



Town Council Meeting June 2024 Work Session

June 18, 2024 | 3:30 PM

**Apex Town Hall | 73 Hunter Street, Apex, NC
3rd Floor Training Rooms A and B**

- 1. Call to Order | Pledge of Allegiance**
Mayor, Jacques K. Gilbert
- 2. Community Survey Results – ZenCity**
*Stacie Galloway, Director, Communications Department
ZenCity Staff*
- 3. Q & A**
- 4. Adjournment**

ANNOUNCEMENTS

Members of the public can access and view the meeting on the Town's YouTube Channel <https://www.youtube.com/c/TownofApexGov> or attend in-person.

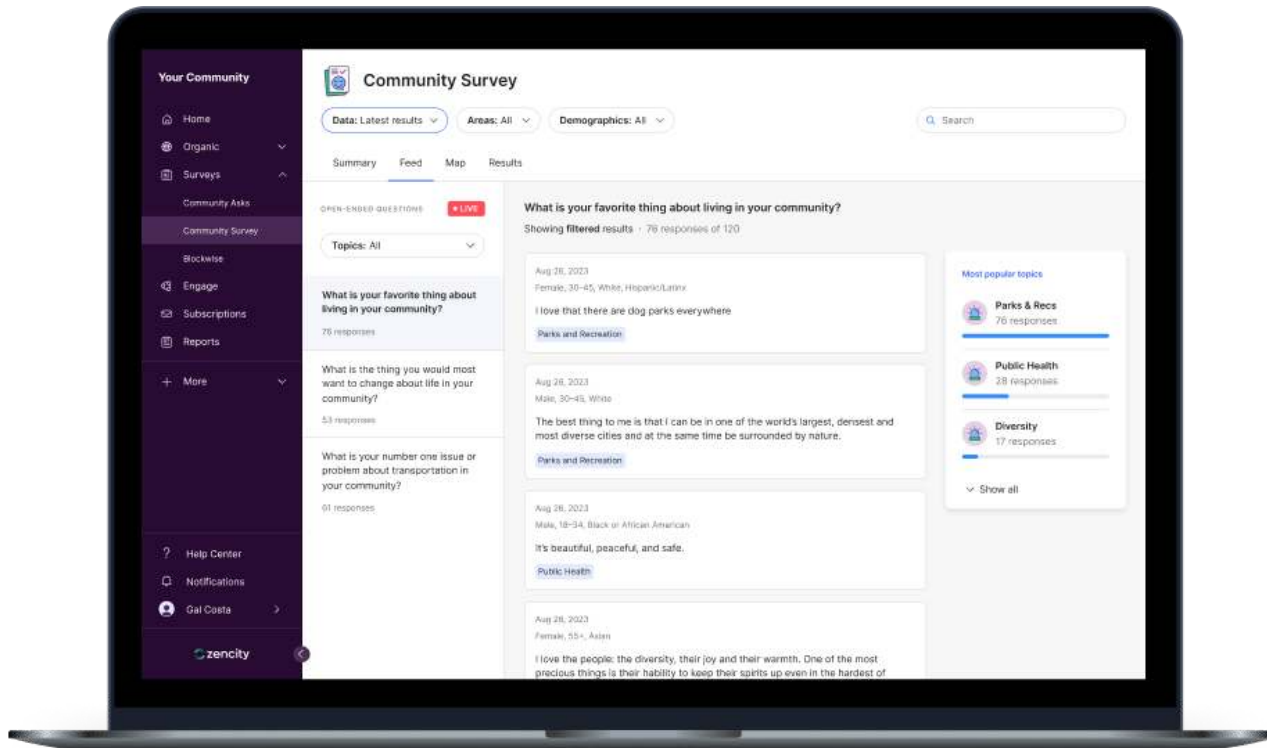
Accommodation Statement: Anyone needing special accommodations to attend this meeting and/or if this information is needed in an alternative format, please contact the Town Clerk's Office. The Town Clerk is located at 73 Hunter Street in Apex Town Hall on the 2nd Floor, (email) allen.coleman@apexnc.org or (phone) 919-249-1260.



Apex, NC

Community Survey

March - May 2024



The Zencity Community Survey

A recurring survey that never stops running, the Zencity Community Survey measures how satisfied residents are with their community and with local government-provided services and allows officials to compare these scores over time and against a cohort of similar communities.



Survey Methodology

911 respondents were digitally recruited (e.g. over social media, mobile apps, local websites, and survey panels) between March - May 2024. An additional 2 responses were collected through the town's distribution efforts, which were used to supplement the Zencity-recruited responses for free-text questions. Zencity built a representative sample by matching respondent data to the U.S. Census Bureau's race, ethnicity, age, and gender distributions in Apex, NC. Finally, rake-weighting was applied as a statistical safeguard to balance out any remaining discrepancies in distribution, so no demographic group is overrepresented or underrepresented in the final score.

Score Calculation

The overall satisfaction score is calculated by averaging how each resident rated quality of life and community characteristics on a numeric scale (1-5), and classifying this average as satisfied, neutral, or not satisfied. The resulting score, then, is the weighted percentage of residents who gave an overall satisfied rating.

