



# City of Fayetteville

433 Hay Street  
Fayetteville, NC  
28301-5537  
(910) 433-1FAY (1329)

## Meeting Agenda - Final City Council Work Session

---

Monday, November 6, 2023

5:00 PM

Lafayette Conference Room

---

1.0 CALL TO ORDER

2.0 INVOCATION

3.0 PLEDGE OF ALLEGIANCE

3.0 APPROVAL OF AGENDA

4.0 OTHER ITEMS OF BUSINESS

4.01 [23-3646](#) City Council Committee's Updates

**Attachments:**

[Council Committee Update - Council Policies Review 110623](#)

[Council Committee Update Form - Corridor Revitalization](#)

[Corridor Revitalization Items of Business and Committee Actions](#)

[Council Committee Update Form Homless and MEntal Health 10.30.23](#)

[Stormwater Council Committee Update Form](#)

[Council Stormwater Items of Business and Committee Actions](#)

4.02 [23-3622](#) Traffic Calming Measures

**Attachments:**

[20230925\\_Traffic Calming Examples.pdf](#)

[20230925\\_Traffic Calming Appropriateness Matrix.pdf](#)

[20231106\\_Traffic Calming Presentation.pptx](#)

4.03 [23-3656](#) Every Town for Gun Safety

**Attachments:**

[Memo - Research on Every Town for Gun Safety](#)

4.04 [23-3670](#) Airport Strategic Marketing Plan

**Attachments:**

[FY 23-24 Marketing Plan 103023](#)

[Airport Marketing Plan Work Session November 6, 2023 \(103023\)](#)

4.05 [23-3587](#) City Council Member Agenda Item Request - Solid Waste Ordinance -  
Yard Waste - Council Member Hondros

**Attachments:**

[CM Hondros - Solid Waste 100223](#)

4.06      [23-3639](#)      City Council Agenda Item Request - Downtown Parking - Council Member Hondros

Attachments:      [CM Hondros - Downtown Parking 110623](#)

4.07      [23-3657](#)      City Council Agenda Item Request - Sidewalks - Council Member Thompson

Attachments:      [CM Thompson - Sidewalks 110623](#)

5.0 ADJOURNMENT

### **CLOSING REMARKS**

**The City of Fayetteville will not discriminate against qualified individuals with disabilities on the basis of disability in the City's services, programs, or activities. The City will generally, upon request, provide appropriate aids and services leading to effective communication for qualified persons with disabilities so they can participate equally in the City's programs, services, and activities. The City will make all reasonable modifications to policies and programs to ensure that people with disabilities have an equal opportunity to enjoy all City programs, services, and activities. Any person who requires an auxiliary aid or service for effective communications, or a modification of policies or procedures to participate in any City program, service, or activity, should contact the office of Human Relations at [yamilenazar@fayettevillenc.gov](mailto:yamilenazar@fayettevillenc.gov), 910-433-1696, or the Office of the City Clerk at [cityclerk@ci.fay.nc.us](mailto:cityclerk@ci.fay.nc.us), 910-433-1989, as soon as possible but no later than 72 hours before the scheduled event.**

**COUNCIL WORK SESSION WILL BE AIRED**  
**November 6, 2023 - 5:00 p.m.**  
**Cable Channel 7 and streamed "LIVE" at FayTV.net**



# City of Fayetteville

433 Hay Street  
Fayetteville, NC 28301-5537  
(910) 433-1FAY (1329)

## City Council Action Memo

File Number: 23-3646

**Agenda Date:** 11/6/2023

**Version:** 1

**Status:** Agenda Ready

**In Control:** City Council Work Session

**File Type:** Other Items of  
Business

**Agenda Number:** 4.01

**TO:** Mayor and Members of City Council

**THRU:**

**FROM:** Mitch Colvin, Mayor

**DATE:** November 6, 2023

**RE:**

City Council Committee's Updates

**COUNCIL DISTRICT(S):**

ALL

**Relationship To Strategic Plan:**

Gola IV - Collaborative Citizen and Business Engagement

**Executive Summary:**

Updates will be provided from the current Council Committees Chairs:

Council Policies Review Committee - Council Member Jensen

Corridor Committee - Council Member Jensen

Stormwater Committee - Council Member Hondros

Homeless Committee - Council Member Benavente

**Background:**

The Mayor establishes various AD Hoc Council Committees; also known as a select committee, an ad hoc committee is a temporary group of people who are brought together to perform a specific task or solve a problem. The term "ad hoc" means "as

needed.” Ad hoc committees have different purposes, including but not limited to the following: solve problems, develop ideas, make decisions, perform tasks. One may also be created as part of a larger project, such as a new strategic plan, or in response to a crisis. Once finished, the ad hoc committee is dismissed.

**Issues/Analysis:**

N/A

**Budget Impact:**

N/A

**Options:**

N/A

**Recommended Action:**

For information

**Attachments:**

Council Policy Committee Update  
Corridor Committee Update  
Stormwater Committee Update  
Homeless Committee Update



# COUNCIL COMMITTEE UPDATE

**Committee Name:** \_\_\_\_\_

**Members:** \_\_\_\_\_

**Meeting Frequency:** \_\_\_\_\_

**Committee Purpose**

**Top 3 Objectives/Activities of the Committee**

**Successes & Accomplishments**

**Identified Challenges (If Any)**

**Lessons Learned**

**What is Next/Future Plans**



# COUNCIL COMMITTEE UPDATE

**Committee Name:** \_\_\_\_\_

**Members:** \_\_\_\_\_

**Meeting Frequency:** \_\_\_\_\_

**Committee Purpose**

**Top 3 Objectives/Activities of the Committee**

**Successes & Accomplishments**

**Identified Challenges (If Any)**

**Lessons Learned**

**What is Next/Future Plans**



## Corridor Revitalization Items of Business and Committee Actions

### **November 2, 2022**

- *Corridor Revitalization Committee Objectives and Expectations*

The consensus of the Committee was to continue focusing on the following items: Verifying if there is any funding available; Signage, Littering, Panhandling, and No Standing in the Median; Speak with NCDOT about encroachment agreements; Trash/litter pick up throughout the City

### **February 6, 2023**

- *Panhandling Update*

Consensus of the committee was to move forward with the seventeen locations currently identified for signage and add as an administrative report on the February 13, 2023 Regular Council meeting.

- *Litter Campaign Update with Photos*

Consensus of the committee was to complete a Council Member Request for the March 6<sup>th</sup> Work Session directing staff to come back with a definition of the litter problem and strategies that can continue to be used and/or develop new strategies on how the City is addressing from a comprehensive standpoint the litter challenges that face Fayetteville.

### **March 6, 2023**

- *NCDOT Presentation on I-295 Landscaping Funding*

This item was for informational purposes only. NCDOT provided a high-level briefing regarding the funding available for the landscaping of certain I-295 interchanges. Mr. Miller stated there are funds available for landscape of the four different projects. NCDOT will pay for and install the initial landscaping with the understanding that after it is completed the City agrees to maintain it. The funding amounts to one (1) percent of the total project cost. The totals per project are: All American Freeway – Cliffdale Road Interchange: \$1.7 Million; Cliffdale Road – Raeford Road Interchange: \$1.3 Million; Raeford Road – Camden Road: \$1.6 million; and Camden Road – I-95: \$3.2 million.

- *Litter Campaign Update*

Consensus of the Committee was to request Sustainable Sandhills attend the next meeting to present a presentation on Fayetteville Beautiful.

### **April 3, 2023**

- *Fayetteville Beautiful Update from Sustainable Sandhills*

This item was for informational purposes only.

**October 16, 2023**

- *Downtown Night-Time Landscaping*

Mr. Douglas Hewett, City Manager recommended bringing in partners such as Cool Springs Downtown District to work through the project and have Ms. Bianca Shoneman come back and present a proposal to the Committee then the full Council.

- *NCGS 136-66.1 & City Code 24-19*

Staff will bring back suggested language for City Code 24-19 to update the ordinance for the Committee's consensus.



# COUNCIL COMMITTEE UPDATE

**Committee Name:** \_\_\_\_\_

**Members:** \_\_\_\_\_

**Meeting Frequency:** \_\_\_\_\_

**Committee Purpose**

**Top 3 Objectives/Activities of the Committee**

**Successes & Accomplishments**

**Identified Challenges (If Any)**

**Lessons Learned**

**What is Next/Future Plans**



# COUNCIL COMMITTEE UPDATE

**Committee Name:** \_\_\_\_\_

**Members:** \_\_\_\_\_

**Meeting Frequency:** \_\_\_\_\_

**Committee Purpose**

**Top 3 Objectives/Activities of the Committee**

**Successes & Accomplishments**

**Identified Challenges (If Any)**

**Lessons Learned**

**What is Next/Future Plans**

## **Council Stormwater Items of Business and Committee Actions**

### **September 15, 2022**

- *Stormwater Capital Investment Projects*

This item was for informational purposes only

- *Committee Meeting Day & Time*

Consensus of the Committee was to meet on Thursday morning at 8:30 a.m.

### **October 20, 2022**

- *Drainage Assistance Program Projects*

This item was for informational purposes only.

### **December 8, 2022**

- *Drainage Assistance Program Criteria*

The consensus of the Committee was to have staff identify projects that were not eligible for the Drainage Assistance Program and the reason for the denial. Staff was directed to research DAP in Greenville, High Point, Greensboro, and Durham.

### **January 12, 2023**

- *Review of various Drainage Assistance Program Applications*

This item was for informational purposes only.

- *Drainage Assistance Program in peer cities*

This item was for informational purposes only

- *Committee Members' recommendation for DAP criteria for revisions*

Consensus of the Committee was to have staff develop language for appeals of the Drainage Assistance Program and add language to Section 23-3.2 (c) 5 of the Drainage Assistance Program.

### **February 9, 2023**

- *Revised language for DAP*

Consensus of the Committee was to accept the addition of Municipal Code Sec 23-3.2(2), word change in Municipal Code Sec 23-3.2(10), change to Municipal Code Sec 23-3.2(e), and to have staff come back with revised language for Municipal Code Sec 23-3.2(7).

- *Quick Review of Stormwater Ordinance regarding new development/construction review*

This item was for informational purposes only.

### **March 9, 2023**

- *Revised language for Municipal Code Sec 23-3.2(7)*

Consensus of the Committee was to accept the changes to Municipal Code 23-3.2 and present to the Stormwater Advisory Board on April 4, 2023 and present to Council on April 10, 2023.

### **May 18, 2023**

- *Stormwater Department Updates*

Consensus of the Committee was to support the consultant study to move toward tier rate structure and accept the Stormwater Rate Projection Enterprise Fund recommendation.

- *Renaming Stormwater Department to Stormwater Utility*

Consensus of the Committee was to rename the Stormwater Department to Stormwater Utility.

### **August 29, 2023**

- *Residential Stormwater Control Measures*

Consensus of the Committee was to have staff come back with more information on Residential Stormwater Control Measures.

- *Watershed Study, Blounts Creek, Cross Creek, and Eccles Park*

This item was for informational purposes only.





# City of Fayetteville

433 Hay Street  
Fayetteville, NC 28301-5537  
(910) 433-1FAY (1329)

## City Council Action Memo

File Number: 23-3622

**Agenda Date:** 11/6/2023

**Version:** 1

**Status:** Agenda Ready

**In Control:** City Council Work Session

**File Type:** Other Items of  
Business

**Agenda Number:** 4.02

**TO:** Mayor and Members of City Council

**THRU:** Adam Lindsay, Assistant City Manager

**FROM:** Sheila Thomas-Ambat, PE, CCM, CFM, Public Services Director  
Brian McGill, PE, PTOE, City Traffic Engineer

**DATE:** November 6, 2023

**RE:**

Traffic Calming Measures

**COUNCIL DISTRICT(S):**

All

### **Relationship To Strategic Plan:**

Goal I: Be a safe and secure community.

Goal II: Be a responsive city government supporting a diverse and viable economy.

Goal III: Be invested in today and tomorrow.

Goal IV: Be a highly desirable place to live, work, and recreate.

Goal V: Be a financially sound city providing exemplary city services.

Goal VI: Have a collaborative citizen and business engagement base.

