

**Quarterly Report to Council
3rd Quarter 2013**

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Traffic and Transportation

NCDOT Resurfacing Project in Cary: The state has completed the resurfacing of Cary Towne Boulevard, Walnut Street, and Holly Springs Road. NCDOT also plans to pave Good Hope Church Road, Waldo Rood Boulevard, and Collins Road by spring 2014.

FY 2006 Sidewalk Project: Sidewalk construction on the south side of Walnut Street has been completed from Kildaire Farm Road to Ralph Drive.

CCTV Integration with 911 Center: The Town of Cary received funding from the Federal Highway Administration for a data sharing initiative between Cary’s Transportation Management Center (TMC) and Police Department (CPD), both located on the Town Hall Campus. With project completion in mid-August, 911 dispatch now has the ability to view and control closed circuit TV (CCTV) cameras to confirm incidents when they receive reports. The Town of Cary currently owns, operates and maintains 24 CCTV cameras and NCDOT has approximately 12 more cameras in the area that are part of this system.



Street Improvements (Resurfacing): AECOM was selected to be the consultant for this project. They have recently completed the Town’s latest annual pavement condition survey (PCS). A list of candidate streets for resurfacing will be submitted to Council for consideration by the end of the year.



Walnut Street Pedestrian and Traffic Improvements: Staff conducted a public meeting for the Walnut Street Pedestrian and Traffic Improvements Project on August 27, 2013. Over 40 people attended and provided comments to help shape the project which primarily consists of roadway and bridge geometric improvements to Walnut Street. Staff has begun working with a Consultant on the design of the project in coordination with the North Carolina Department of Transportation. Design is approximately 30% complete.

The project design accommodates:

- Wider shared outside travel lane for bicycles on Westbound Walnut Street from Red Lobster Driveway to Buck Jones Road
- Flattened roadway shift taper on Walnut Street across intersection of Buck Jones Road
- Wider shared outside travel lanes for bicycles on Buck Jones Road
- Median landscaping on Walnut Street and at Buck Jones Road Intersection
- 8’ sidewalk on Walnut Street bridge
- Completion of sidewalk gaps at Shell and Exxon Gas Stations on Walnut Street

- New pedestrian signal controlled crosswalks at Walnut Street at Buck Jones Road and across Walnut Street at US 1/64 off ramp
- Widen US 1/64 off ramp opposite Red Lobster driveway to accommodate dual left and right turns
- Resurfacing and Long Life Thermoplastic Pavement Markings
- New Metal Pole Signal at Walnut Street and US 1/64 off ramp with pedestrian signal control

Aerial View of Proposed Improvements (Not to Scale)



Perspective View of Walnut Street at Meeting St. looking Westbound towards Buck Jones



Reduce Congestion through Intersection Improvements Project: Town staff tracks the traffic operations of all signalized intersections within Town limits. Intersections with failing Levels of Service (LOS) are analyzed to determine what geometric or signal timing improvements are needed to improve the LOS. After considering both operational characteristics and safety concerns, the following intersections were chosen to be included in this project:

- Kildaire Farm Road and Cary Parkway – Turn lane additions to improve operations



- Cary Parkway and Evans Road – Turn lane additions to improve operations and safety
- NW Maynard Road and Chapel Hill Road – Turn lane modifications and signal timing adjustments for safety and operational improvements
- NW Maynard Road and High House Road – Turn lane additions, safety improvements, and possible intersection upgrades
- Cary Parkway near US 1/64 Ramps – Restriping and median modifications to improve operations

Current project status:

- Survey has been completed at all five intersections;
- Draft Traffic and Pedestrian Assessment Report is complete, which provides recommendations for intersection improvements based on traffic volumes and the evaluation of bicycle and pedestrian accommodations at each intersection;
- Preliminary design plans are in progress;
- A public workshop is being planned for January 2014.

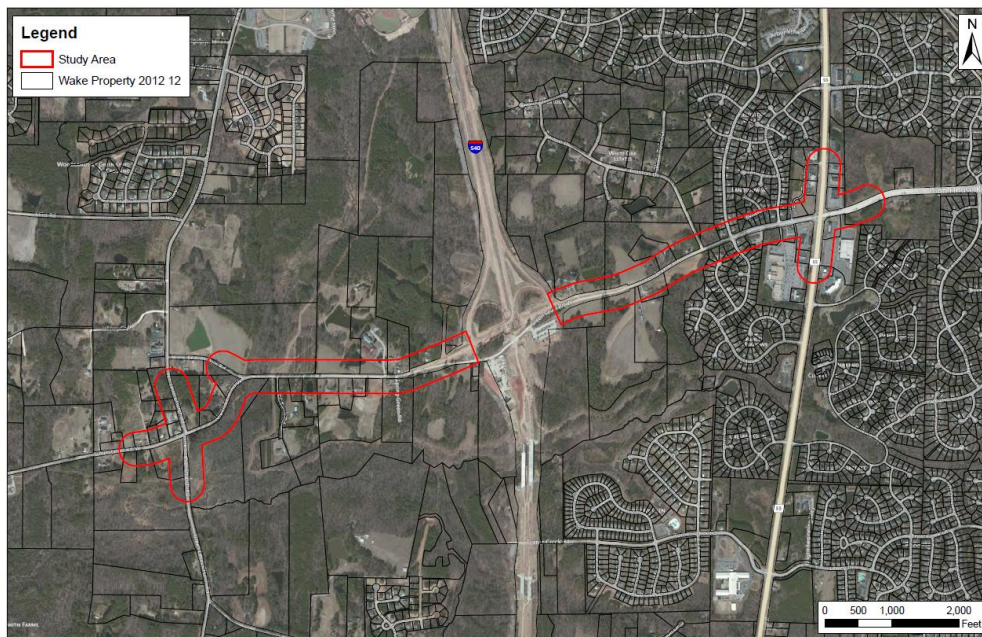
Green Level West Road Widening: This project involves the planning and design of widening Green Level West Road from NC 55 to Green Level Church Road; however the construction project will be limited from NC 540 to NC 55. A public workshop is scheduled for October 29, 2013 from 4:30-7:30 PM at Cary Fire Station 8 where citizens will have an opportunity to view and provide feedback on large-scale maps of the current alternatives.



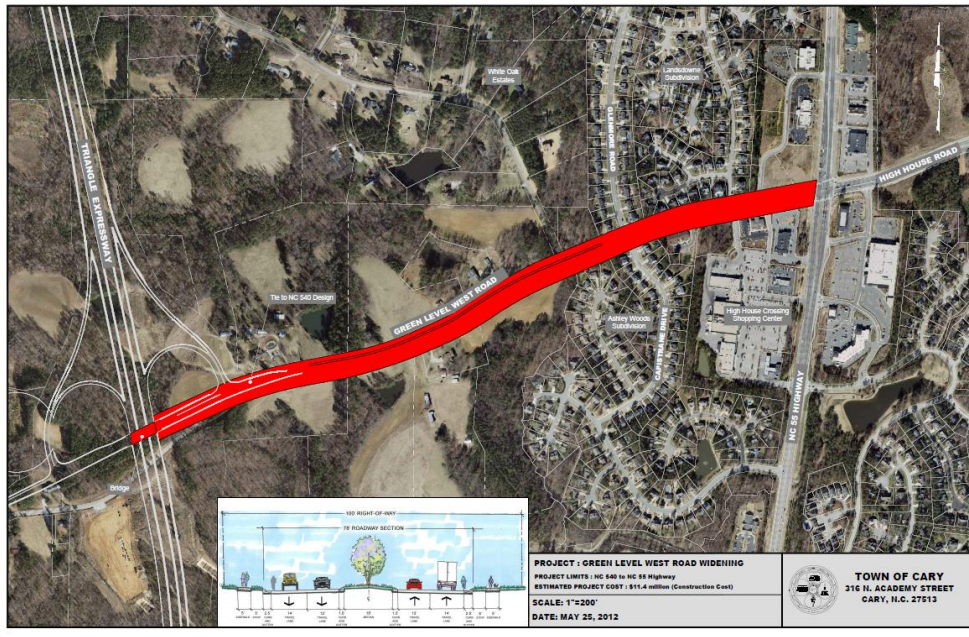
Study Area for the Green Level West Road Widening Project:

