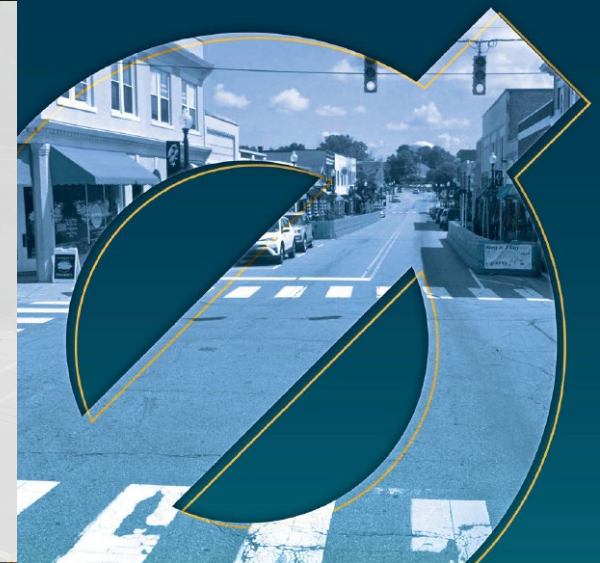




Vision Zero Action Plan

Apex Town Council
Public Hearing
August 9, 2022



Vision Zero – What is it?

- Vision Zero is a multi-national road traffic safety project that aims to achieve a highway system with no fatalities or serious injuries involving road traffic
- Started in Sweden and was approved by their parliament in October 1997



Why Vision Zero is Different

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behavior

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

Purpose of the Vision Zero Action Plan

- The Vision Zero Action Plan is the Town's roadmap to reaching zero traffic-related fatalities and severe injuries by 2035
- It was informed by:
 - Vision Zero Task Force
 - Research & statewide Vision Zero coalition
 - 5-year crash and citation data analysis
 - Steering Committee/Stakeholder participation
 - Public Input
- It identifies the high-injury network along with public concerns and will be used in prioritizing future safety improvement projects, and implementing a Safe Systems approach to transportation

Steering Committee (Action Plan)

- **Jennifer Delcourt, MPH**, Safe Routes to School Coordinator, Wake County Government
- **Elyse Keefe, MSW, MPH**, Road Safety Project Coordinator, UNC Injury Prevention Research Center
- **Chris Lukasina**, Executive Director, Capital Area Metropolitan Planning Organization
- **Rachel Pohlman, MPH, RD, LDN**, Nutrition Director, Poe Center for Public Health
- **Bonnie Sluder**, Director; Central Operations, Logistics and Systems for Wake County Public School System
- **Richard Beaver**, Apex Resident
- **Karen Delventhal**, Apex Resident
- **Matt Carusona**, Apex Parks, Recreation and Cultural Resources Advisory Commission
- **Shannon Flaherty**, President, Apex Chamber of Commerce
- **Terry Mahaffey**, Apex Town Council
- **Tina Sherman**, Apex Planning Board

Vision Zero Task Force (ongoing commitment)

❖ Traffic

- **Russell Dalton, PE**, Traffic Engineering Manager
- **Serge Grebenschikov, PE**, Traffic Engineer

❖ Planning

- **Shannon Cox, AICP**, Long Range Planning Manager
- **Jenna Shouse, AICP**, Senior Long Range Planner

❖ Police

- **Sgt. Matthew Kutcher**, Traffic Safety Unit Supervisor
- **Jennifer Conley**, Crime Analyst

❖ Communications

- **Stacie Galloway**, Communications Manager

❖ Neighborhood and Community Connections

- **Linda Jones**, Director of Diversity, Equity & Inclusion

Consulting Planner for the Action Plan: Erin Musiol, AICP, RS&H

Plan Development Schedule



Public Outreach to Inform Plan Development

- Virtual workshop on publicinput.com January 19th - February 28th
- In-person Workshop @ Apex Senior Center January 26th
- Pop-up events:
 - Eva Perry Library - February 9th
 - Hope Community Church - February 15th
 - Senior Center - February 22nd
 - Community Center- February 25th
- Survey Participants: 275
- Additional pop-up event at The Hub on April 27th to address lack of public-identified issues south of US 1
- May 24th Town Council presentation

