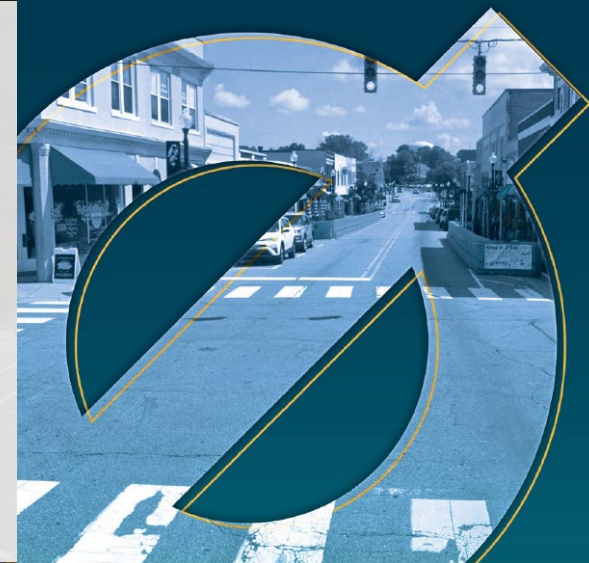




Vision Zero Apex

Town Council Update
May 24, 2022



Topics

Task Force & Steering Committee Members



Schedule



Input from Public Outreach



Program Goals Defined



“Safety Town” Event

Task Force

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
- **Sgt. Matthew Kutcher**, Traffic Safety Unit Supervisor

Police

- **Jennifer Conley**, Crime Analyst

Communications

- **Stacie Galloway**, Communications Manager

Consulting Planner drafting the Action Plan:

- **Erin Musiol, AICP**, Planner, RS&H

Steering Committee

- **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

Schedule



Public Outreach Opportunities

- Online 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

Summary of Public Survey Comments

Town of Apex, NC > Vision Zero

Stacie Galloway ▾

VISION ZERO

A comprehensive and holistic approach to achieving the goal of zero fatalities on Apex roadways

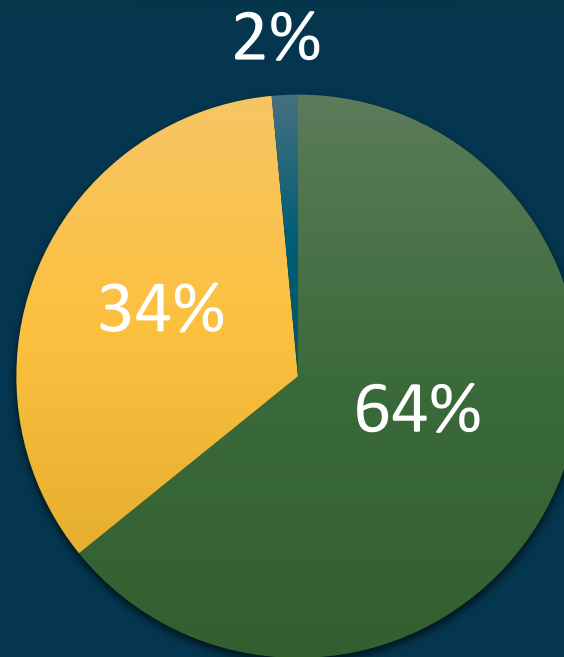
 Translate

Vision Zero

Vision Zero Apex is a comprehensive and holistic approach to achieving the goal of zero fatalities on Apex roadways. Vision Zero started in Sweden in the 1990s. It has been adopted by many countries around the world and cities within the United States. North Carolina adopted the Vision Zero program in 2015, and launched NC Vision Zero as a resource for municipalities.







