



July – September 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

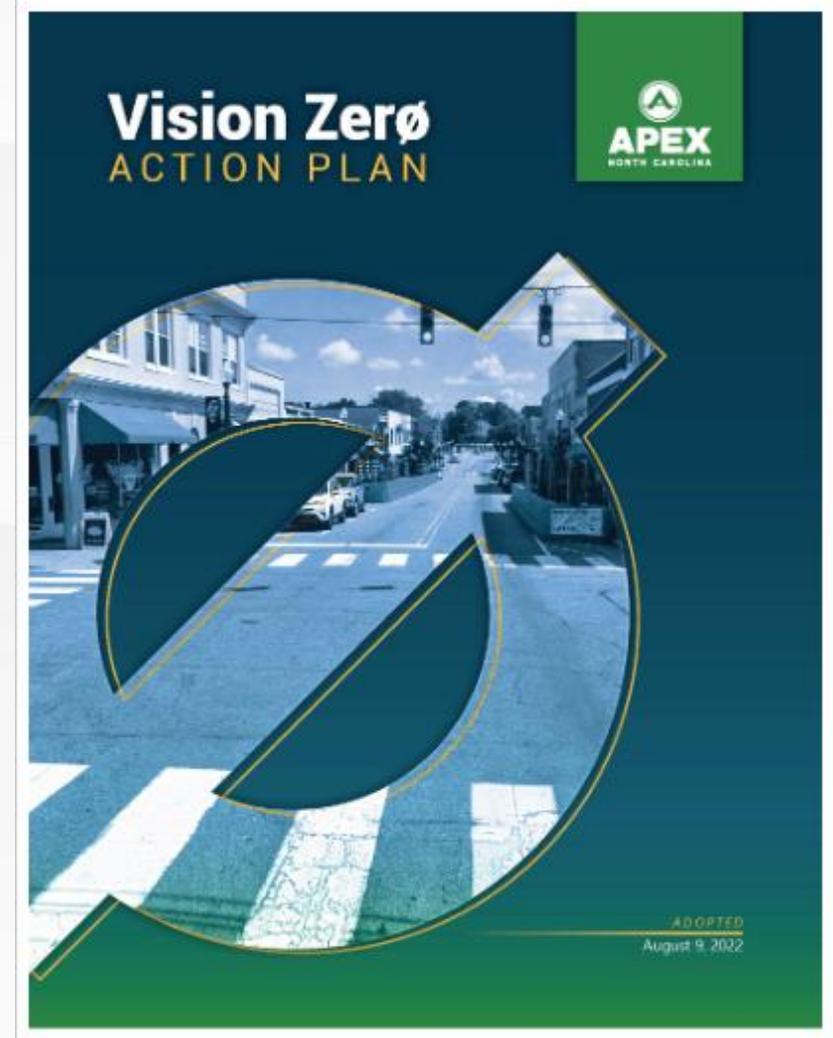


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Timeline

July 2025
Start of 3rd
Quarter

September 2025
Staff attended NC
Bike Walk Summit

August 2025
Blazing Trail at Humie
Olive Road signal
operational

September 2025
End of 3rd
Quarter

FIVE "E" APPROACH



Engineering



Education



Encouragement



Enforcement



Evaluation

GOALS

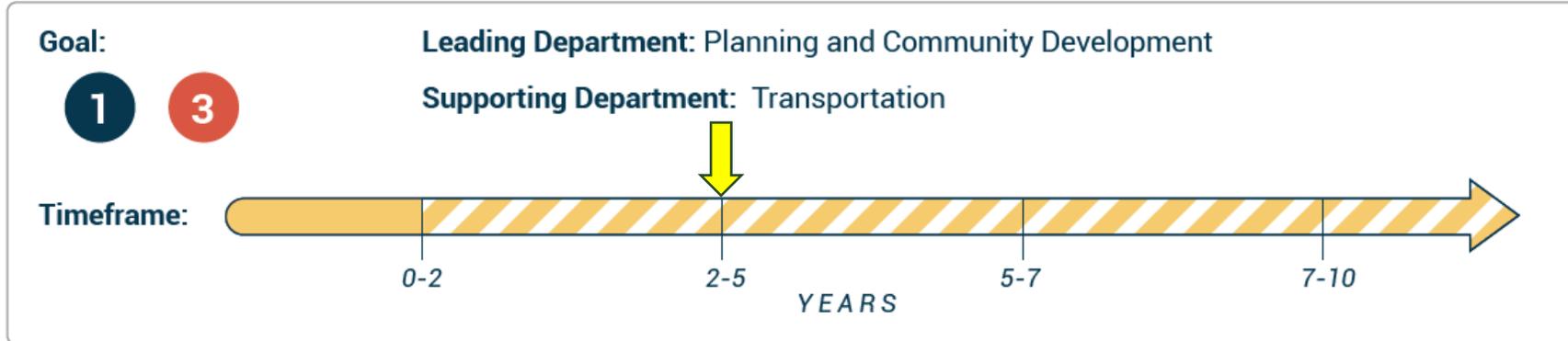
- 1** Promote a culture of traffic safety that prioritizes equity and inclusion.
- 2** Address collisions through infrastructure investments.
- 3** Enhance Town policies, processes, and evaluation to incorporate Vision Zero tenets.
- 4** Create and leverage partnerships to improve traffic safety and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

28 Actionable Strategies under the Five E's

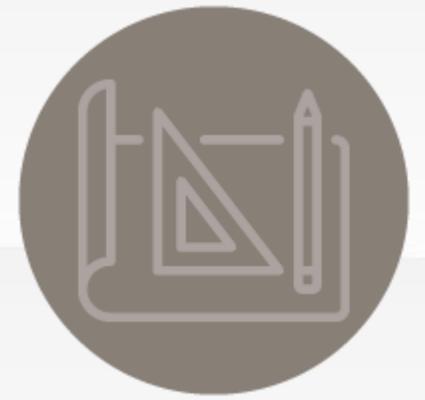
-  Engineering (7)
-  Education (5)
-  Encouragement (6)
-  Enforcement (4)
-  Evaluation (6)