### **Executive Summary:**

The purpose of this report is to address and discuss the request received from Council to provide high-level information on traffic calming measures outside of speed bumps. The majority of traffic calming measures fall into three categories: Horizontal deflection, vertical deflection, and street width reduction.

Horizontal deflection prevents drivers from driving in a straight line and includes the following traffic calming measures:

- Lateral Shift
- Chicane

- Realigned Intersection
- Traffic Circle
- Mini Roundabout
- Roundabout

Vertical deflection changes the road height and includes the following traffic calming measures:

- Speed Bump/Hump
- Speed Cushion
- Speed Table
- Raised Crosswalk
- Raised Intersection

Council requested speed bumps/humps be omitted from this report, however to be thorough, speed bumps/humps were included in this report and the attachments.

Street width reduction narrows the travel lane, making it less comfortable for the driver to speed, and includes the following traffic calming measures:

- Corner extension/bulb-out
- Choker
- Median Island
- On-Street Parking
- Road Diet

Other measures were reviewed after the initial administrative report was submitted to Council, and are included for the presentation. These measures include the following:

- Radar Feedback Signs
- Rumble Strips / Stripes
- Multi-Use Lines / Lanes

Traffic calming measures not reviewed for this report include the following: Traffic signals, pavement markings, gates, corner radius reductions, streetscaping/landscaping, textured pavements like brick pavers, signs, and temporary measures such as police speed enforcement. Studies have shown that signs are not an effective traffic calming measure.

**Background:**

- City Council requested staff review traffic calming measures outside of speed bumps at the conclusion of the August 7th, 2023 City Council Work Session.
- Staff presented City Council with an administrative report at the September 25th, 2023 City Council Regular Meeting, where it was moved to hear the Report as a presentation during a City Council Work Session.

There are multiple contributing factors to speeding, with a large component being driver comfort and confidence in their ability to navigate the road. Successful attempts to effectively reduce speeds have been collectively called traffic calming measures. Traffic calming measures reduce speeds by making drivers uncomfortable when they speed across the installed treatment. The three following measures compose the main body of effective traffic calming measures: Horizontal deflection, vertical deflection, and street width reduction. The following information is a high-level summary of the various treatments under each traffic calming measure.

All costs referenced in this administrative report are based on studies conducted by the Institute of Transportation Engineers (ITE) and Federal Highway Administration (FHWA). We have not adjusted these numbers for inflation, and their values reflect unit costs per installation. Cost is provided to compare the different treatments, with the understanding that costs are subject to change depending on the site and project requirements.

**Horizontal Deflection** prevents drivers from being able to drive in a straight path on a road. By forcing drivers to turn and adjust their path, they have to reduce their speed to remain comfortable.

- Lateral Shift

A lateral shift moves, or offsets, the road in typically one direction. Appropriate for nearly all road types, emergency vehicles and transit vehicles don't have issues with this measure. This treatment has limited research information on its impact on speeding, so it may not be as effective as other measures. Costs (2017 dollars) \$8k - \$25k.

- Chicane

A chicane is a road offset occurs more than once, like a lateral shift that is back-to-back. This treatment is appropriate for residential roads, and depending on spacing, can slightly slow-down emergency vehicles and transit vehicles. It is effective at reducing speed, but drivers may ignore pavement markings to drive straight. Costs (2017 dollars) \$8k - \$25K.

- Realigned Intersection

This treatment reconfigures an intersection to have skewed approaches. It is appropriate for residential roads of low speed, and primarily for T-intersections. This can be imagined as a Chicane at a T-intersection, with more space between the road offsets due to the intersection. This treatment has little impact on emergency vehicle response times and transit vehicles. Costs (2017 dollars) \$15k - \$60k.

- Traffic Circle

Not to be confused with a roundabout, this treatment places an island in an intersection which is usually landscaped or decorated, and should not be used for intersections where large trucks or buses often turn left. This is for intersections where modern roundabout principals cannot be applied. A traffic circle typically does not have splitter islands/ deflection preventing vehicles from entering the circle against the flow of traffic. This means vehicles could technically make a left-turn against traffic in the circle. Some

jurisdictions permit fire engines and transit buses to make the left-turn in front of the circle if there is no traffic present as the larger vehicle typically cannot circulate the island. This measure is appropriate for less-heavily traveled roads and residential roads, and sees many of the same safety benefits as a roundabout. Costs (2017 dollars) \$10k - \$25k.

- Mini-Roundabout

Similar to a roundabout, but with smaller diameter and a mountable island. This treatment has one lane in each direction, and the center island is fully traversable so that emergency vehicles and transit vehicles may drive over the center island for left turns at slow speeds. This intersection is not an appropriate type for intersections with a lot of heavy vehicles and buses making left-turns. It is appropriate for most road types, although it is not typically used for major thoroughfares. Costs (2017 dollars) \$15k - \$60k+.

- Roundabout

A raised island which requires drivers to slow, yield to traffic in the intersection, and then circulate the island to complete their movement. Generally considered safer than signalized and stop-controlled intersections. Has a limit to the number of lanes that can be accommodated, as well as the volume of traffic it can handle during peak times. Can be used to replace a traffic signal. If used to replace a City-owned traffic signal, would reduce maintenance costs, and would eventually increase revenue from Municipal Agreement under NCDOT Schedule C & D. Appropriate for all road types, but not typical for intersections inside of neighborhoods. Costs vary wildly based on retro-fit versus new construction costs, but recent 2017 dollars have estimates range from \$150k - \$2M+.

**Vertical Deflection** creates a change in the roadway height, forcing drivers to slowdown. Council requested that we review traffic calming measures outside of speed bumps, and vertical deflection includes speed bumps/humps. To provide a complete picture of vertical deflection options and document information for future review by others, speed bumps/humps were included in this report and the attachments. Vertical deflection includes the following measures:

- Speed Bump/Hump

A 3 to 4 inch raised area that forces drivers to reduce speed or else they experience discomfort. This type of treatment impacts emergency response time as it delays fire trucks and ambulances, but it does not impact access to driveways. One of the most cost-efficient ways to reduce speeding, but only suitable for less-heavily traveled roads, residential roads, and roads with lower speeds. Costs (2017 dollars) \$2k - \$4k.

- Speed Cushion

Raised areas that are identical to speed bumps/humps, with gaps between raised areas located to allow the wheels of wider fire engines higher speeds across the cushion. A detriment of this treatment is that collective experience shows drivers of standard vehicles favor driving with one of their wheels aligned with the gap in the cushion which can lead to "close calls" with on-coming traffic. Motorcycles also use the gap without reducing speed. This treatment is appropriate for collectors and residential roads. Costs (2017 dollars) \$2.5k - \$6k.

- Speed Table/Raised Crosswalk

Speed bump/hump with a flat top, often used in an area with a lot of pedestrian activity or where pedestrian visibility is a priority. This treatment is also useful when reviewing place-making opportunities and trying to serve pedestrian safety concerns, like the downtown area, but less suitable for higher-speed roads. This measure also has a sizable crash rate reduction on treated streets. This treatment is not favorable for emergency access vehicles, and causes delays similar to speed bumps/humps. Costs (2017 dollars) \$4k - \$8k.

- Raised Intersection

The road rises to sidewalk level, and generally makes the intersection more pedestrian-accessible. This measure is normally observed in densely-developed urban areas, and part of a broader area-wide traffic calming scheme with very high pedestrian crossing demand. This measure is not suitable for high-speed roads or major thoroughfares. This treatment is not favorable for emergency access vehicles, but is not as impactful as speed bumps/humps. Costs vary wildly based on the site however research provides a 2017 dollars' estimate of \$15k to \$60k and higher per treatment.

**Street Width Reduction** narrows the width of the lane of travel, increasing “side-friction.” A sense of “side-friction” is when drivers sense that a lot is going on at the street level, - i.e., vehicles parking, pedestrians walking - and the drivers should reduce speed and anticipate other road users. “Side-friction” is more present on Hay Street than on Skibo Road. These measures can also provide other benefits like increasing pedestrian safety, place-making, and providing parking for businesses or outdoor space for seating. Street width reduction includes the following measures:

- Corner extension/bulb-out

An extension of the sidewalk into the road, resulting in a narrower roadway. This reduces the distance pedestrians need to cross an intersection, and is appropriate for all road types. Vehicle speeds may not be reduced as effectively as other treatment options. The two main challenges for this treatment is drainage and visibility of the curb delineation. Emergency and transit vehicles should not have an issue with this treatment. When applied to all corners of a four-legged intersection, 2017 dollar estimates begin at \$8k and increase to \$40k or more if drainage is an issue.

- Choker

Essentially a corner extension/bulb-out that is placed at a mid-block location, or where there is not an intersection. Can be used to narrow the shoulder, or can be used to pinch a two-lane road down into a one-lane segment at a specific location with a “one-lane choker”. A one-lane choker forces two-way traffic to take turns going through the pinch point. This would be similar to a one-lane bridge on a two-lane road. Appropriate for all road types and mainly lower speeds, but may not reduce as effectively as other treatment options depending on application. Emergency and transit vehicles should not have an issue with this treatment. Costs (2017 dollars) \$10k - \$25k.

- Median Island

A raised island along the street centerline that narrows the travel lane. This can be used

as a pedestrian refuge when used at a pedestrian crossing, and also with a Choker which can help reduce speeds more efficiently. Driveway access in relation to the median is always a concern. Studies have shown that there is no significant impact on speed reduction beyond the median island. Cost is a direct function of length and width of median island and research estimates place typical 2017-dollar estimate at \$15k - \$55k per treatment.

- On-Street Parking

Providing on-street parking narrows the road when vehicles are parked. This can also be used as a place-making tool to provide parking opportunities to nearby land uses. A challenge arises when parking is not used, that drivers may feel more comfortable speeding through the area. There's also the concern of drivers maneuvering between active traffic and parking. This treatment is appropriate in most settings on most roads, but should be reviewed on a case-by-case basis instead of applied with broad strokes. Parking should not be considered near traffic circles, roundabouts, or where it could create safety hazards at intersections. Costs vary based on length of application, and is open to interpretation, with one estimate placing the cost at \$5k-\$10k per newly paved space, and another placing the cost at \$250 per retrofitted parking space for a road diet.

- Road Diet

Reduces the existing number of lanes or their lane width through paint or physical changes. This often occurs with four-lane roads being converted to three-lane or two-lane roads, with improvements suggested along the segment or corridor. The improvements typically associated with a road diet include bicycle lanes, multi-use paths, two-way left-turn lanes, pocket turn-lanes, on-street parking, raised medians, sidewalks, and many other improvements. This treatment is suitable for nearly all road types, all speeds, and benefits all road users. Limiting factor for a road diet is the volume of the road, with an unofficial threshold of 20,000 vehicles per day. While a road diet normally reduces the number of through lanes, mobility (i.e., speed, travel time) can actually improve depending on how the treatment is applied. This type of treatment typically requires a lot of community involvement, and the costs vary wildly as each site is unique and different. Some estimates put a road diet between \$10k and \$100k+ per mile of road reconfigured.

**Other Measures** following the completion of the administrative report were identified for inclusion in the presentation. They are as follows:

- Radar Feedback Signs

Radar feedback signs may be permanently pole-mounted, or trailer-mounted, and typically best-supported with police speed enforcement. Literature review provides conflicting results; Some studies indicate that drivers may choose to excessively speed to test the limits of the sign, exacerbating the speeding issues. Permanently mounting a sign with speed enforcement over an area appears to show the most effectiveness over an area. These type of signs are also most effective where speed limits change, as opposed to general reminders of the speed limit. Some estimates currently show the cost of a radar feedback sign at between \$3K-\$6K each.

- Rumble Strips / Stripes

This road treatment is considered to be a roadway safety feature, and not a speeding countermeasure. Rumble strips are those typically embedded in the shoulder or centerline to alert inattentive drivers to an impending lane departure. Rumble stripes are to alert drivers to a change in roadway conditions, typically associated with a curve or stop-controlled intersection ahead. The costs typically associated with these treatments are between \$500 and \$6k per mile, and are effective depending on crash concerns.

- Multi-Use Lines / Lanes

An on-road shared-use facility, akin to a paint-only bicycle lane, this measure reduces the roadway width. It provides a shared space for users to walk, bike, park, and otherwise use outside of the travel lane. This type of measure is unique to the City of Fayetteville, and is typically not the first measure to use as a countermeasure to speeding. Estimates place the costs between \$5k-\$21k per mile, and shows a minor impact on speed reduction.