Question 1: Car Usage in the Past Month



- For nearly every trip
- For nearly every trip, but I also walked, biked, or rode transit
- Rarely or never, I primarily walked, biked, or rode transit

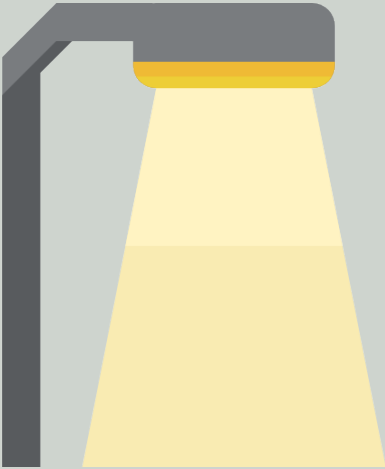



Question 2: Transportation-Related Safety Issues in Apex

High Priorities

1. Unsafe Driver Behavior	2. Lack of Sidewalk Connections	3. Speeding	4. Unsafe Intersections
			

Question 2: Transportation-Related Safety Issues in Apex

Medium Priorities

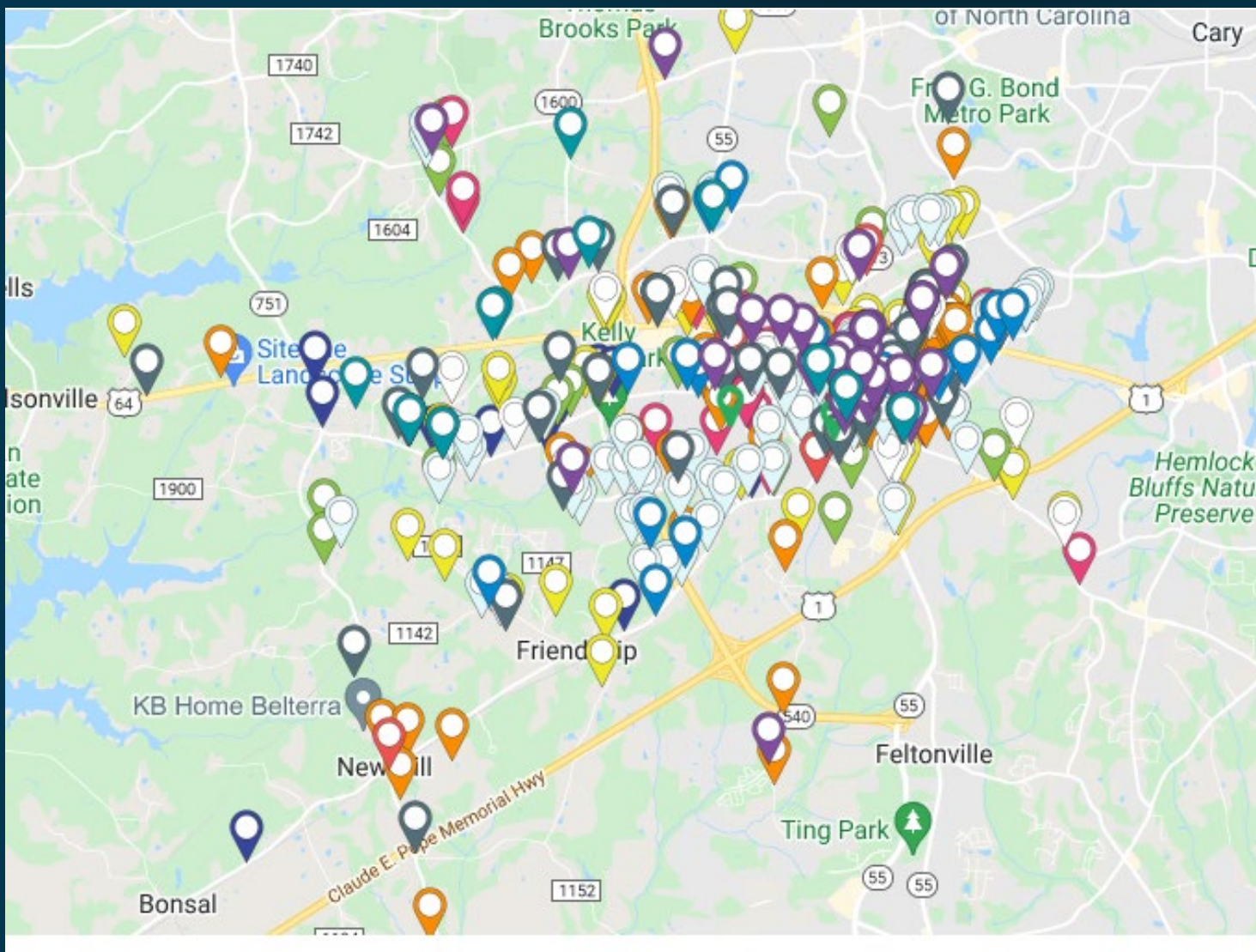
1. Lighting / Nighttime Visibility	2. Crossing the Street as a Pedestrian	3. Lack of Crosswalks	4. Unsafe Cyclist Behavior
			