Each Strategy identifies which of the 4 Goals are met, a Leading Department, Supporting Department(s), and a Timeframe

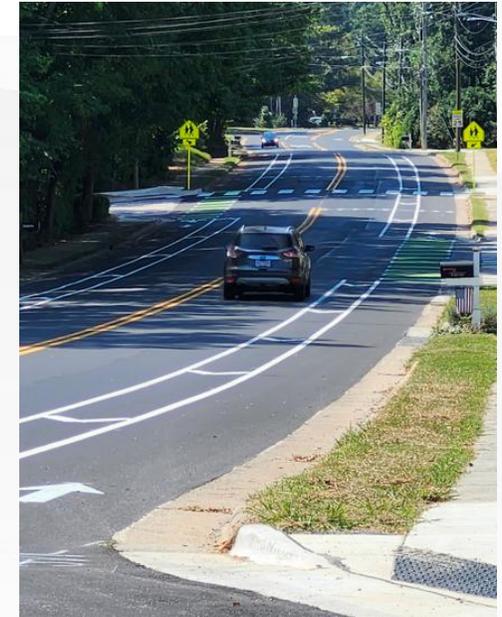
1. Review and refine the method for prioritizing bicycle and pedestrian needs using crash data, information from the ADA Transition Plan, pedestrian facility gaps to bus stops, equity considerations, and community input gathered for the Vision Zero Action Plan.



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

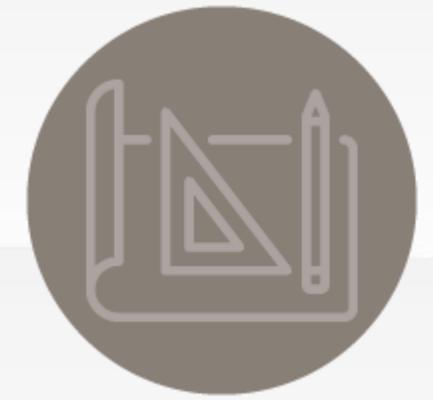


Engineering



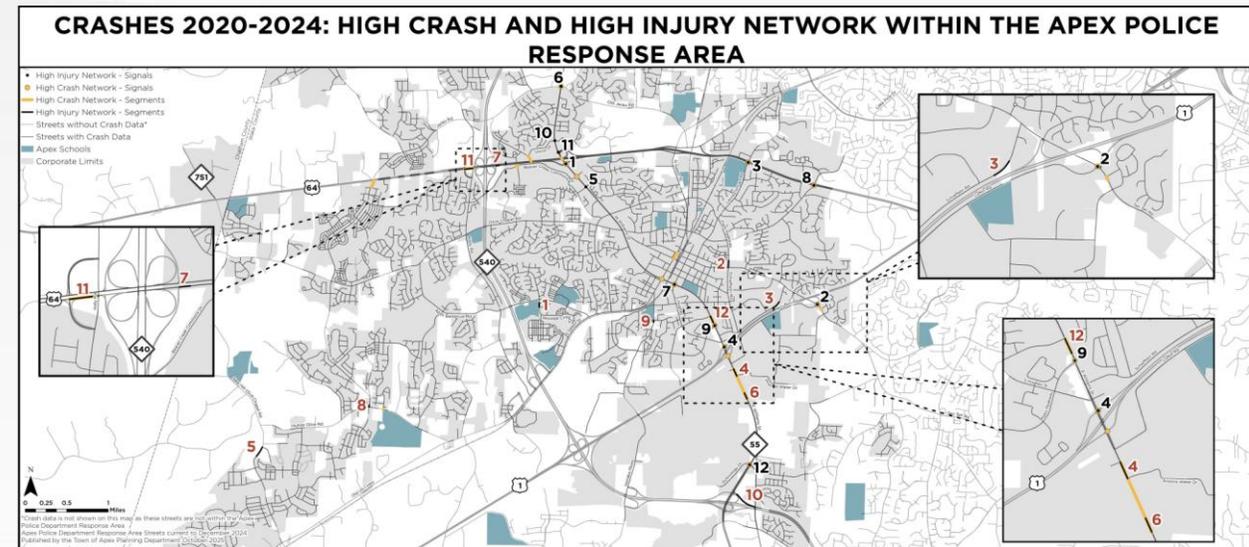
Hunter St Bike Lanes (2025)

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.



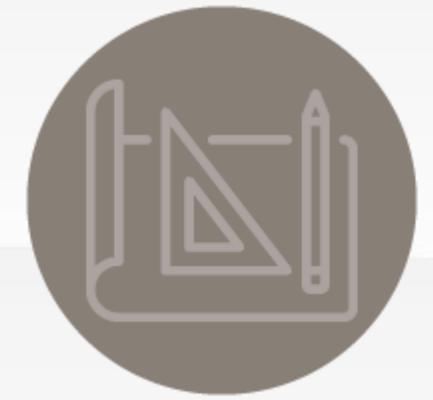
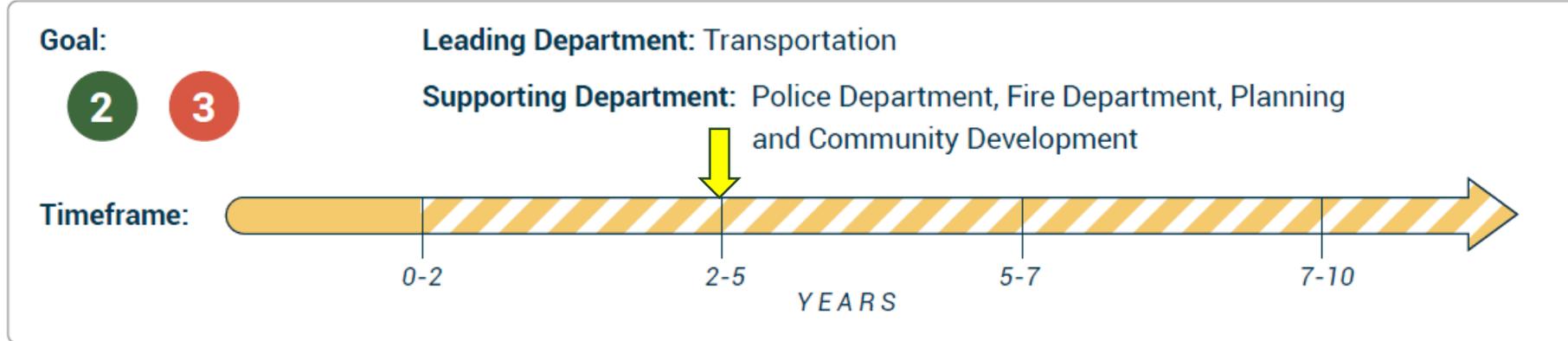
Engineering

