

DRAFT MINUTES

**TOWN OF APEX
TOWN COUNCIL WORK SESSION
TUESDAY, JUNE 18, 2024
3:30 P.M.**

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The Apex Town Council met for a work session on Tuesday, June 18, 2024 at 3:30 p.m. at the Apex Town Hall located at 73 Hunter Street in Apex North Carolina.

This meeting was open to the public. Members of the public were able to attend this meeting in-person or watch online via the livestream on the Town’s YouTube Channel: [2024.06.18 Town Council Work Session - YouTube](#)

[ATTENDANCE]

- Elected Body
- Mayor Jacques K. Gilbert (presiding)
- Mayor Pro-Tempore Ed Gray
- Councilmember Brett Gantt
- Councilmember Terry Mahaffey
- Councilmember Arno Zegerman
- Councilmember Audra Killingsworth
- Absent: None

- Town Staff
- Town Manager Randy Vosburg
- Deputy Town Manager Shawn Purvis
- Assistant Town Manager Demetria John
- Assistant Town Manager Marty Stone
- Town Attorney Laurie Hohe
- Town Clerk Allen Coleman
- Communications Director Stacie Galloway

All other staff members will be identified appropriately below.

[COMMENCMENT]

Mayor Gilbert welcomed everyone and led those in attendance in the pledge of allegiance.

[COMMUNITY SURVEY RESULTS - ZENCITY]

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1 **Mayor Gilbert** invited Director Galloway Galloway, Communications Director, to
2 begin the presentation of the Community Survey Results - Zencity.

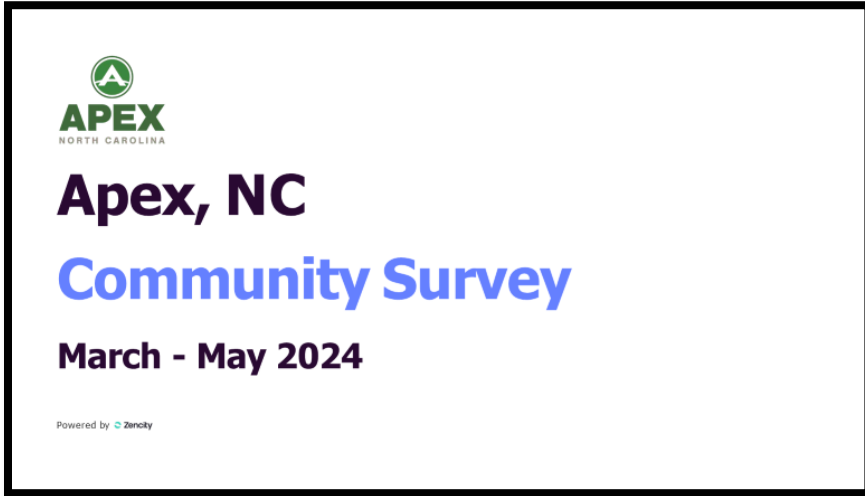
3 **Director Galloway** introduced Ms. Hoffman Hoffman, Customer Service Manager
4 with Zencity.

5 **Ms. Hoffman** introduced Katelyn Webber, Survey Research Analyst with Zencity.

6 **Ms. Webber** give the following presentation regarding Community Survey Results -
7 Zencity.

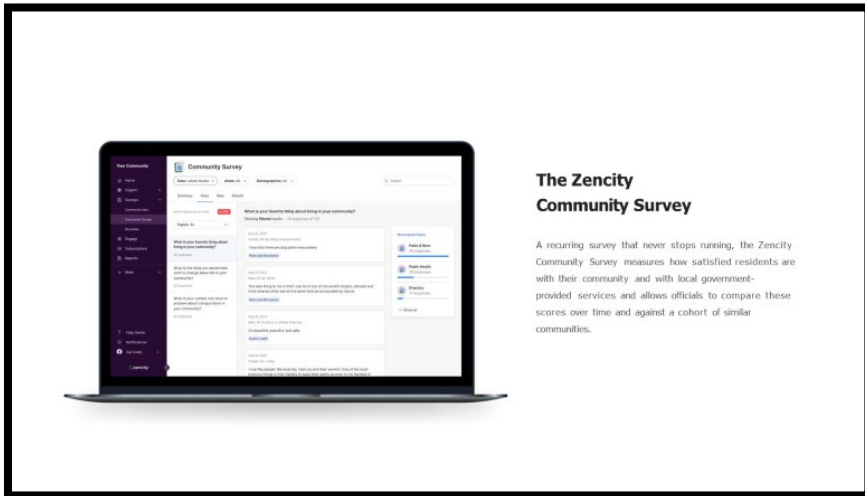
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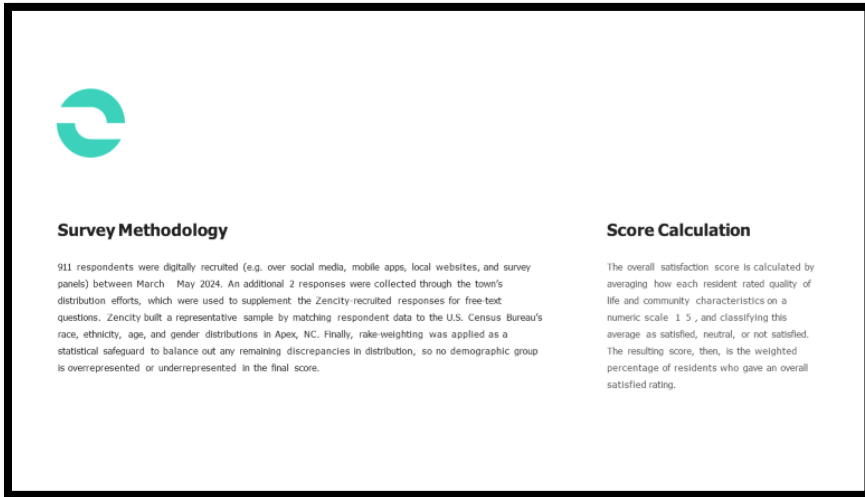
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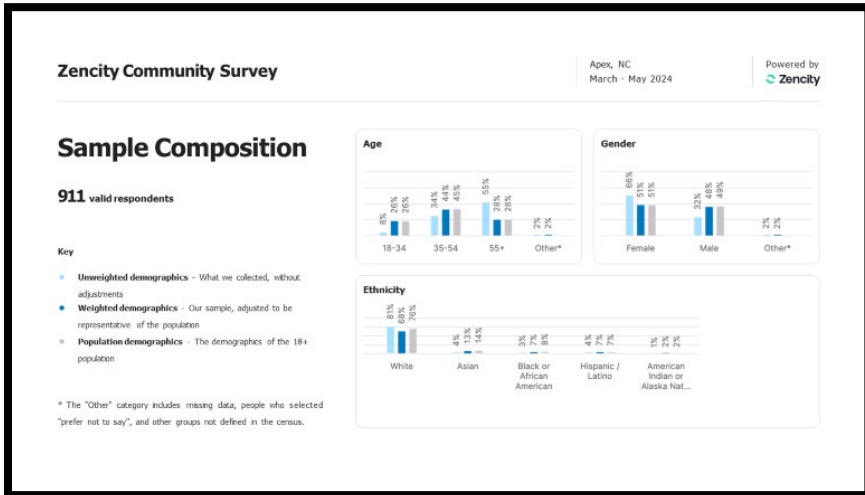
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3 [SLIDE-4]