Question 2: Transportation-Related Safety Issues in Apex

Additional Comments:

- Specific unsafe driver behaviors not listed in the question:
 - Distracted driving
 - Running red lights
 - Aggressive driving
 - Lack of indicator usage
 - Tailgating
- Plus:
 - Lack of driver education
 - Lack of traffic law enforcement
 - Traffic signal timing
 - Lack of public transit
 - Lack of traffic signals
 - Posted speed limit in neighborhoods is too high
 - Sidewalk gaps to schools

Question 3: Where have you observed transportation safety concerns in Apex?



Map Pins

- Speeding
- Crossing railroad
- Lack of bicycle lane
- Lack of crosswalk
- Unsafe driver behavior
- Lack of sidewalk connection
- Unsafe intersections
- Crossing the street as a pedestrian
- Lighting - Nighttime Visibility
- Unsafe cyclist behavior
- Crossing the street as a cyclist
- Something else
- Unsafe pedestrian behavior

Question 3: Where have you observed transportation safety concerns in Apex?

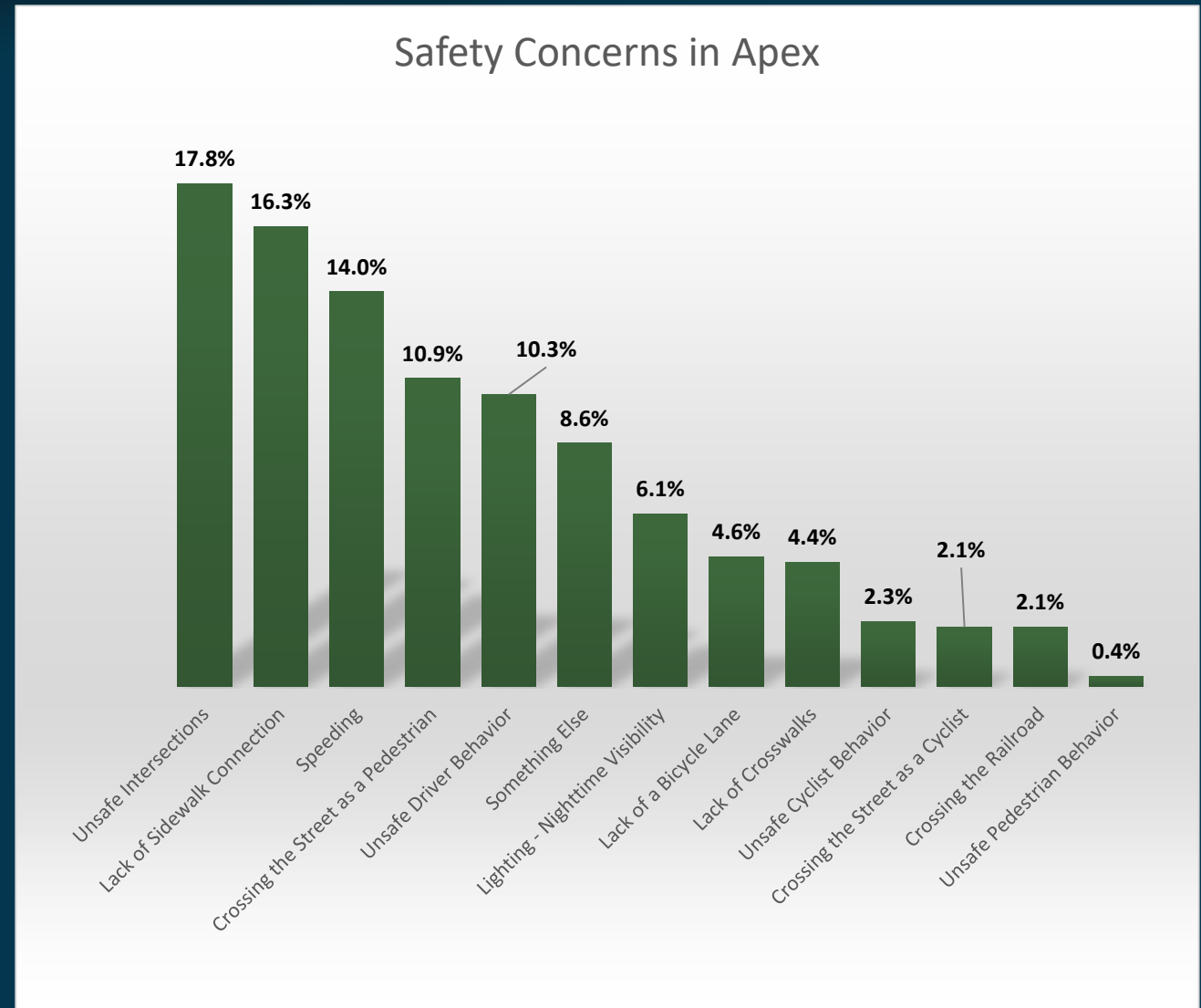
Map Identified 522 locations with transportation safety concerns.