As the purpose of this administrative report is focused on traffic calming devices, we did not review or present items whose primary measure is traffic flow or safety and secondary impact may be traffic calming. This means pavement markings, gates, or corner radius reductions. Temporary measures such as police speed enforcement are not permanent speed reduction solutions, and are not discussed in-depth this report, although speed cameras in strategic locations may provide some traffic calming where the previously discussed is not possible, such as school zones on major arterials. Streetscaping/landscaping has been shown impact speed reduction as it increases “side-friction”, however this should be considered part of a larger street width reduction strategy or part of a road diet. Textured pavements, such as brick or cobblestone roads, have also been shown to reduce speeds, however the maintenance cost have to be considered. Finally, signs should not be used as a traffic calming device as studies have shown they are not effective.

**Issues/Analysis:**

N/A

**Budget Impact:**

N/A

**Options:**

N/A

**Recommended Action:**

N/A

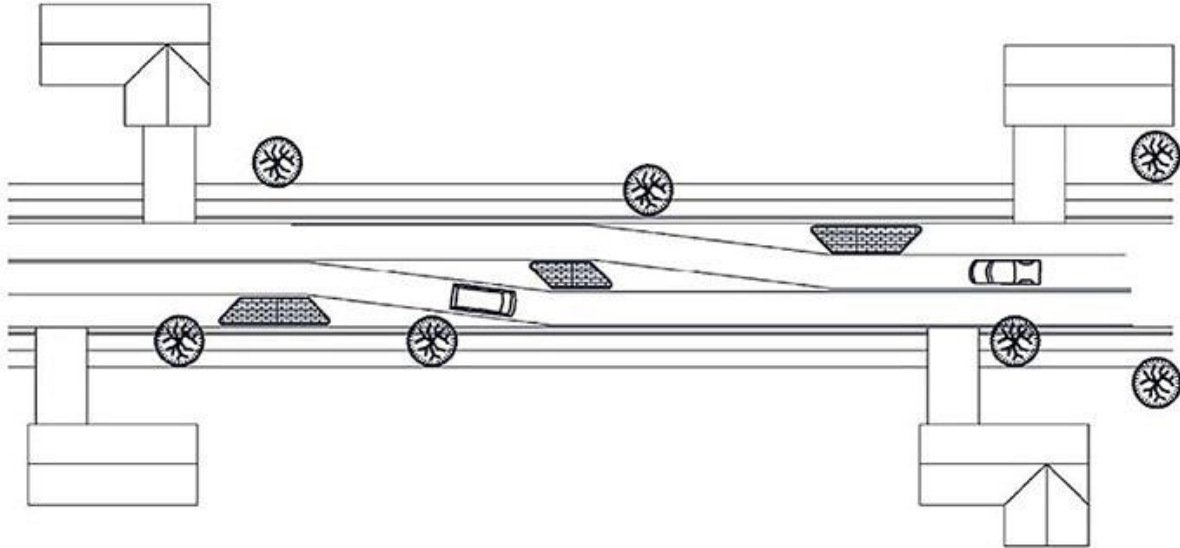
**Attachments:**

Traffic Calming Presentation  
Traffic Calming Examples  
Traffic Calming Appropriateness Matrix



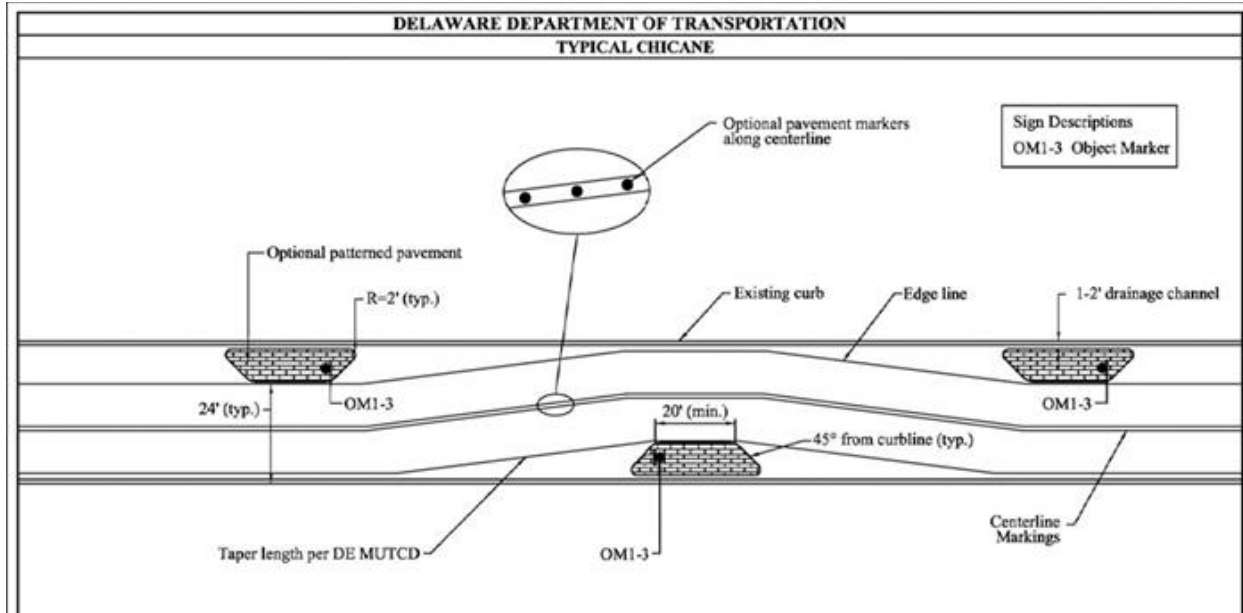
- Lateral Shift

A lateral shift moves, or offsets, the road in typically one direction. Appropriate for nearly all road types, emergency vehicles and transit vehicles don't have issues with this measure. This treatment has limited research information on its impact on speeding, so it may not be as effective as other measures. Costs (2017 dollars) \$8k - \$25k.



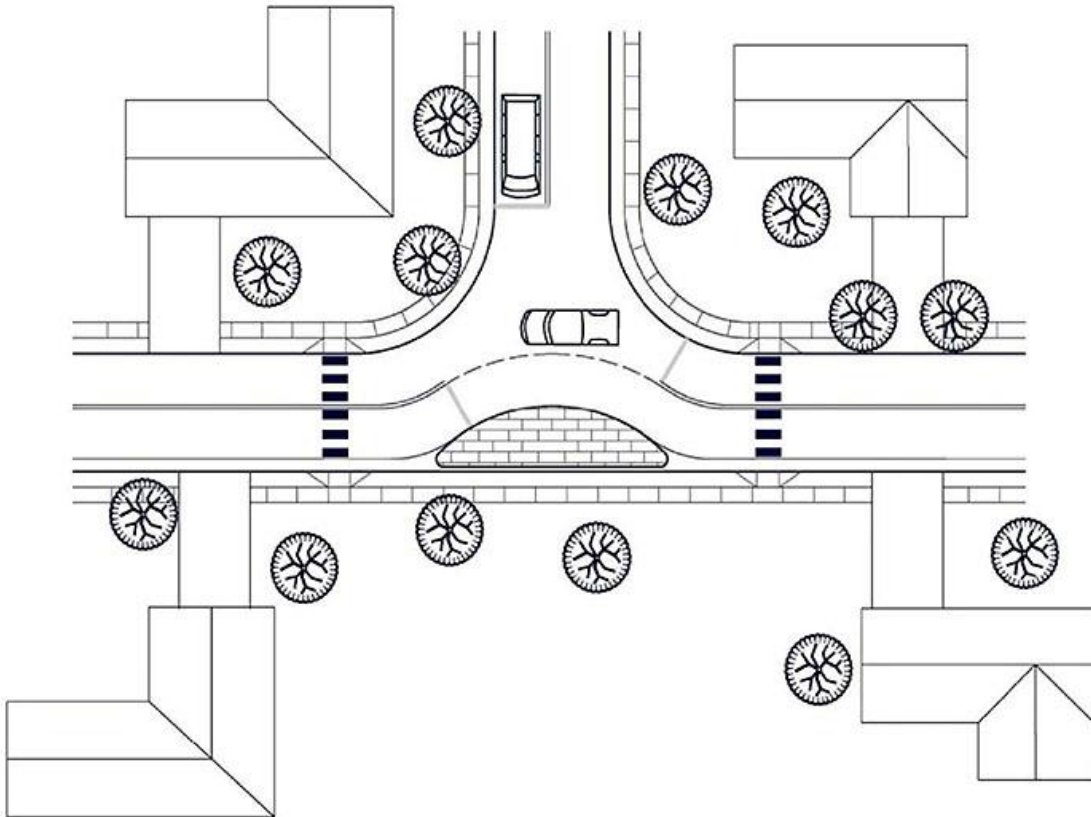
- Chicane

A chicane is a road offset occurs more than once, like a lateral shift that is back-to-back. This treatment is appropriate for residential roads, and depending on spacing, can slightly slow-down emergency vehicles and transit vehicles. It is effective at reducing speed, but drivers may ignore pavement markings to drive straight. Costs (2017 dollars) \$8k – \$25K.



- Realigned Intersection

This treatment reconfigures an intersection to have skewed approaches. It is appropriate for residential roads of low speed, and primarily for T-intersections. This can be imagined as a Chicane at a T-intersection, with more space between the road offsets due to the intersection. This treatment has little impact on emergency vehicle response times and transit vehicles. Costs (2017 dollars) \$15k - \$60k.



- Traffic Circle

Not to be confused with a roundabout, this treatment places an island in an intersection which is usually landscaped or decorated, and should not be used for intersections where large trucks or buses often turn left. This is for intersections where modern roundabout principals cannot be applied. A traffic circle typically does not have splitter islands/ deflection preventing vehicles from entering the circle against the flow of traffic. This means vehicles could technically make a left-turn against traffic in the circle. Some jurisdictions permit fire engines and transit buses to make the left-turn in front of the circle if there is no traffic present as the larger vehicle typically cannot circulate the island. This measure is appropriate for less-heavily traveled roads and residential roads, and sees many of the same safety benefits as a roundabout. Costs (2017 dollars) \$10k - \$25k.



- Mini-Roundabout

Similar to a roundabout, but with smaller diameter and a mountable island. This treatment has one lane in each direction, and the center island is fully traversable so that emergency vehicles and transit vehicles may driver over the center island for left turns at slow speeds. This intersection is not an appropriate type for intersections with a lot of heavy vehicles and buses making left-turns. It is appropriate for most road types, although it is not typically used for major thoroughfares. Costs (2017 dollars) \$15k - \$60k.



- Roundabout

A raised island which requires drivers to slow, yield to traffic in the intersection, and then circulate the island to complete their movement. Generally considered safer than signalized and stop-controlled intersections. Has a limit to the number of lanes that can be accommodated, as well as the volume of traffic it can handle during peak times. Can be used to replace a traffic signal. If used to replace a City-owned traffic signal, would reduce maintenance costs, and would eventually increase revenue from Municipal Agreement under NCDOT Schedule C & D. Appropriate for all road types, but not typical for intersections inside of neighborhoods. Costs vary wildly based on retro-fit versus new construction costs, but recent 2017 dollars have estimates range from \$150k - \$2M.



- Speed Bump/Hump

A 3 to 4 inch raised area that forces drivers to reduce speed or else they experience discomfort. This type of treatment impacts emergency response time as it delays fire trucks and ambulances, but it does not impact access to driveways. One of the most cost-efficient ways to reduce speeding, but only suitable for less-heavily traveled roads, residential roads, and roads with lower speeds. Costs (2017 dollars) \$2k - \$4k.



- Speed Cushion

Raised areas that are identical to speed bumps/humps, with gaps between raised areas located to allow the wheels of wider fire engines higher speeds across the cushion. A detriment of this treatment is that collective experience shows drivers of standard vehicles favor driving with one of their wheels aligned with the gap in the cushion which can lead to “close calls” with on-coming traffic. Motorcycles also use the gap without reducing speed. This treatment is appropriate for collectors and residential roads. Costs (2017 dollars) \$2.5k - \$6k.