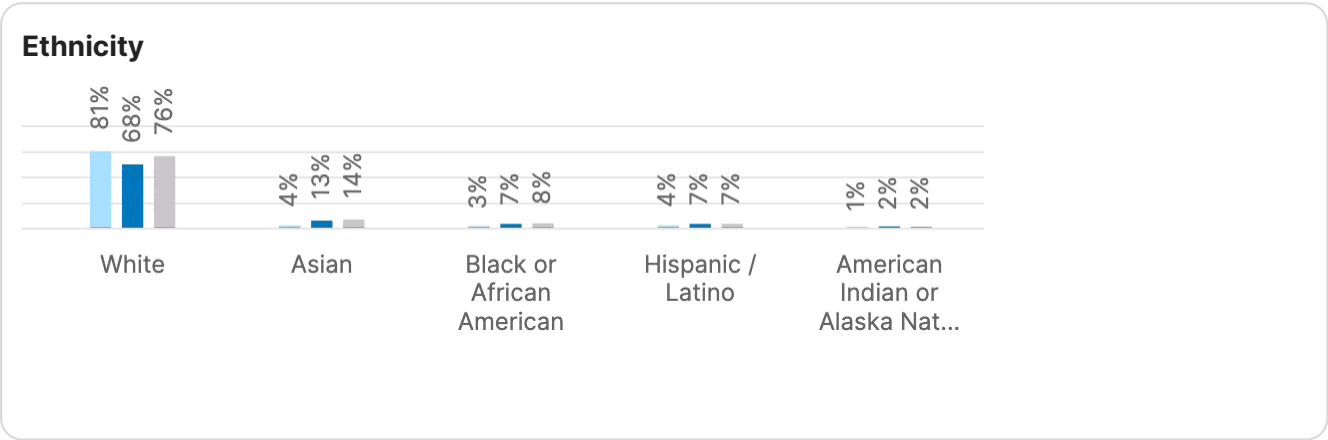
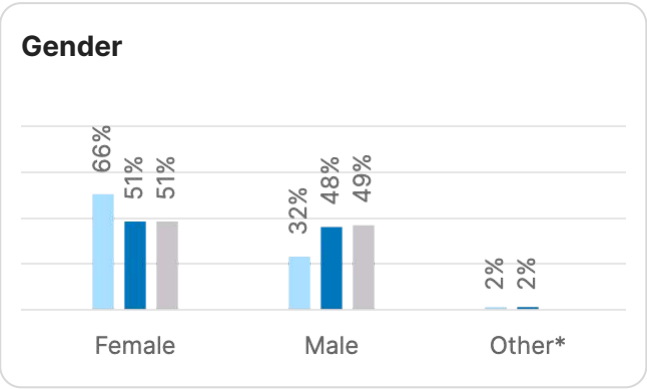
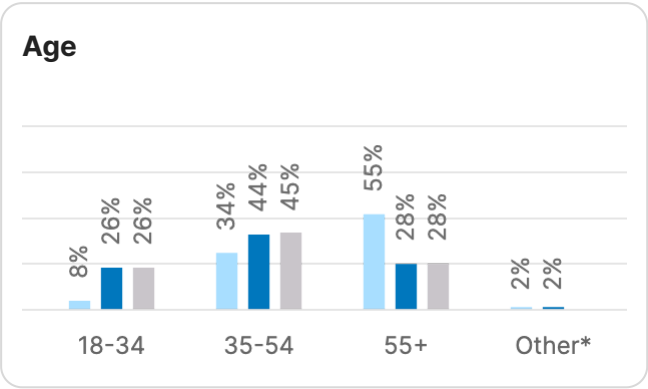
Sample Composition

911 valid respondents

Key

- **Unweighted demographics** - What we collected, without adjustments
- **Weighted demographics** - Our sample, adjusted to be representative of the population
- **Population demographics** - The demographics of the 18+ population

* The "Other" category includes missing data, people who selected "prefer not to say", and other groups not defined in the census.



Overall Satisfaction

The overall satisfaction score is calculated from the questions in the two main sections of the survey: general quality of life and satisfaction with different characteristics of life in your community.

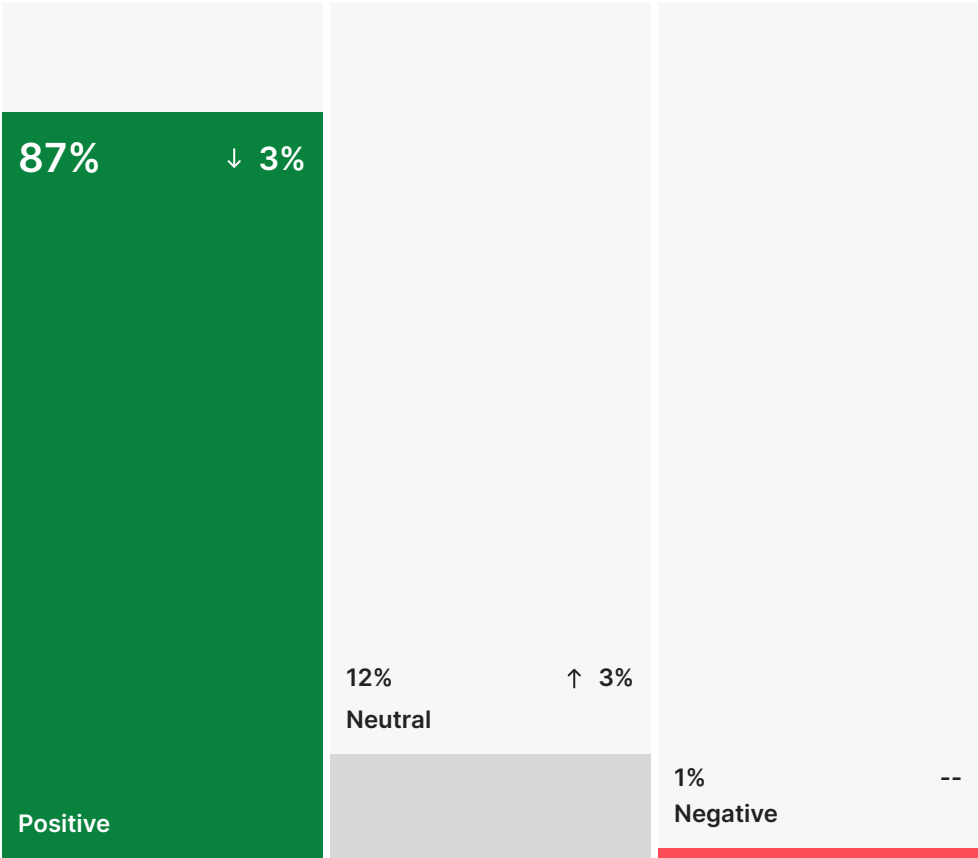
We take the average of these questions, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤ 1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