Green Level Church Road to NC 540 (western project segment) –Design Only

NC 540 Interchange to NC 55 (eastern project segment) – Design and Construction

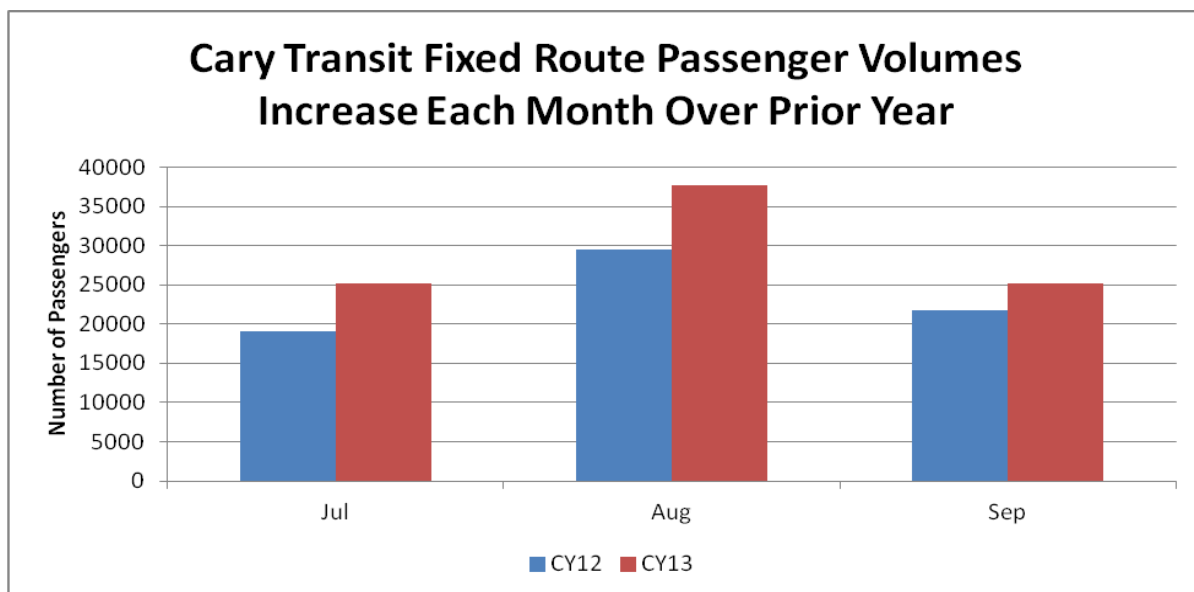


General Construction Project Limits for the Green Level West Road Widening Project
 NC 540 Interchange to NC 55 (eastern project segment) – Project Funded for Design and Construction



C-Tran

Fixed Route Ridership Continues to Rise: More and more citizens and visitors continue to value and use our fixed route transit service. Comparing the third quarter of calendar year 2013 to the third quarter of calendar year 2012, ridership has increased 25%. The chart below shows the levels of increase per month in the third quarter of calendar year 2013 compared to calendar year 2012; the data includes general public shuttle ridership for Lazy Daze. Due to the increased ridership, staff is developing a strategy to gradually incorporate larger buses into our fleet since we are beginning to have capacity issues at certain times of the day on some of our routes, particularly Routes 5 (Kildaire Farm Road) and 6 (Walnut/Buck Jones Roads).



Door to Door Service: Town transit staff working together with our contractor, MV Transportation, has been successful in increasing productivity of our Door to Door services through improved scheduling strategies. Prior to a few months ago, the average passengers per revenue hour was approximately 1.55, and now that number is averaging 1.90 each month. Door to Door services are now providing more trips utilizing fewer vehicles resulting in more efficient use of Town funds.

Cary Transit Fare Increase – Public Forum Process: With over 200 comments after releasing the original proposed fare increases, Cary Transit staff was able to adjust and revise the original proposal to reflect a more manageable fare increase, benefitting both the public and the Town. After the public hearing on October 10, 2013, Council approved the revised fare increase proposal. Staff is now performing all tasks related to these fare increases scheduled for January 2014, such as: updating web site, posting flyers, issuing news releases, updating electronic fare boxes software programming, meeting with Center for Volunteer Care Giving staff, etc.

Marketing Initiatives: Cary Transit staff began the third quarter of the calendar year with new forms of marketing and outreach. Staff has worked with graphic designers and local/regional newspapers and magazines to create higher awareness of our transit services and regional connections. Outlets include the Cary News, Cary Magazine, Que Pasa Magazine and numerous other means to communicate that Cary Transit gets them where they need to go! Staff is working with Town PIO staff to develop and produce a commercial to be aired later this year. In addition, staff has met with local high school administration to identify marketing strategies to bolster ridership among teens.

Imagine Cary and Transit Planning: Cary Transit staff, in coordination with the Imagine Cary Team and the Transportation Advisory Group (TAG), worked with Nelson Nygaard consultants to develop and implement a 'Transit Planning Game' workshop. This brought staff and citizens together to determine current, short- and long-term needs of the Cary Transit system throughout Cary and connections with our neighboring communities. This workshop was completed in a way that the participants knew they had a limited budget and had to establish priorities. When transit planning reports are completed, they will be shared with Council as we move through this project.

Staff will begin our Annual Fixed Route Passenger Survey in December 2013. The results of last year's survey can be found on our Cary Transit web site. The survey highlights passenger feedback on all areas of service and identifies what our customers believe is needed most in the future.

Utilities

Beat the Peak & Aquastar

This year's Beat the Peak campaign, "Pledge to be an AquaStar," invited our customers to support wise water use through a four-pronged pledge: to irrigate only when necessary, find and fix leaks, play the third iteration of our online video game "Don't Drown the Ground," and log in to Aquastar. By the time the campaign concluded on September 30, nearly 500 customers had pledged to be an AquaStar. Over 1,000 customers clicked onto "Don't Drown the Ground," 241 requested waterwise tools and 51 customers requested and received irrigation consultations.



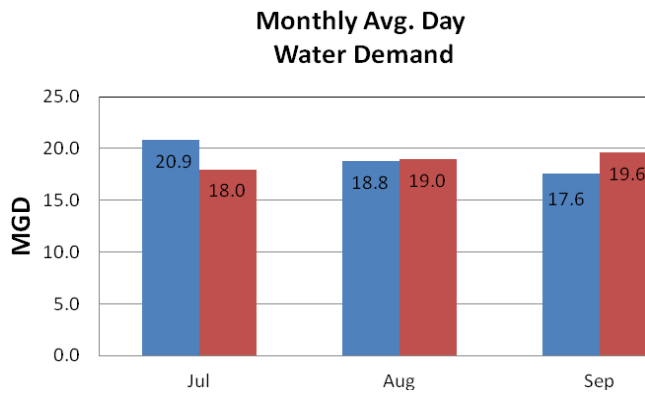
Water Conservation

	FY08 (last 3 months)	FY09	FY10	FY11	FY12	FY13*	FY14
Rain Barrel Kits	21	43	69	100	71	68	11
Rain Barrel Drums	18	34	103	136	113	131	27
Rain Barrels	808 (drought)	186	98	143	117	106	24
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>	745 <i>of 790</i>	143 <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>	48 <i>of 50</i>	N/A
	FY08 (last 3 months)	FY09	FY10	FY11	FY12	FY13*	FY14
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** 50 applications were approved but two were later withdrawn

Cary/Apex Water Treatment Facility (CAWTF)

Water demand for the quarter averaged approximately 18.9 million gallons per day which was 0.2 million gallons per day lower than the same period in 2012 when water demand averaged 19.1 million gallons per day. Overall, daily water demand was lower throughout the summer of 2013 (June – August) than daily water demand in summer 2012. This trend was reversed late in the quarter when September water demand averaged 2.0 million gallons per day higher than 2012 due to a relatively warm, dry weather pattern. Below is a chart comparing 3rd quarter monthly average day water demand in 2012 and 2013.



The predominantly cooler and wetter summer of 2012 resulted in a maximum daily water demand for this year of 22.8 million gallons, considerably lower than the 2012 maximum day demand of 29.0 million gallons.

Final construction permitting activities are underway for the Cary/Apex Water Treatment Facility Phase III Expansion. The project, which will expand the facility’s treatment capacity from 40 to 56 million

gallons per day, is scheduled for construction bidding late this year or early next year. Construction duration is expected to be approximately 24-30 months with completion scheduled for spring 2016.

North Cary Water Reclamation Facility

The NCWRF continued performing exceptionally well in treating wastewater to high levels of nitrogen and phosphorus removal. During the third quarter of 2013, total nitrogen was reduced by 97% and total phosphorus was reduced by approximately 94%. **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 7.10 million gallons per day during the third quarter. Construction on a new Bio-filter associated with the North Cary Influent pumping station is complete. The bio-filter is functioning well, providing two stage advanced treatment to the foul air steam associated with the influent pumping station and primary screenings.

South Cary Water Reclamation Facility

The SCWRF treated an average of 5.3 million gallons per day during the third quarter and achieved high levels of nitrogen and phosphorus removal. Total nitrogen was reduced by 96% and total phosphorus was reduced by approximately 88% even with a seasonal increase in phosphorus loading from biosolids processing. **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.**

SCWRF Biosolids Thermal Drying Facility

The biosolids dryer processed 7.4 million gallons of biosolids from NCWRF, SCWRF, and the Town of Apex and provided 682 tons of a Class A biosolids product for customers to use as soil amendment and/or fertilizer. Plant staff began construction on additional standby power facilities, which will provide SCWRF with complete emergency standby power to all facilities.

Reclaimed Water

In the third quarter of 2013 the Town experienced significant rainfall and lower than normal temperatures. The increase in rainfall and lower temperatures resulted in lower reclaimed irrigation use as compared to the third quarter of 2012. Reclaimed irrigation is expected through November with the fall season and reseeding of lawns. Beyond November, irrigation systems will begin a winterization process during the cold winter months, resulting in an overall reduction in reclaimed water use.

