



**Town Council Meeting**  
**October 2024 Work Session**  
**October 15, 2024 | 3:30 PM**  
**Apex Town Hall | 73 Hunter Street, Apex, NC**  
**3rd Floor Training Rooms A and B**

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**1. Call to Order | Pledge of Allegiance**

*Mayor, Jacques K. Gilbert*

**2. Saunders Lot Mitigation Update**

*Shannon Cox, Long-Range Planning Manager, Planning Department*

**3. Community Development and Neighborhood Connections (CDNC) Update**

*Marla Newman, Director, Community Dev. and Neighborhood Connections Dept.*

*Brianne Gill, Community Engagement Manager, CDNC*

*Darla Bryant, AskApex Call Center Manager, CDNC*

**a. Community Engagement**

**b. AskApex Call Center**

**4. Closed Session**

*Mayor, Jacques K. Gilbert*

**NCGS §143-318.11(a)(6):**

“To consider the qualifications, competence, performance, character, fitness, conditions of appointment, or conditions of initial employment of an individual public officer or employee or prospective public officer or employee; or to hear or investigate a complaint, charge, or grievance by or against an individual public officer or employee”

**5. 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](mailto:allen.coleman@apexnc.org) or (phone) 919-249-1260.





# Saunders Lot Mitigation Update

Town Council Work Session  
October 15, 2024





# Parking Special Team

- Shannon Cox, Planning
- Russell Dalton, Transportation Infrastructure and Development
- Stacie Galloway, Communications
- Colleen Merays, Economic Development
- Craig Nygard, Information Technology
- Captain Justin Rosser, Police

# Mitigation Measures

## **Approved:**

- Delay & Phase Construction
- Parking Duration Revisions
- Parking Enforcement
- Communications & Marketing
- Safety and Security Strategies
- Town Employee Parking
- Minimize Special Use Impacts
- Smart Parking Pilot

## **Investigate:**

- Employee Shuttle

# Overall Budget Summary

Strategy	Estimated Cost
Parking Duration Signage	\$10,000
Parking Enforcement	\$313,636
Communications & Marketing	\$26,885
Safety & Security Strategies	\$54,500
Town Employee Parking	\$10,000
Smart Parking Pilot	\$132,000
Minimize Impacts of Special Uses	\$0
Employee Shuttle Pilot	\$87,559
SUBTOTAL	\$634,612
Contingency (10%)	\$63,461
Approved Budget	(\$143,000)
GRAND TOTAL	\$555,073

*Some adjustments possible.*

*Anticipated Budget Amendment Request  
on the October 22, 2024 Consent Agenda*

# Delay and Phase Construction

- Start of construction delayed to anticipated January 2025 start
- Phasing plan included in bid documents
- Required weekly status reports included in bid documents
- Bids opened, preparing for Council award
- Currently still anticipating a January start

# Parking Duration Revisions

- Ordinance approved with new parking time limits, effective January 2, 2025
- Signage plan underway
  - Estimated cost: \$10,000

# Parking Enforcement

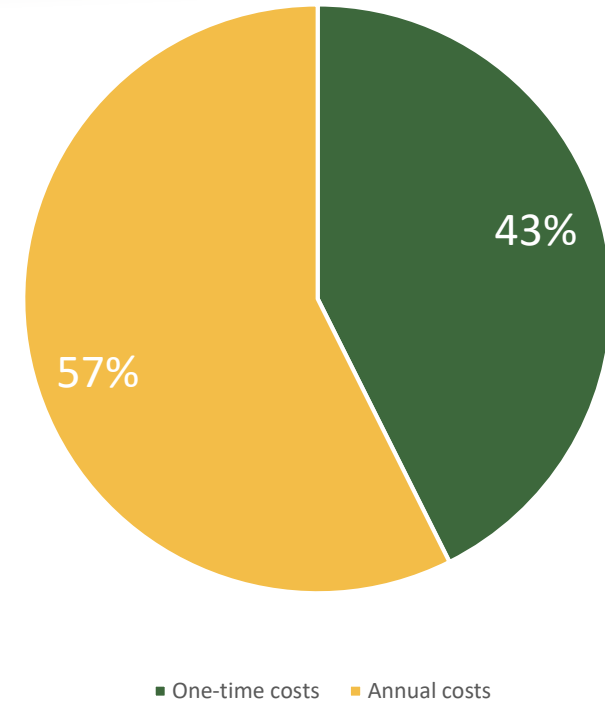
- Parking enforcement to be handled by Police Department
- Completed meetings with multiple technology vendors
- Coordinated with City of Raleigh on best practices
  - Recommended using internal staff over consultants
- Proposal: Hire two Parking and Traffic Control Technicians
  - Traffic Safety Unit
  - Civilian positions
  - Responsible for parking enforcement
  - Assist with traffic direction during accidents and light malfunctions



# Parking Enforcement – Budget

Item	Cost	Quantity	Total
Parking and Traffic Control Technician*	\$90,000	2	\$180,000
Marked vehicle	\$49,668	2	\$99,336
Laptop and dock with monitor	\$3,500	2	\$7,000
Supplies	\$13,650	2	\$27,300
TOTAL			\$313,636

\*Salary and overhead cost is an initial estimate. This position needs classification.



# Communications – Key Messages

- Reconstruction of the Saunders Parking Lot in downtown Apex is anticipated for January – October 2025.
- Town staff engaged with downtown stakeholders to explore innovative mitigation strategies.
- The project will be phased, to retain as many possible parking spots as possible. The contractor is required to maintain a minimum of 144 open spaces in each phase.
- There are \_\_\_\_ public parking spots outside of the Saunders Lot, within a 5- to 10-minute walk to downtown Apex.
- Downtown Apex is open for business! Continue to Love Local during this project.

# Communications – Target Audiences

*Messaging will vary slightly, depending on the audience.*

- Town Residents, and Residents of Surrounding Towns (potential downtown visitors)
- Town Employees / Council
- Downtown Businesses / Churches / Organizations
- News Media

# Communications - Tactics

## Printed

- Utility Bill Insert
- Ground Signs
- Postcards
- GoApex Channel Card
- Flyers / Posters
- Suburban Living article
- Cary Magazine ad
- Fence Wrapping

