

2013

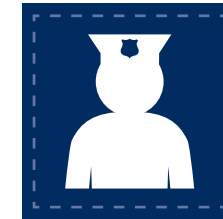
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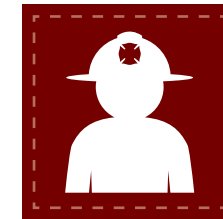


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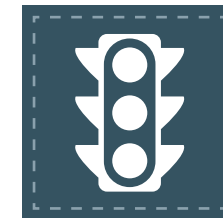
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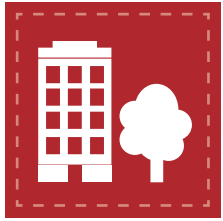
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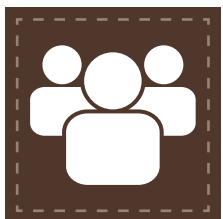
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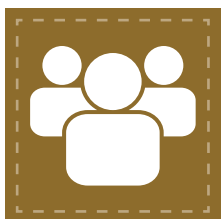
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CITY MANAGER'S FORWARD

YEAR IN REVIEW

A RETROSPECTIVE LOOK AT THE ACHIEVEMENTS OF THE CITY OF SANDY SPRINGS DURING 2013

As we started 2013, a number of challenges loomed on the horizon for Sandy Springs. Continuing to build on previous successes, the City Council unanimously adopted the City Center Phase I Implementation Plan in January. Staff immediately took action and began the process to acquire properties in the area, resulting in the acquisition of approximately 2.8 acres. Planning efforts also began to properly scope the long-awaited demolition of the city-owned former Target building in the City Center area, which is scheduled for early 2014. Continuing the work to implement the Phase I Implementation Plan, the City issued a Request for Qualifications (RFQ) to solicit proposals from interested developers wishing to partner with the City as we work to redevelop the City's downtown.

Improving Sandy Springs' economic vitality and quality of life for our residents continue to be high priorities. Since the adoption of the City's City Center Master Plan, developers have announced the construction of more than 1,000 new housing units in the downtown area. We have also seen an increase in retail and restaurant occupancy rates along the Roswell Road corridor in anticipation of the City's planned redevelopment efforts.

In 2013, 17 mid-size to large companies announced decisions to locate in Sandy Springs resulting in the creation of more than 3,000 new jobs and \$88 million in new capital investment in the City. Specifically, Intercontinental Exchange, Inc., owners of NYSE Euronext, announced their plans to

retain their headquarters in the City; Cox Enterprises announced plans to construct a new tower on its Central Park Campus; and AirWatch continued their phenomenal expansion by adding 800 new jobs in the City.

Understanding that the protection of our natural resources is an important part of our responsibility, in 2013, the City Council added Natural Resource Protection as one of the City's adopted priorities. With this guidance, staff worked to acquire the five acre Cowart property in the panhandle area of the City and a nearly 22 acre parcel on Old Riverside Drive as additions to the City's impressive holdings of greenspace. We were also pleased to report a seven percent increase of the City's tree canopy cover. Past environmental innovations paid significant dividends for the City in 2013. The conversion of 55 city vehicles from conventional gasoline to propane autogas resulted in a cost savings of nearly \$57,000 and averted the displacement of almost 88 tons of emissions into the environment. Additionally, solar panels installed at the two city-owned fire stations have resulted in a savings of 9,918 therms of natural gas, a cost savings of \$24,000 and decreased our use of natural gas by 27 percent.

Collaboration and partnerships are fundamental to the success of the City of Sandy Springs. Earlier this

year, working with the cities of Alpharetta, Milton and Roswell, we formed the North Fulton Regional Radio Authority to ensure that our first responders have a reliable public safety radio network to utilize in the performance of their official duties. The City's unique model of governance continues to receive attention from across the country and the globe. In 2013, City Councilman Tibby DeJulio was invited to speak at the China Urban Development Forum, and I was a speaker at the Smart Cities Conference in Yokohama Japan on the Public Private Partnership model. After eight years, we have proven that PPP model works and can be used to build a successful and efficient local government.

In the year ahead, we will build on these successes to keep Sandy Springs one of the best-managed cities in the country. We hope you are as proud to call Sandy Springs home as we are. I'm proud of the work the City completed in 2013. I'm looking forward to an even better 2014.

John McDonough
City Manager





PUBLIC SAFETY

POLICE DEPARTMENT

Sandy Springs Police is at full strength with 127 sworn officers. Operations are coordinated from two districts; north and south. Each district is commanded by district captains. Each district contains four patrol zones. The patrol division is complemented by specialty units including CST (Crime Suppression Team,) Traffic Unit, (SIU) Specialized Investigation Unit, and (CID) Criminal Investigation Unit. The department has several specialty vehicles and equipment including the river response boat, Rhino ATV units, river kayaks, Humvee for community events and an armored vehicle for tactical response.

The Police Department saw a leadership change in 2013 with Ken DeSimone now leading the police force. Chief DeSimone worked previously with Charlotte-Mecklenburg Police. A graduate of the FBI National Academy and Law Enforcement Executive Development Seminar, he also serves as a Colonel in the U.S. Marine Corps Reserve.

In late 2013, the City began implementing the new False Alarm Ordinance, requiring all monitored alarm systems to

be registered with the City. The new ordinance is expected to reduce false alarm calls, which account for more than 90 percent of all emergency calls.

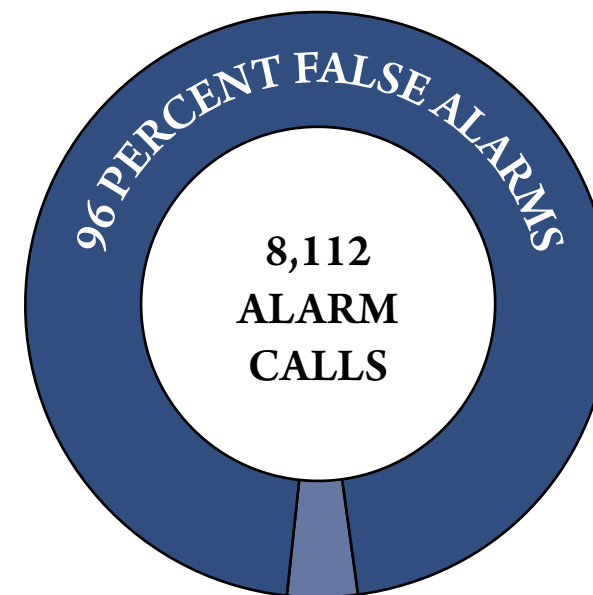
COMMUNITY OUTREACH

- **Citizen's Police Academy:** Sandy Springs Police began the first Citizen's Police Academy (CPA) in January 2009. Since inception, the program has completed 18 CPA classes, graduating more than 200 members, 43 of those in 2013. Many graduates have gone on to train and work within the Citizens on Patrol Program and/or the Volunteers in Police Services program.
- **Citizens on Patrol:** SSPD graduated 23 new members of Citizens on Patrol (COP) this year with volunteers logging an average of 73 hours of patrol time each week. COPs assist in patrolling residential and business areas including house checks, traffic management and crime prevention patrols. Our volunteers provided invaluable assistance

after the Father's Day weekend tornado, helping with traffic control at the numerous locations where the City experienced downed trees and power lines.

- **The Volunteers in Police Services (VIPS):** Participants in the VIPS program log about five hours weekly in administrative and community program capacities. SSPD volunteer program participants have contributed more than 6,200 volunteer hours since the program's inception in November of 2011; volunteering with Citizen's on Patrol, patrolling neighborhoods, house checks, traffic assistance, motorist assistance, community events and other citizens training.
- **Internships:** Ten interns from Kennesaw State University, Georgia State University and the University of North Georgia worked an average of 200 hours with the police department spending time in various units including patrol, CID, specialized investigations, CSI, and traffic.
- **Police Mentoring Program:** Sandy Springs Police continue to partner with Lake Forrest Elementary School mentoring students at the school. Officers frequent classes and often eat lunch with the kids, with special reading sessions held during classes.
- **Community Weekly Wrap Up:** The Weekly Wrap Up provides the community with a look at crime and prevention tactics. The Wrap Up is emailed to approximately 800 residents, business and civic community members, as well as the local media.

