

SANDY SPRINGS
YEAR IN REVIEW

2011

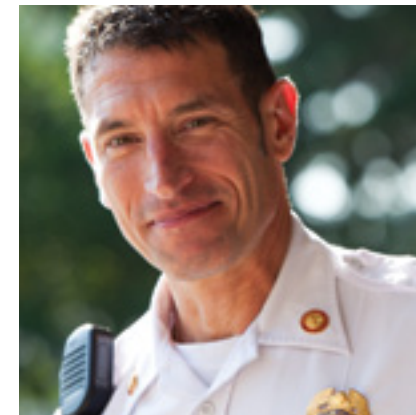
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2011

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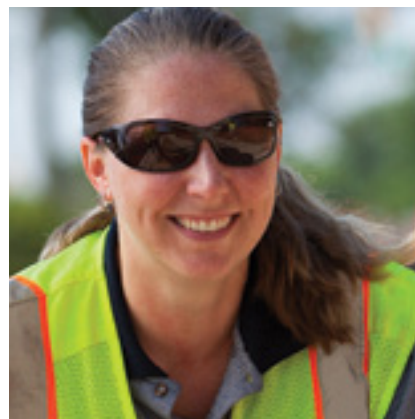
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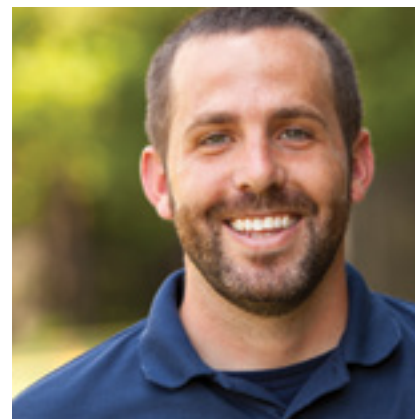
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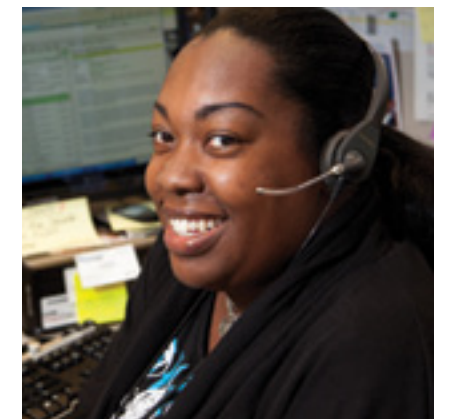
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SANDY SPRINGS YEAR IN REVIEW

Entering 2011 and our sixth year of existence as a city, Sandy Springs was poised for the best year yet. Perhaps the biggest accomplishment of the year was the completion of the procurement for General Government Services and the subsequent successful transition from one provider to five providers.

Under guidance from the City Manager's Office, a team of senior City staff and independent consultants designed and implemented an innovative, cutting edge local government procurement process based on the Performance Price Tradeoff model. Through this process, the City pioneered a new procurement

technique for municipal government by indicating the intent to issue contracts to multiple firms in order ensure competition throughout the contract term for each work package. The City then issued a Task Order to the firms selected to receive the work for the specific time period. When compared to FY11 contract values, the procurement process resulted in nearly \$7 million in savings, allowing the City to continue investing in capital improvements without cutting services.

During the transition process, a majority of staff chose to remain with the City and move to the new contract providers, resulting in a high continuity of service.

Sandy Springs Police Department officers place a strong emphasis on preventing crime and disorder from occurring. As a result of their efforts, UCR Part 1 Crimes continue to decline, marking the 6th straight year of declining crime rates, down 7% over 2010.

The Sandy Springs Fire Rescue Department worked on the City's first evaluation by the Insurance Services Office (ISO) in more than 20 years. Their efforts paid off with the City being awarded a Class 3 rating for our fire suppression system. Sandy Springs is one of only 56 fire departments in the State of Georgia and one of 1,998 in the country to receive a Class 3 rating. This will result in savings in insurance premiums for the nearly \$4.7 billion in insurable property in the City of Sandy Springs.

Our community partnerships remained a top priority in 2011, resulting in the completion of numerous transportation projects including the Hammond Half Diamond, in partnership with the Perimeter Community Improvement Districts (PCID) and the Georgia Department of Transportation (GDOT). This

project created the first new entrance and exit onto Georgia 400 in 20 years.