- Progress update on actionable strategies reported
- 2020-2024 High Injury Network mapping completed and posted on Apex's [Vision Zero](#) page



High Crash and High Injury Network (2020-2024)

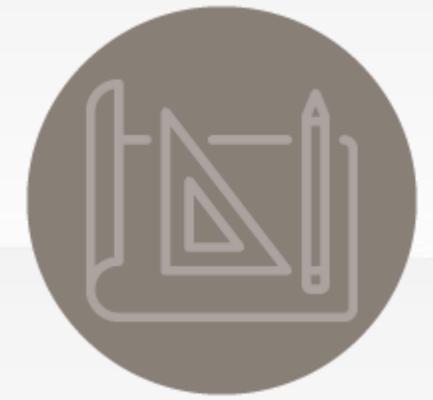
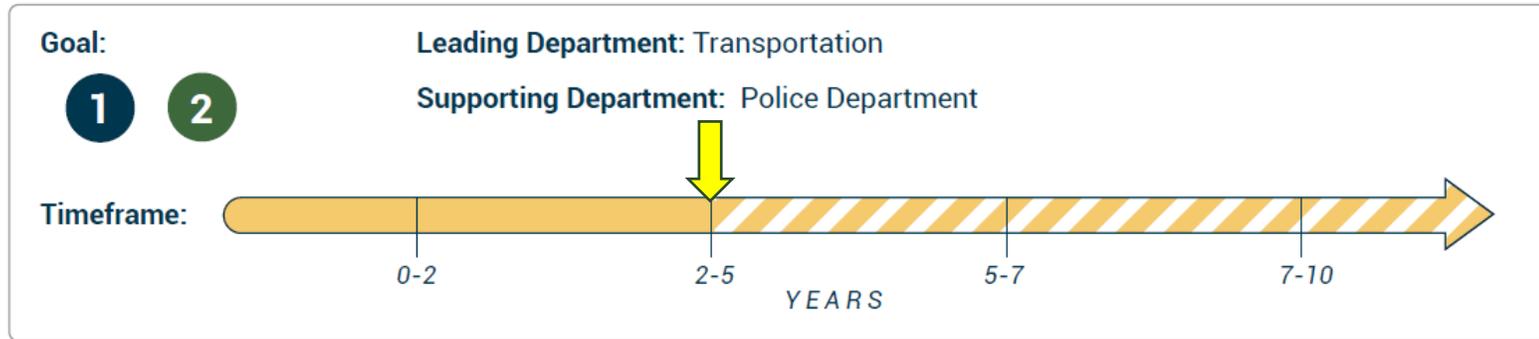
3. Develop and maintain a traffic engineering toolbox of countermeasures to address traffic safety.



Engineering

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

- 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).



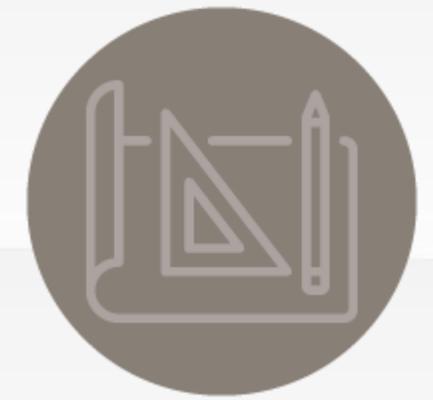
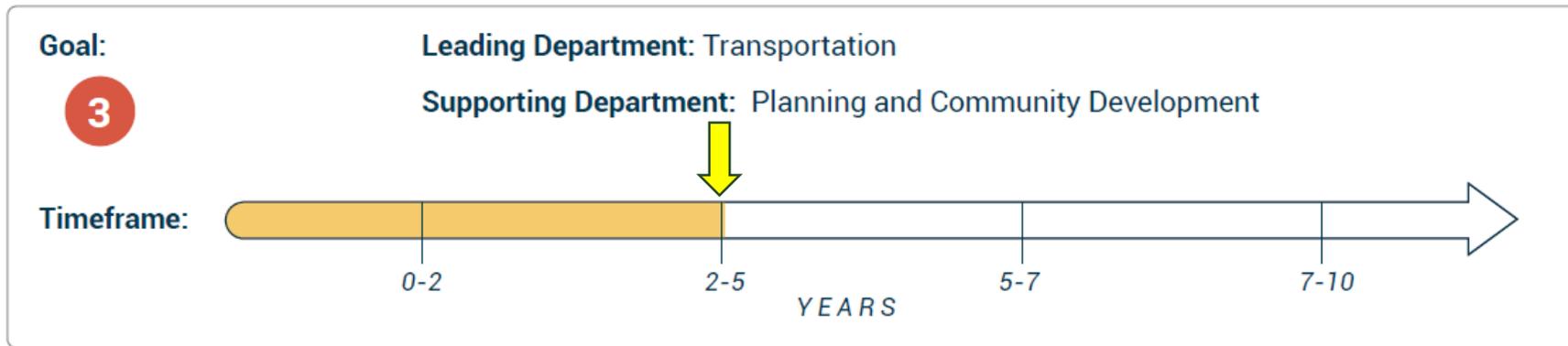
Engineering

- W Williams Street Sidewalk and Vision Zero Intersection Upgrades
 - Analysis and Design underway
 - Preliminary concept under development



