

2015



YEAR IN REVIEW

SANDY SPRINGS

2015 YEAR IN REVIEW REPORT



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YEAR IN REVIEW

A RETROSPECTIVE LOOK AT THE ACHIEVEMENTS OF THE CITY OF SANDY SPRINGS DURING 2015



The City reached a major milestone in 2015, as we reached our tenth year of cityhood. While a cause for celebration, the marking of the occasion was bittersweet with the loss of our founding mother, Eva Galambos, in April. Mayor Galambos championed citizen engagement and protection of quality of life within the city, both of which are still very evident in our City's daily operations.

In January, the City Council added among its top priorities Sustainable Growth, bringing an added focus on balancing the needs of neighborhoods with those of developers. In support of this initiative, Jim Tolbert was added to the senior leadership team as Assistant City Manager overseeing strategic growth and community development activities. The Community Development Department underwent a major reorganization, including the addition of planners and inspectors to help meet city objectives.

In July, the City implemented a 180-day moratorium on new zoning within Sandy Springs. During that intermission, staff worked with the development community as well as our residents to create improved processes related to our rezoning protocols. Going forward, developers wishing to rezone a property

must conduct a community meeting prior to any application submittal; meetings are now held at a location close to the development site; and all modifications to zoning conditions now follow the same procedure as a rezoning. These changes are intended to better facilitate community input early in the process.

During the summer we began activities to update the City's Comprehensive Land Use Plan. Branded The Next Ten, we partnered with consulting firm Rhodeside and Harwell to conduct extensive community outreach, ensuring that we understand the community's vision for growing the city over the next decade. The team created a website (thenext10.org) to host materials and encourage feedback through online surveys and polls. In addition to stakeholder and open house meetings, the team

conducted a series of mobile workshops, taking place throughout the city, from the Panhandle to southern tip of Sandy Springs. Our first series of reports should be released for public review in early 2016.

Sandy Springs is an attractive city in which to live and do business. We had several high profile companies announce moves into the city this past year. Among them: Lincoln Financial will open a regional service center in the Powers Ferry area; Amtrak is opening an IT Service Delivery Center; CSM Bakery solutions is relocating its global headquarters; and Mercedes Benz USA announced its North American headquarters will locate in Sandy Springs.

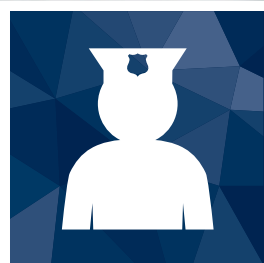
Transportation continues to be a priority. The Georgia 400 and Northridge Road Interchange/Bridge replacement project was completed this fall, improving traffic operations and safety at this vital interchange. The City received federal funding to improve the intersection of Roswell Road and Glenridge Drive, correcting the intersection alignment and improving traffic safety. Construction is underway to improve the alignment at Windsor Parkway and Roswell Road, and on Morgan Falls Road including the installation of sidewalk and repaving this vital connection to Overlook Park. In the coming year, several major programs will begin. Among them: reconstruction of the I-285 at Riverside Drive Interchange; Georgia 400 and I-285 Collector/Distributor program; realignment of Carpenter Drive at Roswell Road; and improvement projects at Mt. Vernon/Johnson Ferry and Sandy Springs Circle.

Our public safety personnel transferred from Fulton County to new systems operated by the North Fulton Regional Radio System Authority this spring. The completed system replaces radio dispatch consoles at three 911 centers: Alpharetta, ChatComm and Roswell, providing redundant microwave links to each of these sites and improving the coverage area. Since implementing the City's False Alarm Reduction Program in 2013, public safety reports a 20 percent reduction in the total number of alarms, with a 28.5 percent reduction in false alarms. Our volunteers continue to contribute significantly to our public safety efforts. Volunteers through the police department provided the agency with almost 13,000 hours in donated time. Sandy Springs Fire Rescue graduated its first Citizens Fire Academy class, with the 15 graduates forming the Citizens Fire Corp, providing ongoing volunteer support assistance to Fire Rescue.

As 2015 began, the City Council approved Holder Construction as our Construction Manager-at-Risk to build the civic components of the "City Center" project. In the first half of the year, we conducted community outreach, taking in feedback related to the project's overall design. During the summer, Holder began work on the site, with mass dirt excavation more than halfway completed. The Communications team worked with a brand-marketing firm, which yielded a new name and look for the project and district. City Springs was unveiled this fall, as several hundred residents gathered on the construction site. The City also brought on board Spectra as our partner to develop programming for the performing arts center, Studio Theater and green space within the City Springs development.

As we look back over the past year, and our first ten as a city, we have seen many positive changes and improvements. With your help and continued support, we look forward to the possibilities that the next decade holds for our vibrant City.

John McDonough
City Manager



PUBLIC SAFETY

POLICE DEPARTMENT

Sandy Springs Police is a full-service agency with uniform patrol, criminal investigations, special investigations, traffic enforcement, community affairs, criminal intelligence, street crimes and K9 units, training, court security and prisoner transport among the department's responsibilities. There are 128 full-time officers, 14 part-time officers and 19 civilians, which comprise the department.

FALSE ALARM REDUCTION

- ▶ The False Alarm Reduction Program has collected almost two years of data, including a comparison of the months of March through August in 2013 and the same time frame in 2015. The comparison shows a 20 percent reduction in the total number of alarms (1,328) dispatched in March through August 2015. There was a marked reduction of 28.5 percent in false alarms during this period of time.

The numbers continue to trend downward in both the number of alarm calls and the number of false alarm calls. The effectiveness of the False Alarm Reduction Program is due, in large part, to patrol officer efforts in notifying and educating the public on their role in registering and maintaining their alarm systems.

LAW ENFORCEMENT EXCHANGE PROGRAM

- ▶ Chief Ken DeSimone, along with several officers from Georgia, participated in the 23rd Georgia International Law Enforcement Exchange (GILEE) Program in Israel. Chief DeSimone spent two weeks with members of the Israeli Police, learning about their law enforcement model of policing.

LAW & ORDER AWARD

- ▶ The Sandy Springs Police Department claimed first place in the 2015 Law & Order Magazine Vehicle Design Contest. Law & Order Magazine is the longest running publication of its kind, serving the law enforcement community since 1953. The City won first place in the "Municipal Over Fifty Officers" category.

K-9

- ▶ The K-9 unit worked a number of cases with the Atlanta Office of the U.S. Postal Inspectors this year, primarily locating narcotics shipped into the Atlanta area through the main postal office in Hapeville.
- ▶ SSPD said goodbye to "Seven," as the SSPD bloodhound retired in late October.

COMMUNITY RELATIONS

- ▶ The Department's free community safety programs continue to draw participation from the community. Over the course of 2015, 83 residents participated in the Firearms Safety Course, and 93 women participated in the Women's Self Defense Course. We had 64 teens, plus their parents, attend our 2015 Teen Driving Classes.

FEDERAL PARTNERSHIPS

- ▶ SSPD has one officer assigned to the DEA Strike Force and one officer with the DEA Fit Team.

VOLUNTEERS

CITIZENS POLICE ACADEMY

The Citizens Police Academy offers residents an opportunity to learn about the Sandy Springs Police Department by participating in a 12-week course. This year's Academy class had 30 graduating members.

CITIZENS ON PATROL

The Citizens On Patrol (COPS) program hosted 47 volunteers including Volunteers in Policing (VIP) members. This year, our volunteers have provided the agency 14,886 hours in donated time. Our volunteer units conducted 1,132 residence checks and issued 1,007 handicap-parking violations over the course of the year. COPS patrol cars covered 52,497 miles in 2015.

SANDY SPRINGS RESPONSE VEHICLE

The Sandy Springs Response Vehicle (SSRV) continues to provide a significant service to the citizens of Sandy Springs. Citizens On Patrol personnel provided 977 hours comprised of 173 shifts as part of SSRV service to the community. Having a Citizens On Patrol member ride with the SSRV provides an additional person to assist the full-time SSPD officer with this very dangerous duty.



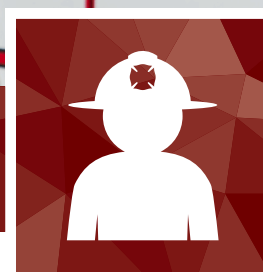
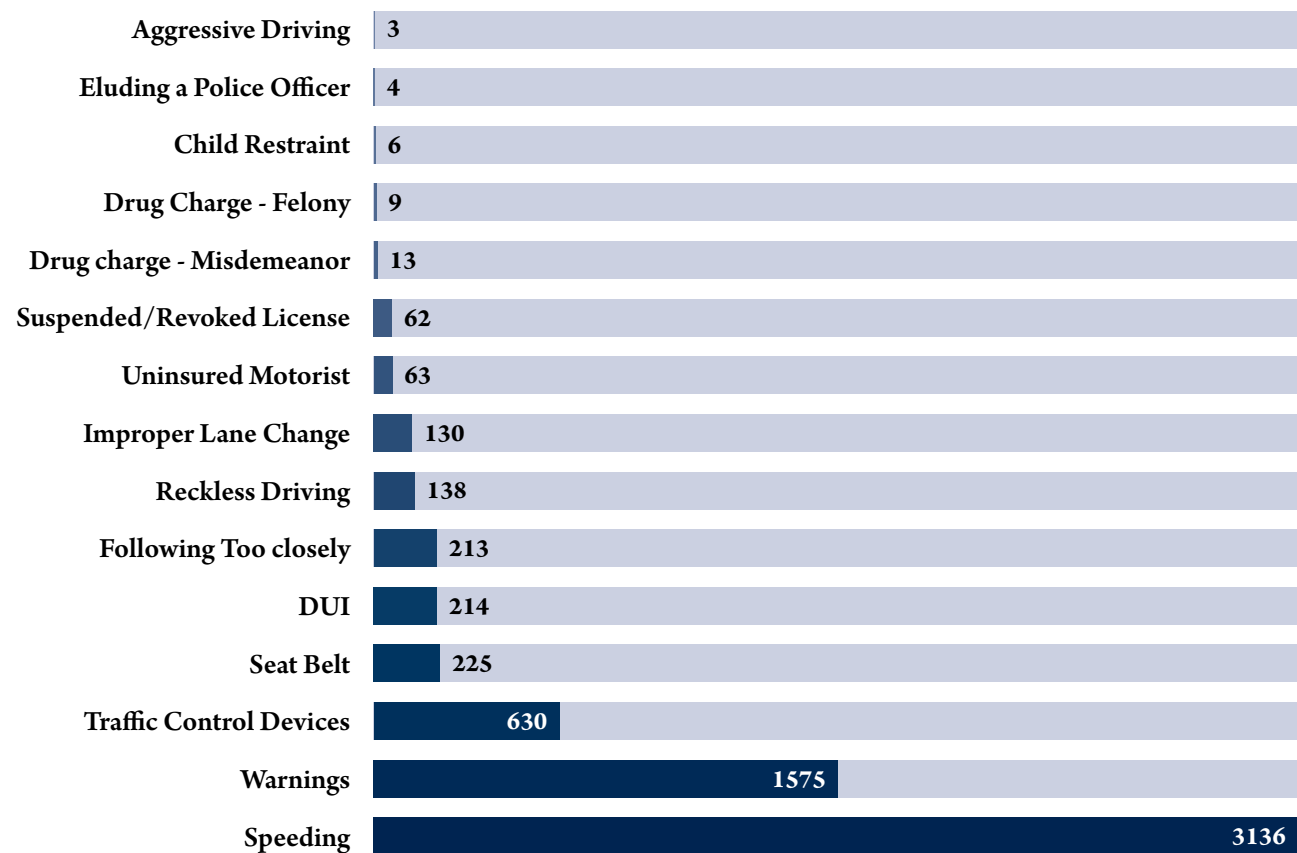
CALLS FOR SERVICE

SSPD received 98,588 calls for service, however only 2.3 percent of those calls were related to serious, "Part One" crimes and 0.1 percent were related to violent crime.