ALARM CALLS



BENEVOLENT FUND

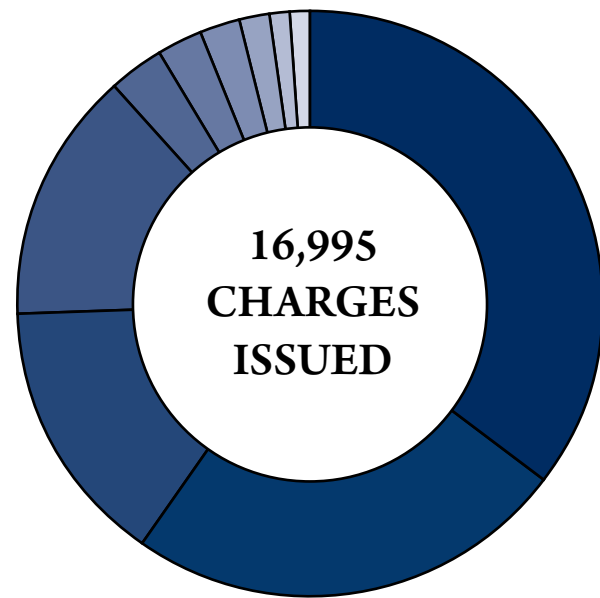
The Benevolent Fund supports members of the Police and Fire Departments and other local public safety organizations in times of need. As a result of fundraising efforts, the Fund took in \$65,231 in 2013 (Jan 1 through Oct 31) raising the balance to \$175,815. The Fund dispersed \$14,500 in assistance during the same period.

COMMUNITY PROGRAMS

Community engagement is a key part of public safety, and Sandy Springs Police hosts a large array of community safety training opportunities which are free to the public.

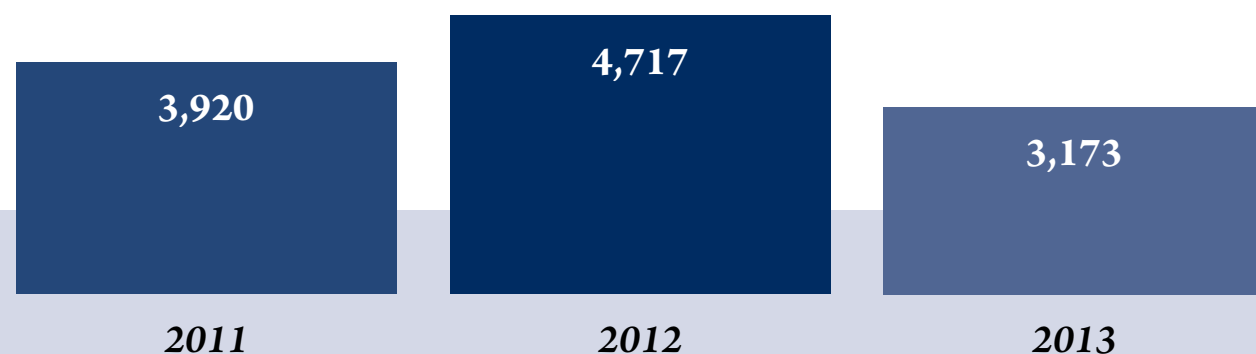
- **Sandy Springs Police Firearm Safety Program:** The course is taught by SSPD Firearms instructors and is held monthly at the Sandy Springs Gun Club and Range. The course covers legal updates, simulated firearms use, and includes a live-fire session. In 2013, the program saw 143 participants the course.
- **Sandy Springs Police Women's Self-Defense Course:** Offered bi-monthly at police headquarters, more than 200 students from pre teens to seniors graduated from the Women's Self-defense program this year, more than 500 students have taken the course since the its inception in 2009.
- **Sandy Springs Police Children's Safety Program:** CNN and HLN highlighted Sandy Springs and the Department's Children's Safety Program as part of a series on child safety. The program, designed specifically for children, had 113 participants this year. It is offered quarterly and is taught by defensive tactics instructors.
- **Criminal Investigations:** The Criminal Investigation Division received 3,173 cases from January 1 to October 31, 2013. Noted cases closed this year include the indictments of five men connected with the murder of Melvin Vernell III, best known as the music rapper, Lil' Phat; and the conviction of Michael Parson, convicted of shooting his wife five times.

CHARGES



- 6,015 Traffic Accidents
- 4,141 Speeding
- 2,493 Part I Crimes
- 2,334 Property Crimes
- 547 Seat Belt Violations
- 429 Suspended License
- 362 Uninsured Motorist
- 304 DUI
- 147 Violent Crimes
- 183 Other including Reckless Driving (100), Child Restraint (79) and Fatality Accidents (4)

CRIMINAL INVESTIGATIONS: ASSIGNED CASES



FEDERAL PARTNERSHIPS

Sandy Springs Police support federal partnerships, supplying personnel to several task force units. Among those:

- **Joint Terrorism Task Force (JTTF):** This unit consists of a number of small teams of highly-trained, locally-based investigators, analysts, linguists, SWAT experts and intelligence personnel, working cooperatively with the FBI and other U.S. law enforcement and intelligence agencies.
- **High Intensity Drug Trafficking Areas (HIDTA):** Investigators in this unit target drug trafficking and money laundering organizations through multi-jurisdictional operations. A percentage of drug investigations, utilizing HIDTA's resources, focus on projects within Sandy Springs.
- **DEA Task Force:** SSPD provides an investigator who serves with the Atlanta DEA Task Force. DEA Task Forces operate in all but four states. The Georgia task force includes Atlanta, Augusta, Macon, and Columbus. The DEA Drug Take Back Day held annually is one project for this unit. An estimated 221 pounds of prescription drugs were collected during the October event.

MISCELLANEOUS

Calls for Service	272,311
Warnings Issued	3,808
Fugitives Arrested	823
Educational Events	20
Road Safety Checks	6



PUBLIC SAFETY

FIRE RESCUE DEPARTMENT

“Outstanding service by outstanding people,” is the mantra guiding the Sandy Springs Fire Rescue Department. With 91 full-time and 50 part-time personnel, Fire Rescue provides quick response time to emergencies throughout Sandy Springs. The department serves the community with four Quints (combination engine and aerial truck), two Battalion Command Vehicles, three Engines, three Emergency Medical Services Quick Response Vehicles, two Brush Trucks, a rescue boat, mobile Fire Safety House, an ATV and a CERT trailer out of four fire stations.

NATIONAL AED REGISTRY

- The City's 148 Automatic External Defibrillator (AEDs) were registered with the Atrus National AED Registry database. The registry brings together the City's AEDs with privately owned AEDs in our community to form a life-saving network.

EMERGENCY MEDICAL SERVICE

- SSFR responded to 7,000 rescue and medical emergencies treating 3,788 patients. Motor vehicle crashes, falls, sick, and breathing difficulties were the top reasons for emergency calls. The locations most frequently responded to include homes (47 percent), street or highway (22 percent) and healthcare facilities including nursing homes and hospitals (12 percent). SSFR is proud to report four lives were saved of patients suffering from cardiac arrest, bringing the total lives saved by SSFR since 2007 to 41.

AID AGREEMENT

- Sandy Springs Fire Rescue (SSFR) and DeKalb County Fire Rescue (DCFR) went live with our automatic aid fire response in the Panhandle area of Sandy Springs on Thursday, August 1, 2013.

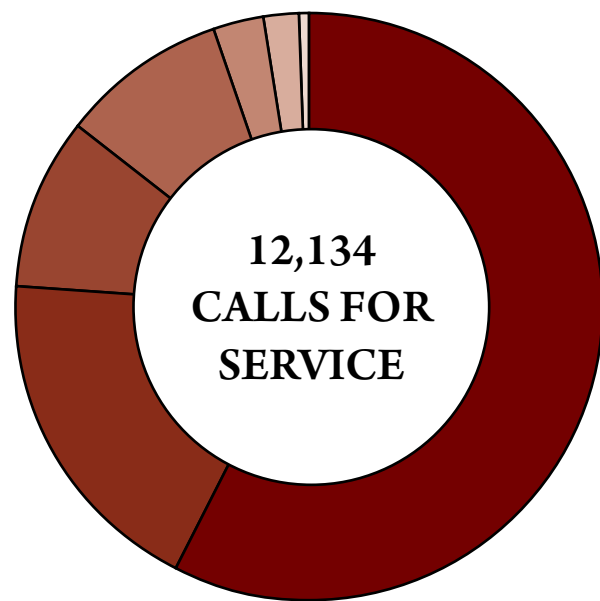
TRAINING

- SSFR employees received 20,548 total hours in training in 2013, including fire, EMS, officer development, and driver operator training to mention a few. We surpassed all State Fire and EMS requirements along with meeting Insurance Service Organization (ISO) required training hours.
- Four team members successfully completed the Specialized Tactics for Operational Rescue Medicine (STORM) program. STORM is the only tactical medic program recognized by the National Tactical Officer Association.
- Five Team members attended 40 hours of SWAT medic training in New Orleans and obtained Pre-hospital Trauma Life Support (PHTLS) certification. SSFR also assisted in six calls for North Metro SWAT.