W Williams St project overview map

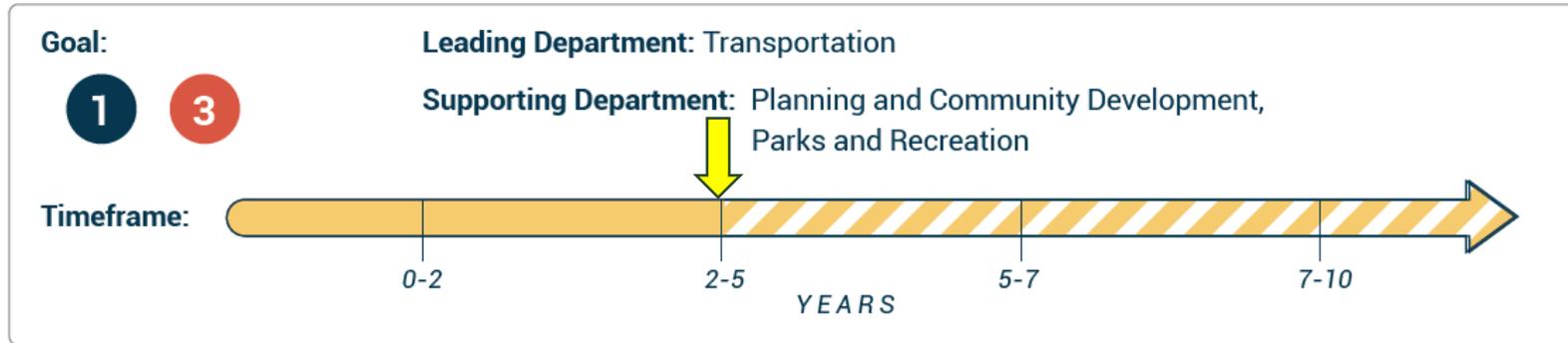
5. Develop a performance evaluation process for ranking traffic safety projects based on a benefit or value to cost analysis.



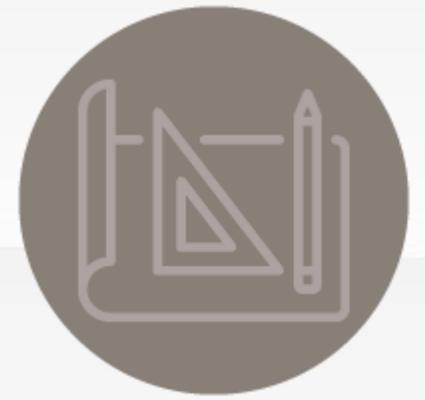
Engineering

- 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 1% of crosswalks in need (15% in total)
- 95 curb ramps upgraded with roadway resurfacing projects (including Brookside, Hunter Street, Perry Farms, Haddon Hall, and Kelly Glen)

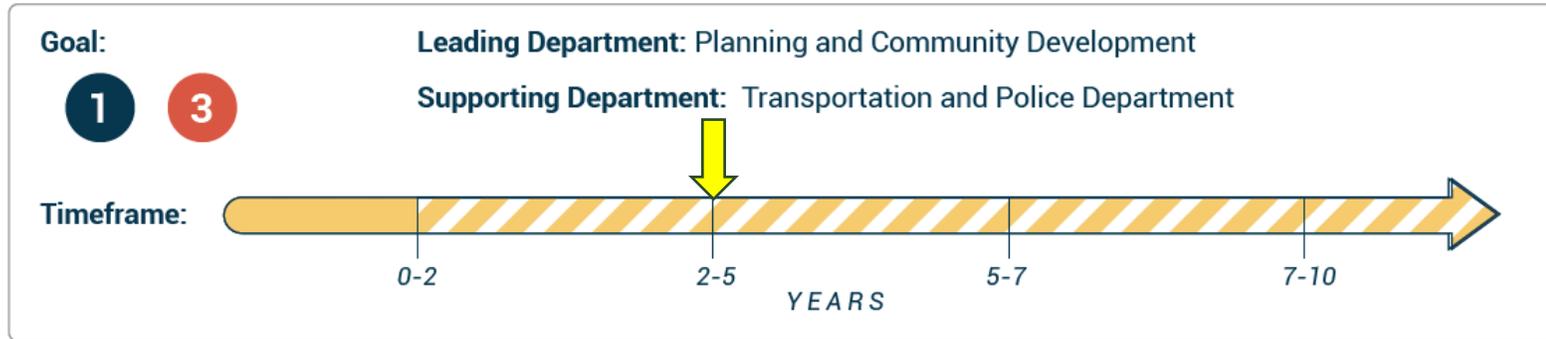


Engineering

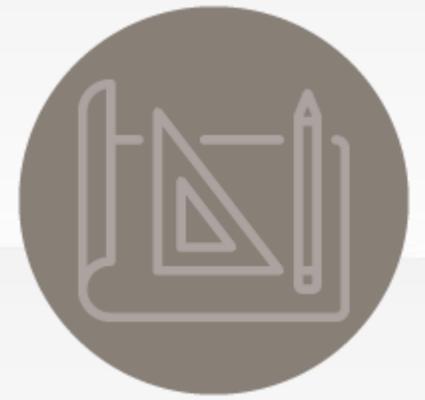


Curb ramp upgrades along Brittlely Way

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.