With a strong focus on downtown redevelopment and economic development, the City supported the work of the Main Street Alliance to create recommendations for the downtown area of Sandy Springs. Mayor and Council appropriated funds in the budget to complete a Downtown Master Planning project, the fruits of which we will be seeing in the coming months.

I'm proud of the work the City completed in 2011. I think you'll agree that this year marked a year of transition and significant accomplishments. I'm looking forward to an even better 2012.

John McDonough
City Manager





PUBLIC SAFETY

POLICE DEPARTMENT

The Sandy Springs Police Department continues its commitment to providing outstanding community service and the highest tier of customer service while protecting the City's citizens. Overall, the City has seen a 7% decrease in crime over 2010. The installation of the City's Iron Sky surveillance system, integrating real-time video and data, will assist police, fire and EMTs in maximizing resources during emergency events. During 2011, 22,976 citations were issued: 6,791 for speeding, 358 for DUI and 727 seat belt violations.

DEPARTMENT WIDE

- The Police Department completed its move of headquarters and operations to the City Hall

complex and upgraded its training facilities.

- The Police Department completed a new Policy Manual and was re-accredited by the Georgia Chiefs Association.

CRIME

- UCR Part 1 Crime in Sandy Springs continues to fall. As of December 20, 2011, the City experienced a 7% decrease over 2010. Sandy Springs Police participated in a Multi-Jurisdictional Burglary Task Force, organized to reduce burglaries through collaborative investigations.
- Residential Burglaries are down 22% over 2011.

- Non-Residential Burglaries are down 28% over 2011.

TECHNOLOGY

- SSPD installed new MDVR (Mobile Digital Video Recorders) in cars.
- SSPD hosted a Provided Problem Solving Training program for a delegation from the United Kingdom.

S.T.A.A.C.

- Calling upon city-wide resources including Fire Rescue and Code Enforcement, the Police Department convened the Statistical, Tactical, Administrative Analysis of Crime (S.T.A.A.C.) working group in 2011.
- S.T.A.A.C. will meet monthly and is focused on identifying eliminating or mitigating important crime and disorder problems within Sandy Springs. The group's first assignment is to review apartment related incidents.

BENEVOLENT FUND

- Successful fundraising year bringing the fund balance to almost \$65,000 (not including funds already dispersed) to help first responders including families of officers killed in the line of duty and

those with serious illnesses.

- Published a special-edition book, Signature Moments, highlighting moments that made a distinctive impact on police officers serving Sandy Springs. The book received "Gold Awards" for Marketing and Promotional Material and in Writing from the Association of Marketing and Communication Professionals.

FIELD FORCE

- Started Field Force, a team of approximately 30 officers trained and equipped to address civil unrest or serious civil disorder issues, most commonly related to flash mob or street riot scenarios.

SHIFT TACTICAL PROGRAM

- Shift Tactical Program are officers with enhanced training, equipment and ability to immediately respond to major crime / active shooter incidents to fill the time gap before SWAT can arrive.

COMMUNITY OUTREACH

- Explorer Program and Volunteers in Policing (VIPS) provides opportunities for youth and adults to participate.
- Citizens on Patrol with 45 volunteers averaging 57 volunteer hours per week





PUBLIC SAFETY

FIRE RESCUE DEPARTMENT

Sandy Springs Fire Rescue celebrated its 5th anniversary on December 29, 2011. The Department continues to provide “Outstanding Service by Outstanding People.” The Department operates four Quints (combination engine and aerial truck), two Engines, three Emergency Medical Services Quick Response Vehicles and two Brush Trucks out of four fire stations. Staffing consists of 90 full-time personnel and approximately 50 part-time personnel.

CARDIAC ARREST SAVES

- SSFR is proud to report that 10 lives were saved of patients suffering from cardiac arrest, bringing the total lives saved by SSFR since 2007 to 27.

ISO RATING

- Sandy Springs Fire Rescue obtained a Class 3 rating for its fire suppression delivery system from the Insurance Services Office (ISO), Inc. The high mark places Sandy Springs in the top 5% of departments in the country, and is expected to result in substantial insurance premium cost savings for the nearly \$4.7 billion in insurable property in the City.

COMMUNITY SERVICE

- SSFR participated in 321 Community Events reaching more than 163,458 participants.

