

# Citizens' Annual Financial Report

FISCAL YEAR ENDING JUNE 30, 2019

Letter from the  
City Manager  
**PG 4**

Letter from the Chief  
Financial Officer  
**PG 5**

The City of Raleigh:  
Everyone's Household  
**PG 7**

Adopted Budget –  
Sources of City Funds  
**PG 8**

Adopted Budget –  
Uses of City Funds  
**PG 9**

Governmental  
Activities  
**PG 10**

General Fund  
Results  
**PG 11**

Business-type  
Activities  
**PG 12**

Capital  
Improvement Plan  
**PG 13**

Understanding  
City Debt  
**PG 14**

Raleigh Accolades  
and Demographics  
**PG 15**

Spotlight on City of  
Raleigh's New Branding  
**PG 16 - 19**

## Report Overview

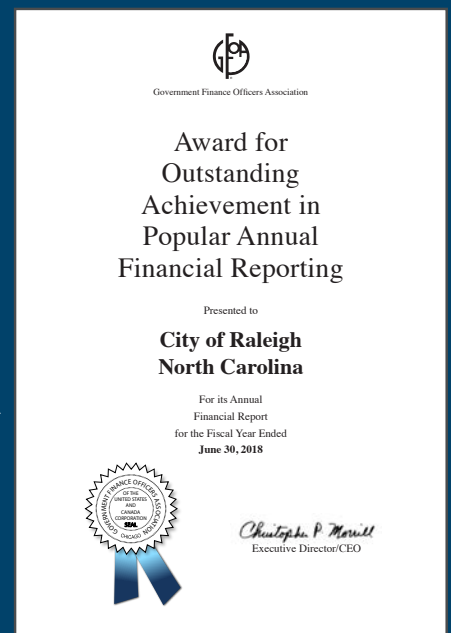
The fiscal year 2019 (FY19) **Citizens' Annual Financial Report** provides citizens and other interested parties with a user-friendly overview of the City's financial results and is produced to increase awareness of the City's financial operations. The report also provides accolades, long-term planning initiatives and topics that may be of interest to the reader. The financial information is obtained from the audited financial statements in the City's FY19 Comprehensive Annual Financial Report (CAFR), or annual report. The Citizens' Annual Financial Report is not required to present the same level of detail as the CAFR and, therefore, may not fully conform to generally accepted accounting principles (GAAP). This report, in a summarized version, highlights the overall financial condition and trends of the City. The FY19 CAFR is audited by Cherry Bekaert LLP and has received an unmodified or "clean" audit opinion. This report may be viewed on the City's website at <https://raleighnc.gov/services/government/comprehensive-annual-financial-report-cafr>.

## About the Cover and Design

Pictured on the cover is a panoramic view of the downtown Raleigh skyline. Features of the branding platform can be visually seen in this publication as well as on the City's newly designed website. Please refer to the Spotlight article starting on pg. 16 for more information.

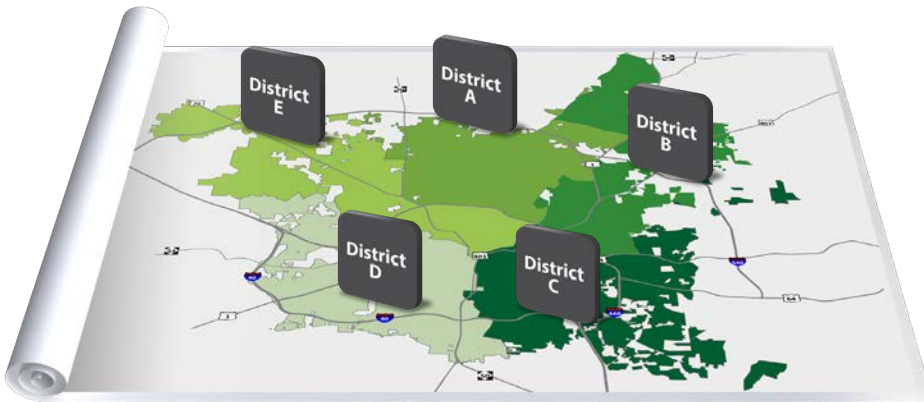
## GFOA Award

The Government Finance Officers Association (GFOA) represents public finance officials throughout the United States and Canada, whose shared mission is to promote excellence in state and local government financial management. The City of Raleigh participates in the GFOA Award Program for Outstanding Achievement in Popular Annual Financial Reporting. The award shown is for last year's report.





# Raleigh City Council 2019



**Front row:**

Nicole Stewart, Nancy McFarlane,  
Kay Crowder, Stef Mendell

**Back row:**

Russ Stephenson, David Cox,  
Richard "Dickie" Thompson, Corey Branch

- |                           |                   |
|---------------------------|-------------------|
| Nancy McFarlane           | <b>Mayor</b>      |
| Russ Stephenson           | <b>At Large</b>   |
| Nicole Stewart            | <b>At Large</b>   |
| Richard "Dickie" Thompson | <b>District A</b> |
| David Cox                 | <b>District B</b> |
| Corey Branch              | <b>District C</b> |
| Kay Crowder               | <b>District D</b> |
| Stef Mendell              | <b>District E</b> |

**"the City** was able to reinvest in its infrastructure as well as enhance business processes that improved service efficiencies and effectiveness"



## Leadership | From the City Manager

Dear Readers:

Raleigh prides itself on its comprehensive and quality services, which are provided while maintaining a sound financial position. Results from recent citizen surveys indicate a very positive perception of the City. Input provided from these surveys guided Raleigh in identifying priorities to meet the diverse needs of our vibrant and growing community. FY19 budget initiatives were aligned to these priorities and included strategic investments in public safety, continued citizen engagement and communication, growth management, affordable housing availability, a city-wide transportation network, maintaining a clean, engaged and active community with access to parks and greenways, and fostering a diverse local economy. The City also continued efforts to attract and retain talented personnel for ongoing quality customer service. Factoring many priorities, the City balanced a budget that ultimately ensured long-term financial sustainability at standards consistent with our AAA credit rating. We achieved FY19 goals and are pleased to report to you that the City's fiscal health remains strong.