TRAFFIC UNIT

- ▶ The Traffic Unit handled ten serious-injury accidents including eight fatalities, with 290 hours spent on traffic complaints. The unit participated in the Governor’s Office of Highway Safety’s Operation Zero Tolerance and the Click It or Ticket Programs.
- ▶ The HEAT Unit also participated in enforcement, conducting eight road safety checks, 13 media events and 12 educational events during the HEAT program year of July 2014-2015. The HEAT grant was not renewed this year.

CITATIONS ISSUED BY THE TRAFFIC UNIT



PUBLIC SAFETY

FIRE RESCUE DEPARTMENT

Sandy Springs Fire Rescue strives to provide the best emergency services for the residents of Sandy Springs. Fire personnel respond from four fire stations located throughout the city. The fleet consists of a 1,500 gallons per minute (gpm) mini-pumper, two 2,000 gpm engine-pumpers, three 2,000 gpm aerial trucks with 105-foot ladders, and one 2,000 gpm tower platform with a 100 foot-platform bucket. One battalion command vehicle, three emergency medical quick response vehicles, one reserve engine pumper, one brush truck, one hose wagon, a rescue boat, a mobile fire safety house, and a CERT trailer are also part of the large equipment and are housed within the City’s four fire stations. Staffing consists of 108 full-time personnel and seven part-time personnel.

personnel completed 6,038 hours of fire training. Training types included: drills, driver training, HAZMAT scenarios, and officer and new recruit training. In addition, EMTs and Paramedics completed 5,214 personnel hours in EMS training. The department surpassed all State Fire and EMS requirements, along with meeting the Insurance Service Organization (ISO) required training hours.

- ▶ Sandy Springs Tactical Medics also received more than 768 hours of in-service training in 2015. The team responded with the North Metro SWAT team to four incidents over the course of the year.

TRAINING

- ▶ In order to deliver excellence in fire and emergency services, fire department members continuously train to keep up skills and learn best practices. In 2015, SSFR

RESCUE BOAT

- ▶ Sandy Springs swift water team members attended a National Park Services Boat Operator Class and worked with Sandy Springs GIS on a mapping project to enable a quicker response to rescue calls on the river. Our swift water team responded to two rescue calls in 2015.



COMMUNITY EMERGENCY RESPONSE TEAM (CERT)

► CERT is designed to act as a liaison with the fire department during emergencies with its members responsible for specific geographical territories. CERT has a total of 277 members to date. CERT members receive 20 hours of specialized training such as:

- Establishing barricades
- Using survival kits
- Tabletop drills (Tornado, Missing Person, High-rise fires)

During an emergency, CERT members can assist with shelter management, first responder reports and scene safety and control. Our members participated in various events over the past year: Sandy Springs Festival, “Stars & Stripes” fireworks celebration, “National Night Out,” fire department training, emergency call outs, and they attend Homeowners Association meetings to present information on how their neighborhoods can get involved.

FIRE CORPS PROGRAM

► Fifteen community members (most CERT volunteers) completed the City’s inaugural Citizen Fire Academy 56-hour training program. The Fire Corps is designed for integration into the fire department, and members can assist our fire units with a number of tasks such as:

- CPR/First Aid
- Emergency Communications
- Firefighter Rehab
- Lock-out calls
- Non-hazardous scene control
- Fire safety programs

CHILD SAFETY SEATS

► In 2015, management of the child safety seat inspections and education was moved under the department’s Community Affairs Unit. With new, streamlined processes in place, residents receive more timely inspections. SSFR trained 262 people on proper use of child safety seats and inspected 181 car seats this year. Eight of the City’s fire fighters are certified Child Passenger Safety Technicians with one certified as an instructor.

FIRE MARSHAL’S OFFICE

Prevention is a key goal of our Fire Marshal’s office. During the course of 2015, the Fire Marshal’s office:

- Completed 4,628 Inspections
- Noticed 2,360 Violations
- Reviewed 617 development plans for compliance with fire and life safety
- Investigated 20 Fires to determine the origin and cause

The most frequent inspection types for the Fire Marshal’s office: Annual Business Inspections, Re-inspections, and Construction Inspections.

AWARDS

► The Veterans of Foreign Wars (VFW) Post 10822 honored two SSFR employees with the following 2015 City of Sandy Springs Fire & Safety awards:

- Firefighter Daniel Fullmore received the VFW Firefighter of the Year Award
- Paramedic Kevin Parks received the VFW EMT of the Year Award

► The Rotary Club of Sandy Springs honored four SSFR employees with the following 2015 City of Sandy Springs Fire & Safety and Police Departments Public Safety Awards:

- Division Commander Donald Willbanks was awarded the 2015 Chief Fire Officer of the Year Award
- James Reeves was awarded the 2015 Fire Officer of the Year
- Daniel Fullmore was presented with the 2015 Firefighter of the Year
- Kevin Parks was awarded the 2015 Paramedic of the Year

► Patrick Flaherty received the Pediatric Award from Region III EMS.

► Seven lifesaving incidents were recognized by the City Council.

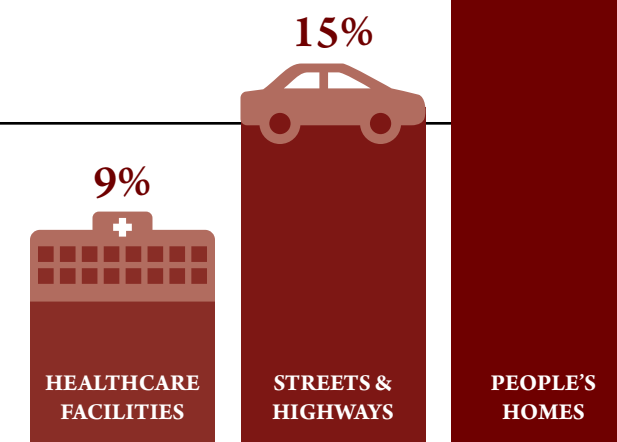
COMMUNITY SERVICE

► Fire prevention and safety includes education, and SSFR participated in 457 Community Events reaching more than 33,381 participants in 2015. These events included:

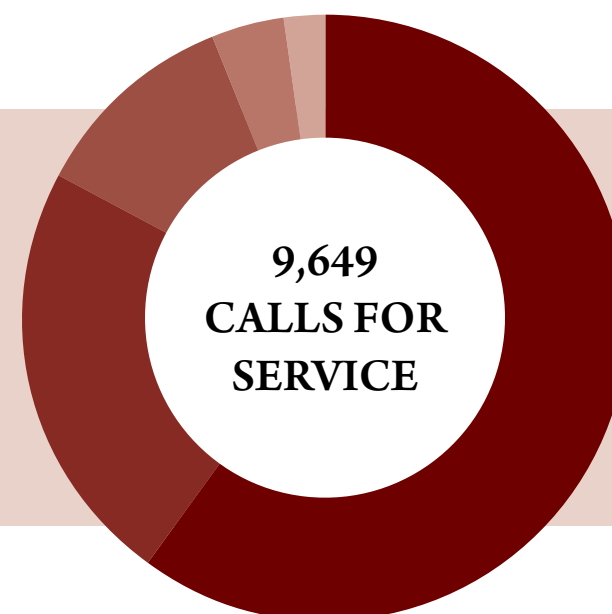
- Touch-A-Truck events
- Station Tours for schools, churches, Boys and Girls Scout troops as well as other community groups
- Mobile Fire Safety House demos and other educational programs at schools and churches
- School and church festivals, neighborhood block parties
- Birthday Parties hosted at the stations
- Blood Pressure Checks at the stations
- Fire Evacuation Drills for schools and businesses
- Fire Warden Training
- Fire Extinguisher Installation and Use Training Classes
- Community Hands Only CPR Classes
- Blood Pressure Checks at the stations
- Quarterly Multi-Family Residential Fire Safety Events
- Holiday Toy Drive
- Special events such as the Heritage Sandy Springs Festival, Movies by Moonlight, parades, and the City’s Stars & Stripes Fireworks Celebration

EMERGENCY MEDICAL SERVICE

More than half of the 911 responses by SSFR are medical by nature. Over the past year, SSFR responded to 5,837 rescue and medical emergencies treating patients. The top reasons for calls were related to motor vehicle crashes, falls, sickness, and breathing difficulties. The most common locations where our crews responded to were homes, streets/highways and healthcare facilities.



MEDICAL RESPONSE LOCATIONS



- 5,837 Medical Emergencies (60%)
- 2,198 Good Intent (23%)
- 1,018 False Alarms (11%)
- 355 Hazardous Conditions (4%)
- 219 Fires (2%)
- 22 Other (less than 1%)



TRANSPORTATION

PUBLIC WORKS

Working to enhance quality of life, the Public Works Department, staffed by AECOM, maintains the City's streets, sidewalks, street and traffic signals, and general area maintenance. Their efforts assist in making it easier to walk, bike or drive from here to there.

CAPITAL IMPROVEMENT PROGRAM

MAJOR PROJECTS WITH FEDERAL GRANTS

- ▶ Roswell Road Streetscape Improvements, from Johnson Ferry to Abernathy, were completed in October 2015. The project added sidewalk, Americans with Disabilities Act (ADA) compliant features, pedestrian scale lighting and landscaping along this vital three-quarter mile long stretch of Roswell Road/State Route 9 (SR).