- A total of 9,609 citizens received Cardio Pulmonary Resuscitation (CPR) training through in-class, video, Friends and Family “Learn It... Before You Need It” and CPR “QR” Pocket Cards.
- SSFR established a Child Car Safety Seat Training Program. Seven “new car safety seat” technicians installed 101 car seats in 2011.

CERT

- SSFR recruited and trained 50 new Community Emergency Response Team (CERT) members, bringing the total to 130 CERT members. The team conducted full-scale tornado, tour bus fire exercises and rehab drills during 2011.

TACTICAL MEDIC TEAM

- SSFR embarked on a new program, Specialized Tactics for Operational and Rescue Medicine (STORM), this year. The program uses hands-on skills for tactical emergency medical situations. Eighteen Sandy Springs, Dunwoody and Johns Creek Fire Rescue Technicians were chosen to participate in the program in collaboration with the North Metro SWAT (NMSWAT) Team. STORM is the medical component to NMSWAT and is called out each time the NMSWAT Team is called out for emergency situations.

AWARDS

- Sandy Springs Fire Rescue Department was named a Heart Safe Community by the International Association of Fire Chiefs in recognition of the Department’s creative approaches to implementing and maintaining systems to prevent and treat cardiac-related diseases. SSFR yielded a bystander CPR performance rate of 59 percent in 2010, was more than twice the national average.
- SSFR was selected to receive the American Heart Association’s 2011 American Heart Association “Mission Award” recognizing the Department’s forward-thinking outlook in identifying new ways to help educate the community in life-saving CPR.
- SSFR was recognized for its leadership in helping Sandy Springs become a “Heart Ready” city by the American Heart Association noting the City’s “Learn it...Before You Need It” CPR pocket cards which utilize Quick Response (QR) Code technology. More than 10,000 cards have been distributed throughout Sandy Springs, and the American Heart Association plans to replicate the program nationwide.
- Fire Protection Engineer David Adams was presented the 2011 H.D. Crossnine Award by the South Eastern Association of Fire Chiefs. The Crossnine Award has only been presented eight times since 1995.





DOWNTOWN REDEVELOPMENT AND COMMUNITY APPEARANCE COMMUNITY DEVELOPMENT DEPARTMENT

The Community Development Department focuses on the management of growth and development in a manner that ensures the enhancement and preservation of neighborhoods, the creation and preservation of open space, and is development that is environmentally sustainable. The Department is comprised of three divisions: Planning and Zoning, Building and Development and Code Enforcement.

CODE ENFORCEMENT

- More than 1,300 Code Enforcement cases were handled in 2011.

- Eighteen dilapidated and poorly maintained homes, continuously failing code compliance, were demolished.
- Six code enforcement sweeps were conducted on apartment complexes. Additionally, the Division initiated a dialogue with apartment managers to provide information regarding the City's property maintenance ordinance.

PLANNING & ZONING

- Ordinances: Sign Ordinance Change was approved

allowing the use of energy saving LED components in signs. Revision for Special Permits for Kennels were approved that more clearly outlines the minimum application requirements and the basis for revocation of an approved permit. Sign Ordinance Change approved the size and design to align more consistently with the industry standard.

- Staff hosted first annual Sandy Springs Planning Commission Retreat resulting in the charge to develop a work program for amendments to the City's 2027 Comprehensive Plan. Execution began in August with a scheduled completion date of Summer, 2012.
- The Planning and Zoning Division processed 17 zoning applications, 25 design review applications, 51 variance applications, 60 zoning certifications and hosted approximately 25 community/informational meetings with citizens interested in being a part of the City's planning processes.

BUILDING & DEVELOPMENT

- Building and Development averaged five new detached single family residential starts a month in 2011. Attached and detached single family development was up 81% from 2010 to 2011.
- The Division initiated a staff-assigned "Engineer-of-the-Day" schedule to facilitate faster, often while you wait, reviews for minor projects.
- Enhanced customer service by maximizing Thursday morning developer's meetings to include staff from all disciplines to answer and work out issues with developers.
- Initiated Environmental Enhancement Best Practices Roundtable to explore examples of actions that government, non-profit and private organizations are taking to protect and restore the natural environment.
- The number of building permits issued in 2011 was up 10% at 1,545, with a total value exceeding \$58 million. 77 land disturbance permits were issued.





ECONOMIC DEVELOPMENT COMMUNITY DEVELOPMENT DEPARTMENT

During the FY2012 budget process, City Council added Economic Development as one of its top priorities for the City. The City lowered business license and permitting fees, streamlined the review processes and implemented an Economic Development Incentive Plan.