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5 **Councilmember Mahaffey** asked if there was any information on the results of
6 modality. He said he was curious how many were from Facebook.

7 **Ms. Webber** said that she thought they would have that breakdown but would have
8 to go into the platform to look at that data. She said she could send him the breakdown of
9 what platforms the data came from Councilmember Gantt if he was interested.

10 **Councilmember Mahaffey** said that he would want that.

11 **Councilmember Zegerman** asked how it is decided what responses are uses.

12 **Ms. Webber** said that all responses are used with the waiting a bit to make sure that
13 they are getting a representative sample.

14 **Councilmember Zegerman** asked if that was a common methodology that is used for
15 all surveys.

16 **Ms. Webber** said that is correct.

17 **Councilmember Gantt** said that here were changes from year to year. He asked if the
18 baseline year had a similar number of respondents.

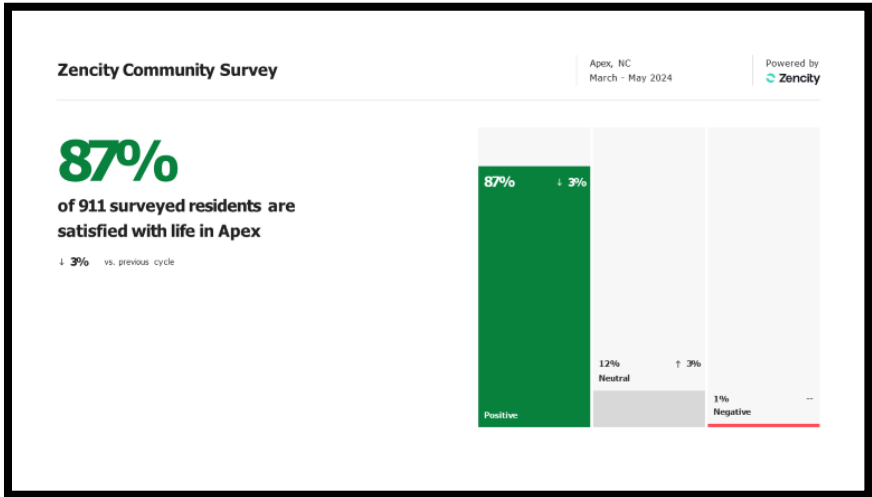
DRAFT MINUTES

1 **Director Galloway** said that the first pilot sample was last Fall but did not hit the
2 representative numbers. She said that she would like to count this as their baseline data.
3 **Councilmember Gantt** asked if the changes next time may be more robust.
4 **Director Galloway** said, yes.

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6 **[SLIDE-5]**

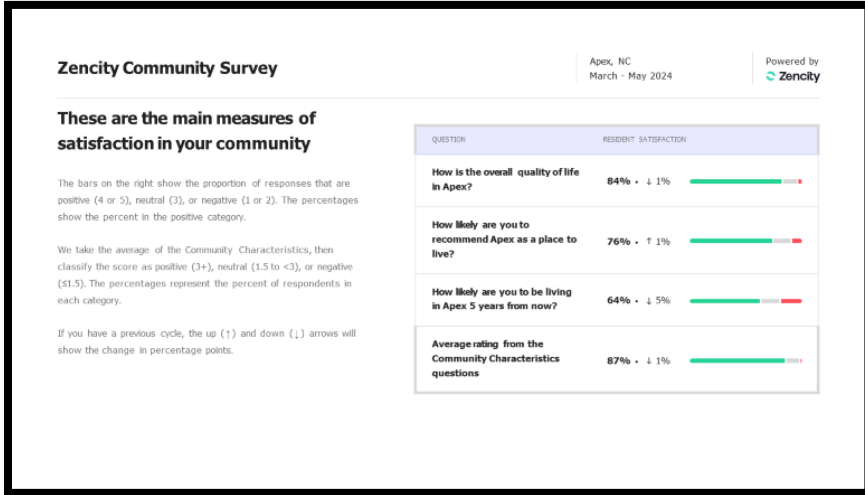


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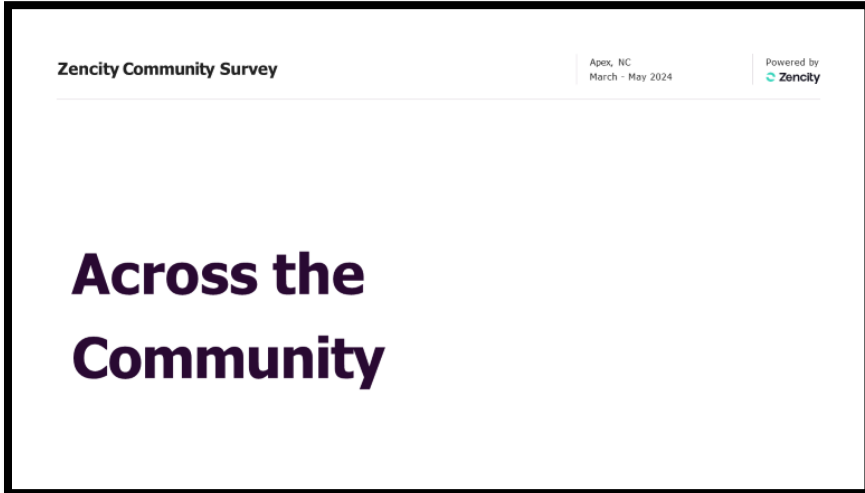