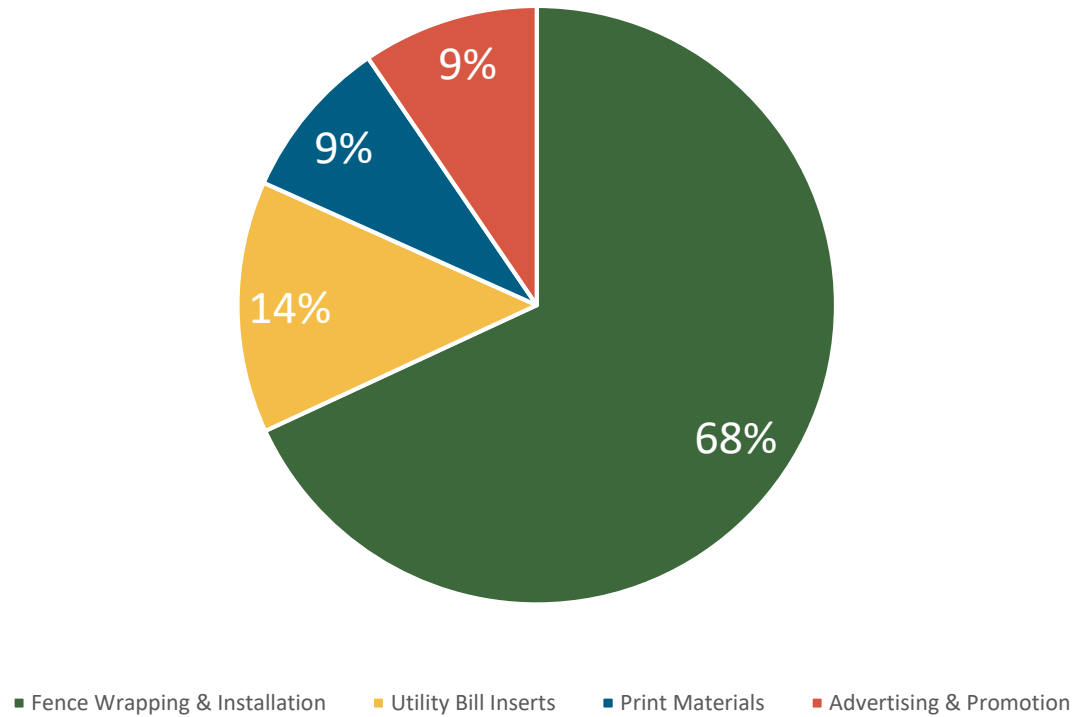
## Digital

- Dedicated Webpage
- Homepage Square / News
- eNewsletter
- eBill
- Email Distribution Lists
- Digital Signage
- Lobby Displays
- Digital ads (WRAL, N&O)

## Social Media

- Facebook Posts, Stories, and Ads
- Instagram Posts / Reels
- Nextdoor
- X (Twitter)
- YouTube

# Communications - Budget



Item	Cost
Fence Wrapping	\$20,010
Utility Bill Inserts	\$4,000
Print Materials (GoApex Channel Cards, Ground Signs, etc.)	2,575
Advertising (Social Media, Digital Media, Print Media)	\$2,800
TOTAL	\$29,385

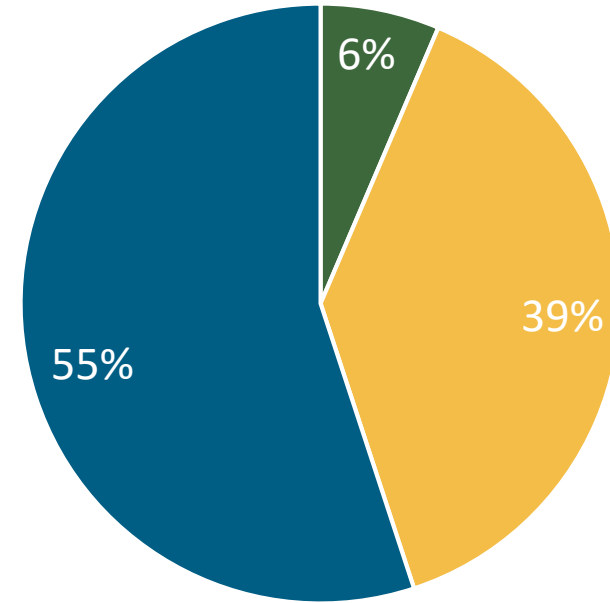


# Safety & Security Strategies

- Town Hall to Downtown
  - Additional wayfinding
  - Additional cameras
  - Request CSX avoid blocking Strollway when possible
  - ✓ Tree trimming for visibility
  - Additional lighting on public and private property
  - Emergency call boxes
  - Careful installation of construction fencing at Tunstall House to avoid creation of hidden areas
- Moore Street Lot to Downtown
  - Add wayfinding signage for parking areas
  - Maintain landscaping and trim trees in several locations
  - Add surveillance cameras
  - Fix existing lighting and consider adding more
  - Emergency call boxes
  - Long-term: pedestrian improvements (not included in costs)

# Safety & Security – Budget

Item	Estimated Cost
Lighting	\$3,500
Call Boxes	\$21,000
Cameras (6)	\$30,000
TOTAL	\$54,500



■ Lighting ■ Call Boxes ■ Cameras (6)

# Town Employee Parking

- Affected Departments

- Parks and Recreation
  - 4 regular employees
  - Contracted camp counselors
- Economic Development
  - 4 regular employees
- Police
  - 20+ regular employees
- Fire
  - 0 regular employees

- Strategies

- Stack cars in Halle parking
- Relocate vehicles from Police parking to create additional space for employees
- Remove shed at Fire Department and re-stripe for additional parking (\$10,000)
- Install signs for employee-only parking
- Consider employee-focused shuttle

# Smart Parking Pilot

- Purposes:
  - Encourage visitors to park in lesser-used and lesser-known places
  - Encourage visitors to park in spaces without time restrictions
  - Point people to lots with large capacity
  - Avoid areas that will be under construction
  - Point people to proposed shuttle stop locations
  - Keep costs low





Downtown Apex Parking Length of Stay Study

Figure 3: Thursday Mid-Day Peak Hour Occupancy (12:30 PM)



Downtown Apex Parking Length of Stay Study

Figure 4: Thursday Evening Peak Hour Occupancy (7:00 PM)





Downtown Apex Parking Length of Stay Study  
Figure 5: Saturday Mid-Day Peak Hour Occupancy (11:00 AM)



Downtown Apex Parking Length of Stay Study  
Figure 6: Saturday Evening Peak Hour Occupancy (7:00 PM)

# Smart Parking Pilot - Budget

Lot (# Spaces)	Estimated Cost (Installation)	Monitoring (\$8/space Yearly)	Cost / Spot Year 1	Recommended?
<b>Elm Street (21)</b>	<b>\$12,000</b>	<b>\$2,100</b>	<b>\$210</b>	<b>Yes</b>
North Salem, north of Center (11)	\$14,000	\$1,056	\$351	
Center Street (10)	\$13,000	\$960	\$356	
<b>Seaboard Lot (46)</b>	<b>\$10,000</b>	<b>\$4,500</b>	<b>\$139</b>	<b>Yes</b>
Depot Lot (22)	\$11,000	\$2,112	\$187	
South Salem, S. of Chatham (40)	\$17,000	\$3,840	\$181	
<b>Moore Street Lot (72)</b>	<b>\$20,000</b>	<b>\$6,912</b>	<b>\$152</b>	<b>Yes</b>
Saunders Lot (Halle/Templeton) (30)	\$23,000	\$2,880	\$249	
E. / W. Chatham Street (26)	\$23,000	\$2,496	\$273	
<b>Town Hall (120)</b>	<b>\$23,000</b>	<b>\$11,520</b>	<b>\$134</b>	<b>Yes</b>
Hunter Street Park Main Lot (114)	\$30,000	\$10,944	\$131	
<b>Digital signs (5)</b>	<b>\$35,000</b>			<b>Yes</b>
<b>Monitoring Software</b>		<b>\$7,000</b>		

