

**Quarterly Report to Council
1st Quarter 2013**

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Legislative Update

More than 1,700 bills have been introduced into the N.C. General Assembly so far this year. While most of these are not relevant to municipal government and many others that do not directly affect Cary, there are several that, if passed, would affect the Town by restricting municipal authority, adding additional administrative burdens or change revenues. Selected bills and their effects are summarized below:

[H150 Zoning/Design and Aesthetic Controls](#) would remove the Town’s ability to impose any design or aesthetic requirements on residential construction in new or existing neighborhoods unless the property owners agree to such controls. This restricts the Town’s ability to ensure that new development is compatible with community values and/or with surrounding properties.

[H664 Cell Tower Deployment Act](#) would require the Town to approve “nonsubstantial” modifications to existing cell towers. “Nonsubstantial” modifications are defined as adding up to 20 feet to the height of a tower and supporting structures up to 20 feet horizontally from the tower. There are no exceptions for stealth towers even though such modifications could completely take away their stealth characteristics.

[H480 Environmental Permitting Reform](#) / [S612 Regulatory Reform Act of 2013](#) would not allow the Town to implement stormwater standards that are more stringent than state standards. Town standards that would be affected include requiring:

- Erosion and stormwater plans for 12,000 square feet of disturbed land (state requires plans for residential at 1 acre and commercial at ½ acre)
- Detention for the 2, 5 and 10 year storms and detention and treatment of 1 year design storm (state only requires detention and treatment of the 1 year storm)
- Skimmers on all basins (state allows gravel filters)

Without these higher standards, we will see a future increase in runoff leading to increased flooding, we would not have treatment for small commercial development leading to an increase in nutrients that are not treated, and we would have increased sedimentation due to developers and/or builders not being required to have a grading plan for sites of less than one acre.

[Session Law 2012-158](#): Already passed and effective April 1, 2013, this bill imposes an administrative burden on the Town. Some property owners are required to appoint a lien agent when they contract for

improvements to real property, and this law requires that the Town collect the lien agent information prior to issuing building permits for projects. The law also requires the Town to maintain the information with the project's building permit records. We have communicated with our customers about this new law through printed materials and on the [Town's Web site](#). Other tools to help customers meet this new requirement are available through the [NCDOI](#) and [LiensNC](#), a private coalition of NC title insurance underwriters.

[H120 Building Codes: Local Consistency](#) / [S108 Building Inspections Local Consistency](#): If adopted, this would limit inspections on one- and two-family dwellings to eight types that are specifically listed in the North Carolina Administrative Code and Policies (NCAC 107.1). While supporters of the bill view the eight required inspections as the maximum limit rather than a minimum requirement, we believe these restrictions are in conflict with our legal duty to enforce the State Building Code through “the making of any necessary inspections”, as detailed in G.S. 160A-412. Not enforcing every part of the Code can be arbitrary and risks residents' health, safety, and welfare in the areas not enforced.

[S394 Lower Tax Rates for a Stronger NC Economy](#) would change the overall tax structure in North Carolina by lowering the sales tax rate and broadening the base. At the same time, it would eliminate many exceptions to current taxes and eliminate others. Among those taxes proposed to be eliminated are the local privilege license tax as well as several franchise taxes including state-collected local revenues. The stated purpose of the reforms is to streamline the tax structure while remaining revenue neutral. The Town supports tax reform to make the NC system more equitable, efficient, consistent, understandable, business-friendly and appropriate for a 21st century economy while not negatively affecting Town revenues. Since its introduction, multiple changes have been made to make it more friendly to local governments, and we appreciate the efforts that have been made. Other bills that have similar provisions include [H895 Tax Reduction and Simplification](#) and [S363 Business Tax Reduction and Reforms](#).

[H264 Justice for Rural Citizens Act](#) would prohibit municipalities from regulating all development adjacent to their communities by eliminating extra territorial jurisdiction (ETJ).

Traffic and Transportation

Traffic signal Upgrade at S. Academy Street / Dry Ave – Installation of decorative mast arms and poles is now complete, making this intersection more aesthetically pleasing.



Downtown Roundabouts

Phase 1 of the construction on the roundabout located at West Chatham Street and Old Apex Road is well underway.



Phase 2, construction of the roundabout located at East Chatham Street and East Durham Road starts in mid April. Message boards alerting drivers of the construction and detours will be in place. Construction is expected to last for 90 days.

Reduce Congestion through Intersection Improvements (Bond Project)

Staff is expecting to hire a design consultant by the end of April, at which time the consultant will begin the design of the five intersection improvement projects.

Green Level West Road Widening (Bond Project)

Surveying, environmental and historical studies for the project will begin in mid April in the study area. A public workshop is planned for late spring/early summer.

C-Tran

Fixed Route Service Ridership: In March, C-Tran's fixed route services hit a significant milestone by reaching the one million passenger trips provided mark since service began in FY06. Ridership continues to increase ridership on our fixed route services. A new general manager arrived in February and has already made significant improvements to our operations and services, particularly in regard to customer service training and quality assurance of ridership counts.

New Technology Available – GoLive!: Cary Transit has joined all other transit systems in the Triangle's regional GoLive project (Automatic Vehicle Locating Devices) on board all buses with final implementation of this system occurring on April 22nd. This GoLive system allows the public to access real-time location and schedule information through a smart phone application (TransLoc), the internet (live.gotriangle.org), and even simple texting services tied in with the NC 511 traveler information system. Links and information for the public will be posted on our C-Tran web site soon.

Route Changes Successfully Implemented: After receiving feedback from over 200 passengers in the November/December passenger survey, staff planned and implemented three major service changes along its routes to ensure continued on-time service. The most significant change came with the consolidation of three stops along Crescent Green to one main stop along Crescent Commons Drive,

where a passenger shelter and cross walk/signage was installed for pedestrian safety. Although this was an adjustment for the nearly 100 passengers a day that use this stop, they were pleased with the enhancements

New Passenger Shelter on Crescent Commons Drive (Route 5)



New Safety Crosswalk and Signage on Crescent Commons Drive (Route 5)



Employer Outreach: C-Tran staff has also increased partnerships and coordination with GoTriangle to develop effective employer outreach. This outreach, currently in its beginning stages, involves outreach to large scale employers to take part in a commuter survey. This will help us better plan general transit services around their campus and understand commuting patterns from their employees, but also provides value to them as a company to see what types of resources they can garner for employee retention in terms of alternative commuter benefits. Employers could choose to offset the transit fares for their employees to encourage them to take advantage of our fixed route services. Current employers who appear receptive to implementing the survey are Xerox and SAS.

Western Wake Regional Wastewater Management Facilities

All eight of the major construction contracts are under construction and on schedule. The picture from March 2013 shows the continued progress for construction on the main site as well as the progress on the effluent pump station.

The construction is included in eight separate contracts, all of which are on schedule:

- Contract 1 (Main Treatment Plant Facilities): Major concrete structures are complete, and mechanical and electrical equipment is being installed. Construction of outbuildings is progressing.
- Contract 2 (Biosolids Handling Facility): Installation of underground piping is complete and work on constructing the building has begun.
- Contract 3 (Operations and Maintenance Building): Construction is ongoing.
- Contract 4 (Effluent Pump Station): Installation of underground piping and concrete structures is ongoing.
- Contract 5 (Effluent Pipeline): Pipe delivery is complete, and pipe installation is ongoing south of US Highway 1 toward the Cape Fear River discharge location.
- Contract 6 (West Cary Pump Station upgrades and Beaver Creek Pump Station): Work at the Beaver Creek Pump Station continues with equipment installation and building construction. Maintenance building construction is ongoing at the West Cary Pump Station.
- Contract 7 (West Reedy Branch and Beaver Creek Gravity Sewer): The Beaver Creek Tunnel is now complete. Pipe delivery and boring under roads is ongoing.
- Contract 8 (Beaver Creek force main): Easement clearing is complete, and pipe delivery is ongoing. Pipe installation has begun.



Newsletters were sent to residents near the WWRWRF project in January 2013 and March 2013. The contract to install water and sewer infrastructure for properties adjacent to the Water Reclamation Facility is expected to begin construction in the next few months. Service to these properties is scheduled to begin within 6 months of facility startup.

Utilities

Fix a Leak Week

For the fourth year in a row, Cary participated in the EPA's Fix a Leak Campaign, March 18-24, 2013. Once again, our campaign focused on identifying and fixing toilet leaks because of the magnitude of the problem (1 in 4 toilets leaks) and the volume of water wasted as a result of those leaks. Over 1,000 Toilet Training Tutorials were distributed to our utility customers.

Looking Ahead...Beat the Peak Campaign

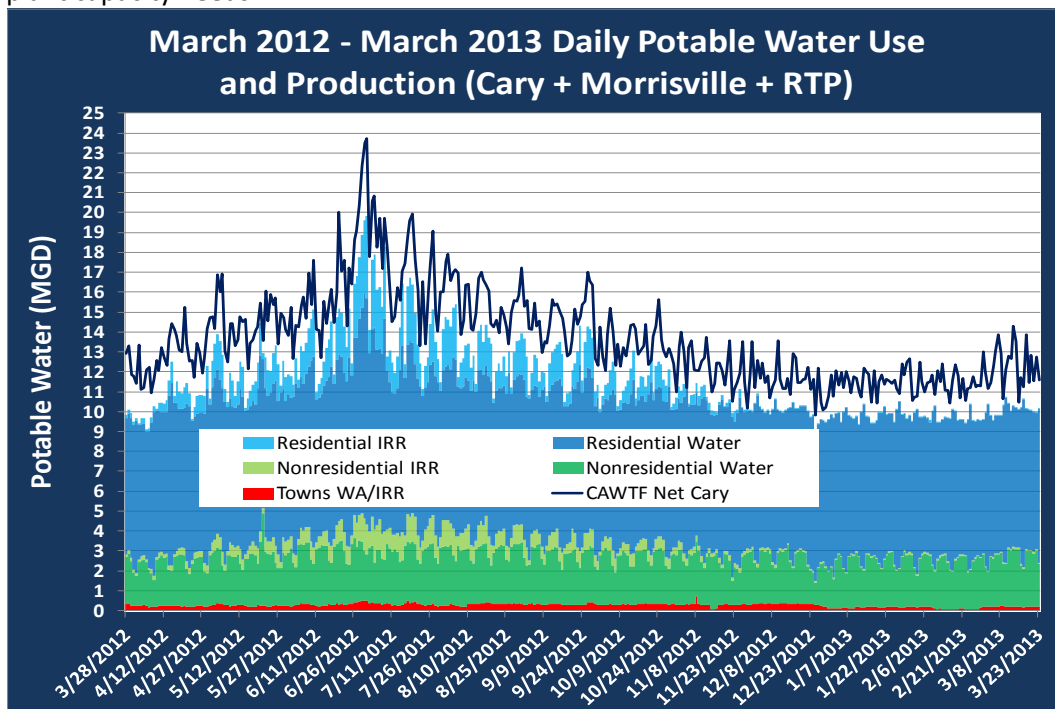
For the third consecutive year, we will be featuring our online video game "Don't Drown the Ground" and incorporating AquaStar into the game and campaign. We'll highlight AquaStar as a new tool available to help customers use water wisely, and the game will include a link to the web portal. Customers who take the pledge to do four simple things will be "AquaStars."