- As a result of the new economic development incentives put in place by the City, Graphic

Packaging, a leading provider of paperboard packaging solutions relocated its headquarters from Marietta to Sandy Springs.

- In late fall, an Economic Development Manager was brought on board to develop an Economic Development Plan and work to recruit new businesses to Sandy Springs.

STORMWATER PUBLIC WORKS DEPARTMENT

The Stormwater Services Unit within Public Works focused their main efforts on improving the City's storm drainage infrastructure including detention ponds and piped networks. The unit also continued the necessary activities as required to comply with State and Federal stormwater regulations.

- Completed a total of 126 projects, including a city-wide cross drain replacement, at an overall cost of \$1,975,000.
- Completed proposed draft floodplain maps and conducted extensive public outreach through mailings, open houses, stormwater advocacy group meetings and individual consultation.

- Working with the City Manager's Office and City Attorney, staff facilitated the FEMA Hazard Mitigation Grant Program which will result in the purchase and subsequent demolitions of 6 substantially flood-damaged residences. Staff also worked to submit an application for a \$3,809,200 FEMA Pre-Disaster Mitigation Grant to potentially purchase and demolish eleven additional flood-damaged residences.
- Evaluated potential regional detention opportunities in the downtown area, identified existing pond retrofits, and provided outreach to stormwater advocacy groups utilizing the previously developed Watershed Improvement Plans (WIP).



TRANSPORTATION

PUBLIC WORKS DEPARTMENT

The Public Works Department's efforts focused on improving the City's infrastructure including roads, stormwater and sidewalks. Of note is the integration of the City's Traffic Management Center providing Police, Fire and the public with real-time information regarding Sandy Springs' main roadways. In addition, Public Works successfully salted and sanded approximately 195 miles of roadway while working 24-hour operations during January's unusual snow and ice storm.

TRAFFIC & TRANSPORTATION

- Traffic Management Center (TMC) signals database software was upgraded allowing the TMC to alter signal functions in real-time to respond to

traffic conditions, significantly reducing the delay through the Roswell Road corridor.

- The fiber optic system and in-the-field hardware was expanded and repaired.
 - Increased the number of signals that are actively controlled by the TMC from 8 to 43 (538% increase).
 - Increased the number of closed circuit cameras used to monitor traffic from 16 to 23 (143% increase).
- Installed a total of 30 Radar Speed Indicator Signs throughout the city, 19 of which were installed at school zones and 11 at other locations.

- Began a review of City's Street Light Policy and developed a lighting pilot study for evaluation of innovative technologies.

FIELD SERVICES UNIT

- Completed 7.15 miles of road reconstruction and repaving through City allocated funds and GDOT's Local Assistance Resurfacing Program (LARP). This work included a pilot intermediate maintenance program.
- Contracted to complete an additional 9.7 miles of roads to be resurfaced or reconstructed in 2012.
- Developed a 3-Tier emergency on-call system for staff that has successfully managed two major water main breaks and road closures and numerous traffic and safety incidents.
- Managed emergency repairs to Spalding Drive Bridge ahead of schedule and under budget with the minimal possible disruption to residential traffic.

TRANSPORTATION PROJECTS

- Completed more than \$4.45 million in major capital transportation projects. Among the projects:
 - Johnson Ferry Road Streetscape from Sandy Springs Circle to Long Island Drive [construction funded by Sandy Springs Revitalization,

Inc. (SSRI)]

- Windsor Parkway Sidewalks
- Sandy Springs Circle Streetscapes Phase I
- Dunwoody Place Improvements
- Peachtree-Dunwoody Road at Spalding Drive Intersection Improvements (substantially completed at the end of 2011)
- Abernathy Greenway Phase 3 (substantially completed at the end of 2011)
- Major capital transportation partnership efforts with the Georgia Department of Transportation (GDOT) and the Fulton Perimeter Community Improvement District (PCID) underway or completed this year include:
 - Abernathy Road/Johnson Ferry Roadway Widening Project (underway)
 - Hammond at Georgia 400 Half-Diamond Interchange (complete)
 - Bridge Widening at Roswell Road and I-285 (underway)
- 14 Sidewalk Program projects, valued at \$2.24 million, were completed with 8.8 miles of new sidewalk installed when the contributions of the major capital projects above are considered.