Total Spots Monitored: 259

## Recommended

### Fit Up

\$107,000

### Yearly

\$25,000

### Subtotal

\$132,000

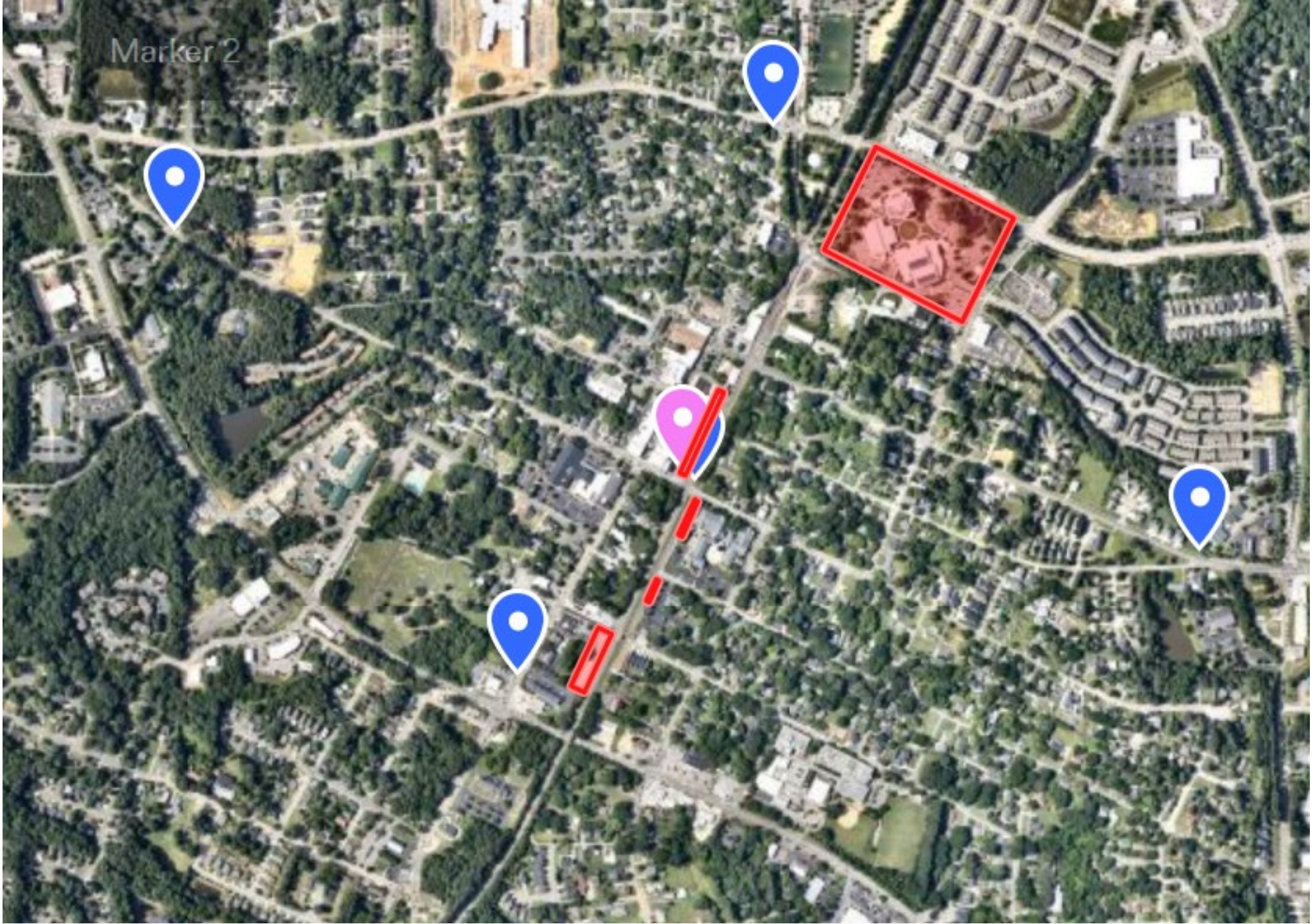
### In-Budget Allocation

\$43,000

### New Budget Request

\$89,000







# Minimize Special Use Impacts

- Issue:

- While special events enhance the vibrancy and quality of life in downtown Apex and can boost business visibility, they also present notable challenges
- The impact varies depending on the event type and the affected businesses
- Although some events may increase long-term exposure and attract more visitors, the immediate effects can be detrimental

- Recommendations:

- Request that PRCR evaluate and recommend possible modifications to special events and the Farmers Market during construction

# Employee-Focused Shuttle Pilot

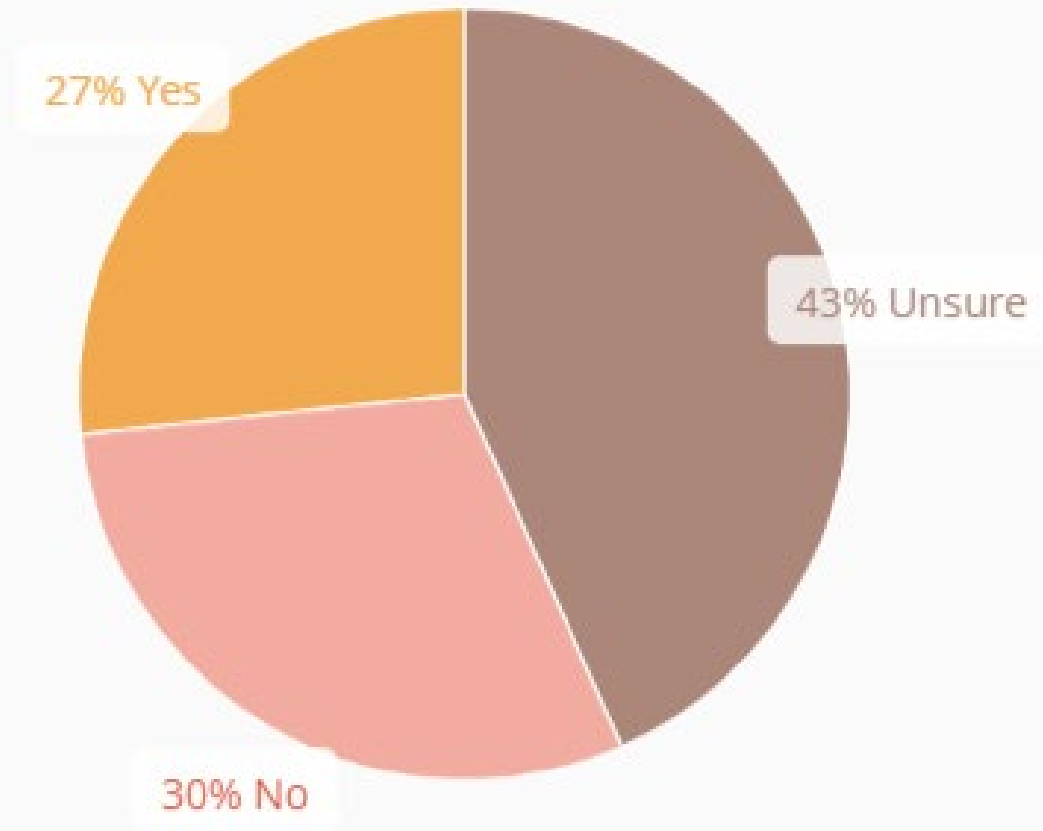
Additional research:

- Met with Fenton manager
  - Operating a temporary shuttle while parking is under construction
- Additional business survey
  - 30 respondents
  - Representative of retail, office, service, restaurant
- Evaluated lower-cost options



# Employee-Focused Shuttle Pilot

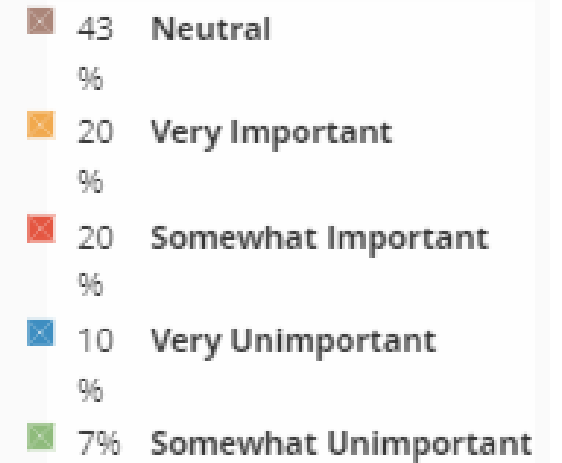
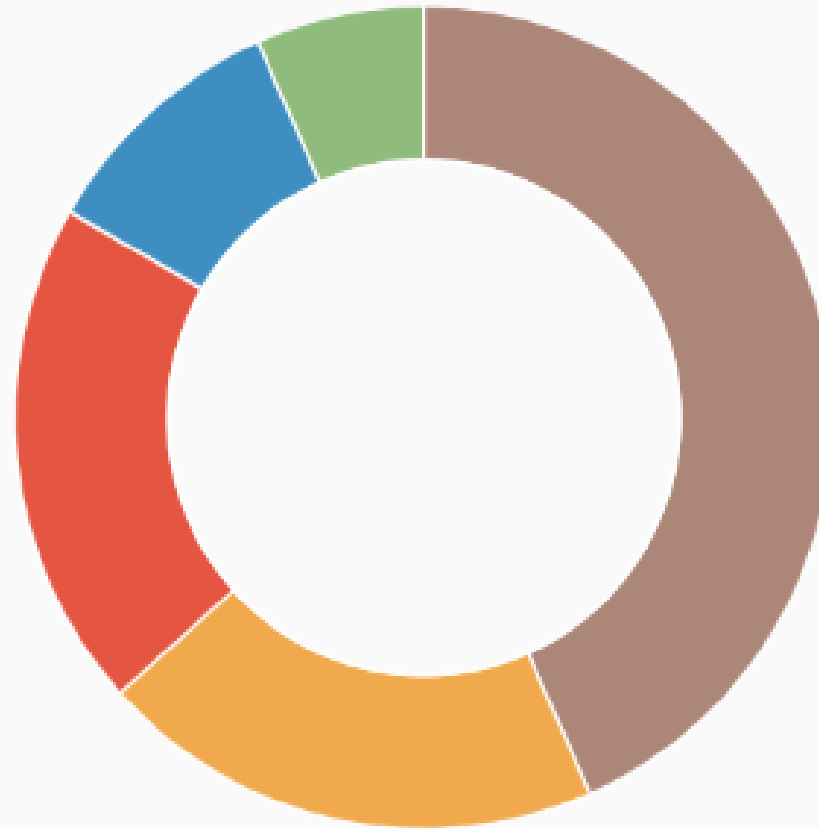
\* Do you anticipate your employees would use the shuttle?



30 respondents

# Employee-Focused Shuttle Pilot

\* How Important do you think a parking shuttle service is for your employees?



30 respondents

# Employee-Focused Shuttle Pilot

\* What potential benefits of an employee parking shuttle service do you find most appealing?  
(Select all that apply)

60%

Reduced parking stress for employees

18✓

40%

Sense of security for employees walking between car and workplace

12✓

37%

Improved traffic flow in the downtown area

11✓

23%

Other (please specify)

7✓

20%

Enhanced employee satisfaction and retention

6✓

10%

Improved employee punctuality

3✓

0%

Increased productivity

0✓

30 Respondents

# Employee-Focused Shuttle Pilot

Which days are most important to have an employee shuttle? Keep in mind, parking space time limitations are only proposed for Monday through Friday.