2012-2013 Annual Wastewater Report

The annual wastewater report is developed to keep citizens and customers informed on programs related to the operation, maintenance, and performance of the Town's wastewater collection and treatment system. The annual report is also a regulatory requirement of the Town's wastewater collection system permit and water reclamation facilities wastewater discharge permits. The [2012-2013 Annual Wastewater Report](#) is located on the Town's website as well as in hard copy form at Town Hall, Community Centers, and the local public library.

Jordan Lake Aeration System

The US Army Corps of Engineers has completed its environmental review of our proposed Jordan Lake Aeration System pursuant to NEPA. The Corps sent a Notice of Availability in September 2013 regarding its Finding of No Significant Impact (FONSI). We are currently working with the Corps to obtain the necessary easements in Jordan Lake. The Jordan Lake Aeration System is designed to improve source water quality in the vicinity of the existing Cary/Apex Water Treatment Facility intake structure. The

proposed Jordan Lake Aeration System supports the Town’s commitment to providing a high level of service to our citizens while preserving and protecting our environment in a number of ways, including reducing drinking water taste and odor problems, lowering water treatment plant operating costs by providing more consistent and better water quality, and improving aquatic habitat.

Note that our project differs from, and is not related to, the Jordan Lake Nutrient Mitigation Demonstration Project introduced by the 2013 General Assembly in Session Law 2013-360, which requires the Department of Environment and Natural Resources to enter into a contract with a third party that can deploy floating arrays of in-lake, long-distance circulators to reduce or prevent the adverse impacts of excessive nutrient loads, such as algal blooms.

Interbasin Transfer Modification

Cary, Apex, Morrisville and Wake County submitted a Notice of Intent (NOI) to the Environmental Management Commission on September 30, 2013, to begin the modification process for our jointly held Interbasin Transfer Certificate. In order to let stakeholders know we’ve begun the process, we’ve sent copies of the NOI to local delegation members and to utility staff in neighboring and downstream communities. The next step will be to work with the Division of Water Resources staff on the Environmental Assessment (EA), which should take about a year. Completion of the EA will be followed by a public input process and Environmental Management Commission review of the request for modification. We expect to receive the modified certificate as early as Spring 2015.

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.

- **Cary It Green Facebook Page**—The one-year mark for the Town’s Spruce Facebook page lead staff in Public Works and Utilities and the Public Information Office to work together to consider how to mark that milestone and to offer the best to our citizens. The new Cary it Green page is a Facebook page that highlights Town of Cary services, initiatives, and outreach opportunities that celebrate all we do to lead and inspire our community to live green. In addition to Spruce, the expanded page will include topics like recycling/solid waste, water conservation, sustainability, the Block Leader program, FOG, stormwater, transportation and so much more. After just a few months in operation the “likes” for this expanded page have more than doubled to over 430.

- **JouleBug App Launched at Lazy Daze**-- This smartphone app highlights and showcases the many conservation activities/opportunities offered by the Town and facilitates the Town’s communication and engagement with citizens in a new and fun way. The app is a game where green activities earn you points and you can earn virtual badges, like the Cary It Green badge and share your accomplishments with your friends on your social networks. Feedback from EAB and ISAB will help to keep our communication on this initiative fresh and fun.



- **First Compost Training for Staff**—As part of the Town’s ongoing efforts to reduce the amount of waste we send to the landfill, all of the staff at Fire Station 8 were trained on how to compost and will be placing food scraps in their rotating composter.



Grant Update

- Fire and Police Sustainability Grant, EPA Climate Showcase Communities—in progress.
 - On May 1 the Chief’s Energy Challenge website was launched at www.chiefsenergychallenge.org. Twelve communities from across the nation have followed the Cary Fire Department’s lead and have taken the challenge.

Spruce

Projects	Volunteers	Hours	Litter	Beautification
131	529	1,257	3,628 lbs	20 yards mulch 50 bales of pine straw

Value of Volunteer Hour*	Number of Hours Volunteered	Total monetary value saved via Spruce volunteer labor
\$19.09	1,257	\$23,996.13

*Calculation via national Independent Sector’s volunteer time estimate for the state of NC (2011)



Compost Education

Booths, workshops, school outreach



Adopt a Spot

7 new locations making 44 total



Litter Reduction
Community groups cover downtown streets



Beautification
Cary PD's Camp Confidence
"spruces up" Town Hall Campus

Waste Diversion
We collected 570 pounds of compost from Lazy Daze food vendors

Block Leader Program



This year Block Leaders enjoyed "green" tours and presentations as part of their orientation sessions (picture taken at our Recycling MRF.)

Info included in this year's program: Recycling, Storm Water, FOG, Spruce, Sustainability, Water Con, and Aquastar.

YEAR	# of Houses Covered	# of Block Leaders
2012	6,870	64
2013	7,239	70

Reuse Rodeo

Event Totals Comparison		
	2012	2013
Citizen participants/donors	137	147
Pounds Diverted from landfill	11,800 lbs	13,838 lbs
Volunteers	50	36
Participating Nonprofits	6	5
Staff time	28 hrs	24 hrs
Advertising	\$1,086	\$851
Potential costs avoided associated with landfill disposal and hauling	\$237.80	\$279.41

Growth and Development

The following tables illustrate development approvals over the 3rd quarter of 2013.

Public Hearings

	3 rd Qtr 2012	4 th Qtr 2012	1 st Qtr 2013	2 nd Qtr 2013	3 rd Qtr 2013
Rezoning	3	13	2	4	5
Comp. Plan Amendment	3	2	2	2	1
Annexation	11	11	9	16	15
Special Use	2	0	0	1	0

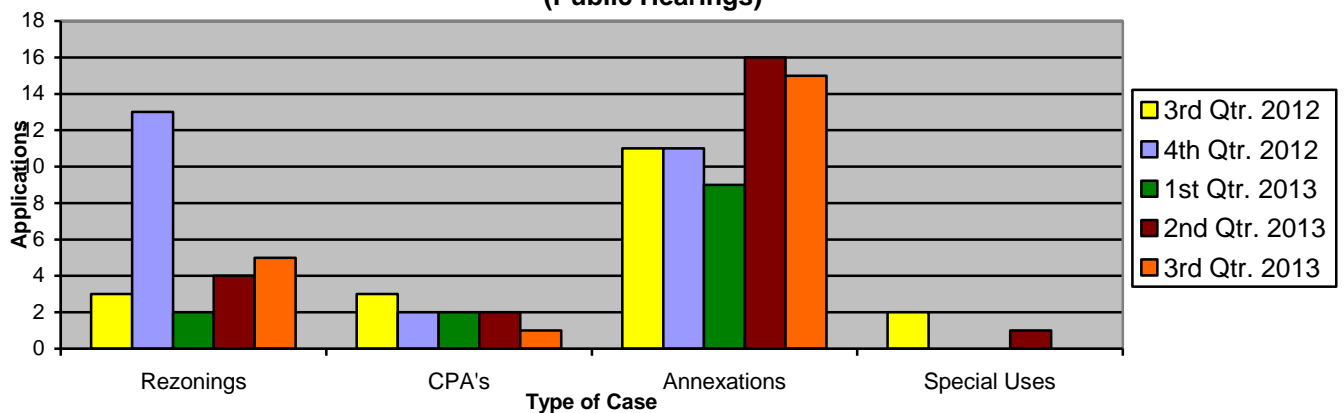
Development Plan Approval

	3 rd Qtr 2012	4 th Qtr 2012	1 st Qtr 2013	2 nd Qtr 2013	3 rd Qtr 2013
	Sq. Ft or Units	Sq. Ft or Units	Sq. Ft or Units	Sq. Ft or Units	Sq. Ft or Units
Commercial	0	35,154	20,110	8,609	186,785
Office	244,005	7,208	19,000	25,100	672,000
Institutional	0	0	0	79,053	17,537
MFResidential	0	23	267	0	467
SF Residential	20	38	118	308	50

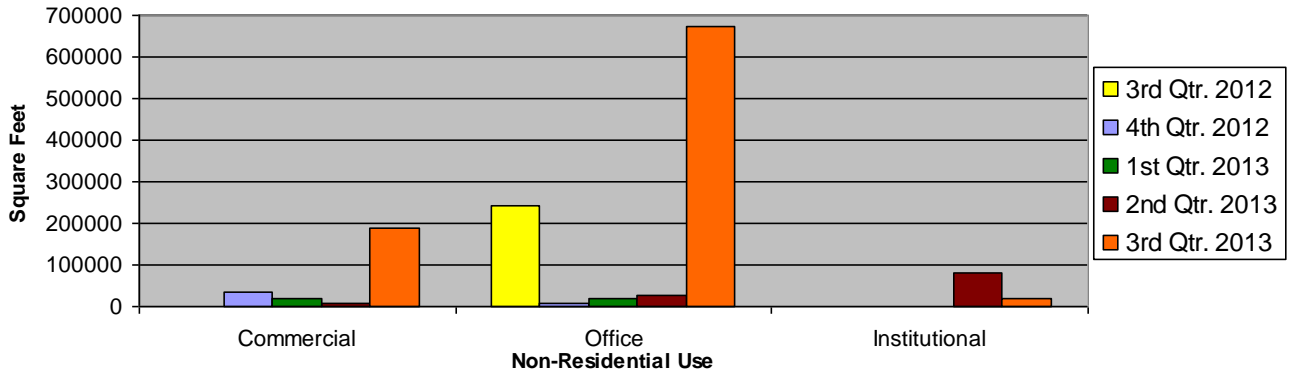
Accessory, Temporary and Sign Permits

	3 rd Qtr 2012	4 th Qtr 2012	1 st Qtr 2013	2 nd Qtr 2013	3 rd Qtr 2013
Acc Use Permits	58	27	26	26	11
Temp Use Permits	37	43	38	61	41
Sign Permits	88	94	123	118	114