87%

of 911 surveyed residents are
satisfied with life in Apex

↓ 3% vs. previous cycle







These are the main measures of satisfaction in your community

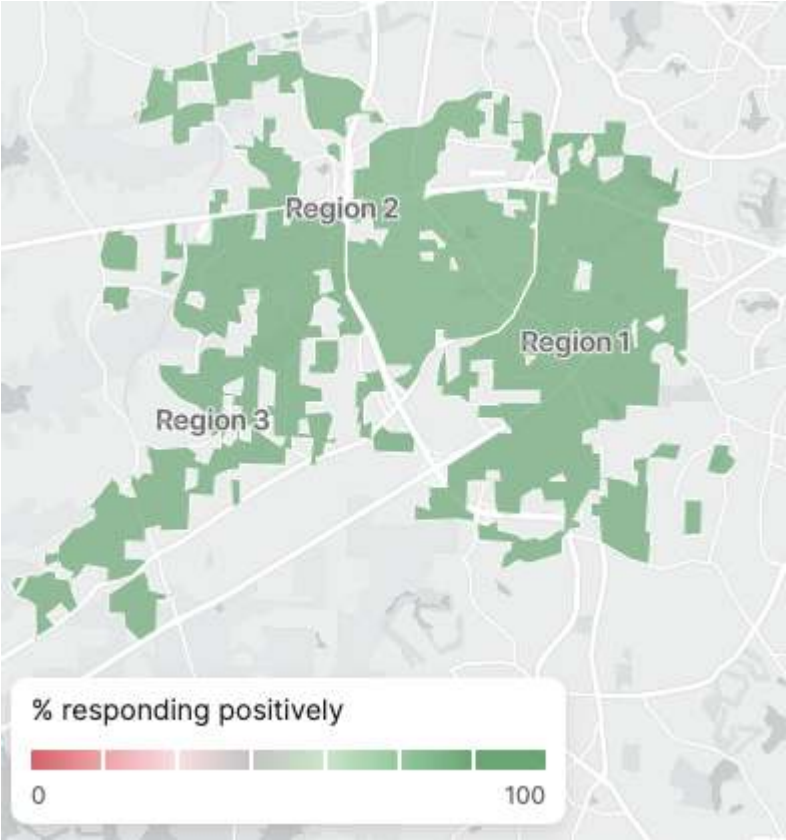
The bars on the right show the proportion of responses that are positive (4 or 5), neutral (3), or negative (1 or 2). The percentages show the percent in the positive category.

We take the average of the Community Characteristics, then classify the score as positive (3+), neutral (1.5 to <3), or negative (≤1.5). The percentages represent the percent of respondents in each category.

If you have a previous cycle, the up (↑) and down (↓) arrows will show the change in percentage points.

QUESTION	RESIDENT SATISFACTION	
How is the overall quality of life in Apex?	84% • ↓ 1%	
How likely are you to recommend Apex as a place to live?	76% • ↑ 1%	
How likely are you to be living in Apex 5 years from now?	64% • ↓ 5%	
Average rating from the Community Characteristics questions	87% • ↓ 1%	

Across the Community



AREA	RESIDENT SATISFACTION	
Region 1	89% • ↓ 2%	<div><div></div></div>
Region 2	84% • ↓ 5%	<div><div></div></div>
Region 3	88% • --	<div><div></div></div>


Demographic Breakdown

Smaller sample sizes can lead to unreliable estimates. For this reason, we hide scores for groups under 30 respondents.

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

Zencity Community Survey

Apex, NC
March - May 2024

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DEMOGRAPHIC	GROUP	SCORE	N
Age	18-34	86%	76
Age	35-54	86%	309
Age	55+	90%	505
Education	High school degree or less	91%	54
Education	Some college or college degree	88%	599
Education	Higher education degree	85%	236
Ethnicity	Asian	95% *	37
Ethnicity	Black or African American	91% *	30

DEMOGRAPHIC	GROUP	SCORE	N
Ethnicity	Hispanic/Latino	79% *	39
Ethnicity	White	91%	739
Gender	Female	90%	601
Gender	Male	85%	295
Income	\$49,999 or less	89%	83
Income	\$50,000-\$149,999	90%	376
Income	\$150,000 or more	86%	278

Life in Apex

The bars show the percent of respondents who reported positively (4 or 5) in response to questions about community characteristics.

We also display the percent of respondents who were neutral (3, shown with a gray dot) or negative (1 or 2, shown with a red dot).

Zencity Community Survey

Apex, NC
March - May 2024

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COMMUNITY CHARACTERISTIC	SATISFACTION SCORE	CHANGE	KEY
Quality of parks and recreational amenities	<div><div>85%</div><div>10%5%</div></div>	- 0% ↑ 1%	
Sense of overall safety	<div><div>84%</div><div>10%6%</div></div>	↑ 4% ↑ 1%	<div><div>● POSITIVE</div><div>● NEUTRAL</div><div>● NEGATIVE</div></div> <div><div>↓ ↑ CHANGE IN POSITIVE SCORE</div><div>↓ ↑ CHANGE IN NEGATIVE SCORE</div><div>--- NO DATA FOR PREVIOUS CYCLE</div></div>
Overall cleanliness and maintenance	<div><div>84%</div><div>12%</div></div>	- 0% ↑ 1%	
Overall quality of services provided by Apex	<div><div>80%</div><div>16%</div></div>	↑ 3% ↓ 2%	<p>The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.</p>
Quality of waste and recycling services	<div><div>78%</div><div>15%7%</div></div>	↓ 4% - 0%	
Quality of utility services provided by the town	<div><div>77%</div><div>17%6%</div></div>	↑ 1% ↑ 2%	
Overall satisfaction of customer service from town employees	<div><div>74%</div><div>16%10%</div></div>	- 0% ↑ 3%	
Acceptance of residents of all backgrounds	<div><div>73%</div><div>20%7%</div></div>	↑ 4% ↑ 2%	

Zencity Community Survey

Apex, NC
March - May 2024

Powered by


COMMUNITY CHARACTERISTIC	SATISFACTION SCORE			CHANGE	
Quality of your experience in downtown Apex	73%	18%	9%	↑ 1%	↓ 1%
Sense of community among residents	65%	22%	13%	↑ 4%	↑ 2%
Availability of a variety of art and cultural events	57%	34%	9%	↓ 7%	↓ 1%
Ability of residents to give input to the Apex government	56%	25%	19%	↓ 4%	↑ 1%
Value that you receive for your town tax dollars	56%	28%	16%	↓ 7%	↑ 5%
Sense of transparency in town government	52%	29%	19%	- 0%	↓ 2%
Sense of overall feeling of traffic safety	43%	31%	25%	↓ 11%	↑ 8%
Availability of affordable housing	25%	33%	42%	--	--