71%

Friday

20✓

68%

Wednesday

19✓

64%

Thursday

18✓

61%

Tuesday

17✓

43%

Saturday

12✓

32%

Monday

9✓

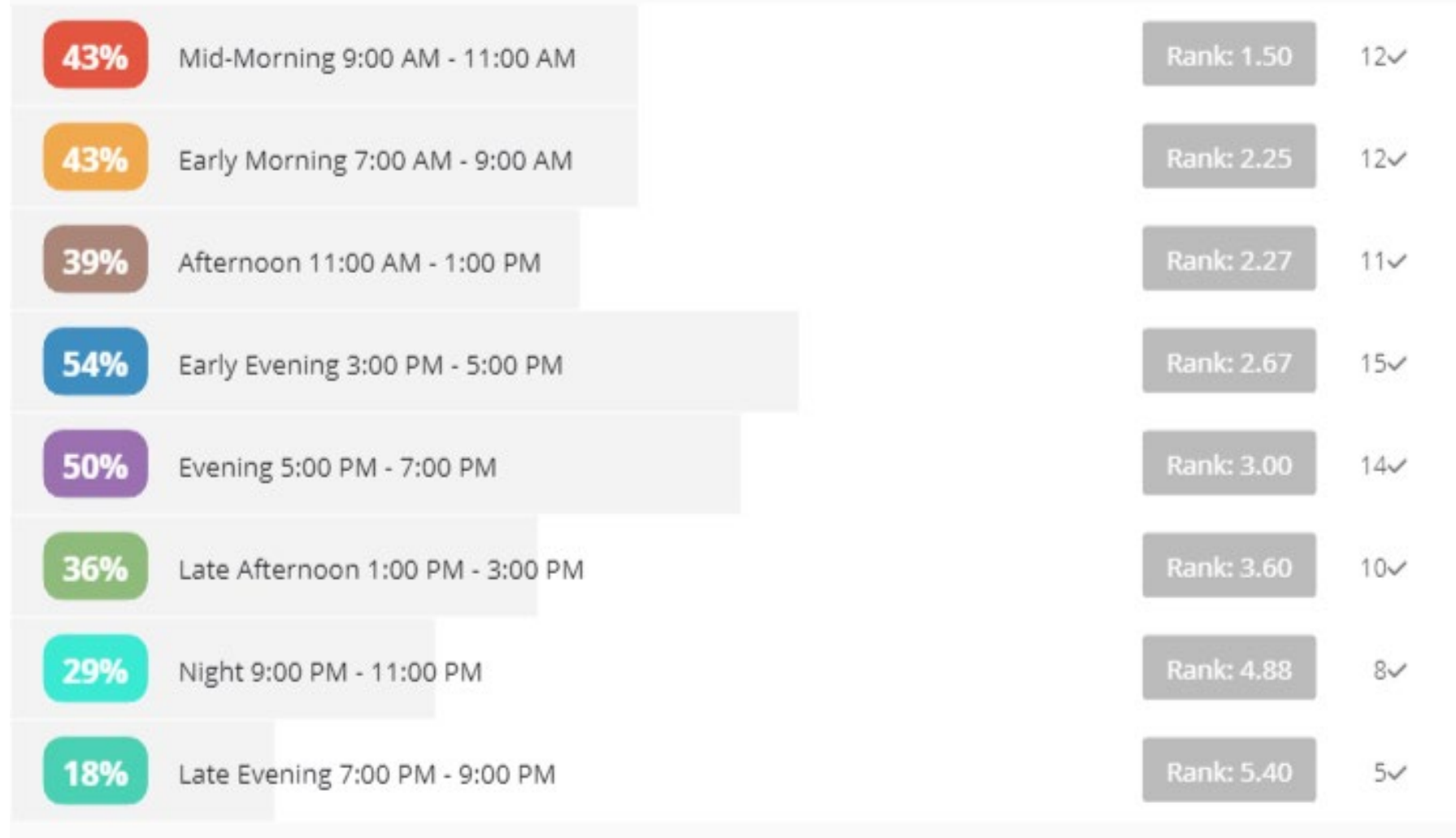
14%

Sunday

4✓

# Employee-Focused Shuttle Pilot

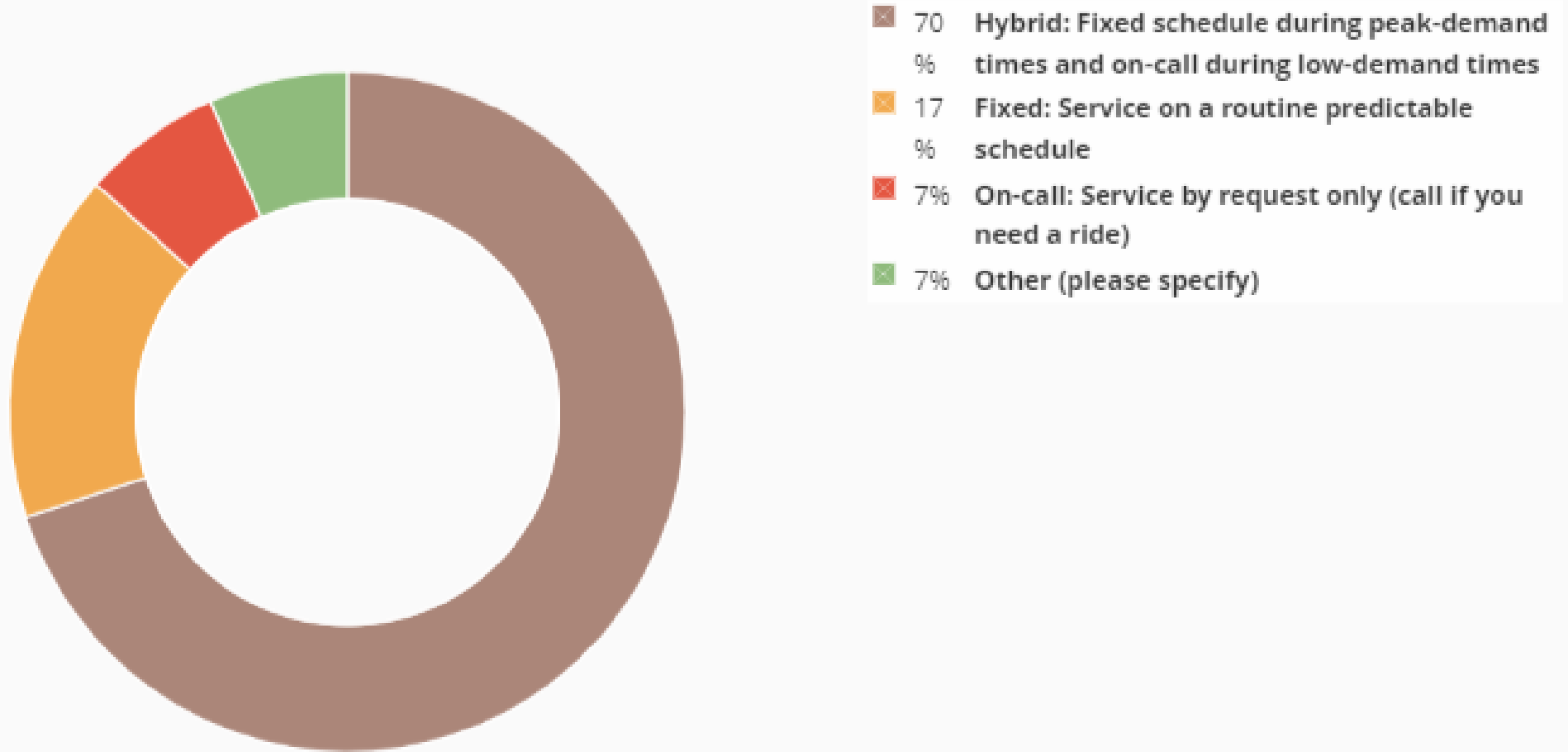
\* What times of day would you prioritize a shuttle service? Keep in mind, parking time limitations are proposed for Monday through Friday from 9:00 AM - 5:00 PM.





