



SANDY SPRINGS

GEORGIA

2017

YEAR IN REVIEW

CITY OF SANDY SPRINGS

2017 YEAR IN REVIEW REPORT



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YEAR IN REVIEW

A RETROSPECTIVE LOOK AT THE ACHIEVEMENTS OF THE CITY OF SANDY SPRINGS DURING 2017



The eight functions on the opposite page are identified as priorities by the Mayor and City Council.

Sandy Springs began its second decade with the achievement of several important milestones.

Our efforts to update the City's Comprehensive Plan and associated Development Code—The Next Ten—concluded a two-year effort, with the Plan approved by the State Department of Community Affairs and the Atlanta Regional Commission. The Next Ten Plan provides the City with a framework to manage sustainable growth and development that is tailored to our City's needs and contains the vision and desires of its residents. We are very proud to report that the planning process was recognized by the Georgia Planning Association, which awarded the City and our planning firm, Rhodeside & Harwell, with Outstanding Planning Process-Large Scale, the most comprehensive and holistic of the award categories.

The Transportation Local Option Sales Tax (T-SPLOST) took effect this spring, and the City held the distinction of launching construction on the first official T-SPLOST project in the county this August, with the intersection improvements at Mt. Vernon Highway and Long Island Drive. We completed the improvements this fall.

Transportation remains a priority focus for Sandy Springs, as it does for the municipalities in our region, and we participated in several planning initiatives in 2017. Among them: The North Fulton Comprehensive Transportation Plan update to the regional transportation plan, the Fulton County Transportation Plan, and studies on Transit and Last Mile Connectivity. Cross sections were developed as part of the City Springs/City Center Street Network concepts, providing a framework guiding future developer investments and capital project scoping. Creating a grid network is significant in relieving traffic pressure on main arteries and improving opportunities for alternative modes of travel.



We continue efforts to improve movement along the City's main artery, Roswell Road, with construction now underway on the Roswell Road Advanced Traffic Management System (ATMS) program. The program installs vehicle detection and adaptive signalization within travel lanes from Abernathy Road to the Atlanta city limits. The realignment of Cliftwood Drive and Carpenter Drive at Roswell Road was completed this year, delivering improved traffic flow within this heavily-used section of Roswell Road, and also adding sidewalks for pedestrian safety.

The Georgia Department of Transportation is well underway with active construction regarding its Transform 285/400 program, beginning with the build-out and widening of the bridge at Mt. Vernon. We continue to meet regularly with GDOT contractors for coordination, including outreach to the community on potential roadway impacts.

Transportation initiatives, primarily related to transit, will remain a focus into 2018, as we look for ways to include multi-modal opportunities for individuals to maneuver in and around our city.

In the area of public safety, false alarms from monitoring services continue to be a national issue impacting local municipalities, diverting public safety resources from best servicing the community. The City Council voted in favor of changing our False Alarm Ordinance, shifting the responsibility of those false alarms to the companies that provide and profit from those services, with implementation beginning this fall.

Keeping our community safe during weather events was an active process in 2017. We began the year with a winter storm, endured a severe spring storm in April which toppled trees, and, in September, Hurricane Irma left an imprint on our city with more than 100 reported instances of trees and power lines down throughout the city. Our Emergency Response team, consisting of members from all City departments, worked together to ensure the safety of our residents and quickly clear areas. Through adversity comes innovation, and the City was recognized by URISA (Urban and Regional Information Systems Association) for our use of GIS mapping tools to provide real-time situational awareness of temperature, downed trees and crews during these emergency incidents.

The City also deployed a new notification system this year, providing residents with the opportunity to opt-in for weekly traffic updates, emergency road closure notification, as well as emergency announcements. Connected to Smart911, the notification system provides our first responders with critical information about individuals, their homes and families—a valuable tool when every second matters. Citizens can visit sandyspringsga.gov/alerts to register for the service.

The digital publication *Nest* named Sandy Springs a Top Ten Town in which to live, and our Recreation and Parks programming is one

reason. Activities at our parks continue to grow and thrive. Under the leadership of our new Recreation and Parks Director, improvements are underway to update our facilities. We took an old-school approach to clear thick underbrush and growth at Hammond Park, which also provided entertainment, as 30 goats were temporarily employed to eat weeds and unwanted vegetation.

The landscape at City Springs has changed dramatically since 2016. In January, the building was formally “topped out.” The last Georgia Power pole on the City Springs site was removed in September, a visual enhancement much desired by the community. The paving around the City Green is nearing completion, creating a stunning visual framework. Another noted milestone was the completion of the major roadwork surrounding the City Springs site.

From an operational focus, our General Manager for the Performing Arts Center came on board in February. The City Council approved booking policies for the PAC, and rental rates were established. In November, we formally began accepting rental reservations, with more than 20 organizations submitting requests during that first week. The community envisioned City Springs, and we have worked hard to keep our residents included throughout the process. In addition to the City Springs website and social media, the City hosted community tours in September with Mayor and City Council members serving as docents, and more than 400 residents took the tour.

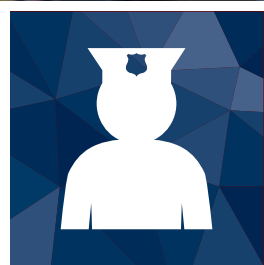
Councilmen Sterling and Dishman chose not to run for re-election in the November municipal elections, so the City will welcome two new members to the City Council in January. The Mayor and remaining four council members ran unopposed, an indicator that the community is happy with the work underway on their behalf.

Quality of life is important, and our priorities reflect that goal to create a prosperous city, rich in amenities and financial stability. It is why Sandy Springs consistently ranks high in surveys related to residential satisfaction. Niche Magazine lists Sandy Springs as a Top Ten City for Millennials, and WalletHub lists the City as among America's Most Diverse.

It will be an exciting year in 2018, as we open City Springs and see our modern-day town square come to life. We also will remain diligent in managing our City's growth and development in a positive, meaningful way. With your help and continued support, we look forward to a successful and prosperous year.

John McDonough
City Manager





PUBLIC SAFETY

POLICE DEPARTMENT

The Sandy Springs Police Department (SSPD) is a full-service agency, with uniform patrol, criminal investigations, special investigations, traffic enforcement, community affairs, criminal intelligence, street crimes, K-9, court security and prisoner transport among the department's responsibilities. There are 142 full-time officers, 12 part-time officers, six reserves and 21 civilians within the department.

In September, assessors for the State Certification Program conducted their on-site assessment of SSPD. Assessors noted that they were pleased with SSPD's ability to staff a vast number of specialized units to address the specific needs of Sandy Springs. Assessors also reported that the SSPD's Property and Evidence Room was one of the best they had ever seen. SSPD received the GACP State Certification on September 20, 2017.

CERTIFICATIONS AND ORDINANCE

STATE CERTIFICATION

- ▶ The Sandy Springs Police Department prides itself on being a Georgia Association of Chiefs of Police (GACP) State Certification Program Agency. The GACP sets specific standards across all responsibility areas of law enforcement agencies. Those agencies that volunteer to be a part of this program set its policies, procedures, and practices to assist themselves in meeting those standards.

FALSE ALARM ORDINANCE

- ▶ Of the nearly 10,500 alarm calls received from monitored alarm systems in 2017, 97 percent of those were found to be false alarms. The high percentage of false alarms results in a financial cost to the public and threat to public safety by the unnecessary diversion of public safety resources. In summer 2017, the Sandy Springs City Council voted to support changes to its False Alarm Ordinance, which makes the alarm companies that provide monitoring services responsible for alarm registration, as well as false alarms.

The ordinance changes also established additional verification requirements for video monitored burglar alarms and added provisions prohibiting single action, non-recessed buttons for panic and hold-up alarms. Enforcement of the new Ordinance began in October 2017.

CITIZENS ON PATROL

- ▶ This year, Citizens on Patrol (COPS) worked 6,968 patrol hours covering 971 patrol shifts. Volunteers conducted 941 residence checks, handled 351 private property accidents, and issued 752 Handicapped Parking Violations throughout the City. Additionally, COPS worked 828 hours as part of the Traffic Response Vehicle (TRV) program, enabling road assistance that most cities the size of Sandy Springs are not typically able to provide. Our volunteers are an active and integral component in SSPD's efforts to maintain a safe community.



CITIZEN VOLUNTEERS

10,532 hours donated by COPS and other SSPD volunteers.

ASSISTING MOTORISTS

SSPD has two Traffic Response Vehicles (TRV) to provide assistance for stranded motorists, roadway obstructions, vehicle accidents, and other traffic related issues. The vehicles are manned by police officers and Citizens on Patrol volunteers.



INCIDENT ASSISTS

3,189 motorists assisted.



FLAT TIRES

320 flat tires changed.



EMERGENCY GASOLINE

273 plus gallons of gasoline dispensed.



ACCIDENT INVESTIGATIONS

596 motor vehicle accidents investigated.

TOOLS

BODY CAMERAS

- ▶ Axon body cameras were issued to SSPD patrol and traffic officers after a testing process that began in 2016. For the multiple encounters SSPD officers face on patrol every day, this tool was added to keep everybody safe. Body cameras can assist officers to de-escalate interactions and document the truth.

TRUNARC HANDHELD NARCOTICS ANALYZER

- ▶ There is an emerging threat from exposure to Fentanyl and Carfentanil. The TruNarc Handheld Narcotics Analyzer was added as a tool to allow officers to identify drugs through packaging, reducing the exposure risk to these dangerous drugs. The device uses spectroscopy and can identify nearly 250 of the highest priority illicit and abused narcotics in a single test, saving time and money.