- Speed Table/Raised Crosswalk

Speed bump/hump with a flat top, often used in an area with a lot of pedestrian activity or where pedestrian visibility is a priority. This treatment is also useful when reviewing place-making opportunities and trying to serve pedestrian safety concerns, like the downtown area, but less suitable for higher-speed roads. This measure also has a sizable crash rate reduction on treated streets. This treatment is not favorable for emergency access vehicles, and causes delays similar to speed bumps/humps. Costs (2017 dollars) \$4k - \$8k.



- Raised Intersection

The road rises to sidewalk level, and generally makes the intersection more pedestrian-accessible. This measure is normally observed in densely-developed urban areas, and part of a broader area-wide traffic calming scheme with very high pedestrian crossing demand. This measure is not suitable for high-speed roads or major thoroughfares. This treatment is not favorable for emergency access vehicles, but is not as impactful as speed bumps/humps. Costs vary wildly based on the site however research provides a 2017 dollars' estimate of \$15k to \$60k and higher per treatment.



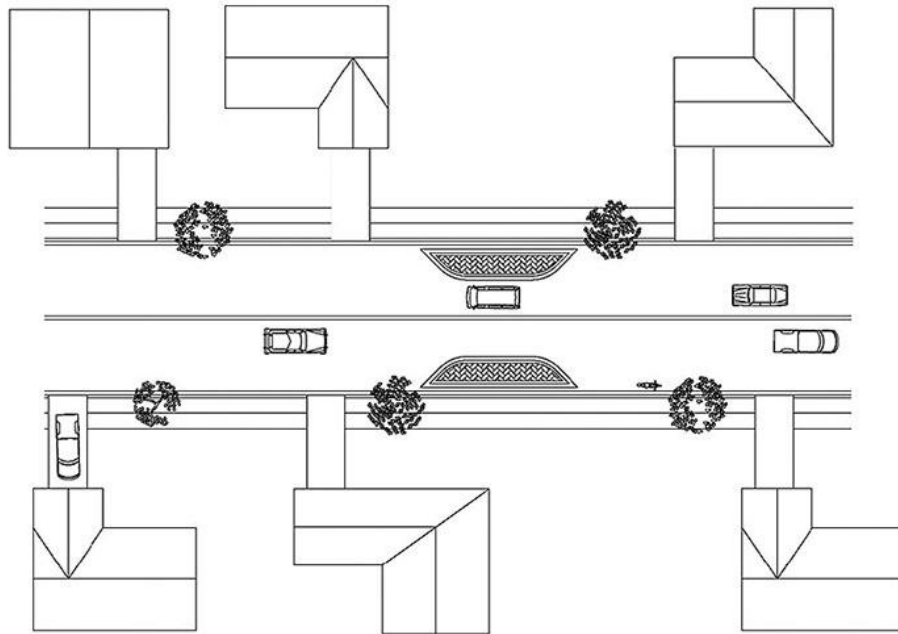
- Corner extension/bulb-out

An extension of the sidewalk into the road, resulting in a narrower roadway. This reduces the distance pedestrians need to cross an intersection, and is appropriate for all road types. Vehicle speeds may not be reduced as effectively as other treatment options. The two main challenges for this treatment is drainage and visibility of the curb delineation. Emergency and transit vehicles should not have an issue with this treatment. When applied to all corners of a four-legged intersection, 2017 dollar estimates begin at \$8k and increase to \$40k or more if drainage is an issue.



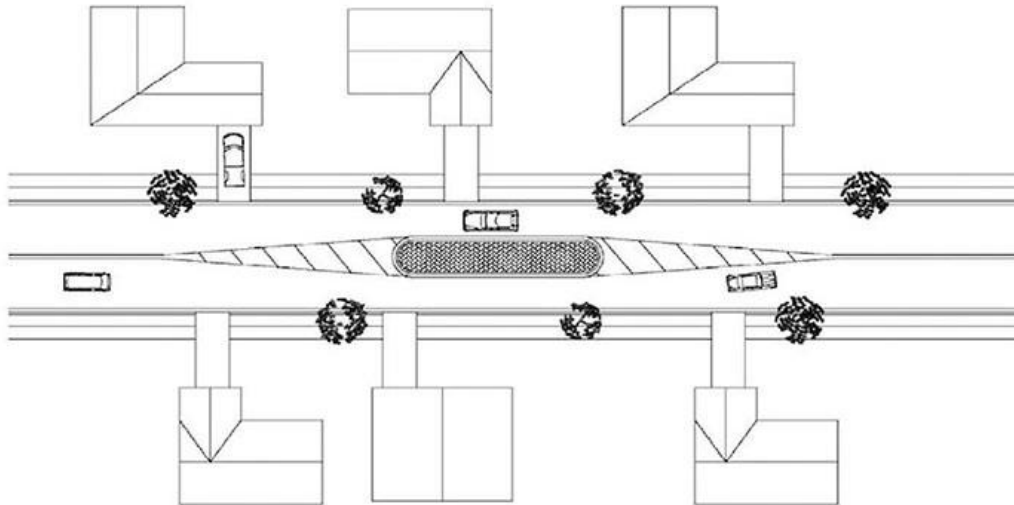
- Choker

Essentially a corner extension/bulb-out that is placed at a mid-block location, or where there is not an intersection. Can be used to narrow the shoulder, or can be used to pinch a two-lane road down into a one-lane segment at a specific location with a “one-lane choker”. A one-lane choker forces two-way traffic to take turns going through the pinch point. This would be similar to a one-lane bridge on a two-lane road. Appropriate for all road types and mainly lower speeds, but may not reduce as effectively as other treatment options depending on application. Emergency and transit vehicles should not have an issue with this treatment. Costs (2017 dollars) \$10k - \$25k.



- Median Island

A raised island along the street centerline that narrows the travel lane. This can be used as a pedestrian refuge when used at a pedestrian crossing, and also with a Choker which can help reduce speeds more efficiently. Driveway access in relation to the median is always a concern. Studies have shown that there is no significant impact on speed reduction beyond the median island. Cost is a direct function of length and width of median island and research estimates place typical 2017-dollar estimate at \$15k - \$55k per treatment.



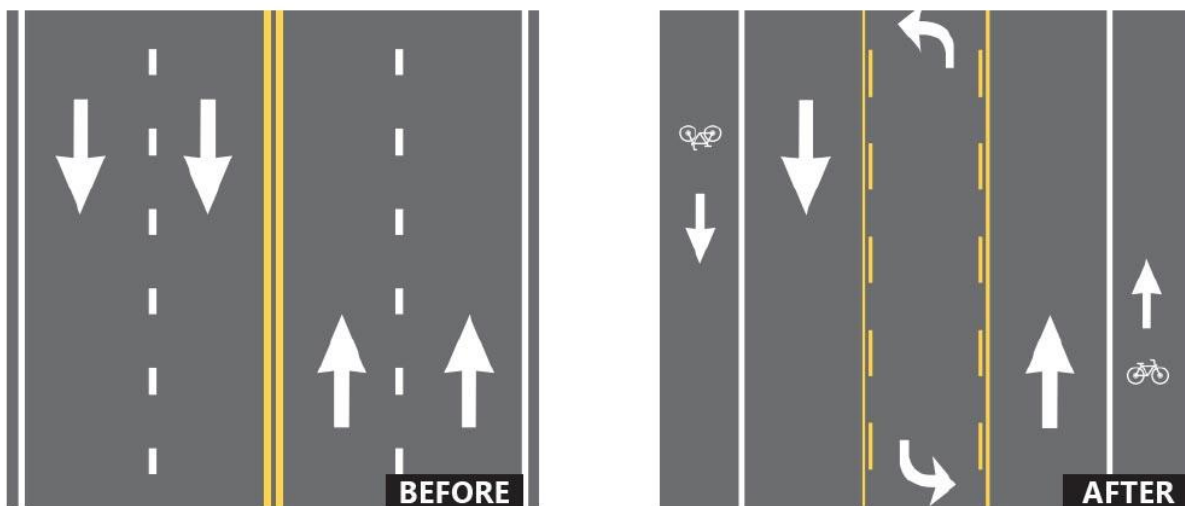
- On-Street Parking

Providing on-street parking narrows the road when vehicles are parked. This can also be used as a place-making tool to provide parking opportunities to nearby land uses. A challenge arises when parking is not used, that drivers may feel more comfortable speeding through the area. There's also the concern of drivers maneuvering between active traffic and parking. This treatment is appropriate in most settings on most roads, but should be reviewed on a case-by-case basis instead of applied with broad strokes. Parking should not be considered near traffic circles, roundabouts, or where it could create safety hazards at intersections. Costs vary based on length of application, and is open to interpretation, with one estimate placing the cost at \$5k-\$10k per newly paved space, and another placing the cost at \$250 per retrofitted parking space for a road diet.



- Road Diet

Reduces the existing number of lanes or their lane width through paint or physical changes. This often occurs with four-lane roads being converted to three-lane or two-lane roads, with improvements suggested along the segment or corridor. The improvements typically associated with a road diet include bicycle lanes, multi-use paths, two-way left-turn lanes, pocket turn-lanes, on-street parking, raised medians, sidewalks, and many other improvements. This treatment is suitable for nearly all road types, all speeds, and benefits all road users. Limiting factor for a road diet is the volume of the road, with an unofficial threshold of 20,000 vehicles per day. While a road diet normally reduces the number of through lanes, mobility (i.e., speed, travel time) can actually improve depending on how the treatment is applied. This type of treatment typically requires a lot of community involvement, and the costs vary wildly as each site is unique and different.



## Traffic Calming Appropriateness Matrix

Traffic Calming Measure	Segment or Intersection	Functional Classification			Street Function		Typical Cost for Implementation (2017 Dollars)
		Arterial	Collector	Local	Emergency Access	Transit Route	
<b>Horizontal Deflection</b>							
Lateral Shift	Segment	3	5	5	5	5	Medium
Chicane	Segment	1	5	5	3	3	Medium
Realigned Intersection	Intersection	1	5	5	5	5	Medium / High
Traffic Circle	Intersection	1	3	5	3	3	Medium / High
Mini-Roundabout	Intersection	3	3	5	5	5	Medium / High
Roundabout	Intersection	5	3	1	5	5	High
<b>Vertical Deflection</b>							
Speed Bump/Hump	Segment	1	5	5	1	3	Low
Speed Cushion	Segment	1	5	5	5	5	Low
Speed Table	Segment	3	5	5	1	3	Medium
Raised Crosswalk	Both	3	5	5	1	3	Medium
Raised Intersection	Intersection	3	5	5	3	3	High
<b>Street Width Reduction</b>							
Corner Extension	Intersection	5	5	5	5	5	Medium / High
Choker	Segment	5	5	5	5	5	Medium / High
Median Island	Both	5	5	5	5	5	Medium / High
On-Street Parking	Segment	5	5	5	5	5	Low
Road Diet	Both	5	5	3	5	5	Site Specific

### Legend

#### Appropriateness

5 - traffic calming measure may be appropriate
3 - caution; traffic calming measure could be inappropriate
1 - traffic calming measure is likely inappropriate

#### Cost (2017 Dollars)

Low (<\$6k)
Medium (\$6k - \$15k)
High (>\$15k)





# Traffic Calming Measures

November 6, 2023



Complaint driven process; Approximately 100 annual requests

<u>Road Requirement</u>	<u>Speed Hump</u>	<u>Multi-Way Stop</u>
Volume	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Length	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Speed	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Crash Pattern	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Community Support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Non-Compliant Installation methods exists for speed hump(s)



## Horizontal Deflection

- Forces you to slow-down because you can't drive straight.

## Vertical Deflection

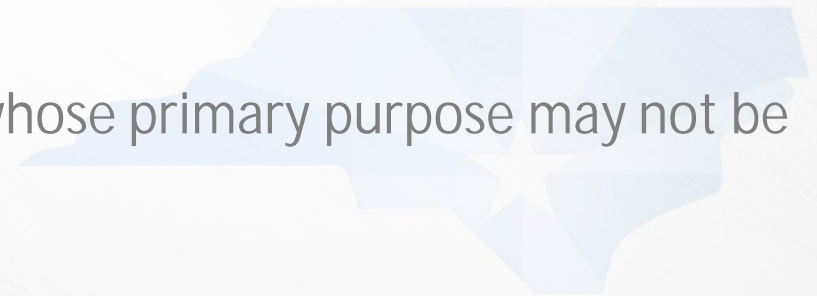
- Forces you to slow-down due to change in height of road.