During FY19, our financial position was positively impacted by local economic conditions. As a result, the City was able to reinvest in its infrastructure as well as enhance business processes that improved service efficiencies and effectiveness. In this report, you will see that the City highly values the quality of service that you receive, and strategically applies resources to serve the needs of the City and its citizens. We also strive to support the equity of cost for future generations, maintaining moderate debt levels and by actuarially funding key future costs related to our pension and healthcare obligations.

On pg. 16-19 of this year's Citizens' Annual Financial Report, we are highlighting our new branding launch. The City of Raleigh branding is comprised of vision and mission statements, and an identity that promotes our community's pride in the natural environment that surrounds us, as well as our man-made accomplishments within this thriving City.

I certainly hope that you enjoy and find useful the FY19 Citizens' Annual Financial Report.

Sincerely |  Ruffin L. Hall | City Manager

"the City prides itself on being accountable to its citizens"

## From the Chief Financial Officer

To Our Citizens:

The City of Raleigh prides itself on being accountable to its citizens, and as part of that mission we are strong fiscal stewards of City funds. We aim to be transparent in the reporting of financial results and information. The City publishes the Citizens' Annual Financial Report as a communication tool to provide citizens with financial data in a user-friendly and understandable manner. This report utilizes the Comprehensive Annual Financial Report (CAFR), which is available to you on the City's newly designed website, [www.raleighnc.gov](http://www.raleighnc.gov). The CAFR provides detailed financial statements, notes, and other schedules that provide valuable information on its finances. The CAFR is audited each year by an independent certified public accounting firm and is presented to City Council to ensure transparency.

Raleigh's city government includes over 5,000 full and part-time employees operating in many diverse roles that provide services to citizens and visitors in our growing city. Even as a large municipality; however, the City shares with every household the need to manage our resources with a commitment to proper planning, balanced budgets and a sustainable financial position. We prepare the Citizens' Annual Financial Report with an objective of explaining key financial measurements for the City in a similar context to your own finances.

The City of Raleigh has received numerous awards from the Government Finance Officers Association (GFOA) for excellence in financial reporting. We maintain a robust financial management program which ensures a strong credit rating and allows Raleigh to plan for both current and future financial needs.

Thank you for your support as we seek to maintain a high standard of service. We hope you find the FY19 Citizens' Annual Financial Report helpful and use it as a tool to understand Raleigh's financial operations.

Sincerely |  Allison E. Bradsher | Chief Financial Officer





# The City of Raleigh | Everyone's Household

The City of Raleigh is the level of government that touches your daily lives the most. The City provides a full range of governmental services, including public safety, regulating quality of housing and construction, paving roads, solid waste management, water and sewer services, providing various public transit options, maintaining parks and recreational facilities, and hosting convention and performing arts events. These services are provided to ensure Raleigh remains one of the top places to live, work and play. While Raleigh's growth has outpaced the nation in past years, the City has strategically invested in its financial sustainability. The City applies the same financial fundamentals to the management of its finances that apply to individual households. Highlighted below are a few of the ways the City's financial management practices ensure a strong financial position.

## **Budget and planning**

The City plans for its future financial needs in various ways, including financial analyses, a 5-year capital improvement plan, long range studies and multiple business models. Much like the average citizen, the City uses a balanced budget to ensure that it maintains a healthy financial position and utilizes its resources effectively. North Carolina law requires local governments to approve a balanced budget each year.

## **Financial standards**

Comparable to a household's need to borrow for a house or car, the City has taken on moderate debt levels to provide necessary infrastructure, which impact citizen's daily lives, such as streets and parks. The City's credit rating from the three national credit rating agencies – Moody's, Standard & Poor's Global and Fitch - are all AAA/Aaa. This represents the highest credit ratings available and provides an independent view of the City's overall financial well-being.

## **Saving and investing for the future**

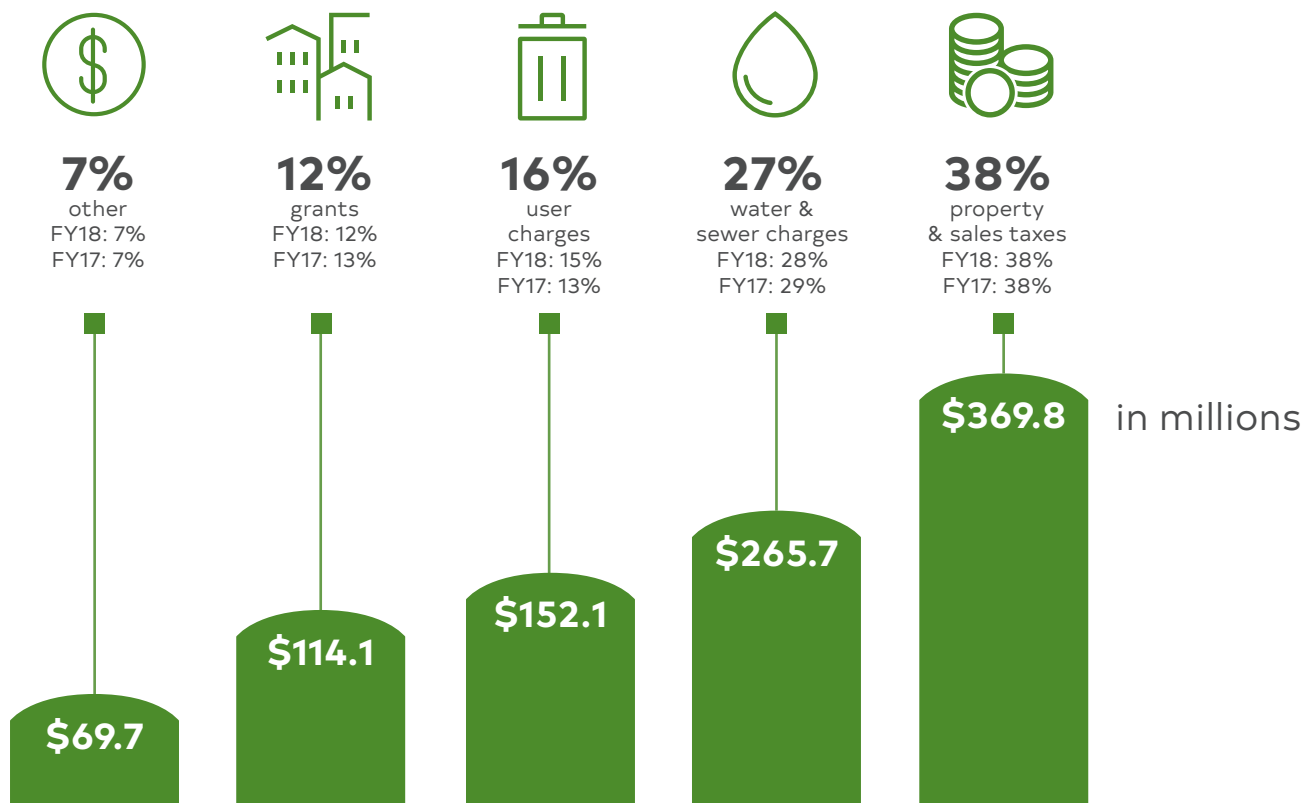
Saving for the future is an important aspect of the City's financial stewardship, similar to your own household budget planning. The City utilizes various policies and guidelines that enable management to address short-term as well as plan for our long-term financial needs. City Council and City Management use these financial tools to make informed decisions regarding future investments within our growing community, while also maintaining an adequate level of savings.