KEY

- POSITIVE
- NEUTRAL
- NEGATIVE

↓ ↑ CHANGE IN POSITIVE SCORE

↓ ↑ CHANGE IN NEGATIVE SCORE

-- NO DATA FOR PREVIOUS CYCLE

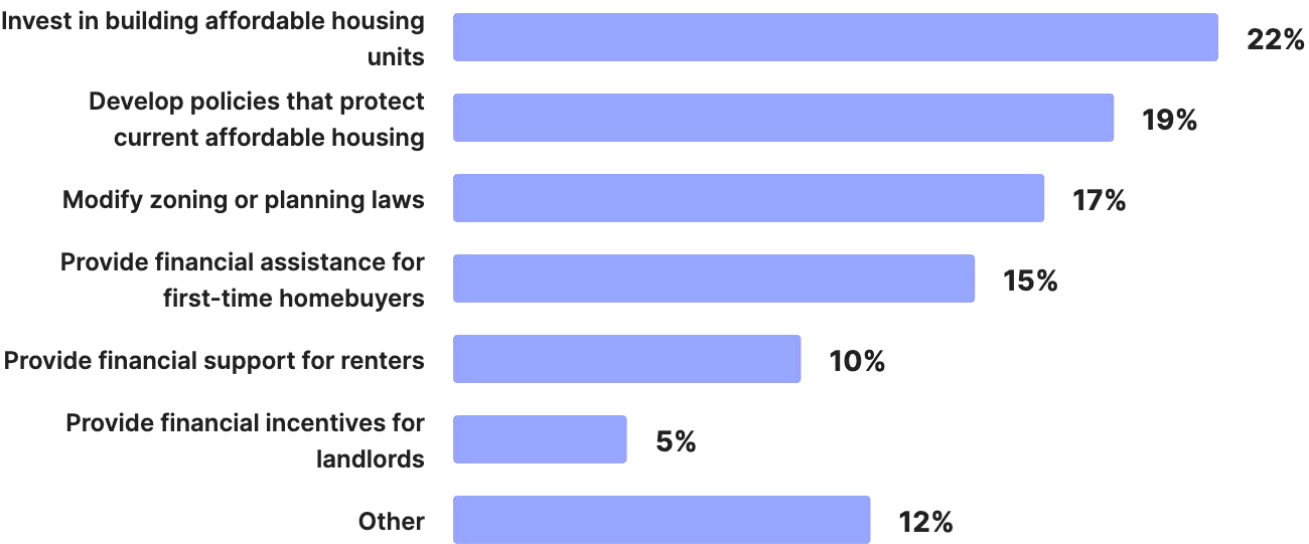
The 'Change' column shows the percentage point changes in positive and negative scores from the previous cycle. In addition, questions with the largest changes above 5% are highlighted.

Follow-up Questions

Residents who selected 3 or below on a scale of 1 (poor) to 5 (excellent) for the mentioned community characteristic question were prompted with these follow-up questions.

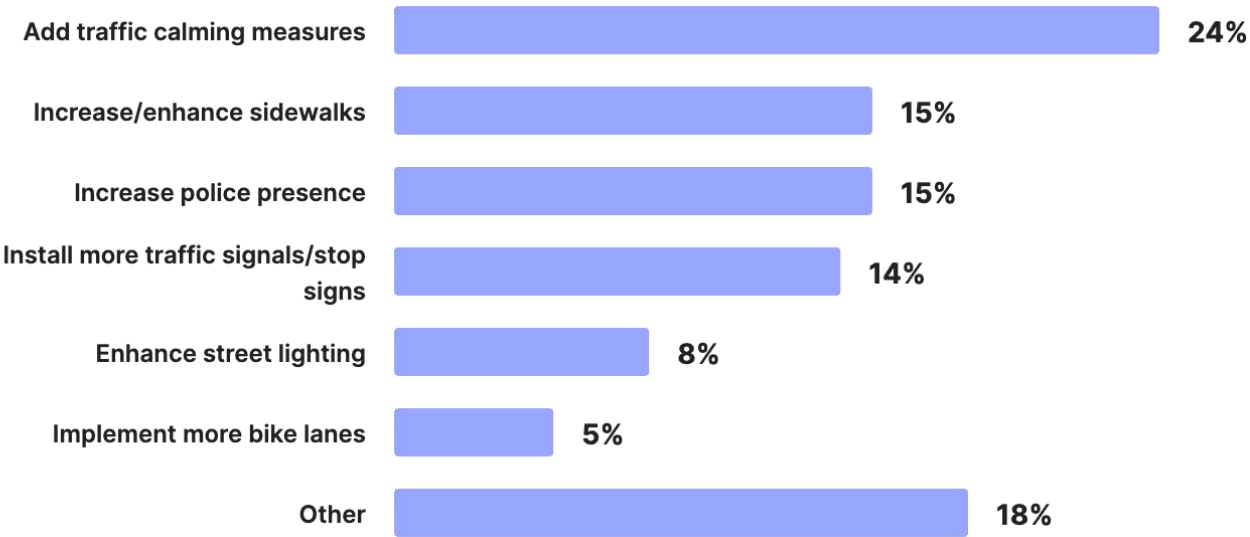
22% of respondents who were not satisfied with the availability of affordable housing believe the most important thing Apex can do to improve it is **invest in building affordable housing units**.

The question: What is the most important thing you think Apex can do to improve affordable housing?
Follow up for of the “Availability of affordable housing” community characteristic



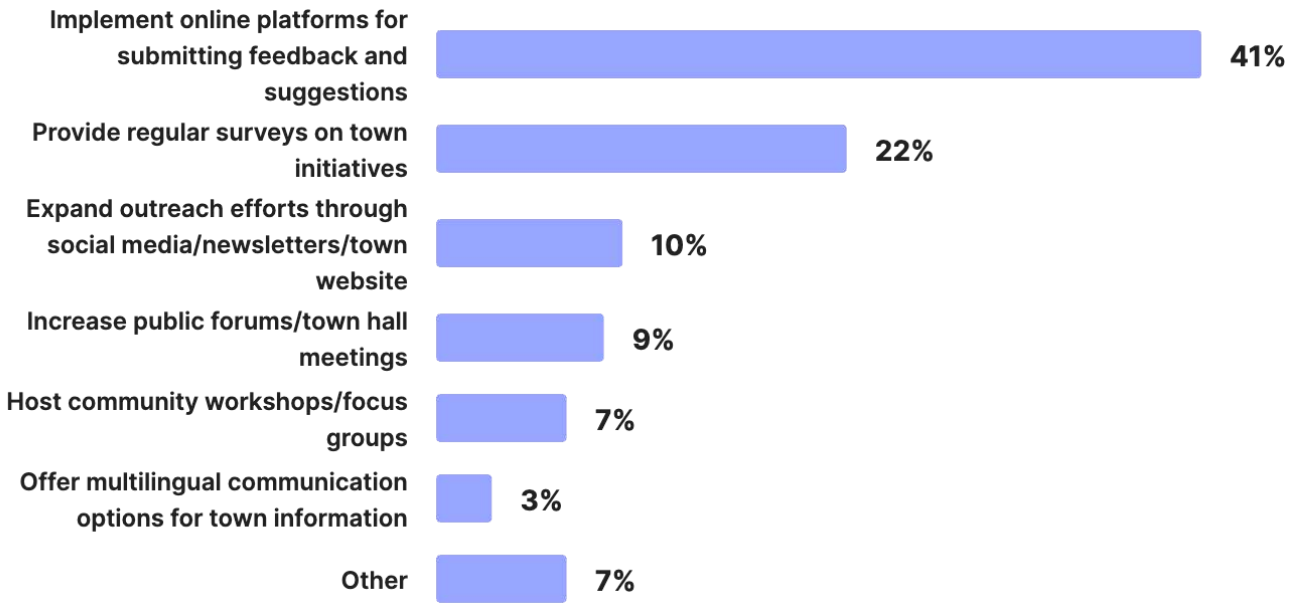
24% of respondents who were not satisfied with traffic safety believe the most important thing Apex can do to improve it is add traffic calming measures.

