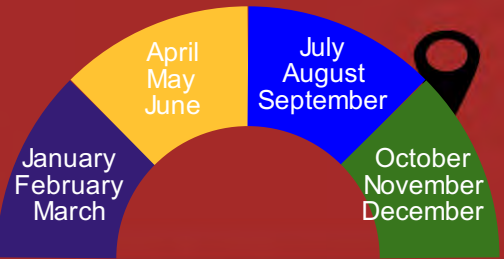


DEVELOPMENT

Planning

Inspections
& Permits

Development
Support Division



2 COMMUNITY CHOICES

- Where will we live?
- Where will we work?
- Where will we shop & dine?
- How will the southwest area grow?
- How will we get around?
- How will downtown Cary thrive?



Staff, consultants and the Committee for the Future continue work on Phase 2, designed to assess and test several important policy areas.

Staff and consultants have reviewed and summarized the community feedback from open houses in July, covering topics such as living, working, shopping and the southwest area of Cary.



November open house discussions touched on issues such as transportation and downtown development. The public input results and the staff/consultant preliminary draft policies will be discussed at the January 2015 meeting.

Follow the Imagine Cary progress online!

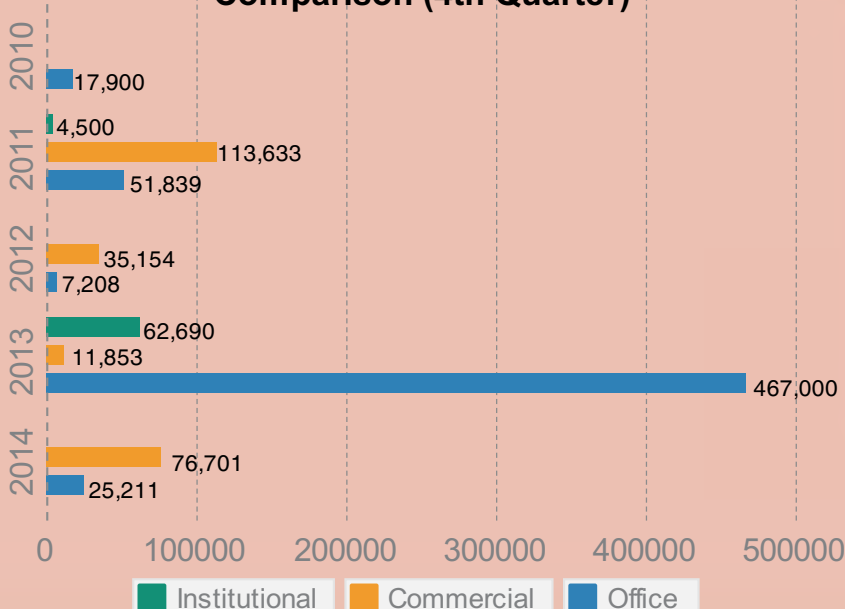


What's Next?

The "Community Directions Report" and presentation for Council will be presented at work sessions in February and March. This will include draft policies for all six topic areas and summary of community input results.

Council will be asked to provide direction to the team.

Building Permits: Approved Square Footage Comparison (4th Quarter)







Population:

As of January 1st, 2015 the Town of Cary's population is estimated at 151,727. This is an increase of 2.8% (4,166 people) from January 1st, 2014.

Total Town Limits as of January 1st, 2015:
57.56 sq. mi.

4th Quarter Approved Development Projects

-  72 Single Family Lots
-  10 Commercial Projects
-  3 Institutional Projects
-  4 Office Projects

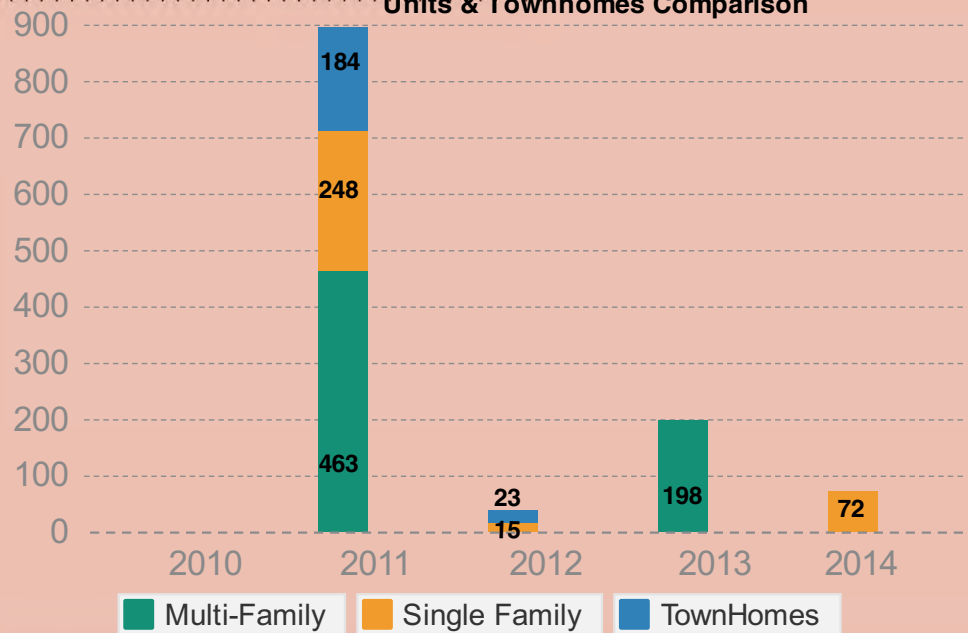
			Rezoning	Annexation	CPA
4th Quarter	2014	Submittals	2	4	---
		In Review	23	12	4
		Approvals	2	---	---
	2013	Submittals	8	2	2
		In Review	---	---	---
		Approvals	8	5	1

Sign Permits

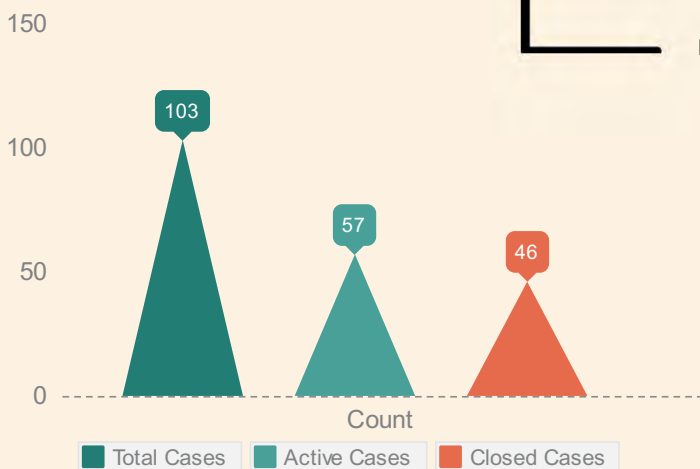


156 sign permits were processed in Q4 2014, compared to 143 in Q4 2013.

4th Quarter Approved Single Family Lots, Multi-Family Units & Townhomes Comparison



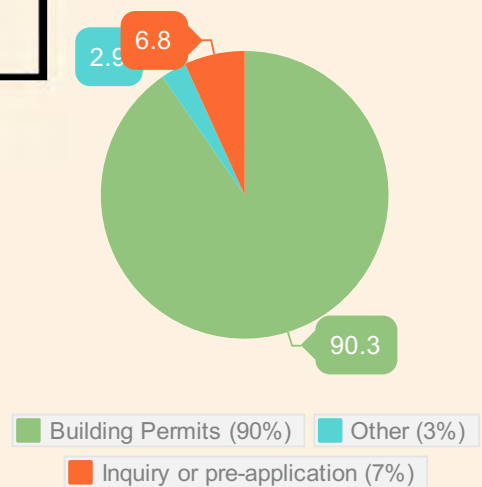
Development Liaison Case Activity (4th Quarter)



The Development Liaison program continued to expand its presence in Cary's development community during the 4th quarter, participating in events such as Cary Chamber of Commerce Business Expo.



Case Type Statistics



Development Liaison Service Satisfaction Survey

This customer feedback survey helps collect information that will be used to further refine Development Liaison services to best meet the needs of our development customers.