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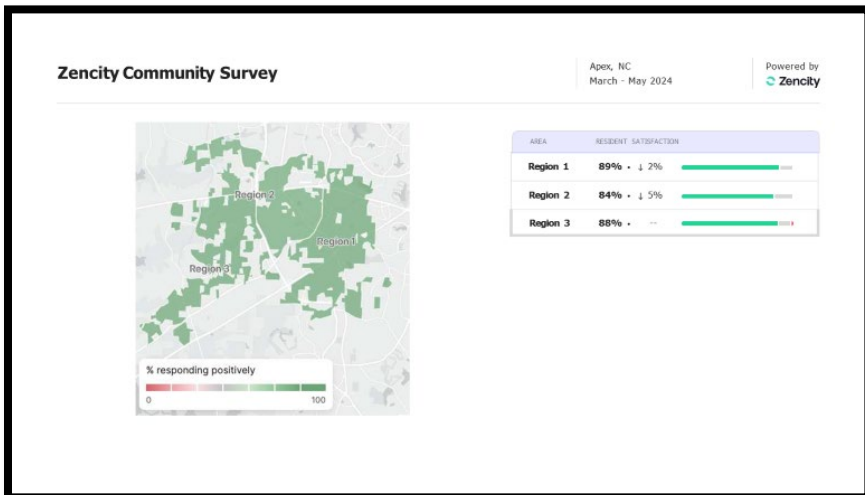
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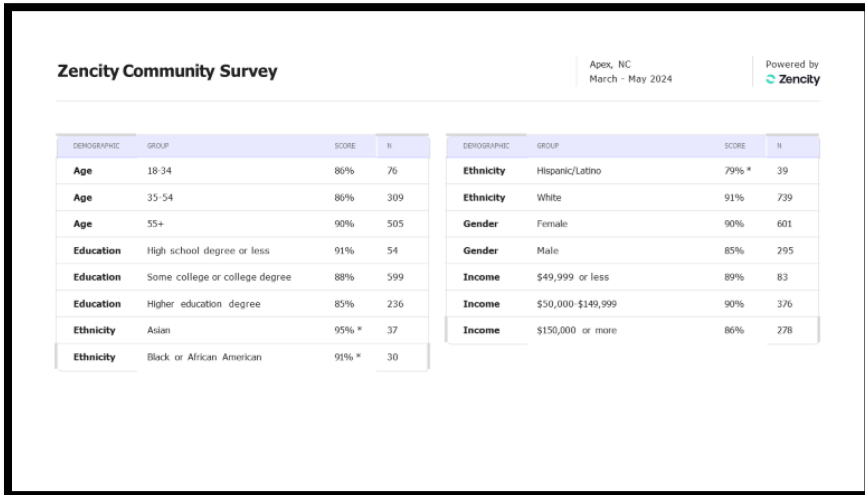


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3 [SLIDE-11]



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

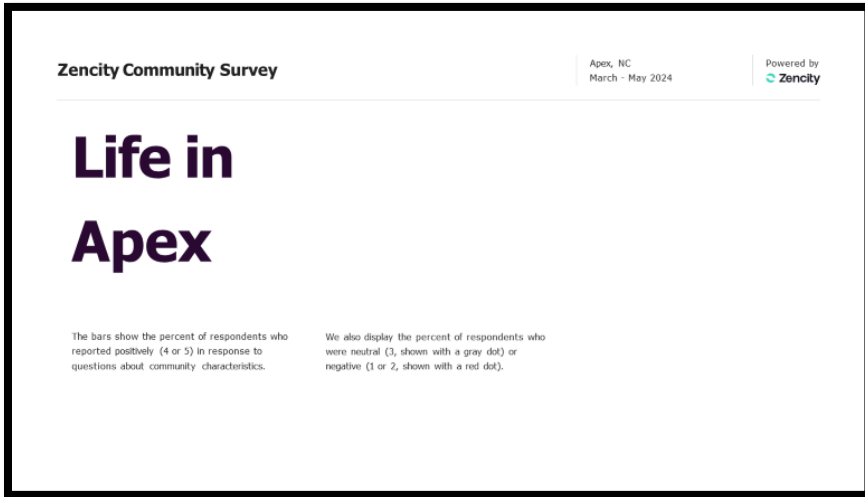
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5 **Councilmember Mahaffey** asked if it was typical trends in other communities, for
6 example the education and income levels being higher.

7 **Ms. Webber** said that it really wasn't typical. She said that there wasn't really a typical
8 demographic satisfaction between communities. She said that there are different variables
9 that can change any certain demographic group's satisfaction.

10 **Ms. Hoffman** said that there would be benchmarks later in the report that will validate
11 that the scores are good.

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5 **Councilmember Zegerman** asked why some of these categories are involved and is
6 there a significance.

7 **Ms. Webber** said there is a change in both the positive score as well as the negative
8 score. She said that if there is a change of more than 5% they would be bolded.

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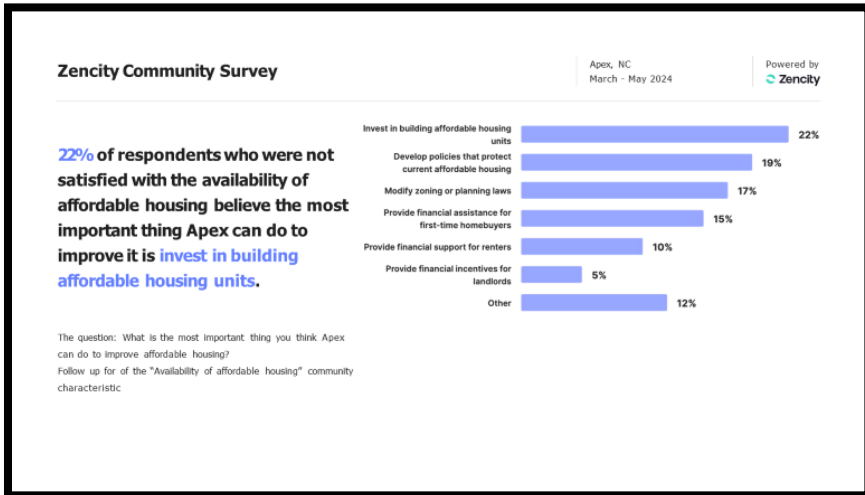


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3 [SLIDE-15]

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.