Draft Action Plan Outreach

- First Draft: Task Force review April 19th – May 24th
- Second Draft: Steering Committee & Apex staff comment period May 25th – June 8th
- Public Comment Draft:
 - Public comment opportunity on publicinput.com June 22nd – July 13th
 - “Safety Town” event at Town Hall, June 25th (printed draft and QR code)
 - Printed draft available to view at both Planning & Traffic offices
- Public Hearing Draft:
 - Steering Committee Meeting July 27th for final recommendation
 - Planning Board Public Hearing August 8th
 - Town Council Public Hearing August 9th

Content

- Chapter 1: Introduction
- Chapter 2: Plan Development
- Chapter 3: Data Analysis
- Chapter 4: Programs and Initiatives
- Chapter 5: Goals and Actionable Strategies
- Chapter 6: Implementation and Evaluation Plan

- Appendix A: Plan and Policy Review
- Appendix B: Public Input
- Appendix C: Collision Maps and Data

Chapters 1 through 4

- Defining Vision Zero
- Vision Zero Apex program development timeline
- Data analysis summary
- Public input summary
- Current programs and initiatives
- ***The Five E Approach***

Chapter 5: Goals and Actionable Strategies

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.

Chapter 5: Goals and Actionable Strategies

- Commitment Statement and six (6) Guiding Principles
- 28 Actionable Strategies
 - Grouped under the *Five E's*
 - Each Strategy identifies which of the 4 Goals are met, a Leading Department, Supporting Department(s), and a Timeframe



ACTIONABLE STRATEGIES

Engineering

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



ACTIONABLE STRATEGIES

Engineering

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



ACTIONABLE STRATEGIES

Education

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.
2. Create safe traffic messaging information on buses and at or around 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.
4. Provide targeted outreach when adding new traffic signals, roundabouts, and pedestrian and bicycle facilities to the transportation network.
5. Provide Town employees with defensive driving classes and curriculum on an annual basis.



ACTIONABLE STRATEGIES

Encouragement

1. Partner with schools for National Walk to School Day and other walking and biking events.
2. Make Vision Zero visible through Town-sponsored and co-sponsored events and festivals.
3. Develop Vision Zero marketing materials. Disseminate through various medium, including the Town's website and newsletter.
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.



ACTIONABLE
STRATEGIES

Encouragement

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



ACTIONABLE
STRATEGIES

Enforcement

1. Develop a reporting system of performance metrics on an annual basis to inform police enforcement activity.
2. Target enforcement on the high injury network, and target the most dangerous driving behavior.
3. Continue to review and improve upon existing processes that protect against racial profiling.
4. Research enforcement techniques and partner with other municipalities in the region to reduce high-risk driving behavior.



ACTIONABLE STRATEGIES

Evaluation

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.
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.
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.



ACTIONABLE STRATEGIES

Evaluation

4. Continue to evaluate traffic enforcement and education techniques to adapt to changes in technology and road user behavior.
5. Continue regular collaboration of the Vision Zero Task Force to check in on progress, issues, and ideas.
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.

Chapter 6: Implementation and Evaluation

- High Injury Network priorities (intersections and segments)
- List of example safety countermeasures with crash reduction factors
- Other potential improvements
 - Traffic signal system, emergency preemption & connected vehicles
 - Bicycle and pedestrian
 - Transit
- Recommends a transparent, regular, and performance-based evaluation process

Next Steps

- Grant funding opportunity in September 2022
 - The Bipartisan Infrastructure Law (BIL) established the new Safe Streets and Roads for All (SS4A) discretionary program with \$5 billion in appropriated funds over the next 5 years. In fiscal year 2022 (FY22), up to \$1 billion is available. The **SS4A** program funds regional, local, and Tribal initiatives through grants to prevent roadway deaths and serious injuries.
- Vision Zero Task Force will implement, track and report progress on the Actionable Strategies including annual updates to the 5-year data analysis

Adoption of the Vision Zero Action Plan

- At their final meeting on July 27th the Steering Committee recommended approval of the Action Plan
- Planning Board Public Hearing August 8th
- Staff requests Adoption of the Vision Zero Action Plan