The question: What is the most important thing you think Apex can do to improve traffic safety?
Follow up for of the "Sense of overall feeling of traffic safety" community characteristic



41% of respondents who were not satisfied with the ability to give input to the Apex government believe the most important thing Apex can do to improve it is **implement online platforms for submitting feedback and suggestions**.

The question: What is the most important thing you think Apex can do to improve the ability for residents to give input to the Apex government?
Follow up for of the “Ability for residents to give input to the Apex government” community characteristic

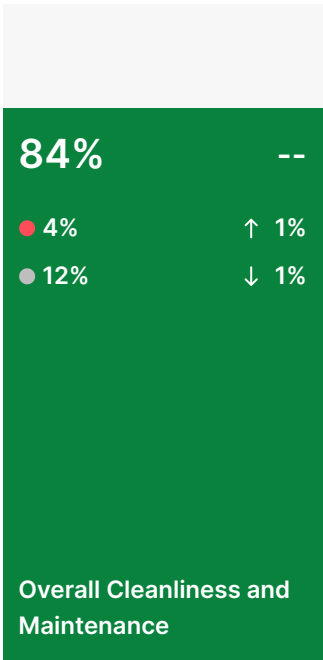


The ratings residents gave these parts of life showed a connection to their overall satisfaction

In order to appear here, a characteristic must a) demonstrate a strong correlation with how residents rated their overall satisfaction and b) receive a notably high or low satisfaction score

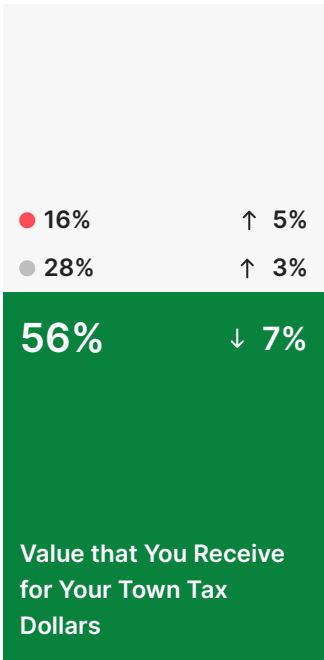
Maintain

High-scoring characteristics with strong correlation to overall satisfaction



Focus on

Low-scoring characteristics with strong correlation to overall satisfaction



Strengths

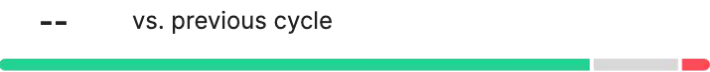
This community characteristic was selected because it had a high correlation with satisfaction AND received a notably high score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

84%




of residents are satisfied with
the overall cleanliness and
maintenance






Neutral
12% • ↓ 1%

Dissatisfied
4% • ↑ 1%



AREA

Region 1	81% • --	
Region 2	86% • ↓ 2%	
Region 3	85% • ↑ 1%	

AGE

18-34	77% • ↓ 3%	
35-54	87% • ↑ 3%	
55+	86% • ↓ 1%	

HOME OWNERSHIP

Owned	85% • ↑ 1%	
Rented	82% • --	

In Focus

This community characteristic was selected because it had a high correlation with satisfaction AND received a notably low score.

The percentages shown indicate the percent of respondents who responded positively (4 or 5). The bars indicate the proportion of respondents who were positive, neutral (3), or negative (1 or 2).

For groups between 30 and 49 respondents, we highlight the small sample size using an asterisk (*). Use these scores with caution.

56%

of residents are satisfied with
the value that you receive for
your town tax dollars

↓ 7% vs. previous cycle



Neutral

28% • ↑ 3%

Dissatisfied

16% • ↑ 5%

AREA

Region 1	59% • ↑ 3%	
Region 2	56% • ↓ 12%	
Region 3	53% • ↓ 16%	

AGE

18-34	54% • ↓ 9%	
35-54	54% • ↓ 10%	
55+	63% • ↓ 3%	

INCOME

\$49,999 or less	64% • ↑ 16%	
\$50,000-\$149,999	56% • ↓ 12%	
\$150,000 or more	54% • ↓ 12%	

Community Benchmark

How we compare Apex, NC to other similar communities

Residents from more than 1,000 communities across the United States have participated in Zencity's Community Surveys. We use the combined results from these surveys to produce our benchmark estimates. By averaging across respondents from dozens or hundreds of different communities, it's possible to arrive at a picture of what the results for a "typical" community in that cohort look like. This offers a way to compare your results- particularly strengths and areas for improvement- within a greater context. Each community running a Community Survey with Zencity receives a customized community benchmark cohort that reflects its unique characteristics.

First, the cities, towns, and counties in the United States are allocated into cohorts using variables such as population size, geography, density, and demographics to group similar communities together. Then, each cohort's benchmarks are calculated using the same scoring methodology outlined in the Survey Methodology section. Finally, since recruitment methods can differ slightly according to the needs of each community, cohort benchmarks are adjusted accordingly to match the exact distribution of recruitment methods.

These are some of the communities represented in your cohort

Density is calculated by people per square mile of land area.

Diversity is measured by percentage of people who are not in the largest race or ethnicity group.

Median income is the median annual dollars of income per household.

The data displayed on this page was sourced from the U.S. Census Bureau's 2020 Census of Population and Housing.

COMMUNITY NAME	TOTAL POP	DENSITY	DIVERSITY	MEDIAN INCOME (\$)
Apex, North Carolina	65,541	2,615	25.14%	\$129,688
Asheville, North Carolina	93,695	2,061	14.59%	\$63,810
Jacksonville, North Carolina	71,908	1,473	26.23%	\$50,185
Greenville, North Carolina	87,894	2,348	45.85%	\$47,485
Wilmington, North Carolina	116,933	2,275	21.43%	\$58,908
Cary, North Carolina	174,880	2,918	32.80%	\$125,317

+ more communities with similar characteristics

The overall resident satisfaction in Apex is **10% higher** than its cohort.