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5 [SLIDE-16]



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1 **Councilmember Killingsworth** asked if the “other” category was that a fill-in the
2 blank.

3 **Ms. Webber** said that if people chose “other” then it opens an open text response.
4 She said that those could be sent over if Council would like.

5 **[SLIDE-17]**



6 **Councilmember Gantt** said that people usually ask for speedbumps.

7 **Councilmember Mahaffey** said he expected more on the bike lanes.

8 **Councilmember Zegerman** asked about roundabouts.

9 **Mayor Pro Tempore Gray** asked about other responses.

10 **Ms. Webber** said that “Other” responses were 18%. She said that she would work on
11 the open text sent to Council.

12 **Councilmember Gantt** asked Council collectively what they thought about what
13 citizens really meant by people are going to fast in neighborhood roads.

14 **Mayor Pro Tempore Gray** said that he sees it could be people are driving too fast
15 generally and also it could be that there are too many people. He said he would like to know
16 what is in the 18%.

17 **Councilmember Gantt** said that it is 18% of the 24% so it’s not that representative of
18 the people.

19 **Councilmember Killingsworth** said that possibly on the next survey to ask more
20 specific questions.

21 **Director Galloway** said that there is a vision zero survey. She said that this is high
22 level to get some data over time and see the trends and then is where we would focus more
23 intentional efforts.

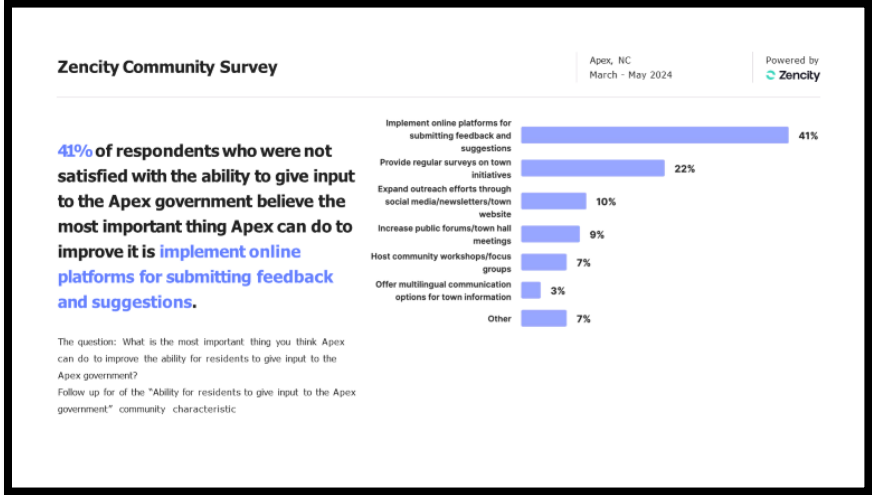
24 **Mayor Pro Tempore Gray** said that to question if this was within the ETJ or within the
25 physical boundaries.

26 **Director Galloway** said she was not sure if it asked if the citizen was within corporate
27 limit.

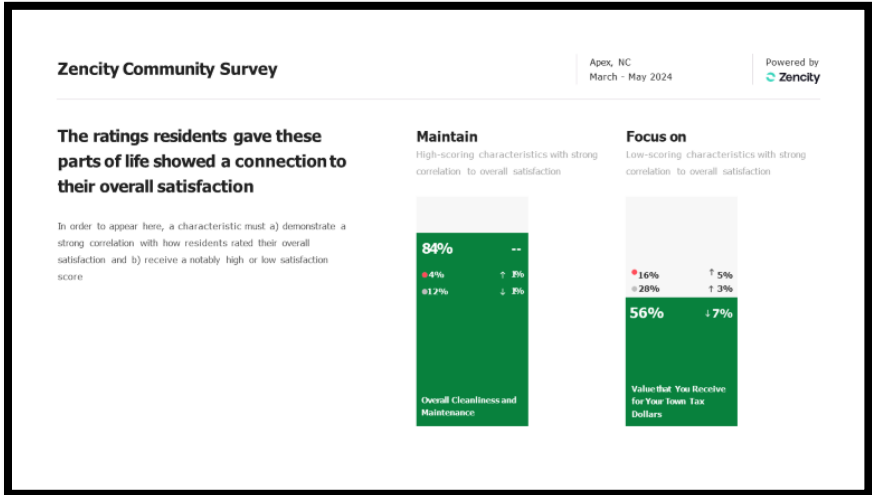
28 **Ms. Webber** said that at the beginning of the survey it is asked if the respondent lives
29 in Apex and if they do not, they are diverted out of the survey.
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DRAFT MINUTES

- 1 **Ms. Hoffman** asked if it was zip code based on the demographics.
- 2 **Ms. Webber** said that the survey does ask for a zip code.
- 3 **Ms. Hoffman** said that the Town Council may want to look at the lowest score and
- 4 that they may want to change the questions some in the next survey.
- 5 **[SLIDE-18]**