RECREATION

RECREATION & PARKS DEPARTMENT

Sandy Springs Recreation and Parks Department continues to expand its programming with innovative and fun offerings. With the addition of space at SSUMC Hitson Memorial Activities Center, we were able to gain an additional 46,000 square feet of meeting space and increase the number of leisure program choices in 2011.

BLUESTONE BUILDING

- The \$1.5 million renovation project of the Heritage Sandy Springs Historic Bluestone Building lower level reached completion in November, 2011.

YOUTH PROGRAMS

- 9,063 individuals registered for programs in 2011.

- Youth Track and Field: Recreation and Parks began its first Youth Track and Field program in the Spring of 2011. Interest was overwhelming with 75 children signing up to join the Sandy Springs Striders who qualified for the Georgia Recreation & Parks Association State meet in Augusta, GA.
- Lacrosse: Recreation and Parks entered into a Memorandum of Understanding with Atlanta Youth Lacrosse. Summer and weekend clinics were implemented in 2011.
- Special Needs Programming: In January, 60 special needs students from N. Fulton County public schools took part in a Special Olympics Local Gymnastics Skills Competition held at the Hammond Park Gymnastics Center. The event

featured an exhibition performance by award-winning Special Olympics gymnastics competitor, Elaine Weaver. In 2011, children also participated in a Bocce Ball competition with more than 50 participants.

- Programs added this year include: Start Smart – Sports Development, Create It Theater, Double Dutch, Discover the Night Sky Astronomy and a 2-on-2 Basketball Challenge.
- Summer Camps added this year include: Discover Me, 31 Stories Camp, Act Up Theatre Camp and Creative Theatre Camp.

SPECIAL EVENTS

- In January 2011, Recreation and Parks conducted its first annual Winter Festival which featured a “Georgia” style snow tubing hill and a snow play area.
- In May 2011, the Mayor and Department, in conjunction with the National Parks Trust, commemorated the first annual National Kids to Parks Day with celebrations held at Morgan Falls Overlook Park and Hammond Park.

AWARDS

- The Friends of Sandy Springs Foundation, with assistance from Sandy Springs Recreation and Parks, received the inaugural Sticks for Kids Excellence Award from the Golf Course Builders Association of America (GCBA) Foundation and Sticks for Kids program partner, National Recreation and Park Association (NRPA). The award honors an outstanding junior golf program that has utilized its granted Sticks for Kids program to the fullest potential.

COMMUNITY SERVICE

- The Community Service Program expanded in 2011 with additional days added during the week to allow more options for community service workers. Community Service provides the City with more than 15,000 hours of labor support.





POLICE RELOCATION

- The IT Department successfully set up phone and computer operations as the department relocated to City Hall, connecting the Police Department's two buildings to the City's network. By discovering pre-existing fiber optic cable in the complex, IT was able to save a significant amount of time and implementation costs in connecting the Police Department buildings to the network infrastructure.

SECURITY EDUCATION

- The IT Department initiated weekly security tips to all staff promoting safe computing and the protection of confidential and personal information.

OPERATIONAL SUPPORT

INFORMATION TECHNOLOGY DEPARTMENT

The Information Technology (IT) Department became a full, onsite presence in 2011. Staff successfully migrated the City's phone and computer systems management in-house.

EMERGENCY OPERATIONS

- The IT Department's integration of the Traffic Management Center (TMC) into the City's network allows IronSky access to TMC cameras. These cameras create an additional sense of situational awareness to aid police officers in responding to emergencies.
- The IT Department was integral in setting up phone and networking infrastructure for the

Emergency Operations Center (EOC). The EOC manages public safety, communications and other services needed during City emergencies.

FIRE RESCUE SUPPORT

- The IT Department developed a custom web-based application for the Fire Department bonus incentive program. This application efficiently calculates and tracks the bonuses that are paid out to fire personnel biannually.
- The GIS team assisted Fire Rescue in its ISO audit by logging and mapping GPS coordinates for every fire hydrant within the city.





OPERATIONAL SUPPORT COMMUNICATIONS DEPARTMENT

The Communications Department helps tell the story of Sandy Springs. Integration played an important role in 2011. Communications began co-development of cross communication programs to aid departments in identifying and sharing information more efficiently.

MEDIA RELATIONS

- The Communications Department responds to an average of three media inquiries per day including research, determining best city response and aligning reporter with best resources to produce fair and balanced stories.

