

The Safe System Approach (SSA) is a holistic approach that incorporates better roadway design, safer speeds, better crash management, encouraging safer user behaviors, and promotes vehicle safety.



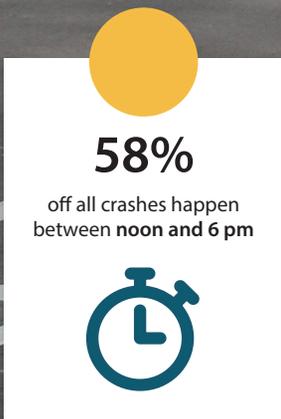
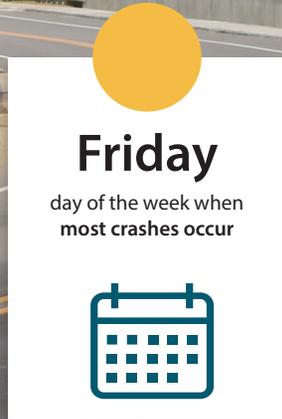
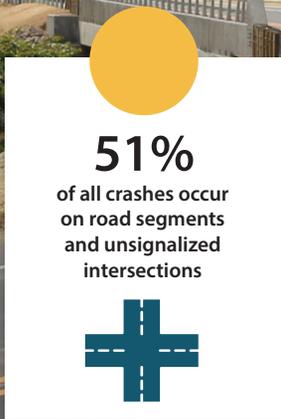
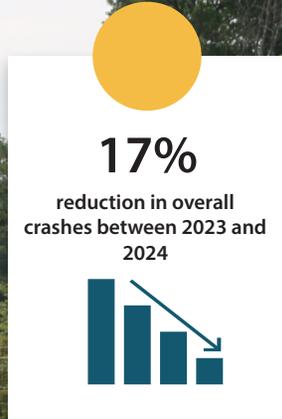
The Vision Zero Action Plan is a comprehensive and holistic approach to achieving the goal of zero fatalities on Apex roadways by 2035 using the Five “E” Approach, establishing four goals, and incorporating SSA into its practices.



**GOALS**

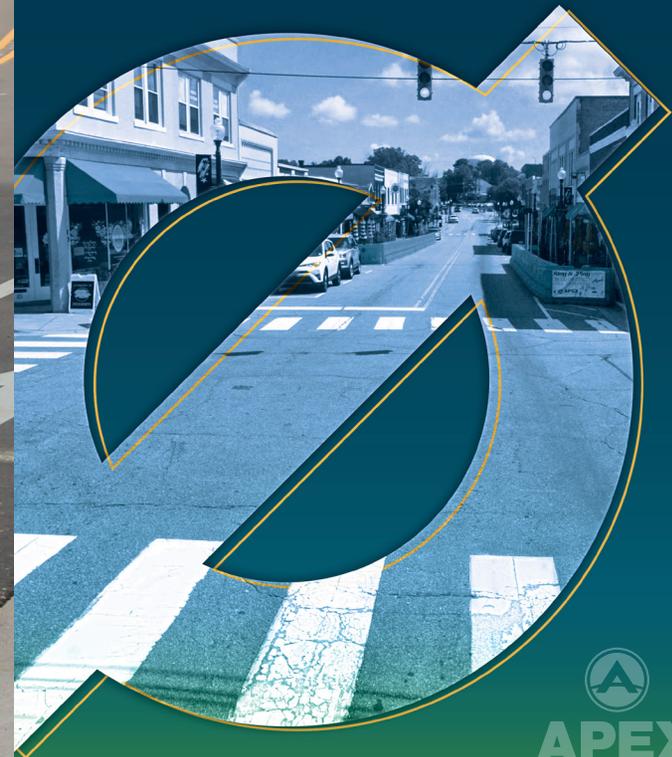
- 1 Promote a culture of traffic safety that prioritizes equity and inclusion.
- 2 Address collisions through infrastructure investments.
- 3 Enhance Town policies, processes, and evaluation to incorporate Vision Zero tenets.
- 4 Create and leverage partnerships to improve traffic safety and awareness.

**CURRENT STATISTICS**



**VISION ZERO**

*Zero Fatalities, Zero Serious Injuries, Safer Mobility for All*



## 2024 HIGHLIGHTS

Adopted new standards and guidance for crosswalk lighting and pedestrian/bicycle design at roundabouts



Planning and design activities for Safe Routes to School projects including on-site school staff interviews

Constructed new sidewalk along Laura Duncan Road  
Installed bike lanes along Horton Ridge Boulevard and Milano Avenue

Continued partnership with NCSU's Institute for Traffic Research and Education (ITRE) to launch social media campaign for traffic safety



Apex Police conducted "Let's Go NC" sessions at several elementary schools

Participated in Governor's Highway Safety Program campaigns

Apex was recognized as a Vision Zero City by the National Vision Zero Network



Provided bicycle helmets to Baucom Elementary via NCDOT grant program

Promoted Vision Zero and traffic safety at several events such as Peakfest, 4th of July, and Citizen Police Academy

Apex Police performed over 140 selective enforcement initiatives including "Watch For Me NC" and "Move Over" enforcement



Participated in six multi-agency patrol initiatives

Apex recorded zero traffic-related fatalities in 2024



Implemented bus stop improvements consistent with the adopted policy

Traffic Calming Policy incorporated into Town UDO

High Injury Network analysis and mapping updated to cover 2019 – 2023

## GETTING AROUND TOWN ON THE GOAPEX BUS

Did you know? The GoApex bus is free to ride and has real-time tracking on the GoCary App! GoApex Route 1 provides service to some of your favorite locations around town, including downtown Apex, Town Hall Campus, Beaver Creek Shopping Center, and more.

Visit [www.apexnc.org](http://www.apexnc.org) and search 'GoApex' for more information about mobility options.



[www.apexnc.org/visionzero](http://www.apexnc.org/visionzero)



## SAFE ROUTES TO SCHOOL & SAFE DRIVING TIPS

Town staff meets with school principals every two years to share updates on Safe Routes to School transportation projects and learn about current walking and biking needs at the schools. Here are some ways you can help improve safety when driving in school zones and throughout the community:

- Obey traffic laws including reduced speed limits within school zones
- Slow down when encountering conditions that restrict visibility
- Watch for pedestrians and cyclists
- Always yield to pedestrians in a crosswalk
- Do not park or idle within 15 feet of a marked crosswalk
- Utilize school carpool lines as intended to eliminate off-site drop-off and pick-up

## SAFE WALKING & BIKING TIPS

Apex partners with 'Watch for Me NC', a program aimed at reducing the number of pedestrian and bicyclist crashes with motorists. Here are some ways to promote your personal safety:

- Look and listen for vehicles approaching from all directions
- Raise your hand to get attention when crossing and use hand signals when biking
- Enhance your visibility with bright and reflective clothing
- Avoid distractions such as mobile devices
- Obey signs and signals
- Use crosswalk flashing beacons when available
- Wear a helmet, follow traffic laws, and use a light when biking