- ▶ The project to construct Streetscape Improvements on Roswell Road from Cliftwood/Carpenter Drive to Hammond Drive is now ready to begin construction after receiving federal and state funding authorization. Work is planned to begin early in 2016.
- ▶ The City was fortunate to receive federal funding to improve the intersection of Roswell Road and Glenridge Drive. This project will correct the current skewed intersection alignment, improving traffic safety. The project is currently in concept development with concept report approval projected by the end of 2015.
- ▶ The Chattahoochee River Pedestrian/Bike Bridge project continues to advance with the City of Sandy Springs and the City of Roswell updating their agreement to sponsor this project and adding funds for environmental studies and design completion.

- ▶ Design work is beginning on the next phases of Community Development Block Grant (CDBG) funded Sidewalk/Streetscape projects. Improvements are planned for Roswell Road from I-285 south to Long Island Drive. When completed, this multi-year effort will install ADA-compliant sidewalks, pedestrian lighting and landscaping on the west side of Roswell Road.

IN ASSOCIATION WITH THE GEORGIA DEPARTMENT OF TRANSPORTATION

- ▶ Work was completed on the Georgia 400 and Northridge Road interchange/bridge replacement project. The multi-year design-build project, administered by GDOT, improves traffic operations and safety.
- ▶ Efforts continue to upgrade the Abernathy Road/Johnson Ferry Road widening project. The City developed plans with Georgia Power to install pedestrian scale lighting along the two-lane section of Johnson Ferry Road and for Abernathy Road adjacent to the Greenway Park out to Roswell Road.
- ▶ Staff developed beautification agreements with GDOT to reconstruct the I-285 at Riverside Drive interchange. City enhancements programmed with GDOT include decorative lighting and landscaping upgrades. Design work is underway with construction planned to begin in 2016.
- ▶ Coordination continues with GDOT on two major regional transportation projects: State Route 400 Collector/Distributor to enhance safety and operations on Georgia 400 near I-285, and the I-285 at Georgia 400 Intersection Project to ease congestion and improve traffic operations at this vital interchange.

CITY SPRINGS SUPPORT

- ▶ CIP Management Unit staff continued the development and coordination of multiple projects directly associated with City Springs. Six major capital projects have been advanced in preparation for redevelopment.
- ▶ As a part of the effort, a forward-looking Utilities Management and Database Project was completed, providing a solid foundation for City Springs design and construction decisions. Efforts are now underway to relocate and improve utilities in and around the City Springs site.

SIDEWALK PROJECTS

Three sidewalk projects were completed in 2015 for a total of \$770,000, while adding another 1.1 miles of sidewalk to the City's sidewalk network for a total of 32.5 miles of sidewalk constructed since the program's inception.

In addition, construction is nearly complete to install a half-mile of sidewalk on Dupree Drive connecting to the recently opened Heards Ferry Elementary School.

- ▶ A major Streetscape Improvement project is advancing in design on Sandy Springs Circle from Mt. Vernon Highway to Hammond Drive. When completed, the project will extend City Springs improvements, enhancing pedestrian access and safety.
- ▶ Another significant federal grant project now fully programmed is the Traffic Operations Improvements Project at the intersections of Roswell Road, Johnson Ferry Road and Mt. Vernon Road. This innovative "dual roundabout" solution addresses the need to improve downtown street system interconnectivity including improved access to the City Springs Redevelopment site. The project is in design and coordination.

STATE FUNDED PROJECTS

- ▶ Construction is well underway and expected to be completed by the spring of 2016 for the City's first project financed, in part, by the Georgia Transportation Infrastructure Bank (GTIB), using both a loan (\$2.5M) and grant (\$750k). The Windsor Parkway at Roswell Road Intersection Relocation project will realign the existing intersection improving both traffic safety and operations at the City's southern "gateway."

MAJOR LOCAL PROJECTS

- ▶ Construction is underway to build retaining walls, develop stormwater improvements and install sidewalk on Morgan Falls Road to connect pedestrians with the Overlook Park. Repaving of Morgan Falls Road is forecasted for 2016.

TRAFFIC OPERATIONS IMPROVEMENTS

LOCAL FUNDED PROJECTS

- ▶ Completed the traffic signal reconstruction at the intersection of Roswell Road and Abernathy Road, including installation of overhead illuminated street name signs, pedestrian indicators, as well as decorative mast arms.
- ▶ Replaced the traffic signals and completed a road widening project at intersections of Powers Ferry Road at Northside Drive and Powers Ferry Road at New Northside Drive. The project included the installation of decorative mast arms, overhead illuminated street name signs, and pedestrian indicators.
- ▶ Completed reconstruction of the Glenridge Drive at Johnson Ferry Road intersection, adding a northbound left turn lane and pedestrian accommodations.
- ▶ Staff constructed a signalized intersection at Powers Ferry Road at Dupree Drive at the driveway of the relocated Heards Ferry elementary school.
- ▶ Transportation designed and installed a custom vehicle approaching flasher at the intersection of Northside Drive and Riverview/Old Powers Ferry Road.
- ▶ The FY 2015 Long Line Striping Program completed 33 miles of striping.

STATE FUNDED PROJECTS

- ▶ Completed the design of the \$1.5 million Roswell Road Advanced Traffic Management System Project (ATMS) from Abernathy Road to the City of Atlanta. Construction is anticipated for early 2016. The improvements will enable the City to operate traffic adaptive technology for all signals along Roswell Road.
- ▶ Engineering design is underway via a \$1.6 Million grant through the Atlanta Regional Commission (ARC) for ATMS Expansion for the Hammond, Glenridge and Peachtree Dunwoody Area. Construction is expected to commence third quarter of 2016. This project will apply traffic adaptive technology to signals within this corridor.
- ▶ The City continues its support of the Regional Transportation Operation Program (RTOP) with GDOT along Roswell Road and within the Perimeter

TRAFFIC MANAGEMENT

Completed the “City Scoot FY15” project, which installed traffic adaptive signal control software at seven intersections within the Powers Ferry & Northside Drive node. This project was implemented to better enable traffic management due to anticipated Braves traffic for the area.

Maintained 32 miles of fiber optic network providing the backbone for traffic, police, fire and ChatComm communications, and increased the number of traffic signals on-line and controlled from the Traffic Management Center (TMC) from 105 to 106.

Re-timed and performed preventative maintenance on 125 signals, 31 school zone warning beacons, 19 intersection flashing beacons, 24 vehicle approaching beacons, 45 CCTV cameras and 47 radar speed feedback signs.

Community Improvement Districts (PCID). The program is valued at \$1.6 million annually for Roswell Road, and in the PCID area, valued at \$1M annually.

- ▶ Staff applied and successfully won 100 percent GDOT funding for the Northridge Road at Colquitt Road intersection project, which will install decorative mast arms, pedestrian beacons, and overhead illuminated street name signs. This project will be constructed with GDOT off-system safety funds with completion expected by early summer of 2016.

TRAFFIC PLANNING

- ▶ Participated in the MARTA SR 400 Alternative Analysis Study to represent the City’s interests.
- ▶ Participated in the Atlanta Regional Commission (ARC) Transportation Coordinating Committee.
- ▶ Reviewed, and evaluated the I-285 and SR 400 GDOT improvement projects.



RESURFACING

4.3 miles of roadway were repaved.



LINE STRIPING

The Long Line Striping Program completed 33 miles of striping.



UTILITY PERMITS

330 utility permits were reviewed.



SERVICE REQUESTS

More than 1,550 requests were received from residents.

INTERSECTION IMPROVEMENT PROGRAM FY2015

- ▶ Completed Designs:
 - Northridge Road at Colquitt Road
 - Heards Ferry Road at Raider Drive
 - Powers Ferry Road at Northside/New Northside Drive (signal)
 - Interstate North Parkway at Riveredge Parkway
 - Powers Ferry Road at Heard Drive
- ▶ Projects Actively in Construction:
 - Interstate North Parkway at Riveredge Parkway
 - Powers Ferry Road at Heards Drive
 - Heards Ferry Road at Raider Drive
- ▶ Projects Actively in Design:
 - Powers Ferry Road at Mt. Paran Road
 - I-285 EB ramp at Glenridge Drive
 - Peachtree Dunwoody Road at Hammond Drive
 - Peachtree Dunwoody Road at I-285
 - Roswell Road at Grogans Ferry Road
- ▶ Studies Completed or in Process:
 - Hammond Drive Corridor Study
 - Abernathy/Roswell Road Travel Time Study
 - Sandy Springs Core Area Origin & Destination Study
 - Sandy Springs Core Area Mesoscopic Model
 - Abernathy Road Corridor Signal Warrant Analysis
 - Hawk (High-Intensity Activated crossWalk beacon) Pedestrian Signal Utilization Study (to review the effectiveness of the 2014 installation of the Hawk signal)

SPECIAL PROJECTS

- ▶ Installed an automated travel time system on Roswell Road, Abernathy Road, and Johnson Ferry Road and integrated with Cobb County and GDOT systems. This enables staff to collect, monitor and review travel times in these corridors.



RESOURCE PROTECTION

STORMWATER SERVICES UNIT

The Stormwater Services Unit of Public Works works together with elected officials, City staff and residents to improve stormwater management to meet community goals. The program includes: drainage system maintenance/capital improvement projects and compliance with State and Federal stormwater regulations.

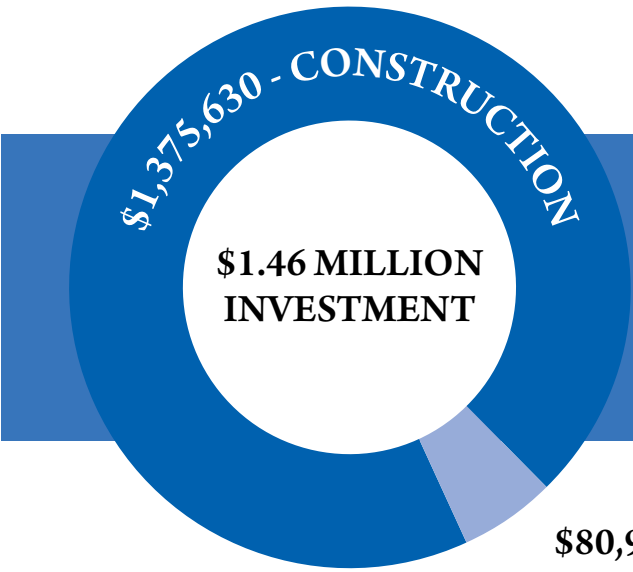
HIGHLIGHTS

- ▶ The Stormwater team inspected more than 2,400 stormwater pipes, structures and outfalls.
- ▶ The remote inspection camera was used to evaluate more than a half-mile of storm sewer pipe.
- ▶ Stormwater public education and outreach continued throughout the year, including a sampling exercise with Springmont School as part of World Water Monitoring Day.
- ▶ Construction began on a detention pond to support the Windsor Parkway Realignment project.