- 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)
 - Tunstall St & Center St sidewalks (Apex MS)
 - Apex HS crosswalk relocation and RRFB replacement



Engineering



Blazing Trail Signal (2025)

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
 - Watch for Me NC/Let's Go NC presentation for 30 participants



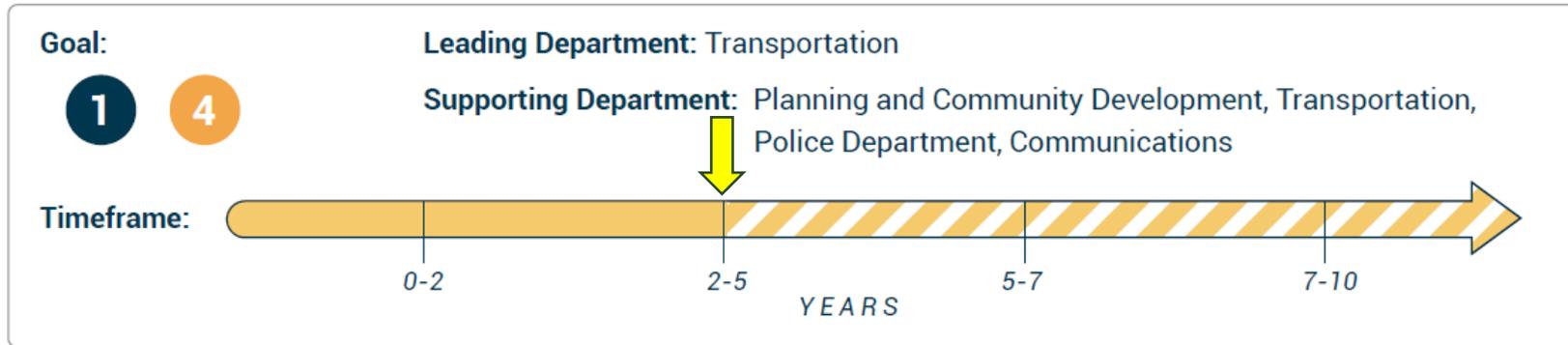
2. Create safe traffic messaging information on buses and at or around bus stops.



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

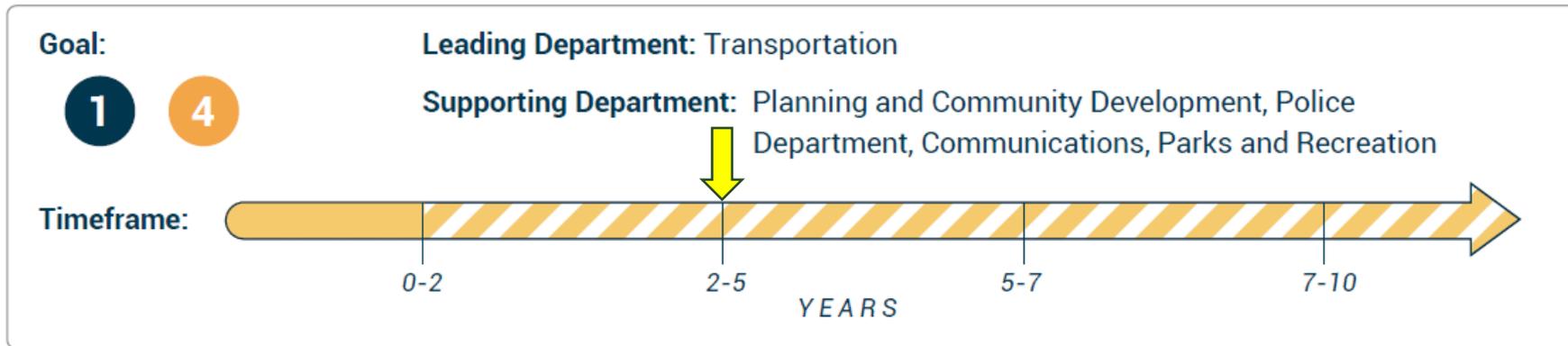
3. Create a safety education team that will engage in traffic safety outreach and education to community groups (schools, churches, HOAs, and Town staff), and will be supported by the social media campaign and safe traffic messaging.



Education

- Apex Police Department:
 - Traffic Safety event/displays
 - Choose Your Ride – Police/Taxi display and anti-drunk driving message boards
 - MADD Power of Youth – 6 sessions (189 participants)
 - NCDOT Operation Clear Track (100 participants)
 - Peak Academy (22 participants)
 - Governor’s Highway Safety Program and Traffic Safety Campaigns
 - “Speeding Catches Up with You” campaign
 - Labor Day “Booze it & Lose it” campaign
 - Child Passenger Week

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



Education

- Temporary message boards warning of school zone deployed for Apex High on Laura Duncan Road and Baucom Elementary on Hunter Street

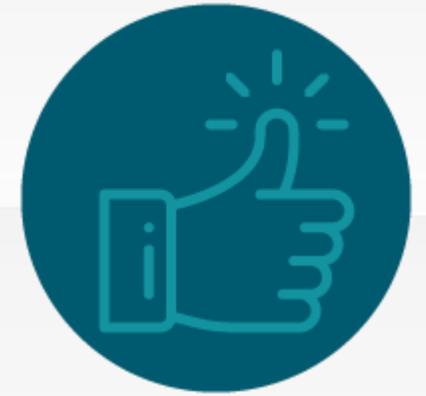
5. Provide Town employees with defensive driving classes and curriculum on an annual basis.



Education

- Continued coordination to identify and select future training content.

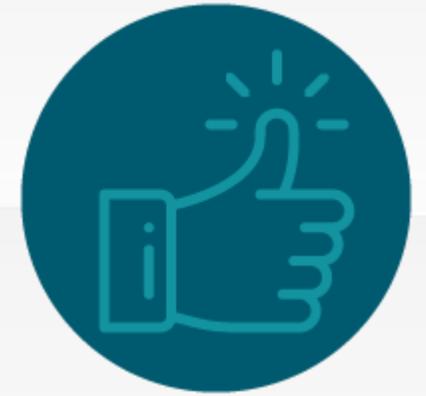
1. Partner with schools for National Walk to School Day and other walking and biking events.



Encouragement

- No event scheduled this quarter.

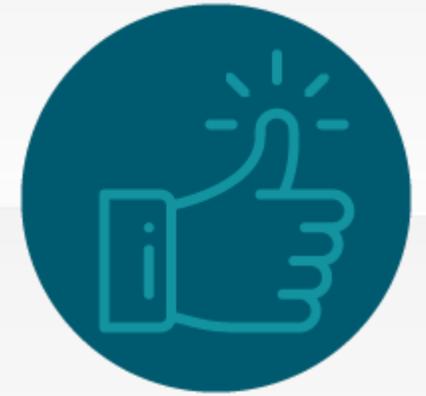
2. Make Vision Zero visible through Town-sponsored and co-sponsored events and festivals.