91 Single Family Detached Permits



113 Attached/Townhomes Permits



2 Multi-Family Permit; 199 Units

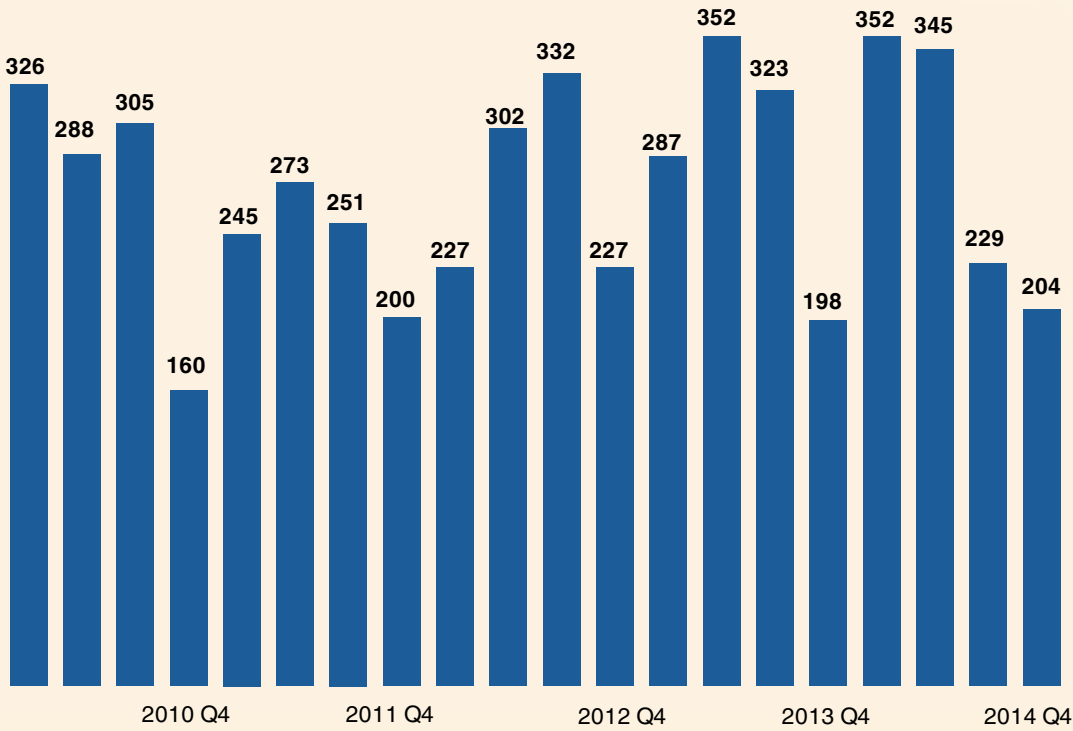


22 Non-Residential Permits



15,799 Inspections Completed

Single Family Dwelling Permits Issued



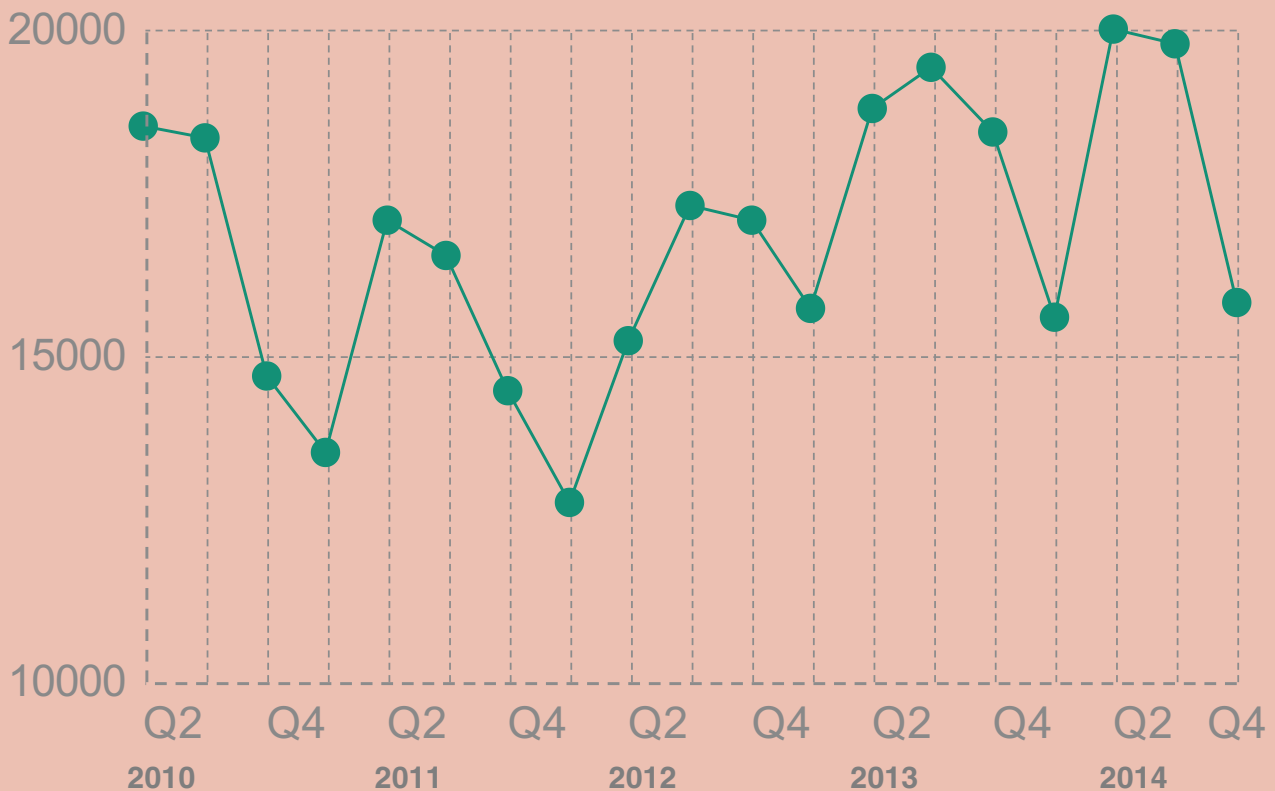
In Q4, the average Single Family Dwelling was 3,665 sqft. and valued at \$198,165, compared to Q4 in 2010 the average Single Family Dwelling was 3,275 sqft. and valued at \$165,871

Single Family Dwelling Permits by County:

195 SFD permits in Wake County

9 SFD permits in Chatham County

Total Inspections by Quarter



New Single Family Permits Issued in Wake County: October - December 2014



1,635 Fire Inspections were completed in Q4, 2014

Construction Activity:

291 CO's were issued for new SFDs in 43 neighborhoods

4 CO's were issued for 157 multi-family units

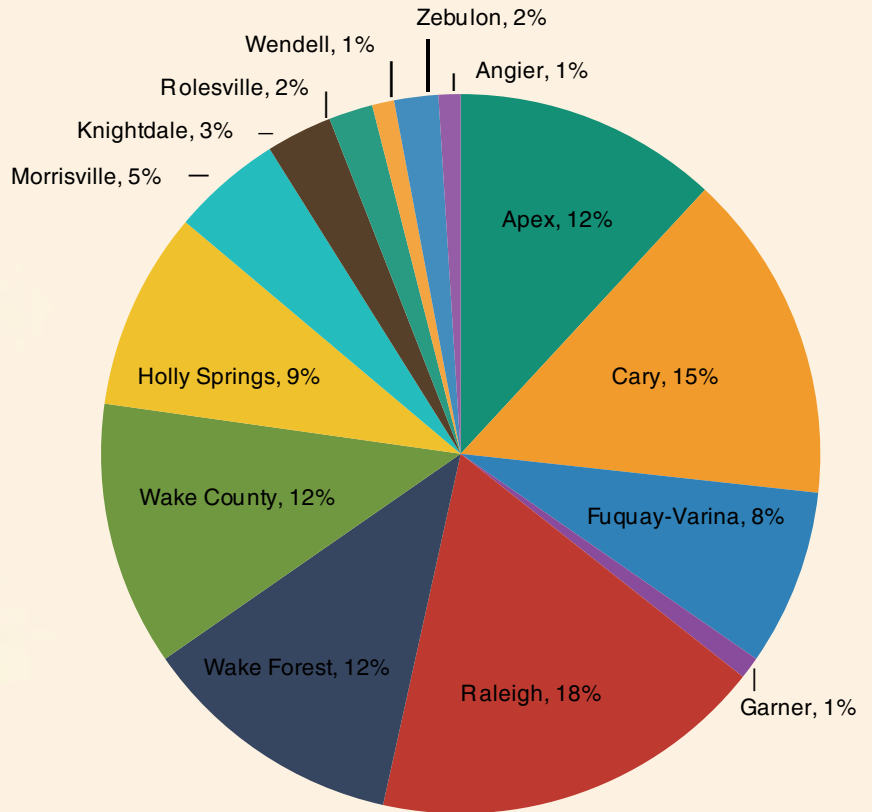
12 CO's were issued for new nonresidential projects

New Nonresidential Projects included:

Maynard Rd. Self Storage (79,092 sqft.)