Aquastar

The Aquastar web portal was launched February 28. Staff receives about six customer calls a day about the portal, and most are requests for password reminders. With the single sign on for both our online payment site and Aquastar, many customers tried out the Aquastar portal when they went online to pay their March utility bills. We continue to receive positive feedback about the site and the value of the hourly data.

Water resources staff have begun to use Aquastar data in our ongoing analysis to help us better predict and manage water use. We will continue to refine our understanding of the data, especially concerning peak day use in the upcoming spring and summer months since that's what drives our water treatment plant capacity needs.



Water Conservation

	FY08 (last 3 months)	FY09	FY10	FY11	FY12	FY13*
Rain Barrel Kits	21	43	69	100	71	31
Rain Barrel Drums	18	34	103	136	113	60
Rain Barrels	808 (drought yr)	186	98	143	117	65
High Efficiency Toilet rebates	66 of 66	527 <i>of 527</i>	586 <i>of 790</i>	735 <i>of 735</i>	746 <i>of 790</i>	484 <i>of 790</i>
Turf Buy Back rebates	N/A	118 <i>of 200</i>	29 <i>of 50</i>	54 <i>of 55</i>	48** <i>of 50</i>	35 <i>of 50</i>

* through March 31, 2013

** 50 applications were approved but two were later withdrawn

Residential Waste Cooking Oil Recycling

The Residential Waste Cooking Oil Recycling Program continues to steadily collect approximately 150 gallons per month for conversion into biofuel. The curbside collection program continues to be a well received by citizens.

In an effort to further reduce improper disposal of used cooking oils and grease into the sewer system, the Pretreatment Division developed a communication plan for a pilot program to collect used cooking oils and grease at multi-family dwellings (apartments/town homes). The pilot program is currently in development and is currently scheduled to begin in July and run through December 2013. The program will provide a free and convenient cooking oil/grease recycling opportunity to town residents who live in multi-family dwellings. The pilot program will work with Project Phoenix and multi-family dwellings to identify locations that are interested in participating.

Cary/Apex Water Treatment Facility (CAWTF)

Water demand for the quarter averaged approximately 14.2 million gallons per day which was generally consistent with same period in 2012 when water demand averaged 14.3 million gallons per day.

Annual Disinfection Switchover: In March, the CAWTF implemented a state-required change in the drinking water treatment process as part of the Town's annual switchover from chloramines disinfection to free chlorine. This change involved suspending the addition of ammonia to form chloramines as a distribution system disinfectant residual; and distributing water disinfected with only free chlorine. The switchover was conducted in conjunction with a significant amount of distribution system flushing to maximize the effectiveness of free chlorine in the system. This practice is conducted as part of the annual distribution system preventive maintenance program to help maintain water quality in the town water system throughout the year. System operations returned to normal on April 1st.

Cary/Apex Water Treatment Facility, Phase III Expansion: Design for the CAWTF Phase III Expansion Project is 90% complete. The project will expand the facility's treatment capacity from 40 to 56 million gallons per day. Design is currently being completed and permitting activities are scheduled to begin this month and be completed by early summer.

North Cary Water Reclamation Facility (NCWRF): The NCWRF continued performing exceptionally well in treating wastewater to high levels of nitrogen and phosphorus removal. During the first quarter of

2013, total nitrogen was reduced by 95% and total phosphorus was reduced by approximately 96%. **Both nitrogen and phosphorus removal percentages were much better than required by State permits, resulting in exceptionally high quality treated water being returned to the environment.** The average daily flow treated by NCWRF was 6.8 million gallons per day during the first quarter.

South Cary Water Reclamation Facility (SCWRF): The SCWRF continued performing exceptionally well in treating wastewater to high levels of nitrogen and phosphorus removal. During the first quarter of 2013, total nitrogen was reduced by 96.8% and total phosphorus was reduced by 99.6%. **Both nitrogen and phosphorus removal percentages were much better than required by State permits, resulting in exceptionally high quality treated water being returned to the environment.** The average daily flow treated was 5.38 million gallons per day during the first quarter. The acquisition of a back up generator for the Biosolids/Dryer Facility is moving forward.

Sustainability

Town staff is working on a number of sustainability initiatives. The guiding principal in each endeavor is to capture data so staff can examine the cost effectiveness, environmental benefits, and quality of life benefits of each project and use this information to assist the Town in future decisions. Updates to on-going projects are below:

New Initiatives

Progress Energy Rate Case: As part of the Town's Strategic Energy Action Plan (SEAP) and its goals to manage the supply-side costs of electricity, the Town participated with a consortium of municipalities to advocate for reducing the electricity rate increases as proposed by the electric utility (then Progress Energy Carolinas, now Duke Energy Progress). Staff anticipates a substantial avoided cost from this effort and will work to communicate this value to Council in future reports.

Permitting for Plug-In Electric Vehicles Charging Stations Recognized: At a March 13 meeting in Raleigh for the statewide Plug-In Electric Vehicle Statewide Plan (or Roadmap), Cary's Inspections and Permitting Department was held up as a statewide example for fast, easy, customer-focused municipal permitting.

Strategic Energy Action Plan (SEAP) Progressing as Planned: As part of the SEAP, staff continues to track energy use using an online data management system. We are working with NC State Energy Solutions to streamline our data inputting so that we can accurately measure the outcomes of our energy efforts (in dollars saved and energy reduced).

Grants Progressing as Planned:

- Hybrid Trash Truck Grant, Triangle J COG Blue Skies, received and in on-going evaluation mode.
- Fire and Police Sustainability Grant, EPA Climate Showcase Communities—in progress.
 - The Station to Station Energy Challenge was a success!
 - 5-month fun competition between stations to determine which station could reduce its energy use as compared to last year, using low and no-cost methods like running full loads of laundry, turning off lights when not in use, and programming thermostats.

- A reduction of 10% is considered to be a good result for these behavior-based initiatives. Three of the seven competing stations yielded over a 10% energy savings with one station yielding a 15% reduction! The Fire Department showed terrific initiative in this effort that contributes to the town wide building energy reduction goal that is part of the SEAP. Congratulations to the winners circle— Stations 6, 7, and 1!
 - Keep an eye out for updates on the completion of Fire Station 8, the Town’s first high performing building; the energy efficiency retrofits put into 6 of the stations; an update on the Town’s standing in the Battle of the Buildings—EPA’s National Buildings Competition; and the launch of the Chief’s Energy Challenge. The Chief’s Energy Challenge is a grant-funded effort to summarize Triangle-area fire departments’ efforts to reduce energy use and to challenge other departments across the nation to do the same. This is a Cary partnership with the Triangle J COG, The Town of Chapel Hill, City of Durham, and City of Raleigh with assistance from the City of Charlotte.
 - Shuchi Gupta, an Environmental Advisory Board member (and recent Cary School of Government graduate), has been an instrumental volunteer on this grant effort.
- Police and Utility Idle Reduction Pilot Grant, NC State Solar Center—Installed and in on-going evaluation mode.
- Department of Energy American Recover and Reinvestment Act-Energy Efficiency and Conservation Block Grant (ARRA-EECBG)—All projects complete and in on-going evaluation mode.
- EPA Creating Sustainable Neighborhoods Technical Assistance Grant—Plan to host no-cost technical experts next quarter. These consultants will talk with staff and citizens to profile LEED Neighborhood Development (LEED ND) opportunities for the downtown business improvement district. They will produce a final report with suggestions and input that can be used by staff and Council.

Finance and Budget

Manager Approved Contracts

Under the authority granted by Council to approve contracts and in accordance with reporting requirements of our contracting policy, the Town Manager signed 38 contracts during the first quarter of 2013 (Jan-Mar) compared to 33 contracts in the previous quarter and 48 contracts in the first quarter of 2012.

Treasury Management

Investment rates remain low. Two year treasury bills are yielding 0.23%, down from the 0.26% we reported last quarter. As existing portfolio investments mature and are reinvested at these low rates the overall yield on the investment portfolio continues to decrease. The March 2013 yield on the portfolio fell to an annualized 0.43% compared to the 0.46% we reported for December 2012 and the 0.54% we reported for September 2012. Property tax revenue and the revenue bond sale restored our cash balances to \$422 million. Capital spending remains heavy as a result of the progress on the Western Wake wastewater projects. Because we projected these continued declines in interest rates we remain on track to meet our budget for interest income. We should exceed our town wide interest income budget by over \$200,000, however only \$61,000 of the projected revenue over budget will

benefit the General Fund; the remainder of income over budget will benefit the Utility Fund and Capital Reserve Funds.

A continued (partial) offset to low levels of interest income is the cost of our variable rate debt. The interest rate on the Town's variable rate debt resets on a weekly basis. The current rate for the week is 0.17% on \$37 million of our outstanding debt. The average rate for FY 13 has been 0.15%. Like interest income, our projections for these variable interest rates were conservative, and our interest expense is under budget. The General Fund is currently enjoying a \$125,000 fiscal year to date savings compared to budget on variable rate interest expense.