EVENT MARKETING

- Communications provided support for more than 21 events in 2011. Examples include: Sandy Springs Festival, Veterans Day Observance, Sandy Springs/Perimeter Chamber Expo, Dr. Martin Luther King, Jr. Celebration, Festival at Spalding Corners and Sandy Springs Cycling Challenge.
- Communications helped facilitate the first annual Sparkle Sandy Springs Holiday Decoration Competition. Working in partnership with Art Sandy Springs, The Sandy Springs / Perimeter Chamber of Commerce, Sandy Springs Hospitality

and the Sandy Springs Design Center, the competition was in full swing within two weeks of inception generating print, radio and television coverage.

ISSUES MANAGEMENT

- During emergency situations, Communications works alongside internal departments and external agencies to help ensure a proper flow of critical information. For example, Communications worked with Public Works, GDOT and SSPD to proactively communicate the need to close Spalding Drive Bridge for emergency repairs. Neighborhood outreach, media relations and updates via the web and social media were implemented, resulting in positive feedback from the community.

WEB AND SOCIAL MEDIA

- Staff added “sliders” to the city’s website home page providing a graphical and informational element to alert viewers to news of added importance.
- The City gained 655 followers bringing the total number of Facebook followers to 2,136. Post views are up 5,057% from the previous year at 598,938. Feedback is up 156% from 2010 with 1,104 feedback posts.
- A Recreation and Parks Facebook page was created to push out upcoming events and happenings. The page currently has 165 “Likes,” and will continue to grow in 2012.
- The City is gaining approximately 2 new followers on Twitter each day which is an 18.4% increase over 2010. The city currently has 1,231 followers.

COLLATERAL DEVELOPMENT

- Communications produced more than 150 collateral items including flyers, brochures, giveaway items, posters and signage in support of the City’s various departments’ efforts.
 - Sandy Springs Police – Signature Moments book, letterhead, business cards, newsletter design, posters, forms and materials for Black

Tie Event to support the Benevolent Fund

- Sandy Springs Fire Rescue – Emergency Handbook layout and design, flyers, holiday cards, QR magnets, oven mitts, bags, Sandy Springs Festival graphics support
- Public Works – Fats, Oils and Grease (FOG) brochure, Clean Water Campaign brochure, Stormwater posters, Public Information Meeting handouts and flyers
- Community Development – Flyers, applications redesign, concept redesign of streetscape lighting
- Recreation and Parks – Trail maps, flyers, posters, program guides, large scale signage, T-shirt design
- Communications completed a redesign of the city’s business cards implementing QR (quick response) codes providing an link to download an electronic V-card as well as obtain directions to City Hall.

COMMUNITY RELATIONS

- 12 monthly e-newsletters were produced.
- 4 quarterly newsletters were produced.
- Communications provided logistics, advance publicity and on-site support for 7 Public Information meetings in 2011 with attendance ranging from 40 to 250.
- Communications maintains a proactive calendar reaching out to neighborhood associations and responding to resident questions and concerns. For example, Communications worked in cooperation with city council members, Public Works and GA DOT to respond to questions concerning road improvement at Abernathy and Johnson Ferry Rd. Communications organized a public information meeting attended by more than 250 people, helped facilitate follow up meetings and provides ongoing status updates for the residents in that area.



OPERATIONAL SUPPORT

CITIZEN RESPONSE CENTER

The City operates a centralized Non-Emergency Call Center, responsible for managing nearly 137,000 annual business calls each year, answering more than 94% of call within 30 seconds.

At the beginning of 2011, a service request application became available for Smart Phone users allowing citizens to contact the city about a service need from any location.

EMERGENCY OPERATIONS

- The Call Center remained open and responding to citizens throughout January's winter storm, one of the City's most significant weather events in almost 20 years.
- Efficiency improvements such as the implementation of an auxiliary call center and an updated Emergency Response Plan extend the business

hours of our operation and insure continuous coverage during emergency events.

QUALITY ASSURANCE

- Feedback from citizens acquired through the Call Center Quality Assurance program indicates 87% of citizens have a favorable opinion of the City in meeting their service needs and customer expectations.

CITY SUPPORT

- First Call Resolution within the Call Center was at 69% in 2011, meaning approximately 30% of the incoming calls to the City required a transfer to city departments for resolution. Fewer transferred calls allow departmental personnel time to focus on their core business functions.