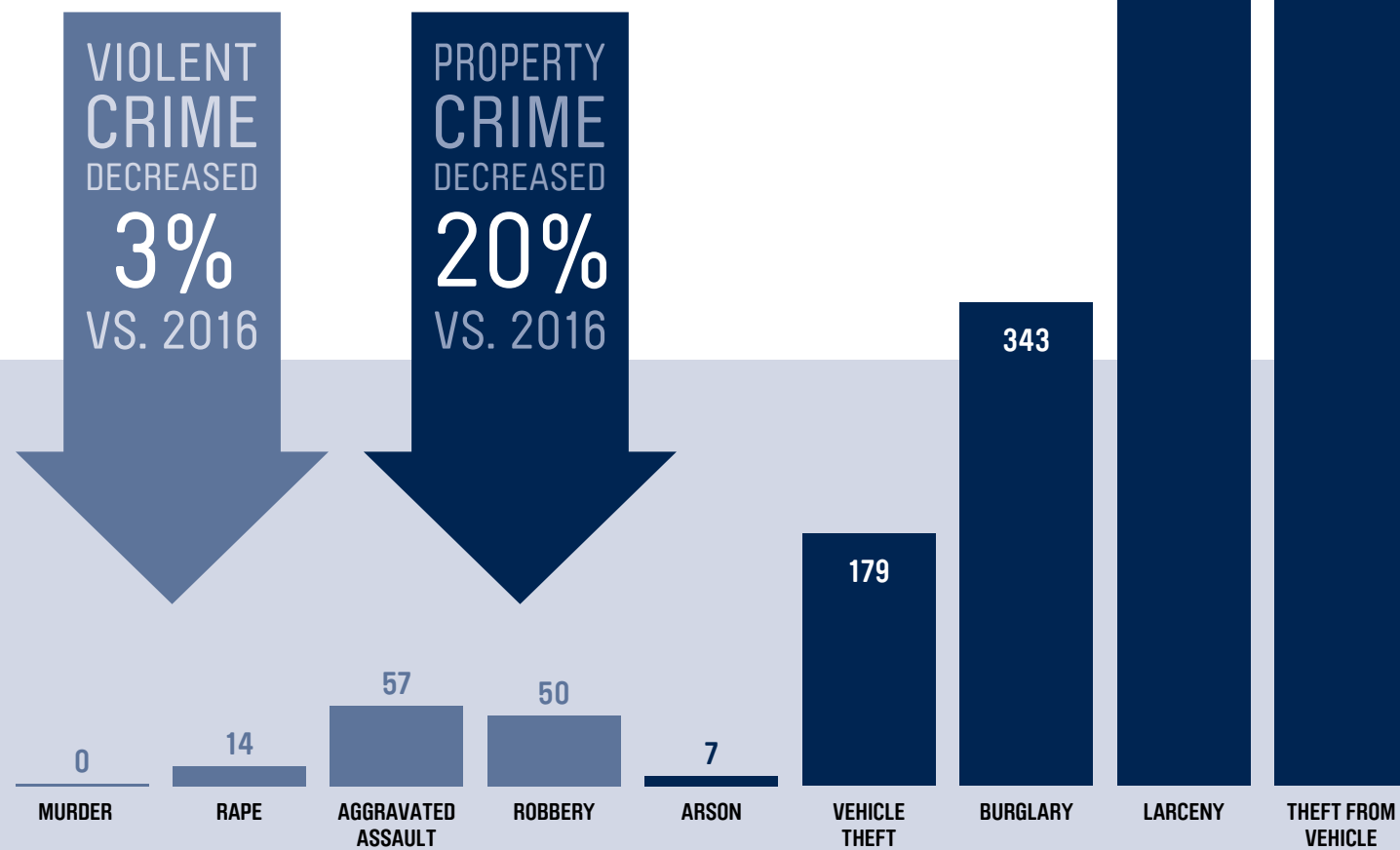


CALLS FOR SERVICE

SSPD received 108,211 calls for service in 2017; however, only 9 percent of those calls resulted in an officer reporting a serious or "Part One" crime and only four percent resulted in an officer reporting a violent crime.

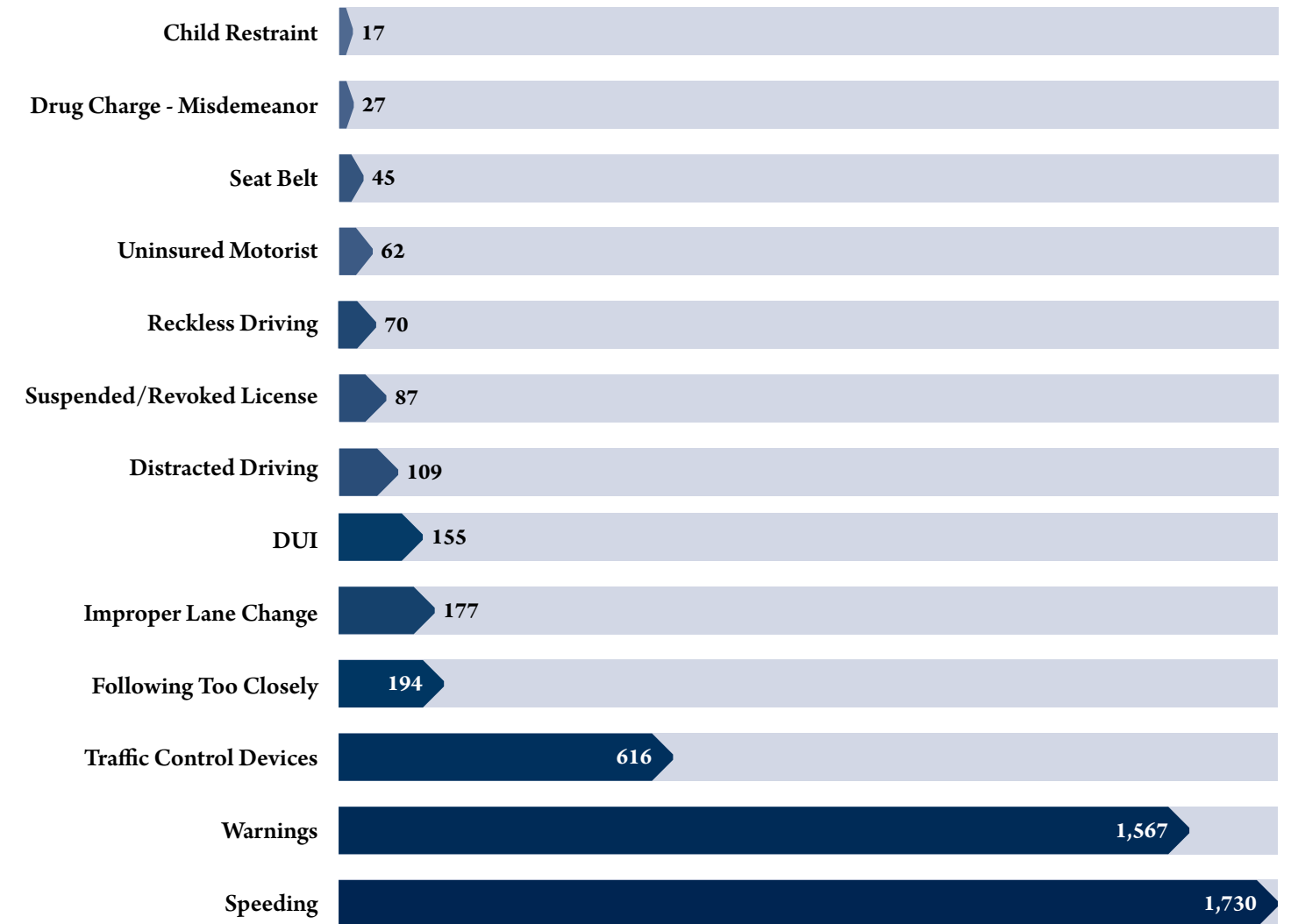
INCIDENT REPORTS FILED FOR PART ONE CRIMES

When an officer responds to a Call for Service and assesses that a crime has occurred, an incident report is issued. Incident report tracking shows a three percent reduction in violent crime, as well as a 20 percent reduction in property crime.



TRAFFIC UNIT

The Sandy Springs Police Traffic Unit spent 754 hours handling more than 450 traffic complaints this year. The following citations were issued:



2017 BENEVOLENT FUND CHARITY GOLF TOURNAMENT

The Sandy Springs Police Benevolent Fund is a 501(c)3 charitable organization whose purpose is to enhance the quality of life for members of the Sandy Springs Police and Fire Departments and other local public safety organizations in the Atlanta Metro area. The Benevolent Fund provides support to first responders and their families in times of unforeseen crisis, injury, or death. The annual Golf Tournament is the organization's primary fundraiser. The contributions from the 2017 Tournament were used to assist several public safety employees in immediate need of financial assistance and provide supplemental life insurance policies for police officers.



CONTRIBUTIONS

\$100,000 raised



PUBLIC SAFETY

FIRE RESCUE DEPARTMENT

Sandy Springs Fire Rescue strives to provide the best emergency services to the citizens of Sandy Springs. Fire personnel respond from five locations. The fleet consists of two engine-pumpers, one mini pumper, three aerial trucks with 105-foot ladders, and one tower platform bucket with a 100-foot ladder. The fire stations also house one battalion command vehicle, three emergency medical quick response vehicles, one reserve engine pumper, one brush truck, a department boat, a mobile fire safety house, a CERT trailer, and a Fire Corps rehab unit. Staffing consists of 115 full-time personnel and five part-time personnel. The department is especially proud that no civilian or firefighter lives were lost in structure fires in Sandy Springs this year.

CHILD SAFETY SEATS

▶ Child safety seat inspections and education are managed by the Community Affairs Division. In 2017, SSFR trained 110 people in correct use of child safety seats and inspected 46 car seats.

COMMUNITY EMERGENCY RESPONSE TEAM (C.E.R.T.)

▶ The Community Emergency Response Team is comprised of local citizen volunteers and is designed to act as a liaison with the fire department during emergencies. Its 277 members are divided into units that are responsible for specific geographical territories. They are able to assist the Fire Rescue Department with emergency functions, including:

- Shelter management
- First responder reports
- Scene safety and control

▶ SSFR conducted CERT courses to provide specialized training, including:

- Establishing barricades
- Using survival kits
- Tornado, missing person and high-rise fire tabletop drills.

TRAINING

In order to deliver excellence in fire and emergency services, fire department members continuously train for skill improvement and to stay abreast of rescue service best practices.

FIRE TRAINING

- ▶ In 2017, SSFR personnel completed 27,218 personnel hours in fire training. Training types included: company, drills, HAZMAT, driver, officer, and new recruit training. The department surpassed all State Fire and EMS requirements along with meeting the Insurance Service Organization (ISO) required training hours.
- ▶ Two personnel members were sent to Basic Firefighter I at GPSTC, including live burn training. Nine members were hired with previous fire experience and completed 16 hours of an SSFR fast track program.
- ▶ In addition to company level and city-wide training, SSFR members received training at GPSTC and RAPSTC and through continuing partnership with the MAFFC conference. SSFR instructor staff attended 16 hours of hands-on training.

EMS TRAINING

- ▶ EMS certified personnel must also maintain their EMS certifications and skills, in addition to fire training. In 2017, EMTs and Paramedics completed 5,713 personnel hours in EMS training. Three personnel graduated from Advanced EMT School. Seven Paramedics and seven EMTs were credentialed to practice in Sandy Springs.

- ▶ Sandy Springs Tactical Medics received more than 684 hours of in-service training in 2017. Four new members were added to the team this year. The team responded with the North Metro SWAT team to four incidents over the course of the year.

SWIFT WATER RESCUE TEAM

- ▶ Eight new members were trained to the level of Swift Water Department Technician II in 2017. With the addition of the eight new members, SSFR currently has 38 personnel trained at the SRT II level.
 - Boat 52 responded to six department calls on the Chattahoochee River in 2017, four more than the year prior.
 - The Swift Water Rescue Team participated in three days of drills on the Chattahoochee River, in conjunction with Roswell Fire, Johns Creek Fire, Sandy Springs Police Department and the Department of Natural Resources. This mutual aid training event is designed to identify needs and capabilities for each jurisdiction.
 - The team also attended on “stand-by” at the Stand Up Paddle Board Race, Annual River Clean-up and Lantern Parade.



Sandy Springs Firefighters conduct training exercises at an apartment complex.