We are in the early stages of planning for our next bond sale, a general obligation bond sale for the capital projects authorized by the November 2012 referendum.

Utility Billing

Billed consumption for the three quarters of the fiscal year was 3.2 billion gallons which is 2% less than the gallons billed at this point last year. Meter numbers continue to grow about 2.5% per year. Because we budgeted 3% less demand in FY13 than we actually experienced in FY12, if historical usage patterns hold true, we will still meet our budgeted revenue by the end of FY13.

Tax and Tag Together

The Department of Motor Vehicles is preparing to take over state wide property tax billing for vehicles with registration renewals due in July. Currently vehicle owners get a registration renewal offer from DMV. A few months after they renew their registration with DMV they get a tax bill from their county for both county and municipal taxes. Beginning with July registration renewals, the vehicle property tax bill will be a required component of the DMV registration renewal process. We are making plans to supplement the state and county communication plans to help our citizens understand these changes. Currently citizens can pay their Wake County vehicle tax bills at the Cary Finance counter, and these customers account for some of the lines that we see in our lobby near the end of each month as their tax bill deadlines approach. Under the new system, vehicle owners can pay their combination registration and tax bill online or by mail, but can only pay in person at a license plate agency like the one at South Hills.

Some customers come to the Cary Finance Department to avoid the credit card convenience fees charged by Wake County for tax payments. Under the DMV system, customers will not pay a convenience fee to pay their car registration and property taxes with a credit card. We plan to offer our customers access to the web enabled computer in the lobby of Permits and Inspections if they want to pay online with a credit card instead of traveling to South Hills to pay with cash or check.

North Carolina is the 50th state to implement combined registration renewals with vehicle taxes. The combination is designed to save money on billing and collection and to reduce the bureaucracy of citizen interaction with government in regards to auto registration and taxation. Wake County municipalities may be the only local governments in the state that will see an increase in tax collection fees for vehicles because Wake County's fees to collect the tax have been so low because they have only charged its the marginal cost of billing and collection municipal taxes over the cost of billing and collecting county taxes. Now that the State of North Carolina (DMV) will be collecting these taxes on our behalf, Cary's tax collection costs are expected to increase by \$160,000 in FY14, almost doubling our current collection costs.

Spruce

Work Days

Projects	Volunteers	Hours	Litter	Mulch	Plantings
47	736	1,576	5,417 lbs	400 yards	689 trees & plants



Adopt a Spot 2 more spots adopted making 33 total spots.



Arbor Day at Town Hall
160 participants
200 Trees given



Martin Luther King Day of Service
200 volunteers at Middle Creek



Compost Giveaway
476 participants
80 yards given

Growth and Development

The following tables illustrate development approvals over the 4th quarter of 2012.

Quarterly Approvals Comparison

	1 st Quarter 2012	2 nd Quarter 2012	3 rd Quarter 2012	4 th Quarter 2012	1 st Quarter 2013
Rezoning	3	3	3	13	2
Comp. Plan Amendment	0	0	3	2	2
Annexation	7	7	11	11	9
Special Use	1	0	2	0	0

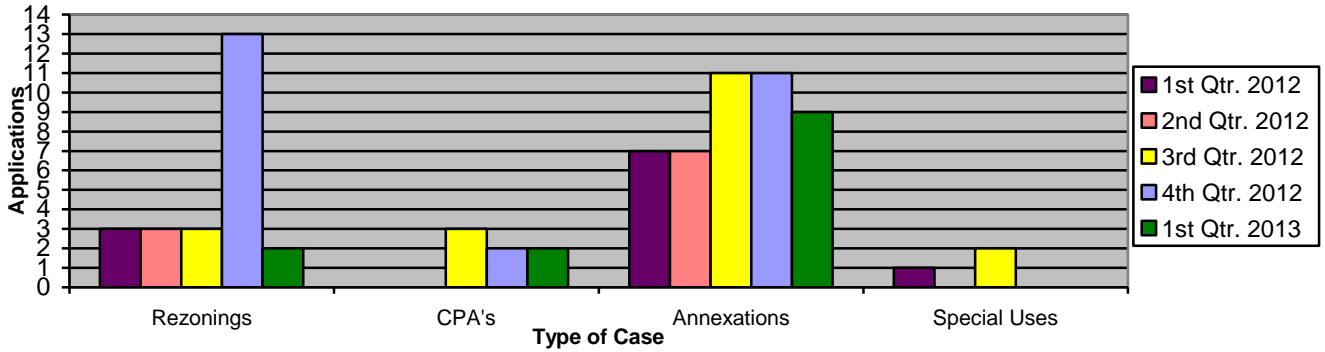
Quarterly Approvals Comparison

	1 st Quarter 2012	2 nd Quarter 2012	3 rd Quarter 2012	4 th Quarter 2012	1 st Quarter 2013
	Sq. Ft or Units	Sq. Ft or Units	Sq. Ft or Units	Sq. Ft or Units	Sq. Ft or Units
Commercial	14,162	0	0	35,154	20,110
Office	0	0	244,005	7,208	19,000
Institutional	0	19,146	0	0	0
Multifamily Residential	206	80	0	23	267
Single Family Residential	0	51	20	38	118

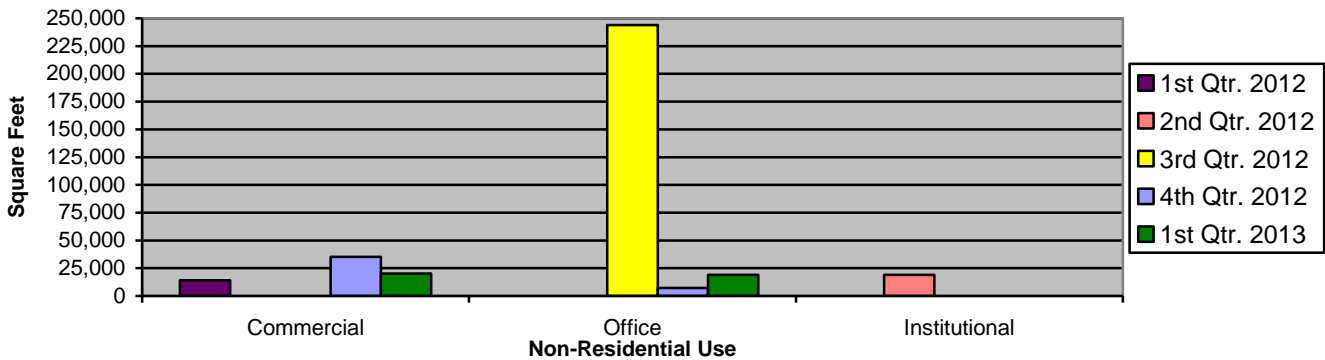
Quarterly Approval Comparison

	1 st Quarter 2012	2 nd Quarter 2012	3 rd Quarter 2012	4 th Quarter 2012	1 st Quarter 2013
Accessory Use Permits	60	49	58	27	26
Temporary Use Permits	25	47	37	43	38
Sign Permits	139	135	88	94	123

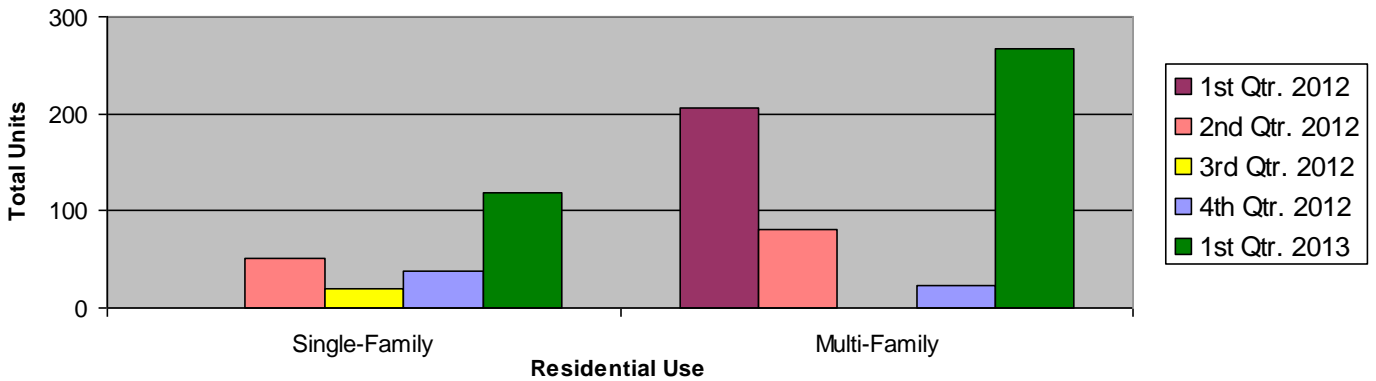
Quarterly Approval Comparison
(Public Hearings)



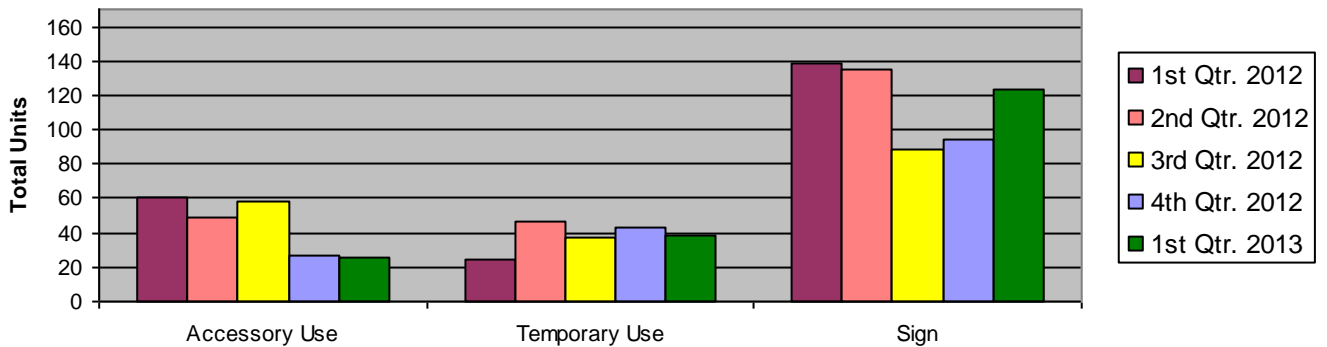
Quarterly Non-Residential Site Plan Approval Comparison
(Square Feet)



**Quarterly Residential Site Plan Approval Comparison
(Number of Units)**



**Quarterly Permit Approval Comparison
(Accessory, Temporary and Sign Permits)**



Population

As of April 1, 2013, the Town of Cary's population is estimated at 144,316, an increase of 2,703 people (+1.91%) in the last year (since the April 1, 2012 estimate).