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- 7 **[SLIDE-19]**

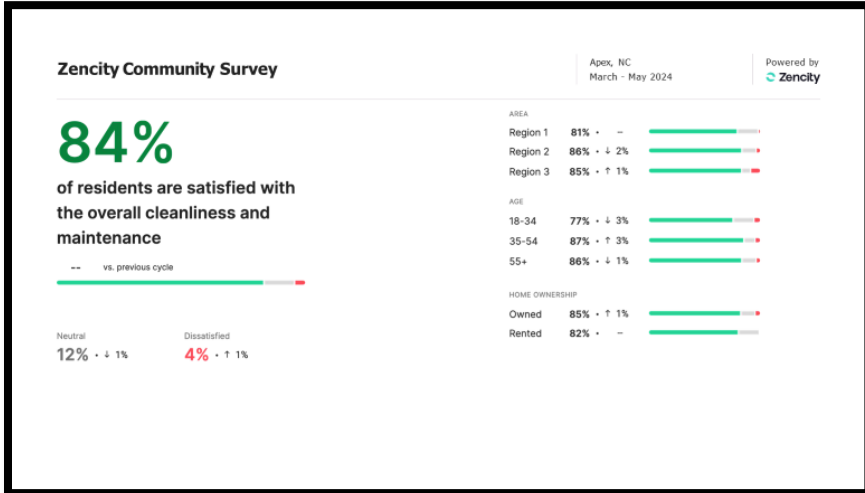


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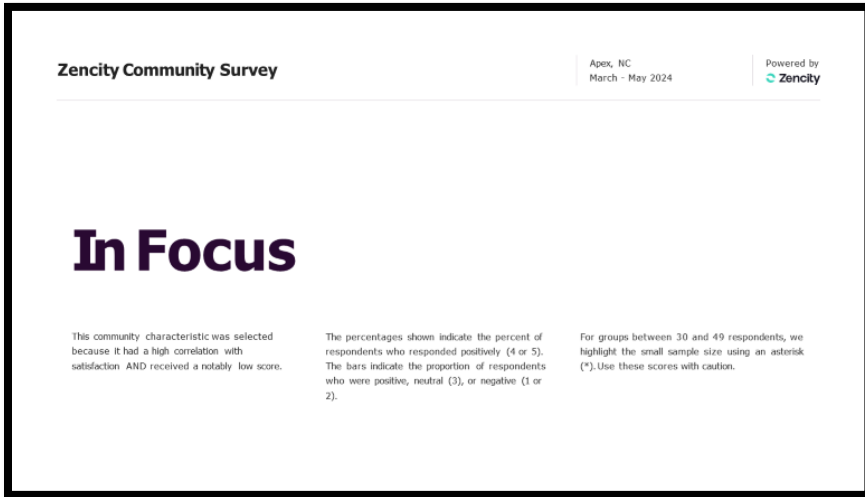


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5 **Councilmember Zegerman** said that he could see that the younger age group being
6 more sensitive to the littering and the overall Environmental Education.

7 **Ms. Webber** said that the survey does indicate that that age group is a bit more
8 critical. She said that they would send a breakdown of how this survey and the national and
9 some communities compare.

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5 **Councilmember Mahaffey** aid that this was a question that people are going to be
6 negative about. He said everyone likes to pay less taxes. He said that he was not surprised
7 about these results.

8 **Deputy Town Manager Purvis** wasn't sure what high would be on this, but it would
9 be good to see the comparison. He asked what a normal trend looks like. He said that when
10 this survey was taken that there was a lot of tax rates were unknown.

11 **Councilmember Zegerman** said that over all he felt like the numbers were positive.

12 **Mayor Pro Tempore Gray** said that he wasn't sure if they were asking the right
13 questions.

14 **Councilmember Mahaffey** said that this number is not the value that they want to get
15 out of the survey.

16 **Director Galloway** asked if this was a benchmark question.

17 **Ms. Webber** said she would check.

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1 **Director Galloway** said that benchmark questions have to be phrased exactly the
2 same to measure but some that were added because we had measured these before.

3 **Deputy Town Manager Purvis** said that is important what is communicated in the
4 budget.

5 **Ms. Hoffman** said she was looking at the slide and that she did not think it was a
6 benchmark question. She said that the Council can re-word the question as it is or use one of
7 the custom questions that is available.

8 **Ms. Webber** said that it may be worth rephrasing the question.

9 **Director Galloway** said it had been asked because it had been asked in the previous
10 surveys.

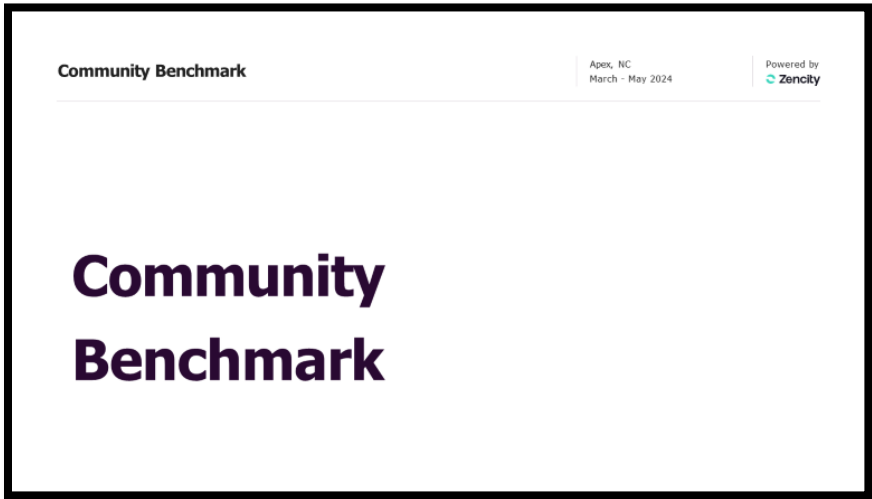
11 **Councilmember Gantt** said that part of the response was because it was done right
12 after an election. He said that the timing matters.

13 **Councilmember Mahaffey** said he wanted to figure out how to make the data to be
14 of value.

15 **Ms. Webber** said that there were ways to rephrase the question.

16 **Councilmember Zegerman** said he liked the frequency of the survey.

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18 **[SLIDE-24]**



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COMMUNITY NAME	TOTAL POP.	DENSITY	DIVERSITY	MEDIAN INCOME (K)
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

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5 **Councilmember Zegerman** asked what the methodology with the cohort
6 comparisons were. He said that the comparisons were with communities far away and not
7 local like Holly Springs, Fuquay or Zebulon or Wake Forest.

8 **Ms. Webber** said that the comparisons were with communities with similarities.

9 **Councilmember Zegerman** asked if they could get a complete list of the cohorts.

10 **Ms. Webber** said yes.

