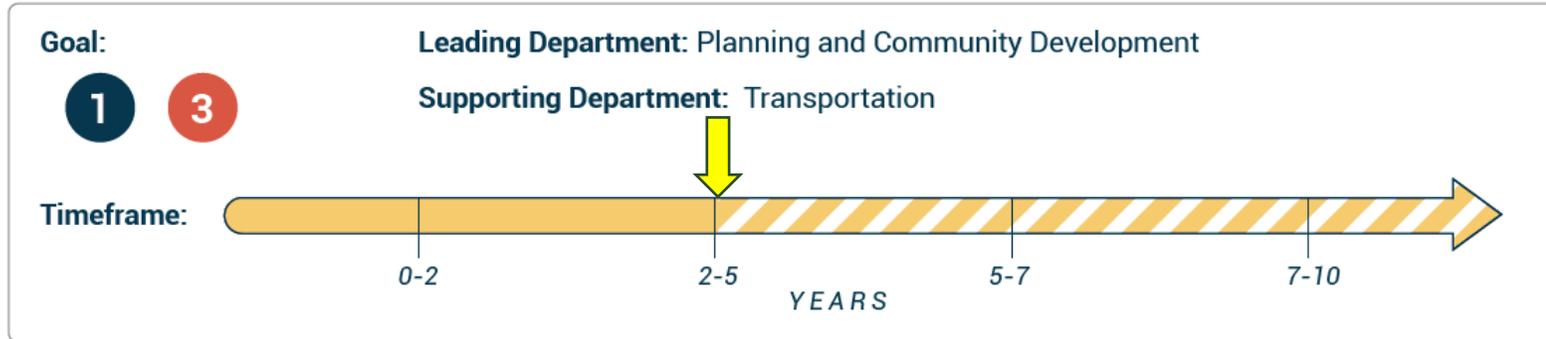
4. Research enforcement techniques and partner with other municipalities in the region to reduce high-risk driving behavior.



Enforcement

- Multi-agency traffic enforcement initiatives
 - Apex PD multi-agency Speed Project
 - Fuquay-Varina PD Saturation Patrol
 - Wake Sherrif's Office and Sate Highway Patrol Saturation Patrol
 - 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 prepared to provide context and specific lighting recommendations based on roadway classification

- 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

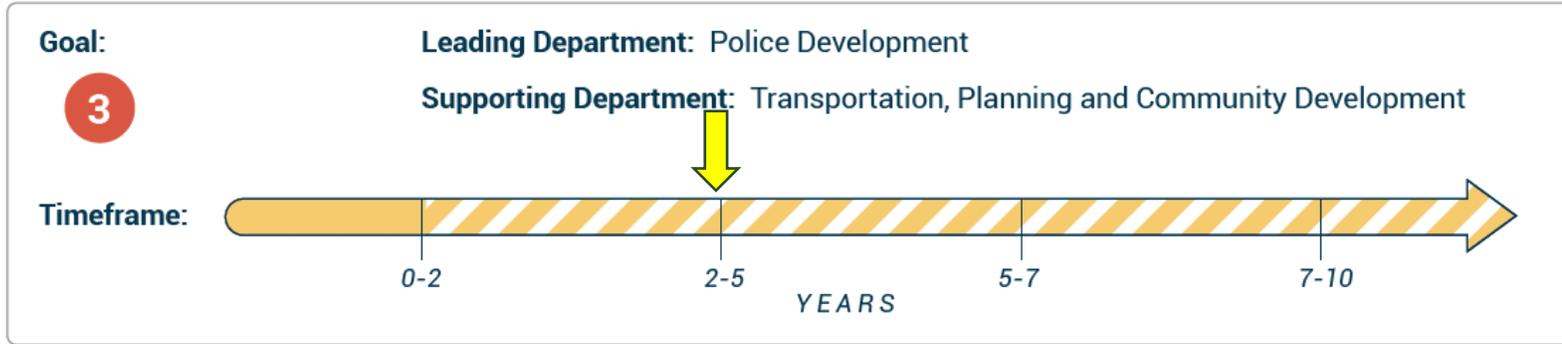
3. Develop a traffic safety report card and progress report on the actionable strategies on an annual basis for public information and to inform policy decisions. Update crash statistics, the high injury network, and performance metrics as part of the annual reporting process.



Evaluation

- Ongoing monitoring of information
- 2024 crash data processed and crash statistics analysis underway

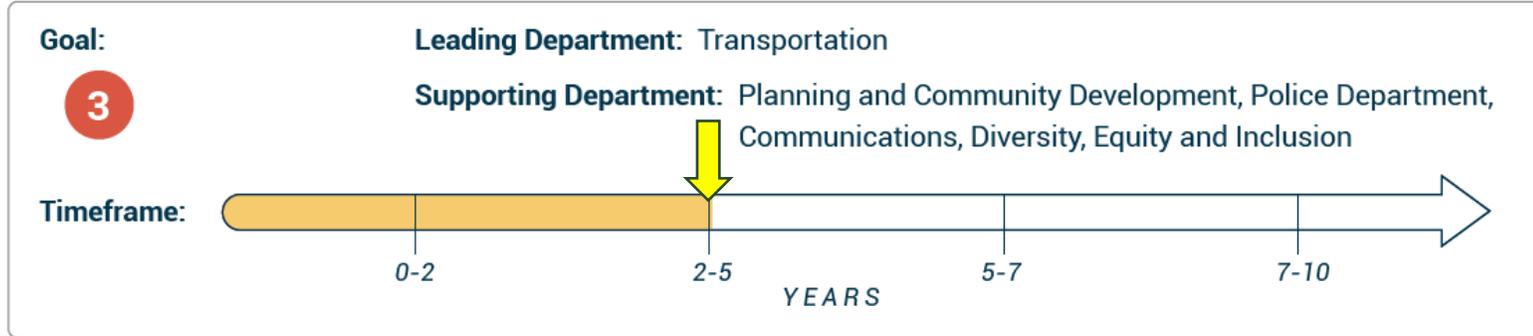
4. Continue to evaluate traffic enforcement and education techniques to adapt to changes in technology and road user behavior.



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
 - 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

- Completed



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

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