Encouragement

- Staff presented on Vision Zero at Peak Academy.

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

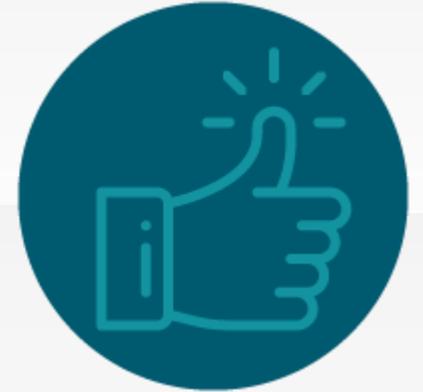
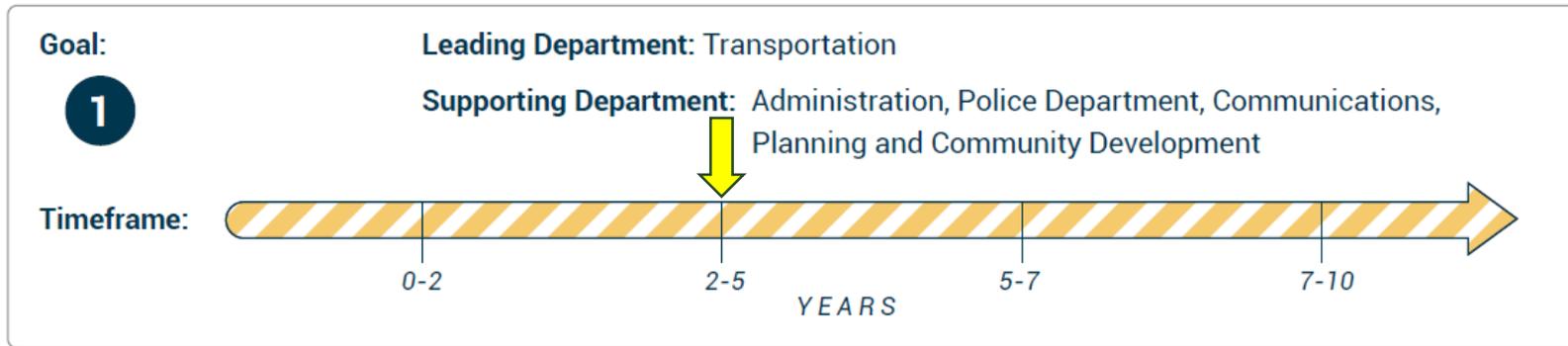


Encouragement

- 2024 Vision Zero brochure finalized.



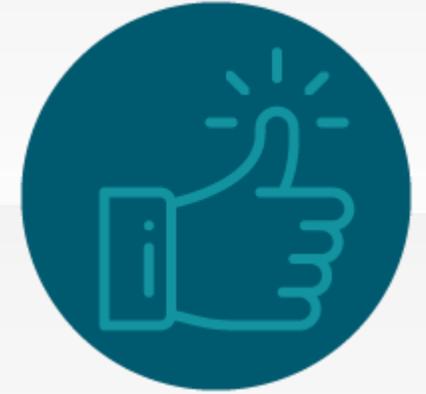
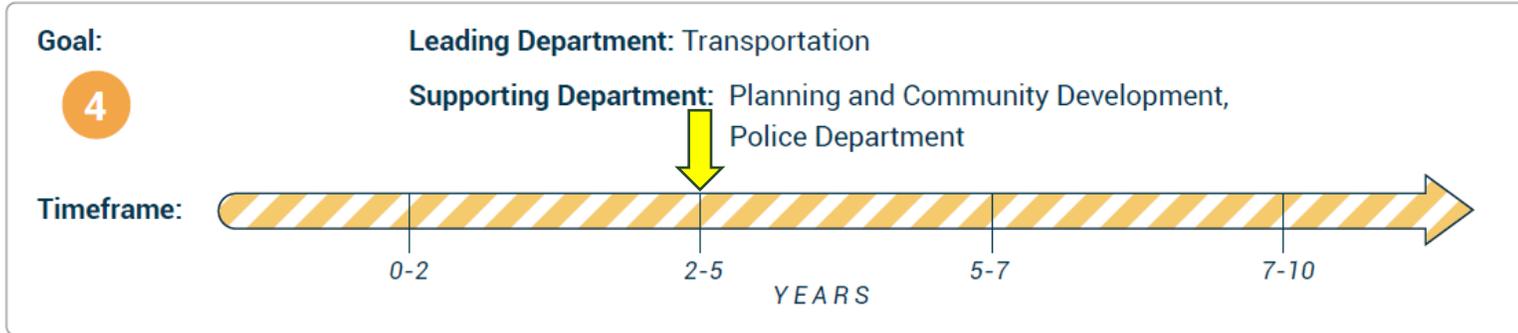
4. Keep Town Council members informed about the Vision Zero program, with updates on traffic safety projects, program performance metrics, and outreach and education initiatives.



Encouragement

- Quarterly overall project progress summary spreadsheet completed
- 2025 Quarter 2 report published to Apex Vision Zero website

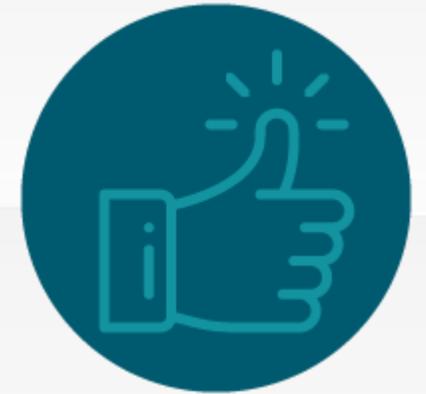
5. Continue participation in statewide Vision Zero programs through the North Carolina Governor's Highway Safety Program and the University of North Carolina at Chapel Hill Highway Safety Research Center.