COMMUNITY SERVICE

Sandy Springs Fire Rescue participated in 646 Community Events during the year, reaching more than 44,463 participants. These fire safety events included:

- Sandy Springs Stars & Stripes Fireworks Celebration
- Touch-A-Truck Educational Event
- Station Tours for organizations in the community
- Mobile Fire Safety House demos and other educational programs at schools and churches
- Heritage Sandy Springs Festival, Movies by Moonlight, and various parades
- School and church festivals, and neighborhood block parties
- Birthday Parties hosted at the stations
- Blood Pressure Checks at the stations
- Fire Evacuation Drills
- Fire Warden Training
- Fire Extinguisher Training Classes
- Community Hands-Only CPR Classes
- Holiday Toy Drive

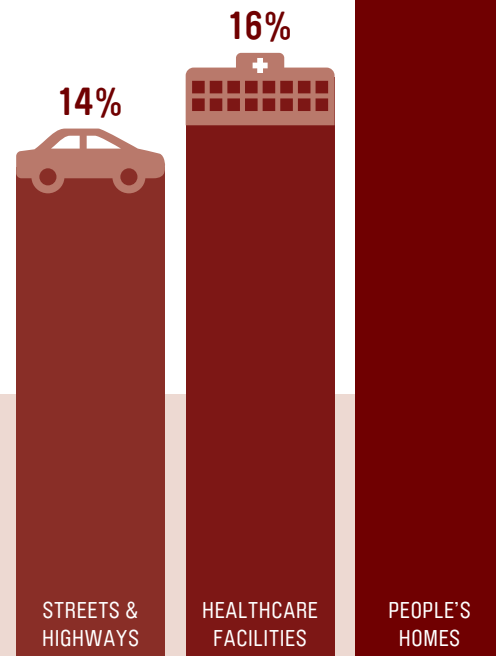
CITIZENS FIRE ACADEMY

The Citizen Fire Academy provides community members with insight into the workings of the fire department. During 2017, one Citizen Fire Academy was held. Completing the Academy is a first step for community members who wish to take on a more active volunteer role as part of the Fire Corps. The Fire Corps has 15 members, and between May and October, it provided more than 1,200 volunteer hours. Fire Corps members are required to take 16 hours of additional training, and, this year, Fire Corps training expanded to include the National Registry Emergency Medical Responder (EMR) course. The Fire Corps is designed for integration into the fire department and performs many of the following tasks:

- CPR/First Aid
- Emergency communications
- Firefighter rehab
- Lock-out calls
- Non-hazardous scene control
- Fire safety programs
- Station tours and birthday parties

Over the course of the year, Fire Corps members responded to seven incidents providing emergency rehab and other support services.

47%



EMERGENCY MEDICAL SERVICE

Year to date, SSFR responded to and treated patients for 4,909 department and medical emergencies (excluding 1,440 pre-alerts). The top reasons for calls were related to falls (14%), breathing difficulty (10%), and traffic accidents (10%). The locations most frequently responded to include homes (47%), healthcare facilities (16%) and street or highway (14%).



4,909	Medical Emergencies (41.0%)
3,441	Good Intent (28.8%)
1,524	Service Call (12.7%)
1,169	False Alarms (9.8%)
661	Hazardous Conditions (5.5%)
256	Fires (2.1%)

FIRE MARSHAL'S OFFICE

The Fire Marshal's Office (FMO) consists of a Fire Marshal, two Deputy Fire Marshals and four Fire Inspectors. Three Fire Investigators provide 24/7/365 availability. Two team members provide construction plan reviews for new development projects, with a third team member in training to also provide review services.

The FMO interacts with all city departments as well as numerous outside municipal, county, state and federal governmental agencies. It maintains and uses subscription services to online

codes and standards through the National Fire Protection Association and the International Code Council. The FMO contributed to modifications and upgrades to the City's revised Development Plan and implemented initial inspections for 82 multi-family complexes through the new Fire Safety for Multi-Family Residences Ordinance. Major revisions to the Municipal Fire Prevention Code are in progress. Members of the FMO received more than 1,687 hours in training this year, and all are certified as Georgia and NPQ Fire Inspectors.



INSPECTIONS

4,005 inspections conducted.



VIOLATIONS

3,036 violations noted and corrected.



ARSON CASES

12 Arson cases investigated.



PLAN REVIEW

826 building plans reviewed.



OPEN RECORDS

263 open record requests processed.



EVENT PERMITS

176 permit requests received and issued.



ENTRY SYSTEMS

132 rapid entry systems installed.



INVESTIGATIONS

38 fires investigated for origin and cause.



TRANSPORTATION

PUBLIC WORKS PROJECTS

Maintaining and improving the City's infrastructure is a primary objective of the Public Works Department, with a focus on the City Council's Adopted Priorities including, Transportation, Community Appearance, and Natural Resource Protection. The department maintains the City's streets, sidewalks and signals, in addition to general area maintenance.

CAPITAL IMPROVEMENT PROGRAM

STATE FUNDED PROJECTS

Partially financed with a Georgia Transportation Infrastructure Bank (GTIB) grant and loan, Denmark Drive is under construction within the midst of four surrounding private developments. The new roadway provides a connector "grid" street between Roswell Road and Boylston Drive, greatly enhancing traffic circulation and pedestrian access within the City's downtown area. Denmark Drive will provide on-street parking, sidewalks, pedestrian scale lighting and landscaping. Completion is expected in early 2018.

PROJECTS IN ASSOCIATION WITH GDOT

- ▶ The Georgia Department of Transportation has construction underway 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. Construction completion is projected for 2020.

PROJECTS WITH FEDERAL GRANT FUNDING

- ▶ The design phase is nearing completion for a major streetscape improvement project on Sandy Springs Circle from Mt. Vernon Highway to Hammond Drive. The project extends improvements in the City Springs area, enhancing both pedestrian access and safety, including a path, pedestrian scale lighting, and landscaping. This project is a partnership between the City, the Georgia Department of Transportation (GDOT), and Atlanta Regional Commission (ARC).



SIDEWALK PROJECTS

Sidewalk projects underway in 2017 will add ¾ of a mile of sidewalks to the City's sidewalk network, for a total of 34 miles of sidewalk constructed since the program's inception in 2007. Projects underway include:

- Brandon Mill Road near Spalding Drive Elementary School
- Glenridge Drive at Northland Drive
- Dudley Lane, connecting the neighborhood to Chastain Park

Construction of these projects is planned to be completed in 2018.

- ▶ Realignment design for the intersection of Roswell Road and Glenridge Drive was completed in 2017 to correct the skewed and offset intersection alignment, significantly improving traffic safety. Intersection improvements will also include streetscape elements to enhance pedestrian safety. This project is a partnership between the City and GDOT.
- ▶ Through the U. S. Department of Housing and Urban Development's Community Development Block Grant (CDBG) Program, the City is designing sidewalk and streetscape improvements on Roswell Road from I-285 south to Long Island Drive. When completed, this multi-year effort will include ADA-compliant sidewalks and side paths, pedestrian lighting, and landscaping on the west side of Roswell Road.

CITY SPRINGS SUPPORT

Design is underway on three projects that will support pedestrian access to City Springs. Construction is planned in 2018.

- ▶ Streetscape/Trail Project (Johnson Ferry Road from Sandy Springs Circle to Roswell Road) includes a new multipurpose side path, pedestrian scale lighting, and trees on the north side of the road.
- ▶ Landscaped Trail (connecting Mount Vernon Highway to Hilderbrand Drive) includes pedestrian scale lighting, with improvements to be coordinated with Georgia Power to screen the power company's facilities near City Springs.

- ▶ Multipurpose Side Path (Sandy Springs Circle from Mt. Vernon Highway to Johnson Ferry Road) adds pedestrian scale lighting and landscaping along this corridor.

MAJOR LOCAL PROJECTS

- ▶ The Windsor Parkway Pedestrian Bridge across Nancy Creek, near the intersection of Windsor Parkway and Northland, opened for use in June. This project provides sidewalk access to a new, 83' long prefabricated pedestrian truss bridge. The new bridge complements the development of the Windsor Meadows Park.
- ▶ Construction was completed for the realignment of the intersection at Carpenter Drive, Roswell Road and Cliftwood Drive. The new intersection delivers improved traffic flow on this heavily-used portion of Roswell Road, as well as pedestrian improvements, including sidewalks, new mast arms, and signal heads.

- ▶ Final design, right-of-way acquisitions, and utility coordination were completed for the stormwater improvement project on Mabry Road east of Glenridge Drive. The project will improve the storm sewer system and overall drainage in the area. Approximately 1,500 linear feet of large storm pipe will be installed within Mabry Road to move the drainage from behind the houses to the north, and redirect it under the road to the storm system. From here it will flow directly into Marsh Creek. Construction on this project will begin in early 2018.



SERVICE REQUESTS

1,767 requests were received and processed.



RESURFACING

Five miles of roadway were repaved



UTILITY PERMITS

286 utility permits were issued

TRAFFIC AND TRANSPORTATION

TRAFFIC PLANNING

- ▶ The regional master transportation plan update, the North Fulton Comprehensive Transportation Plan (NFCTP), was completed in conjunction with Alpharetta, Johns Creek, Milton, Mountain Park, and Roswell. The original plan was completed in 2007.
- ▶ Focusing on last mile connections to transit, the Last Mile Connectivity Study, Phase 1 was developed with the Cities of Brookhaven and Dunwoody and the Perimeter Community Improvement Districts.
- ▶ Cross sections were developed as part of City Springs/City Center street network concepts, which can be advanced as the City Springs Master Plan is implemented. The sections will be used to guide developer investments and capital project scoping.
- ▶ Staff took an active role in the following committees and planning groups:
 - Atlanta Regional Commission (ARC) Transportation Coordinating Committee
 - Fulton County Transit Study
 - Georgia Department of Transportation Pedestrian Safety Action Plan

STATE PROJECTS

- ▶ Construction began on the \$1.5M Roswell Road Advanced Traffic Management System Project (ATMS), from Abernathy Road to the City of Atlanta, installing vehicle detection within travel lanes, enabling the City to operate traffic adaptive technology for all signals along Roswell Road. The adaptive technology allows the traffic signals to automatically adjust signal timing within set parameters to accommodate changes in traffic volumes. Construction is scheduled to be complete in August 2018.
- ▶ The City continues its support of the Regional Transportation Operation Program (RTOP) with GDOT along Roswell Road and within the Perimeter Community Improvement Districts (PCIDs). The program is valued at \$1.6M annually for Roswell Road, and, in the PCID area, it is valued at \$1M annually. The program includes a project to add an additional northbound left turn lane at the intersection of Hammond Drive and Peachtree Dunwoody Road, as well as hardware and software updates, traffic counts, and signal timing plans/adjustments.

T-SPLOST FUNDING

\$103 Million

In November of 2016, the citizens of Fulton County voted a \$.75 cent transportation-directed Special Purpose Local Option Sales Tax (T-SPLOST). Collections began in April 2017 and will continue for five years. An estimated \$103M is expected for Sandy Springs for sidewalks, intersections and multi-use paths. Due to the City's close proximity to major highways such as I-285 and Ga 400, as well as the City's position as a major employment and business center, it is estimated that 30 percent of the revenue generated by the sales tax will come from people who live outside of Sandy Springs.

TRAFFIC MANAGEMENT

- ▶ Staff worked with neighborhood leadership to address their concerns and requests for traffic calming measures. Traffic Calming Plans were drafted for five neighborhoods to address potential safety issues based on vehicle speeds. The plans included speed and volume data collection, along with origin and destination collection.
- ▶ Construction was completed on a new midblock crosswalk with rectangular rapid flashing beacons across Peachtree Dunwoody Road in front of the Newell Rubbermaid headquarters.
- ▶ Six new CCTV cameras were installed to enhance the mobile monitoring of traffic in and around the Northside/New Northside Drive/Interstate North Parkway/Powers Ferry area. Cameras were installed to aid staff with remotely monitoring traffic conditions related to SunTrust Park in Cobb County.
- ▶ A Traffic Management Plan was created and implemented in coordination with Cobb County and Sandy Springs Police to mitigate any potential traffic issues related to the newly opened SunTrust Park.



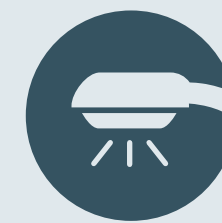
City officials opened the Windsor Parkway Pedestrian Bridge.