11 **Director Galloway** said that the names in the comparison were just a few of the
12 cohorts. She asked Ms. Webber to provide the list of cohorts if that list is available.

13 **Ms. Webber** said she would talk with her team to see what is available.

14 **Councilmember Zegerman** asked if there was a smaller cohort that Apex can be
15 compared to.

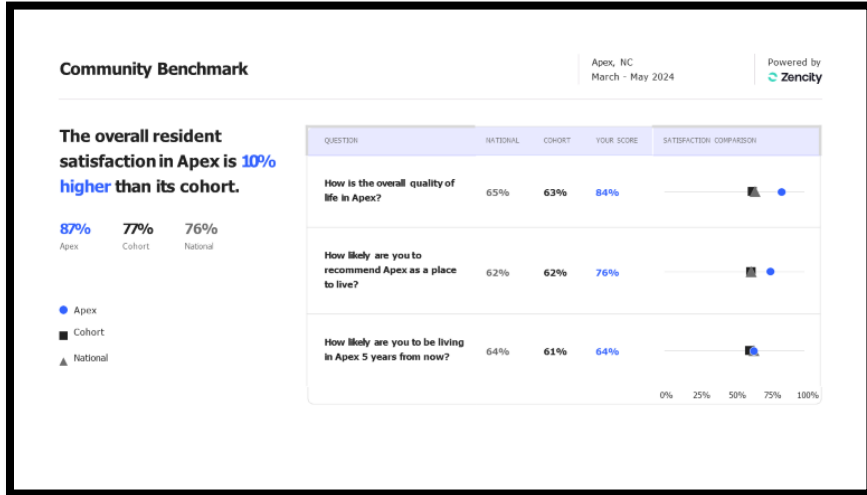
16 **Ms. Webber** said that she would check with her team to get a list of the full cohorts
17 and see if this list can be updated.

DRAFT MINUTES

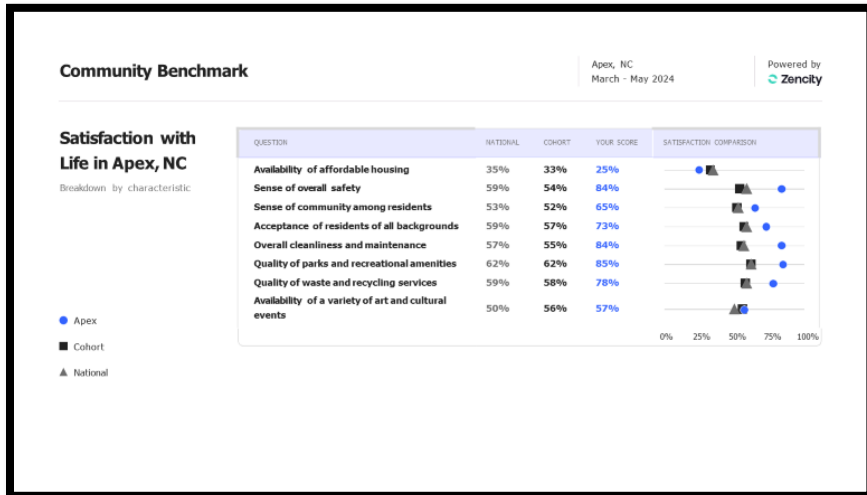
1 **Councilmember Gantt** said that switching out Jacksonville and Greenville for the
2 suburbs of major cities in the Southeast. He asked if the Departments had seen this.

3 **Director Galloway** said that they were just given it this morning.

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5 **[SLIDE-27]**



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7 **[SLIDE-28]**



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9 **Councilmember Gantt** said that Parks and Wreck Facilities were much higher than
10 Cultural Arts and that he was pretty sure that they spend 80% on Parks and Rec and 20% if
11 not less on Cultural Arts and that maybe this is showing this in this survey.

12 **Ms. Webber** said that it was important to note that it is still higher in the cohort and
13 the national benchmarks.

14 **Councilmember Zegerman** asked what people are reacting to.

15 **Councilmember Gantt** said that it could be that Cary has the nice theatre downtown.
16 He said they may just be looking around and comparing.

17 **Councilmember Mahaffey** said that this would be worth looking at.

18 **Ms. Webber** said all of these would be good to add to the survey in the next cycle.

1 [SLIDE-29]

Zencity Community Survey Apex, NC March - May 2024 Powered by Zencity

Free-Text Responses

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3 [SLIDE-30]

Zencity Community Survey Apex, NC March - May 2024 Powered by Zencity

 **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?



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5 [SLIDE-31]

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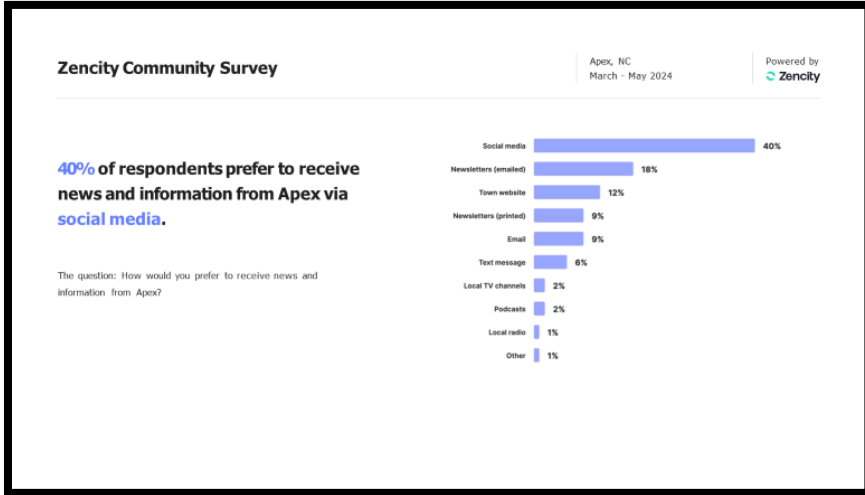
Rotating Survey Section