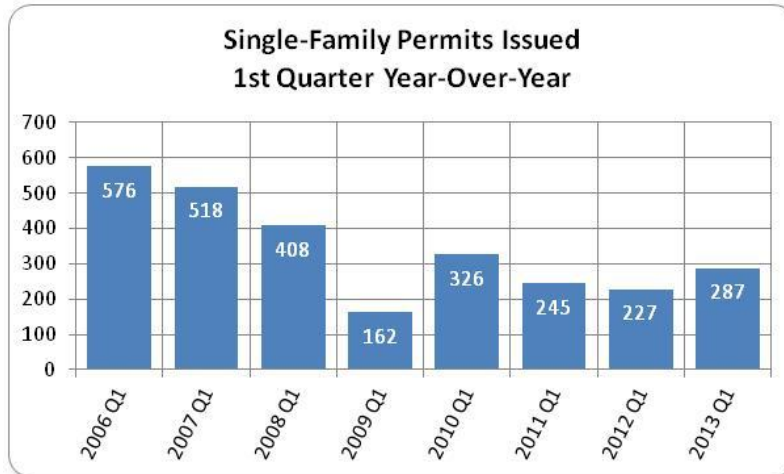
Annexation

Since the last quarterly report, the Town grew by 65 acres through annexation of Town owned land bringing the size of Cary to 36,043- acres (56.31 square miles).

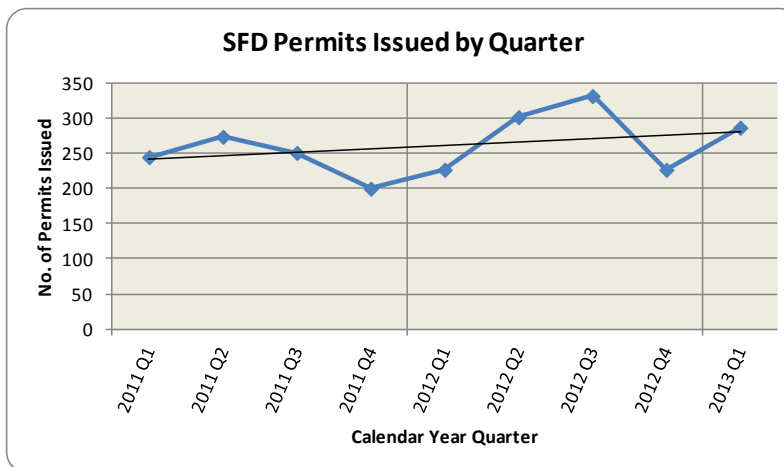
New Construction Permits

Single Family Residential

During the 1st quarter 2013, 287 new single-family dwelling (SFD) permits were issued, up 26.4 percent from both the previous quarter (227) and the same quarter last year (also 227), and 15 percent above the current Q1 5-year average (249). This was the best first quarter since 2010 which was boosted by the Federal Homebuyers Tax Credit available at that time.

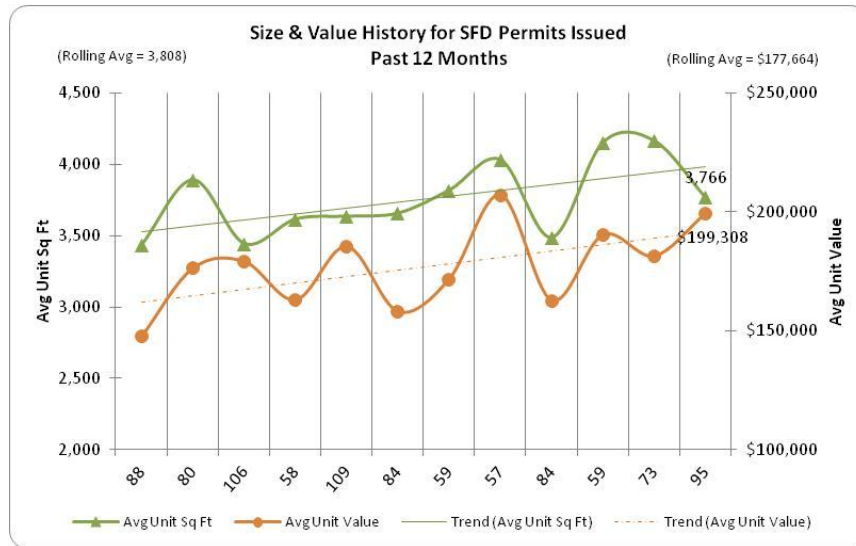


Looking at post-recession SFD permits since the expiration of the Tax Credit incentives, activity continues to improve overall. During the period shown in the chart below, we are averaging about 261 new homes per quarter. By comparison, for the period of Q1 2006 to Q1 2008 the average was about 521 per quarter.



The 26 percent change from Q4 to Q1 was nearly even with the 5-year average quarter-over-quarter change (25 percent). We can expect permits to be up about 20 percent in the 2nd quarter 2013 based on recent trends.

The average unit size in Q1 2013 was 4,024 square feet (about even with the same period last year) and was valued at \$190,483. Both unit size and valuation are trending upward over the past 12 months, marking the first time in about a year that both measures trended upward at the same time.



Multi-Family Residential

There were 3 multi-family residential permits issued during the period for 144 apartment units, 184,404 square feet, and a construction value of \$10,866,404. All units were part of the Bradford project.

Nonresidential (Commercial) New Construction

Sixteen permits were issued for nonresidential new construction in the 1st quarter for a total of 71,269 square feet. This was 5 more than in the previous quarter (+45 percent), but average project square footage was just 4,454 sf compared to 28,263 sf (-84 percent) last quarter. Compared to last year, 1st quarter permits were greater in number (+9), but down in total square footage (-30,412 sf) and average project square footage (-10,072 sf).

New construction projects permitted during the quarter included Cary Endodontic (2,797 sf), Bovenizer Orthodontic (4,369 sf), Stone School Supply (16,444 sf), two shell office buildings in Weatherfield Industrial Park (16,508 sf), a medical office building in the Twin Lakes area (19,020 sf), and a number of other small accessory buildings.

Location of Activities for New Single-Family Dwellings

Hotspots for New Single-Family Dwellings

The most active area for new SFD permits issued in the 1st quarter was Village Square at Amberly with 55 (29.1 percent). SFD permits were issued in a total of 45 different subdivisions.

Q1 2013 Top 5 Areas for SFD Activity

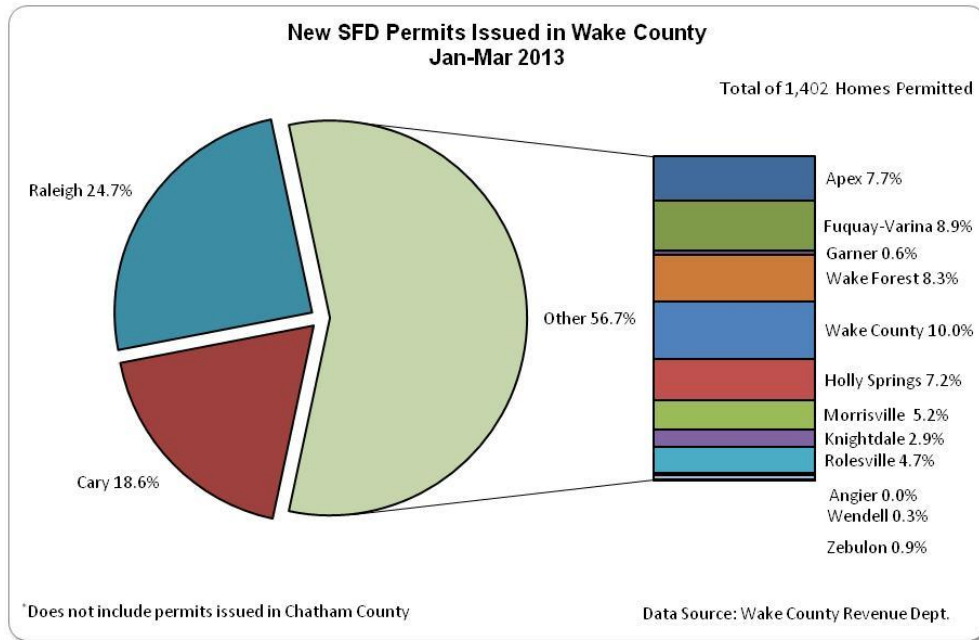
SFD Permits Issued	COs Issued
(287 total)	(227 total)
Village Square at Amberly, 55 (19.1%)	Carolina Preserve at Amberly, 28 (12.3%)
Townes at Stonewater, 19 (6.6%)	Village Square at Amberly, 27 (11.8%)
Townes at Amberly, 17 (5.9%)	Camden Townhomes at Cary Park, 16 (7.0%)
Carolina Preserve at Amberly, 16 (5.5%)	Davidson Point Townhomes, 11 (4.8%)
Cary Park MR-3, 15 (5.2%)	Phillips Place, 10 (4.4%)

Certificates of Occupancy

Certificates of Occupancy (COs) were issued for 227 homes in the 1st quarter. The most were issued in Carolina Preserve at Amberly (28, or 12.3 percent), followed closely by Village Square at Amberly (27, or 11.8 percent). COs were issued in 47 different subdivisions.