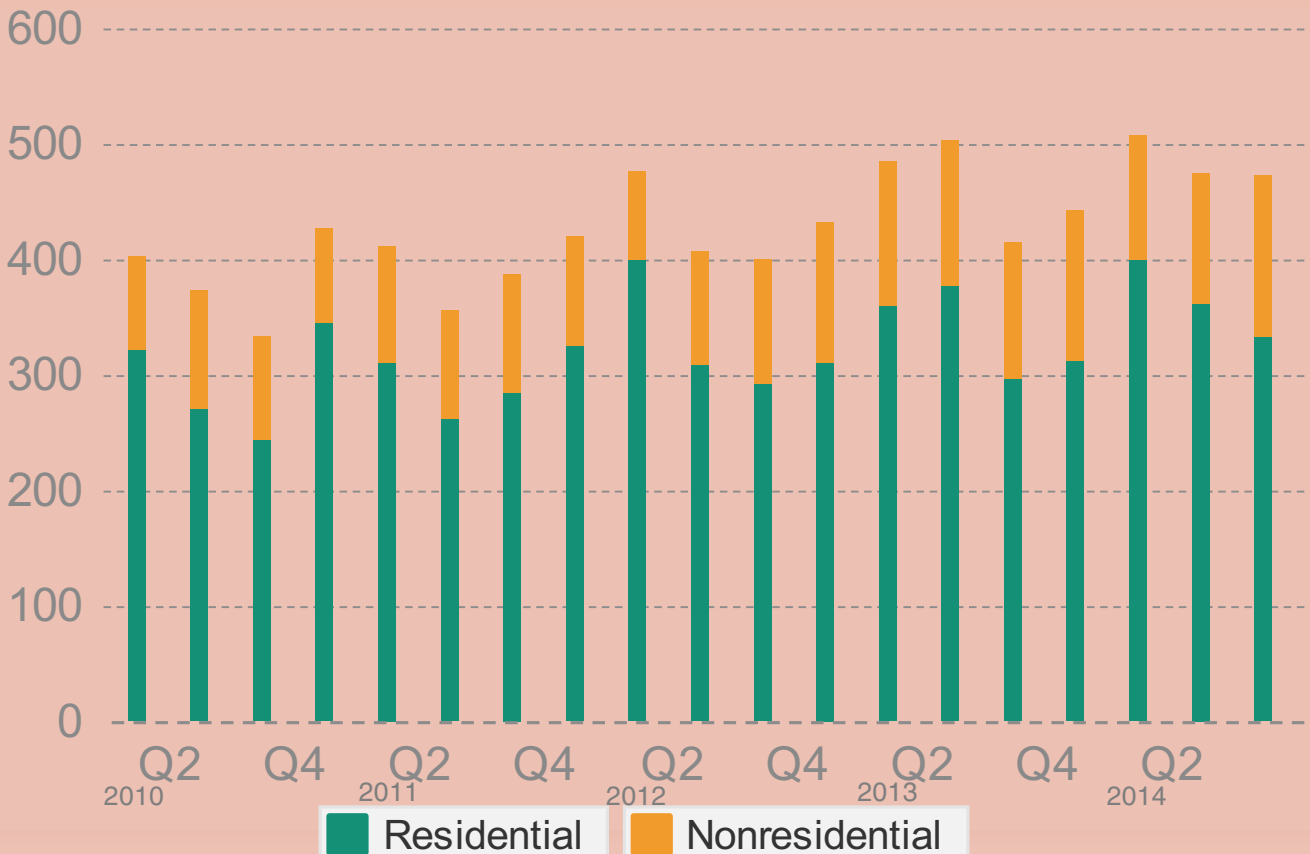
Restaurant Depot (74,215 sqft.)

Panera Bread (4,545 sqft.)



*Data Source: Wake County Revenue Department

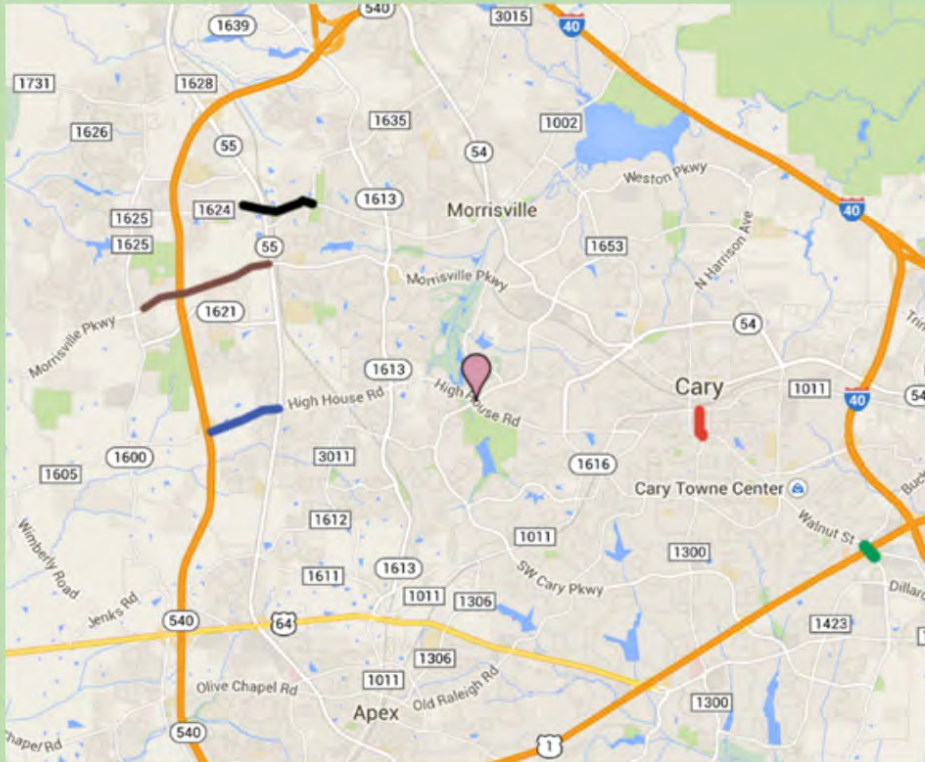
Addition & Alteration Permits Issued



INFRASTRUCTURE

Transportation
& Facilities

Water Resources



Transportation Projects

- Walnut Street Pedestrian and Traffic Improvements
- Streetscape Improvements Along South Academy Street and Dry Avenue
- Carpenter Fire Station Road Bridge and Intersection Improvements
- Morrisville Parkway Extension and NC 540 Interchange
- Green Level West Road Widening
- Cary Parkway and High House Road Intersection Improvements

Click on project title to go to project website for details.

Streetscape Improvements: S. Academy St. & Dry Ave

STREETSCAPE IMPROVEMENTS: S. ACADEMY ST & DRY AVE



Projected Completion Date: Spring 2016

Green Level West Road Widening Project

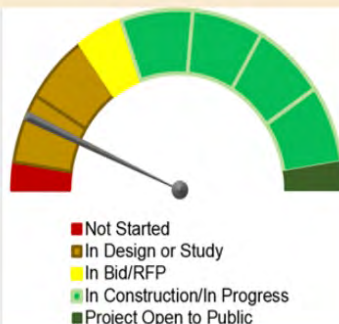
GREEN LEVEL WEST ROAD WIDENING PROJECT



Projected Completion Date: Fall 2017

Morrisville Parkway Extension & NC540 Interchange

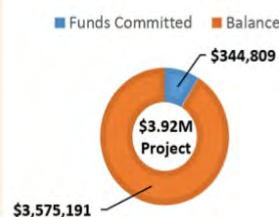
MORRISVILLE PARKWAY EXTENSION & NC540 INTERCHANGE



Projected Completion Date: 2018

Cary Parkway and High House Road Intersection Improvements

CARY PARKWAY AND HIGH HOUSE ROAD INTERSECTION IMPROVEMENTS



Projected Completion Date: Fall 2016

Note: staff is working with NC Turnpike Authority to secure an additional \$12.5M to build the interchange portion of the project

Carpenter Fire Station Road Bridge & Intersection Improvements

CARPENTER FIRE STATION ROAD BRIDGE AND INTERSECTION IMPROVEMENTS

Funds Committed Balance



■ Not Started
■ In Design or Study
■ In Bid/RFP
■ In Construction/In Progress
■ Project Open to Public

Projected Completion Date: Spring 2018

Walnut Street Pedestrian & Traffic Improvements (US1/64 Overpass)

WALNUT STREET PEDESTRIAN AND TRAFFIC IMPROVEMENTS (US1/64 OVERPASS)

Funds Committed Balance



■ Not Started
■ In Design or Study
■ In Bid/RFP
■ In Construction/In Progress
■ Project Open to Public

Projected Completion Date: Fall 2016

Town of Cary received an Honorable Mention at the GoTriangle Golden Modes Awards for being an outstanding employer offering a well-rounded commuter benefits program for employees.



C-TRAN

C-TRAN and Dorcas Ministries continued their support for the community with the 2nd annual C-TRAN Food Drive. Over 1,200 pounds of food was donated in the course of one week. This food donation is expected to help over 4,000 families in Cary.

4th Quarter Ridership

71,856 Fixed-route trips







9,362 Door-to-Door trips

C-TRAN recognized at Goodmon Leadership Award Ceremony

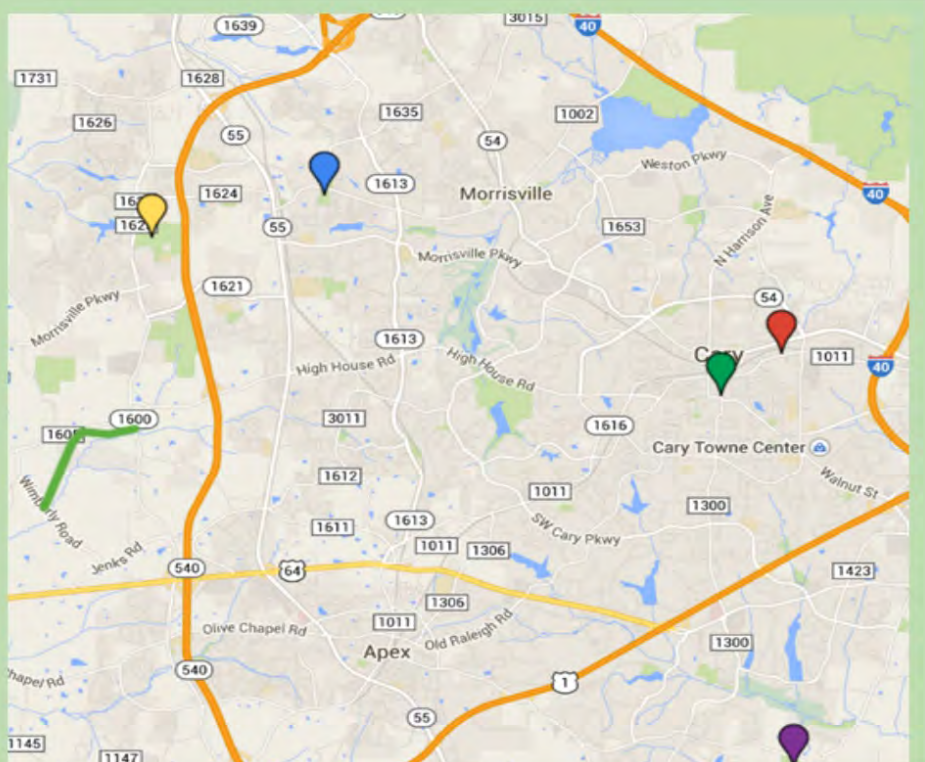
Extended Ridership Hours

C-TRAN expanded service hours in July 2014, through 10 p.m. and has seen steady increases in ridership. Typically, new levels of service take long periods of time to establish comparable forms of productivity relative to the original system. In only 6 months, the extended services are already operating at 40% of the overall system average during the same time period in the previous year.

