

Vision Zero Apex

The local program formed in 2020 is part of a state-wide program which aims to eliminate roadway deaths and severe injuries using data-driven prevention strategies.

The state-wide resource page can be found at:

<https://ncvisionzero.org/get-involved/communities/>

To qualify as a NC Vision Zero Community, a city/town must meet the following requirements:

- Set a clear goal of eliminating traffic fatalities and severe injuries.
- Mayor (or top official) has publicly, officially committed to Vision Zero and adopted a [Resolution](#).
- Develop Plan of Action or strategy, with commitment from top official.
- Engage with key city departments (including Police, Transportation, and Public Health) for multi-agency support for [national](#), [state](#), and local traffic safety campaigns.

Departmental Committee Members

Administration

- Stacie Galloway, Communications Manager

Public Works and Transportation

- Russell Dalton, PE, Sr. Transportation Engineer
- Serge Grebenschikov, PE, Traffic Engineer

Planning and Community Development

- Shannon Cox, AICP, Long Range Planning Manager (primary)
- Jenna Shouse, Long Range Planner (alternate)

Police

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

Fire

- David Dillon, Deputy Fire Marshal

Public Works and Transportation Department – Traffic

The Traffic group is responsible for:

- Traffic Impact Analysis, traffic safety recommendations, and traffic ordinances
- School time-of-day beacon warning system and crosswalk warning devices
- Transportation infrastructure review of plans, plats, and record drawings
- Programming and planning for transportation capital projects
- Traffic signal administrative duties and agency coordination
- Traffic Calming Program and traffic data collection

Both of the Traffic Division staff members are registered Professional Engineers and are part of the Transportation Division. This unit assists the Town with programming, planning, design, and management of transportation infrastructure related to both public and private development.

Traffic Calming Program

The Apex Unified Development Ordinance provides for traffic calming requests to be studied and implemented when warranted on residential streets as well as evaluation for proposed residential streets in the plan review process. More information can be found on the [traffic calming webpage](#).

Traffic Safety Improvement Program

This program began in 2012. Public Works staff summarize information from the annually published North Carolina Highway Safety Improvement Program lists below, tracking from year-to-year, and request Police input. Locations identified are compared to planned local and state projects and considered for possible countermeasures. Improvements identified are proposed for funding through the Capital Improvement Program.

- Potentially Hazardous Intersection Locations
- Potentially Hazardous Section Locations
- Potentially Hazardous Bicycle and Pedestrian Intersection Locations

School Zone Time of Day Flashing Beacon System

This town wide system became operational in 2016. Ten (10) schools are currently served by time of day flashing school speed reduction beacons. The beacons provide enhanced visibility and more accurate warnings based on actual varying school bell times compared to static signs. Access to the system via desktop computer and mobile app with real-time adjustments based on alerts from the school system makes the beacons both flexible and easy to monitor.

Rectangular Rapid Flashing Beacon (RRFB) System

The first RRFB system in Apex was installed for the crosswalk across Apex Barbecue Road at Scotts Ridge Elementary School in 2016. In 2019, three additional crosswalk locations received RRFBs,

and at least two more locations will receive RRFBs in 2020. RRFBs allow pedestrians to press a button that activates a flashing warning to alert oncoming motorists. This device provides enhanced visibility for crossings with higher pedestrian volumes and serves as a potential countermeasure where data has shown a crash history despite warning signs and markings.

Planning and Community Development Department – Long Range Planning

The Long Range Planning group is responsible for:

- Developing, maintaining and updating long range transportation plans addressing all modes.
- Coordinating with regional partners including the Capital Area Metropolitan Planning Organization, the Wake Transit Planning Advisory Committee, and the Triangle J Council of Governments.
- Collaborating with Public Works and Transportation to prioritize, fund, and implement transportation projects.
- Working with planners in the Current Planning Division to ensure long range plans are reflected in development.
- Integrating transportation planning with land use, small area plans, and community issues such as affordable housing.

The Long Range Planning Division of the Planning and Community Development Department includes certified planners and Geographic Information Systems professionals. The division collaborates extensively with the public, across Town departments, and with regional partners to ensure that the Town's long range vision for the transportation network addresses anticipated growth, travel demand, multi-modal needs, land use patterns, health and safety concerns, and quality of life.

Long Range Transportation Planning

Advance Apex: The 2045 Comprehensive Transportation Plan and Bike Apex: The Comprehensive Bicycle Plan were developed concurrently and adopted in early 2019. These plans are not financially constrained – rather they establish a vision for the Town's transportation network and establish a framework for prioritizing projects. Crash data inform the facility type and prioritization recommendations in both plans.

Crosswalk Lighting Improvement Program

This program began in 2020. Planning staff prioritize locations through use of GIS and take measurements on site. Public Works staff confirm recommendations for Electric staff to install/upgrade lighting.

Safe Routes to School Improvement Program

This program began in 2018. The initial study identified gaps in infrastructure for 17 schools. Recommendations from the report along with ongoing evaluation are used to inform the CIP with annual SRTS expenditures over \$250k /year. Requests for state funding is also based in part on this program. Improvements include new and enhanced facilities (crosswalks, sidewalks, paths, and greenways) to promote walking and biking to school.