- ▶ Team members coordinated completion of the design work and started construction on the Marsh Creek Headwaters project. The project is scheduled for completion in the spring of 2016.
- ▶ A study was completed related to drainage issues affecting Mabry Road properties. A concept evaluation is under development.
- ▶ Staff coordinated and hosted illicit discharge training for City departments per the MS4 permit requirements.
- ▶ As part of the National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) permit, the Annual Report was submitted and approved by the Georgia Environmental Protection Division. This year, the report included preparation and submittal of an impaired waters Monitoring and Implementation Plan, illicit discharge Enforcement Response Plan, and a review of the City's codes and ordinances to ensure they do not impede or prohibit the use of green infrastructure/low impact development.

RESIDENT INQUIRIES
A total of 288 stormwater inquiries were received and processed.

- ▶ Staff attended meetings as a Metropolitan North Georgia Water Planning District Technical Coordinating Committee member and as a Basin Advisory Council member.
- ▶ Staff coordinated with the University of Georgia in developing a model that serves as a tool in prioritizing the location of green infrastructure to maximize effectiveness of stormwater mitigation.
- ▶ The team coordinated partial draining of the primary lake and fish removal as part of the Lake Forrest Dam project.
- ▶ The Stormwater Unit facilitated and hosted meetings for the North Fulton Stormwater Alliance for the participating municipalities: Fulton County, Roswell, Milton, Alpharetta and Johns Creek.



STORMWATER INVESTMENT

- ▶ Engineering design was conducted and completed on five projects with a total cost of \$80,927. Construction was completed on 43 stormwater projects with an overall cost of \$1,375,630.

COMMUNITY DEVELOPMENT

The City's Community Development Department participates in a number of activities to facilitate Natural Resource Protection.

- ▶ As an ARC bronze-level "Green Community," Sandy Springs continues to pursue policies that balance economic and environmental concerns.
- ▶ Sandy Springs was recertified as a Tree City USA in 2015 for the continued achievement of the high standards set forth by the Arbor Day Foundation.
- ▶ This summer, Community Development revised the Erosion and Sediment Control Ordinance to help with stand-alone residential development and redevelopment. Many of the residential permits are for the redevelopment of an existing lot, originally developed decades ago. These lots are typically less than one acre and according to the state erosion control model ordinance, these developments are exempt from the State checklist requirements. The City desires to be proactive on all development sites with concern to Erosion and Sediment Control, and accordingly, revised ordinances for developments less than one acre. We now require building permit applicants to submit a professionally designed site plan and include an erosion control plan.
- ▶ The Metropolitan North Georgia Water District prepared draft changes to its stormwater manuals; city staff has been preparing amendments to our own ordinance in accordance with these updates, expected to take effect January 2016.



COMMUNITY APPEARANCE

COMMUNITY DEVELOPMENT

The Community Development Department is directly involved in the execution of several of the City's priorities: Community Appearance, Natural Resource Protection, Economic Development, Sustainability, and Downtown Development. At the core of the Department's efforts is providing timely and responsive customer service.

CODE ENFORCEMENT

The Code Enforcement Division focuses on community appearance and ensuring Sandy Springs properties are properly maintained. Additionally, the Division is charged with enforcement of the City's laws related to noise, business licenses and the operation of taxicabs. Code Officers work closely with property owners to address compliance, issuing citations to appear in court only as a last resort. In 2015 the Division responded to 1,346 code violation complaints.

- ▶ Code Enforcement worked with the zoning department's sign coordinator to have 22 non-conforming signs removed.

- ▶ Public Works and the Code Enforcement Divisions worked together to address signage issues, resulting in recognition for the City of Sandy Springs as part of the annual American Association of Code Enforcement "Sick of Signs" Campaign. Approximately 200-300 signs are removed each month with daily Public Works and Code Enforcement sweeps. Code Enforcement will cite individuals or companies for illegal signs in the right-of-way. As example, one business manager was fined in 2015 for having 25 illegal signs along Roswell Road.
- ▶ A safe and well maintained housing stock is a priority for the City. In conjunction with the Fire Department and Public Works, Code Enforcement conducted eight apartment sweeps and six apartment re-inspections in 2015.
- ▶ The Code Enforcement Division investigated and addressed nine hoarding complaints. Officers also provided residents with information for county and private services, should they need additional assistance.

- ▶ Along the Roswell Road corridor, the team documented and inventoried 63 signs along Roswell Road as well as inspected those properties.
- ▶ Code Enforcement officers inspected all 28 gas stations and convenience stores within the city limits as a part of an annual gas station inspection project.
- ▶ This year's audit of licensed taxicab companies operating in the City involved 88 taxi inspections and created an updated list of all active companies.

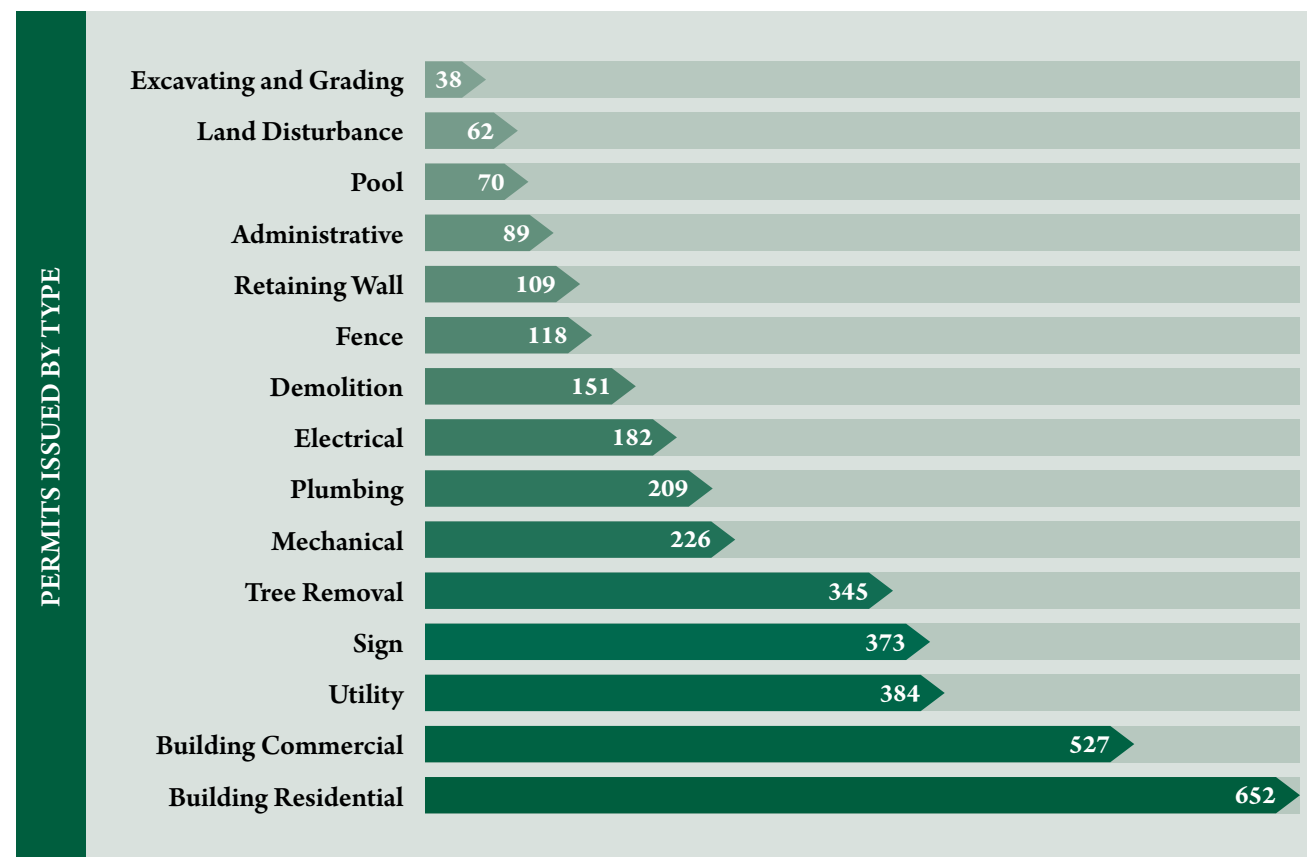
- ▶ Assisting the City's Revenue Office, Code Enforcement officers conducted 719 inspections resulting in 15 citations issued to businesses that failed to maintain a current Sandy Springs business license.
- ▶ In 2015, Code Enforcement issued citations to a total of 208 defendants for 594 violations that were adjudicated in the City of Sandy Springs Municipal Court.

BUILDING AND ECONOMIC DEVELOPMENT

This year, Community Development continued to track robust development activity, particularly in single family and townhouse construction. Strength in the commercial and office markets is represented by a steady increase in number of permits issued for building renovations.

- ▶ Site Development and Environmental Compliance staff conducted approximately 15,000 inspections during the year.
- ▶ Sandy Springs continues its reputation as a highly desirable place to live, as indicated by the 550 building permits issued for single-family residential construction this year.

- ▶ The City issued more than 600 permits for commercial development and 373 sign permits in 2015.
- ▶ Focus on streamlining the development permitting process continues: the Department launched new permitting and inspections software to implement real time inspection and scheduling.
- ▶ In addition, the Department implemented the first phase of electronic plan reviews and electronic communications to the design professionals (applicants) via the build.sandyspringsga.gov portal.



COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM

The City of Sandy Springs has received federal funding through the CDBG program since 2008. This funding has provided for the completion of sidewalks, landscaping and pedestrian-scale lighting along Roswell Road from Northridge Road to the Chattahoochee River. Phase I and Phase II of the project are now complete.

- ▶ The U.S. Department of Housing and Urban Development (HUD) support of the Sandy Springs CDBG program was underscored by the 2015 announcement of a \$577,782 grant award to the City. Since qualifying for CDBG funding, Sandy Springs has consistently exceeded all HUD program requirements.
- ▶ In September, the Consolidated Annual Performance and Evaluation Report was submitted to HUD for review and approval. This comprehensive report provides an assessment of progress in the execution of priorities identified in the CDBG Annual Action Plan.
- ▶ In June, the City of Sandy Springs along with WFN Consulting, LLC hosted two Fair Housing Education Workshops. The workshops were intended to provide a historical overview of the Fair Housing Act and critical information about how to address Fair Housing issues.
- ▶ As a continuation of Phase II, the City proposed the Northridge Road Sidewalk Enhancement Project as an amendment to its Annual Report. The project will upgrade the sidewalk infrastructure by installing pedestrian lights along a 0.5 mile section of Northridge Road in Sandy Springs from Roswell Road to GA 400.