Comparisons to Local & State Permits Issued

SFD Permitting Activity in Cary vs. Other Wake County Municipalities (Jan-Mar 2013)



Cary issued 18.6 percent (261) of all single family dwelling permits in Wake County in the 1st quarter 2013; Raleigh issued 346 permits (24.7 percent), and Wake County issued 140 permits (10.0 percent). Not shown are the additional 26 permits Cary issued in Chatham County.

SFD Permitting Activity in Cary vs. State & National Levels (Jan-Feb 2013)

Through the first two months of the 1st quarter, Cary's SFD permits issued grew at a monthly rate of 11.7 percent on average, compared to 7.4 percent statewide, and 2.3 percent nationally.

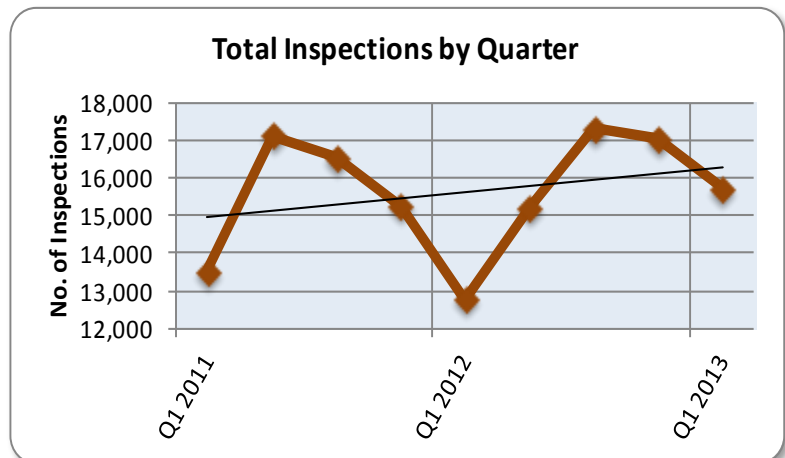
Overall Building Permit Activity

Permits Issued: Total building permits issued in the 1st quarter 2013 (1,819) were about even with the previous quarter and up 7.0 percent from the 1st quarter 2012. Online permits accounted for 33.3 percent of all permits issued.

Applications Received: Overall, the department received and processed 1,981 permit applications during the 1st quarter, about even with the previous quarter and up 1.4 percent from the same period last year. Of those, 33.3 percent were submitted online and processed electronically.

Building Permit Inspections Activities

The department performed 15,718 building permit inspections during the 1st quarter 2013, down about 7.7 percent from the previous quarter and up 23.4 percent over the same period last year (12,732). Historically, the 1st quarter of the calendar year is the slowest period for inspection activity.



The overall inspection approval rate was 73.6 percent (target is 75 percent or higher). With 16 inspectors available during the period, each inspector performed about 17 inspections per day on average.

Inspections & Permits Customer Service Survey

The department launched a customer satisfaction survey in July 2011 as part of an ongoing effort to improve the ways we deliver services by better understanding the customer’s point-of-view. The survey is specifically designed to collect customer feedback for the purposes of monitoring and measuring the department’s overall performance from the customer’s perspective. It consists of 18 questions plus opportunities for free-form comments, and the goal is to receive and maintain an overall average rating of 7 (or better) on a 1 to 9 scale (where 9 is the highest score). Through the end of March 2013, the department has received an overall average rating of 8 out of 9. The data includes 543 responses from customers identifying themselves as shown below.

Homeowner	53%
General Contractor	18%
Trade contractor	10%
Design professional (architect, engineer)	7%
Business owner	4%
Others	8%

In support of Cary’s Downtown initiatives, a new optional question was added to the survey in October 2012 to help us identify what region of Cary the respondent’s project was in, with Downtown as a separate region. Since that time 10 percent of 130 survey respondents have identified their project as being in the Downtown region.

Downtown Cary	10%
Northeast Cary	16%
Northwest Cary	25%
Southeast Cary	22%
Southwest Cary	27%

Sports and Leisure

WakeMed Soccer Park

- Construction has concluded on the stadium expansion project. Minor Punch List items / warranty items are being completed as new facility usage begins. The stadium expansion ribbon cutting was held April 13th.
- The RailHawks hosted two exhibition matches featuring the MLS Vancouver White Caps and Pumas UNAM from Mexico. The Vancouver match drew approximately 2,590 fans and the Pumas UNAM match drew almost 8,000 fans.
- Spring Soccer season continued for local middle schools, clubs, high schools and colleges that use the facility which accounts for hundreds of hours of field use for training and matches as well as thousands of participants and spectators.

- The following organizations hosted cause runs on the Cross Country Course: 5K4 Cystic Fibrosis Foundation, NR Road Racing Glow in the night 5K and the Alpha Omicron Epsilon 5K for Mental Health bought in approximately 1,000 runners and spectators.

WakeMed Soccer Park	FY2012 Revenues	FY2013 Revenue Budget	2013 Revenues July-March
TOTAL REVENUE	\$518,638	\$487,500	378,648

WakeMed Soccer Park Economic Impact	2010 season	2011 season	2012 season	2013 season (Projected)
Groups Served	90	80	80	87
Total Attendance	192,630	186,510	210,687	220,000
Total Economic Impact	\$2,112,000	\$2,131,223	\$2,100,000	\$2,195,960

*Economic Impact information provided by Greater Raleigh Convention & Visitors Bureau

USA Baseball National Training Complex (NTC)

- 42 collegiate baseball games were played at the NTC.
- The Notre Dame Irish Classic was held March 1-3. Six Division 1 universities competed in this event at the NTC: Notre Dame, Tennessee, Virginia Tech, Rhode Island, University of Mass and Ohio University.
- The Town of Cary and USA Baseball successfully co-hosted the 2nd annual National High School Invitational. 16 of the nation's top high school baseball programs from 11 different states competed. Mater Dei High School from Santa Ana, California won the Championship.
- Over 4,300 participants ran in this year's Tobacco Road Marathon, held at the NTC for the 4th consecutive year.
- NTC Baseball Instructors successfully held 23 baseball clinics. One-on-one baseball lessons were up 300% from last year.

USAB National Training Complex	FY2012 Revenues	FY2013 Revenue Budget	FY2013 Revenues July-March
TOTAL REVENUE	\$444,100	\$433,700	*\$106,298

*Note that the majority of the NTC revenue is generated in the 4th quarter each year

USA Baseball National Training Complex Economic Impact*	2010 season	2011 season	2012 season projected	2013 season projected
Groups Served	26	27	28	27
Total Attendance	54,619	61,000	68,000	74,000
Total Economic Impact	\$2,589,487	\$2,386,318	\$2,480,000	\$2,500,000

*Economic Impact information provided by Greater Raleigh Convention & Visitors Bureau

Cary Tennis Park

- Hosted WWTA Polar Doubles Adult Tournament in February with 266 participants.
- Held the Love All Tennis Junior Championships with 174 participants.
- Hosted the Cary Tennis Park Junior Classic with 187 participants.
- Held Early Development Center (EDC) Jamboree in March with 56 participants under the age of ten.

Cary Tennis Park	FY2012 Revenues	FY2013 Revenue Budget	FY2013 Revenues July- March
TOTAL REVENUE	\$1,381,025	\$1,242,000	\$942,942

Cary Tennis Park Economic Impact	2010 season	2011 season	2012 season	2013 season projected
Total Attendance	233,200	251,152	267,200	270,000
Total Economic Impact	\$1,344,437	\$1,400,000	\$1,800,000	\$1,400,000
*Economic Impact information provided by Greater Raleigh Convention & Visitors Bureau				

- **Cary Tennis Park Expansion** –Project includes covered tennis courts, expanding the clubhouse and creating an outdoor pavilion. A design team is working on options for where the covered facility will be located, and they are also looking at an option to acquire additional land to potentially add additional courts to the facility.

Recreation

- **Cary Cup Table Tennis Championships** – The Town hosted the 12th Annual Cary Cup Table Tennis Championship (March 15-17). The Butterfly Cary Cup Championship is a 4-Star USA Table Tennis Sanctioned National Level Table Tennis Championship. 172 of the top table tennis athletes from the United States and around the world competed in the largest round-robin table tennis competition in the United States. Participation stats: 18 states represented; 12 international participants; youngest athlete born in 2004; oldest athlete born in 1932.
- **Project Phoenix** – PRCR staff planned and implemented 22 programs with 359 participants for January-March 2013. 46 programs serving 676 participants have been conducted so far in FY13. Program topics include art, nature, storytelling, crafts, tennis, soccer, baseball, tumbling, and campfire games. The Work Team goal is to provide programming in fifteen identified communities by the end of the fiscal year.
- **Daddy-Daughter Event** - Staff planned and implemented the annual Daddy-Daughter dance with attendance reaching new heights with 401 participants over two nights. The second night was added this year to meet demand.
- **Hemlock Bluffs Prescribed Burn** - On March 1 a prescribed burn was conducted at the nature preserve. This is the second burn conducted there since January 2012. Preserve staff coordinated with the NC Forest Service and NC State Parks to burn about 2 acres. These annual burns reduce hazardous fuel loads on the forest floor near adjacent neighborhoods and improve habitat conditions for wildlife.
- **Specialized Recreation** – Staff planned and implemented the second annual Eggstravaganza for participants with special needs. 57 participants attended with at total estimated crowd of 125.

Recreation Division	FY2012 Revenue	FY2013 Revenue Budget	FY2013 Revenues July-March
TOTAL REVENUE	\$1,360,669	\$1,322,921	\$943,800
	FY2012 Actual	FY2013 Projected	July - March
**PARTICIPATION	67,671	68,000	51,113
** Includes class and program participation at community centers as well as the Senior Center, Bond Park Lake, and Stevens Nature Center.			

- **Senior Health Insurance Information Program at the Cary Senior Center.** Volunteers in Cary: 14, hours served: 52, people counseled: 57. Cary Senior Center has the largest volunteer based SHIIP counseling site in the county. The Cary Senior Center is used as a model for excellence for mentoring new volunteers in the SHIIP program.