# Sources | City Funds

The City has various funding sources that provide for governmental and business-type services. The three-year trend illustrated below shows City funding sources have remained relatively consistent over time. The City's largest revenues are **property and sales taxes**. These taxes predominately fund basic government services, including investments in public safety, public infrastructure, and leisure services. **Water and sewer charges** are the second largest category of revenue and are reflective of City Council approved rates for the utility system, which are aligned with the long-term business model. **User charges** capture a variety of City services, and fees are collected specifically from those who directly benefit and utilize the services. Examples include: solid waste services, stormwater fees, development activities, parks and recreation fees, convention center activities, and parking and transit passenger charges. The City also receives federal and state **grants**, as well as other special funding allocations from external sources that support specific initiatives, such as road repairs, parks and recreation, housing development projects and community outreach. Additional revenue sources, listed as **other**, include interest income and other miscellaneous revenues.

## FISCAL YEAR 2019 (FY19) ADOPTED BUDGET

FY19 City-wide Adopted Operating and Capital budgets total \$971.4 million. The categories shown highlight the sources (revenues) and uses (expenses) as a percentage of the total. **Budget priorities for FY19** were aligned to the City's Strategic Plan. A few of the top initiatives are included to the right:

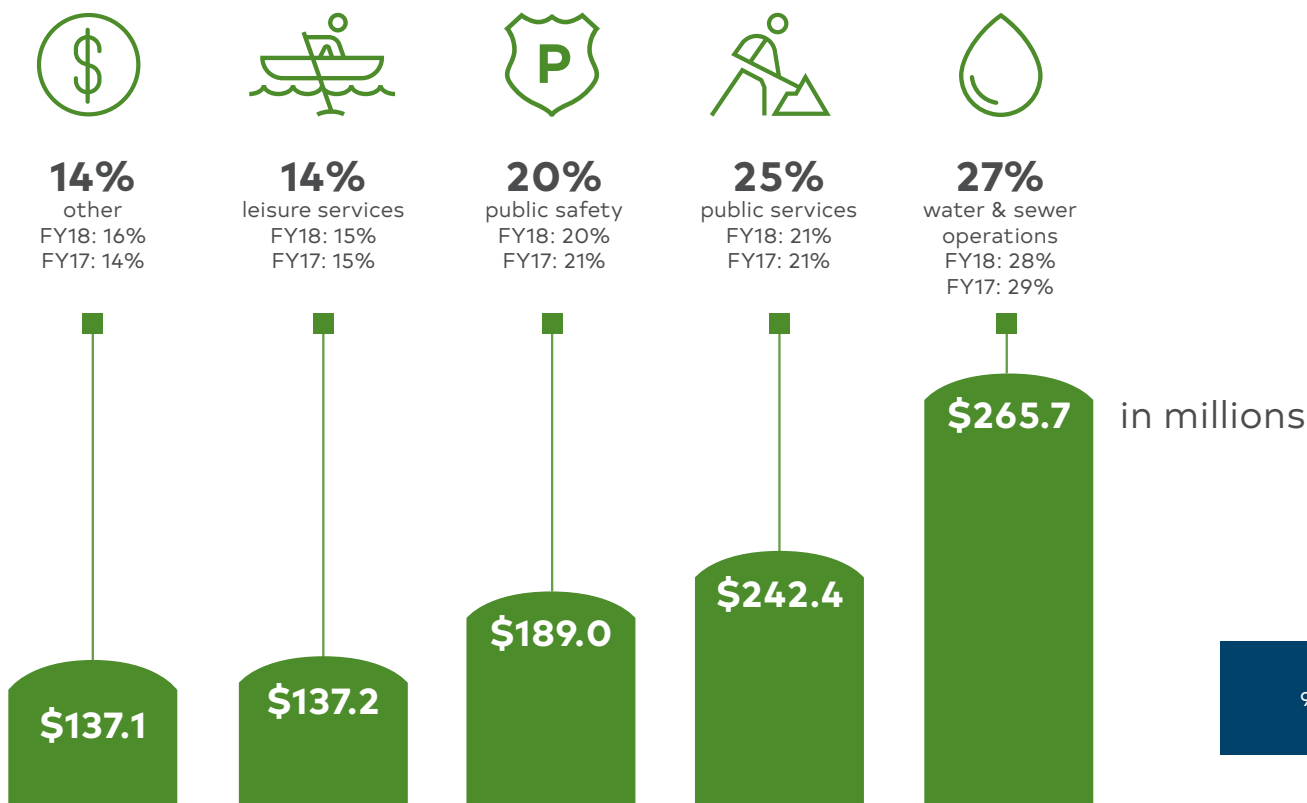




# Uses | City Funds

The City provides many services to our citizens while continuing to monitor budgets. The three-year trend illustrated below shows City uses have remained relatively consistent over time. **Water and sewer operations** represent the largest budgeted category for the City with a focus on clean drinking water and effective waste water services, which protect the environment and public health. **Public services** capture a wide variety of work efforts, including solid waste services, stormwater, development activities, parking and public transit. **Public safety** accounts for fire, police and emergency communication operations, which are funded predominately by general tax revenues. The City continues to invest in emergency responders to maintain the safety of our growing service area. **Leisure services** include parks, recreation and cultural resources, as well as the Convention Center Complex where citizens and visitors may enjoy amenities and cultural programs. Additional uses listed as **other** include internal service organizations, various housing assistance and other community initiatives.