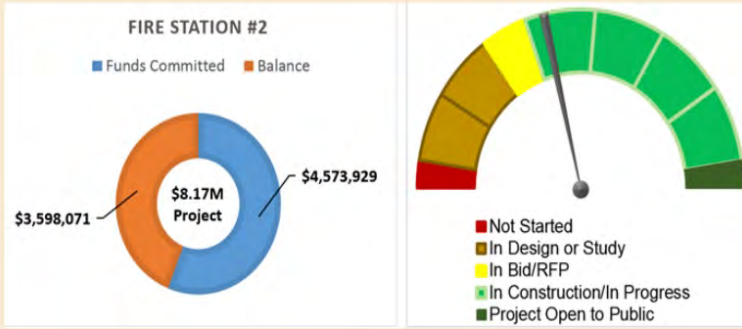
Facilities & Park Projects

-  Fire Station #2
-  White Oak Creek Greenway
-  Jack Smith Park
-  Carpenter Neighborhood Park
-  Downtown Park
-  Mills Park - Phase II

Click on Project Title to go to Project Website for Details

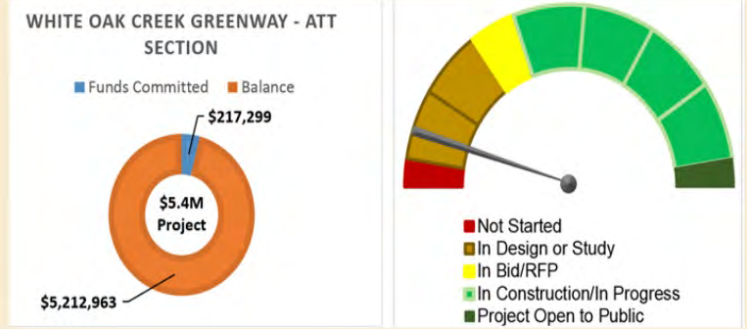


Fire Station #2



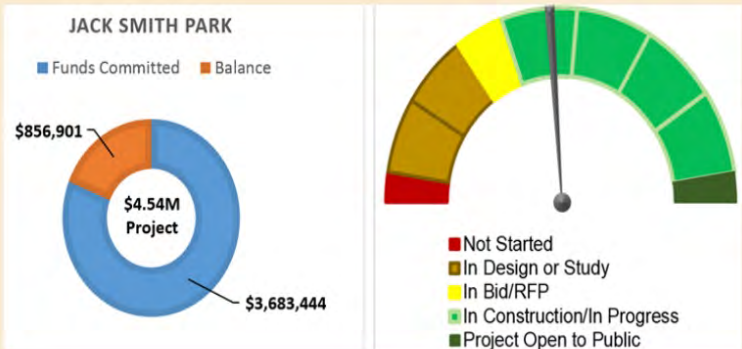
Projected Completion Date: Winter 2016

White Oak Creek Greenway - American Tobacco Trail Section



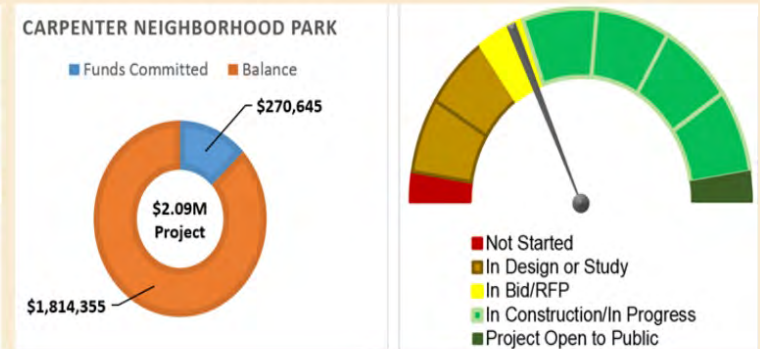
Projected Completion Date: 2017

Jack Smith Park



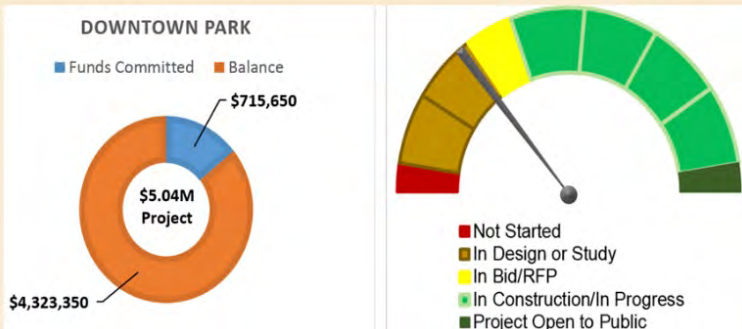
Projected Completion Date: Fall 2015

Carpenter Neighborhood Park



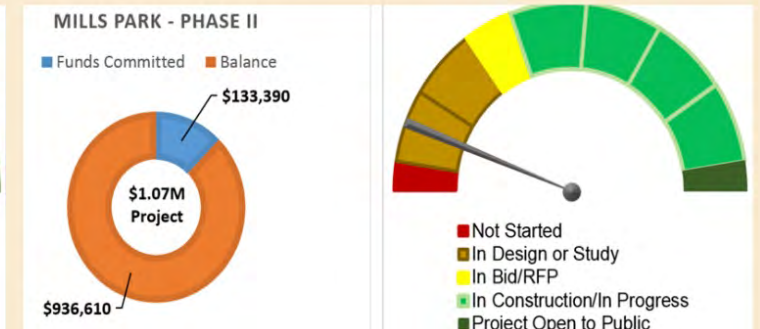
Projected Completion Date: Winter 2016

Downtown Park

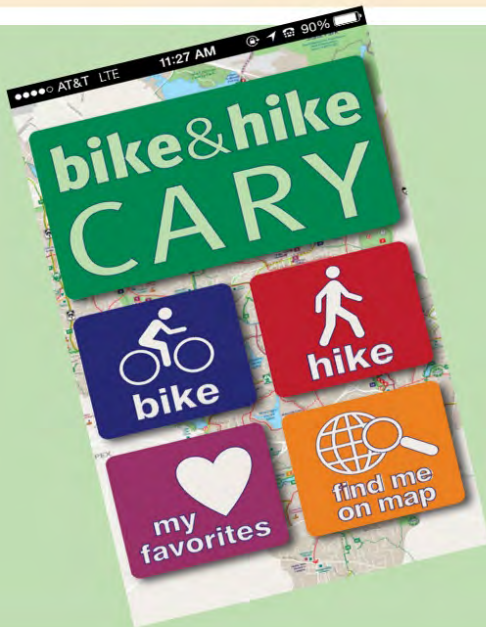


Projected Completion Date: Winter 2016

Mills Park - Phase II



Projected Completion Date: Summer 2017



Bike & Hike Mobile App

The Town launched its first Bike & Hike app as a fast and convenient way to find biking and hiking routes and trail conditions. The total cost of the project is \$40,991.36 and was funded through the FY2012 Community Investment Bonds.



Available for free download from Apple and Google Play stores; keyword search "bike hike cary"



"Find Me" button uses geolocation and allows the user to identify routes and trails nearby



Mobile users can save search results to "Favorites" for easy retrieval

Cary/Apex Water Treatment Plant Expansion Project

Construction work at the water treatment plant and raw water pump station sites is ongoing. In December, the raw water intake screens in Jordan Lake were replaced (pictured). The contractor continues to make progress on major site activities such as construction of the new pre-ozone contactor building (pictured.)



Interbasin Transfer (IBT)

The Towns of Cary, Apex, and Morrisville, and Wake County notified the NC Environmental Management Commission (EMC) in late 2013 of our intent to seek a modification to our IBT.

In December 2014, NCDENR published the Environmental Assessment and a Finding of No Significant Impact.

The first public hearing was January 7th in Apex, which is followed by another hearing in Fayetteville on January 22nd.

The modifications requested will align the certificate with changes to the IBT law from 2013, as well as increase the limit to meet water resource management needs through 2045.

Jordan Lake Allocation

Cary and Apex, along with other applicants, submitted our Round 4 Jordan Lake Allocation Application to NCDENR in November 2014.