- ▶ The City maintained 32 miles of fiber optic network, providing the backbone for traffic, police, fire and ChatComm communications, and increased the number of traffic signals online and controlled from the Traffic Management Center (TMC) to 109.
- ▶ Staff oversaw the retiming of and performed preventative maintenance measures on 135 signals, 27 school zone warning beacons, 19 intersection flashing beacons, 26 vehicle approaching beacons, 62 CCTV cameras, and 52 radar speed feedback signs.
- ▶ T-SPLOST projects are separated into several programs, and many of them are already in the design phase:
 - Major intersection and corridor improvements (*three projects – three in design*)
 - Multi-use paths (*two projects – one in design*)
 - Intersections (*15 projects – six in design, one completed and open to traffic*)
 - Sidewalks (*13 projects – six in design*)
 - Last Mile Connectivity (*six projects – one in design*)
- ▶ A significant boost to sidewalk development efforts for Sandy Springs began this year with the incorporation of T-SPLOST-funded projects. The City initiated design on \$4.5M of projects, including: Windsor Parkway east of Peachtree-Dunwoody Road; Spalding Drive from Winters Chapel to River Exchange; Johnson Ferry Road from Harleston to Glenridge; Johnson Ferry Road at the Glenridge Connector; Northwood Drive; and Brandon Mill from Marsh Creek to Lost Forest.
- ▶ The first T-SPLOST Traffic Efficiency Improvement project to be completed was at Mount Vernon Highway and Long Island Drive, adding a separate northbound left turn lane pocket. The following projects are under design:
 - Powers Ferry Road and Mt. Paran Road,
 - Roswell Road and Grogans Ferry Road,
 - Spalding Drive and Dalrymple Road/Trowbridge Road,
 - Northside Drive and Riverview Road/Old Powers Ferry Road,
 - Spalding Drive and Pitts Road, and
 - Dunwoody Club Drive and Jett Ferry Road.



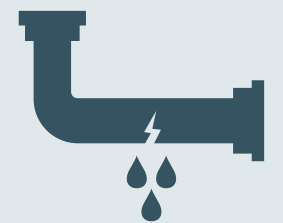
FIRE HYDRANTS

104 Fire Hydrant Leaks



STREET LIGHTS

143 Street Lights Issues



WATER SYSTEM

237 Water Leaks



NATURAL RESOURCE PROTECTION

STORMWATER SERVICES UNIT

The Stormwater Services Unit works with elected officials, City staff, and residents to improve stormwater management to meet community goals. The program includes drainage system maintenance and capital improvement projects, as well as meeting State and Federal stormwater regulations.

COMPLETED IN 2017

- ▶ Stormwater public education and outreach continues, including a sampling project with a local school as part of World Water Monitoring Day.
- ▶ A Stormwater Maintenance, Inspection, and Repair Services contract was executed in July 2017, with more than 396 work orders completed.
- ▶ Coordination continues in executing a Sampling Quality Assurance Plan in order to delist Ball Mill Creek from the Federal Clean Water Act 303(d) list of impaired streams.

- ▶ The Annual Report was submitted to, and approved by, the Georgia Environmental Protection Division (EPD) as part of the National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) permit. Stormwater training was provided for City departments as part of the MS4 permit requirements.
- ▶ The EPD approved the City's audit demonstrating compliance with the Metropolitan North Georgia Water Planning District Watershed, Water Supply & Water Conservation and Wastewater Management Plans.
- ▶ Staff participated as a Metropolitan North Georgia Water Planning District Technical Coordinating Committee member.
- ▶ The City hosted meetings for the North Fulton Stormwater Alliance, including participating municipalities: Fulton County, Roswell, Milton, Fulton, Alpharetta and Johns Creek.

- ▶ Staff coordinated completion of a design alternatives analysis to repair Lake Forrest Dam.
- ▶ Stream walks began in late September to proactively identify and address issues which may be contributing to creek impairments and to understand stream conditions better.
- ▶ Staff is also collecting samples in the City's impaired waters to help determine potential causes of the fecal coliform impairment. The information will be used in our ongoing effort to develop an effective plan to address the impairment.
- ▶ The City is working with EPD to aid in efforts to produce a Watershed-Based Plan for the Nancy Creek Basin.



Local children helped City staff test creek water at Big Tree Preserve.



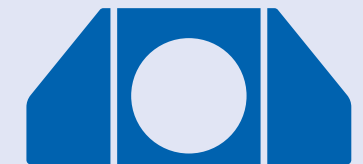
RESIDENT INQUIRIES

351 inquiries related to stormwater and/or flooding were processed.



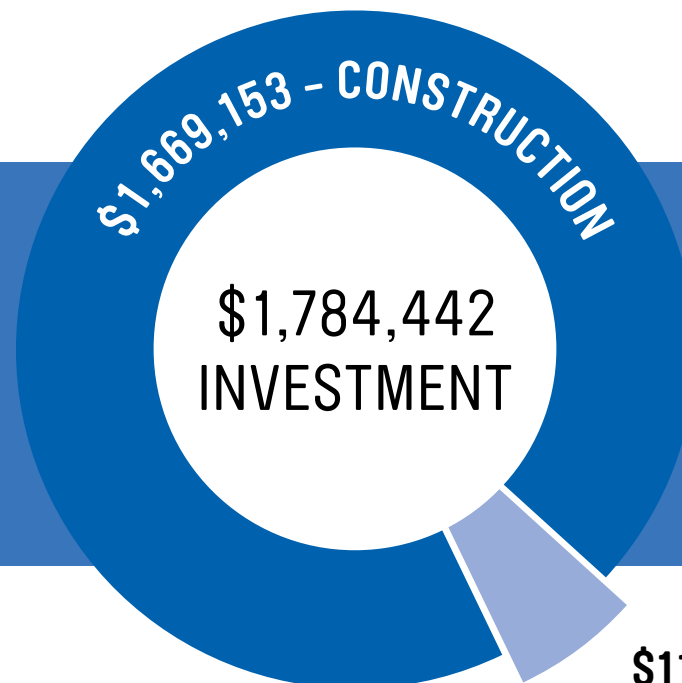
INSPECTIONS

4,000+ stormwater pipes, structures and outfalls inspected.



SUBTERRANEAN INFRASTRUCTURE

1 ½ miles of storm pipe evaluated using the remote inspection camera.



STORMWATER INVESTMENT

- ▶ A total of \$1,784,442 was invested in stormwater projects in 2017. Engineering design was completed on three projects, and construction was completed on 40 projects.



COMMUNITY APPEARANCE

COMMUNITY DEVELOPMENT

The Community Development Department provides services in support of the City's priorities, including Community Appearance, Natural Resource Protection, Economic Development, Sustainability and Downtown Development. The Department is staffed with experts, including landscape architects, civil engineers, arborists, architects, soil and erosion experts and urban design planners.

CODE ENFORCEMENT

The Code Enforcement Division works to enhance the appearance of the City of Sandy Springs by enforcing the Ordinances, which require properties be maintained in a safe and orderly condition. The Division provides community education, conducts investigations and inspections, and prepares for court proceedings. Additionally, the Code Division works to enforce ordinances related to noise violations, non-renewal of business licenses, out-of-compliance gas stations,

renewal of alcohol licenses, nuisance abatements, and sign violations. As part of a graduated enforcement platform, Code Officers work closely with property and business owners to address violations.

Officers bring honor to our City as they work to fulfill one of the driving goals for Sandy Springs—to protect and enhance the quality of life for the City residents.

Among the accomplishments of this dynamic team in 2017:

- ▶ The Code Division participated in a sign sweep along Roswell Road, which included identifying commercial properties with improperly displayed numerical addresses on their monument signs. This effort was intended to assist our first responders in locating businesses when emergency calls are generated.
- ▶ Code Enforcement Officers removed 242 illegal signs from street rights-of-way.

2,100

CODE ENFORCEMENT CASES

Officers managed nearly 2,100 Code Enforcement cases, including cases related to signs.

255

JOINT TASK FORCE CASES

The unit assisted on joint task forces with Police and Fire Departments and Public Works assignments.

2,000

CODE VIOLATION COMPLAINTS PROCESSED

The Division responded to nearly 2,000 code violation complaints

432

SIGNS VIOLATION

Enforcement efforts resulted in the issuance of 432 sign violations from January to November, which included violations on existing and new structures.

28

GAS STATIONS CHECKED

Officers completed inspections for all of the City's 28 gas stations and convenience stores.

17

VACANT PROPERTIES INSPECTED

The Code Enforcement Division issued notices and/or citations for violations at 17 vacant residential properties, with one property being demolished.

5

HOARDING CASES

Five cases involving hoarding behaviors were reported.

The complaints included pest infestation, undesirable odors, and safety hazards. Each of these homeowners now has the opportunity to live in a clean, safe, and sanitary dwelling following enforcement.

591

BUSINESS LICENSES INSPECTED

Assisting the City's Revenue Office, Code Enforcement officers conducted 591 inspections.

Officers issued a total of 64 citations to business owners failing to maintain a current Sandy Springs business license.

80

APARTMENT COMPLEXES INSPECTED

Housing safety is a key area of concern and receives the utmost attention. This year 11 apartment complex sweeps were conducted, covering 3,274 housing units.

There are approximately 80 apartment complexes within the city limits, of which 10-12 are inspected per year.

- ▶ In coordination with the Sandy Springs Police Department, Code Enforcement Officers assisted with property maintenance inspections of all the adult entertainment businesses throughout the City.
- ▶ In 2017, working together, the Building Division and Code Enforcement group issued citations to 261 defendants for 562 violations, which were adjudicated in the City of Sandy Springs Municipal Court. Fines assessed totaled nearly \$165,850, with an additional \$33,500 for tree and \$8,000 for escrow funds.

COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM (CDBG)

- ▶ Since 2008, the City has received federal funding through the CDBG program. This funding provided for the completion of sidewalks, landscaping, and pedestrian-scale lighting along Roswell Road from Northridge Road to the Chattahoochee River. Phase I and II of the project were completed by 2015. Phase III of the project began in 2016. This phase extends pedestrian lighting along the north end of Northridge Road; and includes the concept plan and environmental design for the portion of Roswell Road south of I-285 to Long Island Drive. For fiscal year 2017, the City received \$574,431 in grants. To accelerate the implementation of the sidewalk project, the City applied for a Section 108 Loan which will release three years of funding at once.
- ▶ The Department of Housing and Urban Development recently updated its rules regarding reporting and planning for CDBG eligible communities. Long-range planners collaborated with the community and stakeholders in completing the Fair Housing Assessment. Preparation for the Consolidated Plan, due in May 2018, began this fall. Public hearings and community meetings to obtain input from the public began in December 2017.

PLANNING AND ZONING

The Planning and Zoning team works with citizens and community leaders to assist in the coordination of a variety of planning functions. The Planning staff supports the Planning Commission, Board of Appeals, and the City Council on planning and zoning cases. The Division reviews building, land disturbance and plat applications and provides analytics for policy recommendations, best practices in urban design, and updates to regulations. Planning staff performs plan review, conducts zoning inspections, and helps customers daily, with an approximate total of 2,040 interactions this past year.