The Top 5 are:

1. Unsafe Intersections
2. Lack of Sidewalk Connections
3. Speeding
4. Crossing the Street as a Pedestrian
5. Unsafe Driver Behavior



69% of all mapped concerns



Question 3: Where have you observed transportation safety concerns in Apex?

Four Main Themes of Concern in Mapping Exercise

What People Feel Unsafe about (47%)

Unsafe Intersections	93	38.0%
Speeding	73	29.8%
Crossing the Street as a Pedestrian	57	23.3%
Crossing the Street as a Cyclist	11	4.5%
Crossing the Railroad	11	4.5%

Infrastructure Needs (31%)

Lack of Sidewalk Connection	85	51.8%
Lighting - Nighttime Visibility	32	19.5%
Lack of a Bicycle Lane	24	14.6%
Lack of Crosswalks	23	14.0%

Unsafe Behaviors (13%)

Unsafe Driver Behavior	54	79.4%
Unsafe Cyclist Behavior	12	17.6%
Unsafe Pedestrian Behavior	2	2.9%

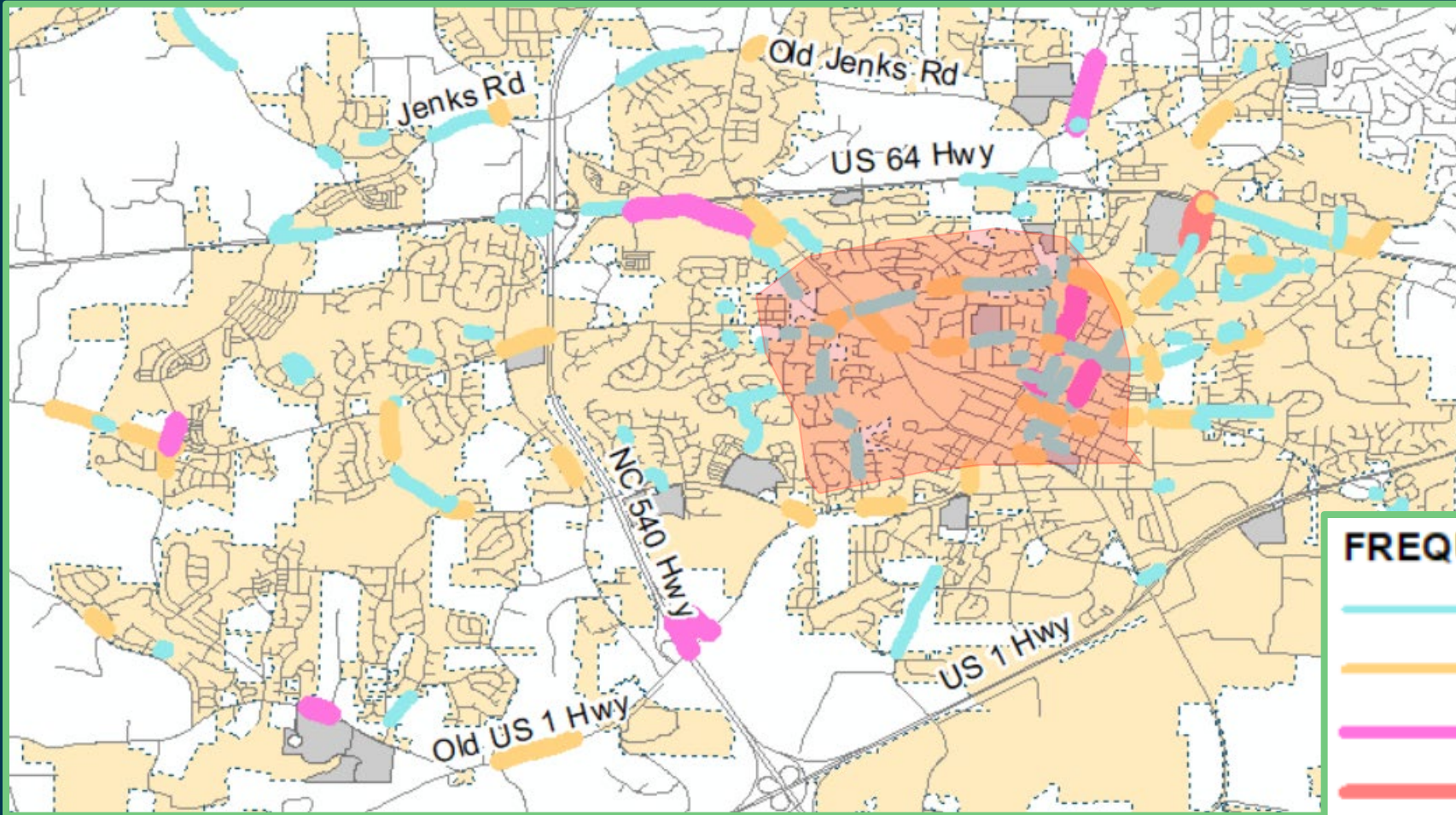
Something Else (9%)