PROJECT HOPE

Project HOPE (High Rise Occupancy Planning Exercises) is in its second year providing training and resources to property management teams of the 61 high-rise buildings in Sandy Springs. The program is “train-the-trainer” oriented, teaching preparedness, planning, response strategies and recovery concepts that management can pass on to their occupants and tenants. The all-hazard program covers various types of emergencies that high-rises may encounter. In the past year, seventeen Project HOPE courses have been taught to 91 people and three high-rise safety seminars were presented with 55 participants.

CALLS FOR SERVICE



- 7,000 Medical Emergencies (58%)
- 2,242 Good Intent (18%)
- 1,159 Service Calls (10%)
- 1,099 False Alarms (9%)
- 341 Hazardous Conditions (3%)
- 238 Fires (2%)
- 55 Other including Overpressure, Explosion, Overheat and Severe Weather (<1%)

CHILD SAFETY SEATS

- SSFR trained 230 people in child safety seat installation and installed 197 car seats this year. As of 2013, we have 11 certified Child Passenger Safety Technicians and one Certified Instructor.

COMMUNITY SERVICE

- SSFR participated in 514 Community Events reaching more than 68,142 participants. These fire safety events include:
 - Inaugural Sandy Springs Stars & Stripes Fireworks Celebration
 - Touch-A-Truck with Fire Clown
 - Station Tours for schools, churches, Boy and Girl Scout troops and more
 - Mobile Fire Safety House demos and other educational programs at schools and churches
 - Heritage Sandy Springs Festival, Movies by Moonlight, 24 Hours of Booty Cycling Event, and Parades
 - School and church festivals, neighborhood block parties
 - Birthday Parties hosted at the stations
 - Blood Pressure Checks at station
 - Holiday Toy Drive and MDA Boot Drive which raised more than \$3,400 in 2013

CERT

- The SSFR Community Emergency Response Team (CERT) recruited and trained 100 new members in 2013, bringing the total of CERT members to 275. Training covered in the 20-hour certification program included:
 - CPR/First Aid
 - Emergency Communications
 - Firefighter Rehab
 - Tabletop drills (Tornado, Missing Person, High-rise fires)
- CERT members participated in various events: Sandy Springs Festival, Annual Bike Race, 24 Hours of Booty Cycling Event, Fireworks Celebration, National Night Out, emergency call outs, and attended Homeowners Association Meetings to present information on how neighborhoods can get involved.

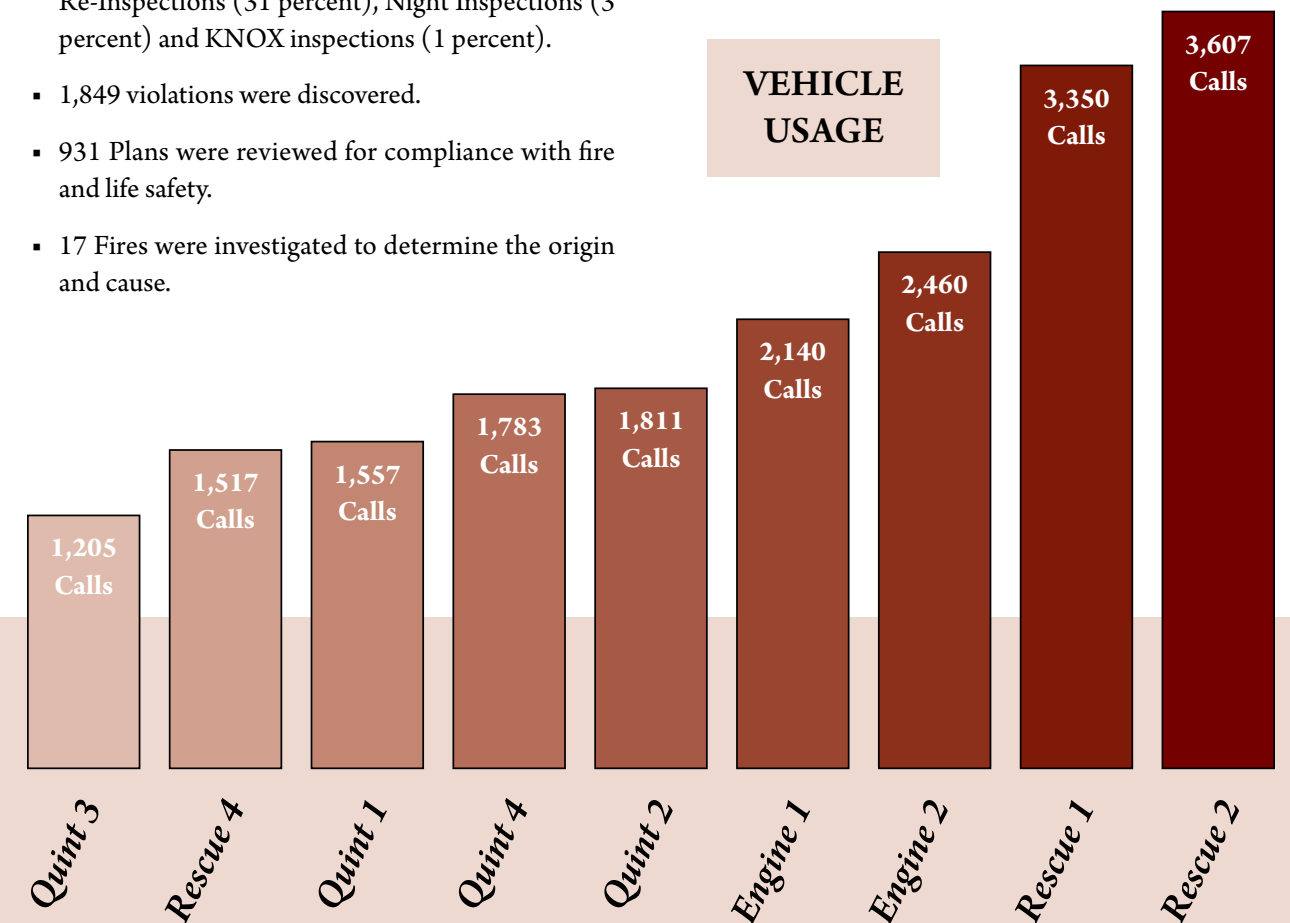
FIRE MARSHAL'S OFFICE

- 3,449 inspections were conducted: The most frequent types were Annual Inspections (40 percent), Re-Inspections (31 percent), Night Inspections (3 percent) and KNOX inspections (1 percent).
- 1,849 violations were discovered.
- 931 Plans were reviewed for compliance with fire and life safety.
- 17 Fires were investigated to determine the origin and cause.

AWARDS

- Chief McElfish received a proclamation from the Center of Public Safety of Excellence as Legacy Fire Chief Officer. He is one of eight CFO's to achieve continuous designated status since August 2000.
- Battalion Commanders James Curry and Manuel Trujillo received re-designation as “Fire Officer” by the Center for Public Safety Excellence (CPSE).
- The Rotary Club of Sandy Springs honored SSFR employees with the following 2013 City of Sandy Springs’ Fire & Safety and Police Departments’ Public Safety Awards:
 - Battalion Commander Daryl Smith as 2013 Fire Officer of the Year
 - Reginald McClendon, 2013 Firefighter of the Year
 - Jeremiah Green, 2013 Paramedic of the Year
 - Melinda Carter, 2013 Distinguished Service of the Year

VEHICLE USAGE





TRANSPORTATION

PUBLIC WORKS

Motorists around Sandy Springs continue to see improvements in their daily commute. The Public Works Department continued its “Pave On” initiative, paving more than 90 streets in 2013, bringing the total miles of roads paved since the City’s incorporation to 147. The Department, supported by URS Corporation, also completed strategies surrounding the development of a transportation network within City Center. Emergencies happen, and Public Works responds. During the tornado on Father’s Day, Public Works operated 24 hours a day for three days, and cleared 70 plus downed trees from the City’s right-of-way. Staff coordinated the efforts to rebuild the signal at the intersection of Mt. Vernon Road and Heard’s Ferry Road, which was back in operation by Sunday afternoon. In all, City contractors cleared more than 1,000 tons of debris from the right-of-way.

TRAFFIC OPERATIONS IMPROVEMENT PROJECTS

- Construction began on a project to widen and provide smoother traffic flow into the City’s medical centers on Glenridge Drive between Royervista and High Point Road. The project will add pedestrian facilities on both sides of Glenridge where none were available before, enhancing neighborhood connectivity.
- A major improvement to the intersection of Windsor Parkway and Roswell Road is in design. The project is intended to provide much-improved traffic operations and safety at this severely skewed intersection, including a realignment. The improved intersection also complements redevelopment efforts along this portion of Roswell Road.