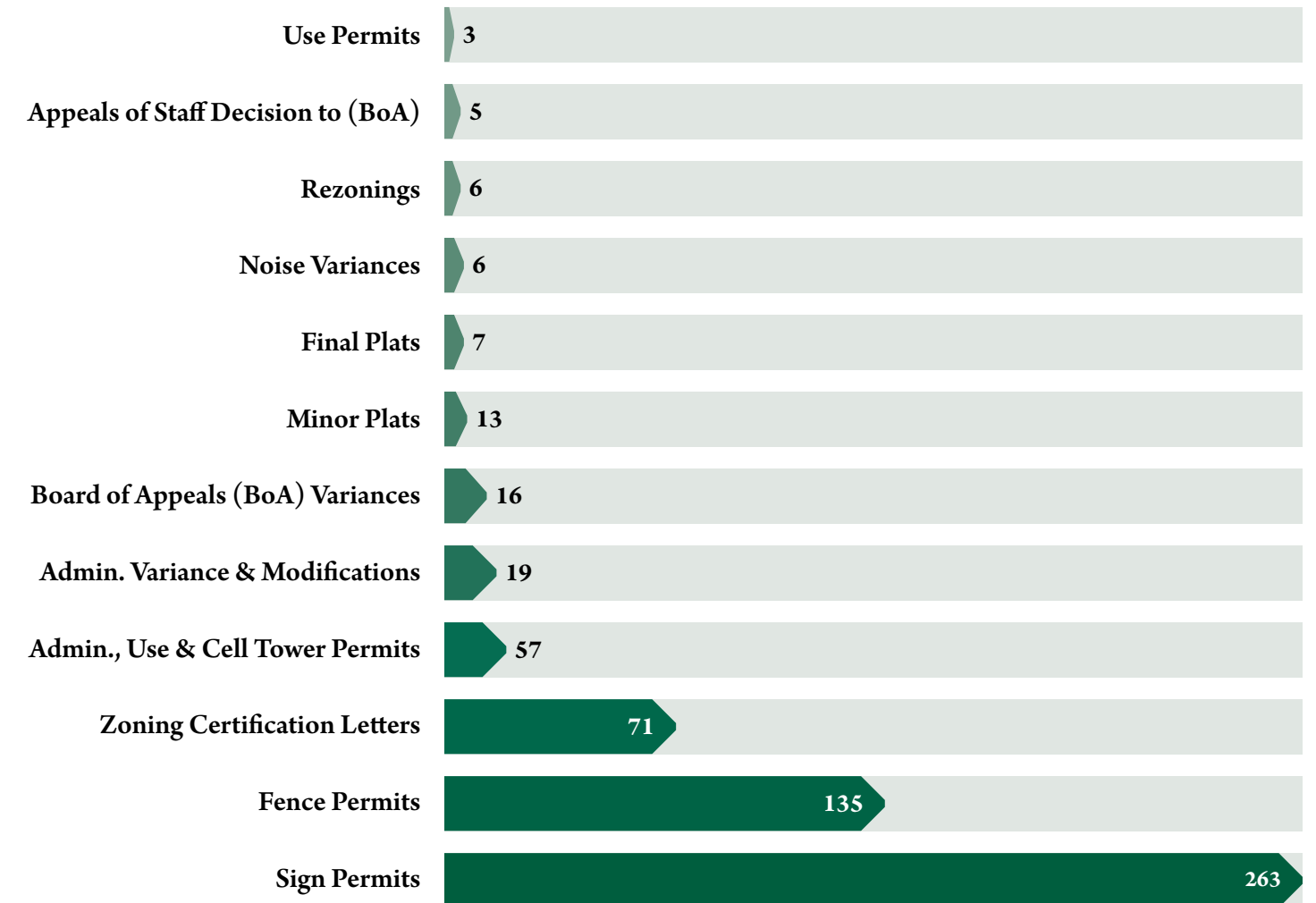
Change was the theme of 2017. The staff was focused on finalizing the City's new Comprehensive Plan and Development Code. After the adoption of The Next Ten Comprehensive Plan in February, work began on a new Development Code that would combine Zoning Ordinances with other City regulations into a single document. Since its inception in 2006, the City relied on regulations that originated in Fulton County, which were created decades ago. The new Development Code is an easy-to-use document with a strong focus on quality design of development. A consulting team, with extensive input from the Zoning Advisory Board, members of the development community, and staff, concerned citizens, and HOA representatives, assisted in the preparation of the new code. More than two dozen open houses and public meetings were held to keep the community engaged and informed. The Code was adopted in August and became effective on September 15, 2017.

A moratorium on rezonings and use permits was set in place in February 2017 to bridge the gap between the adoption of The Next Ten and the approval of the new Development Code; which explains why only six applications for rezonings and three applications for Use Permits were handled by staff during 2017. The number of variance cases was also unusually low, with only 42 applications processed in 2017.

Staff connected with professional peers by presenting various City initiatives at the Georgia Planning Association Spring Conference and the Urban Planning Conference at Savannah State University, and by attending several workshops, seminars, conferences, trainings and regional coordination meetings on

sustainable development, housing, zoning laws and other topics. Staff also organized retreats for the Planning Commission and the Board of Appeals in an effort to keep the members abreast of legal requirements of their duties, best practices in planning and current City projects.

PLANNING AND ZONING ACTIVITIES



SITE PLAN REVIEWS

2,157 site plans reviewed for zoning compliance.



BUSINESS LICENSES

721 business and liquor licenses reviewed.



COMMUNITY MEETINGS

5 community meetings regarding zoning.



CODE AMENDMENTS

7 zoning code amendments prepared.



VARIANCES

42 variance applications processed.



REZONINGS

6 rezoning and modification applications presented.

BUILDING AND DEVELOPMENT

The City of Sandy Springs maintained a high volume of development activity, including signature projects like the new Mercedes Benz USA headquarters and several requests for transit-oriented development projects in the Perimeter Center area. Commercial and office markets continued at a crisp pace—slightly increasing the number of permits from the year before.

The Permit Desk served an average of 200 customers per week. As the “face” of the City for many residents and our building community, those who work within permitting strive to provide excellent service and routinely reevaluate processes and procedures to determine how we can better serve our residents and developers alike. This year, we reduced the turn-around time for individual residential permits and added several “over-the-counter” review services.

The City completed its first year of “E-reviews” for plans and a second year of advanced technology inspections services, allowing real-time data updates for construction and online scheduling for the tens of thousands of inspections conducted annually by the Building Division team. This allows greater efficiencies and cost savings for the City.

BUILDING PERMITS ISSUED

Administrative	23
Pools	95
Land Disturbance	101
Retaining Walls	116
Fence	156
Demolition	91
Tree Removal	535
Building Commercial	676
Single Family Residential	860
Trade	814
Utility	635



CUSTOMERS SERVED

An average of 200 customers were served at the Permit Desk each week.



BUILDING PERMITS

More than 676 permits were processed for commercial development projects.



BUILDING INSPECTIONS

Site Development, Environmental and Building Compliance staff conducted approximately 16,000 inspections during the year.



ARBORIST INSPECTIONS

156 inspections were completed by City arborists. 535 tree removal permit request were received.

PUBLIC WORKS MAINTENANCE ACTIVITIES

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 plantings 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

20,498 bags of trash removed from City parks and right-of-way.



POTHOLE REPAIR

1,332 potholes repaired through the Preventative Maintenance Program.



SIGN REMOVAL

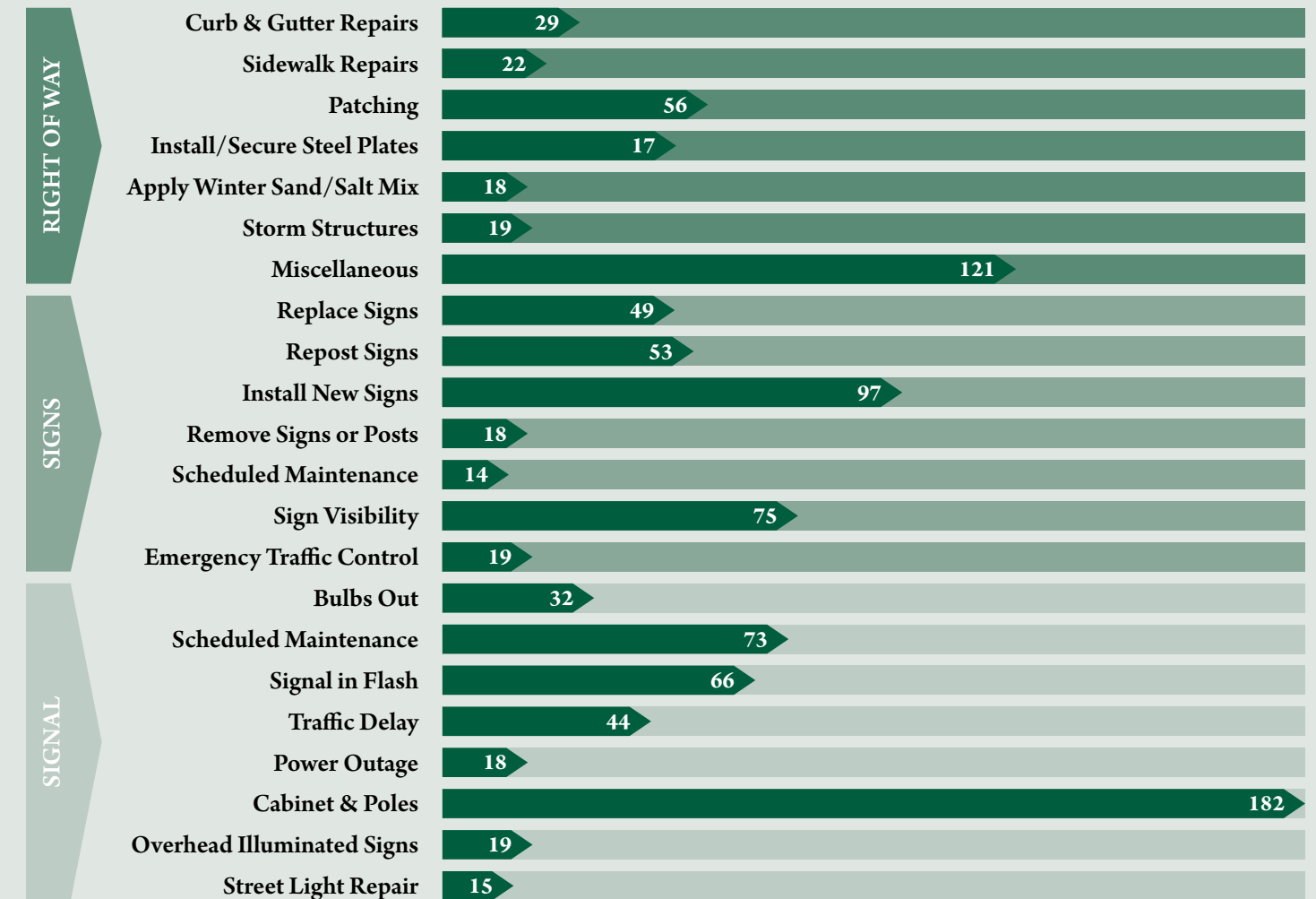
1,017 illegal signs were removed from the City’s right-of-way.



WORK ORDERS

1,036 work orders to maintain the City’s parks and right-of-way.