- Continue the support of public safety operations and provide citizens with a high quality of life
- Broaden citizen engagement and expanded communications
- Ensure long-term financial sustainability and financial strength
- Manage growth through investments in various infrastructure initiatives
- Increase community outreach and affordable housing availability
- Foster a diverse local economy through partnerships and innovation
- Invest in human capital to recruit and retain our outstanding workforce



# FY19 | Governmental Activities

The Governmental activities section in the City's financial statements includes programs predominately supported by taxes, grants from federal and state governments, and other special funding allocations. In comparison, the City's Business-type activities, described on pg. 12, are funded by user charges. Governmental revenue sources cover various services, including: public safety efforts for fire, police, and emergency communications; parks, recreation and cultural resources initiatives; infrastructure management; planning and neighborhoods; as well as general government administration. Governmental activities also include revenue sources, such as grant-funded programs and capital projects which support infrastructure across the City, including parks, streets and technology.

## Balance sheet

Amounts in millions	FY19	FY18	Change
Assets	\$ 1,961	\$ 1,908	\$ 53
Deferred Outflows of Resources	80	51	29
Liabilities	(919)	(931)	12
Deferred Inflows of Resources	(51)	(49)	(2)
<b>Net Position</b>	<b>\$ 1,071</b>	<b>\$ 979</b>	<b>\$ 92</b>

A **balance sheet** provides a snapshot of what the City currently owns (assets) and owes (liabilities), as well as sources (deferred inflows) and uses (deferred outflows) that will be recognized in future years. **Net position** represents the City's investment in the assets it uses in providing services to its citizens.

Net position is a snapshot of the overall financial condition of the City and is comprised of capital assets, restricted funds for needs such as debt commitments, and unrestricted amounts available to support ongoing operations. The majority (or 68%) of the City's \$1,071 million net position represents an investment in capital assets, examples include land, buildings and other infrastructure that are used to provide services to citizens. As shown in the tables, the City's change in net position increased by \$92 million. This positive change met management's expectations and over time, increases in net position serve as a useful indicator of the strength of the City's financial position.

## Income statement

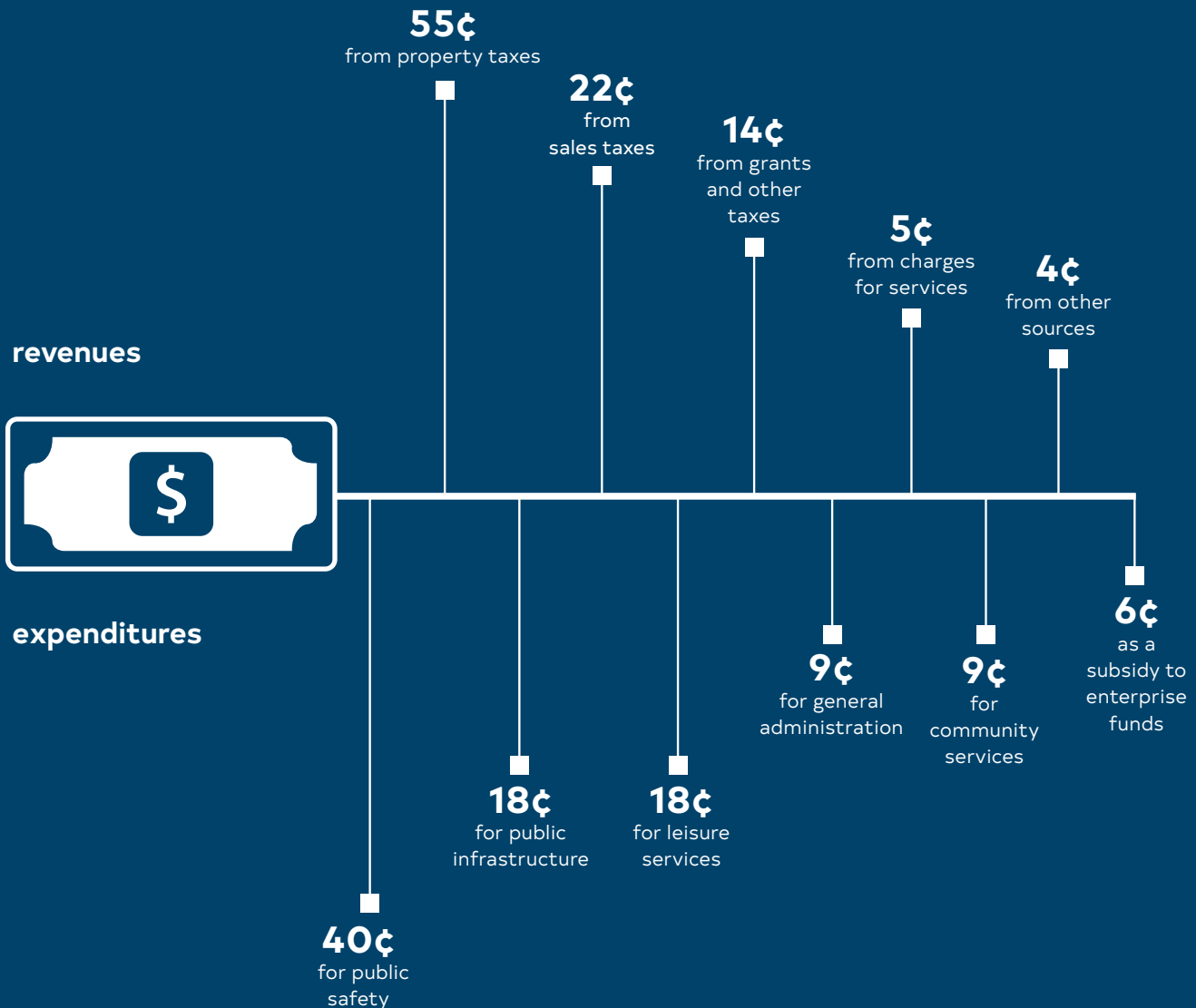
Amounts in millions	FY19	FY18	Change
Revenues	\$ 574	\$ 545	\$ 29
Expenses	(427)	(410)	(17)
Transfers In (Out)	(55)	(51)	(4)
<b>Change in Net Position</b>	<b>92</b>	<b>84</b>	<b>8</b>
Restatement	-	(183)	183
<b>Change in Net Position, Restated</b>	<b>\$ 92</b>	<b>\$ (99)</b>	<b>\$ 191</b>

An **income statement** provides a summary of amounts received (revenues) and amounts spent (expenses). The difference between revenues and expenses shows the City's **change in net position**. A positive change in net position indicates the City had enough revenues to cover its obligations and has the ability to save for the future.