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

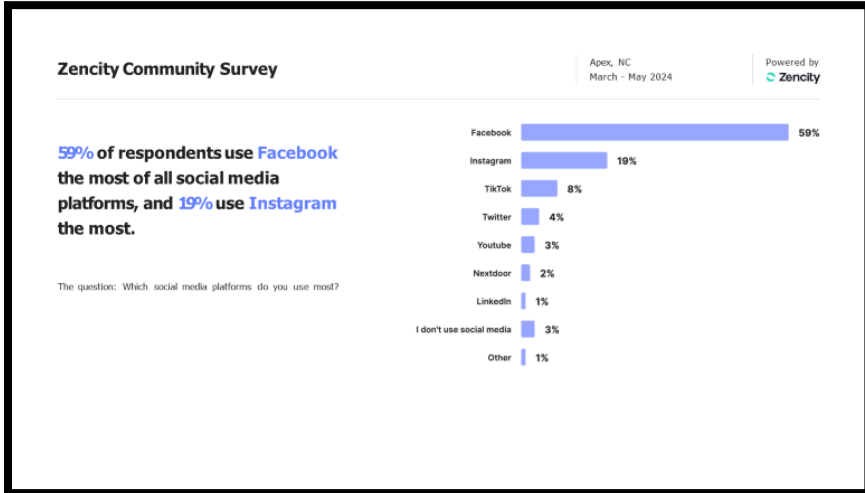
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6 **Councilmember Gantt** said he would like to see the contrast with the source of the
7 response.

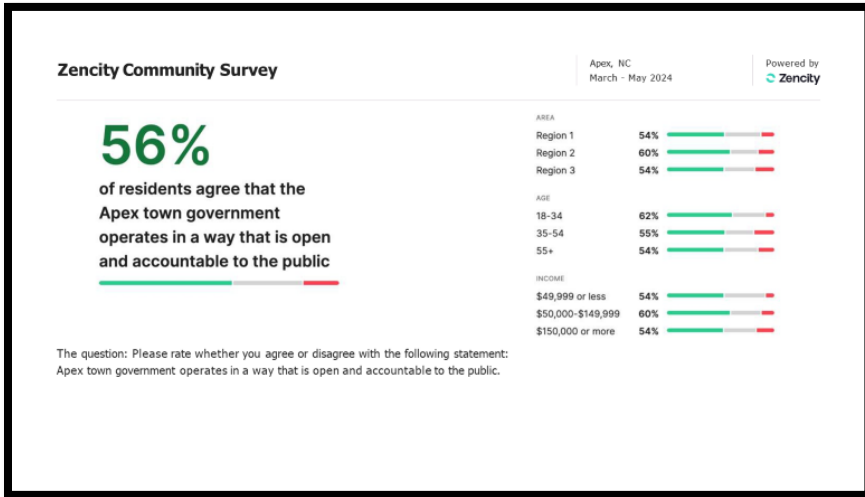
8 **Ms. Webber** said that she would look to see if there is any correlation.

9 **Councilmember Gantt** said that the information aligns the efforts with some of the
10 information and the age breakdown.

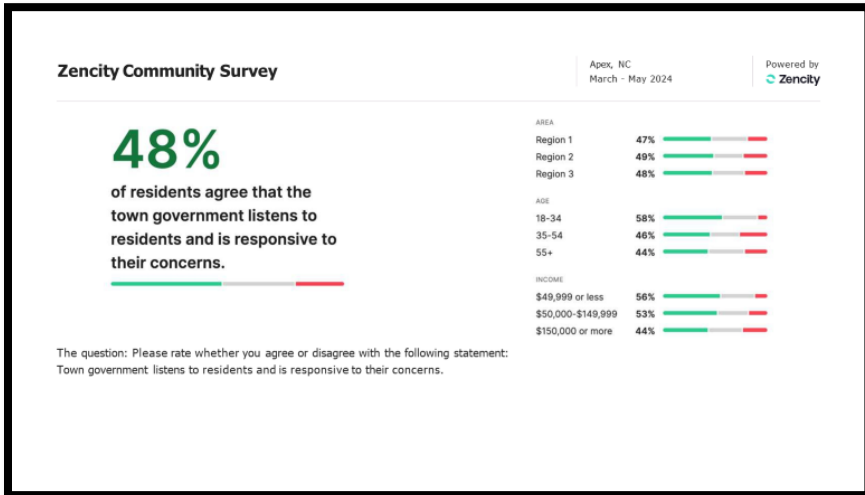
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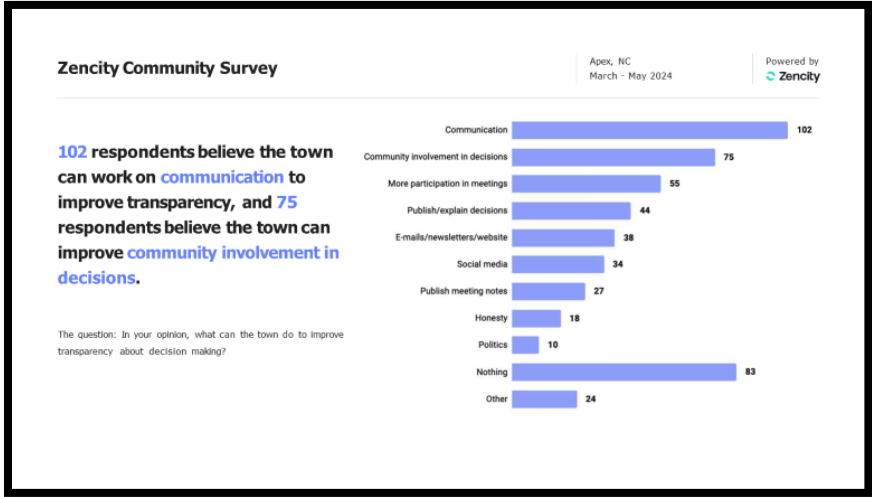
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3 [SLIDE-35]



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5 **Councilmember Zegerman** said that how the question was stated could have been
6 answered as how well Council listens or how quickly the service is followed up.
7 **Councilmember Gantt** said it could be the same thing. He said he thinks this question
8 is about growth and more about policy.
9 **Ms. Webber** said that if they wanted to ask about specific about resident requests, it
10 could be done on the next survey.