MAINTENANCE WORK ORDERS





DOWNTOWN DEVELOPMENT

DEVELOPMENT OF CITY SPRINGS

As January began, the framed buildings hinted at the design, and the Holder Construction team officially “topped out” the building. Over the course of the year, the buildings have come together, with the exteriors now matching the conceptual renderings and work well underway on finishings for the interior. Major roadwork surrounding the 14-acre site was completed as the year came to a close. Michael Enoch came on board in February as the General Manager for the Performing Arts Center. Enoch is a venue management veteran with more than 30 years of experience in a variety of facilities, in locations ranging from China to California. In the months that followed, Enoch and the Performing Arts Center team worked closely with city officials to prepare for the opening of the facility while working alongside the project team to provide input on the design and construction of the building.

Pre-opening activities include the development of booking policies for the facility, establishing rental rates, determining operational plans, and onboarding additional staff members

who will help manage the facility. A cornerstone of the City Springs project is the frequent engagement with community stakeholders. The PAC team held numerous meetings with event coordinators, concert promoters, arts organizations, and community leaders about potential programming and events for the venue. This year alone, the team provided at least 100 tours of the project site to potential clients and community partners. In September, construction was halted as City Springs was opened for a day to allow the community to tour the facility. Mayor Paul and members of the City Council served as docents, providing details about construction and highlights of each of the venue spaces.

PROGRAMMING

The facility’s programming focus will include traditional performing arts offerings, popular entertainment, arts education, film, lecture, and comedy. Superb acoustics, excellent sightlines, and state-of-the-art technology make the venues well suited for

CONSTRUCTION MILESTONES

JAN

Concrete “Topping Out” Ceremony

FEB

City Park Construction Started on Top of Underground Parking Garage

MAR

Acoustical Plaster Start in Performing Arts Center

APR

City Hall Office Building Dry-In

JUN

PAC Custom Walnut Wood Finishes Begin

JUL

Retail Core and Shell Construction Complete

AUG

West Parking Deck Construction Complete

SEP

Final Georgia Power Poles Removed

OCT

PAC Orchestra Pit Install Complete

NOV

City Hall Floor Finishes Begin

DEC

Perimeter Roadways Improvements Complete

PAC Theatrical Rigging System Installation Complete

Park’s Trees Delivered

PAC Fixed Seating Installation Begins



a wide variety of entertainment. A milestone of the project was the opening of the venue's reservation book, which took place in November.

The Sandy Springs Foundation adopted a new focus and new members in August, concentrating on arts programming and education, especially at City Springs. The Sandy Springs Development Authority contributed \$50K to the effort, with the City providing matching funds. The Foundation launched a fundraising effort in the fall.

The City created a formal partnership with ArtSandySprings for an annual sculpture competition, with entries on display inside the City Green and the winning entry(ies) finding permanent home throughout the City.

RESIDENTIAL

The residential buildings were given an official name mid-year. The Aston at City Springs launched its official web presence in late summer. Occupancy is expected in early 2018.

PERFORMING ARTS CENTER

The main theatre for the Performing Arts Center received a new name, the Byers Theatre, in recognition of a \$2.5 million philanthropic gift from Ken and Trish Byers. The donation was made to the Sandy Springs Foundation, which will oversee efforts to raise funds in support of arts programs and education initiatives.

Ken Byers, Trish Byers and Sandy Springs Mayor Rusty Paul take the first seats in the newly named Byers Theatre.




SUSTAINABLE GROWTH

PLANNING FOR THE NEXT TEN

In June 2015, the City began the process of updating its Comprehensive Plan, the official statement of the City's vision for its future. The Comp Plan recognizes the community's aspirations and goals, while also creating a set of policies and recommendations to guide decisions regarding land use, development and capital improvements.

The effort was branded The Next Ten, and, throughout 2016, the community was provided with a number of opportunities to engage with staff and planning consultants to help guide the creation of the vision. The planning effort culminated in a draft Comprehensive Plan and Small Area Plans which were adopted by the City Council in December and forwarded to the Atlanta Regional

Commission (ARC) and the Georgia Department of Community Affairs (DCA) for review and approval.



PUBLIC INPUT

More than 150 comments from the public were received.

In February 2017, the DCA and ARC approved the Comprehensive Plan. Efforts were next focused on the

creation of the Development Code, combining zoning with subdivision and other related development regulations in a single document. Keeping the community engaged, the City hosted a series of meetings, met with stakeholders and the Zoning Advisory Board, and posted information online, taking in feedback and providing updates for additional review and feedback.

The Development Code was approved in August, effective in September 2017. In October, the City was recognized by the Georgia Planning Association for Outstanding Planning Process – Large Scale. This award category is the most comprehensive and holistic of the award categories, with a focus on the overall planning process.



ECONOMIC DEVELOPMENT

COMMERCIAL DEVELOPMENT

Tenant relocations and consolidations from the Central Perimeter submarket (primarily to newer properties in Midtown and Buckhead) led to more Class A availability in Sandy Springs in 2017. The City's office space vacancy increased slightly this year, moving from 11.1 percent in 2016 to 12.4 percent in 2017, but it is still lower than the overall rate for metro Atlanta (13.9 percent). Rental rates are also flat for the year at \$24.75 per square foot.

The retail market in Sandy Springs did not change much in 2017, continuing to experience a low vacancy rate of 6.3 percent. Although low vacancy rates are an indicator of the overall health of the market, rising rental rates continue to impact tenants who are looking to renegotiate their leases. Average quoted rental rates in Sandy Springs are now \$23.50, a 30 percent increase since 2016.

RECRUITMENT

Economic Development staff met with 75 recruitment prospects looking to locate in Sandy Springs.

The City had at least five companies announce moves or major expansions in 2017, resulting in more than 1,400 jobs, 328,000 square feet of office space filled, and \$12M in capital investment. Highlights include:

- ▶ WestRock, a Fortune 500 company in the corrugated packaging industry, announced that it is relocating 800 employees to Sandy Springs. Employees of WestRock will enjoy easy access to the Sandy Springs MARTA station which is near the company's new home at Northpark.
- ▶ Cotiviti, a payment accuracy provider for healthcare payers and retailers, relocated its headquarters to Sandy Springs. More than 300 individuals are employed by the company.
- ▶ Aetna opened a 36,000-square-foot regional office at 2000 Riveredge Parkway, with more than 280 employees working from that location.
- ▶ Meridian Waste announced that it will relocate its headquarters into One Glenlake.
- ▶ Pontoon Brewery Company announced the first brewery in Sandy Springs.

RETENTION / EXPANSION

- ▶ The Economic Development team met with 18 large employers in Sandy Springs as part of the City's Business Retention program.
- ▶ Meetings were held with office property owners and tenant brokers representing more than 25 percent of the City's 24 million square feet of space to provide information on Sandy Springs and information on incentives for expanding businesses in Sandy Springs.
- ▶ The City continued its focused outreach efforts on small businesses, including retail and restaurants.
 - More than 60 meetings were held with small businesses as a part of this program.
 - Working with community partners, the City helped market Sandy Springs as a restaurant destination through the Savor Sandy Springs restaurant association effort. Events this year included a Kickoff Cookout Tailgate, Restaurant Week, and Food That Rocks.
 - Economic Development hosted a Lunch and Learn for retail tenant brokers to inform them about City projects.
 - The team met with brokers representing more than 28 percent of the City's six million square feet of retail space.



REDEVELOPMENT

- ▶ The City adopted a new incentive program for small businesses looking to expand or locate in priority redevelopment areas of Sandy Springs. The program is available to businesses that create five or more full-time jobs and make a real capital investment of at least \$250K. Available incentives are the same as other incentives for larger projects, but are available only in designated redevelopment areas of Sandy Springs.
- ▶ The City adopted a program to incentivize workforce housing this year. The program allows for a reduction in impact fees when a housing project proposes to create at least 150 new or replacement housing units and at least 20 percent of the units are made available to individuals or families with annual incomes of no more than 120 percent of the annual median income of all households in Sandy Springs. Exemptions are also possible for any housing project of at least 150 units which proposes to replace at least 150 existing rental housing units with no less than 75 percent of the units intended for home ownership.
- ▶ Sandy Springs hosted the third annual North Fulton Opportunity Outlook, an event targeted to the development community to highlight redevelopment and investment.



NEW BUSINESS

5 major companies relocated or expanded.



JOB CREATION

1,400 jobs to be created by relocations.



DEVELOPMENT

328,000 square feet of new office space.



INVESTMENT

\$12M 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. We work with our regional economic development partners, including the Georgia Department of Economic Development, Metro Atlanta Chamber of Commerce and the Technology Association of Georgia, to highlight Georgia's leadership in these industries and to build and sustain a premier workforce for our existing employers. Highlights include:

- ▶ Participation and sponsorship of 37 events designed to showcase the city, including BisNow: Future of Central Perimeter, Technology Association of Georgia's Technology Summit, Meet At Atlanta, Health IT Leadership Summit, FinTech GA Symposium, International Council of Shopping Centers, and North Fulton Opportunity Outlook.
- ▶ Economic Development hosted three familiarization tours for state and regional economic development partners.
- ▶ The team sought advertising opportunities with the Atlanta Business Chronicle, Atlanta Magazine, Site Selection Magazine, and Georgia Trend.
- ▶ The City hosted various international delegations, including a visit by our a group from Kazakhstan.
- ▶ Economic Development participated in 28 ribbon cuttings promoting new businesses.

INNOVATION CENTER

- ▶ The Sandy Springs Innovation Center, a facility intended to brand the city as an option for start-up businesses seeking a home, opened its doors in 2017. The Center, which is operated by the Sandy Springs Perimeter Chamber, provides shared workspace and start-up incubator offerings. The Sandy Springs Development Authority provided a grant of \$75K to build out the space. Other investors in the project include Comcast and Cousins Properties.

This year saw the completion of additional conveniently located housing options for our corporate workforce.



VISIT SANDY SPRINGS

Following a rebranding, the City's Destination Marketing Organization (DMO), formerly known as Sandy Springs Hospitality and Tourism, ended 2017 as Visit Sandy Springs. A new logo was developed as a sub-brand of the City's logo, creating a more unified connection between the two organizations. Visit Sandy Springs also adopted a new tagline to complement the City's proximity to Atlanta and small-town advantages: "City Vibe. Neighborhood Charm." The new branding effort included the development of illustrations and promotional materials which have a look, color palette and feel reflecting the beauty of the river and parks in Sandy Springs and elucidating the tagline message.

WEBSITE AND SOCIAL MEDIA

- ▶ The website was overhauled in late 2016. The new design and functionality, in addition to a targeted digital ad campaign and a focus on content, continues to produce an increase in readership. Overall, website sessions increased 116 percent compared to the previous year. Page views increased from 171,001 to 325,339, a 90 percent increase.

- ▶ Dedicated regional outreach continues to show results as our social media numbers continue to increase. Facebook page "Likes" increased from 4,387 to 10,647. Twitter followers increased from 1,190 to 1,424. Instagram followers increased from 687 to 1,298.

COMMUNITY EVENTS

Contributing to the City's vibe and neighborhood charm are the events hosted by the City, drawing in both residents and visitors alike.

- ▶ Visit Sandy Springs provided support for the Atlanta Meatball Festival (which takes place within Sandy Springs), the Chattahoochee Riverkeeper's Back to the River Race & Festival, and the Savor Sandy Springs Kickoff Cookout. The organization also provided promotional support to groups, including the Abernathy Arts Center, Act3 Production, the Anne Frank in the World Exhibit, the Atlanta Jewish Film Festival, Leadership Sandy Springs Movies by Moonlight, and the Sandy Springs Society's Tossed Out Treasures and Elegant Elf Events.