## Street Width Reduction

- Narrows the width of the travel lane, decreasing comfort. (Friction)

## Other

- Measures that do not fall into the above or whose primary purpose may not be speed reduction.



Focused on permanent traffic measures

Did not initially review:

- Signs
- Gates
- Pavement Markings
- Corner Radius Reductions
- Textured Pavements / Rumble Strips
- Streetscaping / Landscaping

Presentation format: Recommendations are most likely to least likely

A large, faded version of the Fayetteville, North Carolina logo is positioned in the bottom right corner of the slide.

## Traffic Calming Budget in FY 23

Maintenance: \$ 25,000

Construction: \$ 25,000

Studies: \$ 20,000

---

Total: \$ 70,000

## Traffic Calming Budget FY 24

Requested: \$ 75,000

Received: \$ 50,000

Encumbered: \$ (25,000)

---

Remaining Budget: **\$ 25,000**



## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

- Speeding
- Crashes/Safety
- Congestion
- Business Interest
- Accessibility

## Cost

- Range: \$2k - \$4k

## Recommendation Likelihood

- Low
- Medium
- High



## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

- Speeding
- Congestion
- Accessibility
- Crashes/Safety
- Business Interest

## Cost

- Range: \$2.5k - \$6k

## Recommendation Likelihood

- Low
- Medium
- High



### Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

### Concern(s) Addressed

- Speeding
- Crashes/Safety
- Congestion
- Business Interest
- Accessibility

### Cost

- Range: \$4k - \$8k

### Recommendation Likelihood

- Low
- Medium
- High\*\*



\*\*Where Pedestrian Activity Warrants Recommendation



## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

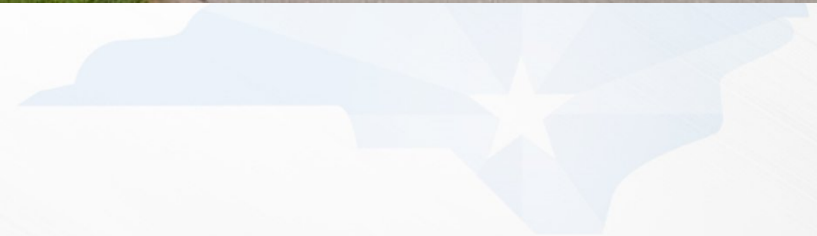
- Speeding
- Crashes/Safety
- Congestion
- Business Interest
- Accessibility

## Cost

- Range: \$10k - \$25k+

## Recommendation Likelihood

- Low
- Medium
- High



## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

- Speeding
- Crashes/Safety
- Congestion
- Business Interest
- Accessibility

## Cost

- Range: \$15k - \$55k

## Recommendation Likelihood

- Low
- Medium
- High



### Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

### Concern(s) Addressed

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Speeding      | <input checked="" type="checkbox"/> Crashes/Safety |
| <input type="checkbox"/> Congestion               | <input type="checkbox"/> Business Interest         |
| <input checked="" type="checkbox"/> Accessibility |  |

### Cost

- Range: \$8k - \$40k

### Recommendation Likelihood

- |                              |  |                               |
|------------------------------|--|-------------------------------|
| <input type="checkbox"/> Low | <input checked="" type="checkbox"/> Medium | <input type="checkbox"/> High |
|------------------------------|--|-------------------------------|



## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

- Speeding
- Congestion
- Accessibility
- Crashes/Safety
- Business Interest

## Cost

- Range: \$250 - \$10k per spot

## Recommendation Likelihood

- Low
- Medium
- High



## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

- Speeding
- Crashes/Safety
- Congestion
- Business Interest
- Accessibility

## Cost

- Range: \$3k - \$6k

## Recommendation Likelihood

- Low
- Medium
- High



## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

- Speeding
- Congestion
- Accessibility
- Crashes/Safety
- Business Interest

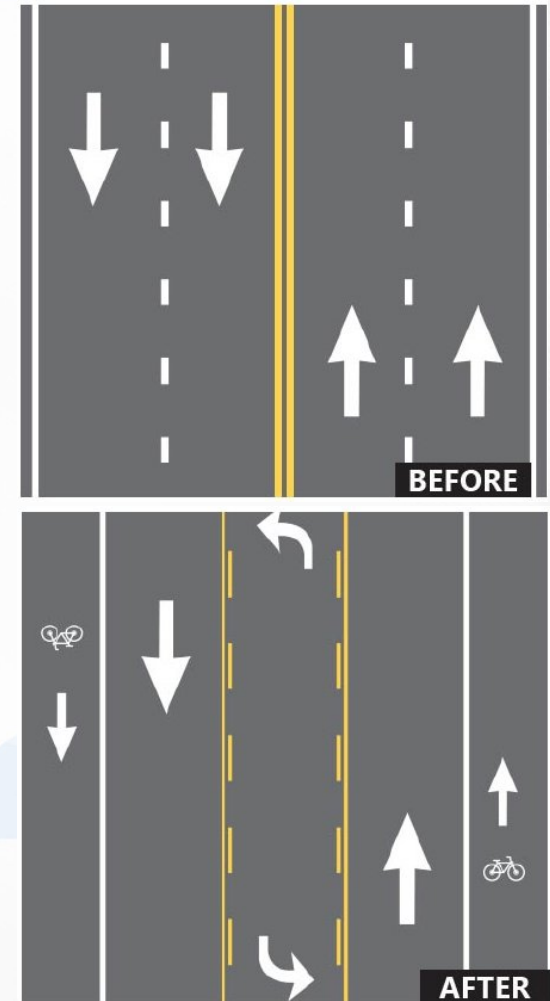
## Cost

- Range: \$10k - \$100k+ (per mile)

## Recommendation Likelihood

- Low\*
- Medium
- High

\*Low recommendation in relation to traffic calming for neighborhoods



## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

- Speeding
- Crashes/Safety
- Congestion
- Business Interest
- Accessibility

## Cost

- Range: \$250k - \$2M+

## Recommendation Likelihood

- Low\*
- Medium
- High



\*Low recommendation in relation to traffic calming for neighborhoods

## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

- Speeding
- Crashes/Safety
- Congestion
- Business Interest
- Accessibility

## Cost

- Range: \$15k - \$60k+

## Recommendation Likelihood

- Low
- Medium
- High





## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

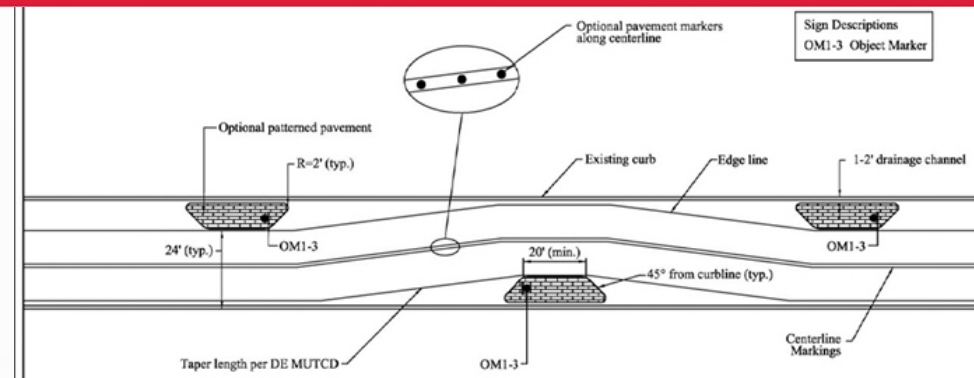
- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Speeding | <input type="checkbox"/> Crashes/Safety    |
| <input type="checkbox"/> Congestion          | <input type="checkbox"/> Business Interest |
| <input type="checkbox"/> Accessibility       |  |

## Cost

- Range: \$8k - \$25k

## Recommendation Likelihood

- |   |                                 |                               |
|---|---------------------------------|-------------------------------|
| <input checked="" type="checkbox"/> Low | <input type="checkbox"/> Medium | <input type="checkbox"/> High |
|---|---------------------------------|-------------------------------|



## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Speeding      | <input checked="" type="checkbox"/> Crashes/Safety |
| <input type="checkbox"/> Congestion               | <input type="checkbox"/> Business Interest         |
| <input checked="" type="checkbox"/> Accessibility |  |

## Cost

- Range: \$10k - \$25k

## Recommendation Likelihood

- |   |                                 |                               |
|---|---------------------------------|-------------------------------|
| <input checked="" type="checkbox"/> Low | <input type="checkbox"/> Medium | <input type="checkbox"/> High |
|---|---------------------------------|-------------------------------|



## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

- Speeding
- Crashes/Safety
- Congestion
- Business Interest
- Accessibility

## Cost

- Range: \$15k - \$60k

## Recommendation Likelihood

- Low
- Medium
- High



## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

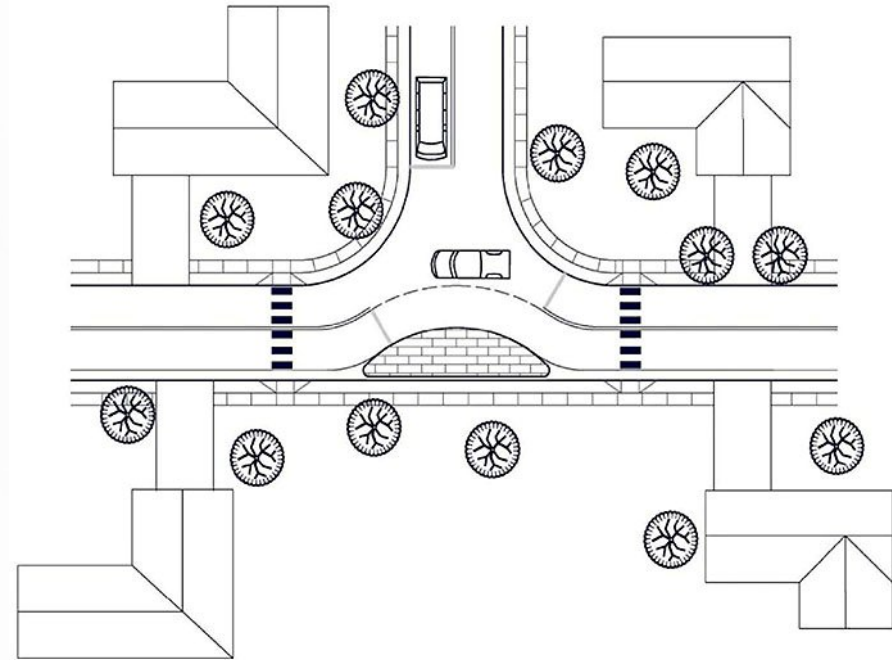
- Speeding
- Crashes/Safety
- Congestion
- Business Interest
- Accessibility

## Cost

- Range: \$15k - \$60k

## Recommendation Likelihood

- Low
- Medium
- High



## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

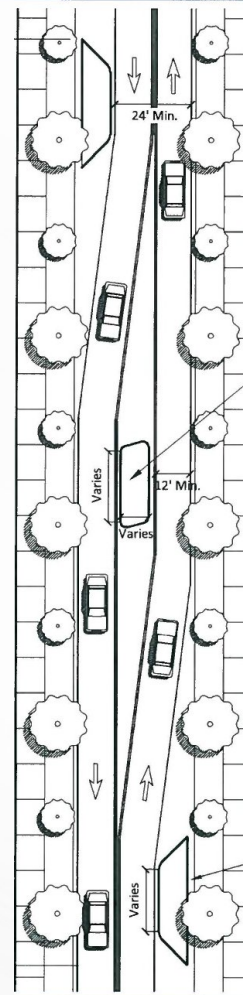
- Speeding
- Crashes/Safety
- Congestion
- Business Interest
- Accessibility

## Cost

- Range: \$8k - \$25k

## Recommendation Likelihood

- Low
- Medium
- High



## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

- Speeding
- Crashes/Safety
- Congestion
- Business Interest
- Accessibility

## Cost

- Range: \$5k - \$21k (per mile)