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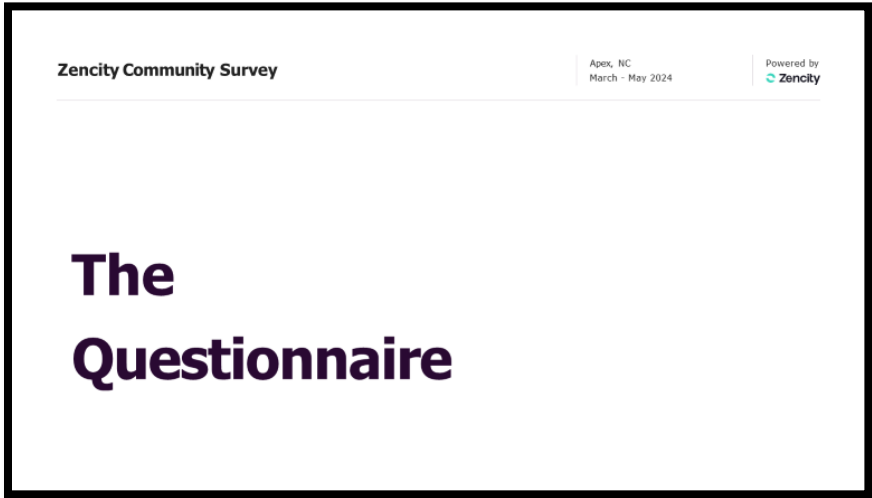
1 [SLIDE-36]



3 Councilmember Zegerman asked if these were responses written in or were these
4 pre-worded questions.

5 Ms. Webber said this was an open text response. She said that it was a very
6 encouraging response. She said that they would get the full list of responses.

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8 [SLIDE-37]



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10 Councilmember Zegerman said that he wanted to be careful that they weren't
11 overloading the survey with lots of questions. He asked in what way could some of the
12 questions be supplemented.

13 Director Galloway said that Zencity has software to do a less formal survey. She
14 agreed that they should keep the survey shorter. She said that they would provide these
15 surveys every 6 months.

16 Town Manager Vosburg said that his concern that is if they are only putting
17 something up on Facebook then they are only getting 40% responses.

DRAFT MINUTES

1 **Councilmember Gantt** said this survey is twice a year. He asked if there was much
2 value to the one off.

3 **Councilmember Zegerman** said it was a pulse check. He suggested keeping the
4 online official survey and shortening two points and to use supplemental avenues to do a
5 pulse check. He said that he wanted to get a snap of the information and not wait six months
6 every time.

7 **Mayor Gilbert** said that he would like to get more ethnicity engagement.

8 **Ms. Webber** said that they work to get as many as possible. She said if there were
9 demographic groups they would keep that in mind for future campaigns.

10 **Director Galloway** said they are trying to diversify some strategies for different
11 demographics.

12 **Ms. Hoffman** said that Zencity does have an online community engagement tool that
13 allows to promote educational content or feedback. She gave several options for diverse
14 outreach in the community.

15 **Deputy Town Manager Purvis** said that they were building a Community
16 Engagement team.

17 **Councilmember Gantt** asked what the staff plan for improvement is.

18 **Town Manager Vosburg** said that they are not surprised in the survey results. He said
19 that Council is budgeting money where some of these gaps are. He said that there needs to
20 be strategies on being more transparent.

21 **Councilmember Killingsworth** said moving the survey slightly during Festival Season
22 so that there can be more in person engagement to have people complete the survey
23 possibly on iPad or devices.

24 **Director Galloway** said that surveys completed on an iPad would not be counted in
25 the survey.

26 **Ms. Webber** said that this was because those surveys tend to be biased and there is
27 no way to weight the questions in the way that the online survey panels are done.

28 **Councilmember Mahaffey** said that they have other ways to do follow ups.

29 **Director Galloway** said that she wanted to point out that things we can do to improve
30 transparency and communicate more were scored fairly low, but with honesty and politics
31 being low on the list was very encouraging because that is harder to build back up than it is
32 to increase the frequency of our communications.

33 **Councilmember Killingsworth** said that even adjusting Council meeting times, we
34 will not satisfy everyone.

35 **Ms. Hoffman** thanked the Council for all the feedback received. She said she was
36 honored to be a part of this.

37 **Councilmember Zegerman** asked if future presentations would be a part of the
38 Council meetings for the sake of transparency.

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1 [SLIDE-38]

Zencity Community Survey Apex, NC March - May 2024 Powered by Zencity

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)

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3 [SLIDE-39]

Zencity Community Survey Apex, NC March - May 2024 Powered by Zencity

Section 2
Community Characteristics

QUESTIONS	QUESTIONS
Sense of community among residents	Sense of overall safety
Acceptance of residents of all backgrounds	Quality of waste and recycling services
Ability of residents to give input to the Apex government	Quality of parks and recreational amenities
Sense of transparency in town government	Availability of a variety of art and cultural events
Overall quality of services provided by Apex	Quality of your experience in downtown Apex
Overall satisfaction of customer service from town employees	Availability of affordable housing options that meet your needs
Overall cleanliness and maintenance	Quality of utility services provided by the town
Sense of overall feeling of traffic safety	Value that you receive for your town tax dollars

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5 [SLIDE-40]

Zencity Community Survey Apex, NC March - May 2024 Powered by Zencity

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

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1 [SLIDE-41]

Zencity Community Survey Apex, NC March - May 2024 Powered by Zencity

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

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3 [SLIDE-42]

Zencity Community Survey Apex, NC March - May 2024 Powered by Zencity

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

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5 [SLIDE-43]

Zencity Community Survey Apex, NC March - May 2024 Powered by Zencity

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

DRAFT MINUTES

1 **[SLIDE-44]**

Zencity Community Survey Apex, NC
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 Zencity

Section 4
Demographics

QUESTION	ANSWERS
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, BS, BSc) / 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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3 **[SLIDE-45]**



4
5 **[ADJOURNEMENT]**

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7 **Mayor Gilbert** adjourned the meeting at **4:23 p.m.**

Jacques K. Gilbert
Apex, Mayor

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11
12 Allen Coleman, CMC, NCCCC
13 Town Clerk to the Apex Town Council

14
15 Submitted for approval by Apex Town Clerk Allen Coleman

16
17 Minutes approved on _____ of _____, 2024.