87%

Apex




77%

Cohort

76%

National

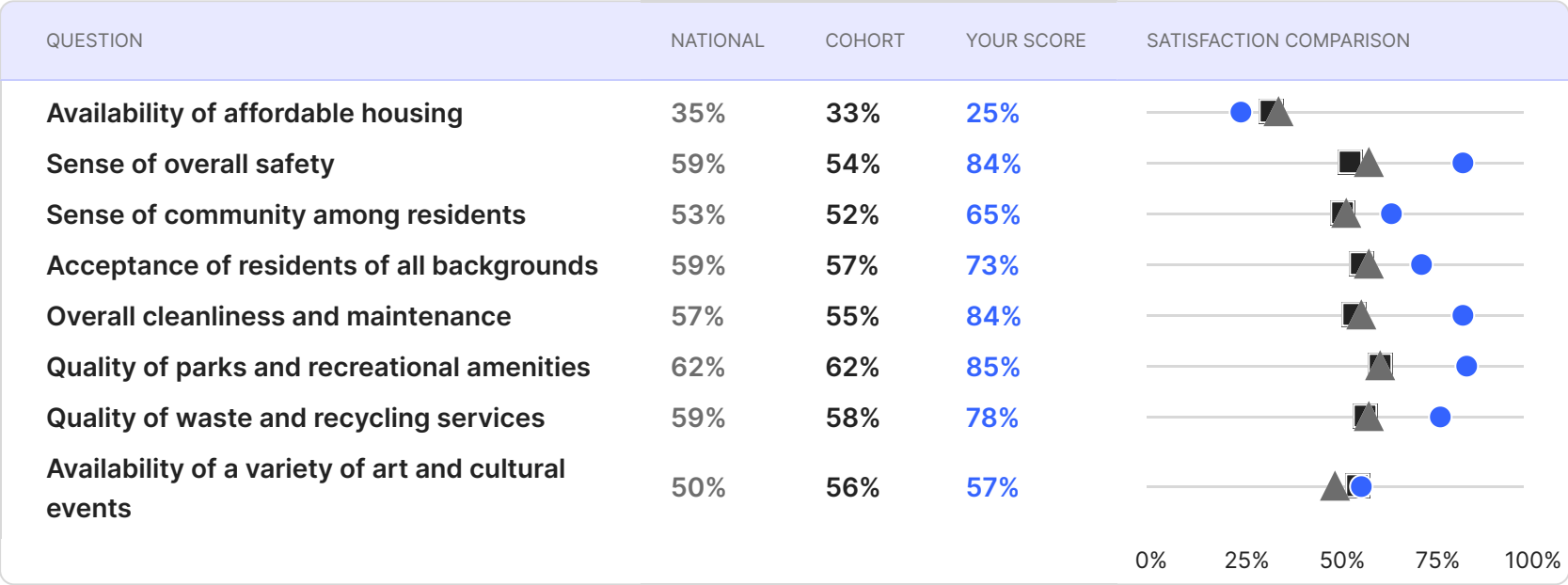
- Apex
- Cohort
- ▲ National

QUESTION	NATIONAL	COHORT	YOUR SCORE	SATISFACTION COMPARISON
How is the overall quality of life in Apex?	65%	63%	84%	
How likely are you to recommend Apex as a place to live?	62%	62%	76%	
How likely are you to be living in Apex 5 years from now?	64%	61%	64%	
				0%25%50%75%100%

Satisfaction with Life in Apex, NC

Breakdown by characteristic

- Apex
- Cohort
- ▲ National



Free-Text Responses



What Apex does well

Question: What is the #1 thing you think the Apex government does well?



What Apex could do to improve

Question: What is the #1 thing you think the Apex government could do to improve its services?

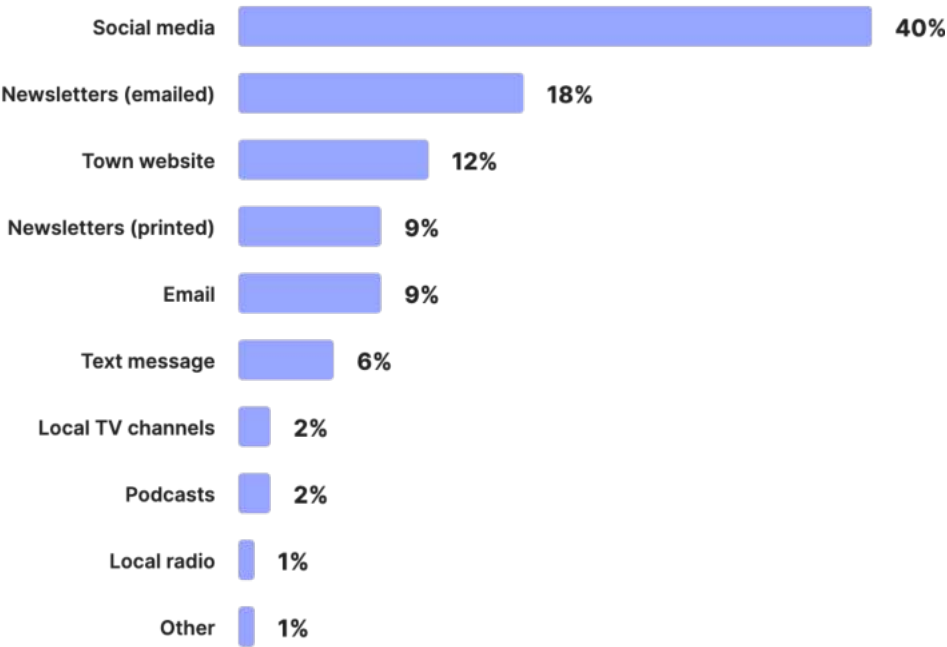


Rotating Survey Section

The rotating survey section focuses on one issue per survey cycle and can be updated as new areas of interest emerge.