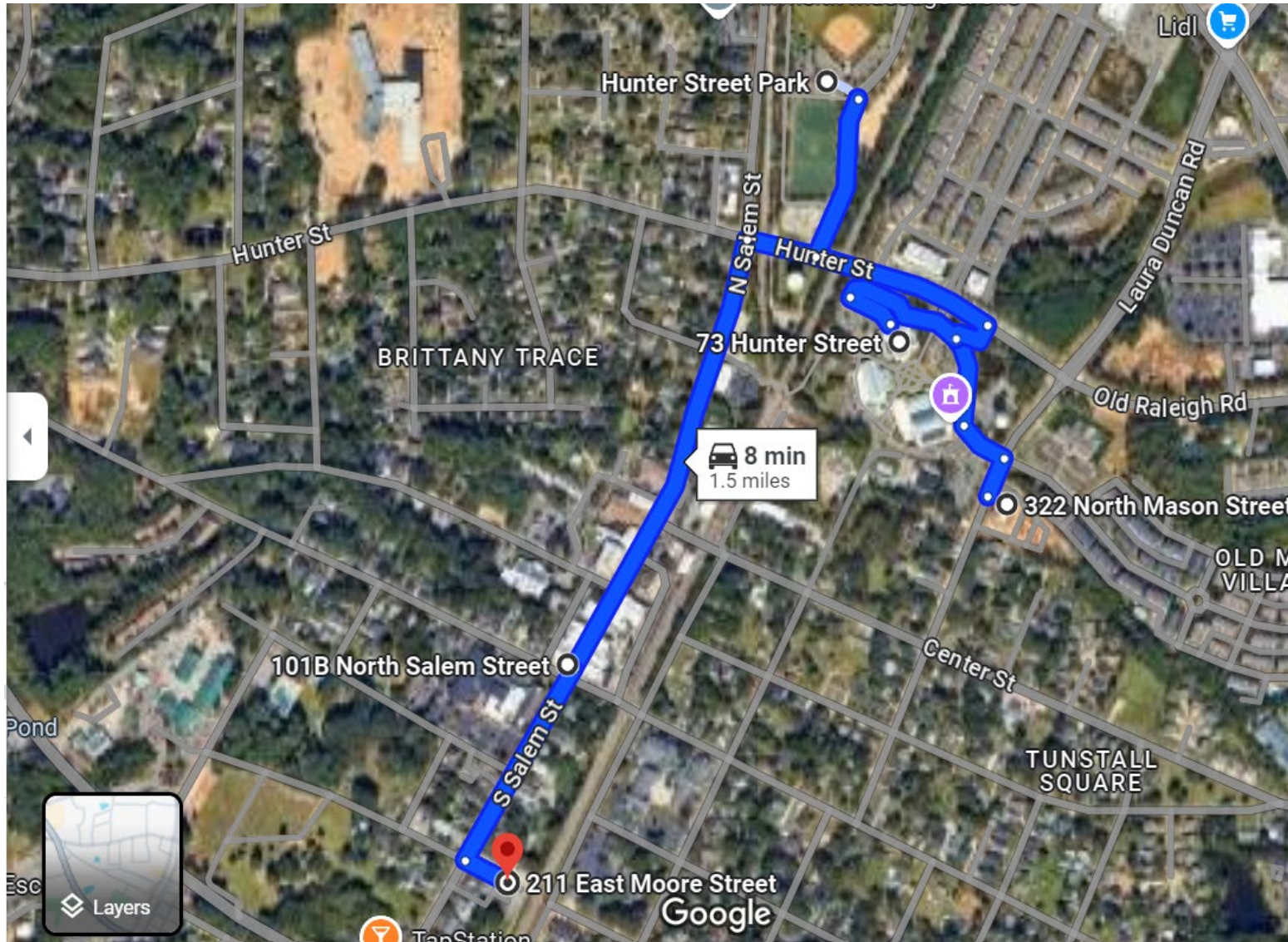
# Employee-Focused Shuttle Pilot

\* Which service type would you prefer?



30 respondents

# Employee-Focused Shuttle Pilot



## Proposed Stops:

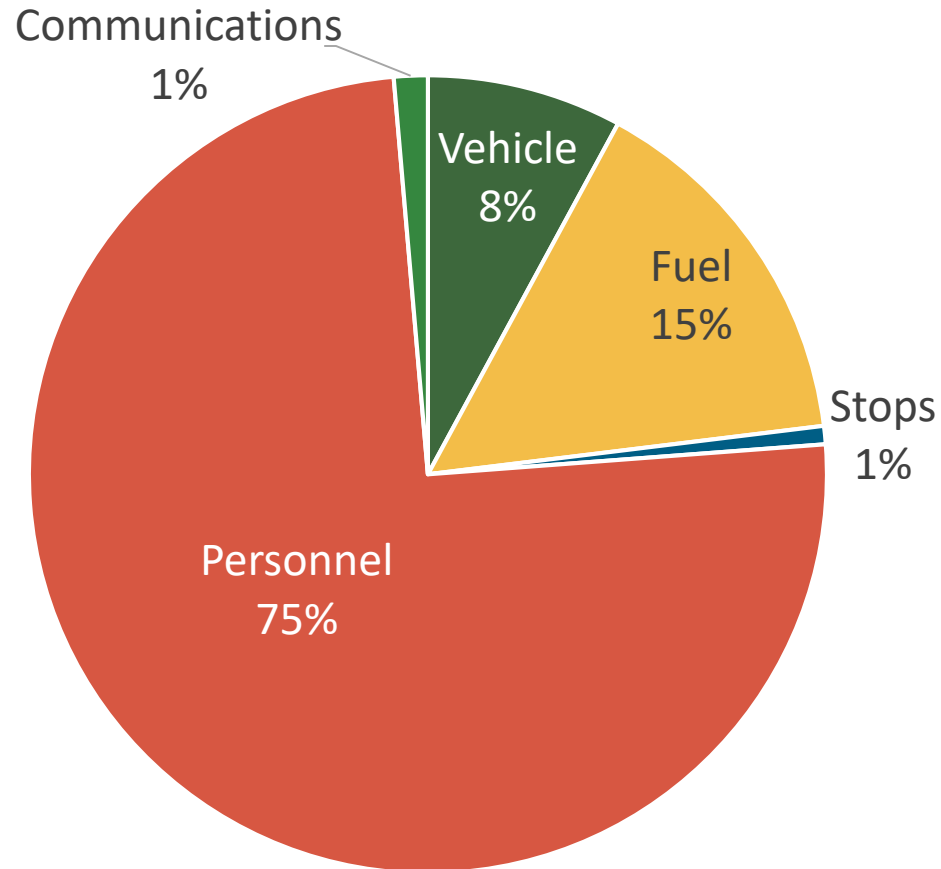
- Mason Street Municipal Building
- Town Hall
- Hunter Street Park
- Salem at Chatham
- Moore Street Lot
- Salem at Saunders

**8 minutes, one-way**

# Employee-Focused Shuttle Pilot

- Temporarily re-purpose and re-brand Police van
  - Shuttle would have to shut down for emergency van use
- Temporary stops with very minimum investment at:
  - MSMB, Town Hall, Hunter Street Park, Moore Street Lot
- Monday through Friday, 7AM - 6PM
- Hybrid approach
- Driver cell/text given to business managers for pick-up/drop-off requests
- Staffed by three LSEs
- Recommended evaluation after four months (January – April)

# Employee-Focused Shuttle Pilot – Budget



Item	Cost
Vehicle	\$6,925
Fuel	\$13,266
Stops	\$648
Personnel	\$65,520
Communications	\$1,200
TOTAL	\$87,559

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# **Community Development & Neighborhood Connections**

## **Town Council Work Session**

October 15, 2024

# Agenda

- Community Engagement
- AskApex Call Center



## Let's Engage!



# What we do

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- Build healthy relationships with neighborhoods that create two-way dialogue
- Provide programs that promote inclusive civic engagement, leadership development, and empowerment
- Build healthy community partnerships
- Create vibrant and healthy neighborhoods



# Building Blocks

Building Blocks is a collection of programs and trainings that support inclusive citizen engagement, leadership development, community empowerment, and neighborhood-town two-way dialogue.