- ▶ The organization continues to assist and promote Heritage Sandy Springs, supporting events including Concerts by the Springs, the Farmer's Market, and Rhythm & Brews events.
- ▶ Visit Sandy Springs worked closely with the City on building signature events. We marked the second year for three activities. Food that Rocks, in partnership with Taste of Atlanta, rocked at Hammond Park, with an increase in guests and expanded list of participating restaurants. The Lantern Parade *Took it to the River* for its second year, adding entertainment and visual elements, as well as participants. The Spooky Springs Halloween event at Abernathy Greenway more than doubled the number of pint-sized goblins (and parents), enjoying a fun, safe trick-or-treating environment.
- ▶ New in 2017 was Sparkle Sandy Springs, a month-long holiday community lighting, creating twinkle and holiday spirit from its setting on the Heritage Sandy Springs Entertainment Lawn. The kick-off event on December 3 featured performances by choral groups, a fire pit, refreshments and more. The lighted art installation wowed families with seven-foot-tall wooden houses painted and decorated in joyful themes by various community organizations, along with other decorations throughout the lawn to create a festive atmosphere.

NEW HIRES

Visit Sandy Springs grew by three in terms of personnel.

- ▶ Anna Nikolas joined the team as the Special Events and Tourism Services Manager. She quickly put to work her 22 years plus of experience at Benchmark Brand, WSB Radio and Rich's Department Stores to grow the Lantern Parade and Spooky Springs and launch the new Sparkle Sandy Springs winter holiday event.
- ▶ Amy Metzler joined Visit Sandy Springs as Sales Manager. Amy previously worked with the Alabama Press Association and Hoffman Media, managing tourism accounts.

- ▶ Nadia Merritt welcomes all visitors to the city as the Visit Sandy Springs Welcome Center Information Specialist. Nadia graduated from the Georgia State University's Cecil B. Day School of Hospitality.

HOTELS

- ▶ Several of the City's hotels marked significant changes in 2017. Among those completing renovations:
 - Holiday Inn and Suites – exterior renovation
 - LaQuinta Inn and Suites Atlanta Perimeter Medical – complete renovation
 - Hilton Atlanta Perimeter Suites – complete renovation

SALES MISSIONS

- ▶ A key objective of the organization is to increase the visibility of tourism and vacation offerings of Sandy Springs to markets outside of our area. Using a targeted and tactical approach, team members participated in the following travel events this year:
 - Tennessee Motor Coach
 - American Bus Association
 - Select Traveler
 - Travel South
 - GSAE Annual Conference
 - Connect Corporate
 - SYTA (Student and Youth Travel Association)
 - Virginia/North Carolina/South Carolina Regional Conferences
 - Small Market Meetings
 - Connect Georgia
 - Bar & Bat Mitzvah Expo
- ▶ Visit Sandy Springs also co-hosted a Family Reunion Workshop with our Perimeter North Partners in Dunwoody and Cobb.



RECREATION

RECREATION AND PARKS

The year started off under new leadership when Michael Perry joined the City as the new Recreation and Parks Director. Formerly with the City of Alpharetta for 25 years, Perry is building on established partnerships and creating new ones to further the Department's mission to provide quality recreational programming, increase participation and impart a positive impact on the community. One very popular and unique partnership brought the landscaping expertise of more than 30 goats to Hammond Park and Riverside Bluff this past summer—enjoyed by both the landscape team and our younger residents!

- ▶ The Sandy Springs Swim Team program includes more than 1,700 swimmers between the ages of 7 and 17, with 52 of our swimmers competing in the 2017 GRPA State Swim Meet.
- ▶ More than 4,532 people of all ages took part in gymnastics programs at all levels: Rhythmic gymnastics fielded five state champions and four regional medal recipients. Nine rhythmic gymnasts qualified for Nationals. Team gymnastics fielded six state champions. Five team gymnasts qualified for the Regional competition.

STATE CHAMPIONS

Athletes from Sandy Springs brought home the gold from state championships!

- ▶ Striders Youth Track and Field Team participated in the 2017 GRPA State Track and Field Championships.

NATURE'S CLASSROOM

- ▶ Now in its second year, Lost Corner Preserve is establishing itself as a community resource for both nature and history programs. New programs and events added this year included: Backyard Birding Classes, Photography Club, Pollination Celebration, History Lectures and Open House Tours, and Summer and Fall Discover Nature Lectures.



ONLINE ENGAGEMENT

90 percent increase in visits to visitsandysprings.org.



HOTEL REVENUE

2% increase in hotel revenue versus 2015.



HOTEL RENOVATION

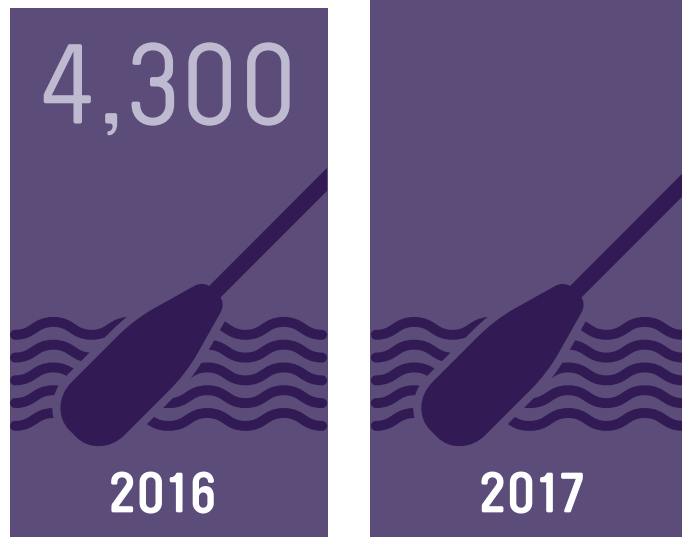
Three of the 20 hotels in Sandy Springs were renovated.

- ▶ More than 200 students from Dunwoody Springs and Spalding Drive Elementary Schools visited Lost Corner Preserve to study nature and experience hands-on learning. The curriculum was developed and led by the Friends of Lost Corner volunteer organization.

RIVER PROGRAMS

The 22 miles of the Chattahoochee River running alongside Sandy Springs provide Recreation and Parks with several programming opportunities for residents to enjoy.

- ▶ Canoe, Kayak and Paddleboard Intro Day—High Country Outfitters (HCO) Opening Day provided participants with the chance to try Stand Up Paddleboarding and Kayaking or Canoeing, as well as receive instruction and tips from expert paddlers.
- ▶ The City hosted 28 SUP Demo and SUP Yoga Classes, with a total participation of 503.
- ▶ The 6th Annual Stand Up for the Hooch event was presented by High Country Outfitters and drew a total of 223 participants this year. There were race categories for all ages and skill levels.
- ▶ In partnership with HCO, the general public can rent a paddleboard or watercraft boat (kayak or canoe) on the spot at the on-site Paddleshack at Overlook Park. Rentals for the 2017 season were up at 6,500 compared to 4,300 during the previous year.



PADDLEBOARD AND WATERCRAFT RENTALS

IMPROVEMENT PROJECTS

The following programs are underway to improve Recreation and Parks facilities:

South Greenway and North Pod
Under Construction

Hammond Park Round Building
Under Construction

Allen Road Park Turf Replacement
Completed Bid Process

Hammond Park Landscape
Under Design

Recreation and Park Master Plan
Consultant selected in November

SUMMER CAMP PROGRAM

Summer Day Camp is a popular and well-received program in the community with more than 650 campers participating this year. Many parent evaluations include comments on how pleased they are with the staff and the planned activities. Campers also enjoyed among the offerings:

ART & SCIENCE CAMPS

- ▶ Provided opportunities for youth, ages 6-13, to spark their imaginations! Weekly themes included: Chemistry, Archaeology, Cartooning, Oceanography, Video Game Making, Acrylic Painting and more. Camp days were packed with mixed media visual arts activities and engaging STEAM certified science and technology experiments.

SCHOLARSHIP CAMPS

- ▶ Arts and Science Summer Camps: Fifty Lake Forest Elementary School students received scholarships to attend.
- ▶ Sandy Springs Middle School hosted a Hangout Camp for 200 middle-school children.

THEATER PRODUCTION CAMPS

- ▶ Participants learned the fundamentals of theater and acting and being part of a theater team. The camp experience concluded with a performance for parents, family, and friends.

LACROSSE CAMP

- ▶ More than 250 lacrosse players participated in an 8-week summer camp program for beginners and advanced players at Hammond Park and the Dunwoody Springs turf field.

DISCOVER NATURE CAMP

- ▶ A two-week camp for boys and girls, ages 5-7 and 8-11.

SPORTS CAMP

- ▶ More than 400 athletes participated in this six-week camp held at Ison Springs Elementary.

SOCCER CAMP

- ▶ The week-long soccer camp was held at Lake Forest Elementary School and enjoyed by 40 youth soccer players.

GYMNASTICS

- ▶ Gymnastics Camps were fueled with 548 gymnasts participating in a range of programs.



WHAT'S YOUR GAME?

A wide range of programming is available through Recreation and Parks. A few highlights from this year:

- ▶ SSYS enrolled more than 1,000 youth baseball and softball players, 250 youth football players, and 50 youth cheerleaders in 2017.
- ▶ Sandy Springs Youth Sports Association President, Brian Weick, was nominated for the District 7 GRPA Volunteer of the Year award.



PICKLEBALL

The Hammond Park Pickleball Club expanded its program to four permanent pickleball courts and five days of programming.



YOUTH LACROSSE

Atlanta Youth Lacrosse contractor enrolled 1,000 youth boys in lacrosse and implemented a new soft stick lacrosse program



KARATE

Mark Moeller's Atlanta Karate School celebrated its 30-year anniversary with the City this past spring!



YOUTH SOCCER

650 boys and girls participated in Recreation & Parks soccer leagues



OPERATIONAL SUPPORT

COMMUNICATIONS & MEDIA

Strengthening community engagement is a key objective for the Communications Department. Communications supports each of the City's departments through real-time brand and community-focused marketing, including content creation, event management, collateral development, brand messaging and development of opportunities for interaction with the community. Our newsroom-style approach to communications provides a focus on proactive outreach.

BRANDING

Incorporation of the new City branding continued in 2017. To maintain consistency across the sub-brands (Police, Fire, City Springs, Recreation and Parks, etc.), Communications added the position of Visual Communications Manager, filling that position from within the organization. A new Multimedia Specialist who is strong in graphic design, photography,

videography and production, was added. Several highlights related to branding include:

- ▶ Stationary, business cards, and general collateral were updated to reflect the new branding
- ▶ New city vehicles are now wrapped with the new logo
- ▶ The e-newsletter received a new look, and e-newsletters were launched for Economic Development and Recreation and Parks
- ▶ Hospitality and Tourism rebranded to more closely align with the City and better support its core mission, becoming Visit Sandy Springs
- ▶ Both Police and Fire Departments updated their uniform patches
- ▶ The team created a logo for the City Springs *CityBar*.

COMMUNITY OUTREACH

Community engagement is a top priority for the Communications Department. In 2017, the team helped organize and participate in more than 30 public information meetings. These meetings covered a wide arrange of topics, including road improvements at Powers Ferry, Spalding at Trowbridge, and Grogans Ferry at Roswell Road and the Path 400 Trail Extension, as well as meetings related to the Development Code. Communications also hosted more than 30 neighborhood and stakeholder meetings to share information and better understand neighborhood concerns. Traffic calming, construction impacts, private development, parks and the Transform 285/400 Interchange were among topics of interest to the community.