Revenues increased for the City's governmental activities in FY19 driven primarily by growth associated with property and sales tax revenues as well as other governmental receipts. The growth experienced this year corresponds to strong economic factors and continued development within the City. While the City maintains a focus on diligent expense management, the year over year operating expenses increase was a result of the City's continued investment in our employee workforce and the growth of operations to serve our expanding city. The restatement presented in the FY18 figures reflects the implementation of regulatory requirements. The FY19 results are in line with management's expectations.

# FY19 | General Fund Results

The General Fund is the City's main operating fund supporting key operations such as public safety, public infrastructure and leisure services. This page displays FY19 actual results in cents to provide an easy to understand illustration of General Fund revenue sources and expenditure uses. **Property taxes** and **sales taxes** are the two largest sources of revenue totaling 77 cents of every dollar received to support the General Fund. **Public safety** (fire, police, and emergency communications) accounts for the largest area of General Fund spending at 40 cents, followed by **public infrastructure** (city planning, inspections, and roads) and **leisure services** (parks, recreation and cultural resources) both at 18 cents. The City's General Fund revenues and expenditures allocation is similar to the prior year, and results met expectations in FY19 when compared to budget.



# FY19 | Business-Type Activities

Business-type activities encompass the City's enterprise fund operations. The City manages six enterprises: Raleigh Water, Convention Center Complex, Public Transit, Stormwater, Parking, and Solid Waste Services. These business-type operations are primarily funded by fees charged to customers who directly benefit from the services provided.

## Balance sheet

Amounts in millions	FY19	FY18	Change
Assets	\$ 2,671	\$ 2,572	\$ 99
Deferred Outflows of Resources	100	80	20
Liabilities	(1,293)	(1,306)	13
Deferred Inflows of Resources	(19)	(19)	-
<b>Net Position</b>	<b>\$ 1,459</b>	<b>\$ 1,327</b>	<b>\$ 132</b>

A **balance sheet** provides a snapshot of what the City currently owns (assets) and owes (liabilities), as well as sources (deferred inflows) and uses (deferred outflows) that will be recognized in future years. **Net position** represents the City's investment in the assets it uses in providing services to its citizens.

Net position is a snapshot of the overall financial condition of the City and is comprised of capital assets, restricted funds for needs such as debt commitments, and unrestricted amounts available to support ongoing operations. Net position represents a 71% investment in capital assets that are used to provide services to citizens. The largest types of capital assets are water and sewer treatment plants and the supporting infrastructure pipe lines. As shown in the tables, the City's change in net position for business-type activities increased by \$132 million. The increase in net position generated from normal operations continues to demonstrate strength in our fiscal stability, savings for future growth, as well as continued due diligence on cost measures.

## Income statement

Amounts in millions	FY19	FY18	Change
Revenues	\$ 402	\$ 366	\$ 36
Expenses	(325)	(310)	(15)
Transfers In (Out)	55	51	4
<b>Change in Net Position</b>	<b>132</b>	<b>107</b>	<b>25</b>
Restatement	-	(68)	68
<b>Change in Net Position, Restated</b>	<b>\$ 132</b>	<b>\$ 39</b>	<b>\$ 93</b>

An **income statement** provides a summary of amounts received (revenues) and amounts spent (expenses). The difference between revenues and expenses shows the City's **change in net position**. A positive change in net position indicates the City had enough revenues to cover its obligations and has the ability to save for the future.

The year-over-year revenue increase for the City's business-type activities was driven primarily by water and sewer rate changes factored with higher consumption by customers and a slight increase in the growth of accounts. Raleigh Water continues to use financial projection models for long-term planning of growth compared to projected costs. Public Transit also experienced favorable revenue increases in FY19 continuing with the implementation of Wake Transit Plan initiatives, expanded routes and increased ridership, as well as grant-funded activity. Each of the other enterprise operations experienced an increase in revenues as well. Results reflect a continued demand for and expansion of services within the City. The City's expenses increased in FY19 and fell within budget as service levels were maintained in line with the City's continued growth. A restatement presented in FY18 reflects the implementation of regulatory requirements. The FY19 results are in line with management's expectations.

# FY19 | Capital Improvement Plan

The City utilizes a Capital Improvement Plan (CIP) as one element in the City's long-term planning process. The CIP has a unique and important goal to outline what the community needs both now and in years to come. Long-term studies as well as citizen input are an important element within the City's planning process. The CIP highlights the City's major facility, equipment and other infrastructure needs, establishes priorities, and phases the development of projects over the next 5 years. Identifying funding to support these projects is also a factor in making informed decisions. The entire CIP process is completed in a strategic, thoughtful, and impactful way to maximize economic development and improve quality of life in alignment with the City Council's vision. Capital project initiatives generally include buildings, land, major technology projects, and general improvements that allow the City to develop or expand services. The CIP is approved by City Council annually as part of the adopted budget.

The five-year CIP plan may be found at:

<https://raleighnc.gov/capital-improvement-program>

During FY19, the City completed a number of projects outlined in the City's Capital Improvement Plan, including the following:

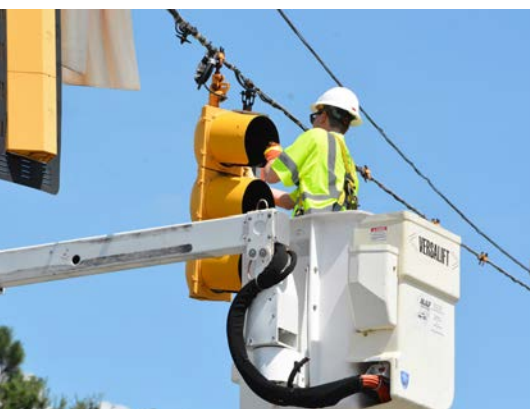
## **Raleigh Water and Stormwater Projects:**

- Improvements to the Big Branch Pump Station, Hillsborough Street and Garner Road transmission lines, as well as meter replacements to maintain the quality of water and sewer systems.
- FEMA Flood Mitigation and several drainage and stream improvement projects, including Northshore Lake, were completed to allow for the continuous flow of stormwater to reduce runoff and improve water quality within the City.