# Neighborhood Registry

- The formal list of neighborhoods within the Town and its ETJ that have signed up to collaborate with the Town.
- The registry will help us communicate, assist, and overall build healthy relationships with neighborhoods that are located within our community.
- Registered neighborhoods receive additional support, training, and leadership development opportunities from the CDNC department, including affiliate membership in Neighborhoods USA (NUSA).



# Trainings

Workshops which support civic knowledge, leadership development, and skill building.

## Workshop Examples

- How to start your Neighborhood Association
- Asset Mapping 101
- Building Community and Public Safety Collaboration
- Community Leadership 101
- Cultivating New Neighborhood Leadership
- Measuring Success in Your Organization





# Neighborhoods Leaders Summit

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An annual gathering of resident leaders of community groups and neighborhood associations to learn, share insight, and strengthen collaboration with the Town.

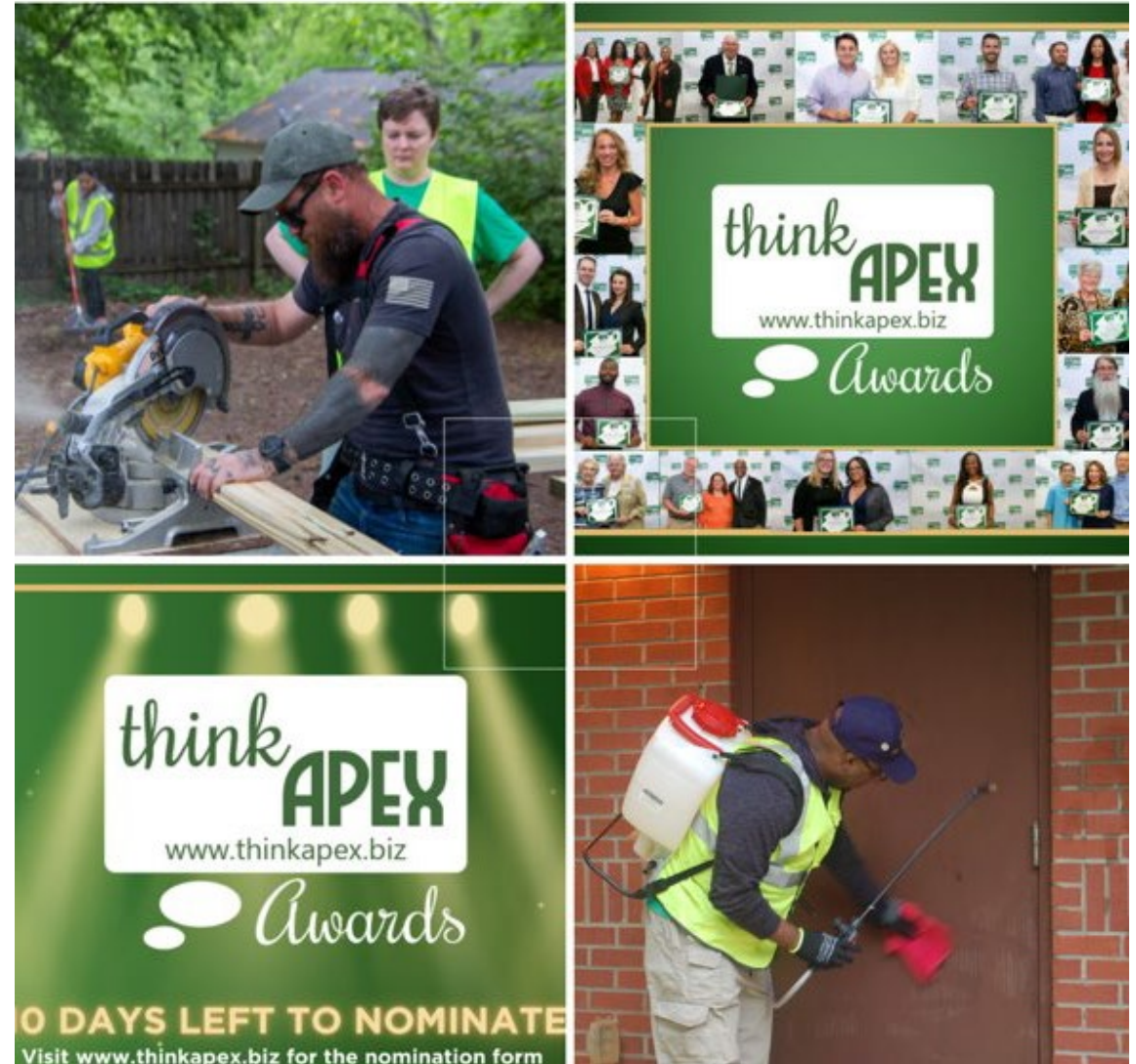
## What to look forward to:

- Networking
- Knowledge and resource sharing
- Collaborative discussions
- Leadership and skill building sessions



# Think Apex Awards/ Think Apex Day

- Think Apex Day is a day dedicated to giving back to the Apex community by volunteering in ways that will positively impact the town and the people who live here.
- Think Apex Awards allow town officials to recognize businesses, individuals, non-profit organizations, and youth for their dedicated service to others and the Apex community.





# Chat and Chew

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“Chat and Chew” gatherings are hosted by residents who invite neighbors and friends over for an informal conversation about creating opportunities for residents to celebrate their neighborhoods, build stronger relationships with neighbors, and increase participation in Town activities.



# B4 Lunch Series (Brown Bags to Building Bridges)

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A quarterly series of 45-minute lunchtime discussions with various Town representatives. This unique opportunity allows residents to –

- Interact directly
- Learn and ask questions
- Explore behind-the-scenes of how we work.

This series is both educational and engaging, fostering a two-way conversation which strives to enhance our community's knowledge of and connections with Town services and programs.





# Neighborhood Beautification Grant

- The Neighborhood Beautification Grant Program strives to strengthen Apex neighborhoods by encouraging residents to work together to identify and complete a project that has the potential to enrich their neighborhood.
- The program will prioritize legacy neighborhoods and those without HOAs.