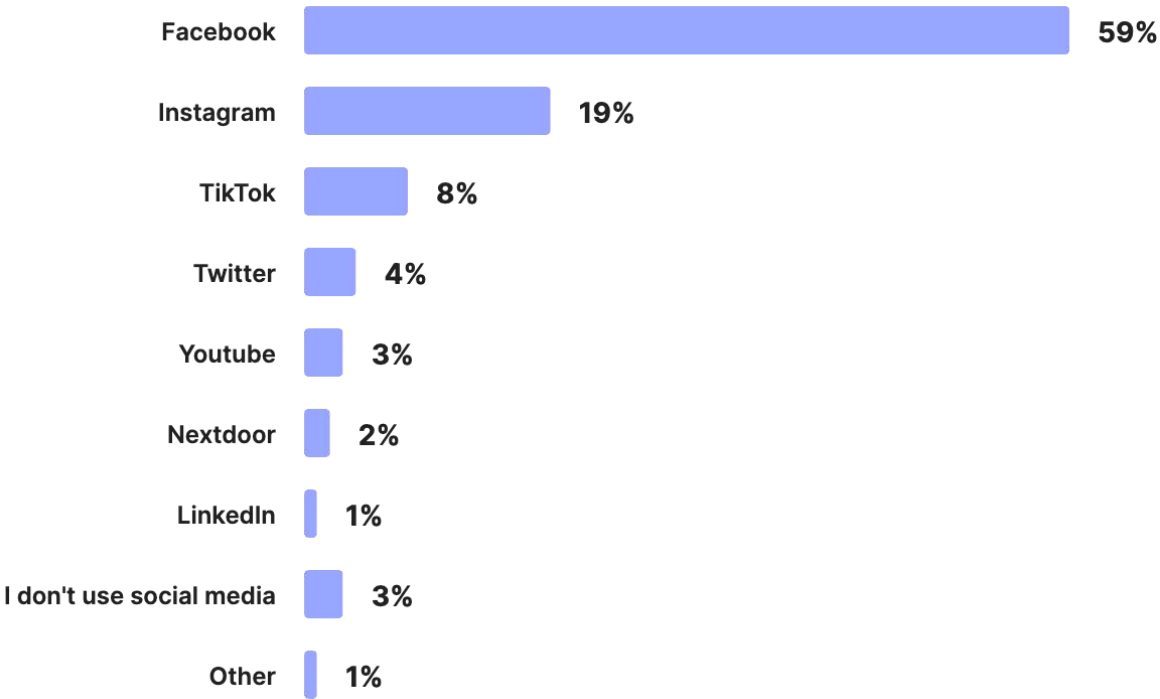
40% of respondents prefer to receive news and information from Apex via **social media**.

The question: How would you prefer to receive news and information from Apex?



59% of respondents use **Facebook** the most of all social media platforms, and **19%** use **Instagram** the most.

The question: Which social media platforms do you use most?



56%

of residents agree that the
Apex town government
operates in a way that is open
and accountable to the public



The question: Please rate whether you agree or disagree with the following statement:
Apex town government operates in a way that is open and accountable to the public.

AREA



AGE



INCOME

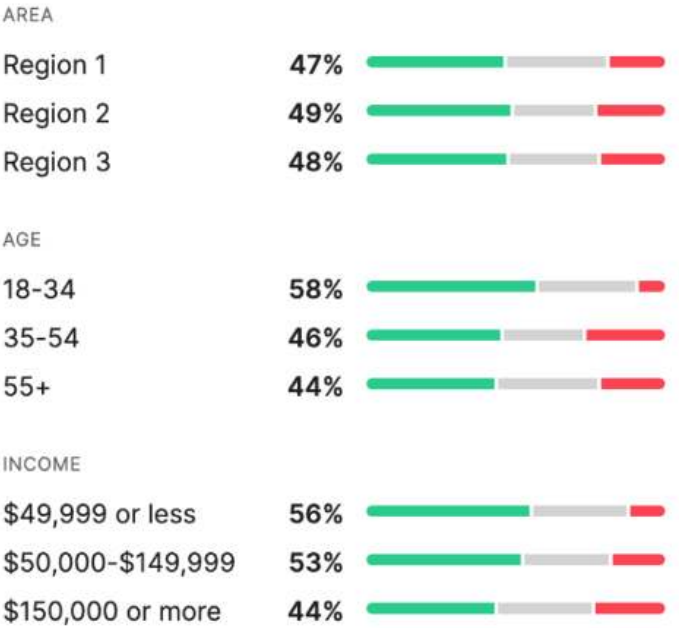


48%

of residents agree that the town government listens to residents and is responsive to their concerns.