## Recommendation Likelihood

- Low
- Medium
- High



## Appropriate Road Application

- Neighborhood
- Major Non-Neighborhood
- Main Downtown Streets

## Concern(s) Addressed

- Speeding
- Crashes/Safety
- Congestion
- Business Interest
- Accessibility

## Cost

- Range: \$500 - \$6k (per mile)

## Recommendation Likelihood

Not Recommended as Speeding Countermeasure





# Measures Comparison

Traffic Calming Measure	Average Cost Range		Equivalent Num. Speed Humps	Recommendation Likelihood	Comment
	Low	High			
Speed Hump	\$ 2,000	\$ 4,000	1	High	
Speed Cushion	\$ 2,500	\$ 6,000	1.4	High	
Speed Table / Raised Crosswalk	\$ 4,000	\$ 8,000	2	High	Where pedestrian activity warrants installation
Traffic Circle	\$ 10,000	\$ 25,000	5.8	High	
Median Island	\$ 15,000	\$ 55,000	11.7	Medium	
Corner Extension / Bulb-Out	\$ 8,000	\$ 40,000	8	Medium	
On-Street Parking	\$ 250	\$ 10,000	1.7	Medium	
Radar Feedback Sign	\$ 3,000	\$ 6,000	1.5	Low	Better suited as police speed enforcement tool
Road Diet	\$ 10,000	\$ 100,000	18.3	Low	
Roundabout	\$ 250,000	\$ 2,000,000	375	Low	Not recommended for neighborhoods
Mini-Roundabout	\$ 15,000	\$ 60,000	12.5	Low	
Chicane	\$ 8,000	\$ 25,000	5.5	Low	
Choker	\$ 10,000	\$ 25,000	5.8	Low	
Raised Intersection	\$ 15,000	\$ 60,000	12.5	Low	
Realigned Intersection	\$ 15,000	\$ 60,000	12.5	Low	
Lateral Shift	\$ 8,000	\$ 25,000	5.5	Low	
Multi-Use Lines / Lanes	\$ 5,000	\$ 21,000	4.3	Low	
Rumble Strips / Stripes	\$ 500	\$ 6,000	1.1	Not for Speeding	Viewed more as a safety measure



## Traffic Calming Budget FY 24

Requested: \$ 75,000

Received: \$ 50,000

Encumbered: \$ (25,000)

---

Remaining Budget: **\$ 25,000**





 **FAYETTEVILLE**<sup>NC</sup>  
AMERICA'S CAN DO CITY

[FayettevilleNC.gov](http://FayettevilleNC.gov)



# City of Fayetteville

433 Hay Street  
Fayetteville, NC 28301-5537  
(910) 433-1FAY (1329)

## City Council Action Memo

File Number: 23-3656

**Agenda Date:** 11/6/2023

**Version:** 1

**Status:** Agenda Ready

**In Control:** City Council Work Session

**File Type:** Other Items of  
Business

**Agenda Number:** 4.03

**TO:** Mayor and Members of City Council

**THRU:** Douglas J. Hewett, ICMA-CM, City Manager

**FROM:** Jeffrey Yates, Assistant City Manager

**DATE:** November 6, 2023

**RE:**

Every Town for Gun Safety

**COUNCIL DISTRICT(S):**

ALL

**Relationship To Strategic Plan:**

GOAL I - Safe and Secure Community

**Executive Summary:**

**Background:**

During the Public Safety Special Meeting on August 16, 2023, consensus of Council was to direct staff to spend time reviewing "Every Town for Gun Safety" ordinances at the municipal level. Every Town for Gun Safety presents many ordinance-related strategies, while others are community-based. The City Attorney's Office analyzed the use of warning signs and postings around retailers that sell firearms.

This item was placed on the October 23, 2023, City Council agenda as an Administrative Report. Council unanimously voted to move this item forward to the November Work Session for presentation.

**Issues/Analysis:**

N/A

**Budget Impact:**

N/A

**Options:**

N/A

**Recommended Action:**

For informational purposes.

**Attachments:**

City Attorney's Office - Memorandum



October 4, 2023

**MEMORANDUM**

TO: Jeffrey Yates  
Assistant City Manager

THROUGH: Lachelle H. Pulliam  
Interim City Attorney

FROM: Michael R. Whyte  
Police Attorney

**SUBJECT: "Every Town for Gun Safety" Recommendation**

At the August 16, 2023, special meeting on public safety, Council directed staff to research the "Every Town for Gun Safety" recommendation, along with recommendations for a "Tool Kit", in addition to the creation of a Task Force comprised of the City, County, Schools, Health Care, Judicial and others.

One of the Every Town recommendations was for cities to enact an ordinance requiring warning signs to be posted outside of businesses that sell firearms. The City Attorney's Office has researched the proposed ordinance.

The proposed ordinance would require any "dealer" to post a warning sign at or near the entrance. A dealer is defined as any person engaged in the business of selling firearms at wholesale or retail who has, or is required to have, a federal firearms license under 18 U.S.C. § 923(a). The warning sign would read as follows:

WARNING: Access to a firearm in the home significantly increases the risk of suicide; death during domestic violence disputes; and the unintentional death of children, household members, or others. If you or a loved one is experiencing distress and/or depression, call the [hotline] or visit [website].

G.S. § 14-409.40 is a state preemption statute for local laws governing the regulation of firearms. The preemption statute prohibits municipalities for regulating in any manner the possession or sale of firearms.

G.S. § 14-409.40(a1) states: "the lawful design, marketing,...sale,...of firearms...to the public is not an unreasonably dangerous activity and does not constitute a nuisance per se and furthermore, that it is the unlawful use of firearms and ammunition, rather than their lawful...sale,...that is the proximate cause of injuries...".

## “Every Town for Gun Safety” Recommendation

October 4, 2023

Page 2

The proposed ordinance arguably does not regulate the sale of firearms, just requires the posting of signage. Requiring a posting of signage would be considered a regulation on commercial speech. Court decisions state that any regulation effecting commercial speech that is not misleading and concerns otherwise lawful activity must pass three “tests”. First, that the government asserts a substantial interest in the speech regulation. Second, that the regulation directly advances that interest. Third, that the regulation is not more extensive than necessary.

Court cases suggest that without direct information supporting the statements in the warning required to be posted, that the regulation/ordinance will not survive a First Amendment challenge. There is no case directly on point. It does not appear that any other jurisdiction in North Carolina has instituted a similar ordinance.

The City is not prohibited from enacting such an ordinance. However, if challenged, the ordinance would need to pass constitutional scrutiny.



# City of Fayetteville

433 Hay Street  
Fayetteville, NC 28301-5537  
(910) 433-1FAY (1329)

## City Council Action Memo

File Number: 23-3670

**Agenda Date:** 11/6/2023

**Version:** 1

**Status:** Agenda Ready

**In Control:** City Council Work Session

**File Type:** Other Items of Business

**Agenda Number:** 4.04

**TO:** Mayor and Members of City Council

**THRU:** Kelly Olivera, Assistant City Manager

**FROM:** Alvester T. (Toney) Coleman, PhD, A.A.E., Airport Director  
Loren Bymer, Marketing & Communications Director

**DATE:** November 6, 2023

**RE:**

**Airport Strategic Marketing Plan**

**COUNCIL DISTRICT(S):**

All

### **Relationship To Strategic Plan:**

Goal IV - Desirable Place to Live, Work and Recreate

4.1 - To maintain public transportation investments with high quality transit and airport services.

### **Executive Summary:**

City Council shall be briefed on the Airport's updated Marketing Strategy.

### **Background:**

- Over 360,000 people are projected to fly Fayetteville in Calendar Year 2024
- General ridership averages for August 2023 were 43% Personal, 33% Business, 22% Military, and 2% Other.
- Aircraft load factor is a key performance indicator with a goal of 80%. Load factors for FAY airlines have remained above 80% through September 2023.
- American Airlines and Delta Airlines serve the Fayetteville Regional Airport (FAY) with direct service to three major hubs.
- American Airlines provides an average of 6 out and 6 inbound flights per day direct to/from Charlotte, North Carolina and 1 out and 1 inbound flight to/from Dallas/Fort Worth, Texas per day.

- Delta Airlines has an average of 2 out and 2 inbound flights to/from Atlanta, Georgia per day.
- Charlotte Douglas International Airport has 182 non-stop destinations, including 35 international locations and three U.S. territories.
- Dallas-Fort Worth Airport has non-stop passenger flights scheduled into 257 destinations in 37 countries. It is also the 3rd largest airport in the United States.
- The Hartsfield-Jackson Atlanta International Airport has non-stop passenger flights scheduled to 222 destinations in 43 countries.
- In short, there are 661 ways to get to any destination in the world via Fayetteville's current signatory airlines.
- Airport Management seeks to increase awareness of FAY's air carrier opportunities and the travel ease of flight from your local airport aboard two major legacy air carriers.
- On September 11, 2023, City Council approved an increase of \$200,000 to FAY's standard \$300,000 marketing budget bringing the FY24 budget to \$500,000.
- Airport Management will continue to collaborate with Fayetteville Convention and Visitors Bureau (FCVB) and Airport Commissioner Mr. Naynesh Mehta for hotel accommodations in Charlotte, Texas, and Atlanta. Hotel accommodations via FCVB are TBD. Hotel accommodations via Mr. Mehta are Hilton Garden Inn, Springhill Suites, Holiday Inn Express, and Embassy Suites.
- Airport funds shall support giveaways of passenger tickets to locations currently served from FAY.
- Advertising campaign shall be developed with the Marketing and Communications Department and existing and new venues. Marketing nodes include radio, television, print, and social media ads.
- Primary themes shall be "Thank you for flying Fayetteville", "Don't leave home to leave home", and "We've got what you've been waiting for - An Even Better Airport Experience!" (focus on terminal renovations over past 4 years).

**Issues/Analysis:**

Goal is to increase awareness of using the Fayetteville Regional Airport over alternatives, ultimately increasing ridership on current signatory airlines which will lessen leakage to alternative airports from our 11-county service area.

**Budget Impact:**

There is no impact to the General Fund.

**Options:**

1. Accept presentation by Airport and MARCOM Directors and make recommendations for improvements to plan, if desired.
2. Do not accept presentation by Airport and MARCOM Directors and make no recommendations for improvement to the plan.

**Recommended Action:**

Accept presentation by Airport and MARCOM Directors and make



recommendations for improvements to plan, if desired.

**Attachments:**

FY 23-24 Comprehensive Marketing Plan

## FY 23-24 Fayetteville Regional Airport Marketing Plan

### **Strategic Alignment to City Goals**

The Fayetteville Regional Airport's primary FY24 goal is to secure new routes and expand service on existing routes. Marketing efforts will be strategically developed and launched in support of this goal.

The City of Fayetteville's strategic plan Goal IV is:

Desirable place to live, work, and recreate. To maintain public transportation investments with high quality transit and airport services is one important way the city can improve the quality of life for residents and visitors.

Fayetteville Regional Airport shall leverage robust marketing data and analytics accessed through airport consultants and research. The airport will concentrate its marketing budget on its internal and external target audiences.

### **Fayetteville Regional Airport Goals:**

The below goals derived from the Airports Master Plan, Aviation Demand Forecasts summary stating, "load factors have increased from the 59.7% range to 81.1% and are expected to continue to increase in the future to 85% based on the *FAA Aerospace Forecasts – Fiscal Years 2013 – 2033 Report*" (page | 3-12). \*Addresses the airport's strategic plan\*

1. Increase passenger traffic – achieve a 5% growth in passenger enplanements and deplanements within the next year (reach a load factor between 90%-100%).  
Current: 80%
2. Increase frequency of flights by 34%

### **Communication Objectives:**

1. Increase audience awareness about flights departing from Fayetteville Regional Airport.
2. Educate audience members on cost comparison between FAY and other surrounding airports.
3. Promote airport connectivity – increased awareness of the destination options
4. Increase awareness how FAY delivers exceptional service
5. Fixed Base Operations (Signature)
6. Call to action to fly from FAY

### **Measurement & Evaluation**

Primary and secondary metrics we will use to measure success on a weekly and/or monthly basis are below:

### Primary Communication Metrics:

- CPC (cost per click)
- CTR (click through rate)
- CPA (cost per action)
- Impressions
- Conversions
- Bounce rate
- Engagement rate
- Enplanement reports

### Secondary Communication Metrics

- Website: unique visits and average time on site
- Social media: engagement and follows

### **Target Audiences**

#### **I. Passengers:**

#### **Catchment Area**

The catchment, or primary service area, of the airport includes the following 11 counties:

Bladen, Cumberland, Harnett, Hoke, Lee, Montgomery, Moore, Richmond, Robeson, Sampson, and Scotland.