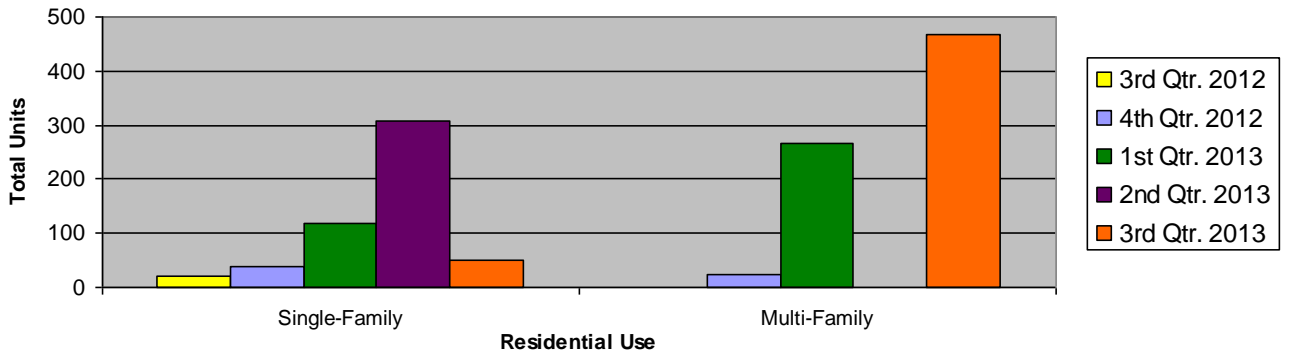
Quarterly Approval Comparison (Public Hearings)



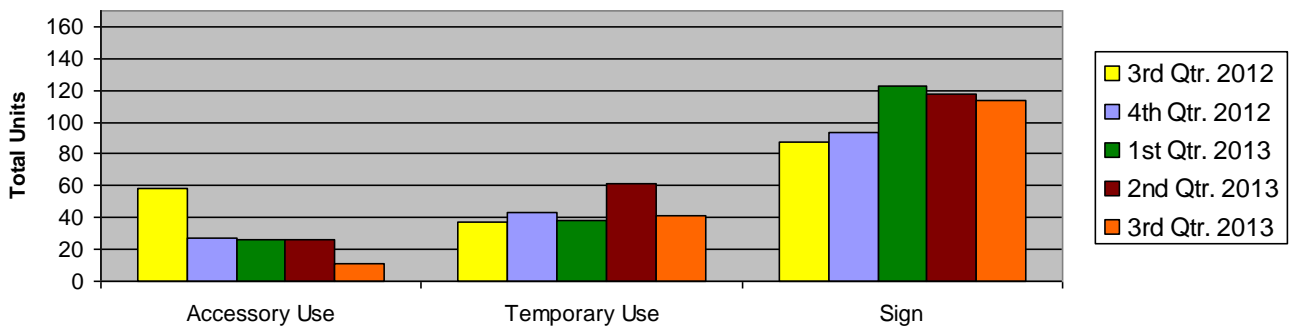
**Quarterly Non-Residential Development Plan Approval Comparison
(Square Feet)**



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



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



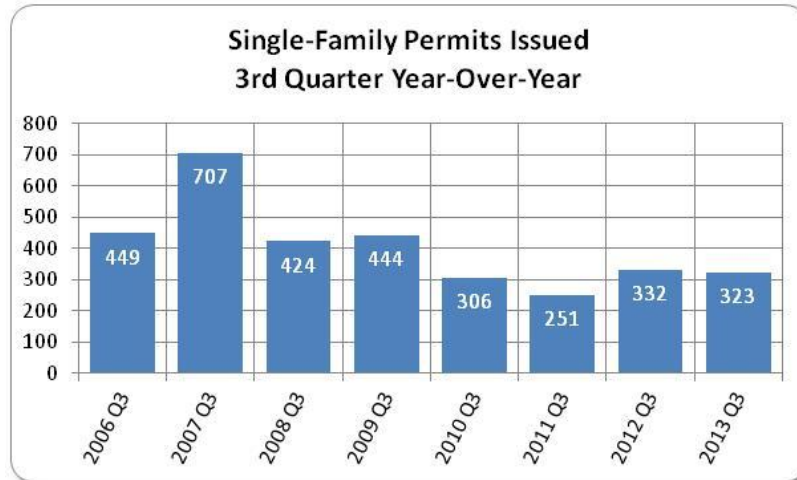
Population: As of October 01, 2013, the Town of Cary's population is estimated at 146,089, an increase of 1,108 people (+0.761%) in the last year (since the October 1, 2012 estimate).

Annexation: Since the last quarterly report, the Town grew by 191.8 acres through annexation of Town owned land bringing the size of Cary to 36,403- acres (56.87 square miles).

New Construction Permits

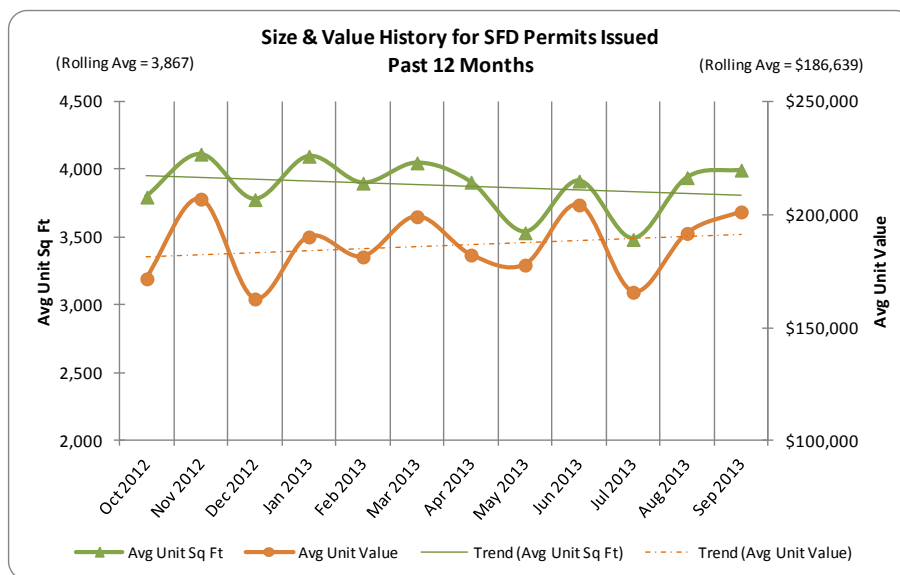
Single Family Residential

During the 3rd quarter 2013, 323 new single-family dwelling (SFD) permits were issued—down 8.2 percent from the previous quarter (352), down 2.7 percent from the same quarter last year (332), and 2.4 percent below the current Q3 5-year average (331).



The 8.2 percent drop from Q2 to Q3 was contrary to the recent trend of positive movement between the second and third quarters (+10 percent). This could be a natural “correction” after above average activity in the first and second quarters. Based on recent cycles, we expect SFD permits to be down about 40 percent in the 4th quarter.

The average unit size in Q3 2013 was 3,762 square feet (about even with Q2), and was valued at \$183,048. Over the last 12 months, value continues to trend upward while average size is shrinking somewhat—perhaps a sign of a strengthening housing market.



Multi-Family Residential

No multi-family residential permits were issued.

Nonresidential (Commercial) New Construction

There were 12 permits issued for 153,200 square feet of nonresidential new construction in the 3rd quarter. This was 7 more permits than in the previous quarter (+140.0 percent), but with a total square footage that was less than half that of the second quarter (311,543 sf). Compared to last year, 3rd quarter permits were about the same (-1), but total square footage was up 25.8 percent (+31,493 sf).

New construction projects permitted during the quarter included a Walgreens (13,650 sf), McDonald's (6,798 sf), Harris Teeter (57,326 sf), 3 shell retail buildings at Parkside Town Commons (30,494 sf), and Cary Park Medical Office (17,118 sf). McDonald's and Harris Teeter are redevelopment projects.

Residential Certificates of Occupancy (COs)

Single-Family COs

Certificates of Occupancy (COs) were issued for 258 homes in the 3rd quarter. The most were issued in Village Square at Amberly (13.1 percent). COs were issued in 39 different subdivisions.

Multi-Family COs

COs were issued for 226 multi-family dwelling units in the 3rd quarter, including Lofts at Weston Lakeside (105 apartment units), Amberton at Stonewater (120 apartment units), and Waterford at Cary Park (1 condo unit).