Cultural Arts

- **Cary Arts Center** - Attendance at the Cary Arts Center continues to be strong and is showing sustained growth in its second year of operation. In FY12, 87,977 visitors had come through the doors July 1 through March 31. For FY13 the comparable number is 114,006, a 29.5% increase. These numbers include all class attendees, participants in the open studio programs, audiences for performing arts events, cultural organizations' rehearsals and meetings, visitors to the gallery, people coming to rental functions and general visitors. The Marvelous Music Series continued to have a very strong season with a sold out performance of "Dave Bennett's Tribute to Benny Goodman." The series also presented "The Parchman Hour," commemorating the 51st anniversary of the Civil Rights Freedom Riders, as part of the Town's MLK Jr. Dreamfest Celebrations. The Family Series successfully collaborated with the Triangle Wind Ensemble to present a program entitled "Musical Menagerie: A Young Person's Guide to Woodwinds, Brass and other Exotic Beasts of the Band," featuring a staged musical performance and an instrument petting zoo. The Gallery Program focused on fine art craft during this quarter with an Art Quilt exhibit, ARTQUILTrivers, a juried collaboration between Professional Art Quilters of America-South and the Taiwan Art Quilt Society. This program was also supported by the Sister Cities Association and complemented a companion show at the Page-Walker.
- **Page-Walker Arts & History Center** – Attendance at Page-Walker was down about 9% compared with the same period last year, but still hosted 14,556 visitors during the July 1 through March 31. The "Build your own Guitar" class, which was introduced in the fall continued to be popular with a waiting list. Staff also coordinated this season's final sold out concert with the Friends of Page-Walker. In collaboration with the Sister Cities Association, the Citizen Diplomacy event, Building Cultural Bridges, also sold out. Another highlight was hosting the NC Train Hosts Annual Meeting with over 100 visitors coming from across the state by train to learn more about Cary's offerings for Amtrak passengers.
- **Public Art**
 - On January 10, 2013 Town Council unanimously recommended adoption of the Public Art Master Plan update. The Public Art Master Plan provides the vision, guiding principles and recommendations for the Public Art Program.
 - The Public Art Project for Fire Station 8, "A Beacon to the Community," a series of stained glass windows by California artist Arthur Stern was completed and installed.
 - Reidsville, NC Artist Brad Spencer began working on the final phase of the Black Creek Greenway project "Arts Alfresco." This third installation is on the wing-walls along the tunnel at Lowe's Home Improvement and Maynard Road entrance. This project, completed in partnership with Cary Visual Art, is a series of brick public art installations along the greenway which share a common theme and visually connect the trail to both passersby and active users.
 - Texas artist John Merigian was selected for the Hope Church Road Trailhead project along the American Tobacco Trail and will begin working with the design team in early April.
- **Koka Booth Amphitheatre** – The major focus for this quarter was maintenance work at the Amphitheatre. After twelve seasons, the stage floor was badly worn and was replaced during the off season. The facility's first event of the 2013 season took place on March 30 with the Chili-Brew

Fest. This was the second year of this festival which focused on chili and beer. Overall, attendance was up approximately 12% over last year and the event essentially met its budget target.

- In January the 2012 **Spring Daze Arts & Crafts Festival** received the awards for Best Print Media and Best Poster at the 2013 North Carolina Association of Festivals and Events conference.
- In February, the 2013 Parks, Recreation & Cultural Resources **Volunteer Awards Banquet** honored eight individuals and one non-profit in recognition of service to the community.

Parks Planning and Design

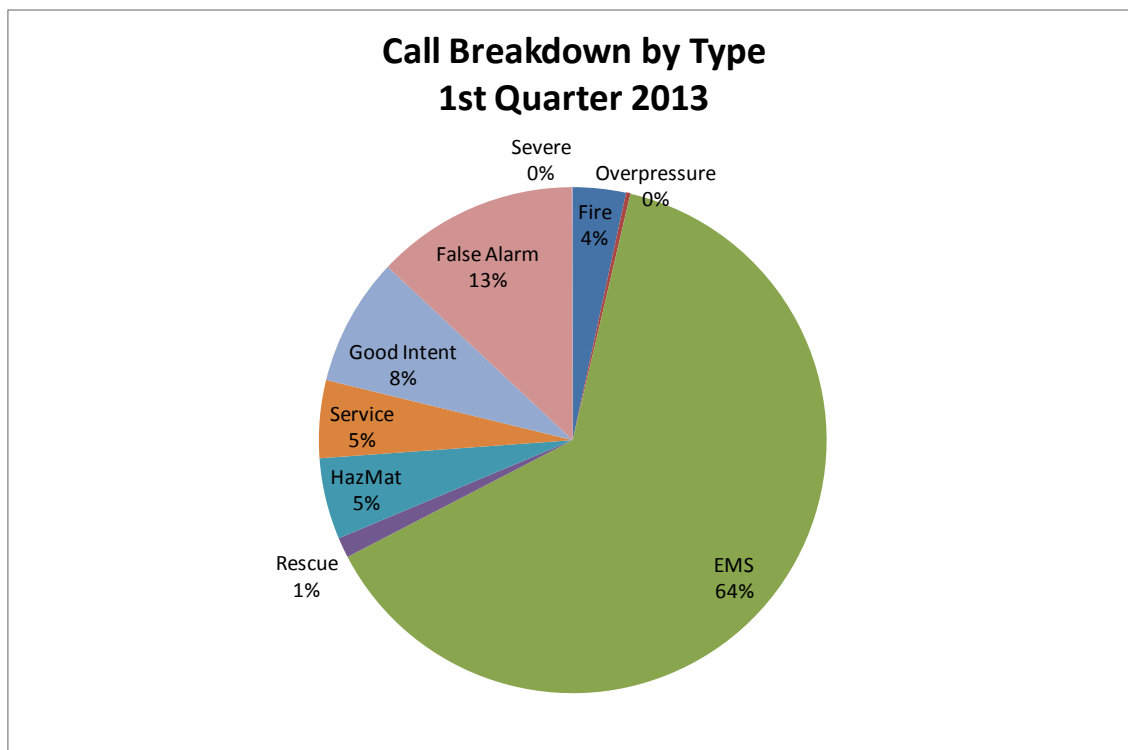
- **Carpenter Neighborhood Park Master Plan** – Council approved the master plan for a 16 acre neighborhood park on January 10th. A contract was signed with the design consultant to begin the construction documents phase of the project.
- **Hemlock Bluffs Stream Restoration** – Project is complete and included stabilizing 100 linear feet of the Swift Creek that had eroded significantly, new educational signage and a volunteer planting project.
- **Roberts Road High School & Park (H7)** – Wake County Public Schools has initiated the design for a new high school on Roberts Road which is adjacent to the Town's 55 acre future park. TOC staff has attended several meetings due to the potential for shared facilities at the site.
- **Kids Together Playground Renovation** – Project is to replace a portion of the existing play equipment. Staff has met with the Kids Together Board to review the design. Construction is tentatively planned to begin in the winter of 2014.
- **New Hope School Road Trailhead** – Project includes developing a 100 car parking lot and restroom adjacent to the American Tobacco Trail. A concept was developed and presented to the Greenway Committee and Chatham County for comments. A public artist was selected for the project. Staff was notified of receiving an additional \$40,000 grant towards the project that will be coming to Council in the near future for recognition and appropriation to the project.
- **Old Reedy Creek Road Trailhead Park Project** – This is a grant funded project that will locate an approximate 85 car trailhead parking site including a restroom along Old Reedy Creek Road on Wake County property and Town of Cary property for trail access to the Black Creek Greenway, Lake Crabtree County Park mountain bike trails and Umstead State Park trails. Town received notification of receiving a \$700,000 construction grant.
- **Sports Turf Fields (Bond Project)**– Staff have initiated the planning for the installation of two artificial turf fields at Middle Creek and one field at Mills Park.
- **Annie Jones Greenway Ph II** – Project includes bringing an existing section of unpaved trail up to current standards. Council awarded the project on March 14th.
- **Black Creek Greenway, Ph IV** – This project to finish the section from Maynard Road to Bond Park was completed and is now open to the public.
- **Morrisville Connecting Trails** – Project includes making connections to three trails that will connect with Morrisville greenway system. Council awarded the project on March 14th.
- **NC 55 Multi-Use Trail Project** – This project will connect the existing White Oak Creek tunnel under NC55 to the existing Batchelor Branch tunnel under NC55. The project is fully designed and required permits and approvals have been obtained. Project was placed out to bid in March.
- **Triangle Expressway Greenway Crossings** – The current construction of I-540 includes four greenway crossings – White Oak Creek, Batchelor Branch, Panther Creek and Morris Branch Greenways. To date, the Batchelor Branch pedestrian tunnel, Morris Branch crossing and White Oak Creek have been completed. The remaining crossing, Panther Creek crossing should be completed by the spring of 2013.

- **Tryon Road/Macedonia Lake Greenway** - Construction began in May 2012. The 210 foot boardwalk is 100% complete and open to the public. For safety during construction, the lake had to be lowered by approximately 10' to make the trail connection to the existing pedestrian tunnel. Project on schedule to be complete by late June.
- **White Oak Creek Greenway**
 - Green Level Church Road Underpass – Town Council approved incorporating an underpass as part of the bridge replacement for Green Level Church Road where it crosses over the White Oak Creek. NCDOT began the project in August and expects it to be complete in April 2013.
 - Greenway Segment West of Green Level Church Road – Design is complete for the final segment of the greenway. The acquisition of greenway easements is currently on hold to coordinate with other Town projects. This will be funded in part by a \$500,000 STD-PA grant that is administered by NCDOT. An interlocal agreement is required for the project.