# TOWN OF APEX NEIGHBORHOOD BEAUTIFICATION GRANT



## NEIGHBORHOOD OUTREACH

October 10, 2024

## INFORMATION SESSIONS

January 13, 2025 | January 16, 2025 |  
January 25, 2025

## APPLICATION OPENS

January 20, 2025

## APPLICATION DEADLINE

February 20, 2025

## APPLICATION REVIEW

February 21, 2025 - March 7, 2025

## GRANT DECISION

March 14, 2025

## CONTRACT PREPARATION

April 4, 2025

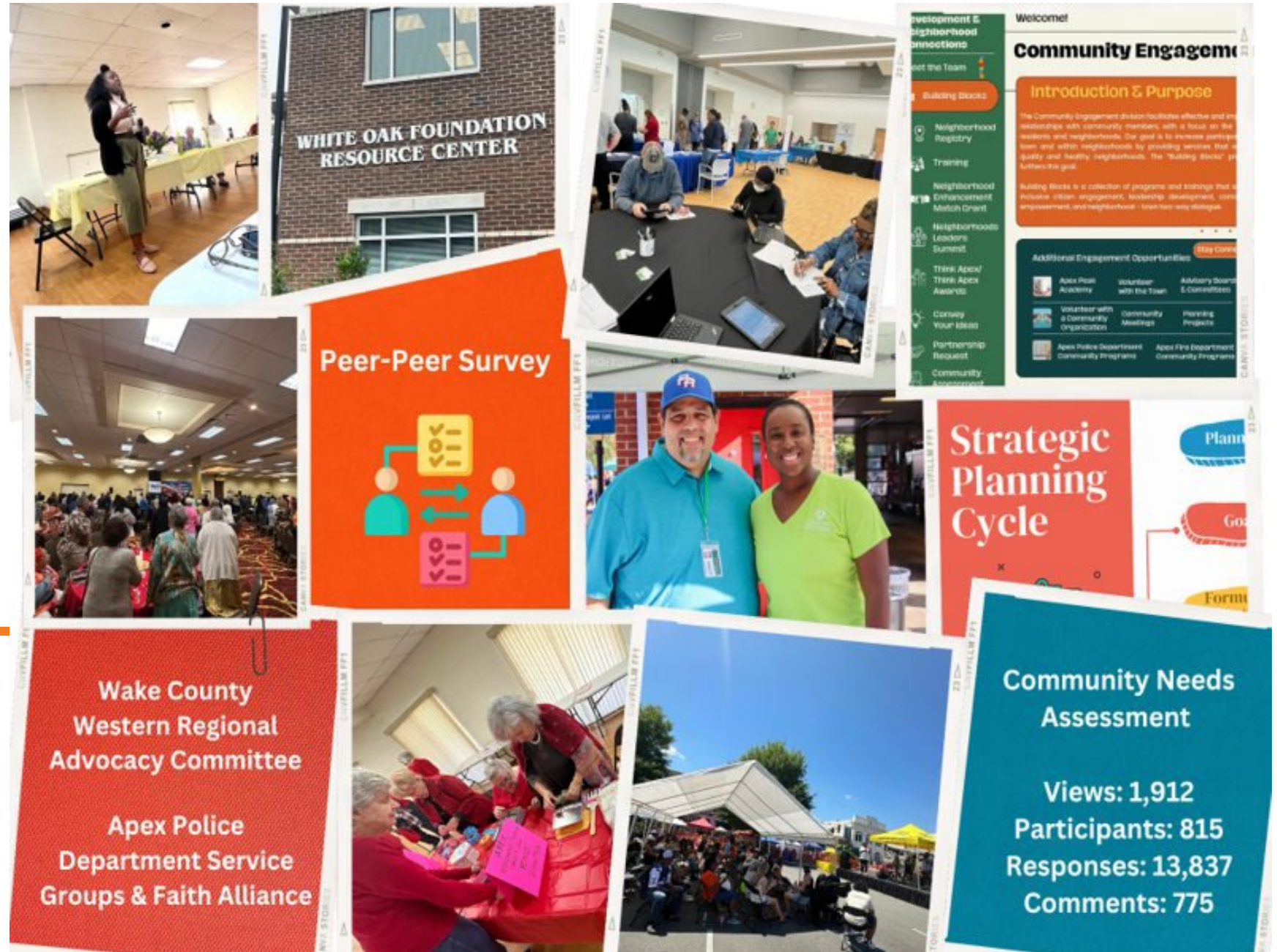
## CONTRACT SIGNING

April 11, 2025

## PROJECT INITIATION

April 18, 2025

# What have we been up to?





# NEXT UP IN 2025...



## TRAININGS

- Monthly beginning in January

## THINK APEX AWARDS

- April 8

## THINK APEX DAY

- April 26

## B4 LUNCH SERIES

- March
- June
- September
- December

## NEIGHBORHOODS LEADERS SUMMIT

- November

## CHAT AND CHEW

- Ongoing as scheduled

## NEIGHBORHOOD MEETINGS

- Ongoing as scheduled



## **Contact Us**

**CommunityEngagement@apexnc.org**



The PEAK of Customer Service!

Town of Apex Call Center



- **The Plan:**

- 2020 to 2023 - Research
- 2024 - Staff Community Connections Center Manager, eight agents plus supervision
- Call center technology and ERP participation

- **The Implementation:**

- Stand up "ICAN" - Internal Change Agent Network
- November soft launch
- January public launch

- **The Evaluation:**

- In need of supervision and additional Town Service Specialists
- In need of broad and developed processes, including change management, to be implemented iteratively

Where it All  
Started





# We Are Here!

- Current state – *Customer Service*
  - Five Town Services Specialists
  - Limited, temporary phone and in-person support for Billing and Collections
  - Additional support – trash, water, etc.
  - Training resumption
- Current state – *Call Center Technology*
  - UAT
  - November 2024 - New tool InFor/IPS testing complete followed by “soft launch”
  - Communications plan underway
  - January 2025 – Public Launch

# Oh, the Places We'll Go!

- Additional Ask Apex Staff
  - One Supervisor
  - One Quality Assurance Specialist/ Trainer
  - Three Town Services Specialists
- Business Continuity Plans
- Continuing change management working through ICAN to ensure adoption
- Detailed forecasting and reporting





# Town Services Specialist Duties

## Do's

- Receive incoming phone calls and online inquiries from Residents regarding all topics
- Provide exceptional service and hospitality following Resident issues to resolution
- Answer basic questions about the Town of Apex
- Interpret utility bill information
- Address trash, recycle, bulk item, and yard waste questions and concerns
- Submit electrical and water outage reports
- Resolve Resident issues and only transfer or submit to other departments as outlined by subject-matter-expert guidelines (TBD via ICAN)
- Complete administrative and other duties as assigned

## Don'ts

- Construction
- Law
- Parks and Rec
- Permits & Inspections
- Planning
- Public Safety





Q&A