- The catchment area has a population of over 460,000 residents. Historically, it generated approximately 1 million origination and destination passengers annually.

#### **Primary Target Audience**

Our primary target audience contains a wide range of ages (25-54+ years old) who earn approximately \$50-\$150K per year. The physical area our target audience lives in, is the following counties:

- Bladen Co. (Elizabethtown, White Lakes, & Bladenboro)
- Cumberland Co. (Fayetteville, Hope Mills, Spring Lake, & Fort Liberty)
- Sampson Co. (Clinton)
- Hoke Co. (Raeford)
- Robeson Co. (Lumberton, Pembroke, & Red Springs)

To assist the creative team, target audience profiles were created based on the research:

1. Julie is a 36-year-old, music teacher who is married and living in an apartment with her family. Her and her husband have a combined income of approximately \$65k per year and have a small son. Her interests include physical fitness and

listening to podcasts of all sorts. When working out, whether it's at home riding her stationary bike or at the local gym, Julie is always listening to music and/or podcasts to keep her energy up. When she does have the opportunity to travel, it's during the summer months when her schedule allows. One annual trip her family makes is always to Tampa, FL to visit family. Although Julie is aware of FAY, she and her husband usually drive to RDU to take advantage of the low-cost carrier prices and direct flights, due to traveling with a young child.

2. Steve is a 25-year-old Captain serving on Fort Liberty earning approximately \$84K per year. He is single, has an active lifestyle, and enjoys travelling. His typical trips include destinations that have concerts and other entertainment venues that he can actively participate in like Tough Mudders and other physical challenges. He is always using technology looking to save time in his personal and professional life, but also uses it to stay connected with friends, family and current events. Because Steve likes to travel, he doesn't mind driving to Raleigh but also never really considered Fayetteville Regional Airport as a viable option since airline tickets were cheaper in RDU and as he is relatively new to the Fort Liberty/Fayetteville area, doesn't understand all the benefits and amenities offered at the airport.

**The secondary target audience is based primarily on the location in which they reside. These locations are:**

- Lee Co. (Sanford)
- Montgomery Co. (Troy)
- Moore Co. (Southern Pines/Pinehurst)
- Richmond Co. (Rockingham)
- Scotland Co. (Laurinburg)
- Harnett Co. (Dunn)

#### Other Demographics

- Age: 25-54+
- Income: \$50K to \$150K+

#### Target Audience Profile:

1. Angie is a 30-year-old registered nurse at Moore Regional Hospital. She has worked there for 5 years and earns 75k a year. She has no kids and enjoys blogging her leisure travel adventures. These destinations are national and international and occur several times a year. Because Angie blogs her travels, she spends a lot of time on social media, Instagram and Facebook to be specific. Angie lives in Moore County/Southern Pines and realizes that she is in the middle of two airports: FAY and RDU. She typically frequents RDU due to the availability of international flights but times when she is traveling nationally, she does enjoy flying through FAY due to the convenience of parking, and the ease of the ticketing and TSA processes.

2. John is a 29-year-old real estate agent who lives and works in the Harnett County/Dunn area. He enjoys running in his free time and will typically stream music and/or podcasts while exercising. A few times a year, John flies around the country to participate in popular marathons such as the Boston Marathon in Boston, Massachusetts and the Pikes Peak Marathon in Colorado. He also attends an annual family vacation to Arizona. John lives closer to and prefers traveling through FAY but sometimes flies through RDU because of the low-cost carrier ticket prices.

### **#1 Theme: Convenience**

Message: Fayetteville Regional Airport is convenient

Talking points:

1. Easy access via uncongested interstate highways
2. Parking spots always available, no shuttle needed to transport
3. Little to no lines at ticketing counters, TSA, bathrooms, and restaurant
4. Easily accessed on major highways and interstates from all directions

### **#2 Theme: Price & Time Comparison**

Message: Your time is worth more. (FAY vs. RDU)

Talking points:

1. Most expensive long-term parking at FAY is \$13/day vs. the most expensive long-term parking at RDU is \$30/day.
2. Price and amount of gas it costs and takes to get from your area to RDU compared to FAY. From Fayetteville, RDU is approximately 80 miles one-way and 160 miles roundtrip. If mileage is .65 cents per mile (standard 2023 IRS mileage rate), the price for gas to RDU would be \$104 roundtrip.
3. The drive-time it takes to get from your area to RDU vs FAY just to not have a connecting flight; does it save the consumer time? Driving from Fayetteville to RDU the drive time is 1 hour and 23 minutes one way; that makes it 2 hours and 46 minutes roundtrip.

### **#3 Theme: Modern Facilities**

Message: Modern, comfortable facility for all travelers

Talking Points:

1. \$55 million dollars in airport renovations to modernize the facility
2. USO available to all active duty and retired service members and their families
3. Pet relief area for passengers traveling with pets.
4. More ADA (Americans with Disabilities Act) accommodations throughout the airport to make it easier for disabled passengers to travel. These items include braille on signage for the elevators, all water fountains and ticketing/rental car counters are at wheel-chair level, and raised pavement for wheelchair access, among many other features.
5. Safety and cleanliness measures enforced to ensure a seamless and secure travel experience for passengers.

6. Spacious and updated terminal that is comfortable to wait in while passengers are waiting for their plane to arrive.
7. Restaurant with several food and drink options as well as travel accessories and rotunda seating area.

#### **#4 Theme: Connected to the World**

Message: Promotion of one-stop flights

Talking Points:

1. A total of 661 one-stop national and international destinations from FAY to the three major hubs we fly to
2. Typically, non-stop flights carry a 20% higher price tag than one-stop flights

#### **Why do we want to communicate these messages?**

These messages are expressing a key advantage that arguably favors FAY. RDU is our highest competition, and it is noted that from Fayetteville and beyond, most times traffic, drive-time, and pricey parking rates are a deciding factor in choosing between the two airports. With terminal renovations complete, the airport has been upgraded and provides a better experience for traveling in an aesthetically pleasing environment.

#### **II. Airlines:**

##### **Primary audience:**

- New partners: low-cost carriers

##### **Secondary audience:**

- Existing airlines: American and Delta

**Theme:** FAY is underserved based upon the demographics of its 11-county service area (approximately 1 million residents)

##### **Message:**

- FAY has the parking, terminal, landside infrastructure to support new commercial airline entrants.
- Civilian and military support for ridership to Florida and Washington D.C. airports
- Recent investments position FAY for growth

##### **Talking Points:**

- The Fayetteville Regional Airport would be a profitable airport for any low-cost carrier due to current ticket pricing.
- Currently FAY has one ground loading and three jet bridge locations available for air carriers on a non-exclusive but preferred basis
- FAY has one of the lowest costs per enplaned (CPE) passenger fees in the state at less than \$5
- FAY has kept its costs low for nearly three decades due to strong fiscal management and position.

## **Businesses**

### **Primary audience:**

- Advertising concessions (Clear Channel)
- Parking concessions (REEF Parking)
- Rental car concessions (Avis/Budget, Hertz, National/Alamo, Enterprise, Thrifty/Dollar)
- Food/Beverage concessions
- Fixed Base Operations

### **Secondary audience:**

- Transportation Network Companies (Lyft & Uber)
- Peer to peer ride share companies (Turo & Avail)

**Theme:** Good for your business

**Message:** Fayetteville Regional Airport is open for business

### **Talking Points:**

- Low operational costs = strong profit potential
- Excellent tenant/airport management relations and service
- Modern facilities
- Doing business at the Fayetteville Regional Airport is economically beneficial.

**Marketing Tactics: Various tactics have been selected based on the research of the target audiences and where they consume information. By using a marketing funnel concept, we strive to achieve increased throughput of passengers in the airport.**

- Implementation Timeline – Our efforts for the following tactics will start mid-October 2023 and run through the end of the 23-24 fiscal year which is June 30, 2024. We will focus our efforts heavily before holiday travel to increase ridership at FAY during the Thanksgiving, Christmas, and New Year holidays. After the holidays we will slightly decrease our marketing spend to enable us to pick up heavily again in the spring heading into the summer, in preparation for vacation travel.
- Streaming audio and video platforms
  - This tactic will reach both the primary and secondary audiences based on physical location. The demographic this tactic reaches is primarily those who have smartphones and smart TVs. They use apps for their socialization aspect as well as for entertainment purposes. Messaging will focus on new amenities and ease of travel while getting through the airport.

- Traditional radio
  - This tactic will reach both the primary and secondary audiences based on physical location. Further, this medium will reach a demographic who are more traditional in the ways they consume information. Messaging will focus on new amenities and ease of travel and getting through the airport.
- Display and Google ads
  - This tactic reaches both primary and secondary audiences based on physical location. Anyone who has access to the internet by way of phone, tablet, or computer is subject to receive these types of ads. Especially if they have used a search engine to browse for travel arrangements.
- Addressable targeting and geofencing
  - This is the modern day of direct mailing. Individuals will receive our advertising to encourage to begin your journey from FAY.
- Online Platforms
  - This tactic is primarily for awareness of the airport in general but also to drive traffic to FlyFAY.com where a consumer has the option to book travel arrangements. The demographic this reaches is those who receive their communication messages digitally rather than print.
- Print publications
  - This is for primarily for awareness of the airport in general but will also focus on opportunity destinations that originate from FAY. The 'print' publications that are online will have clickable ads driving traffic to FlyFAY.com
- Billboards
  - This tactic is primarily awareness and will be focused in the areas to the south of Fayetteville.
- Point of sale advertising
  - This tactic is for our primary audience who we will target by zip code. They will receive communication messages in the form of gas pumps, movie theatre screens, and retail/gym digital signage. The messaging will focus on the benefits of flying from an airport in the consumers 'back yard'. Also, to bring awareness to the amenities, modern renovations, and the promotion of 661 one-stop destinations you can get to when departing from FAY.
- Partnerships/sponsorships
  - This tactic is to show our community outreach and participation in local events, sporting games, and non-profit causes. This will target the primary and secondary audiences. It will garner community engagement and bring awareness to FAY and its connectivity to the people we serve.
- Television
  - This tactic reaches the demographic who watch cable TV and the local news channel. The airport has two commercials on air that show the ease of traveling through FAY.
- Social media – Facebook/Instagram/LinkedIn/Twitter (X)



- This tactic will be used to not only to inform our audiences about the amenities, but also to drive traffic to our website and suggest that if there is a desire to travel for work or play outside of Fayetteville, FAY is a great place to start the journey.
- Airport consultants
  - This tactic is solely to interact with airlines who could fly from FAY in the future.

# Airport Marketing Plan

November 6, 2023



- Goal Alignment
- Marketing Funnel
- Communications Objectives
- Target Audiences
- Themes and Messages
- Marketing Tactics
- Current Ads
- Measurement & Evaluation
- Summary and Normalization of Data



## Goal IV: Desirable Place to Live, Work, and Recreate.

- (4.1) To maintain public transportation investments with high quality transit and airport services.
  - Secure new routes and expand service on existing routes.
  - Leverage robust marketing data and analytics accessed through airport consultants and data analysis tools.
  - Maintain and enhance engagements with internal and external target audiences to ensure they know Fayetteville has high quality airport services.

## Fayetteville Regional Airport Goals

- Increase passenger traffic – achieve a 5% growth in passenger enplanements and deplanements within the next year (reach a load factor between 90%-100%). Current: 80%
- Increase frequency of flights by 30%+

It's crucial to understand that a person doesn't typically transition into a customer upon initial exposure to your product.

Multiple touch points precede their decision to sign up, make a purchase, or book a service.

While not every individual follows the entire funnel journey, even swift transactions involve at least two touch points before transforming into paying customers.