Under the preferred alternative, all water suppliers upstream and downstream of Jordan Lake are able to meet projected needs through 2060.

NCDENR expects to make recommendations regarding the allocations to the EMC Water Allocation Committee at their March meeting.

Beat the Peak

The campaign saw a 200% increase from past years, with 146 customers requesting an irrigation performance checkup in 2014.



Sustainability initiatives occur across the Town in many departments; we have a new symbol to help highlight sustainable projects and metrics across this quarterly report to Council.



The Electric Vehicle Charging Station Pilot ended and on November 20th. Council approved two additional years of free public charging at the three electric vehicle charging locations on Town property.

Sustainability

In December a revamped sustainability webpage was launched. The page serves as an intuitive "jumping off point" for all sustainability-related information across the Town.



OPERATIONS

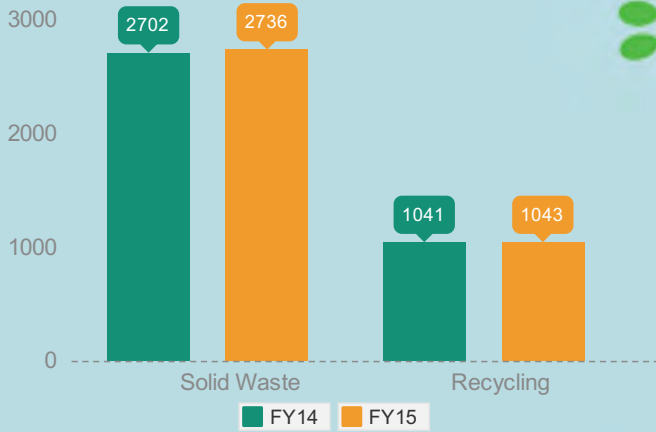
Public Works & Utilities

Public Safety

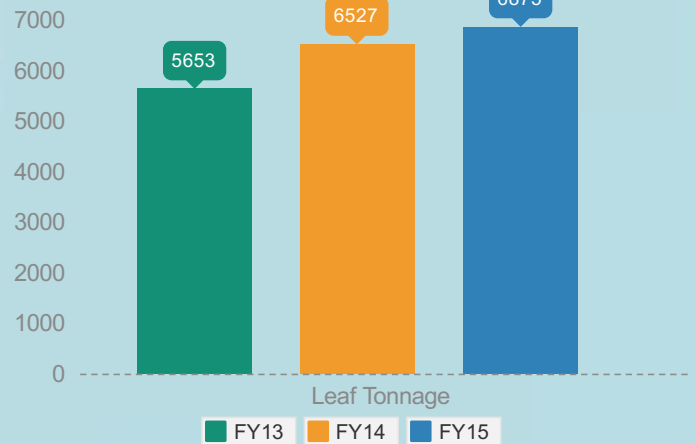
Parks, Recreation & Cultural Resources

Technology Services

Tonnage Comparison

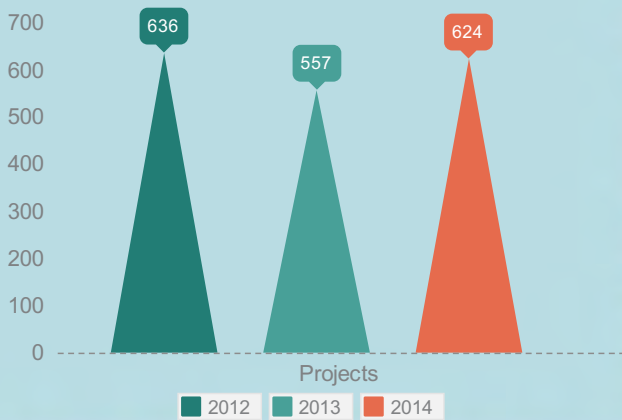


Leaf Collection Comparison



43% July-December Average, Percent diverted with yard waste

SPRUCE Projects Completed, Yearly Comparison



Winter planting at the Compost Education Center with Girl Scouts, pictured. There were 21 volunteers and 46 winter vegetables were planted.



Water Line Repairs



Emergency crews repaired broken water pipes at Westhigh Street (8-inch pipe) and Hunter Street (6-inch pipe) in October.



80-feet of curb, gutter, or sidewalk was replaced and more than 300-feet of damaged asphalt was removed.



The repair of both line breaks cost \$89,409.



Emergency crews repaired a 16-inch ductal iron pipe along Evans Road. This required replacing 60-feet of pipe due to a boring machine scraping the coating on the exterior of the pipe in 2010. This conduit was installed by AT&T.

Median Plantings

In September, Council adopted an official policy regarding the installation of plantings on medians on Town of Cary roads or NCDOT roads within Cary Town limits. This policy allows for a systematic approach for staff to prioritize median planting projects for existing or new medians. Public Works completed five median plantings in the fall. The FY15 budget for this project was \$150,000 and Public Works crews accomplished the work for \$103,000.



Morrisville Parkway



McCrimmon Parkway



Tryon Road

Clean Fuel Technology Grant from NC Solar Center

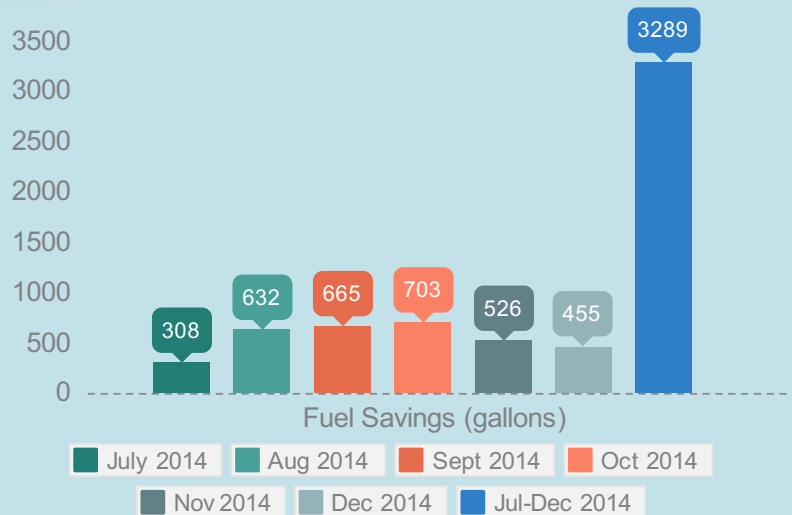


In June 2014, grant funding was used to install a variety of technology aimed at increasing overall fleet average mpg by 20% as well as overall energy use. Staff estimated fuel reduction from this pilot to be approximately 15,000 gallons per year.

The initial six month average increase in fuel economy through the use of this technology was approximately 19%. While the fuel reductions during this 6 month period are about half the original estimates (3,289 gallons), staff will continue to work with vehicle drivers to improve the use of fuel efficient driving habits.

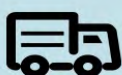
Even with results less than anticipated, the Town will still see a four year payback period on the \$40,800 the Town contributed to this pilot program.

Calculated Fuel Savings (Gallons)



57 telematics GPS units in Public Work trucks

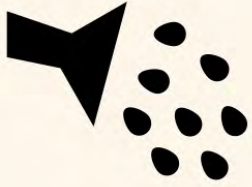
	Baseline (June)	July	Aug	Sept	Oct	Nov	Dec	Jul-Dec Avg
MPG	11.1	12.1	13.3	13.4	13.3	13.4	13.6	13.1



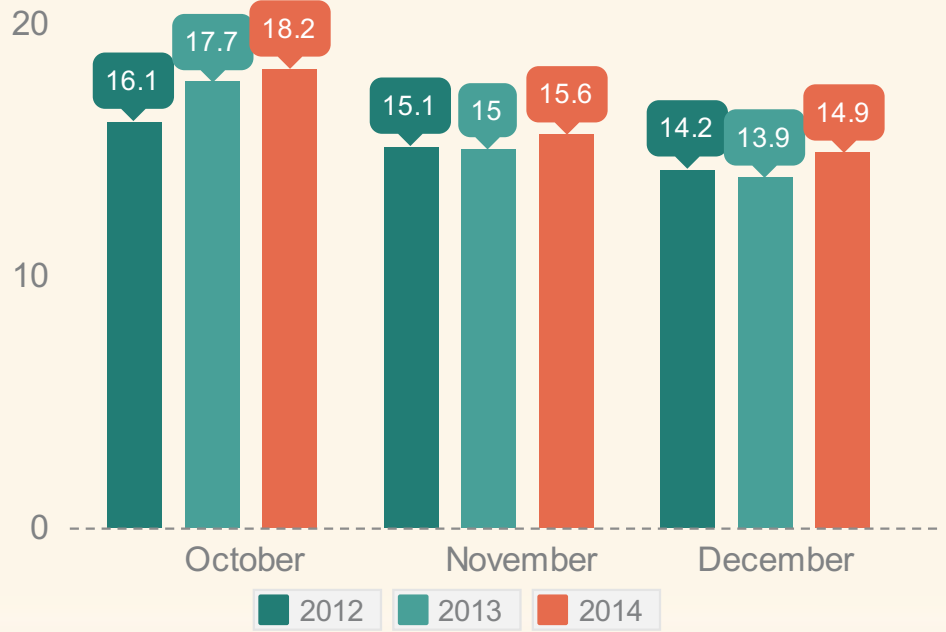
22 trucks were outfitted with anti-idling batteries



In October, the Town of Cary was honored as a NC Smart Fleet Leader by the NC Clean Technology Center and the North Carolina Department of Transportation for our efforts to increase our fleet's fuel efficiency.