FEDERAL GRANT PROJECTS

The City is currently executing a number of projects with Federal support:

- Two major streetscape projects will provide improved sidewalks to include Americans with Disabilities Act (ADA) compliant features, plus pedestrian scale lighting:
 - Roswell Road from Sandy Springs Circle to Abernathy Road will begin construction at the start of 2014.
 - Roswell Road from Cliftwood to Hammond is expected to be construction-ready in early 2014, pending available funds.
- Following completion of Phase 1 of the City’s planned Community Development Block Grant (CDBG), construction is expected to begin in early 2014 on the next major phase of infrastructure improvements. This sidewalk/streetscape will continue the improvements already completed along Roswell Road from Dalrymple north to Northridge, adding sidewalk enhancements, landscaping and pedestrian-scale street lighting along Roswell Road from Northridge to the Chattahoochee River.
- The Hightower Trail Sidewalk Project, another CDBG-funded program, was completed.
- The Chattahoochee River Pedestrian/Bike Bridge Project reached a major milestone this year with acceptance of the project Concept Report by GDOT and the Federal Highway Administration. This multi-year effort is jointly sponsored by the City of Roswell and the City of Sandy Springs and will ultimately provide a bicycle and pedestrian-friendly river crossing adjacent to the Roswell Road vehicular bridge.

SIDEWALKS AND MARTA REIMBURSABLE PROJECTS

- In 2013, nine Sidewalk Program projects were completed, adding 2.9 miles of sidewalk with an overall value of \$1.15M bringing the total since incorporation to 30.2 miles. More than \$850,000 in MARTA-funded Sidewalk and Access to Transit Sidewalk projects were completed or are underway. More than \$300,000 in MARTA-funded bus shelters is underway, delivering the City’s first “City Center” bus shelters.

RESURFACING

In 2013, 20.55 miles of roadway were resurfaced throughout the City bringing the total since incorporation to 147 miles. The FY13 LMIG program included 7.48 miles of resurfacing. The FY13 Capital Paving program recorded 13.07 miles of pavement.

- More than \$275,000 in both MARTA reimbursable funds and City funds are targeted to deliver the City’s first signalized mid-block crossing and associated streetscape near the intersection of Roswell Road and Long Island Drive, a major pedestrian safety enhancement.

GDOT PARTNER PROJECTS

- The Georgia Department of Transportation (GDOT) Abernathy Road/Johnson Ferry Roadway Widening project was completed in Spring 2013. Associated City projects include improved traffic signals at the intersection of Abernathy Road and Roswell Road, enhanced guardrails along Johnson Ferry Road, and planning and design is underway on Johnson Ferry Streetscape improvements.
- Work is underway to widen the bridge and improve traffic operations at the intersection of Georgia 400 and Northridge. This is a multi-year, design-build effort administered by GDOT.

CITY CENTER SUPPORT

- CIP Management Unit staff provided a detailed review of projects proposed under City Center Redevelopment Planning, including an assessment of major long-range capital projects under development prior to the planning effort. Strategies were developed to move forward with efforts that complement the future City Center vision. Coordination is underway for the delivery of five major multi-year, multi-million dollar projects. Staff also identified the need to develop more detailed utility infrastructure plans to support City Center Redevelopment and has been instrumental in advancing that planning effort.

LOCAL PROJECTS

- Installed the westbound protected left turn signal at Peachtree Dunwoody Road at Windsor Parkway.
- Completed the pedestrian signal and crosswalk at Mt. Vernon Highway at Heard's Ferry Road.
- Completed signage and striping project at Northland at Baroque Circle.
- Completed vehicle approaching flasher installations at Mt. Vernon Highway at Vernon Walk and at Mt. Vernon Highway and Vernon Springs.
- Completed the pedestrian signal and crosswalk at Hammond Drive at Mt. Vernon Highway.
- Completed the left turn trap lane removal at Glenridge Connector at Peachtree Dunwoody Road.
- Completed the pedestrian signal and crosswalk at Glenridge Drive at the I-285 Eastbound Off-Ramp.
- Sixteen major intersections received upgraded vehicle detection devices to enhance signal operations and support future expansion of the Advanced Traffic Management System.

TRANSPORTATION PLANNING

- Submitted a Five-Year update of the Roswell Road Corridor Livable Centers Initiative (LCI) Study that was adopted by Council in February (Resolution 2013-02-09).
- Initiated a request with MARTA to review bus stop improvements for Route 148 in the vicinity of Northside Drive, Interstate North Parkway and Riveredge Parkway.
- Obtained \$1.4 million in grants through the Atlanta Regional Commission (ARC) for Intelligent Transportation System (ITS) Expansion for the Roswell Road/SR 9 ATMS from City of Atlanta limits to Vernon Woods Drive (federal funds committed: \$1,320,000); and for the Bicycle, Pedestrian and Trail Plan (federal funds committed: \$80,000). The first in a series of public meetings was held in October.
- Provided inter-jurisdictional coordination with DeKalb County for their Comprehensive Transportation Plan (CTP) update.
- Conducted 379 permit reviews from Jan. 1-Oct. 31.

Permit Reviews by Type	1st Review	Re-Review	Total
Land Disturbance Permit	29	52	81
Plat	30	18	48
Concept plan	1	0	1
Utility	201	1	202
Admin. Modification Request	9	0	9
Other permit	24	14	38
Grand Total	294	85	379

- Internally illuminated street name signs were installed at 22 intersections.
- Increased the number of Radar Speed Feedback signs from 30 to 37.
- Public Works completed a major corridor study of the Roswell Road, Abernathy Road and Johnson Ferry Road area to support the new City Center facility.
- The Department processed more than 100 Special Event Permits for major events such as Artsapalooza, Sandy Springs Challenge Bike Race and Taste of Sandy Springs, GA 400 Century Bike Ride, Stars and Strips Fireworks Show, Sandy Springs Festival, 24 Hours of Booty, and Veterans Day Celebrations.

STATE PROJECTS

- Completed the first year of construction of the Roswell Rd ATMS Project (north of Abernathy) with a project value of \$3,389,677.
- Completed the design process for the Roswell Road HAWK.
- The SR9 ATMS Project (south of Abernathy) was awarded ARC funding with design to begin in 2014.
- Continued support of the Regional Transportation Operation Program with GDOT with the project valued at \$1,600,000.
- RTOP PCID Program – Continued support of the Regional Transportation Operation Program with GDOT which is valued at \$1,100,160.
- Assumed control of the roads and signal systems related to the Johnson Ferry Road / Abernathy Road Reconstruction Project.

TRAFFIC MANAGEMENT

- Maintained 32 miles of fiber optic network providing the backbone for traffic, police, fire and ChattComm.
- Upgraded signal equipment at seven intersections on Northside Drive, New Northside Drive and Powers Ferry Road.
- Increased the number of traffic signals on-line and controlled from the Traffic Management Center (TMC) from 97 to 102.

SPECIAL PROGRAMS

The Intersection Improvement Program defines, scopes and constructs improvements that include signal upgrades, safety improvements, operational improvements and engineering studies valued at \$460,000 in 2013.

Valued at more than \$550,000 per year, the Traffic Management Center Program identifies needs, design systems and construct improvements to improve traffic operations.

Fabrication, installation and replacement make up the Traffic Sign Maintenance Service program valued at half a million dollars per year, for the 11,000 city-owned roadside signs.

The Pavement Striping Maintenance Services unit manages the contract for minor pavement striping maintenance contractor, valued at \$47,500 each year.

- Completed the build-out of the FY 2013 Fiber Plan.
- Increased the number of CCTV cameras on-line from 31 to 41.
- Retimed 102 traffic signals.
- Performed bi-annual preventative maintenance on 129 signals, 31 school zone warning beacons, 19 intersection-flashing beacons, 22 vehicle approaching beacons, and 42 CCTV cameras.
- Inspected 88 percent of the City grid for federal mandated sign replacement. Identified a total of 1,686 signs for replacement and replaced 1,471 of those signs.



STORMWATER

STORMWATER DIVISION

The Stormwater Division, operating within the Public Works Department, continued its efforts to address water quality issues and improve the City's storm drainage infrastructure, comprised of detention ponds and piped networks. The Unit also oversees the activities required to comply with State and Federal stormwater regulations.

STORMWATER PROGRAM

- The Unit continued management of the FEMA Hazard Mitigation Grant Program project by demolishing five homes and returning them to their natural condition. A total of 11 homes were demolished as part of the grant program.