BEAUTIFICATION

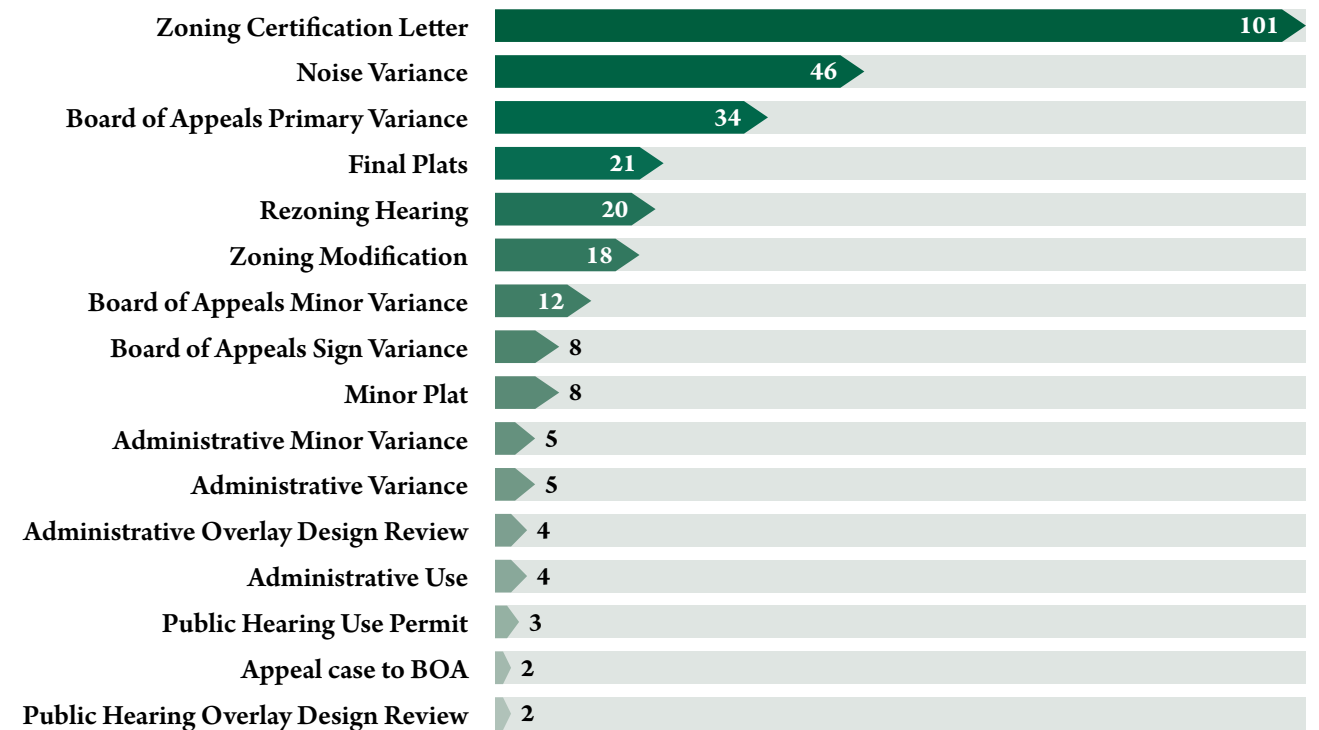
- ▶ This year, the Department's Arborists and Landscape Architect continued to assist Public Works and Recreation and Parks with design and construction management on key projects. Representative projects which focus on beautifying the City's Parks and the rights-of-way along city streets include:
 - **Abernathy Greenway Southside** – Design plans were finalized which respond to community wishes for the Greenway to be in harmony with the natural environment.
 - **Lost Corner Trail** – Staff spearheaded the approval from the Atlanta Regional Commission for the trail and parking lot improvements and subsequently managed the installation of the woodland trail for this park.
 - **Roswell Road Planters** – Community Development continues to manage the installation of new plant material in the planters along Roswell Road.
 - **Park Safety** – In 2015, all of the playgrounds in City Parks were inspected pursuant to the rigorous standards of the National Recreation and Park Association. Additionally, hazardous trees were removed on Park properties.
 - **Abernathy Road** – Trees were installed in the medians east of the Sandy Springs Tennis Center and Glenridge Road.
 - **Johnson Ferry Road** – Staff provided assistance with the community-driven Johnson Ferry Road tree planting effort, extending from Abernathy Road to the river. A total of 160 new trees were planted. The City's Landscape Architect managed a planting project of trees, shrubs and flowering perennials along three medians from Brandon Mill Road to North Mill Road.

PLANNING AND ZONING

The Planning and Zoning Division supports two City Council appointed Boards: the Planning Commission and the Board of Appeals. The Planning Commission also serves as the Design Review Board, which reviews architectural design in the Sandy Springs overlay area. In 2015, the Division analyzed, developed and presented recommendations for 47 rezoning, use and modifications applications and 66 variance (all types except noise variances) applications.

- ▶ Requests for Zoning Certifications reflect investment interest in Sandy Springs. Zoning Certifications continue to track upward: in 2015, staff completed 101 zoning certification reports compiling information regarding property entitlements.

- ▶ The Division regularly facilitates interaction between zoning applicants and the surrounding community involved in the zoning process. This year, staff held 24 advertised zoning community meetings as well as approximately 26 internal, informational meetings with community groups, developers and designers regarding zoning and development.
- ▶ Building on last year's improved transparency to the rezoning process, the City Council modified the zoning process such that applicants must now conduct a community meeting prior to submittal. This change also creates additional time for discussion between an applicant and the community.



CDBG GRANT

\$577,782 federal funds awarded to the City.



BEAUTIFICATION

6 major beautification projects completed.



PARK SAFETY

7 park playgrounds inspected to national standards.



RECOMMENDATIONS

113 recommendations presented to the Planning Commission.



ZONING

101 zoning certification reports.



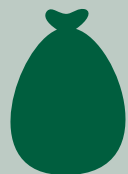
MEETINGS

24 community meetings regarding zoning.

PUBLIC WORKS MAINTENANCE

The City's Public Works Department is tasked with a number of activities to improve the appearance of our community. Capital Improvement Projects such as the

construction of sidewalks and tree planting have a huge impact on the look of Sandy Springs; however, it is the day-to-day activities that keep our city looking fantastic.



TRASH REMOVAL

24,934 Bags of Trash removed the rights-of-way and from City's parks.



POTHOLE REPAIR

1,589 potholes in City roads identified and repaired.



SIGN REMOVAL

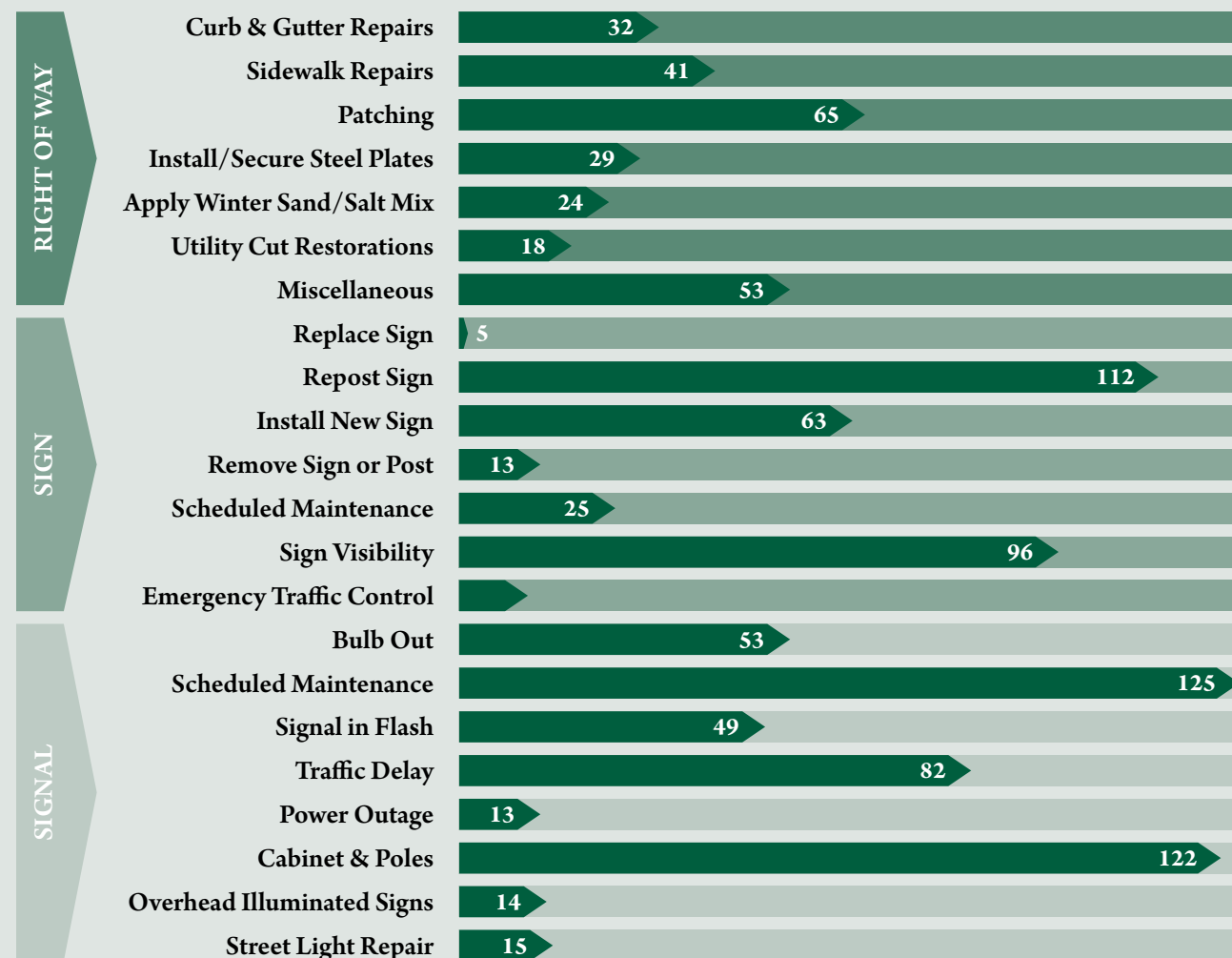
2,719 Illegal Signs removed from the rights-of-way.



WORK ORDERS

5,529 completed for daily maintenance of City grounds and right-of-way.