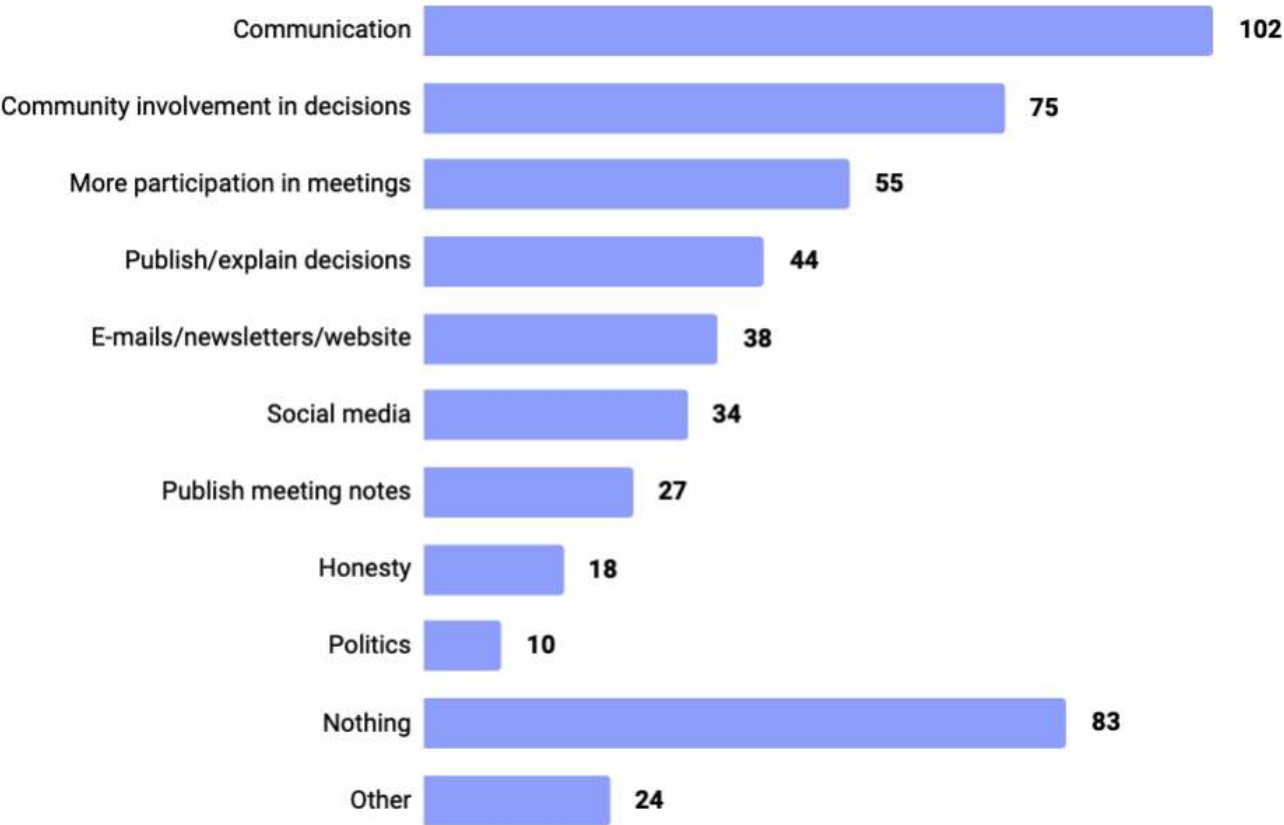


The question: Please rate whether you agree or disagree with the following statement:
Town government listens to residents and is responsive to their concerns.



102 respondents believe the town can work on **communication** to improve transparency, and **75** respondents believe the town can improve **community involvement in decisions**.

The question: In your opinion, what can the town do to improve transparency about decision making?



The Questionnaire

Section 1

**General
Satisfaction**

QUESTIONS	CHOICES
How is the overall quality of life in Apex? *	1 - 5 Scale (Poor - Excellent)
How likely are you to recommend Apex as a place to live? *	1 - 5 Scale (Very unlikely - Very likely)
How likely are you to be living in Apex 5 years from now? *	1 - 5 Scale (Very unlikely - Very likely)

Section 2

Community Characteristics

QUESTIONS
Sense of community among residents
Acceptance of residents of all backgrounds
Ability of residents to give input to the Apex government
Sense of transparency in town government
Overall quality of services provided by Apex
Overall satisfaction of customer service from town employees
Overall cleanliness and maintenance
Sense of overall feeling of traffic safety

QUESTIONS
Sense of overall safety
Quality of waste and recycling services
Quality of parks and recreational amenities
Availability of a variety of art and cultural events
Quality of your experience in downtown Apex
Availability of affordable housing options that meet your needs
Quality of utility services provided by the town
Value that you receive for your town tax dollars

Section 3

Rotating
Survey Section

QUESTIONS	CHOICES
How would you prefer to receive news and information from Apex?	Social media / Podcasts / Newsletters (printed) / Newsletters (emailed) / Town website / Text message / Email / Local radio / Local TV channels / Other
Which social media platforms do you use most?	Facebook / Instagram / TikTok / Twitter / LinkedIn / Youtube / Nextdoor / I don't use social media / Other
Apex town government operates in a way that is open and accountable to the public.	Scale (Strongly disagree - Strongly agree)
Town government listens to residents and is responsive to their concerns.	Scale (Strongly disagree - Strongly agree)
In your opinion, what can the town do to improve transparency about decision making?	Open Ended

Section 4

Follow-Up
Questions

QUESTIONS	CHOICES
What is the most important thing you think Apex can do to improve affordable housing?	Modify zoning or planning laws / Provide financial support for renters / Provide financial incentives for landlords / Develop policies that protect current affordable housing / Provide financial assistance for first-time homebuyers / Invest in building affordable housing units / Other
What is the most important thing you think Apex can do to improve the ability for residents to give input to the Apex government?	Increase public forums/town hall meetings / Implement online platforms for submitting feedback and suggestions / Provide regular surveys on town initiatives / Offer multilingual communication options for town information / Expand outreach efforts through social media/newsletters/town website / Host community workshops/focus groups / Other
What is the most important thing you think Apex can do to improve traffic safety?	Add traffic calming measures / Install more traffic signals/stop signs / Increase/enhance sidewalks / Enhance street lighting / Implement more bike lanes / Increase police presence / Other
What is the #1 thing you think the Apex government does well?	Open Ended

Section 4

Follow-Up
Questions

QUESTIONS	CHOICES
What is the #1 thing you think the Apex government could do to improve its services?	Open Ended

Section 5
Demographics

QUESTIONS	CHOICES
In what year were you born? *	Open Ended
Which of the following do you identify as? *	Male / Female / Prefer to self-describe
Please state the gender you identify as.	Open Ended
Which one of these statements best describes your current employment status? *	Full-time employed / Part-time employed / Unemployed / Student / Apprentice/intern / In retirement or early retirement / Permanently disabled / Fulfilling domestic tasks or looking after children/family / Prefer not to say / Other
I currently work:	In Apex / Out of Apex, but in Wake County / Out of Wake County / Prefer not to say / Other
Are you of Hispanic, Latino, or Spanish origin? *	Yes / No / Prefer not to say
What is your race? *	White / Black or African American / American Indian or Alaska Native / Asian / Native Hawaiian, Samoan, Chamorro, or other Pacific Islander / Prefer not to say / Other

Section 4
Demographics

QUESTIONS	CHOICES
Is your home: *	Owned by you or someone in your household, with or without a mortgage or loan? / Rented? / Occupied without payment of rent? / Prefer not to say
What is the highest level of school you have completed or the highest degree you have received? *	Less than a high school diploma / High school graduate or GED / Some college but no degree / Associate degree in college / Bachelor's degree (For example: BA, AB, BS) / Master's degree (for example: MA, MS, MBA) / Professional School Degree (for example: MD, DDS, DVM, LLB, JD) / Doctorate degree (for example: PhD, EdD) / Prefer not to say
What is your marital status? *	Single / Married or partnered / Divorced or separated / Widowed / Prefer not to say
Do any children under the age of 18 live in your household at least half of the time? *	Yes / No / Prefer not to say
What is the primary language spoken in your home? *	English / Spanish / Telugu / Mandarin / Hindi / Other
Which category best represents your household's total income over the past year? *	\$14,999 or less / \$15,000-\$29,999 / \$30,000-\$49,999 / \$50,000-\$74,999 / \$75,000-\$99,999 / \$100,000-\$124,999 / \$125,000-\$149,999 / \$150,000-\$199,999 / \$200,000-\$299,999 / \$300,000 or more / Prefer not to say



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