## **Other Infrastructure Projects:**

- Security and building upgrades to Convention Center Complex facilities, community center improvements, and both park land acquisitions and improvements which enhance citizen and visitor experiences.
- City-wide traffic signal systems upgrade, and many street projects which address safety and accommodate the population growth of our City.
- Several technology projects which meet the ongoing digital demand and improve services to our customers.

In addition, the FY19 CIP budgeted for new or continuing capital projects consistent with the City's strategic and comprehensive plans ranging from investments in capital maintenance and renovations, long-term public transit expansions, housing and community outreach, and other general public improvements.



# FY19 | Understanding City Debt

A priority of the City is to maintain the long-term financial sustainability of our general governmental and business-type operations. This strong commitment has resulted in the City receiving Aaa ratings from Moody's Investors Service and AAA ratings from Standard & Poor's Global and Fitch ratings on both the general and utility debt, signifying the highest credit quality. Raleigh is one of the few cities in the nation to have achieved these superior credit ratings. This status has been beneficial in allowing us to successfully obtain the lowest interest rates for the City's debt issuances.

The City maintains a manageable level of debt to support general governmental activities such as public safety facilities, street and park improvements, as well as business-type activities, primarily water and sewer. Given the capital-intensive nature of the business-type activities (pipes, pumps, and treatment plants), a majority (55%) of the City's total debt portfolio is repaid from business-type user charges. The remaining portion (45%) of the City's debt financing of governmental activities is paid for by general governmental revenues.

### Governmental activities

General governmental outstanding debt totals \$527.9 million, a decline over prior year. The City has the ability to extend \$305.4 million for future debt needs that would support transportation as well as parks and recreation infrastructure projects.

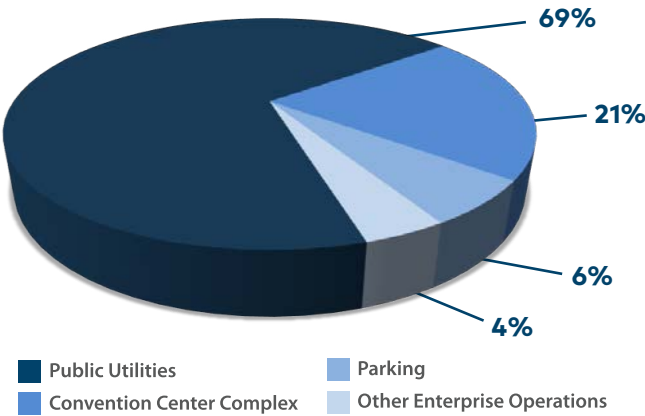
**FY19 New Debt** - \$17.8 million installment financing for on-going governmental equipment needs.

**11.3%** - FY19 actual debt payments compared to General Fund budget. City policy allows for a maximum of 15.0%.

### Business-type activities

Most City debt is associated with our enterprise funds, primarily Raleigh Water, with a much smaller portion for Convention Center Complex and Parking. Business-type outstanding debt totals \$1.0 billion, a decline over prior year.

**FY19 New Debt** - \$10.7 million installment financing for on-going business-type equipment needs.



### Debt management

The City's Treasury Division is dedicated to ensuring prudent debt management for future City planning needs.

More detailed schedules specifically on City debt may be found in the FY19 CAFR.

# FY19 | Raleigh Accolades and Demographics

Raleigh continues to be ranked among the best places in the United States to live, work, play and more. Here are a few accolades the City has received:

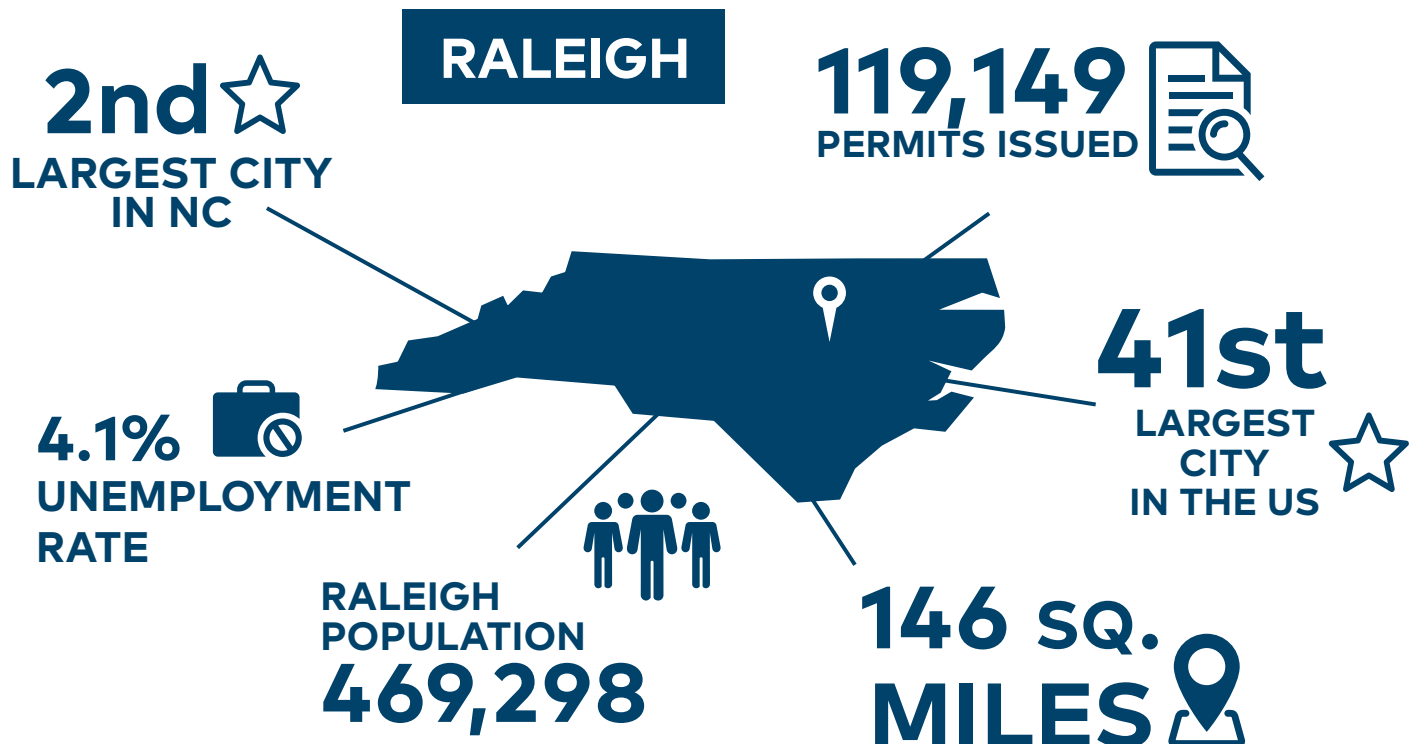
- 2nd in the Top 100 Best Places to Live (May 2019 – Livability)
- City Museums Among Top NC Tourist Attractions (March 2019 – Carolina Publishing Associate)
- 3rd Best in Quality of Life in the World (March 2019 – NUMBEO)
- 2nd Most Family Friendly City (February 2019 – Homes)
- 8th Best City for Jobs in the U.S. (October 2018 – Glassdoor)