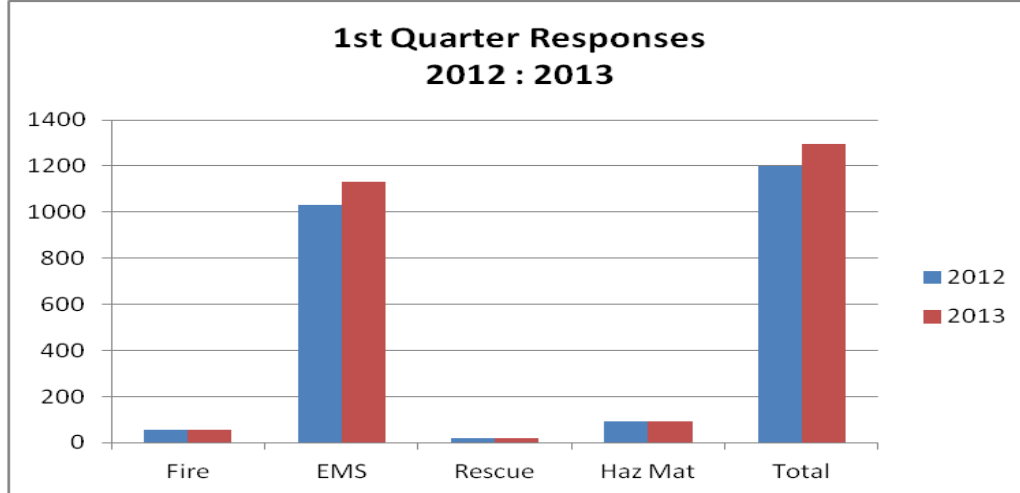
Public Safety

The Fire Department hired and trained 21 new firefighter recruits, 15 for the new Fire Station 8 and six to fill vacant positions. Fire Station 8 is tentatively scheduled to be completed in early June, with a grand opening/dedication ceremony planned for later that month. Engine 8 was placed in service on April 8, 2013. It is temporarily operating from Fire Station 7 (Carpenter Fire Station Road) until Station 8 opens.

The following chart illustrates the distribution of 1,775 Fire Department emergency responses for the first quarter of 2013. As you can see, the majority are for EMS calls.



The chart below compares number of fire, EMS, rescue and hazardous materials responses from the first quarter of 2012 to the first quarter of 2013.



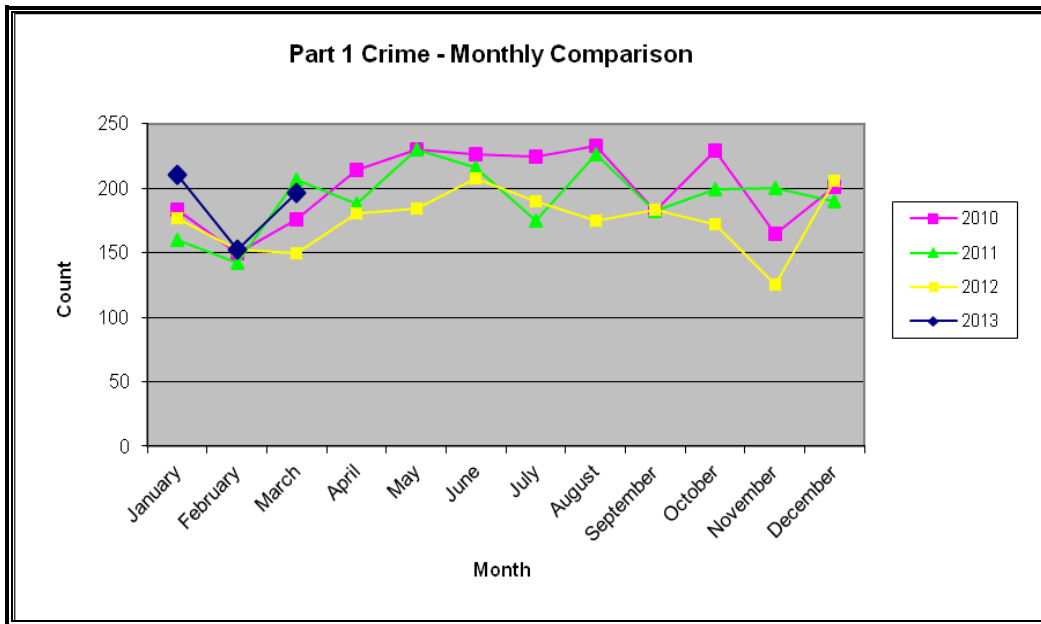
Crime Statistics

10-year Crime Averages: From 2003 to 2012 reported *property crimes* have **decreased 0.12%** based upon the raw numbers. However, the population of the town has increased throughout that period. Therefore, the overall reported property crime rate per thousand population is the lowest it has been in the ten year period - a **39% decrease** from 2003 to 2012 per thousand in property crime rates. Just from 2011 to 2012, there was **12.5% decrease** in property crimes per thousand. This downward trend extends to violent crimes as well. From 2003 to 2012, reported **violent crimes** have **decreased 4.2%** based upon the raw numbers, and **decreased 34%** in incidents per thousand population from 2003 to 2012. Raw data indicates no change in numbers of violent crimes from 2011 to 2012.

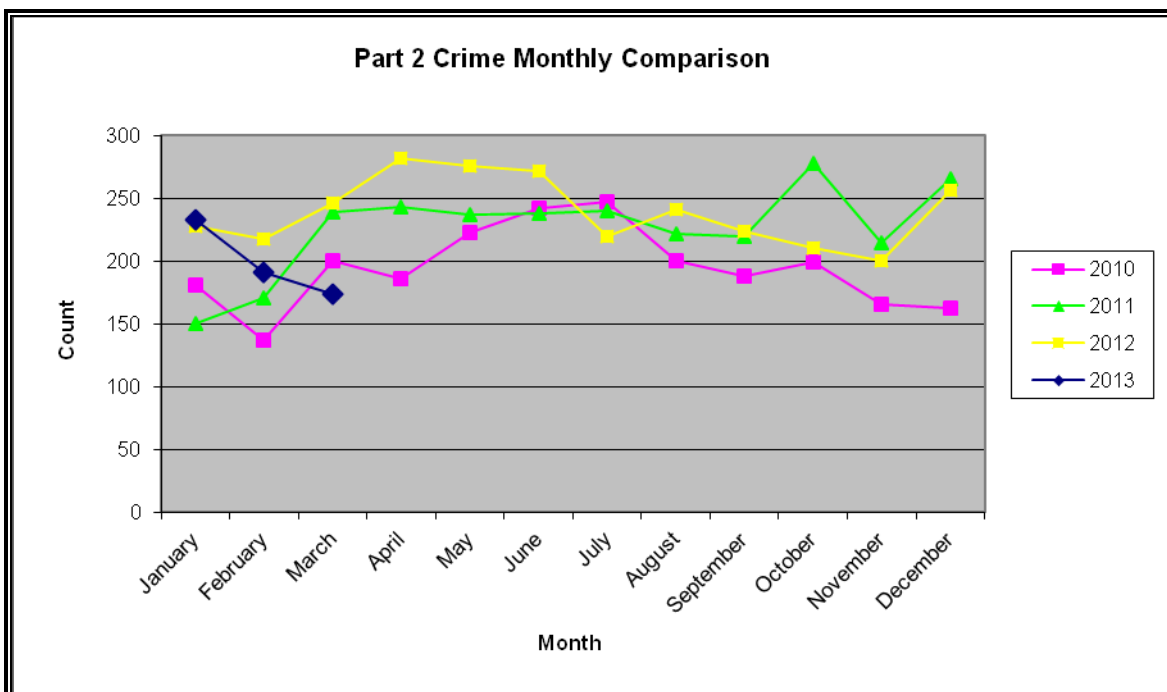
Overall, reported offenses show a 5% decrease through March 2013 over the same time period in 2012. The decrease in overall crime can be attributed to the decrease in both Part 2 crimes and All Other Offenses. The decrease can primarily be attributed to a decrease in reported aggravated assaults (decrease from 22 to 12), alcohol offenses (decrease from 129 to 99), frauds (decrease from 132 to 100), and vandalisms (decrease from 142 to 124). Despite the overall decrease in crimes, we did see an increase in larcenies (increase from 371 to 425), and robberies (increase from 7 to 11), and burglaries (increase from 83 to 103).

Cumulative Comparisons March			
	2012	2013	% Chg
Part 1	489	569	16%
Part 2	703	636	-10%
All Other	823	713	-13%
Total	2015	1918	-5%

Below are the monthly charts that show fluctuations in reported crime each month this year over last year. For the month of March, Part 1 crimes have shown an increase of 25%. We can attribute this increase to a significant rise in larcenies (increase from 116 to 154) and a slight increase in motor vehicle thefts (increase from 4 to 6) and robberies (increase from 4 to 5).



In March, there was a 33% decrease in Part 2 crimes. Overall we saw a decrease in almost all Part 2 crimes, in particular a significant drop in simple assaults (decrease from 70 to 45), frauds (decrease from 49 to 24), and alcohol offenses (decrease from 49 to 28). Despite the overall decrease we did see a slight increase in family offenses (increase from 3 to 5).



Criminal Investigations Division (CID)

The department was recently selected, along with the Raleigh Police Department and Interact, to receive training and technical assistance to implement the Domestic Violence Lethality Assessment Program-Maryland Model (LAP), an intervention process designed to assist police officers on the scene

of domestic violence calls. Through the use of a lethality assessment screening tool, initial responding officers to domestic disturbance calls assess a victim's potential risk for serious injury or death. Officers that identify "high-risk" victims then link the victims with community-based domestic violence programs to enable victims to receive services. In essence, LAP enables police officers and local domestic violence victim services personnel to work in a more coordinated and cooperative manner to proactively engage victims who would otherwise be unlikely to seek the support of area domestic violence victim assistance services. The LAP curriculum will be rolled-out department-wide in April.

Operation Medicine Drop

The Police Department once again participated in the statewide Operation Medicine Drop program with four locations in Cary for the pill take back event, taking in 67,157 dosage units of medication. The largest number came from the location at Rex Wellness with 43,568 dosage units. The other locations were Station 7 with 3,387 dosage units, Station 3 with 12,894 dosage units, and Christ the King Lutheran Church with 7,308 dosage units taken in. The medication drop box also has been a great success. In the short time this program has been operational (approximately 4 months), we have taken in 492 pounds of medications.