Overhead
signal signage

New Traffic
Signals

“Bad” Signal
Timing

Question 3: Where have you observed transportation safety concerns in Apex?



- 30% of all safety concerns reported in the “urban” area of Apex - within Apex Peakway
- Safety concerns around schools constituted 15% of all public input

FREQUENCY

1 to 3 Concerns

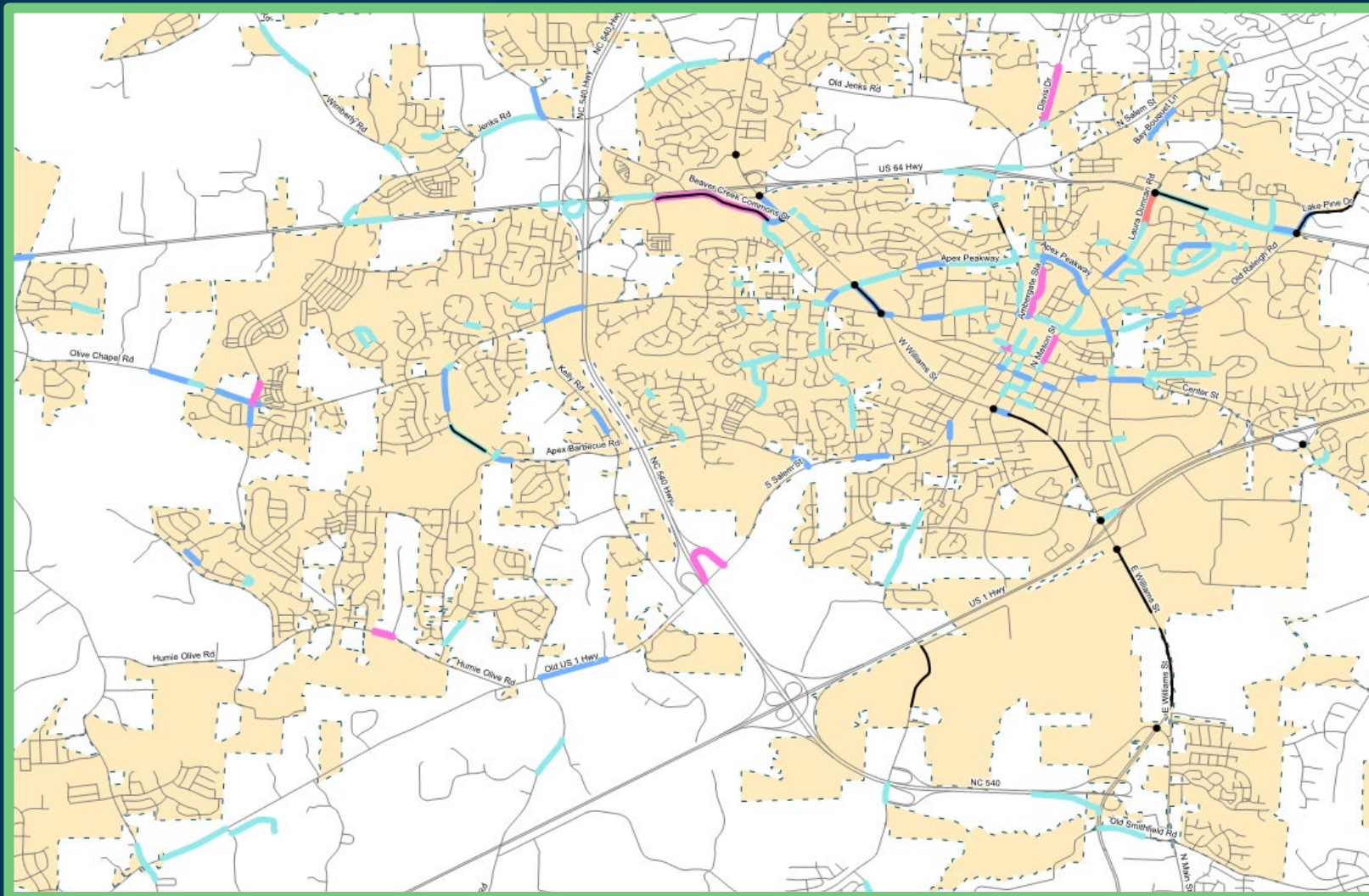
3 to 6 Concerns

7 to 9 Concerns

10 or more Concerns

Apex Schools

Question 3: Where have you observed transportation safety concerns in Apex?



Legend

- Top 12 Crash Severity Signals
 - Top 16 Crash Severity Segments
- FREQUENCY**
- Light Blue: 1 to 3 Concerns
 - Blue: 3 to 6 Concerns
 - Pink: 7 to 9 Concerns
 - Red: 10 or more Concerns
- Apex Streets 2020
- Corp Limits

There is significant overlap between the high injury network and public concerns.