## Major Industries & Employers:

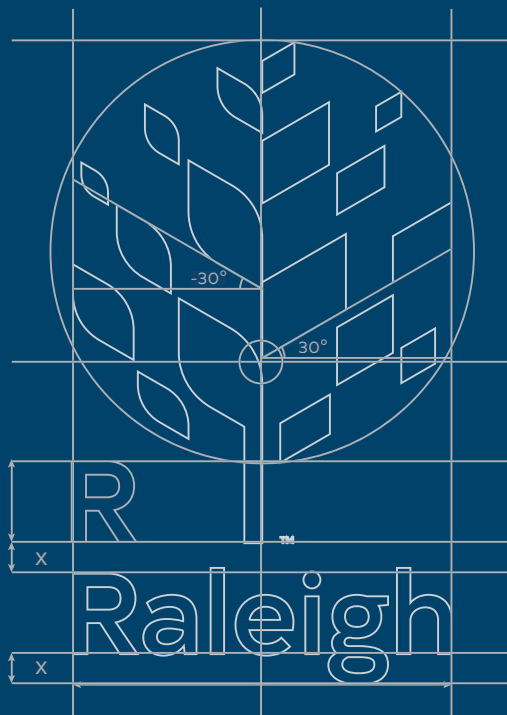
As the Capital of the State, the City derives its economic profile from a diverse combination of business and employment centers, including Federal and State government, higher education, information technology, scientific research, healthcare and retail trade.

## The top ten employers within the City include:

- State of North Carolina
- North Carolina State University
- Wake Med Health and Hospitals
- Wake County Public School System
- UNC Rex Healthcare
- City of Raleigh
- Wake County Government
- N.C. DHHS
- Duke Energy Progress
- Wake Technical Community College



If you would like to read more about the City's accolades, please visit the City's website at [www.raleighnc.gov](http://www.raleighnc.gov).



# RALEIGH'S NEW BRAND



## Spotlight on City of Raleigh's New Branding

### STORYTELLING

How do we tell the City's story? This is a question our Communications Department tackles every day. It is the department's mission to find new and inventive approaches to share the thousands of ways The City of Raleigh serves the community.

It's no secret that there's been a huge shift in the way people communicate and their expectations for information to be available on demand over the last few decades. With that in mind, the Communications Department is constantly evolving and thinking ahead, utilizing the team's skills, talents, and resources to tell the stories of the City's service organization and provide timely updates and customer service to residents.

### CITY BRANDING INITIATIVES

Telling our City's story starts and ends with a strong definition of a brand. In 2017, the Communications team began the challenging task of implementing a new city-wide brand. Previously, the City's official seal representing an oak tree surrounded by a garland of oak leaves was often presented on City communications. City leadership supported exploring a new city-wide branding campaign that would utilize targeted logo uses, and preserve the City's formal seal more for official capacities.

Building a brand, including a logo, that would represent the City for years to come needed to be a comprehensive process. In addition to design experts, the City conducted outreach to citizens and employees to pinpoint the ideal essence of the Raleigh government. It took nearly a year of design, but the City unveiled the new City brand in November 2017. The logo takes inspiration from the City's history: the original William Christmas plan (grid shape), the Sir Walter Raleigh coat of arms (diamonds), and the oak tree (leaves), featuring a primary color palette of greens that represent varying levels of growth. The tree leaves are a unique combination of rounded and diamond shapes, alluding to both the organic natural



environment that surrounds us as well as our man-made accomplishments and the urban landscape respectively. The City recognizes that our community is equally proud of both, and that this balance is a large factor in what makes Raleigh one of the best places to live, work, and play.

As a component of the brand, Raleigh's City Council also adopted a vision and mission statements that further present the identity of the new branding.

### **BRANDING PLATFORM – 2018-2019**

Beginning in 2018-2019, the organization's branding efforts evolved into a full branding initiative that supported a comprehensive style applied to all communication materials. Most internal support departments, such as Finance and Human Resources, will resemble the "Corporate" City brand that rolled out over the last year.

Many of the public-facing departments and service areas, however, will be "sub-branded" in a way that makes locating services easy to find, identify, and remember. All sub-brands will utilize a common naming convention. Sub-brands currently in development include: Raleigh Arts, Raleigh Community, Raleigh Housing, Raleigh Parking, Raleigh Parks, Raleigh Stormwater, Raleigh Transportation and Raleigh Water, with more to come. A sub-brand will have its own visual take on the City brand, leaning into design elements and color palletes, but will always feel connected to the "Corporate" City brand.