Encouragement

- Staff attended monthly Vision Zero meetings with assigned peer communities
- Staff attended quarterly “All Hands” Statewide Vision Zero meeting
- APD TSU maintained 100% GHSP reporting requirements

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



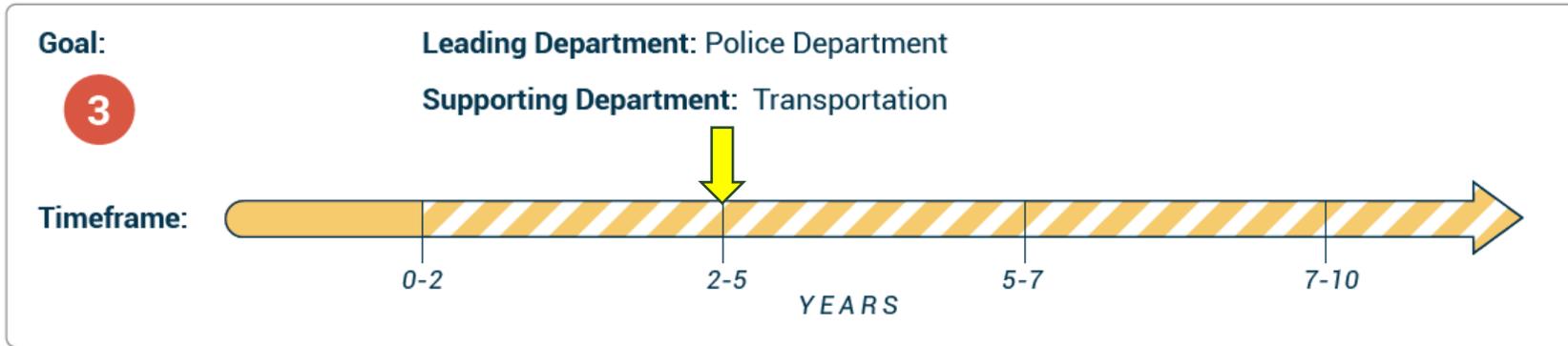
Encouragement

- Staff attended NC Bike Walk Summit



2025 NC Bike Walk Summit

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

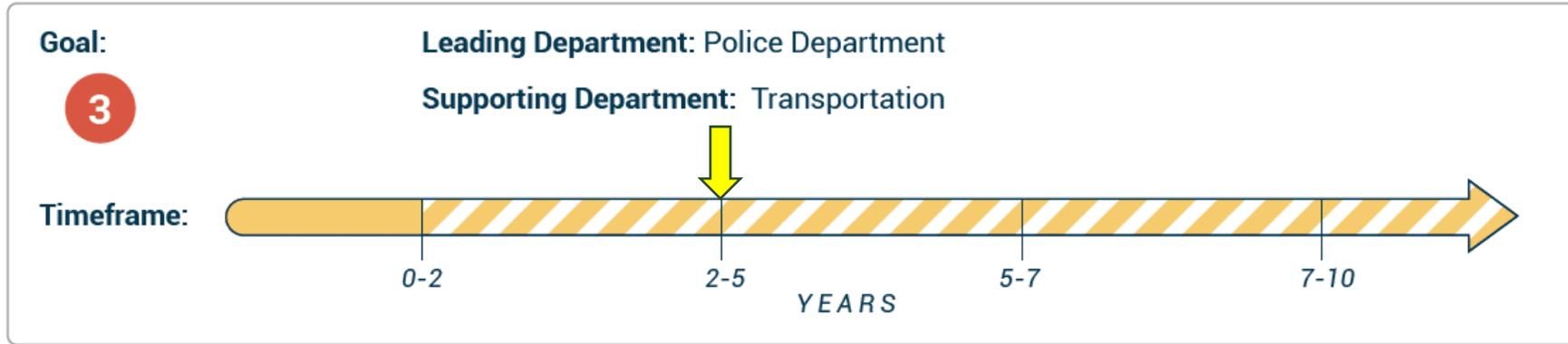


Enforcement

- 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

- Conducted 23 day and night selective enforcement initiatives
- Promoted pedestrian safety through monitoring crosswalk locations (14 education/enforcement actions)
- Conducted "Move Over" initiatives on US 1 and US 64
- Participated in multi-agency mock crash investigation



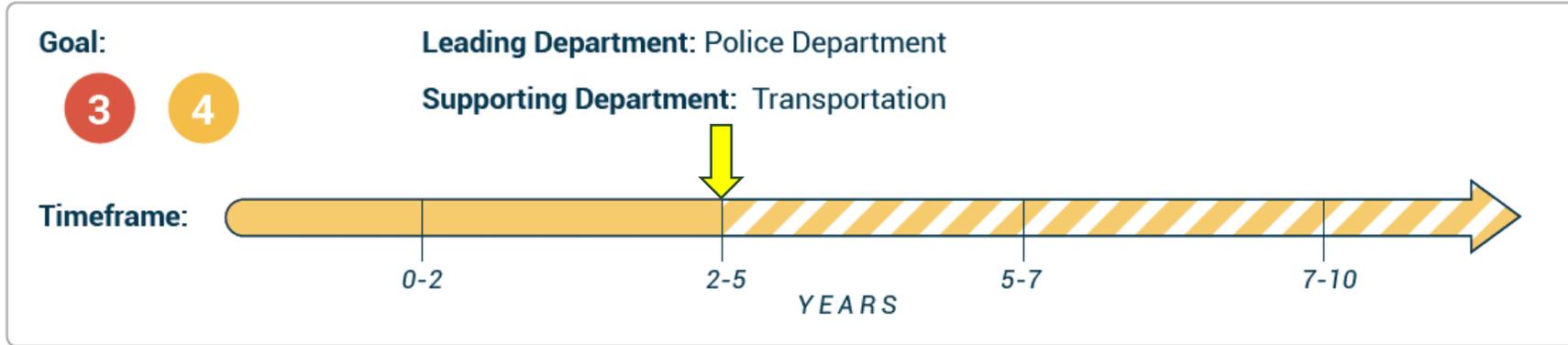
3. Continue to review and improve upon existing processes that protect against racial profiling.