MAINTENANCE WORK ORDERS



DOWNTOWN DEVELOPMENT

DEVELOPMENT OF CITY SPRINGS

Where in 2014 the focus was on implementation plans, in 2015, construction activities began. In January, the City selected Holder Construction as its Construction Manager, with active site clearing beginning in July. Marking a major milestone, the City received its first bond rating, a Aaa rating from Moody's Investors Service, reflective of the City's sizable tax base, ample reserve levels and manageable fixed costs.

DESIGN

- ▶ To further develop the designs for the planned performing arts center and civic building, the City held a series of public meetings to gather input and inform the community regarding visual aesthetics. In addition to these forums, the City initiated an online survey, providing residents with the opportunity to highlight preferences and provide details on ideas. The revised designs were unveiled in June.
- ▶ Interior design also is well underway.

BRANDING

- ▶ Prior to the adoption of the Master Plan in 2013, the master block now under construction was known as "the former Target site." The Master Plan used the term, "City Center," which became the reference name for the project. Enlisting the assistance of brand marketing firm, Iconologic, the Communications team led a process to determine the best strategy to develop a timeless brand for the project and

surrounding district which would generate a strong sense of place and pride for the entire Sandy Springs community.

In addition to community and stakeholder interviews, a steering committee was formed representing a cross section of target groups, developers and residents, to help validate/dispute findings from the research and working with Iconologic in developing key target audiences, themes and the brand platform. From a broad swath of creative concepts, a unanimous choice was selected. From there, a survey team was dispatched to certify the team's choice among the community. In September, "City Springs" was revealed to the community. The color palate used is pulled directly from the elements that comprise the City's logo – water and nature. The form is uplifting and shows movement, carrying a variety of meanings. The unveiling event, held in September, was conducted on the construction site and included the gathering of dirt from the City's neighborhoods, signifying the "collective" neighborhood now under development.

CONSTRUCTION

- ▶ As of November, 46 percent of the mass dirt excavation was completed. The construction team has installed more than 85 percent of the H-Piles needed to support the infrastructure. The deep foundation installations needed for the performing arts center and civic building are well underway. Georgia Power has also made significant progress with its efforts to support the projects underground utilities.



SUSTAINABLE GROWTH

COMMUNITY DEVELOPMENT

During its annual retreat in January, the Sandy Springs City Council added to its governing priorities, Sustainable Growth. The added focus is an effort to monitor and put controls in place to ensure that the City's growth and development are guided in a manner promoting economic viability and sustained quality of life.

A first step in organizing around this objective was to commit an Assistant City Manager position to Community Development and Sustainability issues. In February, the City brought on-board Jim Tolbert as Assistant City Manager. Mr. Tolbert brings an extensive background in urban planning, recognized with several awards, including the Virginia Planning Associations' Implementation Award, Innovation Award and Outstanding Plan Award.

COMPREHENSIVE PLANNING:

► An important priority for guiding growth includes the completion of a new Comprehensive Plan and four Small Area Plans for strategic parts of the City. Although the mandated approval date of the Comprehensive Plan is not

until 2017, the significant number of development proposals under consideration, along with the frequent disconnect between the City's current Comprehensive Plan and what is desired, resulted in a sense of urgency in moving these items forward as quickly as possible.

- Over the last several years, steps were taken by the City Council to address growth management issues including:
 - Four moratoriums to allow time to make significant Zoning Ordinance Amendments to bring the Ordinance into alignment with the Comprehensive Plan.
 - Sixteen Zoning Ordinance Amendments since 2012, including apartment and townhouse development standards, prohibiting apartments as an allowable use in commercial zoning districts, modifying parking requirements, and restricting the location of auto uses and big box commercial uses.
 - Holding a Special Called Work Session to focus on natural resource protection.
 - Directing and approving amendments to the Erosion Control, Tree Conservation and Stormwater Ordinances to strengthen the protection of natural resources.

INITIATION OF "THE NEXT TEN"

- As the City prepared to celebrate its tenth anniversary, staff began looking ahead to plan the Next Ten, the moniker for the Comprehensive Plan update effort. The Comprehensive Plan is the official vision statement for the City's future, an expression of the community's aspirations and goals, and includes a set of policies and recommendations to guide future decision-making. The public engagement period for the Next Ten began in late June of 2015 and will continue through July 2016.
 - The planning effort includes an analysis and recommendations for four Small Area Plans: Roswell Road, Perimeter Community Improvement District, Powers Ferry, and both the existing North Springs and planned North MARTA stations.
 - Between June and October 2015, the Next Ten engaged residents through public forums, field polls at the Sandy Springs Festival, workshops with Leadership Sandy Springs and Youth Leadership Sandy Springs, focused stakeholder meetings and mobile workshops throughout the city, as well as through interactive polls.
- As of December, hundreds of people have engaged in the process providing input via:
 - Email comments
 - Roswell Road Open Studio
 - Mobile workshops
 - Stakeholder meetings
 - Web and text polls
 - More than 895 comments were received via the website's interactive map
 - The Next Ten website marked 1,720 unique visitors as of November 2015

DATA COLLECTION, ANALYSIS AND REPORTS

The consultant team for The Next Ten has completed the following tasks related to data analysis and reporting:

- Prepared initial baseline data and analyses to guide discussions for the October 2015 outreach events.
- Summarized input received through stakeholder meetings, public events, and the project website.
- Prepared a draft Comprehensive Plan market and economic study; a summary of findings is posted on The Next Ten website (thenext10.org).
- Completed a draft assessment of existing transportation conditions.
- Initiated zoning analysis for Roswell Road and PCID.
- Began work on development of a citywide Unified Development Code.

In addition, active work is ongoing:

- Preparing preliminary content for a Comprehensive Plan (including existing conditions summary, draft vision and goals, and needs and opportunities) for review at the City's next public events, which will take place in early 2016.
- Conducting market, transportation, land use and urban design analyses for Roswell Road and PCID small area plans.

THE
NEXT
TEN PLAN TOGETHER SANDY SPRINGS



CULTIVATING IDEAS

895 Online Comments



COMMUNITY ENGAGEMENT

1,720 Unique Website Visitors



ECONOMIC DEVELOPMENT

COMMERCIAL DEVELOPMENT

Sandy Springs continues to lead the metro area in economic growth. The City's vacancy rate for office space continued to tighten, moving from 15.1 percent in 2014 to 13.2 percent in 2015, which is lower than the Atlanta metro area. The retail market in Sandy Springs maintains low vacancy numbers, 6.2 percent compared to a vacancy rate of 7.9 percent for Atlanta metro area. Although low vacancy rates are an indicator of the overall health of the market, rising rental rates may impact those tenants who are looking to renegotiate their leases.

RECRUITMENT

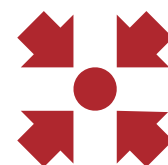
- ▶ The Economic Development team met with 59 recruitment prospects this year looking to locate in Sandy Springs.
- ▶ The City had at least seven companies announce moves to the City in 2015, resulting in more than 1,825 jobs, 775,000 square feet of office space and \$78M in capital investment. Highlights include:
 - CSM Bakery Solutions will relocate its global headquarters to Sandy Springs, creating 120 jobs and investing more than \$5.5 million.

- Mercedes Benz USA will build its new headquarters in Sandy Springs, bringing 800 jobs to the region.
- Amtrak is opening an IT Service Delivery Center at Concourse, with approximately 200 new jobs over the next five years.
- Lincoln Financial will open a new regional service center in the Powers Ferry's area of Sandy Springs, bringing 600 new jobs to the region over the next five years.
- Goldberg Bagels, LLC, has chosen a new headquarters location at 8607 Roswell Road in north Sandy Springs.

RETENTION

- ▶ The Economic Development team met with 33 large employers in Sandy Springs as part of the Business Retention program.
- ▶ City staff met with office property owners and tenant brokers representing more than 35 percent of the City's 24 million square feet of space to provide information on Sandy Springs and incentives for expanding businesses in Sandy Springs.

- ▶ In 2015, the City increased outreach efforts to small businesses, including retail and restaurants.
 - Meetings were held with 41 existing businesses in Sandy Springs as part of the Business Retention program.
 - Economic Development worked with community partners to market Sandy Springs as a restaurant destination through efforts with the Savor Sandy Springs Restaurant Association, with successful events produced including the Kickoff Cookout Tailgate and Restaurant Week.
 - In support of Georgia's Small Business Week (February 16-20), the City and its economic development partners provided website information and relevant webinars for small businesses to attend.
 - The team also hosted meetings with brokers representing more than 20 percent of the City's 6 million square feet of retail space.



NEW BUSINESS

7 major companies announced relocation.



JOB CREATION

1,825 jobs to be created by relocations.



DEVELOPMENT

775,000 square feet of new office space.



INVESTMENT

\$78M in private-sector capital investment.

MARKETING

- ▶ The City's marketing strategy targets businesses in financial processing, information security and medical biotech industries, as well as corporate and regional headquarters. The department works with its regional economic development partners, including the Georgia Department of Economic Department, Metro Atlanta Chamber of Commerce, and the Technology Association of Georgia, highlighting Georgia's leadership in these industries and to build and sustain a premier workforce for our existing employers.
- ▶ Participated in 52 marketing events, such as Health IT Leadership Summit: FinTech GA Symposium, BisNow: Future of Central Perimeter, Technology Association of Georgia's Technology Summit, Site Selectors Guild Fall Forum, International Council of Shopping Centers.

REDEVELOPMENT

- ▶ Our team continues to market opportunities for redevelopment throughout the City, including aging multi-family complexes. Since 2013, the City Council has approved four redevelopments related to aging Class C-multifamily properties, which equates to more than 12 percent of the City's Class C housing stock.
- ▶ Along with other economic development partners in the region, Sandy Springs sponsored the inaugural North Fulton Opportunity Outlook, an event targeted to the development community to highlight redevelopment and investment opportunities in North Fulton.
- ▶ Staff met with 23 development prospects to highlight redevelopment opportunities within the City.

SISTER CITY

Reaching out globally, the City signed a Sister City agreement with the Western Galilee, Israel. This cluster of 11 municipalities and local authorities has a combined population similar to Sandy Springs. The Western Galilee is an emerging technology, medical innovation and tourism area, featuring a rich ethnic heritage where Jewish, Arab, Druze and Christian neighborhoods live and work peacefully side-by-side. The City's Israeli counterparts have promised to make Hartsfield-Jackson International Airport and Sandy Springs an entry location when traveling to the U.S.