GoApex Bus Service Implementation

This initiative began 2019. Planning staff, in collaboration with other departments and regional partners, have been working to implement the Town's first local bus route. An implementation study was primarily completed in 2019, work to design and build bus stops will take place over 2020-2021 and the route is anticipated to begin operating in 2021. The local route will serve the areas with the greatest need for transit in Apex and connect to regional routes between Apex and the Town of Cary, City of Raleigh, Town of Holly Springs, and Research Triangle Park.

Police Department – Traffic Safety Unit

The Traffic Safety Unit is part of the Special Operations Section of the department's Patrol Division. This unit is responsible for:

- Traffic safety education
- Addressing traffic complaints
- Investigating vehicle crashes
- Traffic enforcement based on enforcement and crash data
- Reduction of traffic crashes

Traffic Safety Unit staff receive advanced training in crash investigation and reconstruction as well as traffic safety education and enforcement. This unit provides several services to the community including a DWI simulator and the placement of portable speed signs in the community for citizen awareness.

North Carolina Governor's Highway Safety Program

The Apex Police Department supports and is an active partner with the Governor's Highway Safety Program (GHSP). The GHSP provides support and resources to law enforcement agencies to reduce traffic crashes and promote highway safety awareness through a [variety of grants, traffic safety/awareness messages](#) and safe-driving initiatives. The program addresses such issues as impaired driving, seat belt use, speeding, distracted driving, motorcycle safety, bicycle safety, pedestrian safety and other aspects of highway safety. In addition to this partnership, the Patrol Captain represents law enforcement on the NC GHSP Traffic Safety Symposiums board. This board develops the biennial training symposium to keep law enforcement abreast of current traffic related trends and enhances their training on enforcement and crash reduction.

Watch For Me NC Program:

The Apex Police Department is committed to the safety of pedestrians and bicyclists within our community and has partnered with Watch For Me NC Program to help enhance pedestrian and bicycle safety. The program focuses on safety and educational messages directed towards drivers, pedestrians and bicyclists, and high visibility enforcement in an effort to reduce violations of traffic safety laws in Apex.

BikeSafe NC:

The Apex Police Department supports and is an active in the BikeSafe-NC. This program invites motorcyclists to participate in rider skills sessions that offer rider assessments on driving skills and provides recommendations to help make rider safety a priority. Experienced motorcycle officers from local and state law enforcement agencies deliver this program. The unit conducts several BikeSafe courses within our community annually to enhance rider skills.

VIP for a VIP Program (Vehicle Injury Prevention for a Very Important Person)

The Apex Police supports and participates in the VIP for a VIP Program (Vehicle Injury Prevention for a Very Important Person). This program educates teen drivers about the dangers of driving impaired and/or distracted driving. The program exposes high school students to a mock fatal vehicle crash embedding the consequences into the minds of teenage drivers. The vision is that, by the end of the day, students will have a realistic picture of what can happen due to a moment of inattention and/or impaired driving. Volunteers from local fire, EMS, Police as well as the North Carolina State Highway Patrol, deliver this program. This program is typically offered twice a year at both Apex high schools.

Mothers Against Drunk Driving (MADD)

The Apex Police Department supports and has established a partnership with Mothers Against Drunk Driving (MADD). This organization and the Apex Police Department collectively seek to stop drunk driving, prevent underage drinking and strive for stricter impaired driving laws, whether the cause of impairment was from alcohol or drugs. The Apex Police Department Traffic Safety Unit is actively involved in MADD's Power of Parents and Power of Youth Education Programs. The programs target middle and high school students and their parents and focuses around the dangers of the consequences of underage drinking. Power of Youth is taught at every driver's education class at both Apex high schools.

Data-Driven Approach to Crime and Traffic Safety Model

Data-Driven Approach to Crime and Traffic Safety (DDACTS) is a law enforcement operational model supported by a partnership with the Department of Transportation's National Highway Traffic Safety Administration (NHTSA) as well as two Department of Justice agencies, the Bureau of Justice Assistance (BJA) and the National Institute of Justice (NIJ). The Apex Police Department has integrated this Data-driven approach into its operations. DDACTS has allowed the Apex Police

Department to incorporate location-based crime and traffic crash data to determine the most effective methods for deploying law enforcement and other resources. Drawing on the deterrent value of highly visible traffic enforcement and the knowledge that crimes often involve motor vehicles, the goal of DDACTS is to reduce crime, crashes, and traffic violations across the country.

Traffic Incident Management Systems (TIMS)

Traffic Incident Management Systems (TIMS) is a national program that uses a planned and coordinated process to detect, respond to, and remove traffic incidents and restore traffic capacity as safely and quickly as possible. The program is designed through its implementation to prevent secondary crashes. The Apex Police Department, Apex Fire Department and other Town of Apex resources utilized this traffic management program to respond to and resolve traffic incidents within Apex. All sworn personnel and Fire personnel are trained in this national program.