- Engineering design was completed on eight projects with a total cost of \$138,903. Construction was completed on 69 stormwater projects with an overall cost of \$1,760,157.
- The City received notice from the Georgia Environmental Protection Division that our application for funding under the 319 (h) Grant program was approved. The grant will provide \$387,747 in funding for the Marsh Creek Headwaters project, which is both identified in the City's Watershed Improvement Plan and in the vicinity of the proposed City Center area. Design work for the project is underway.
- A total of 464 inquiries were received and processed during 2013.

- Public education and outreach regarding the new flood maps continued in 2013. The maps were formally adopted on September 18, 2013.
- The City accepted the award of a FEMA Discretionary Grant as part of the Pre-Disaster Mitigation Program. Should the homeowners choose to participate and sell their properties, the grant will provide funding to demolish thirteen properties in flood damaged areas and restore the areas to their natural condition.

- As part the National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) permit, a Stormwater Management Plan (SWMP) for the City was submitted and approved by the Georgia Environmental Protection Division.





COMMUNITY APPEARANCE

COMMUNITY DEVELOPMENT AND PUBLIC WORKS

The Community Development Department is charged with ensuring that growth and development in Sandy Springs is both high quality and environmentally sustainable. The development regulations the Department is tasked with implementing underscore the enhancement and preservation of the City's neighborhoods. The Community Development Department, supported by The Collaborative, is comprised of three divisions: Building and Development, Planning and Zoning and Code Enforcement.

BUILDING AND DEVELOPMENT

- The PermitGO! system implemented by the Building and Development Division in late 2012 continued to positively impact review turn-around times without compromising quality, safety or environmental standards. For smaller,

simpler projects, turnaround was reduced from ten working days to between one to five working days. Permits for residential and commercial interior renovation projects are now often issued over-the-counter.

- Staff conducted 2,529 plan reviews in 2013. A focus on streamlining resulted in 80 percent of all plan reviews completed in five or fewer days, with 53 percent completed in three or fewer days.
- Permit activity tracked considerably higher in 2013, with 1,128 building permits issued: 450 were commercial permits, including 16 for new construction.
- Housing construction continued a robust comeback, with 678 permits for residential construction issued in 2013. The total includes 111 permits for new single family detached units, and 147 permits for new single family attached units.

PLANNING AND ZONING

- The Planning and Zoning Division provides staff support to three City Council appointed Boards and Commissions: the Planning Commission, the Board of Appeals and the Design Review Board.
- The Division hosted the third annual Planning Commission retreat with a focus on economic development and growth in the City Center, working with the Commission to set priorities for the upcoming year.
- The Planning and Zoning Division facilitated the Design Review Board overview of the Suburban Overlay District and the Commercial Signage section of the Zoning Ordinance. This effort culminated in the Board's recommendations for Zoning Resolution Amendments to the City Council. Staff continues to work on these amendments.
- Zoning activity continues to track upward with the number of variances and design review board applications double the level of 2012. The Division analyzed, developed and presented recommendations for 27 zoning applications, 69 variances and 49 design review applications in 2013.
- Staff held more than 50 zoning-related community meetings, facilitating interaction between zoning applicants and the surrounding community involved in the zoning process.
- The Community Development Block Grant (CDBG) program saw the completion of the 2012 Consolidated Annual Performance and Evaluation Report (CAPER). This comprehensive report provides an assessment of progress of implementation of priorities identified in the CDBG Strategic Plan and Action Plan. Phase I of the Roswell Road Multi-year Sidewalk Project was completed.



PUBLIC WORKS OPERATIONS AND MAINTENANCE

- 3,568 work orders were completed by Blount Construction, OPTECH Monette, Yellow Ribbon and Odd Jobs.
- 88 emergency/after hours calls (not including signal calls or traffic/transportation contractors).
- 18,622 bags of trash were removed from the rights-of-way and from parks:
 - Interstate and Expressways: 1,113 bags
 - City Rights-of-Way: 8,178 bags
 - Parks: 9,331 bags
- 3,030 illegal signs removed from the right-of-way.
- Winter Storm Preparations: Added a sand spreader and stocked 100 tons of roadway salt for use on City roadways in the event of a winter storm.

GUARDRAIL REPLACEMENT

Location	Amount Replaced (LF)	Additional Installed (LF)
1755 Spalding Dr	80'	20'
1598 Spalding Dr	150'	25'
912 Spalding Dr	218'	17'
6992 Riverside Dr	96'	104'
6896 Riverside Dr	164'	61'
6706 Riverside Dr	464'	98'
5330 Long Island Dr	325'	13'
6632 Glenridge Dr	100'	
5436 High Point Rd	200'	
6702 Powers Ferry Rd NB	120'	29'
6702 Powers Ferry Rd SB	33.5'	
5816 Interstate North Parkway NB	150'	8.5'
5816 Interstate North Parkway SB	208.5'	
Total Linear Feet	2,309'	375.5'

- In 2013, staff completed 69 zoning certification reports for companies compiling information regarding property development.
- The Division, in collaboration with other City departments, prepared the Annual Capital Improvement Element (CIE) update in accordance with state regulations regarding the collection of Impact Fees. The update was submitted to and approved by the Atlanta Regional Commission (ARC) and the Georgia Department of Community Affairs in October 2013, allowing the City to maintain its Qualified Local Government (QLG) status, ensuring the City's continued participation in various funding programs.
- In conjunction with the GIS Division, the Community Development Department conducted a Tree Canopy Study that showed the City with a 59 percent tree canopy cover in 2010, an increase of 7 percent from the last study in 2008. Once data is available, the Department plans to calculate the canopy cover for 2013.

CODE ENFORCEMENT

- Code Enforcement, in conjunction with the Fire Department, implemented the City's Annual Apartment Inspection Program focusing on unit interior inspections and fire hydrant inspections. Certificates of Compliance were issued for each of the City's 72 apartment communities.
- In conjunction with the Fire Department and Public Works, Code Enforcement conducted six apartment sweeps and four apartment re-inspection sweeps. These efforts are focused on providing comprehensive assistance to owners regarding property maintenance and ensuring that all apartment properties in the City of Sandy Springs are well maintained.

- The Division conducted 28 gas station sweeps, identifying a number of maintenance issues including signage, outside storage, trash and debris.
- Working with the City's Finance Department, Code Enforcement officers conducted 192 inspections and issued 56 citations to ensure businesses had current licenses and complied with the state law in regards to E-Verify documentation.
- While Code Enforcement cases totaled 1,724 in 2013, the majority of these cases were resolved without the issuance of a citation.

BEAUTIFICATION

- Community Development presented recommendations to the Mayor and City Council for the 2013/2014 planting season. The approved projects include island and street trees that will enhance the city for many years to come. The Department also designed and managed construction of several projects focused on improving the visual character of the city in keeping with the Mayor and City Council's priority commitment to Community Appearance.
- The Mayor's Tree was planted in the island at the intersection of Mt. Vernon Highway and Hammond Drive. The planting included the installation of a decorative seating wall, seasonal landscape materials and a signature white oak, with the tree donated by the Sandy Springs Society.
- In early 2013, the Mayor and City Council approved the Roswell Road at I-285 City Center Gateway project. Landscape design for this beautification project, which also includes a decorative bridge treatment, was completed in 2013 with landscape installation expected to be completed by early 2014.

MAINTENANCE WORK ORDERS

RIGHT-OF-WAY STRUCTURE	
Curb Repairs	29
Sidewalk Repairs	24
Utility Cut Patching	32
Road Patching	61
Fill Potholes	88
Miscellaneous	30
Total	264

SIGN WORK ORDERS	
Replace Sign	99
Repost Sign	20
Install New Sign	79
Remove Sign or Post	22
Repair Sign	69
Repair Sign Post	9
Scheduled Maintenance	18
Sign Visibility	35
Emergency Traffic Control	14
Total	365

SIGNAL WORK ORDERS	
Bulb Out	29
Scheduled Maintenance	24
Signal in Flash	32
Traffic Delay	61
Power Outage	88
Maintenance on Cabinet and Poles	30
Overhead Illuminated Signs	32
Total	457



DOWNTOWN DEVELOPMENT

DEVELOPING THE CITY CENTER

With the City’s Master Plan approved in December 2012, fulfilling those goals moved quickly ahead in 2013. The City continued its acquisition of key parcels needed to establish the framework of the City Center area. During the year, a Request for Qualifications was issued to establish a partnership with a Master Developer, a private sector partner to continue the efforts in designing and building the master block into a sustainable mix of retail, office and living spaces, in addition to the City green and municipal complex.

PHASE I APPROVAL

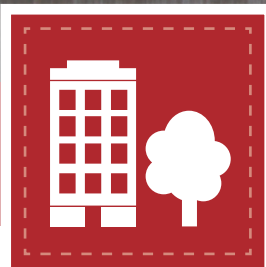
- In January, 2013, the City Council approved funding and implementation for the City Center Phase I (“Phase I”)

plan area that encourages a public-private partnership to develop a mixed-use livable center consisting of parks, streetscapes, a civic facility, retail and residential uses.