Water System Demand Million Gallons per Day (MGD)

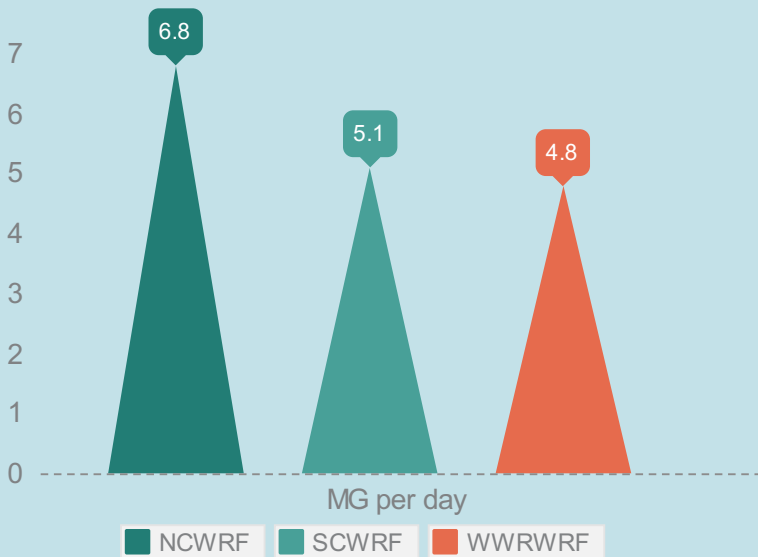


16.2 million gallons
Average water demand for the 4th Quarter

17 million gallons
Average water demand for 2014

.7 million gallons
Yearly average increase over 2013

Daily Wastewater Flow Average per Day (million gallons)



Nitrogen and phosphorus removal percentages at all three water plants exceeded minimum state permit levels, resulting in an exceptionally high quality treated waste water being returned to the environment.

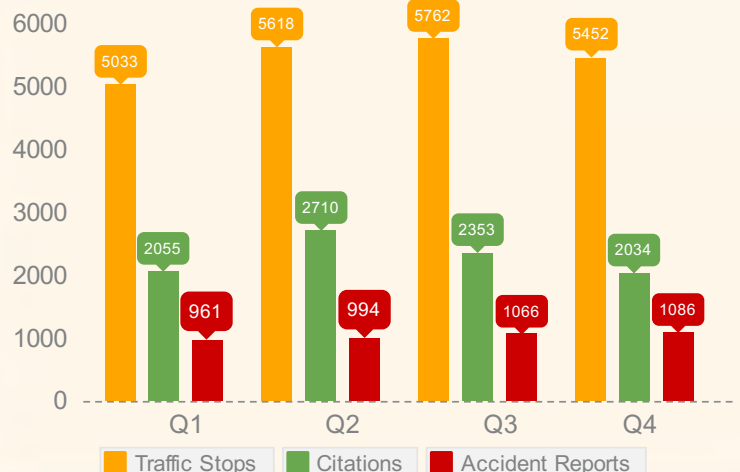
During 2014, the SCWRF Thermal Biosolids Drying Facility processed a combined total of 32.6 million gallons of biosolids from NCWRF, SCWRF, and the Town of Apex, which produced 3,694 dry tons of Class A, Exceptional Quality pelletized biosolids product for customers to use as an organic soil amendment and fertilizer.



This year, Cary Police led the state with approximately 947,000 dosage units collected, topping Durham's collection last year of 773,500 dosage units.

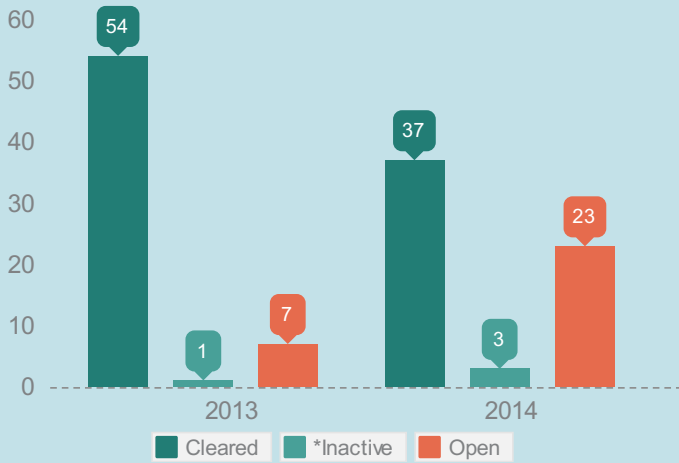


Cary Police 2014 Statistics



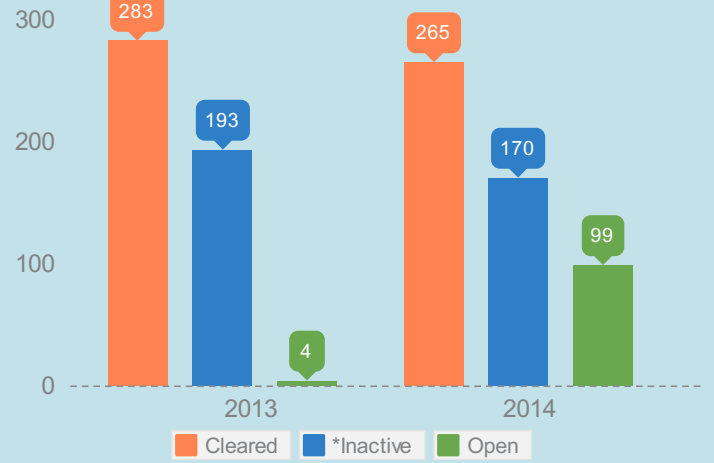
Part 1 Violent Offense Investigations

Violent Offenses (aggravated assault, forcible rape, murder, robbery.)



Part 1 Property Offense Investigations

Property Offenses (arson, burglary, larceny, motor vehicle theft.)



The charts above depict year over year case status for offenses that have been assigned to the Criminal Investigations Unit for follow-up.

*Cases are inactive when there are no leads to follow up.

Annual Comparisons

	2013	2014	% Change
Part 1	2329	2049	-12%
Part 2	2592	2441	-6%
All Other	3077	3058	-1%
Total	7998	7548	-6%

The 6% decrease in overall reported offenses can be attributed to a drop in all crime categories, in particular, Part 1 offenses.

Overall, there was a decline in Part 2 crime offenses with most substantial decreases in alcohol offenses, simple assaults, sex offenses and family offenses.

District	District Population	Total Part I Crimes	Part I Crime % of Total
D1	38,689	783	38.2%
D2	64,026	439	21.4%
D3	49,006	830	40.4%
Total	151,721	2052	100.0%

The chart to the left shows the Part 1 crime distribution over 2014 by district.



Traffic Safety Team Statistics, 4th Quarter



Cary's Traffic Safety Team participated in a school bus passing enforcement operation, which resulted in 17 charges in Town during a single morning commute.

11 DWI Checkpoints

88 Physical Arrests

102 DWI charges

184 Crash Investigations

1,655 Traffic Stops



The Town of Cary receives points for participating in specific enforcement and education initiatives as part of the Governor's Highway Safety Program.

Points are accumulated and can be exchanged for police equipment. In 2014, Cary Police has purchased two LIDAR (Light Detection And Ranging) units, two RADAR units, and 11 portable breath test units.

Town engineers and NC DOT made changes to the stop light at the intersection of Hwy 55 at McCrimmon for students accessing Panther Creek High School. When students are traveling to and from school, the light will function as a solid green left protected arrow. Other times during the day it will function as a yellow left arrow.



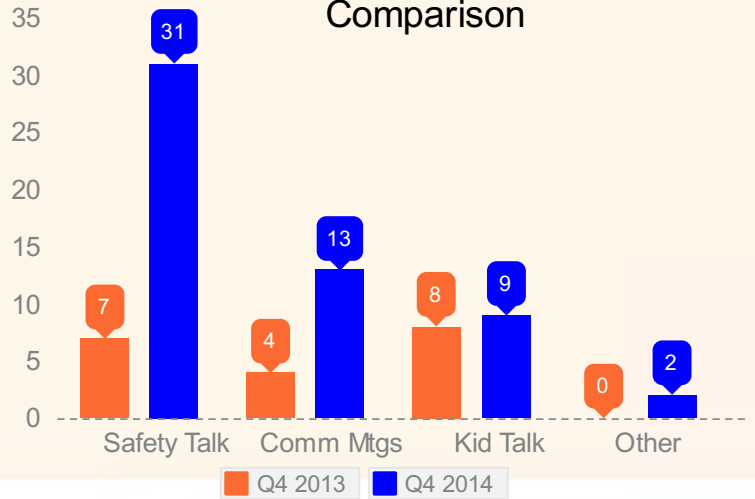
AAA of the Carolina's named Cary the "2014 NC Traffic Safe Community of the Year!"



Community Services Unit (CSU)

The biggest difference in CSU activities is the increase in safety talks and community meetings. That is the result of the outreach efforts made by CSU following various crime trends in conjunction with annual HOA meetings across Town.

CSU Services, Quarterly Comparison



Cary PD went

OVER THE EDGE

for Special Olympics!