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 3rd quarter was Village Square at Amberly (10.2 percent). SFD permits were issued in a total of 43 different subdivisions.

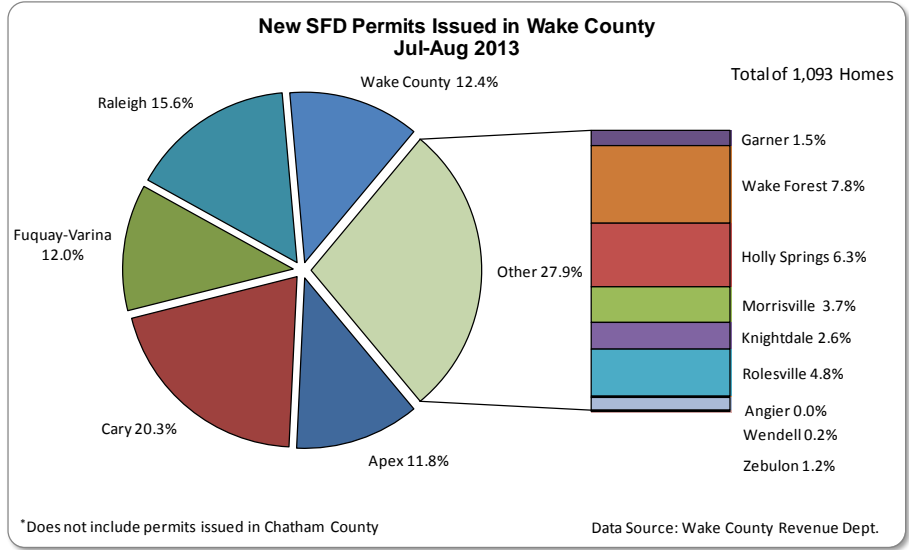
Q3 2013 Top 5 Areas for SFD Activity

SFD Permits Issued	COs Issued
(323 total)	(258 total)
Village Square at Amberly, 33 (10.2%)	Village Square at Amberly, 34 (13.1%)
Townes at Amberly, 25 (7.7%)	Townes at Amberly, 22 (8.5%)
Highcroft Reserve, 23 (7.1%)	Carolina Preserve at Amberly, 21 (8.1%)
Weatherfield, 20 (6.2%)	Overlook at Amberly, 15 (5.8%)
Peninsula at Amberly, 17 (5.2%)	Ardmore at Reedy Creek, 12 (4.6%)

Comparisons to Local & State Permits Issued

SFD Permitting Activity in Cary vs. Other Wake County Municipalities (Jul-Aug 2013)

Through the first two months of the 3rd quarter 2013, Cary led Wake County with 20.3 percent (222) of all SFD permits in Wake County. Raleigh was next with 15.6 percent (170).



Note: Cary issued 25 additional permits in Chatham County during the period (Jul-Aug 2013).

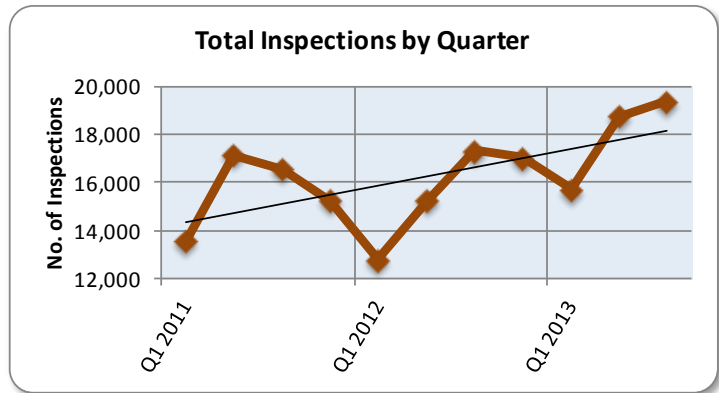
Overall Building Permit Activity

Permits Issued: Total building permits issued in the 3rd quarter 2013 (2,164) were down 7.0 percent from the previous quarter, but up 5.8 percent from the same period last year. Online permits accounted for 36.3 percent of all permits issued.

New Applications Received: Overall, the department received and processed 2,228 building permit applications during the 3rd quarter—down 11.7 percent from the previous quarter, but up 10.5 percent from the same period last year. Of those, 37.5 percent were submitted online and processed electronically.

Inspections Activities

The department performed 19,371 building permit inspections during the 3rd quarter 2013—up 3.1 percent from the previous quarter (18,782), 12.1 percent more than the same period last year (17,280), and 5.8 percent above the 5-year average for Q3.



The overall inspection approval rate was 74.5 percent (target is 75 percent or higher). Each inspector performed about 19 inspections per day on average (target range is 12-16).

Customer Service Survey

As detailed in the I&P Department’s Business Plan and Communications Plan, the department launched a customer satisfaction survey at the end of 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 17 questions plus opportunities for free-form comments, and the goal is to receive and maintain an overall average rating of 7 (or better).

Through the end of September 2013, the department has received an overall average rating of 8 out of 9 (on a 1 to 9 scale where 9 is the highest score). Our goal is to receive and maintain an overall average rating of 7 or better. The data includes 700 responses from customers who identified themselves as:

Homeowners	52%
General Contractors	18%
Trade contractors	10%
Design professionals (architects, engineers)	8%
Business owners	4%
Others	8%

In support of Cary’s Downtown initiatives, a new 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 9 percent of 255 survey respondents have identified their project as being in the Downtown region.

Downtown Cary	9%
Northeast Cary	16%
Northwest Cary	32%
Southeast Cary	19%
Southwest Cary	24%

Sports and Leisure

WakeMed Soccer Park

- The RailHawks hosted five matches in the fall half of their season. As of 10/11/13, the RailHawks are currently tied with 4 other teams for 2nd place in their league. To date, the RailHawks regular season attendance for the fall season is 15,515 attendees, an average of 3,103 per match, a 16% increase over the average per game attendance of 2,599 during the same period of 2012.
- The RailHawks held the Taste of the Triangle and an injury prevention clinic hosted by WakeMed and Wake Ortho on August 3rd.
- Fall Soccer season began for local middle schools, clubs, high schools and colleges that use the facilities at WakeMed Soccer Park which produces hundreds of hours of field rental use for training and matches as well as thousands of participants and spectators.
- In September 2013, WakeMed Soccer Park partnered with the NC Soccer Coaches Association to host the 2013 NCSCA Coaches Kick Off Classic sponsored by Backyard Bistro and the Greater Raleigh

Sports Alliance. This high school boy’s soccer showcase featured 42 teams playing 27 total matches over a two day period from all over the state.

- Staff continues to market and host events and meetings in the Building C Multipurpose room for businesses and organizations.



- The following organizations hosted “cause runs” on the Cross Country Course: Del Bianco Prosthetics and Ortho 5K, The Hope for Belize 5K, the CJ SIDS Foundation Bella Rose Strides, the Run for Life 5K, The Caring Place 5K, The Make A Wish Foundation 5K, The COTA 5K, the SV Temple Run, the Jaycee Fit to Lead 5K, and the Cary Kildaire Rotary Global Run for Water. These events brought in approximately 3,200 runners and spectators.
- The high school and college cross country season officially opened on August 1st with weekly use by many local high schools and middle schools. These weekly trainings and meets bring thousands of young runners to our course each year. The largest event during this time period was the Adidas Challenge hosted by North Carolina State University. This two day event featured 247 collegiate runners on Friday and 1,792 high school runners on Saturday. Estimated attendance for spectators for this event was 1,500 spectators.
- Soccer and lacrosse camps were held in July and August with 90 participants in 6 soccer camps and 1 lacrosse camp.
- Total tracked attendance during the first quarter for the facility was 59,000.

WakeMed Soccer Park	2013 Revenues June 30, 2013 (unaudited)*	FY2014 Revenue Budget	2014 Revenues September 30, 2013
TOTAL REVENUE	\$497,494*	\$705,764	\$129,263

WakeMed Soccer Park Economic Impact	2011 season	2012 season	2013 season Projected
Groups Served	80	80	87
Total Attendance	186,510	210,687	220,000
Total Economic Impact	\$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)

- The majority of this quarter at the NTC consisted of USA Baseball tournaments and events.
- USA Baseball held their Collegiate National Team trails in early July.
- USA Baseball held 4 invitational tournament cups in this quarter (14U, 16U, 17U and Labor Day Cups) with 64 teams from all over the nation visiting the NTC to compete.

- July was highlighted by the USA vs. Cuba National Team game. Over 1,500 local spectators came out to watch the game.



- The USA Baseball 14U and 17U Developmental Programs trained at the NTC throughout the quarter.
- USA Baseball conducted their National Team Identification Series for 12U, 14U, 16U and 17U age groups. Each identification event identified a hand full of potential players to try out for next year's USA Baseball's National Team.
- 3 rental Showcase Baseball Tournaments were held at the NTC the final three weekends in September. 48 teams from all over the east coast participated in these showcases.