PHASE I IMPLEMENTATION

- Since the adoption of the Phase I plan, the City has actively pursued implementation including:
 - Land acquisition: 7 parcels, approximately 2.8 acres, acquired
 - Demolition of acquired property at Hilderbrand
 - Obtained grant to support design and construction of the Marsh Creek Drainage and Reserve area
 - Began process to identify a Master Developer to bring the Phase I area to life





ECONOMIC DEVELOPMENT

ECONOMIC DEVELOPMENT

With input and support from the Economic Development Advisory Committee, Economic Development continued to move forward on objectives set forth in the City's Economic Development Plan adopted in late 2012. The office market in Sandy Springs continues to see strong interest from headquarters and technology companies. The City had at least 17 companies announce moves to the City in 2013, resulting in more than \$88 million in capital investment and more than 3,000 jobs.

POLICY & PLANNING

- Developed a strategy to attract and recruit businesses with a targeted focus on corporate and regional headquarters, financial processing, information security and medical/biotech.

- Working with Communications, the Economic Development Advisory Committee created a set of brand messaging statements and developed a marketing approach directed towards industry targets.
- Economic Development staff established a retention program and identified the top 20 retention targets and brokers. Meetings were held with companies representing more than 20 percent of the City's 24 million-square-foot of office space and more than 10,000 employees.
- Economic Development recommended changes to the City's Incentive Ordinance, which were adopted by the City Council, to better align with the market and ensure long-term investments by companies.
- Staff created an inventory of redevelopment sites throughout the City to market to developers.

- Economic Development Advisory Committee members and a member of the Chamber led a trade mission to Taicang, China to facilitate interaction between existing Sandy Springs businesses and foreign direct investment.
- During 2013, the City approved three incentive packages representing approximately \$6.2 million in capital investment and more than 345 new jobs plus the retention of more than 450 existing jobs.

PROGRESS

- eLab Solutions moved its headquarters to Sandy Springs, adding 50 new jobs to the City's already strong growth from companies in both the technology and biomedical sectors.
- Mobile device management company AirWatch announced it would create between 800 and 1,500 new jobs at its Sandy Springs headquarters.
- Intercontinental Exchange, Inc. announced plans to retain its headquarters in Sandy Springs, purchasing a 272,000 square-foot building in the Powers Ferry area. The company currently has an estimated 250 employees in Sandy Springs and in November, completed the purchase of NYSE Euronext.

- Fortune 1000 company Axiall Corporation relocated its headquarters and 150 employees to Sandy Springs.
- CBR Engineering, a national design firm serving the life sciences industry and headquartered in North Carolina, opened a metro Atlanta office in Sandy Springs at 5901 Peachtree Dunwoody Road. The company plans to employ more than 25 people.
- mBlox, a mobile messaging company, announced the opening of a regional office in Sandy Springs including 50,000 square feet of office space and 100 jobs.
- After the completion of its 19-story tower in 2012, Cox Enterprises announced plans to further consolidate operations in Sandy Springs and will ultimately house more than 5,000 employees in the City on its Central Park Campus.
- City staff assisted the Sandy Springs Development Authority with applying for, and receiving, a \$350,000 grant from the Georgia Department of Community Affairs and the Georgia Department of Economic Development under the Regional Economic Business Assistance (REBA) program to support to relocation of CBS Corporation's IT Support Services function in Sandy Springs.





ECONOMIC DEVELOPMENT

HOSPITALITY AND TOURISM

Promoting the amenities offered throughout Sandy Springs, Hospitality and Tourism reached out to tourism planners, attending 34 tradeshows and events in seven states in 2013. Locally, Hospitality continued its aggressive marketing efforts, working closely with the Chamber, local venues and event organizers. In 2013, Hospitality co-hosted with the Sandy Springs/Perimeter Chamber a first-time Sandy Springs Consulate Connection Luncheon at Heritage Green, bringing together the City's eight Consuls and two neighboring Consuls with the goal of fostering opportunities to bring both business and visitors to Sandy Springs.

MARKETING AND ADVERTISING

- From January through November 2013, Hospitality received 43,767 requests for the Visitor's Guide. The

Welcome Center greeted more than 1,000 visitors and distributed more than 3,000 goody bags prepared for visitors staying in Sandy Springs hotels.

- Printed materials include five Living it UpScale newsletters, a new Wedding brochure, a Sandy Springs Consulate Directory, a Moses Young Robinson Collection brochure for the museum at Heritage Sandy Springs, and a postcard for inclusion in goody bags promoting the use of our Free Spotlight on Sandy Springs App. Redesigned for 2013: Elegant Elf Brochure, Town Turtles of Sandy Springs piece, and a map for the Sandy Springs Festival.
- The Hospitality Facebook page increased its followers by 63 percent, and our Twitter following increased by 148 percent to 465 followers. The web banners on our website continue to be popular real estate for our local events with the website being seen by 31,891 unique visitors this year.

In November, Hospitality participated in a Travel Media Meet-up in Jacksonville, Florida, hosting more than a dozen Travel writers with both regional and national reach.

- Our continued commitment to work with the Georgia Department of Economic Development – Tourism Division aided in securing a place for Sandy Springs in the first State-supported Georgia on My Mind coffee table book. We partnered with the state at the International Pow Wow tradeshow, working the Georgia booth and sitting in on appointments with international travel managers. The show hosted more than 1,300 international and domestic buyers from more than 70 countries and generates more than \$4.7 billion in future travel.
- Sandy Springs again participated in cooperative advertising programs with the Atlanta Metro Travel Association (20 cities/counties in the metro Atlanta area) and Hospitality Hwy (seven CVBs from Buckhead to Dahlonega). These advertising partnerships extend our advertising dollars into a variety of magazines and multi-media strategies. With a \$9,000 total investment within the two groups, we garnered an additional \$85,000 in marketing and advertising exposure.

COMMUNITY PARTNERSHIPS

- For the third year, Hospitality created a set at the Next Cool Event promoting Sandy Springs as a camera-ready city to the film industry. Hospitality partnered with the promoter to have an app created for the event which spotlighted Sandy Springs.
- Around the community, Hospitality provided assistance to promote iconic events. Included:
 - ArtSpring's month-long celebration of the Arts in Sandy Springs
 - USA CRITS Sandy Springs Cycling Challenge
 - National Park Service at the Chattahoochee National Recreational Area Chattahoochee Summer Splash
 - Elegant Elf Marketplace
- Hospitality continues to promote the many great efforts of Heritage Sandy Springs including the Sandy Springs Festival, Concerts by the Springs, museum exhibits and the venue for meetings, weddings and special events.

RECOGNITION

For a second year, Sandy Springs Hospitality received the Convention South Magazine "Readers Choice" Award. More than 500 destinations were nominated, and Sandy Springs was chosen for a top prize by more than 6,500 readers. The nation's top meeting planners chose Sandy Springs as a prime meeting location in the South.

Will Carlson was recognized by Rejuvenate Magazine as a "40 under 40 Professionals to Watch."

Amanda Marvin was elected to the Atlanta Metro Travel Association Board of Directors.

Kym Hughes was re-elected to the Georgia Association of CVBs Board of Directors.

- As part of National Tourism Week, Hospitality held an open house providing residents and businesses with information on travel resources, and how the agency works to promote the City and its businesses.

SALES

- Tradeshows participation, coupled with marketing and advertising, resulted in the booking of 49 groups producing more than \$272,000 in hotel group room revenue (plus tax) with almost 6,000 attendees. In support of booking efforts, the Director of Sales hosted an October workshop for more than 20 event planners.
- Year to date, the average occupancy for Sandy Springs hotels is 73 percent as compared to the state average of 59.7 percent and the national average of 63.9 percent, according to the Smith Travel Research Destination Reports.



RECREATION

RECREATION AND PARKS

In 2013, the City of Sandy Springs saw almost 84,000 participants engaged through the leisure, athletic and special events created and supported by the Recreation and Parks Department. Recreation and Parks, supported through Jacobs Engineering, focused on building greater relationships with the City's public schools, creating new programs designed to enhance youth fitness and wellness. Among the programs added were Zumbatomics, Girl Power and Running Clubs. In late fall, Dunwoody Springs Elementary students were able to enjoy play on a new turf field. The City-installed field provides new ground for adding youth sport programs in the years ahead.