Chief Bazemore went 'Over the Edge,' which helped raise \$2,000 toward the cause, earning them the privilege to do this!



Project PHOENIX

The Project PHOENIX team and the Triangle Apartment Association hosted the 4th Property Manager's Meet & Greet at The Cary on October 15th. Fifteen property managers and staff members from partnering communities attended this interactive and network sharing event.

- 42 apartment complexes participating
- 35 events hosted by Project PHOENIX and PRCR at various communities during the 4th Quarter

School Resource Officers

Green Hope High School completed the "Round About" project, training student drivers on how to maneuver through a roundabout.



40 Reported Crimes in Cary Schools during 4th Quarter, including:

- 9 assaults
- 2 weapons violations
- 5 disorderly conduct
- 6 larcenies
- 3 vandalisms
- 1 sex offense
- 4 drug violations
- 10 other

"iTune Out Drugs"

In recognition of Red Ribbon Week, the Town hosted the annual Red Ribbon poster contest. Students from all six of Cary's middle schools submitted artwork with this year's theme: "iTune Out Drugs." The top three winners from each school were crowned at a reception at the Cary Arts Center. Miss Sophie Sun from Davis Drive Middle School earned the grand prize.

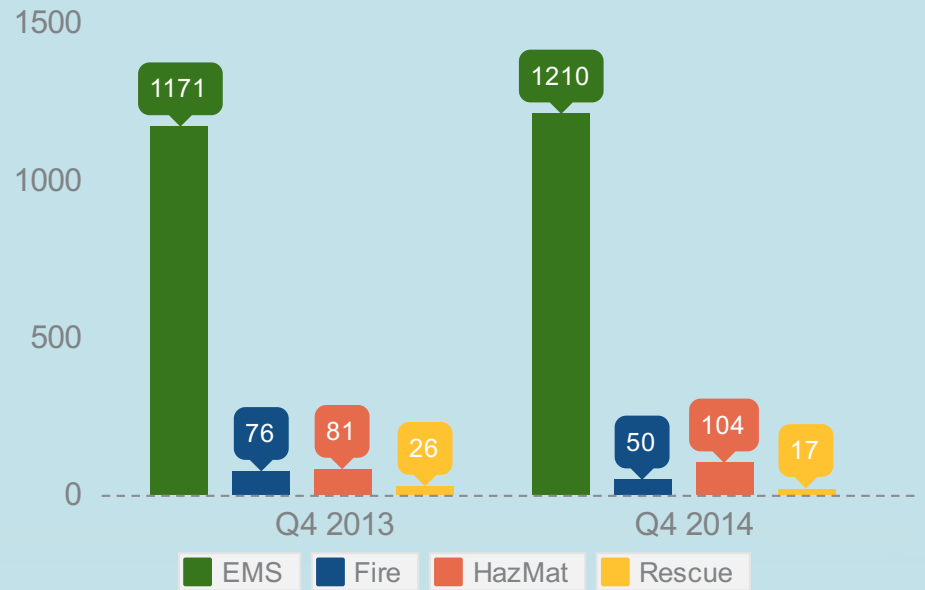
EMS Critical Interventions

Critical interventions are direct actions taken by fire department staff specific to intervening in immediately life-threatening medical conditions.

12 Medications, including: naloxone, epinephrine and glucose

30 Procedures, including: assisted ventilations, tourniquet application, CPR, choking, and defibrillation

Fire Department Calls, Quarterly Comparison



Fire Highlights



Operation Save-A-Life, in conjunction with ABC-11 and Kidde, Inc., held a press conference and distributed fire detectors at Station 1 in October.

October was National Fire Safety Prevention Month. Staff conducted 8 puppet shows at elementary schools and visited numerous daycares and preschools.

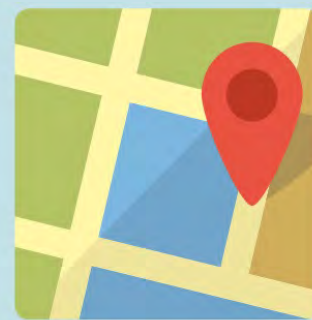
Containment of Structural Fire Incidents	
	Q4 2014
Confined to building of origin	1
Confined to floor of origin	2
Confined to room of origin	8
TOTAL	11

Containment indicates the extent to which a fire spreads beyond the point of origin prior to extinguishment by Fire personnel.

New Data Mapping Software

The Town is transitioning from the current mapping GIS software to the ESRI Platform, featuring ArcGIS. This transition is aimed at improving the ability of citizens and staff to collect, share, understand and analyze information in a geographic context. Maps, mapping tools and embedded geographical help make decisions that will save money, time, and in some cases, even lives. The Town will use the new ArcGIS to improve decision making, service delivery, and citizen engagement.

ArcGIS includes a suite of apps to increase user productivity. Mapping apps will allow users to collect and share information across the organization and with the public. The ESRI Platform integrates with existing systems to map and enrich data. The ESRI software package is budgeted to cost \$165,000 and will be introduced incrementally with the plan to be fully implemented with the launch of the new website.



Townofcary.org Update

In the FY15 annual capital budget, Council appropriated \$500,000 for a website overhaul. The project has begun and is expected to be complete in Fall 2016.

The new website is intended to develop a site that allows citizens, customers, visitors, Council, and staff to share and exchange information that is current and fresh in a timely, efficient and cost-effective manner.

WakeMed Soccer Park



The Carolina Railhawks played two home matches in October and November, with a total attendance of 6,000.



There were three major cross country events and seven "cause" runs during this quarter. All combined, WakeMed hosted 4,000 runners and over 8,000 spectators during the fourth quarter.



The stadium hosted the ACC Men's Soccer Championship in November and the NCAA Men's College Cup in December. This is the fourth time the men's championship has been held in Cary, but the first time since 2009. Total attendance for championship games was 15,000.



USA Baseball National Training Complex shuts down field use from mid-October through early-February for maintenance and cold weather.

Cary Tennis Park



206

Adults participated in the Western Wake Tennis Association Harvest Tournament, a 32% increase.

403

Participants registered in the Junior Team Tennis for Fall 2014, an increase of 134 players from Fall 2013

130

USTA League teams registered to play in 2014, an increase of approx. 20 teams from previous Fall season.

226

Players, aged 8-18 participated in the Cary Winter Championship, a 25% increase from last year.



Cary Senior Center hosted a Senior Health Insurance Information Program (SHIIP) "Town Hall" for seniors to learn about the Medicare Open Enrollment period and the services SHIIP provides.

In partnership with "Home Instead," Cary Senior Center hosted "Be A Santa for a Senior" holiday tree and wrapping party. Over 400 gifts were wrapped, tagged and delivered to over 200 Wake County older adults who were celebrating the holidays alone.

Cary Senior Center



Friends of Hemlock Bluffs received a \$9,000 grant from the Jandy Ammons Foundation for improvements to the Children's Nature Trail

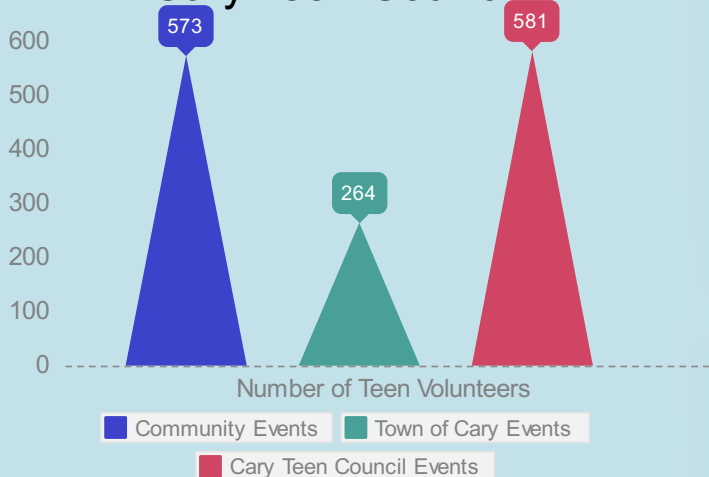
Grant Award

Hemlock Bluffs

Adult nature programming increased 11% and participation numbers grew 3%, which caused waitlists for the 4th quarter of 2014. Adult, and especially senior, participation in nature programs continues to remain strong and is growing.



Cary Teen Council



Santa's Workshop



Cary Teen Council members volunteered over 3,000 hours to local community organizations, as well as hosted a variety of events.



Over 800 members of the community visited "Herbert's Haunted House" at Herb Young Community Center.



Santa's Workshop provides children the opportunity to have their picture taken with Santa. Food or cash donations for admittance raised \$427 for Interact and filled two shopping carts of food to be donated to Kroger's food drive.



The annual Monster Mash Dance for middle school ages and older was held with 50 persons with disabilities, which increased participation from 2013 by 25%



Specialized Recreation



Hocus Focus Workshops!

Thirteen persons with disabilities participated in an "AMAZING" evening session that taught participants skills in magic to encourage creative problem-solving, critical thinking and enhanced observational techniques. These magic tricks provided a strategy for building teamwork and self-esteem.

Cary Arts Center

The Marvelous Music Family Series presented the Cary Ballet's "A Mini Very Cary Christmas," the 1st sell out performance in the series! The production included "Crafty Connections" workshops for patrons.