ECONOMIC DEVELOPMENT

HOSPITALITY AND TOURISM

In 2015, Hospitality & Tourism worked with an advertising agency to redefine their branding, developing new marketing materials, media plans, an updated website, and advertising and public relations campaigns. The new branding featured an updated logo, icon and tagline – “Sandy Springs: Everything You Love About Greater Atlanta” – along with inspirational images of some of the city’s best hospitality features.

NEW HIRES

- ▶ Hospitality hired a new Marketing and Social Media Coordinator, Samantha Marks. Marks graduated from the University of Georgia with a BA from the Grady School of Journalism in Public Relations and had served as a public relations intern for the Fernbank Museum of Natural History. In addition, Hospitality created a new position, Product Development and Special Events Manager, and hired Patti Davis, co-founder and former CEO of Atlanta Movie Tours to fill that role.

WEBSITE & SOCIAL MEDIA

- ▶ More than 65,000 unique users visited the Hospitality & Tourism website, a 44 percent increase over last year. Additionally, Hospitality increased its following on Facebook by 53 percent and on Twitter by 43 percent.

SALES MISSIONS

- ▶ Department staff attended marketplaces and trade shows, including: American Bus Association Marketplace, Travel South USA, South Carolina Motorcoach Association, Georgia Motorcoach Operators Association, Small Market Meetings Conference, Heritage Green Bridal Show, Perfect Wedding Guide Bridal Show, Student Youth Travel Association Conference, the “Georgia on my Mind Day” at several state visitor information centers and some of the Collinson Media meeting planner and travel shows. The sales team also conducted a well-attended Family Reunion Workshop.

COMMUNITY EVENTS

Hospitality & Tourism provided support and promotional assistance for a number of events, venues and organizations through traditional and social media marketing, public relations and other means. Among those are:

- Abernathy Arts Center
- Act3 Productions
- Atlanta Capitals
- Anne Frank in the World Exhibit
- Atlanta Homes & Lifestyles “Home for the Holidays”
- Atlanta Meatball Festival
- Atlanta Jewish Film Festival
- Chattahoochee River Keeper Back to the River Race & Festival
- Chattahoochee Road Runners Club 5K/10K
- Heritage Sandy Springs Concerts by the Springs
- Heritage Sandy Springs Farmers Market
- Heritage Sandy Springs Rhythm & Brews
- Leadership Sandy Springs Movies by Moonlight
- Sandy Springs Education Force Footprints For the Future
- Sandy Springs Festival
- Sandy Springs Summer Splash
- Sandy Springs Society’s Tossed Out Treasures and Elegant Elf

HOTELS

- ▶ Sandy Springs added two new hotels to its portfolio in 2015, bringing the total number to 20, with more than 2,700 rooms. Overall, hotel occupancy percentages were up 0.6 percent over last year, and revenue per available room increased by more than 10 percent.

PARTNERSHIPS

- ▶ Sandy Springs Hospitality & Tourism continues to support its partnerships with the Atlanta Metro Travel Association (AMTA), the Hospitality Highway and the Savor Sandy Springs restaurant council. Hospitality hosted the annual AMTA Holiday Luncheon and worked with the Hospitality Highway to develop a new brochure. For Savor Sandy Springs, Hospitality supported the annual Restaurant Week and its newest signature event, Kickoff Cookout, through advertising, social media marketing and public relations.
- ▶ Hospitality partnered with the CVB of Dunwoody on a joint promotion for the 4th of July weekend and participates in the Progress Partners Council of the North Fulton Chamber of Commerce. This year, Hospitality & Tourism was a part of the delegation traveling to the Western Galilee in Israel to establish a Sister City relationship with the cluster of cities that comprise the Western Galilee, with tourism as one of the key objectives for the association.



ONLINE ENGAGEMENT

65,000+ unique users of visitsandysprings.org.



HOTEL DEVELOPMENT

2 new hotels constructed bringing the total number to 20.



HOTEL REVENUE

10% increase in revenue per available room.



RECREATION

RECREATION AND PARKS

In 2015, goals included increasing leisure program enrollment, adding new contract program providers, and development of a special needs youth program in partnership with schools and community families. Several Capital Improvement Park Projects were also completed during the year.

INCREASED PROGRAM ENROLLMENT

Program enrollment increased through the addition of new programs and expansion of existing ones.

- ▶ A Parent and Me Play Date program was created for boys and girls ages 1-5. Each week the preschool gym at the gymnastics center is set up with two large obstacle courses providing the participants, under instructor supervision and parent participation, with an opportunity to interact, explore, balance, bounce, climb, jump, swing and play! Attendance averaged 25-30 participants per week this year.
- ▶ The Department's summer camp program was expanded to include art and science scholarship camps for boys and girls ages 6-11. A scholarship tennis camp was also held at the

Sandy Springs Tennis Center, enabling 80 deserving youth the opportunity to attend a one-week summer camp, learn new skills, meet friends and have fun!

- ▶ Additional afterschool sports and enrichment programs were launched at two local public elementary schools. Gymnastics and soccer programs were added at Spalding Drive Elementary, and a Children's Choral Group was added at Dunwoody Springs Elementary. A total of 85 children participated in these three new programs.

EXCEPTIONAL NEEDS PROGRAM

Many social-recreational and sports programs are available for exceptional needs youth in the community including tennis, gymnastics, baseball, and summer camps.

- ▶ The newly established monthly social-recreational Exceptional Adventures Activity Club brought more than 75 exceptional needs kids and their families together to participate in a variety of engaging activities including gymnastics, bocce ball, bowling, arts and crafts, and musical adventures.

- ▶ A Special Olympics Georgia gymnastics mini-sports clinic was conducted to educate the gymnastics instructors at Hammond Park about the Hope Unites Gymnastics with Special Athletes program offered in cooperation with USA Gymnastics. The HUGS program provides an opportunity for athletes with special needs to attend Level 1 and 2 USA Gymnastics meets and compete alongside or as unified partners with all of the other mainstream squads at these levels.

PROGRAM PROVIDER PARTNERSHIPS

The Sandy Springs Recreation and Parks Department continued to partner with organizations and provide athletic, leisure, and special interest programs for the community's enjoyment and education. More than 12,000 individuals participated in programs provided through contracted relationships between the City and partner organizations.

- ▶ Through a new partnership with Sandy Springs Football Club (SSFC), knowledgeable and experienced instructors were provided for afterschool soccer programs at Ison Springs and Dunwoody Springs elementary schools.
- ▶ High Country Outfitters (HCO), under an independent contractor agreement, operated a seasonal watercraft rental operation at Morgan Falls Overlook Park from May-September allowing the general public to rent a stand up paddleboard or watercraft boat (kayak or canoe) at the on-site Paddle Shack, or to visit the HCO website and book a rental. Close to 2,300 rentals were scheduled during the 2015 season, providing novice and experienced paddlers the chance to enjoy the river and the beautiful local flora and fauna. During the May-September season, HCO provided Stand up Paddleboard Demo classes with 240 plus participating, in addition to 176 individuals who enrolled in Stand up Paddleboard Yoga classes.
- ▶ The Sandy Springs Youth Sports Association continued to provide excellent sports programming in football, cheer, baseball, softball and buddy baseball with 1,883 participants.
- ▶ Georgia Sports Leagues continued to provide adult sports leagues - coed soccer, kickball and ultimate frisbee - seasonally throughout the year at the Hammond Park and Dunwoody Springs artificial turf athletic fields.

- ▶ Through a continued partnership with Atlanta Youth Lacrosse (AYL) and their award winning coaches and volunteers, 503 players, ages 4 through grade 12, participated in practices, regular season and tournament play at the Department's artificial turf fields located at Dunwoody Springs Elementary School and at Hammond Park.
- ▶ Bird Walks and Star Gazing events were held in spring and fall at Morgan Falls Overlook Park through partnerships with the Atlanta Audubon Society and the Atlanta Astronomy Club.
- ▶ The Community Gardens at Lost Corner Preserve, provided in partnership with Friends of Lost Corner and the City of Sandy Springs, is in its second season. All 60 plots are currently assigned, and there is a wait list. Additional plots are planned for the future.

PARK PROJECTS

The Department's Capital Improvement Project accomplishments for 2015:

- ▶ Completion of the pervious parking lot construction (33 spaces) and the adding of cottage furnishings and security at Lost Corner Preserve, in addition to a greenhouse and an apiary (also known as a bee yard).
- ▶ Completion of the field lighting at Dunwoody Springs Elementary artificial turf field.
- ▶ Design for the Abernathy Road South Greenway was completed.
- ▶ A vehicle storage facility was completed at Hammond Park along with a new lighted parking lot (66 spaces), a new propane gas filling station, and four electric vehicle charging stations.
- ▶ Storm water improvements at the Hammond Park turf field on the north sideline and the addition of artificial turf under the soccer goals were completed.
- ▶ Sign placement was begun on acquired park properties designated as 'Protected Conservation' areas.



OPERATIONAL SUPPORT

FACILITY MANAGEMENT

The Facilities Department, staffed through AECOM, manages the daily operations of the 67,000 square foot City Hall and the 15,000 square foot city warehouse. Facilities also manages building security, fire suppression and detection, 138 HVAC units and pest control services throughout 13 facilities, and electrical, plumbing and more than 39,000 pieces of inbound and outbound parcels through the mail room.

PROPERTY MANAGEMENT

Facility Department manages the following:

- City Hall Building
- Trowbridge Warehouse
- Anne Frank & Hospitality Center (HVAC, Plumbing and Electrical)
- Facilities within Recreation and Park properties (HVAC & Pest Control)
- Police Department Headquarters (HVAC, Pest Control and Janitorial Services)
- Property acquisitions for City Springs

CITY HALL IMPROVEMENT

- ▶ A security glass entrance wall was installed in the Courtroom providing added security measures during Court sessions and City Council meetings.
- ▶ Additional offices were added within the Fire Department's headquarters and five offices within the Community Development area.
- ▶ Renovation of both north and south restrooms were completed, and two new public restrooms added this year.

PROJECT MANAGEMENT

- ▶ Trowbridge Storage Yard Project
 - Added 900 linear feet of security fencing and the fabrication of four utility pole racks.
 - Completed fabrication of a pole barn to house the emergency weather salt spreader equipment.
- ▶ City Springs Phase Two Demolition Projects:
 - Facilities Management oversaw the demolition for: Goodwill Building, Sherwin Williams, Bern's Photo Studio and the Nail Salon



OPERATIONAL SUPPORT

COMMUNICATIONS

Serving as an in-house agency, treating each department as individual clients, and functioning as a local newsroom related to dissemination of information, the Communication Department's primary goal is strengthening Community Engagement. Through various channels and communications platforms, the department maintains the City's established transparency with internal and external audiences.