PARK PROJECTS

- Restroom construction was completed at John Ripley Forbes Big Trees Forest Preserve.
- The Hammond Park Parking Lot expansion added 70 extra parking spaces to Hammond Park. A cistern system was built at the park capturing water runoff from the roof. The

cistern helps to prevent damage to the new Astroturf field and conserves water for irrigation purposes.

- The Lost Corner Community Garden was established with 60 planting beds.
- Property at Spalding Drive and River Edge was purchased for future development as parks.

YOUTH PROGRAMS

- The Department contracted with a neighborhood swim club to offer youth swim lessons during the summer. The entire swim lesson session filled to capacity.
- Recreation and Parks worked with local schools to offer more afterschool activities for K- 5th children. The six afterschool programs included: Gymnastics, Zumbatomics, Girl Power, Theater, Golf and Soccer.
- The number of summer camp options increased, including the addition of Engineering/Lego Camp, and Super Summer Sports Camp was extended two additional weeks.

- Track and Field grew with more than 100 participants. A Sandy Springs runner moved on to the national Olympic competition.

NEW PROGRAMS

- The Sandy Springs Recreation and Parks Department offered new programs in 2013. Programs included:
 - Running Club
 - Stand Up Paddle Board
 - Irish Dance
 - Zumbatomic
 - Birding / Bird Walks
 - Theater classes and camps
 - Engineering Camps

PARTNERSHIP PROGRAMS

- More than 9,000 individuals participated in leisure programs provided through contracted relationships between the City and sports organizations.
- The Sandy Springs Recreation and Parks Department welcomed a new tennis provider, Groslimond Tennis Services, Inc. (GTS) at the start of the year. Participation quickly increased as online court and events registration, and new adult and junior programming were added. The tennis center's monthly average participation is 7,400. Also in 2013, the City invested more than \$100,000 in upgrades to the tennis center.

- Heritage Sandy Springs consistently delivers outstanding City programs and events to the Sandy Springs community through Concerts by the Springs, Sunshine Tours, Sandy Springs Festival and much more, serving 57,242 participants in 2013.

- Sandy Springs Youth Sports Association provided excellent sports programming in football, cheer, baseball, softball and buddy baseball with 1,228 participants.
- Atlanta Youth Lacrosse offered youth lacrosse to 1,378 boys.

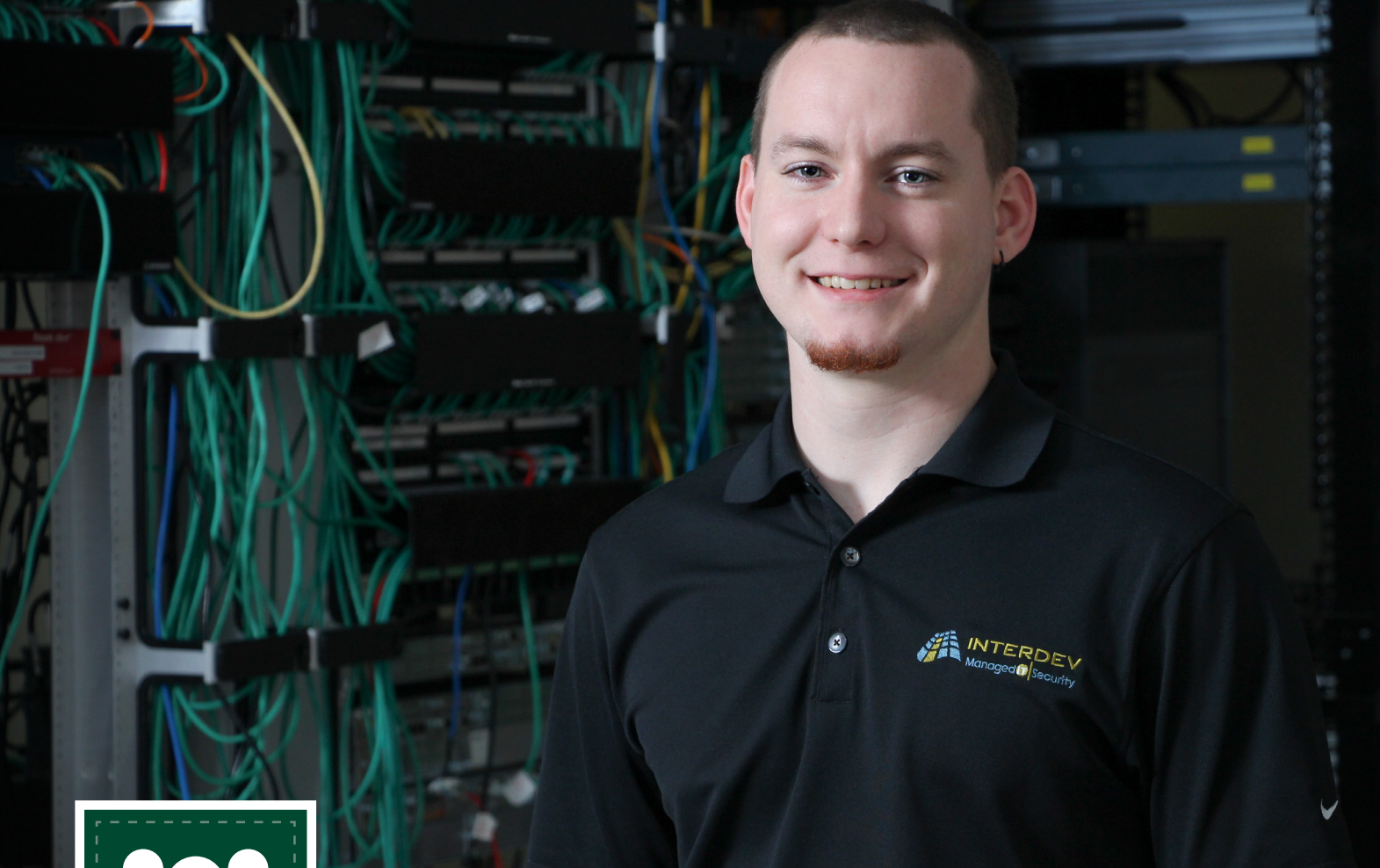
SPECIALS EVENTS

- The Sandy Springs Recreation and Parks Department continued to host annual special events such as the Winter Festival, Father-Daughter Dance and National Kids to Parks Day. In addition, the Department partnered with Multisports to hold the first Petco 5k9 Walk-Run, and the Back-to-School Bash returned to Hammond Park. Combined attendance for these community events brought out more than 2,500 participants.

FRIENDS OF LOST CORNER

- The Friends of Lost Corner was organized to support Recreation and Parks Department programs within the City.





OPERATIONAL SUPPORT

INFORMATION TECHNOLOGY

Information Services consists of both Information Technology and Geographic Information Systems divisions, supported by InterDev. The IT Department provides not only support and maintenance, but also works with varying departments to assist in increased performance and customer service. GIS provides daily assistance with multiple departments across City Hall.

IMPROVED AWARENESS

- In partnership with the Police Department, IT began needed upgrades to the mobile computing solutions and implementing the L3 Mobile Vision Patrol Scout pilot program. This solution offers remote access to real-time video from within the Patrol vehicles that will provide command staff with situational awareness data well before arriving on the scene of a call for service.

SECURITY AND INTEGRITY

- IT has hardened many of the City’s network systems and data. Improvements to data retention and backup were made by a storage upgrade started in the second quarter of the year. Expansion to the City’s core network equipment with redundancy provides improved integrity of City systems.

LOOKING FORWARD

- Working with the Traffic Management Group in the Public Works Department, IT began improvements to network communications, replacing and expanding equipment. IT also began the process to establish connections with our neighboring cities to aid in data and service sharing.

HOUSEKEEPING AND EXTENDING THE OFFICE

- Throughout the year, IT continued to improve on the “back office” systems most users never know exist. From systems providing email to the systems that allow you to login to your computer on a daily basis, IT has dedicated great efforts to improve automation, efficiency and reduce support needs. Using these systems, staff can deploy business specific software automatically, having needed business applications on demand.
- In the fourth quarter, partnering with Air Watch, the IT department implemented a Mobile Device Manager to aid in the management and support of the City’s 250+ mobile devices. This solution will offer the ability to improve the mobile workforce and reduce reaction/action times for some business services.





OPERATIONAL SUPPORT

COMMUNICATIONS

Supporting departments across city hall, including Public Safety, Communications works with each to ensure that a clear, concise message is relayed to the community. Communications continues to work closely with neighborhoods, proactively updating communities on changes impacting them on topics from road improvements to City Center development. During the Father's Day tornado, Communications worked round-the-clock, alongside Public Works and Public Safety teams, taking in information from residents and keeping both community and media informed. When storm damage cut access to City servers, Communications utilized social media to push out updates as well as a forum for two-way communication.