USAB National Training Complex	FY2013 Revenues June 30, 2013(unaudited)	FY2014 Revenue Budget	2014 Revenues September 30, 2013
TOTAL REVENUE	\$485,387*	\$470,485	\$30,489

USA Baseball National Training Complex Economic Impact*	2011 season	2012 season	2013 season projected
Groups Served	27	28	25
Total Attendance	61,000	64,500	72,400
Total Economic Impact	\$2,386,318	\$2,400,000	\$2,500,000

Cary Tennis Park

- The Tennis Park held USTA National Zone Team Championships with 120 players from the Middle States Section, Mid Atlantic Section and Southern Section.
- Cary Tennis Park hosted the East Coast Wings Junior Summer Championship with 140 participants.
- Held the Western Wake Tennis Association (WWTa) Summer Sizzle Adult Championships in July with 198 participants.
- The NC State Junior Summer Closed Championships was held in August with 497 players participating from ages 8 to 18.
- Cary Tennis Park was the host to the WWTa Charity Classic to Benefit Hospice. Over \$25,000 was raised during this event.

- Hosted the Duke Fab 4 event in September. Some of the schools from out of the area included Texas A & M, Florida, Alabama, Louisville, and Texas. 100 players representing some of the top tennis programs in the nation participated in this event.

Cary Tennis Park	FY2013 Revenues June 30, 2013 (unaudited)*	FY2014 Revenue Budget	2014 Revenues September 30, 2013
TOTAL REVENUE	\$1,319,859*	\$1,445,990	\$408,453

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

- Hemlock Bluffs Programs on the RISE** – Program participation for July-September increased 15% over 2012 generating an additional 5% in program revenue. This program growth led to an increase of 46% in waitlist participants.
- Middle Creek Community Center Participation Increases** –Program participation increased at MCCC for this quarter. Participation increased 42% July-September from **2,023** in 2012 to **2,884** in 2013 resulting in a 16% increase in program revenue.
- Hemlock Bluffs Volunteerism** – Trail Workdays and program support volunteers for the quarter were as follows:

	# Volunteers	Vol. Hours	Cost Savings
Trail Workdays	309	734	\$14,863
Programs	51	517	\$10,469
Total	360	1251	\$25,332

- Volunteer Sewing Group** - The Senior Volunteer Sewing Program made and donated the following items from July-September:

Wake Med Hospital

- Baby Hats - 85
- Children's Hats - 12
- Adult Hats - 31
- Quilted Lap Robes - 140
- Dolls - 140
- Scarves - 15

VA Hospital

- Walker Bags - 87
- Neck Pillows - 60

Retired Senior Volunteer Programs (RSVP)

- Adult Bibs - 12

- **Teen Council** – Membership has grown to 793 for 2013-2014 an increase of 100% over the last four years. Members provided over 4,600 hours of volunteer service for this quarter for an estimated cost savings of \$92,000. Volunteer efforts are categorized below:



Town Events	2,247 hours
Teen Council Programs	861 hours
Community Event (non-Town events)	1,567 hours
Total	4,675 hours

- **SHIIP** - September 27 hosted a Medicare Town Hall Meeting with 42 in attendance. The program was co-sponsored with Seniors Health Insurance Information Program (SHIIP), a division of the N.C. Department of Insurance. The Town of Cary has more than 12 trained volunteers by the SHIIP program and provides insurance information to over 100 patrons every fall.
- **Senior Center/Bond Park Community Center (BPCC) Rentals** – Rental revenue at the Senior Center increased significantly over 2012 from \$8,073 to \$14,674. Rental revenue at BPCC increased by 16% compared to the same period in FY13. Total rental revenue this quarter was \$12,316 compared to \$10,621 during the same period last year.
- **Partnership with Advocates for Health in Action & Great Harvest Bread Company** – Staff at BPCC facilitated a partnership to promote the *Roll or Stroll* program that encourages residents and visitors to utilize greenways as a transportation avenue. Participants received a free energy bar from Great Harvest for biking/walking to the bakery. Printing costs were paid through a grant from NC Recreation and Parks Association.
- **NC Senior Games** – Bond Park Community Center hosted the NC Senior Games Badminton State finals in September. More than 100 athletes from across NC participated in the badminton competition.
- **Boathouse Revenue Sailing** – The lakefront at Bond Park has seen record setting revenue with the highest Quarter in recent history. Revenue increased 52.3% in 2013 to \$37,961. The **OLDE FASHION July 4th CELEBRATION** netted attendance and boathouse single day records generating \$2,098.25. One participant was quoted as saying "This is the way I always start my 4th and this year's event is the best ever."



- **Specialized Recreation** – Judy Newsome was hired as the Specialized Recreation and Inclusion Specialist to begin planning and implementing this new program area.

Recreation Division	FY2013 Revenues June 30, 2013 (unaudited)*	FY2014 Revenue Budget	2014 Revenues September 30, 2013
TOTAL REVENUE	\$1,394,581*	\$1,399,000	\$410,850
	FY2012 Actual	FY13 Actual	FY14 Projected
**PARTICIPATION	67,671	74,272	76,000

** Includes class and program participation at community centers as well as the Senior Center, Bond Park Lake, and Stevens Nature Center.

- **Cary Arts Center** – Attendance at the Cary Arts Center grew in several categories and overall attendance was comparable to last year. There were changes in several categories, however. Notable increases occurred in Open Studio attendance (21%), rentals (71%), and Course attendance (3%). Attendance was down in Administrative Bookings (-9%), ticketed events (-56%), and casual visitors (-18%). The Cross Currents Music Festival normally held during the summer months at CAC was on hiatus this summer and accounted for the sharp drop in ticketed attendance.
 - The Arts Center partnered with the Mallarme Chamber Players and North Carolina Baroque Orchestra for an evening of classical music on August 16th. This concert continued the tradition of summer classical music performances initiated by the Cross Current Music Festival for the past two summers.
 - Summer camp attendance at the Arts Center grew by 13% compared to the previous summer.
 - Marvelous Music Series subscription packages have surpassed last year’s total sales. Sales of the packages will continue through mid November.
 - The Cary Arts Center Gallery featured the work of painter Diane Pettus during the summer and a photography exhibit by the Cary Photographic Artists during the month of September.
- **Koka Booth Amphitheatre** – The Koka Booth Amphitheatre 2013 season began this quarter with the annual July 4th celebration with the North Carolina Symphony. Weather was good and a crowd of over 11,000 were inside the Amphitheatre plus another 20,000 or so outside to watch the fireworks over Symphony Lake. Attendance at Summerfest concerts with the North Carolina Symphony was up almost 20% from 2012. Harry Connick, Jr., Willie Nelson and Alabama Shakes concerts all exceeded budget expectations, and the sing-along *Grease* movie was very successful. Overall, Amphitheatre attendance is exceeding last year and the facility is on track to meet budget expectations. A sound study was conducted during the Robert Plant concert on July 27 in an effort to better understand potential sound management tools to continue efforts to mitigate sound impacts on surrounding neighborhoods while maintaining excellent sound within the venue.
- **Sertoma Amphitheatre:** The Summer Sertoma Music Series produced 8 outdoor concerts with 2,538 people attending. This summer staff utilized group bookings to present two concerts, one at Sertoma and another at the Downtown Performance series, resulting in a cost reduction of artist fees for the town. This summer staff also used in-house production services for the technical needs of the performances resulting in additional cost savings.

- **Page-Walker Arts & History Center** – Innovation and collaboration continue to be cornerstones of Page-Walker programming. FY13 Highlights include a number of successful co-sponsorships including the Nazim Hikmet Poetry Festival with the American Turkish Association of NC (ATA-NC), Herbfest with the Friends of Page-Walker, National Train Day with the Heart of Cary, and International Children’s Festival with the ATA-NC and the Sister Cities Association of Cary. An ongoing partnership with The Professional Art Quilters Alliance-South yielded popular exhibitions, including the current “ART Quilts: Freeze Frame.”
 - The bluegrass camps continued to be popular with new class levels offered and a doubling of registrations over 2012. In addition, the Page-Walker offered engaging computer game play and design camps, as well as traditional hands-on historical Civil War camps, and the award-winning Cary Youth Video Project this past summer.



- New musical offerings included a Classical Indian music concert, a Contemporary Classical music series featuring members of the Raleigh Symphony Orchestra’s Free Spirits Ensemble, and two musical events relating to the IBMA’s World of Bluegrass. A continued partnership with the Friends of Page-Walker assured high-quality concert performances by musicians such as Brian Reagin, concertmaster of the NC Symphony.
- Overall Page-Walker FY13 attendance remained steady while combined (programs and rentals) revenues topped \$110,000 for the first time since the facility’s opening (exceeding the year end goal by 30%).
- **The Cary**– Construction on the downtown theatre continues. Walls are up and the stadium seating component in the theater is nearing completion. Construction completion continues to be projected by the end of the calendar year. The marquee framework was installed in August just prior to Lazy Daze which gives the building’s façade a clear indication of its final appearance. Cultural Arts Committee members staffed a booth at Lazy Daze to solicit citizen ideas for programming and three full pages of ideas were generated. A facility manager has been hired and preparations are being made for theater operations. Construction of a new parking lot and sidewalk improvements has begun and is also expected to be finished by the end of the year.
- **Downtown Events** – There was a full schedule of downtown events this quarter that continued to draw crowds, and the newly landscaped Downtown Performance Green made their experiences even more enjoyable.
 - Saturday, July 20 – Scoops for Troops returned for a 2nd year Downtown at the Performance Green and a portion of Academy Street – attendance: 1,500
 - Saturday, September 7 - Downtown Performers Series – Barleycorn & Rye – attendance: 550 (largest audience to date for this Series)
 - Friday, September 13 – Seven O’clock Rock Series – Swing Night with the Jim McCann Jazz Project – attendance: 500

- Saturday, September 28 - Downtown Performers Series – Claire Lynch Band (This concert was done in combination with the Fall Sertoma Series. This was the first time we had an afternoon Downtown Performers Series concert)– attendance: 325



- The 37th Lazy Daze Arts & Crafts Festival brought nearly 60,000 people to enjoy the end of the summer in Downtown Cary. The 2nd annual Chainsaw Sculpting Competition was held in conjunction with the Festival. This year’s festival featured 16 sponsors with \$10,405 in cash and \$104,652 in in-kind services.