- ▶ To facilitate ongoing dialogue related to road programs with significant impacts, the City added a Construction Ambassador, dedicated to providing a link between residents and City staff related to complicated construction projects.
- ▶ The Road Work Advisory page, launched in 2016, continues growth in readership with the page consistently among the top 20 pages viewed on the City's website. Residents are also able to read the page via the Sandy Springs Works mobile app.
- ▶ With the start of T-SPLOST implementation, Communications added a mapping feature to the website. Residents can now track projects funded by this Special Local Option Transportation Sales Tax. Associated road or lane closures are included on the Traffic Watch Map.
- ▶ Sandy Springs Alerts provides residents with another method of receiving information related to emergencies and road closures with these notifications sent directly to the resident via text or email. Opt-in registration via sandysspringsga.gov/alerts more than tripled in 2017; however, increasing the number of users will remain a priority for 2018.
- ▶ Use of the newly implemented online chat feature continues to grow. Chat provides residents with a web-based method to "talk" with one of the City's Call Center representatives anytime day or night, 365 days of the year.
- ▶ Working with Recreation and Parks, our team's expert photographers founded the Sandy Springs Photography Club. The club now has 85 members.
- ▶ Events that encourage the community to gather assist in creating a sense of place. The Communications team supported 13 community events with logistics, marketing and photography services.

ARTS INITIATIVES

The Sandy Springs Foundation reignited in 2017 with a focus on the arts. Communications provided design and copy assistance with developing collateral materials to be used in a fundraising campaign.

Working with ArtSandySprings, the framework was created this year to provide a base to launch an annual sculpture competition at City Springs. The contest will establish a yearly exhibit in the park at City Springs, culminating in new works of art placed around the city.

CITY SPRINGS

- ▶ As the excitement surrounding City Springs builds, Communications continues its role in disseminating information and internal planning prior to the summer 2018 opening date.
- ▶ Communications and the City Springs programming team are working together to overhaul the project's website, with a focus on the entertainment and options available once City Springs is open. Mapping out the navigation was completed in 2017, with copy creation beginning and a spring 2018 launch date in the works.
- ▶ Communications continued to facilitate ongoing Coffee with a Contractor meetings with the businesses surrounding City Springs, keeping them apprised of construction activities. Outreach continued with the surrounding neighborhoods, along with a stable online presence to keep all updated on key activities within the construction zone.
- ▶ The team created mural art matching the watercolor design of the core brand. The combination of painting and photography will be used as a basis for design within the physical structure of City Springs. The *CityBar* also received a dedicated logo through in-house design.
- ▶ In September, Communications worked with the Holder Construction team, treating more than 400 community members with a tour of the performance spaces, *CityBar*, office tower lobby and park. Mayor and Council members served as docents, sharing many exciting details of the project and what to expect when City Springs opens its doors in summer 2018.



ONLINE ENGAGEMENT

1,024,338 unique users of sandyspringsga.gov



MOBILE USERS

46% of website users access the site via a smartphone or tablet.



SOCIAL MEDIA

22% increase in Facebook likes, with a gain of 1,616 users



PHOTOGRAPHY SERVICES

Communications provided photography services for ribbon cuttings and events.

THE NEWSROOM

Technology provides a local government with an opportunity to reach its constituency beyond traditional media outlets. Utilizing the myriad of tools available, the Communications Department operates much like a newsroom, sharing news facts and telling the City's stories, positioning the City as a consistent and reliable source for information. The department pushes out content through news releases, e-newsletters, media relations, public information meetings and through social media outreach.

In addition to coverage of the day-to-day activities, Communications also participated in outreach related to emergency operations. The Emergency Operations Center was activated several times in 2017: January's winter storm, severe thunderstorms in April, and as Hurricane Irma made itself known in the metro area this fall. The Communications team, along with the Call Center team, focused on connecting the community with important information, as well as serving as a resource to take in reports from the community related to downed trees and power lines, flooding and other dangers. The team used the City's website, Sandy Springs Alerts, GIS mapping tools and social media to aid in the dissemination of information. Rather than issue press releases, traditional news outlets knew to follow the City's social media, pulling in notices and photos as part of their news gathering on closures, safety information and storm status within Sandy Springs.

MEDIA RELATIONS

- ▶ While Communications facilitates news coverage as brand journalists, also important is keeping solid relationships with the traditional journalists who cover our city. Communications fields an average of ten media requests each week. We work with reporters to ensure the information they are using is up-to-date and correct, and offer supporting detail and interviews to help them craft a complete story.

CITY WEBSITE

- ▶ SandySpringsGA.gov received an average of 25,000+ visitors per month.
- ▶ The number of visitors accessing the website using a mobile device continues to increase, with 41 percent using a smartphone (up from 37 percent in 2016) and five percent using a tablet. Desktop users dropped from 57 percent in 2016 to 54 percent.

HURRICANE IRMA

- ▶ During Hurricane Irma, there were 31,435 unique page views on the City's website, with almost 90 percent of that web traffic directly related to storm information.
- ▶ Approximately 60 percent of users accessed the website using a smartphone, demonstrating that during an emergency event, people rely on their hand-held devices.
- ▶ The Public Information Map highlighting recorded trees and wires down was used by 9,314 people.

CREATIVE WORKS

Words tell a story. Pictures are worth a thousand words. To help tell the City's story and to share important information, our team of wordsmiths and graphic designers use the power of words and imagery.

The central hub of public-facing content for the City is the sandyspringsga.gov website. The Communications team maintains the website, which contains almost 13,000 elements including pages, images, posts, maps and calendar listings.

The City's website is one of several web-based products managed by Communications. The department oversees content and imagery related to the CitySprings.com website; the City's Knowledgebase, a database which connects the Call Center with the real-time information needed to answer resident calls; and the Sandy Springs Works app, providing residents with an ability to submit service ticket requests from their smartphones.

Other methods of sharing information with residents are the City's Week in Review, monthly e-newsletter, multiple daily posts on social media, quarterly newsletter, fliers, mailers, posters, brochures, and the annual Year in Review.

Impactful visuals can relay a message where words provide only a supporting role. In addition to 162 graphic design projects completed by the department, Communications also produced a number of videos, including regular updates on the construction progress at City Springs.

ADOBE AWARD



Adobe, the world's leading creative design software company, recognized the CitySprings.com website, awarding it *Best Responsive Website* in its 2017 public sector awards. The site went up against heavyweights in the category such as the boston.gov website.

The City is particularly proud of the award, as the website was developed by our in-house creative team.

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 1–November 1, 2017, the Call Center received 72,331 calls, answering 95.3 percent of all calls within

25 seconds or less from the initial connection. The average call length was 2 minutes and 11 seconds.

Web chat was added in late 2016 and is steadily growing in use. The Call Center handled 842 web chat inquiries with an average handle time of 6.6 minutes. More than 90 percent of questions to the Call Center were resolved within that same call.



CALL VOLUME

7,000+ calls were received by the Call Center each month.



ANSWER SPEED

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



WEB CHAT

842 customers chose to interact with us via web-chat.



OPERATIONAL SUPPORT

INFORMATION SERVICES

Information Services consists of both Information Technology and Geographic Information Systems divisions. The IT Department not only provides support and maintenance, but also works with various departments to develop and implement new initiatives. The main goal of the Sandy Springs GIS team is to build, maintain, and grow the City's enterprise GIS environment through innovation and cost-effective GIS mapping, analysis, and solutions.

INFRASTRUCTURE IMPROVEMENTS

- ▶ Enhanced the City's email system by adding redundant, geographically dispersed email servers. The enhancements provide additional resiliency, so in the event of a connection loss, either at City Hall or ChatComm, email is able to flow uninterrupted.
- ▶ Upgraded and replaced aging networking equipment to improve connection speeds and reliability.

SOFTWARE MANAGEMENT

- ▶ Implemented a city-wide holistic asset management system, which allows for tracking of equipment throughout the city and across multiple departments.
- ▶ Implemented new Municipal Court software to streamline and modernize transactions and other court duties.
- ▶ Deployed a remote management application, allowing remote configuration and control of city computers anywhere there is Internet access.
- ▶ Vetted and assisted in the deployment of a bodycam system for the Police Department.
- ▶ Upgraded the Police Department's software for optimized records management.
- ▶ Began deployment of a modernized dashcam solution with cloud storage for ease of management and data protection.

GIS ENHANCEMENTS

- ▶ Deployment of GIS technology in the Emergency Operations Center (EOC) to improve real-time situational awareness during weather events, mapping items including road temperatures and fallen trees.
 - Worked closely with Atlanta Fulton County Emergency Management Agency during Hurricane Irma.
 - Configured a mobile app to aid in identifying problem areas and improve response time for debris cleanup on primary and secondary roadways.
 - Awarded *Exemplary Systems in Government* by URISA.
- ▶ Launched new mapping for Community Development, which is mobile-friendly.
- ▶ Created a hydrant-tracking system for the Fire Department to aid in evaluation of in-service and non-working hydrants.
- ▶ Initiated a data-sharing agreement with Waze, providing real-time traffic and road closure information to the public.
- ▶ Developed overview maps showing all City parks and associated amenities.

SECURITY AUGMENTATION

- ▶ Applied a robust security profile, including drive encryption to all workstations to increase protection from malware, ransomware, and viruses.
- ▶ Implemented a cloud-based spam filter to scan all emails and attachments to prevent malware from ever reaching the City's in-house environment.
- ▶ Increased environment security regarding user, computer and network access, ensuring that city workstations, laptops and servers have the highest possible security posture.



SUPPORT

5,500+ support requests processed.



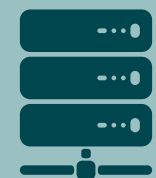
APPLICATIONS

45 applications supported and maintained.



HARDWARE

100 servers and more than 550 computers maintained.



INFRASTRUCTURE

16 sites throughout Sandy Springs maintained on the City's network.





OPERATIONAL SUPPORT

FACILITY MANAGEMENT

The Facilities Department 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, 142 HVAC units, and pest control services throughout 15 facilities, and electrical, plumbing and more than 53,000 pieces of inbound and outbound parcels through the mail room.

CITY SPRINGS

- ▶ Facilities staff managed the hiring of Lanier, the parking company which will assist in the procurement, installation and operation of the \$1.3M parking equipment at City Springs.
- ▶ The team has management oversight related to the Mechanical, Electrical & Plumbing, Audio Video system design and installation, Security System design and installation, Parking Equipment Design and installation, Interior and Exterior Signage and Wayfinding, Furniture, Fixture and Equipment selection, and procurement and oversight of commissioning of the building.

PROJECT MANAGEMENT

- ▶ Managed the City demolition projects, which included demolition of properties at 380, 400, 418 and 550 Hammond Drive, 337 Hilderbrand Road, 6201, and 6219 Roswell Road and 260 Mt. Vernon Hwy.
- ▶ Renovation of 140 Hilderbrand to provide office space for the City Springs Performing Arts management team.

CITY HALL

- ▶ Coordinated two major office reconfigurations to allow 11 more workstations in the Public Works and Finance Departments.
- ▶ Coordinated upgrades to the the Trowbridge warehouse security system and added 50 percent more vertical pallet shelving for added storage needs of the City.
- ▶ Coordinated upgrades to the audio/video systems in four conference rooms.

CITY OF SANDY SPRINGS, GEORGIA

SANDYSPRINGSGA.GOV