EVENT MARKETING

- Facilitated City participation in more than 30 community events including City traditions such as Martin Luther King Jr. Day Celebration, the Sandy Springs Cycling Challenge

and Sandy Springs Festival; community events including the Chamber Expo, Sandy Springs Police Benevolent Fund Casino Night, and Leadership Sandy Springs City Day.

- Communications assisted with the launch of the City's first Fireworks event in July and successfully organized the City's Veterans Day Celebration at a new venue, the Concourse Corporate Center, growing participation to more than 350 participants.
- Communications provided event support for Recreation and Parks. In addition to the annual events such as the Father-Daughter Dance and Winter Festival, Communications facilitated a ribbon cutting to mark the opening of the new Gymnastics Center at Hammond Park, and assisted with publicity for a school Choral Event, cosponsored by Recreation and Parks and Fulton County Schools at Overlook Park.
- More than 15 ribbons were cut in events marking the grand opening of local businesses.

INTERNATIONAL AFFAIRS

- The City Manager's Office and Communications Department staff organized meeting and travel logistics enabling a business delegation from Sandy Springs to travel to China for the purpose of building business relationships. Staff also assisted in Councilman DeJulio's trip to China to participate in the China Urban Development Forum.
- The City hosted a number of foreign guests in 2013, including several delegations from Japan; Taicang, China, and the Korean National Assembly.

PARTNERSHIPS

- Communications worked with the PCID in promotion of several programs including a Governor's News Conference regarding improvements at the I-285/GA 400 Interchange, the Hammond Half Diamond project, and the installation of sidewalks in the Perimeter Business District at Abernathy Road.
- Helping promote doing business in Sandy Springs, Communications works closely with the Sandy Springs Perimeter Chamber, and facilitated a Consulate Luncheon in March, initial meetings of the Powers Ferry Business Association, the annual business expo and promotion of the Chamber's speaker series and networking meetings.

COMMUNITY ENGAGEMENT

- Communications assisted Public Works and Public Safety in reaching out to the community regarding several initiatives including Public Information Meetings for the Roswell/Chattahoochee Bridge program; Bicycle/Pedestrian Trail Planning; the Northridge Bridge Replacement Project; and the City's new Alarm Ordinance and registration requirements.
- Implemented a new Teen Poll Worker program, recruiting seven high school students to work the 2013 municipal elections, introducing them to the election process.
- Proactively reached out to more than 200 Homeowner's Association Groups to keep the neighborhoods informed about City happenings and initiatives.

FIREWORKS SHOW

The first annual Sandy Springs Stars and Stripes Celebration fireworks show lit the skies on Saturday, July 6, 2013 while stars and fireworks illuminated across the skies of Sandy Springs in celebration of our nation's Independence Day.

Music from the band, Shiloh, provided live entertainment and afterwards, fireworks lit the skies. The official viewing area was located on the lawn at the Concourse Corporate Center located in front of Four Concourse Parkway.

The Sandy Springs Stars and Stripes Celebration was sponsored in part by Regent Partners (Concourse Corporate Park) and Shorenstein Realty (Palisades Office Park).

- Provided assistance with more than 35 speaker/appearance requests for the Mayor and Council members from community and business groups.
- Participated in an estimated 50 neighborhood meetings covering topics including traffic calming, sidewalks and general issues.
- The Department handles an average of 10 calls per week from residents on topics ranging from city facts to stormwater information, road projects to assistance in finding information about programs around the City.
- Assisted with the development of the Police Department and Code Enforcement's Safe Home Initiative for Apartment Community Managers.

COLLATERAL

- Ongoing publications include the City's e-Newsletter, quarterly printed newsletter, and Week and Year-in-Review. Communications also produces Recreation and Parks Program seasonal brochures (in English and Spanish), community program fliers and materials for Sandy Springs Police and Fire-Rescue, and assists with flyers and forms needed by Public Works and Community Development.

- To facilitate the Police Chief’s goal of emphasizing the department’s Vision, Mission and Values, Communications developed a series of posters highlighting core values, now on display throughout the Police Department.
- To promote the City Manager’s Expectations, Communications created a poster presentation displayed prominently throughout City Hall.

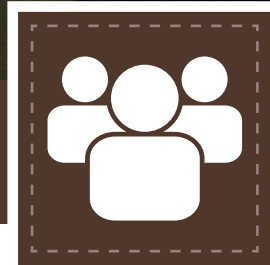
MEDIA RELATIONS

- Communications fields an average of 15 media calls per week, not including emergency situations regarding the dam break along Roswell Road, slope dangers on Lake Forrest Road and the summer storms. With each inquiry, we collaborate with other departments to gather information, deliver the requested response and follow up to make sure questions are answered. In addition to local media, Sandy Springs made headlines in Norway and nationally on several stories on CNN, Fox News and the John Stossel Show.
- Proactive communications is a key responsibility with the team utilizing alerts and advisories, as well

as social media, to proactively inform the media and public about a range of topics including lane and road closures, water main breaks, down trees and wires, upcoming public meetings, new City initiatives and more.

SOCIAL MEDIA

- In 2013, the City’s Facebook page saw a 30 percent increase in “Likes,” ending the year with 3,385. The City’s Twitter account saw a 52 percent increase in followers this year, ending with 2,742.
- Communications began incorporating video production into the communication mix. To aid in updates regarding the Abernathy Greenway Park project, staff produced updated videos accessible from the City’s website. Working with CGI Communications, a series of Economic Development focused videos were added to the City’s website.
- Working to keep the City’s website current, Communications uploaded more than 750 documents and edited several hundred pages this year.



OPERATIONAL SUPPORT

CITIZEN RESPONSE CENTER

The Sandy Springs Citizen Response Center (CRC) operates 24 hours a day; 7 days a week ensuring City communications are transparent, consistent and coordinated across departments. The CRC is also the central point of contact regarding efforts requiring a non-public safety, multi-departmental response. In addition, on-call personnel are available to ensure all urgent matters are quickly prioritized and dispatched to appropriate personnel.

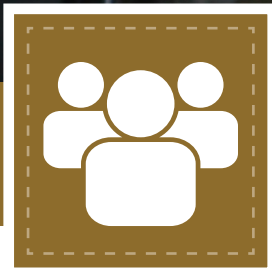
PERFORMANCE

- Over the past twelve months, the CRC managed more than 120,000 incoming calls to the City with at least 90 percent of those calls answered in less than 30 seconds. The CRC handled an additional 1,142 requests via the Sandy Springs website request portal and the City’s Smart Phone application.

- Feedback from the CRC Quality Assurance program indicates that 95 percent of citizens surveyed had a positive experience when contacting the City and an overall approval rating of 87 percent for City services.
- We continue to focus on increasing citizen satisfaction by resolving issues on the first call, without the need for departmental transfer. In 2013, the First Call Resolution rate was 71 percent.

STORM COMMUNICATIONS

- During June’s tornado, which left City Hall without power, the Call Center became a temporary hub for all City Hall related calls as the Call Center is on a separate network and its location was not impacted by the storm.



OPERATIONAL SUPPORT

FACILITY MANAGEMENT

The Facility Division manages the daily operations of the 67,000 square foot City Hall and the 200,000 square foot City warehouse. The Division is also responsible for managing building security, fire suppression/detection, 128 HVAC units (\$1M in asset tracking), electrical, plumbing and mail including over 79,000 inbound and outbound packages.

CITY HALL

- A security wall was installed in the Courtroom to add positive security measures during Court sessions and City Council meetings.
- Four older HVAC roof top units were removed and replaced to assist in a 16% energy reduction. The project was coordinated with the Property Manager to split the cost saving the City \$18,000.
- An RFP was drafted for a consolidated HVAC contract and a new HVAC company was selected to perform scheduled and unscheduled maintenance on all 128 HVAC Units through the City's 13 facilities.

- Motion detectors were installed in the Old Target Building Warehouse to assist in a 67% energy reduction saving the City more than \$1,200 per month.
- An electronic control panel was installed to remotely monitor the City's emergency back-up generator.

PROJECT MANAGEMENT

- The City purchased a warehouse facility on Trowbridge Road to meet the City's storage needs after the demolition of the target building. The Facilities Department managed a \$300K renovation to allow the City to transfer storage from the old Target warehouse to the new location.
- Managed the demolition planning for the Target warehouse. The demolition is expected to take place in January, 2014.
- The Department initiated the RFP for LED retrofit for the City Hall building, a \$70K project that will yield a 1.5 year ROI. Expected savings to the City are approximately \$3K per month.



CITY OF SANDY SPRINGS

*7840 Roswell Road, Building 500
Sandy Springs, GA 30350*

Citizen Response Center: 770-730-5600

www.sandyspringsga.gov