- **Public Art**

- Art work for the New Hope Church Road Trailhead project was completed by artists John Merigian.
- Artist Larry Kirkland was selected to join the design team for the downtown park.
- Nina Hole’s monumental fire sculpture, “The Meeting Place” was moved to the new “pocket park” that became available with the removal of a water tower on Kildaire Farm Road across from Cary Elementary.

Parks Planning and Design

- **Staffing** – An additional temporary full time staff member was hired to work on bond projects over the next three years.

- **Bartley Park** – Consultant team was put back under contract to update permits and finalize bid package. A bidding and construction schedule is currently being developed.

- **Carpenter Neighborhood Park** – Consultant has submitted 60% drawings for the new neighborhood Park located at corner of Louis Stephens Drive and Morrisville Carpenter Road for Town’s review.

- **Downtown Park**– Staff and the consultants held a worksession on July 23rd in order for Council to provide direction on concept for the park. A public meeting was held September 24th jointly with the Academy Street Project.

- **Sports Turf Fields** – An RFP was issued to select a consultant team. Interviews were conducted and a team was selected by staff. A kickoff meeting is scheduled for later this fall.

- **Mills Park Phase II/Panther Creek Greenway** – These two bond projects are located on the same property in western Cary. Due to their location staff determined it would be most efficient to



combine the projects and select one consultant team. As plans are developed one set of public meetings can occur for the projects. An RFQ was issued at the end of September.

- **White Oak Creek Greenway**



- MacArthur Section - An RFP was issued for selection of a consultant team. This section of trail will require a grade separated crossing of railroad tracks.
 - Greenway Segment West of Green Level Church Road – Staff is reviewing the design due to difficulty in acquiring easements. Staff is also in discussion with the granting agency to ensure the grant is still available. A \$500,000 STD-PA grant that is administered by NCDOT. An interlocal agreement with Apex was also completed in order for this project to move forward.
 - Staff submitted a grant application to Wake County for an additional \$3.5 million in order to complete the White Oak Creek Greenway to the American Tobacco Trail.
- **Roberts Road High School & Park** – Wake County Public Schools has initiated the design for a new high school on Roberts Road adjacent to a future 55 acre Town park. TOC is coordinating with Wake Schools 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 (Federal Grant)** – Project includes developing a 100 car parking lot and restroom adjacent to the American Tobacco Trail. Plans are being re-submitted for permits and site plan approval. A public artist was selected for the project.
 - **Old Reedy Creek Road Trailhead Park Project (Federal Grant)** – Project includes developing an 85 car parking lot and restroom on Wake County property adjacent to Old Reedy Creek Road. The trailhead will provide access to the Black Creek Greenway, Lake Crabtree County Park and Umstead State Park. Town received notification of receiving a \$700,000 grant to construct the trailhead. Final engineer estimate has come in higher so staff is looking at options prior to bidding.
 - **Venue Wayfinding Signage** – Staff is currently working thru final NCDOT approval for installation of directional signage for the sports venues. Staff is also working on getting easements where they are needed for installation of signage.
 - **Cary Tennis Park Expansion (Hotel Occupancy Project)** – Project includes covered tennis courts, expanding the clubhouse and creating an outdoor pavilion. A preferred location for the covered courts has been identified.
 - **WakeMed Soccer Park – Video board (Hotel Occupancy Project)**
– The contract was signed for installation of a 22'x38' video board in the south end of the stadium, and installation is planned to begin in November.
 - **Annie Jones Greenway Ph II** – Construction began in May 2013 for this project which includes bringing an existing section of unpaved trail up to current standards. Project is 90% finished with completion expected in November 2013.
 - **Crabtree Creek Greenway (Federal Grant)** – This project includes the development of a trail from Black Creek Greenway west along the southern edge of Lake Crabtree over to Aviation Parkway. A consultant team has been selected and preliminary design is underway.



- **Morrisville Connecting Trails** – This project includes making connections to three trails that will connect with Morrisville greenway system. Construction began in August and should be completed by end of the year.
- **NC 55 Multi-Use Trail Project (Federal Grant)** – This project will connect the existing White Oak Creek Greenway pedestrian tunnel under NC55 to the existing Batchelor Branch Greenway pedestrian tunnel under NC55 (approximately 1 mile to the north of White Oak Creek). Construction began in July and is on schedule to be complete by end of the year.
- **Symphony Lake Bridge Replacement** – This project is to replace the existing greenway bridge at the eastern edge of Symphony Lake. Project was bid twice and staff is currently negotiating with the low bidder.
- **Tryon Road/Macedonia Lake Greenway** – This project includes the construction of the greenway surrounding the lake and connection to the existing pedestrian tunnel under Tryon Road (See image below). The project was open to the public at the end of September. Final landscaping and signage will be occurring this fall.



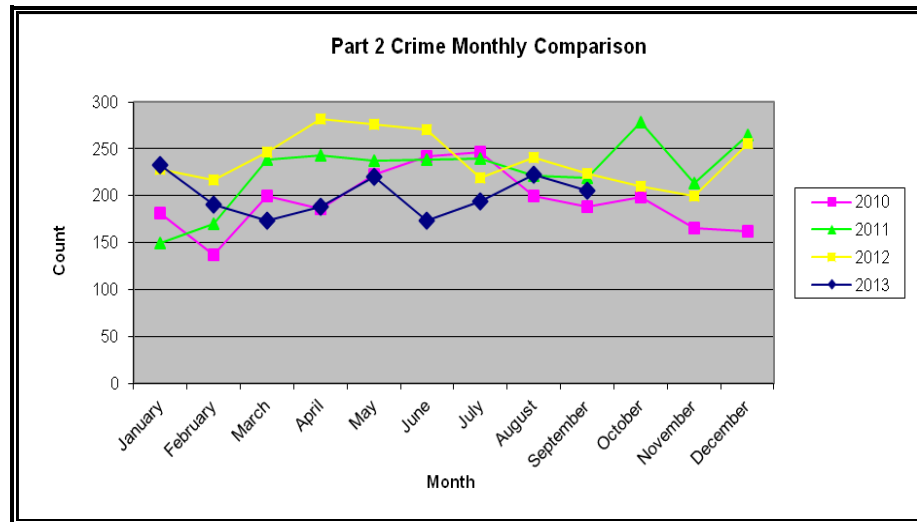
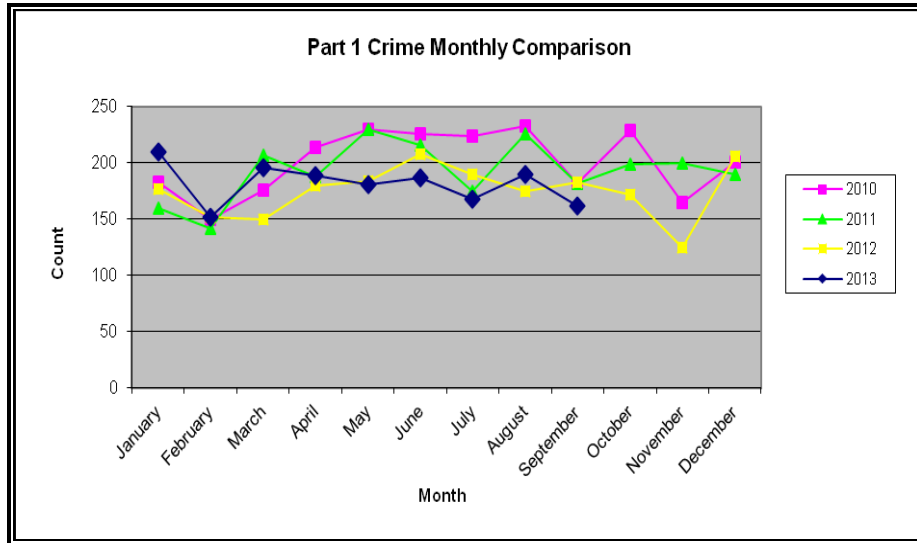
Public Safety

Crime Statistics

Overall, reported offenses show an 8% decrease through September 2013 over the same time period in 2012. The decrease can primarily be attributed to a decrease in reported aggravated assaults (decrease from 50 to 39), forgeries (decrease from 38 to 19), frauds (decrease from 402 to 327) and vandalisms (decrease from 468 to 336). Despite the decrease, we did see a slight increase in Part I offenses. This increase can primarily be attributed to a small increase in burglaries (increase from 272 to 298) and larcenies (increase from 1225 to 1255). As seen in the graph below, we can attribute this increase to a spike in Part I crimes in January, March and August. In January, we experienced a significant commercial burglary series and multiple unrelated robberies. In March and August, we saw an increase in larcenies, mostly larcenies from a motor vehicle.