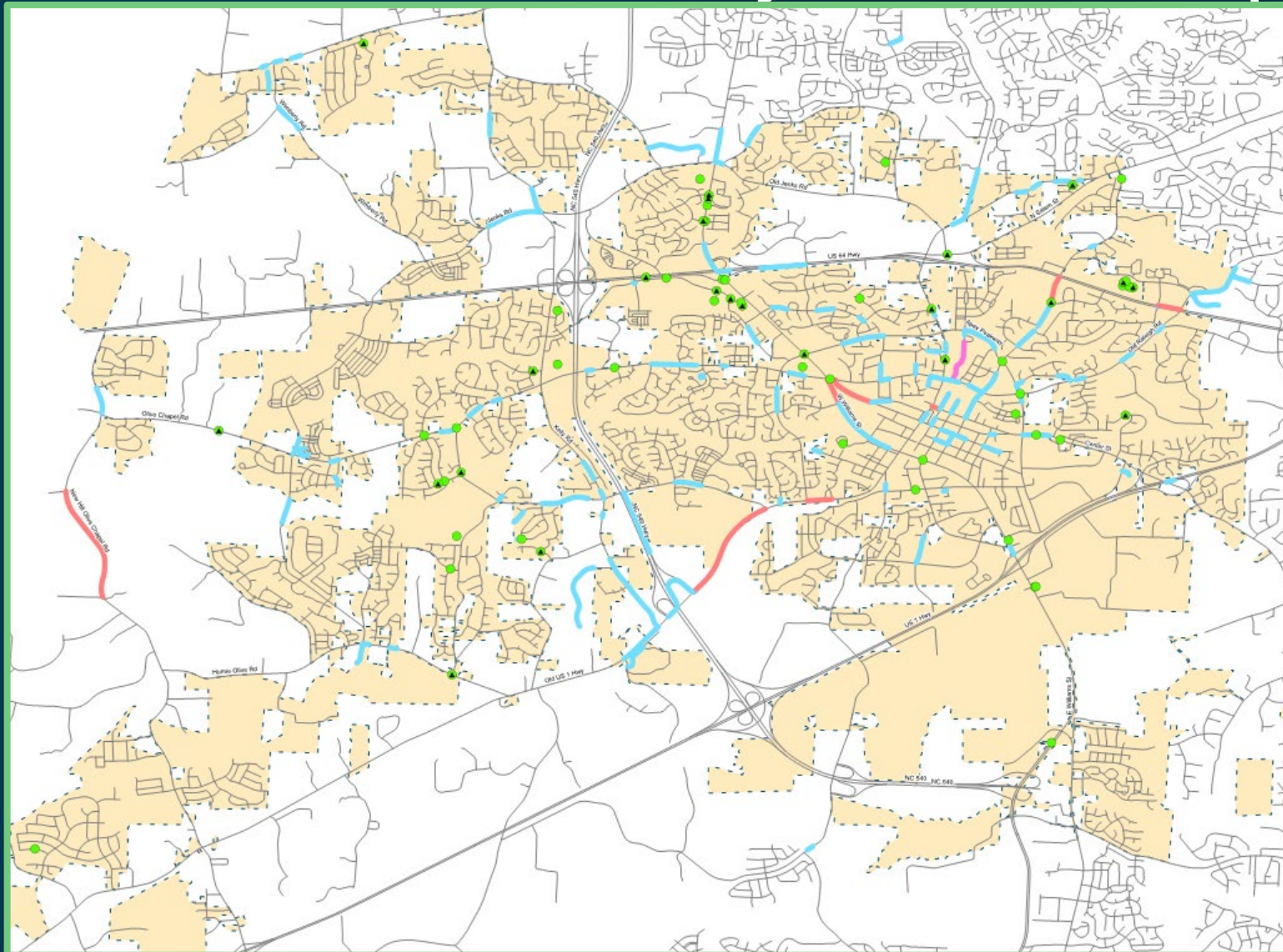
Question 3: Where have you observed transportation safety concerns in Apex?

- **9 of our Top 12 High Injury Signal Locations** were Identified by the Public as Concern Areas
- **7 of our Top 16 High Injury Roadway Segment Locations** were Identified by the Public as Concern Areas
- High Injury Locations **South of US Hwy 1** were not identified as Concerns in Public Input, but make up a high percentage of our High Injury Network

Ranking (Crash Severity)	SIGNAL	VSL Total (2016\$)	Total Crashes (2015-2020)	Intersection
1	05-1270	\$ 6,679,697.68	83	Lake Pine Dr at US 64
2	05-0209	\$ 6,635,396.25	115	US 1 SB Off Ramp at NC 55
3	05-2332	\$ 6,199,565.97	93	SR 1444 (Lufkin Rd)/US 1 at SR 1010 (Ten Ten Rd)
4	05-1770	\$ 5,998,413.53	70	US 64 EB Off Ramp/US 64 EB On Ramp at NC 55
5	05-2224	\$ 5,301,803.49	70	Apex Peakway at NC 55 (W Williams St)
6	05-0934	\$ 4,964,394.23	92	SR 1308 (Laura Duncan Rd) at US 64
7	05-0932	\$ 4,883,214.85	74	SR 1158 (S Hughes St) at NC 55 (E Williams St)
8	05-0712	\$ 4,730,674.25	77	SR 1444 (Lufkin Rd) at NC 55
9	05-1999	\$ 4,654,044.75	72	E Williams St/SR 1191 (Technology Dr) at NC 55
10	05-2049	\$ 4,440,679.49	55	Vision Dr at NC 55
11	05-2183	\$ 4,143,261.25	85	Beaver Ck Commons Dr/Pemberton Hill Rd at NC 55
12	05-0608	\$ 3,848,237.67	70	SR 1160 (Olive Chapel Rd)/Hunter St at NC 55