The Communications Department is actively involved with the City Springs development, taking the lead this past summer to canvass residents and the business community to help determine the district's name. Communications was integrally involved in the updating of the Comprehensive Plan, working closely with the development team to brand and promote The Next 10 platform.

TRADITIONAL & ONLINE MEDIA

- ▶ Digital media has transformed the City's way of communicating with constituents. The digital age has clicked open a system of 24/7 information and an expectation of immediacy with information transmission. Communications launched a redeveloped website for the City at the start of 2015, with navigation based on feedback from user focus groups. Also

introduced was the Sandy Springs Works mobile app, which enables a user to access city information and relay requests for assistance, from fixing a pothole to reporting a code enforcement issue, with those requests integrated within the City's work order system.

PUBLIC MEETINGS

- ▶ Transparency and community engagement are the driving forces behind the ongoing public meetings. The Communications team works with the meeting organizers, assisting with collateral, outreach and publicity. Our team is on site for the meetings, helping provide support where needed. The Department works closely with Public Works on road improvement programs with examples including the Open House meetings on the dual roundabouts at Mt. Vernon, improvements at Roswell and Glenridge, and the realignment of Carpenter Drive.
- ▶ In preparing for the future, public input was a priority. Communications provided assistance in visioning the look for downtown development, and helping facilitate a number of open house gatherings related to City Springs. In addition to the traditional-style open house, Communications also

went into schools, helping educate students on ways to become involved with their local community, and then putting that knowledge into practice by providing input as part of the community feedback on design. Communications created a series of surveys in support of the process, with a very detailed design survey receiving close to 1,000 responses.

NEIGHBORHOOD OUTREACH

- ▶ Sandy Springs is a collection of neighborhoods, and to help ensure open lines of communication with City Hall, the Community Relations Manager proactively connects with neighborhood groups and leadership. Activities range from weekly calls to attending neighborhood meetings held throughout the year. This liaison also assists with City town hall meetings and organizes an annual gathering of HOA/ Neighborhood leadership.

GRAPHIC DESIGN

As Communications professionals, we like words. We also like creating pretty pictures, and design a steady stream of collateral pieces in support of city initiatives. Our graphic artists produced more than 60 collateral pieces during the year, from single page fliers to park signage. We're especially proud of the signage at Lost Corner, which will be available for public view in 2016. In the area of accolades, the City's website design was recognized by Graphic Design USA for excellence and received a Gold award from the Hermes Creative Awards by the Association of Marketing and Communications Professionals.



COLLATERAL CREATION

60+ graphic design projects completed.

RIBBON CUTTINGS

- ▶ Being supportive of the business community permeates through all city departments. Working alongside Economic Development, the Communications team partners with the Sandy Springs Perimeter Chamber of Commerce to officially welcome the newest "residents" to the community. This past year, the City welcomed new restaurants, retailers, hotels, financial service providers and community partners like the Fulton County Board of Education.
- ▶ We also welcomed a "sorority" of new residents. Nicknamed the Beta Beta Beta's Communications staff stood bravely by as Mayor Paul installed the City's first official beehive at Lost Corner Preserve.



PHOTOGRAPHY SERVICES

The Communications Department provided photography services for scores of ribbon cuttings and events

COMMUNITY EVENTS

- ▶ Since its inception ten years ago, the City has created and maintained annual events that bring the community together throughout the year, and the communications staff is instrumental with the development and the execution of these traditions. January kicked off the year with the Martin Luther King, Jr. Day Celebration, which honors individuals for their service to the City. Date night takes on a sweet twist every February with the Daddy-Daughter dance sponsored by the Recreation and Parks Department, which also presents our annual Kids2Parks Day each May. The Stars and Stripes Fourth of July celebration illuminates the nighttime sky over the iconic King and Queen building delighting thousands of onlookers with the metropolitan area's most beautiful fireworks show. Also, held at the Concourse Corporate Campus, the City's tribute to our Veterans continues to grow each year. Initiated in 2015 was the Kickoff Cookout in conjunction with the Savor Sandy Springs Restaurant Association. And an annual favorite was September's Sandy Springs Festival.

THE NEWSROOM

Communications utilizes a variety of methods to release information to the community, including social media, monthly e-newsletters, neighborhood meetings,

advertising, quarterly printed newsletters (distributed through the Sandy Springs Reporter), direct mail and media relations.

WEBSITE DEVELOPMENT

- ▶ Website Traffic
 - 303,177 unique users.
 - Top Ten pages: Careers (Open Opportunities), Construction Permits-Inspections, Request Assistance, Youth Sports – Gymnastics, Planning and Zoning, Bidding Opportunities (with the City), Pay a Ticket, Municipal Court, City Parks, City's Fireworks Display.
 - While users come primarily within the U.S., visitors from Canada, India, Russia, United Kingdom, Brazil, Philippines, Germany, Japan and Australia round out our top ten.
 - Devices Used: 64 percent computer, 29 percent mobile and 7 percent tablet.
- ▶ Asside from *sandyspringsga.gov*, Communications also maintains a website devoted to City Springs (formerly City Center) with that website attracting 11,619 unique viewers (Jan-Nov 11, 2015); and the City's Knowledgebase, enabling the Call Center with real-time city information.

SOCIAL MEDIA

- ▶ 4,970 Twitter followers (up 22% over last year).
- ▶ 5,870 Facebook likes (up 22% over last year). With the naming of City Springs, this fall we added a Facebook page devoted to the project (*/CitySprings*)

MEDIA RELATIONS

- ▶ Communications handles an average of seven media requests each week, working with reporters to ensure they have correct information and interviews needed to complete a story. The pervasiveness of social media has shifted the City's role. Where once, simply the provider of facts via press releases, today Communications is a media outlet, breaking news and sharing the City's story with both public and news reporters. As example, notification of emergency traffic tie-ups are tweeted *@SandySpringsGA*, and within seconds, repeated via the local news outlets online and on air.

VIDEO PRODUCTION

- ▶ Video is making more appearances to help us tell a story. The City's YouTube activity increased this year due to the addition of these videos:
 - Roswell Road Sidewalk Construction
 - Mayor's State of the City
 - Small Business Promotion
 - Tribute to Mayor Eva Galambos
 - City Officials take the ALS Challenge
 - The City Springs Name and Logo Unveiled
 - Ongoing Construction Updates on City Springs
 - The City's 10th Anniversary



ONLINE ENGAGEMENT

303,177 unique users of *sandyspringsga.gov*.



MOBILE USERS

36% of website users access the site via a small-screen device.



SOCIAL MEDIA

22% increase in social media users following our feeds.

EMERGENCY OPERATIONS

▶ When tress fall, winds whip or bad weather stops traffic, Communications keeps the light on and the news flowing. During the February winter weather events, the team took its place as part of emergency operations, to help ensure updates reached the community as well as reports of issues reached work crews and emergency personnel. We keep our skills practiced working with our emergency personnel and public works crews during our ‘everyday’ emergencies when lanes and/or roads suddenly have a change in travel status.

HOSPITALITY AND TOURISM

▶ This year marked a new relationship between Communications and the Hospitality and Tourism Division, with the two groups joining forces on a number of projects to promote the city. Co-marketed projects include the Savor Sandy Springs Restaurant Association initiatives. In addition, Communications provided assistance as Hospitality and Tourism updated its promotional branding for Sandy Springs.

CALL CENTER MANAGEMENT

Residents in Sandy Springs have a 24/7 connection when it comes to city services. The City’s Call Center, serviced through an agreement with Faneuil, provides an additional avenue for residents to inquire as well as notify the city of issues of concern. Between January and the start of November this year, the Call Center handled

68,401 calls, averaging 19,800 calls per quarter, approximately 5,000 calls per month. The Call Center averages 650 after-hours calls each month. Apart from providing the voice answer system typical of a Call Center, our team is also able to take in requests from the community via email, and averages 12 email requests each month.



CALL VOLUME

5,000 calls received per month on average.



WAIT TIMES

15.39 second average wait time. (25 second is our goal).



AFTER-HOURS

650 after-hours calls received per month on average.

MOST FREQUENT TOPIC AREAS

- | | |
|-------------------------|----------------------------|
| 1 PUBLIC WORKS | 4 INSPECTIONS |
| 2 COURT SERVICES | 5 BUSINESS LICENSES |
| 3 PERMITTING | 6 POLICE REPORTS |



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 various departments to assist in increased performance and customer service. GIS provides daily assistance with multiple departments across City Hall.

with implementation of a new collaboration website for the Police department to provide a central location for documents and information sharing. In partnership with the Fire department, the IT department expanded and upgraded the mobile computers in vehicles to provide critical information when responding to an emergency. Throughout the year, IT replaced more than 400 aging workstations throughout the City.

SYSTEM IMPROVEMENTS AND UPGRADES

▶ This year the IT department enhanced and upgraded the GIS environment, making more information available to City departments as well as the public via the city’s website. Additionally IT worked with the Police department in development of a designated GIS environment for Crime Analysis with future plans for real-time data during storms or other emergency situations. IT assisted

EMERGENCY PREPAREDNESS

▶ IT improved reliability and availability of resources during emergency situations through upgrades of computing equipment in the Emergency Operations Center, as well as updates to backup procedures and redundancy to ensure critical data is preserved.



TENTH ANNIVERSARY

TEN YEAR MILESTONE

Just like any other ten year old, we celebrated the City's 10th birthday with a big birthday party for "family" and friends! On Friday, December 4, 2015, close to 350 people came together to toast the City's 10th birthday at the Sherwood Events facility. The party included an interactive public art project that allowed participants to work on a mosaic design of the City Springs logo. The finished product will be on display at City Hall.

Earlier that week, on the City's actual incorporation day, December 1, there was an open house with the entire community invited to attend. More than 50 people took tours of City Hall and got a "behind the scenes" look into how each department functions to deliver the services we proudly offer. Following the Open House at the scheduled City Council meeting, Mayor Paul read a proclamation recognizing the citizenry for their efforts in establishing – and maintaining a great city.

Despite the highlights and festivities a milestone birthday can bring, the passing of our founding Mayor also marked 2015. The driving force behind the Sandy Springs cityhood movement, Eva Galambos was more than a mayor; she was a mother to this City, often referring to Sandy Springs as another one of her beloved children. As early as 1966, when the first rumblings of annexation began and truly picking up momentum in 1976, Eva Galambos led the charge, organizing the Committee for Sandy Springs and never giving up until the overwhelming vote of 94 percent of residents voting for incorporation in June 2005. An early champion of the public-private partnership, under Mayor Galambos' leadership the new model provided a foundation in which provision of city services flourished. During Mayor Galambos' tenure, the City was able to vastly improve the City's infrastructure and quality of life of its residents.



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