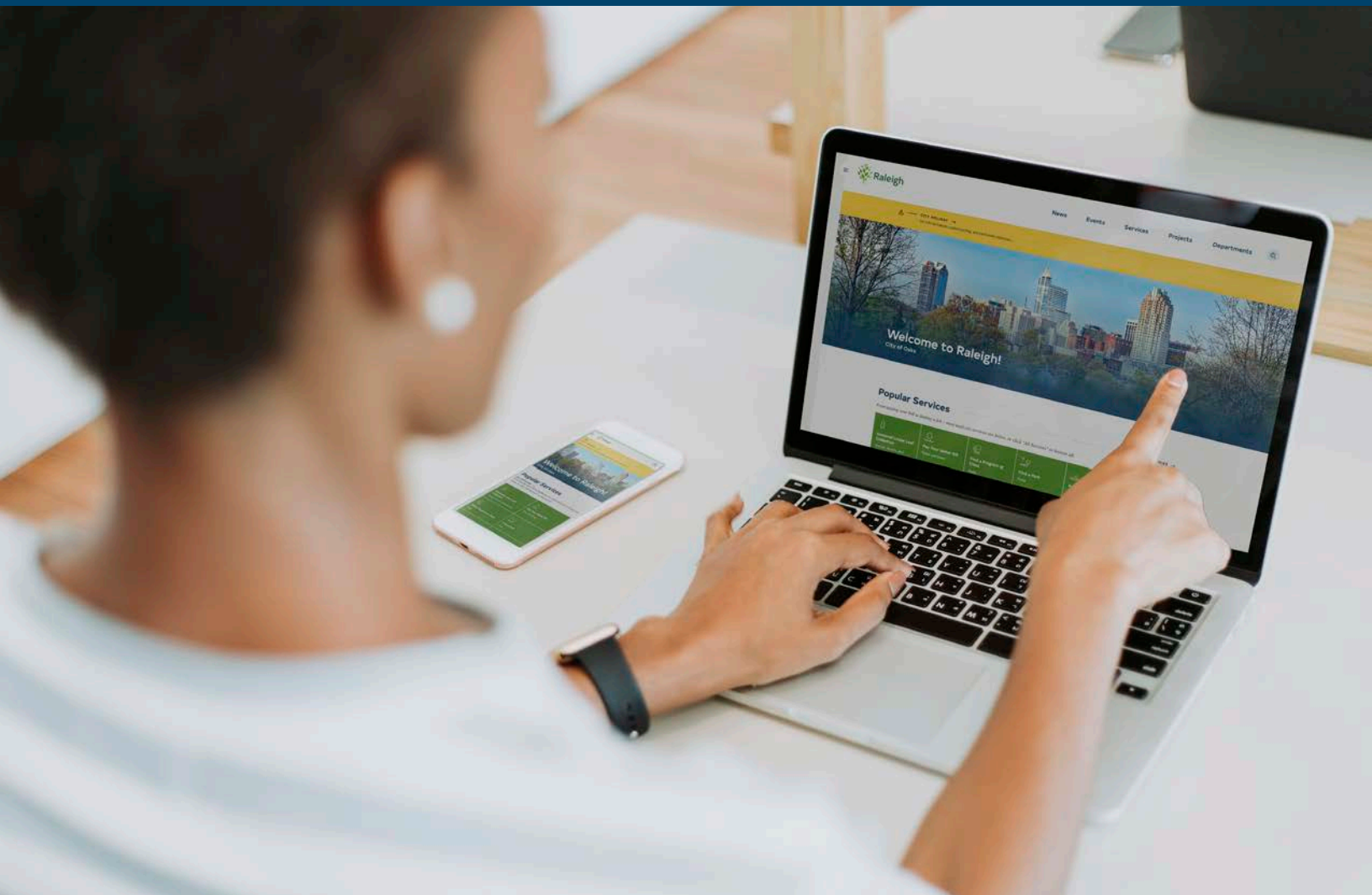
Through the corporate and sub-brand explorations, the City will be defining how the new brand is applied to everything from vehicles, trash receptacles, uniforms, digital media, signage and more. The goal of the process is to build the City's branding and tools together to unify all City communications to enable a service-oriented approach from the citizen point of view.

### **FOR THE FUTURE – 2019 and Forward**

The Communications department was inspired with the successful unveiling of the new Corporate logo and City branding platform. Building on this momentum, the next phase was to launch the branding and incorporate this approach to our biggest communication tool – the City's website ([raleighnc.gov](http://raleighnc.gov)).

The website redesign has been years in the making running parallel with the City's branding initiatives. Serving as the top source for city information (as rated by 73 percent of residents in the 2018 Community Survey), the City wanted the website to reflect what people have come to expect from a city website, but go further to capture more directly the essence of the City government and its services today. To accomplish this, Communications and Information Technology collaborated with city departments, and gathered input from citizens, external agencies, and other stakeholders.







Similar to the branding effort, the website takes a citizen point-of-view and a service-oriented approach. The website also features the look and feel of the new City brand, from the updated color palette to the simple, clean design approach. Making the website more modern, significant changes were incorporated to give visitors to the site a better experience when viewing from a tablet or phone. It serves as a useful web platform to promote City services, improve community engagement, integrate third party applications, and meet ADA accessibility best practices.

Detailed work is still underway, but the City launched the first phase of the website in November 2019. Aligning with our brand, the experience is user centric - it's about finding what you want, when you want it. Users can navigate by service categories, departments, or by using the search tool.

Highlights from the [raleighnc.gov](http://raleighnc.gov) home page, include:

- Popular services - Focus on ease of access to areas such as:
  - » Where to pay bills
  - » Finding parks or community centers
  - » Bus routes and schedules
  - » Citizen service requests
- "My City Services" - A one-stop shop where you can simply enter your address and get information such as your district, Council representative, voting location, police precinct, and more.
- City-wide news and events – Current up-to-date information on topics of interest.
- Projects Around the City – Where residents and business partners can get information on initiatives across all departments.
- Access to City Council – City Council members, meeting minutes and agendas.

The City is proud to follow other municipalities and industry best practices seeking new forms of outreach as we deliver the best in class communications. We hope our residents find the website and the City's new branding a good representation of our growing, dynamic community.

The City would like to thank all of the departments and residents city-wide for embracing the new brand and website, and engaging with us in a meaningful dialogue about Raleigh every day.

## By the Numbers



### Social media following is up:

Twitter **+140%**  
Facebook **+7%**  
Instagram **+65%**



Website organizes over **500 city services**



Website is **#1 source of City information**



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Brand will be used on approximately **480 design jobs** and thousands of touchpoints annually



# Raleigh

**CITY OF RALEIGH**

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