Enforcement

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

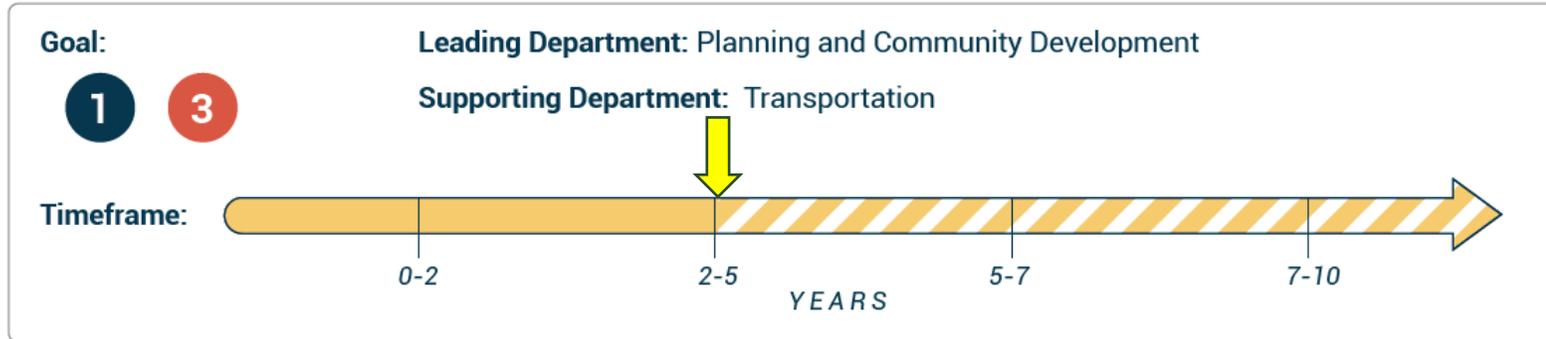
4. Research enforcement techniques and partner with other municipalities in the region to reduce high-risk driving behavior.



Enforcement

- Multi-agency traffic enforcement initiatives
 - Saturation Patrols – Raleigh PD, Wake Forest/Rolesville PD

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 specification revisions for context-specific light levels (roadway classification, traffic control type, crosswalk marking type) adopted by Town Council

- 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

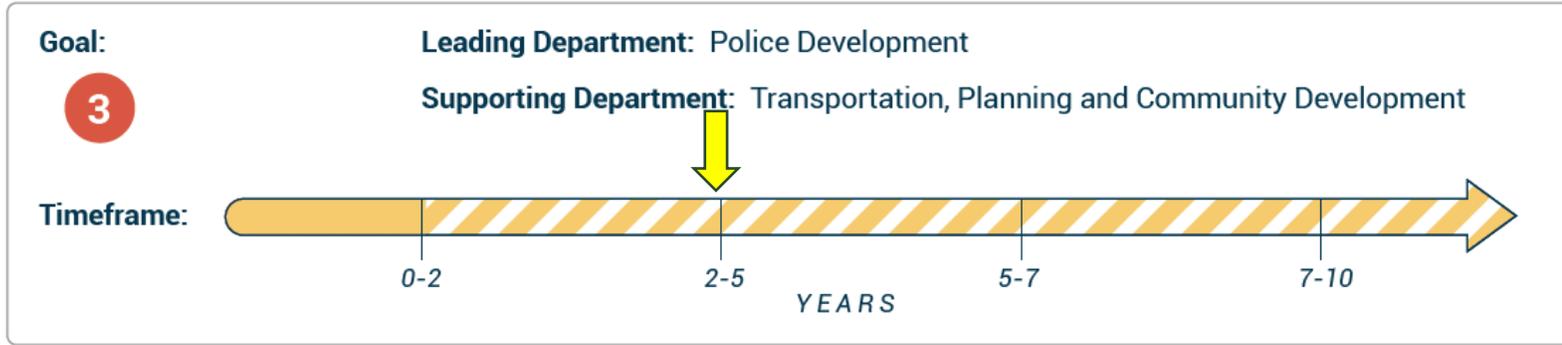
3. Develop a traffic safety report card and progress report on the actionable strategies on an annual basis for public information and to inform policy decisions. Update crash statistics, the high injury network, and performance metrics as part of the annual reporting process.



Evaluation

- Ongoing monitoring of information
- 2024 crash data analysis completed
- 2020 – 2024 crash data and mapping posted to website

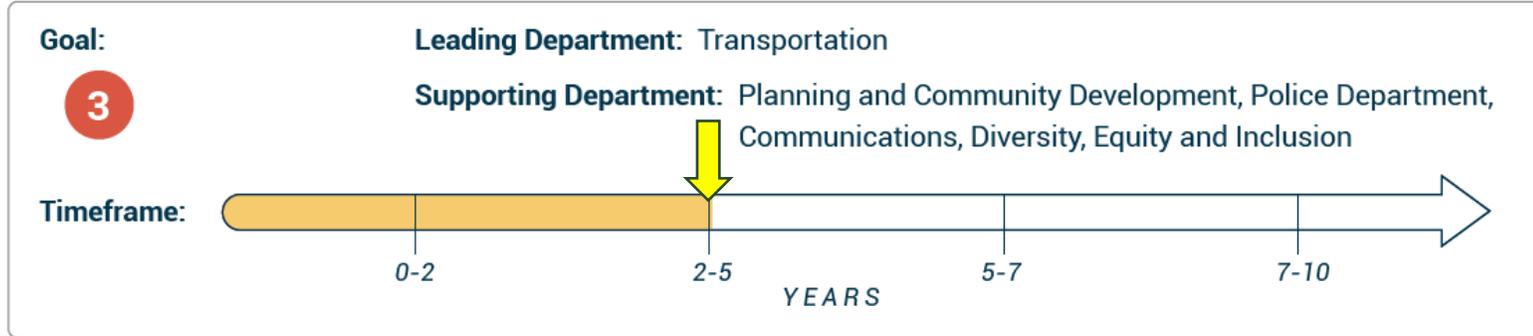
4. Continue to evaluate traffic enforcement and education techniques to adapt to changes in technology and road user behavior.



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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