Cumulative Comparisons September			
	2012	2013	% Chg
Part 1	1651	1685	2%
Part 2	2285	1949	-15%
All Other	2546	2323	-9%
Total	6482	5957	-8%

Below are the monthly charts that show fluctuations in reported Part 1 and Part 2 crimes each month this year and comparisons to the last three years.



Project PHOENIX

41 apartment communities are actively participating in Project PHOENIX:

The 8-week Triangle Aquatic Center’s Make-A-Splash program was completed. Twenty-seven children from four communities completed the program. Team officers created certificates and presented them to the children at their respective properties.

PHOENIX and PRCR hosted 22 events at participating communities throughout the quarter.

Team hosted our 7th Property Management Workshop on September 18th. 9 new property managers from partnering communities attended our Workshop.

Team officers are planning our 2nd Managers' Meet & Greet networking and update meeting on November 6th.

Community Services

The Community Services Unit had a very busy quarter including a significant increase in Home Security Assessments. They were up from **21** Home Security Assessments in the 2nd Quarter 2013 to **74** Home Security Assessments this Quarter. This is a **352% increase** over the 2nd Quarter as well as a **528% increase** over the 3rd Quarter in 2012. This was due in part to a rash of Burglaries that began in late June through early July. As a matter of practice, the CSU follows up with the victims in these crimes to offer a home security assessment. In addition, the Home Security Assessment program was featured in the BUD newsletter this Quarter, and word of mouth advertising is growing. We are expecting this program to maintain a steady increase in requests in comparison to the same time period the year prior.

Town Sponsored Special Events July - Sept. 2013			
<u>Event Name</u>	<u># Events</u>	<u>Manpower</u>	<u>Hours</u>
Rail Hawks	6	48	288
Concerts	11	63	473
July 4th	1	29	232
Lazy Daze	1	22	180
Scoops for Troops	1	3	32
Eid Festival	1	2	16
Seven O'clock Rock	1	4	26
Round About 5K	1	12	36
Orange Star Criterium	1	13	140
TOTAL	24	196	1423

K-9 Unit

In the third quarter of 2013 the K-9 team had a total of 112 calls. Of the 112 calls, 32 were for tracking purposes, 56 drug sniffs, 6 article searches, 12 CP talks, 3 tactical deployment and 3 building searches. Through the efforts of the K9 team(s) nearly 525 citizens were contacted through the 12 Crime prevention and Community presentation conducted during this quarter. In addition more than \$3,809.00 dollars have been seized as a result of our K9 team's efforts. The K9 Team has been working with two dogs during Q3 while our new K9, "Chase", is being trained. "Chase" is expected to complete his training and receive his certification in Q4.

School Resource Officers

There were 18 reported crimes in Cary Schools during the third quarter of the year, a relatively low number (compared to 48 in Q2) since the traditional calendar schools are on summer break from June 10th until August 26th. Listed below are some of the highlights of the SRO activities during the Quarter:

- Boy's Camp Confidence Sessions # 6 and #7 were completed in August. We had 16 boys attend each session. The camps allow us to encourage the teenage boys to stay focused on their goals and dreams. These officers have served as great role models and will continue to mentor these teenage boys as they continue into their high school careers.

- SRO’s taught 9 classes on a variety of topics (bicycle safety, personal safety, bullying, etc.) to approximately 360 students and staff.
- SRO’s completed lockdown drills at 7 schools
- SROs attended the Wake County Public School System SRO summit for school principals and SROs.

Animal Control

Unattended Tethering, TNR and Backyard Hens went into effect in Q2 and Q3 of 2012. Animal Control continues to work with CCARE representatives to spread the word about these initiatives. The 2013 Q3 totals for these three areas are as follows:

	# of Calls	Personnel Time Committed (h:mm)
Chickens	3	0:53
TNR	2	0:12
Tethering	13	4:20

Animal Control Totals for Q3:

956 Calls for Service
 19 Trips to Wake County Animal Care
 52 Animals Received in CPD Clinic
 564:56 Total time on calls for service (hh:mm)

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 54 contracts during the first quarter of fiscal year 2014 compared to 64 contracts in the fourth quarter of fiscal year 2013 and 53 contracts in the first quarter of fiscal year 2013.

Treasury Management

Investment rates have fluctuated in the economic uncertainty, but still remain low. Due to conservative interest income budgeting, interest earnings for FY 2014 are projected to modestly exceed budget. A continued 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 has remained under .15%, and under budget. The next bond sale is scheduled for the spring of 2014. We originally expected to hold the bond sale in September 2013, but Council approved a delay in the sale and a budget amendment to use additional property tax revenue from the 2 cent tax increase for cash spending on the bond projects. In the spring, we plan to sell general obligation bonds for both general fund referendum projects and the Western Wake utility projects.

Utility Billing

Billed consumption in the first quarter was 6% less than the first quarter of FY13 and 8.5% less than the first quarter of FY12. Our meter population continued to grow at a rolling average of 2.5% per year. With our fiscally prudent rate smoothing approach and continued conservative budget practices, FY 14 revenues will adequately cover FY 14 utility expenses.

Tax and Tag Together

The new system has not had a significant impact on our Finance counter operations yet. We have experienced similar volume of tax customers at our counter as Wake County vehicle tax bills under the old system continue to come due. For the customers who appear to need to go to a License Plate Agency, we take an extra few minutes to look up their accounts to verify that they are not past due from the prior year to avoid an agency shuffle.

Web Statistics

From July 1-September 30, 2013, www.townofcary.org was visited 462,674 times by users from 189 countries/territories and 128 cities/municipalities.

Top 10 Countries/Territories	Top 10 Cities/Municipalities
United States	Cary
India	Raleigh
Canada	Apex
United Kingdom	Durham
Philippines	Charlotte
Australia	Atlanta
Malaysia	Morrisville
Germany	Chapel Hill
Mexico	New York
Saudi Arabia	Garner

Unique visits: 279,279 absolute unique visitors

New vs. returning visitors: 50.77% new visits

Average number of pages viewed per visit: 2.59 pages/visit

Average duration of visit: 2:06 minutes

Top pages visited this quarter (in order):

1. Lazy Daze Arts and Crafts Festival
2. Recreation Program Brochure
3. Parks, Recreation & Cultural Resources Department
4. Sports
5. Employment
6. Utility Billing Online
7. Greenways
8. Independence Day Activities
9. Parks
10. Building Permits Online

VIP (Virtual Interactive Planner):

During this quarter, vip.townofcary.org was visited 1,713 times. The mobile version of VIP was viewed 97 times.

Twitter

The Town has six Twitter feeds and more than 8,000 combined followers:

Town of Cary (News): 3,898 followers

TOC Safety: 1,223 followers

TOC Traffic: 852 followers

TOC Downtown: 530 followers

TOC Fun: 623 followers

Booth Amphitheatre: 1,610 followers

Facebook

The Town of Cary currently has five Facebook pages including one project specific page for Imagine Cary.

Town of Cary, NC: 1,701 likes

Cary Art Daze: 1,428 likes

Cary It Green: 426 likes

Imagine Cary: 798 likes

Booth Amphitheatre: 11,810 likes

YouTube

The Town's YouTube channel is located at www.youtube.com/TownofCaryChannel. The channel currently has 199 subscribers and was viewed 11,292 times this quarter. The most watched videos were:

1. USA Baseball Coaches Clinic: Hitting
2. USA Baseball Coaches Clinic: Fielding
3. USA Baseball Coaches Clinic: Catching
4. Quality of Real Life in Cary
5. The Cary marquee framework installation
6. Cary Police Department K9 Unit
7. Cary Police Recruitment
8. Cary Town Council meeting: August 8, 2013
9. Imagine Cary Video Loop Project: Increased Emphasis on the Arts
10. Cary Town Council meeting: September 12, 2013

Email Subscribers

Total subscribers: 58,798 subscribers (includes PRCR, C-Tran & Imagine Cary lists)

Bids and Proposals: 1,938 subscribers

News, Events & Alerts: 5,258 subscribers

Downtown News & Events: 2,057 subscribers

Media (combined): 174 subscribers

Quick Comparison Chart: 3rd Quarter (current vs. previous year)

July-September 2013	July-September 2012
462,674 visits	403,359 visits
279,279 absolute unique visitors	244,484 absolute unique visitors
3,898 followers to Town of Cary Twitter feed	2,243 followers to Town of Cary main Twitter feed
1,701 likes to Town of Cary Facebook page	463 likes to Town of Cary Facebook page
199 subscribers to Town of Cary YouTube channel	43 subscribers to Town of Cary YouTube channel