K-9 Unit

In the first quarter of 2013, the K-9 unit responded to 94 calls: 34 tracking calls resulting in 8 successful finds, 28 drug sniffs, 11 article searches, 16 Crime Prevention / Community presentations, 3 tactical deployments and 2 building searches. The drug sniffs uncovered \$2,343 in cash, over 6.5 pounds of marijuana and 6 grams of cocaine. Nearly 2,500 citizens were contacted through the 16 Crime Prevention and Community presentations conducted by the K-9 team this quarter.

Animal Control

Unattended Tethering, TNR (Trap, Neuter, Release) and Backyard Hens went into effect in 2012. Animal Control continues to work with CCARE representatives to spread the word about these new initiatives. We have worked with CCARE to host one TNR-101 class in the Police Department Training Room during the first quarter.

Emergency Communications Center

The number of 9-1-1 calls coming in to our Communication Center is still showing an increase compared to the first quarter of 2012 (prior to the new 10-digit dialing system), though the volume is at its lowest since the new dialing system began.

Traffic Safety Team

The Team conducted Operation RADAR on Cary Parkway again in March. We issued 90 speeding citations and had over 100 total charges that day. On March 25, we conducted the "No Need 2 Speed" operation on I-40 at Reedy Creek with the help of Holly Springs PD and Morrisville PD and issued 58 speeding citations and a total of 64 charges.

Project PHOENIX

40 apartment communities are now actively participating in Project PHOENIX:

District 1
Boundary Village
Chatham Forest
Harrison Grande

District 2
Bexley at Carpenter Village
Bexley at Panther Creek
Bexley at Triangle Park

District 3
Ashton Woods
Bennington Woods
Cary Brook

District 1
 Hermitage at Beechtree
 Hidden Oaks
 Hyde Park
 Maynard Summit
 Merriwood
 Northwoods Mews
 Oak Hollow
 Oxford Square
 Pine Ridge
 Waterford Forest
 Weston Lakeside
 Westover Hills
 Woodbridge

District 2
 Brook Arbor
 Chancery Village
 Courtney Reserve
 The Grove at Cary Park
 Preston Reserve
 Tradition at Stonewater
 Westwood Park

District 3
 Cary Pines
 Crescent Arbors
 Geneva Park
 Legacy at Crossroads
 Maples at Kildaire
 Meadows at Kildaire
 Sedgebrook
 Stratford
 Williamsburg Manor
 Windsor at Tryon Village
 Woodcreek

Noteworthy Project PHOENIX events

- Three new properties joined our partnership: Legacy Crossroads, Bexley at Panther Creek, and Weston Lakeside. Staff is creating an abbreviated training session for leasing agents to educate them on tactics to promote applicant self-screening, detecting potential illegitimate applicants, and participate in the larger crime prevention process.
- A Project PHOENIX video was presented by Chief Bazemore at the Council-Staff Retreat. This video is now available on the town’s YouTube channel.
- Team officers worked with the Triangle Apartment Association to coordinate and host our first Property Management Meet-And-Greet event which was held on February 13th. Twenty-one managers of participating PHOENIX properties met for a working lunch hosted by Phillips Swift Creek Apartments. Team officers gave a progress report on the program, partnerships, crime statistics, revealed the new video, discussed upcoming opportunities, and elicited feedback from the group on ways we can improve. The gathering was very well received; the property managers enjoyed the opportunity to meet and share ideas with each other about issues in their respective communities.
- In February, team members met with Dahlia Nieves of the Employment Security Commission who is offering to partner with us as a Spanish language resource. Ms. Nieves and team officers are working to develop a Spanish Resource Guide for Hispanic residents which will provide area contact information for various services.
- 44 community events/socials/classes/presentations have been held on Project PHOENIX properties this past quarter.
- *In addition to the coordinated law enforcement efforts between the Project PHOENIX team and the Field Operations and Services Bureaus, the team also stays busy coordinating social , educational, and quality of life events for residents of the PHOENIX properties: Events for the quarter included:*
 - Waterford Forest: In response to resident concerns, Officer Fulbright organized a community safety meeting with management in January. Numerous residents were in attendance. Topics included a trespassed subject, domestic calls for service, Crimestoppers, and increase in 911 hang-ups.
 - Phillip’s Swift Creek: Officer Coleman worked with management to coordinate and host a community social/public safety event in February. Mayor Weinbrecht attended the event that included PHOENIX officers, CAP Team volunteers with the Child ID machine, and Traffic Safety Team officers with vehicle display and child seat installation checks.

- Westwood Park: Officer Coleman worked with PRCR and property manager to coordinate an on-site Wonderful Wednesday event, on February 20th.
- Crescent Arbors: Property management held an all-day social event on February 20. The day-long social was attended by numerous residents and included a coffee tasting provided by local coffee vendors.
- Geneva Park: Officer Fulbright worked with PRCR and property management to start Wonderful Wednesday events at the property. PRCR delivered various indoor and outdoor games. More than 12 neighborhood children attended the event on February 27.
- Maples at Kildaire: Officer Fulbright worked with the property manager, SPRUCE, and the Town's Stormwater group to organize a community clean-up event on March 23. The event focused on the stream that runs through the community that often floods due to litter and landscaping debris. Twenty-two volunteers plus several Town staff and residents from the community collected 480 pounds of litter, a dump truck load of brush, and rebuilt the stream bed. Officer Fulbright spoke to several of the landscapers in the area about the issue and our efforts and all have agreed they will not leave loose brush or other debris along the area and will work to keep it clean.
- Woodcreek: Officer Long worked with PRCR to coordinate an on-site Tennis event on March 14th. Neighborhood kids were given tennis lessons by Cary Tennis Center instructors. Several adults from the community also attended.

Town Sponsored Special Events Jan. – Mar. 2013

Event Name	Number of Events	Manpower	Hours
Rail Hawks Games	2	14	104
Concerts	0	0	0
Three Kings Parade	1	2	6
Kite Festival	1	2	3
Easter Egg Hunt	1	6	42
1 st Qtr 2013 Total	21	148	973

Downtown

- The Town held a public meeting on March 12th to review last summer's charette results, and a council work session was held on March 19th.
- **The Cary Downtown Theater** –Construction began in earnest this quarter with the building addition rising next to the original building. Construction is scheduled to be completed in 2013.
- **Downtown Events** –While there were no new downtown events this quarter, staff finalized plans for the remaining events of this fiscal year. Events begin again in April with the following schedule:
 - **Thursday, April 11**- Seven O'Clock Rock - Latin Night with Caribe Vibe - 7 p.m.
Academy & Chatham Intersection
 - **Saturday, April 20** - Downtown Performers Series - The Swang Brothers - 7 p.m.
Performance Green – across from the Cary Arts Center
 - **Friday, April 26** - Cary Art Loop - 6-9 p.m.
Various business and galleries plus Town venues: Page-Walker, Town Hall, Herb Young & Cary Arts Center
 - **Friday, May 3** - Downtown Performers Series - Magnolia Klezmer Band - 7 p.m.
Performance Green – across from the Cary Arts Center

- **Saturday, May 18** - Wheels on Academy - 9 a.m. - 2 p.m.
Academy Street from the Arts Center to Waldo Street
- **Friday, May 24** - Downtown Performers Series - Polka Plus Band - 7 p.m.
Performance Green – across from the Cary Arts Center
- **Friday, May 31** - Seven O'Clock Rock – Swing Night with the NC Revelers Orchestra - 7 p.m.
Academy & Chatham Intersection
- **Friday, May 31** - Cary Art Loop - 6-9 p.m.
- **Friday, June 21** -Downtown Performers - Big Celtic Fun - 7 p.m.
Performance Green – across from the Cary Arts Center
- **Thursday, June 27** - Seven O'Clock Rock – Beach Night with The Magnificents Band - 7 p.m.
Academy & Chatham Intersection
- **Friday, June 28** - Cary Art Loop - 6-9 p.m.
- **Downtown Park and Academy Street Improvements** –Requests for Proposals were issued to select firms for design and construction administration of these projects. While they are separate projects, for optimum results, close coordination is planned.

Web Statistics

From January 1-March 31, 2013, www.townofcary.org was visited 417,679 times by users from 179 countries/territories, including the United States, India, Canada, United Kingdom, Philippines, Malaysia, Turkey, Australia and Germany.

Unique visits: 252,387 absolute unique visitors

New vs. returning visitors: 51.69% new visits

Average number of pages viewed per visit: 2.64 pages/visit

Top web topics accessed this quarter (*in order*):

1. Recreation Program Brochure
2. Youth Athletics
3. Utility Billing Online
4. Parks and Greenways
5. Employment
6. Building Permits Online
7. Public Works and Utilities Department
8. Planning Department
9. Easter Events
10. Bids and Proposals

VIP (Virtual Interactive Planner):

During this quarter, vip.townofcary.org was visited 1,644 times by 1.073 unique visitors. The mobile version of VIP was used 221 times by 206 unique users.

YouTube

During this quarter, the Town's YouTube channel added 33 subscribers and its videos were viewed 3,685 times. Top videos (generating more than 100 views) on the channel this quarter were:

1. USA Baseball Coaches' Clinic: Hitting

2. USA Baseball Coaches' Clinic: Fielding
3. Cary Police Department's K9 Unit
4. USA Baseball Coaches' Clinic: Catching
5. Cary Police Department Recruitment
6. 2013 State of the Town Address
7. Project Phoenix

Twitter

To date, the Town of Cary has five Twitter feeds and more than 5,500 followers as follows:

- Town of Cary News: 3,092 followers
- TOC Safety: 1,001 followers
- TOC Traffic: 725 followers
- TOC Fun: 410 followers
- TOC Downtown: 339 followers

Facebook

The Town currently has five Facebook pages, including one project specific page for the Cary Community Plan update:

- Town of Cary, NC – 1,082 likes
- Imagine Cary – 325 likes
- Spruce – 177 likes
- Lazy Daze Arts & Crafts Festival – 1,246 likes
- Booth Amphitheatre – 7,637 likes

E-mail Subscribers:

- Total subscribers: 36,506
- Bids and Proposals: 1,784
- News, Events and Alerts: 5,372
- Media (Combined): 187