## The Marketing Funnel



## Communication Objectives

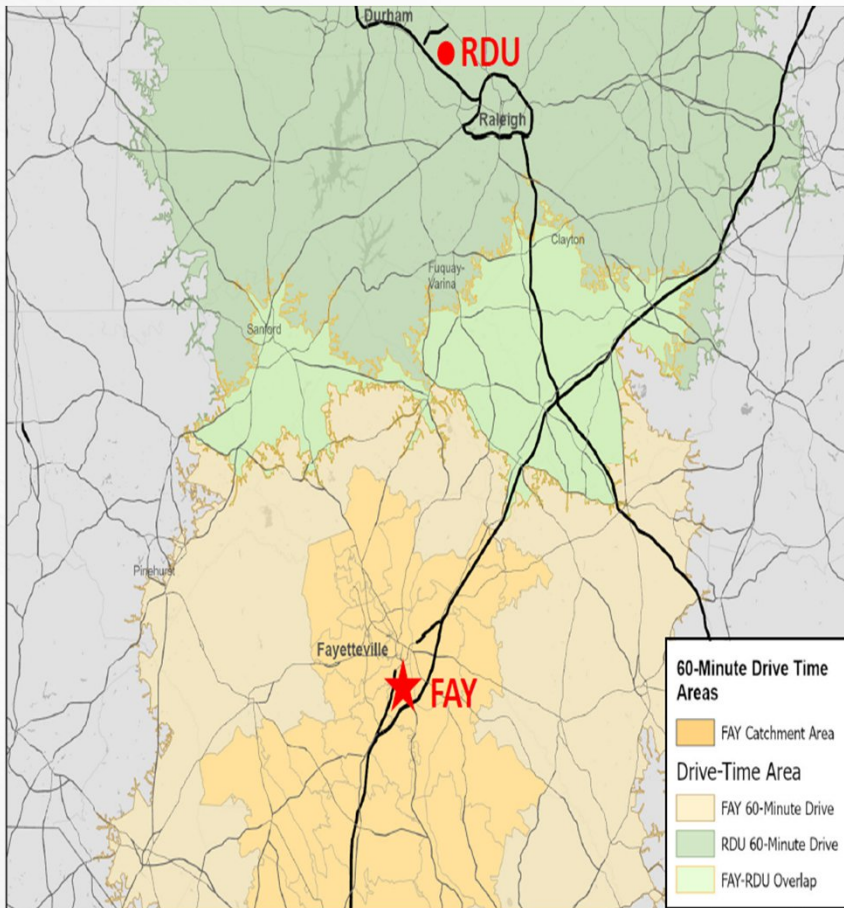
- Increase audience AWARENESS about flights departing from Fayetteville Regional Airport.
- Increase INTEREST of connectivity opportunities- the number of destination options
- Increase INTEREST how FAY delivers exceptional service
- Educate audience members on cost comparison between FAY and surrounding airports to create a DESIRE to stay local
- Create a DESIRE to fly from FAY
- Create a call to ACTION to FlyFAY.com

-----

Follow on efforts will be to build LOYALTY and ADVOCACY



# Target Audience



- 11-county catchment area
  - Primary audience – Bladen, Cumberland, Sampson, Hoke, and Robeson counties
  - Secondary audience – Lee, Montgomery, Moore, Richmond, Scotland, and Harnett counties
- Demographics
  - Age: 25-54+
  - Income: \$50K to \$150K+

- Primary – new partners: low-cost carriers
- Secondary – existing airlines: American and Delta Airlines
- Themes and messages to communicate:
  - FAY is underserved based upon the demographics of its 11-county service area.
  - FAY has the parking, terminal, and landside infrastructure to support new commercial airline entrants.
  - Civilian and military support for ridership to Florida and Washington D.C. airports.
  - Recent investments position FAY for growth.
- Tactic – Airport consultants





## Convenience:

Traveling at FAY is convenient for our local community.

## Price & Time Comparison:

FAY and competing airports

## Modern Facilities:

Expansion and modernization of terminals creates a comfortable experience.

## Connectivity:

Connection to the world with 661 one-stop destinations from FAY.



- Streaming audio and video platforms
- Traditional radio
- Display and Google ads
- Addressable targeting and geofencing
- Online platforms
- Print publications
- Billboards
- Point of sale advertising
- Partnerships/sponsorships
- TV
- Social media
- Consultants



**Your *Time* is worth *More!***

*Benefits to FlyFay*

- Inexpensive parking
- Less drive-time, saving gas
- Comfort knowing you're *Home* when you FlyFay

**Fly FAYETTEVILLE**<sup>N</sup><sub>C</sub>  
REGIONAL AIRPORT



Did you know *one-stop* flights typically carry a **20%** lower price tag compared to non-stop flights.

**661**

*One-stop* flights from **FAY** connecting in **CLT, DFW & ATL**

**Fly FAYETTEVILLE**<sup>N</sup><sub>C</sub>  
REGIONAL AIRPORT

- Communication Metrics:

- CPC (cost per click)
- CTR (click through rate)
- CPA (cost per action)
- Impressions
- Conversions
- Likes, follows and reach on social media
- Unique visits to flyfay.com
- Average time on website

- Airport Metrics:

- Enplaned and deplaned passengers
- Average number of daily flights
- Load factor
- Number of total aircraft operation
- Passenger facility charge



## The Marketing Funnel



- As expected, raw data shows Fayetteville to lag behind in revenue generation as compared to larger airports.
- Normalization of data is accomplished by showing revenues per passenger in each of the key performance indicators.
- Revenue per passenger is as important to Airport Management as cost per enplaned (CPE) passenger is to airlines.
- The goal is to maintain revenue per passenger at a level that covers all airport costs, while keeping rates and charges at attractive levels for incumbent and prospective air carriers.

- The City of Fayetteville's Regional Airport continues to make sound financial decisions regarding operational and capital improvement needs based on key performance indicators and the availability of alternative funding methods.
- Ridership may lag behind other municipalities of similar or greater size, but FAY's key performance indicators show it remains comparable to others when normalized.
- Continued City growth will inevitably lead to increased ridership and a stronger airport financial portfolio to market to prospective airlines and continue infrastructure improvements.



# City of Fayetteville

433 Hay Street  
Fayetteville, NC 28301-5537  
(910) 433-1FAY (1329)

## City Council Action Memo

File Number: 23-3587

**Agenda Date:** 11/6/2023

**Version:** 1

**Status:** Agenda Ready

**In Control:** City Council Work Session

**File Type:** Other Items of  
Business

**Agenda Number:** 4.05

**TO:** Mayor and Members of City Council

**THRU:**

**FROM:** Council Member Deno Hondros, District 9

**DATE:** October 2, 2023

**RE:**

City Council Member Agenda Item Request - Solid Waste Ordinance - Yard Waste  
- Council Member Hondros

**COUNCIL DISTRICT(S):**

ALL

**Relationship To Strategic Plan:**

**Executive Summary:**

**Background:**

**Issues/Analysis:**

**Budget Impact:**



**Options:**

**Recommended Action:**

**Attachments:**

City Council Agenda Item Request Form

## City Council Agenda Item Request

**Date of Request:** 9/25/2023      **Requester:** Deno Hondros

**Agenda Item Title:** Solid Waste - Yard Waste - Acceptable Containers

**Estimated Cost:** unknown      **Anticipated Funding Source:** Solid Waste Fund

**City Department(s) Support Requested:** Solid Waste Dept

**Estimated Staff Time Required:** unkown

**Anticipated Date for Future Council Work Session Discussion:** 10/2/2023

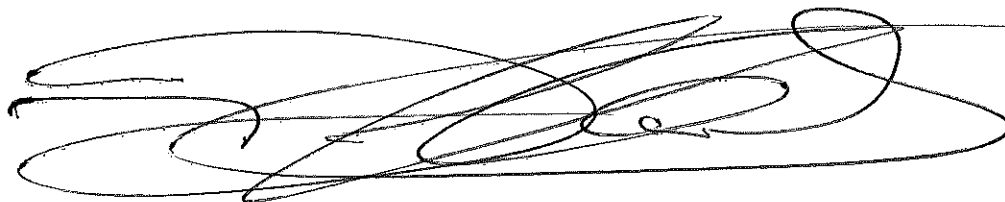
**Which City Council approved Goal(s) within the Strategic Plan does this request directly support?**

- G1) Safe and Secure Community
- G2) Respsive Government
- G3) Invest in Today and Tomorrow
- G4) Desireable Place to Live Work & Recreate
- G6) Collaborative Citizen & Business Engagement Base

**What do you envision accomplishing with this agenda item request?**

Clarification of our recently revised Solid Waste Ordinance, Specifically as it pertains to Yard Waste.

**Additional Comments:**





# City of Fayetteville

433 Hay Street  
Fayetteville, NC 28301-5537  
(910) 433-1FAY (1329)

## City Council Action Memo

File Number: 23-3639

**Agenda Date:** 11/6/2023

**Version:** 1

**Status:** Agenda Ready

**In Control:** City Council Work Session

**File Type:** Other Items of  
Business

**Agenda Number:** 4.06

**TO:** Mayor and Members of City Council

**THRU:**

**FROM:** Council Member Deno Hondros, District 9

**DATE:** November 6, 2023

**RE:**

City Council Agenda Item Request - Downtown Parking - Council Member  
Hondros

**COUNCIL DISTRICT(S):**

2

**Relationship To Strategic Plan:**

**Executive Summary:**

**Background:**

**Issues/Analysis:**

**Budget Impact:**

**Options:**

**Recommended Action:**

**Attachments:**

Council Agenda Item Request Form

## City Council Agenda Item Request

Date of Request: 10/12/2023 Requester: Deno Hondros

Agenda Item Title: Downtown Parking

Estimated Cost: not known Anticipated Funding Source: General/MSD?

City Department(s) Support Requested: City Manager's Office and Public Services Dept.

Estimated Staff Time Required: Minimal

Anticipated Date for Future Council Work Session Discussion: November 6th, 2023

Which City Council approved Goal(s) within the Strategic Plan does this request directly support?

- 1) Safe and Secure Community
- 2) Responsive City Government
- 3) Invested in Today and Tomorrow
- 4) Highly Desirable Place to Live, Work & Recreate

What do you envision accomplishing with this agenda item request?

A more enjoyable experience for all city residents, visitors and merchants as we traverse Downtown to live, work and recreate. Overall an enhanced experience, both for the casual visitor as well as the residents and merchants who live, work and recreate Downtown daily.

Additional Comments:

*deno hondros*



# City of Fayetteville

433 Hay Street  
Fayetteville, NC 28301-5537  
(910) 433-1FAY (1329)

## City Council Action Memo

File Number: 23-3657

**Agenda Date:** 11/6/2023

**Version:** 1

**Status:** Agenda Ready

**In Control:** City Council Work Session

**File Type:** Other Items of  
Business

**Agenda Number:** 4.07

**TO:** Mayor and Members of City Council

**THRU:**

**FROM:** Council Member Derrick Thompson, District 6

**DATE:** November 6, 2023

**RE:**

City Council Agenda Item Request - Sidewalks - Council Member Thompson

**COUNCIL DISTRICT(S):**

ALL

**Relationship To Strategic Plan:**

**Executive Summary:**

**Background:**

**Issues/Analysis:**

**Budget Impact:**

**Options:**

**Recommended Action:**

**Attachments:**

Council Agenda Item Request Form

## City Council Agenda Item Request

Date of Request: 23 Oct 2023 Requester: Derrick Thompson

Agenda Item Title: Sidewalks

Estimated Cost: \_\_\_\_\_ Anticipated Funding Source: TBD

City Department(s) Support Requested: CITY MANAGER

Estimated Staff Time Required: \_\_\_\_\_

Anticipated Date for Future Council Work Session Discussion: Nov 6 2023

**Which City Council approved Goal(s) within the Strategic Plan does this request directly support?**

III City of Fayetteville will be a city invested in tomorrow

IV City of Fayetteville will be a safer, desirable place to live, work and recreate

**What do you envision accomplishing with this agenda item request?**

Seeking support to direct funding for side walk study to ensure the 1 mile radius of school connectivity is directly connected to school grounds.

Currently there are numerous schools across the city that have no sidewalk connectivity.

Ensuring the youth from around the city have sidewalk connection directly from their neighborhood to the school, these safety measures are essential in keeping our kids safe.

Seeking support to accomplish with the General Obligation Bond Fund

**Additional Comments:**

Numerous kids walk to school everyday in the streets without adequate sidewalks.