Cary Arts Center hosted the 20th Annual Cary Kwanzaa Celebration featuring stage performances, a Children's Village for craft activities, and a vendor market.

Page-Walker Arts&History Center

In October, the Haunted Twilight Tour continued to expand in partnership with Cary Players to offer four history inspired Halloween Tours.

In November, the Antiques Appraisal Fair, sponsored with the Friends of the Page-Walker, brought the Antiques Roadshow expert for a sell-out event.

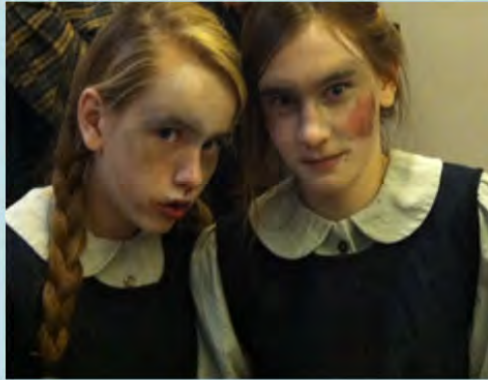
In December, the Holiday Open House added a Victorian element to the Town's holiday offerings by bringing back popular carriage rides and carolers.

Koka Booth Amphitheatre

Darius Rucker performed a sold-out performance, marking the first time since the Amphitheatre opened that there were two sell-outs in a single season!

Hosted the 14th Annual Cary Diwali celebration, which drew almost 14,000 participants.

Reel-ly Scary Cary film series featured an expanded haunted house and closed out the season with three popular horror films.



Matt McConnell and Carolyn Braaksma have been selected as artists for the Downtown Park!

Completed the final component of "Arts Alfresco" by artist Brad Spencer with the installation at Maynard and High House Roads.

Organized 15 exhibitions for Town Hall, Herb Young and Bond Park Community Centers, and the Senior Center and the gallery at the Cary Arts Center.

Bond Park Community Center

Total participation was up 28% for Fall 2014 compared to Fall 2013!

Rental revenue for facility reservations increased 42% for the quarter!



Six String Presents continued its successful partnership at The Cary bringing the best acoustic music from across the country.



December featured four sell-out films, including the first interactive White Christmas sing-a-long.



ADMINISTRATION

Finance

Downtown Development

Budget

Public Information

Treasury Management

Due to conservative interest income budgeting, interest earnings for FY2015 are projected to exceed budget by almost \$500,000 across the General Fund, Utility Fund and Capital Reserve Funds. While the Town's total interest income should approach \$2 million for the fiscal year, it still remains a small source of revenue for the Town compared to pre-2008 when interest income was \$10 million or more.

Cash and investment portfolio balance as of December 31, 2014 was just over \$434 million.

View and Pay
Utility Bills
Try DigiPay

**Register for
Online Utility
Billing!**

51 Manager
Approved
Contracts

Cary maintained its AAA bond rating with Standard & Poors, Moodys, and Fitch.

15,188 Online registered users

57,544 Active customers

Utility Revenue Bond Sale



Preparation for the February sale is underway. The water treatment plant expansion project will require \$40 million in new debt that Council has appropriated. The debt service has been incorporated into utility rate planning. Staff is also making plans to refinance approximately \$16 million of existing revenue bonds for the possibility of \$1.5 million future interest expense savings spread over the next 16 years.

The final outcome of our refinancing plans will depend on the interest rate markets in February. Municipal bond interest rates remain favorable for fixed rate long-term commitments. Credit quality will continue to be more of a factor in market access and rate differentials, and the value of Cary's top bond ratings will help control interest costs for our rate payers.

Updated FY15 Revenue Projections

General Fund revenues for FY15 currently are projected to be \$1.8 million (1.3%) above the budgeted level.

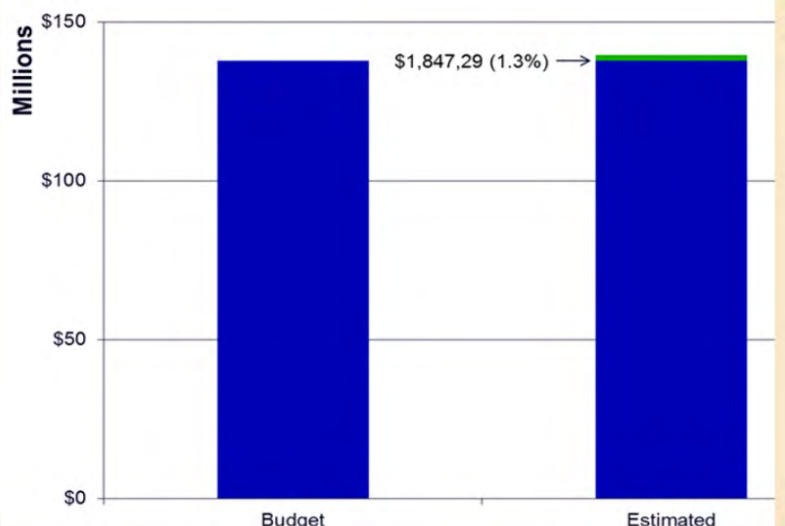
Sales tax growth thus far is above projections and is expected to moderate later in the year, resulting in an additional \$1.2 million in revenue.

Actual property tax assessments were higher than projected and collections are expected to be \$794,000 above budget as a result.

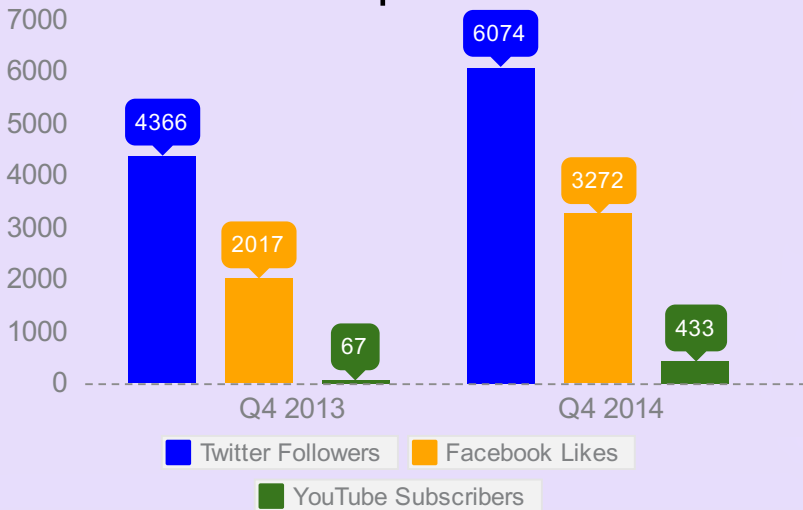
Permit and fee revenue is projected to be \$585,000 below budget, which reflects slower than expected rates of growth in both residential and commercial construction.

Economic Conditions

Economists, such as Dr. Walden at NCSU, are predicting continued growth in the NC economy for 2015. The aspect of the growing State economy that may have the most effect on revenues in Cary is the housing sector. While construction continues to grow, growth is at lower rates than over the last two years. The slowdown of residential construction is affecting all of Wake County. This trend will affect Town revenue from both building permits and sales tax.



Social Media Quarterly Comparison



4th Quarter: Top 5 Pages Visited

1. Utility Billing Online
2. PRCR Homepage
3. Employment
4. Utility Accounts
5. PRCR Program Brochure



2.47 pages viewed per visit



1:58 minutes, average visit duration



Top Videos

- Cary Matters December 2014
- WWRWRF Opening
- Cary Police Recruitment
- Jack Smith Park Groundbreaking



Likes

3,272 Town of Cary
1,890 Cary Art Daze
687 Cary It Green
917 Imagine Cary



Followers

6,074 Town of Cary (News)
1,673 TOC Safety
1,281 TOC Traffic
1,178 TOC Fun

Small Business Saturday



This year, the Downtown Development Manager set up a tent in Ashworth Village to welcome Small Business Saturday shoppers by handing out downtown maps along with free coffee and treats from downtown businesses.

Gather, a downtown retailer, received national attention from American Express and Etsy for an event called "Made by Men," an outdoor market featuring small businesses owned by men who create their own products such as leather goods, peppermint bark and custom cutting boards.

Council member Lori Bush shopped downtown and presented small businesses with the Small Business Saturday Proclamation. Downtown received positive media coverage as a result of these efforts.

Belle

Belle at the Jones House installed new signage and received good press from the N&O



Crosstown Pub

Opening Soon!



The Pharmacy Bottle & Beverage Shop

Construction close to complete! Walk by and check out the two large windows in the front that can slide open on sunny days!



Veteran's Day Luncheon



The annual luncheon was held at the Herb Young Community Center on November 7, 2014. Registration increased by 7.5% over last year with 286 participants and 155 volunteers.

This was the largest compostable event the Town has hosted filling 5.5 carts full of compostable material and only 1 cart of trash!



Fire Station #2 Groundbreaking WWRWRF Dedication Ceremony



On December 2nd, the Town held a groundbreaking ceremony for the new Fire Station #2, which will be located at 601 E. Chatham Street. Above, members of the Council, the Town Manager and the Fire Chief break ground.



An open house/dedication was held on November 19, World Toilet Day. Dozens of citizens, staff, and elected officials braved frigid temps to get a lesson in wastewater services, with close-up views of the plant, its operations, and state-of-the-art technology used to minimize noise and odor impacts on neighbors.