Ranking (Crash Severity)	VSL Total (2016\$)	Road Name	Total Crashes (2015-2020)	Rank by Total Crashes
1	\$ 10,027,688.39	N Salem St	6	116
2	\$ 9,842,340.79	Veridea Parkway	4	198
3	\$ 9,706,323.43	Apex Barbecue Rd	5	154
4	\$ 4,146,134.85	E Williams St (NC 55)	64	1
5	\$ 3,563,750.66	Lake Pine Dr	45	4
6	\$ 3,335,777.90	Beaver Creek Commons Dr	56	2
7	\$ 3,312,789.05	E Williams St (NC 55)	55	3
8	\$ 2,904,736.96	E Williams St (NC 55)	38	7
9	\$ 2,664,311.91	US Hwy 64	43	5
10	\$ 2,615,460.60	Lake Pine Dr	30	14
11	\$ 2,494,050.74	E Williams St (NC 55)	41	6
12	\$ 2,370,006.74	W Williams St (NC 55)	37	8
13	\$ 2,331,452.52	E Williams St (NC 55)	32	12
14	\$ 2,214,353.07	E Williams St (NC 55)	26	18
15	\$ 2,075,941.03	E Williams St (NC 55)	35	10
16	\$ 2,059,417.80	E Williams St (NC 55)	31	13

Question 3: Where have you observed transportation safety concerns in Apex?



Legend

- ▲ Severe & Fatal Ped/Bike Crashes
- Pedestrian and Cyclist Crashes

FREQUENCY

- 1-2 Concerns
- 3-4 Concerns
- 5 Concerns
- Apex Streets 2020
- Corp Limits

Locations where public input identified infrastructure needs to enhance walking or cycling, **did not** appear to correlate with actual pedestrian and cyclist crash locations.

Question 4: Priority Public Outreach and Education Programs

1. Speeding and Traffic Calming	2. Pedestrian / Bicycle Safety	3. Distracted Driver / Behavior Programs	4. Safe Routes to School	5. Young Driver / Passenger Safety
				

Considering the information gathered, the Steering Committee has helped the Task Force to define four (4) program goals to guide the Action Plan...

Goal 1 of 4

Promote a culture of traffic safety that prioritizes equity and inclusion

Include users of all ages and abilities in planning, designing, and operating Apex's transportation system to ensure that all residents can travel safely while increasing the use of multi-modal transportation

Goal 2 of 4

Address crashes through infrastructure investments

Apply countermeasures to improve roadway safety broadly, and focused improvements at high crash frequency and severity “hotspot” locations

Goal 3 of 4

Enhance Town policies, processes, and evaluation to incorporate Vision Zero tenets

Consider the effect of all Town decisions on walking and driving, fulfilling a vision that facilities are safely walkable whenever possible and drivable whenever necessary

Goal 4 of 4

Create and leverage partnerships to improve traffic safety and awareness

Collaborate with universities, businesses, state entities, and local communities to improve traffic safety and promote, educate, and encourage safer practices among people driving, walking, riding transit, and bicycling

“Safety Town” Format & Advertising

Format

- In-person event
 - June 25th
 - 10 a.m. - 2 p.m.
 - Apex Town Hall, parking lot and lobby
- Online
 - Draft Action Plan for review and comments on: publicinput.com/visionzero from June 24th-August 1st

Layout

- Town Hall parking lot
 - “Traffic Garden”
 - Police vehicles and activities
 - Bike Apex activities
 - Rapid Flash Beacon demonstration
 - Italian Ice vendor
- Town Hall lobby
 - Draft Action Plan
 - Public summary, crash maps and info
 - Bike Apex maps and info
 - Giveaway promotional items

Promotion

- Utility bill mailer insert & eBill May 15th & June 1st
- Town website – home page and calendar
- Social Media (Facebook, Instagram, Nextdoor, Twitter)
- Advertising postcards available at Town facilities; printed Draft Action Plan available on demand for viewing
- Ground signs & message boards for week of event

Next Steps

- Come visit us at “Safety Town”, June 25th, 10 a.m. until 2 p.m. at Apex Town Hall parking lot & lobby
- Provide input on the Draft Action Plan (June-July comment period)

Thank you for supporting Vision Zero!

