



POPULAR ANNUAL FINANCIAL REPORT
FOR YEAR ENDED JUNE 30, 2019



TABLE OF CONTENTS

OUR CITY.....	4	TAKING THE LEAD	55
MANAGING YOUR TAX DOLLARS.....	9	STAYING ACTIVE.....	61
KEEPING OUR CITY SAFE.....	17	COMMUNITY GATHERINGS	67
ENGAGING OUR COMMUNITY.....	28	CELEBRATING THE ARTS.....	75
BIG CITY, SMALL TOWN VIBE.....	38	CARING FOR THE ENVIRONMENT.....	81
FOCUSED ON CUSTOMER SERVICE.....	45	HONORING MAYOR EVA GALAMBOS	87

YEAR IN REVIEW

A RETROSPECTIVE LOOK AT THE ACHIEVEMENTS OF THE CITY OF SANDY SPRINGS IN 2019



One of my favorite quotes is from Peter Drucker, management consultant, educator, and author, who said, "The only thing we know about the future is that it will be different." And what a different year this has been for the City of Sandy Springs as change and transition were the key themes for 2019.

In August, John McDonough, the City's only City Manager since incorporation, resigned to take a new position in Greenville, South Carolina. I was asked to serve as the Interim City Manager while the City Council conducted a national search for a new City

Manager. Having retired recently following 25 years as City Manager for Decatur, Ga., it was an unexpected, but pleasant return to duty. The five-plus months I served were exciting, challenging, and full of learning and mentoring opportunities. Working with an outstanding group of elected officials and a proactive and customer service oriented staff provided me with a great experience.

A major shift in city operations began with the July transition from the Public-Private Partnership (PPP) model of City operations to a more traditional public sector staffing approach. During the re-compete process for General City Services contracts, proposed private sector bids were much higher than expected, influenced by the robust economy and tight labor market. An analysis of bringing those services in-house showed an estimated savings of \$14M over five years when compared to proposed fees from the private sector. In making the conversion, the City retained more than 84 percent of the prior contractor staff, helping to ensure smooth continuity of operations. The City still maintains a commitment to the PPP model, and services, including Call Center, Legal, Solicitor, and Field Services are staffed with private contractors.

In August, the Performing Arts Center at City Springs marked its first anniversary. Over the

past year, the Arts Center sold more than 83,000 tickets totaling \$3.5M. Use of the Sandy Springs Conference Center continues to grow steadily with more than 220 meetings and events taking place in its first year. A collaboration between the Food and Beverage and Communications teams resulted in the creation of Flying Pig Popcorn, branded as a nod to the City's history of incorporation. It has quickly become a popular concession item sold during events.

Designed as a community gathering spot, City Springs has become the place where on any given day, you can find residents attending meetings and events, catching up with friends over coffee or a meal, or simply relaxing with a good book near the fountains. This summer saw the launch of City Green Live, a free summer concert series on the City Green, with an estimated 24,000 people attending the free, 11-concert series, featuring music from Southern Folk to Soul, Country to Jazz, Beach to Rock & Roll.

Visual arts are also an essential component in the City's commitment to cultural enhancement, and this year a sculpture garden was planted around the City Green through the ArtSS in the Open program. The inaugural competition drew artists from across the country, and the City will purchase at least one piece from each annual exhibit for

permanent placement, with the first selection to occur early 2020, and a new 'garden' in place in the spring. Inside the building, the City's first gallery installation was unveiled in December, with plans to rotate exhibits quarterly.

Where City Springs provides a point of connectivity for the community, the staff made great strides in putting plans in place to provide physical connections throughout Sandy Springs. The City Council adopted a Trails Master Plan, identifying 31.4 miles of potential trails, side paths, and neighborhood greenways, providing interconnectivity to schools, parks, green spaces and to neighboring jurisdictions. The Plan was developed in partnership with the PATH Foundation, Kaizen Collaborative, and the Sandy Springs Conservancy. The City Council also adopted a Recreation and Parks Master Plan to help plan future capital and programming priorities, providing guidance to balance the growth of the City with protections and enhancements of the City's parklands, including the expansion of our park system. Recreation and Parks completed the first phase of a Tree Assessment and Management Plan for the City's parks and planted more than 220 trees, with 73 of those in partnership with Trees Atlanta as part of the NeighborWoods program. In recognition of the City's efforts towards sustainability, the Atlanta Regional Commission upgraded Sandy Springs from a Bronze to a Silver certification this year.

Public Works contributed to our sustainability efforts with the installation of the Overlook Park Rain Garden. The facility serves as a bio-retention area, taking in stormwater runoff from Morgan Falls Road, where native aquatic vegetation and specially designed soils clean and treat rainwater.

Roadway travel and transportation also made progress. Public Works completed its Intelligent Transportation System Master Plan, which provides a roadmap for the City's future traffic technology improvements. Pedestrian options were added including

a sidewalk along Dudley Lane that was completed in conjunction with the City of Atlanta, and streetscape construction is underway along Sandy Springs Circle. Under the T-SPLIST program, three projects were completed; four are currently under construction, three projects start construction in 2020; and 15 projects are in design.

Enhancing public safety remains a top priority. Beginning June 2019, the City's True Verification Alarm Ordinance took effect, requiring alarm companies to verify that alarm activation was an actual emergency through audio, video, or in-person means before calling 9-1-1. The goal of the ordinance is to allow law enforcement officers to remain on patrol and available to provide more community services and to reduce the call volume into the ChatComm 9-1-1 center from false alarms as 99 percent of all calls from monitoring alarm companies are false alarms. Since the implementation date, call volume into ChatComm has reduced by more than 80 percent, and there are no reports of break-ins where an alarm was activated and police did not respond.

The City Council also approved adding almost 100 new license plate reader cameras around entrances and main thoroughfares throughout the City. The cameras scan license plates and alert the Police Department if vehicles are flagged as stolen or of interest in a criminal investigation. The cameras have already proven to be a successful tool, enabling the Police Department to arrest wanted criminals as they enter Sandy Springs.

The Fire Department implemented several initiatives designed to improve response time surrounding medical emergencies. Five new Fire Apparatus were placed in service this year. The City added ambulance units as part of its private ambulance contract to improve emergency medical transport capabilities during peak call times. The Department's Fire Corps volunteer program expanded with members earning Emergency Medical Responder certification and several obtaining

EMT certification, now assisting with non-emergency medical calls. Community participation is a critical component in safety efforts, and this year, the Fire Department trained more than 800 citizens in CPR and AED use.

These efforts on mobility, sustainable growth, development, public safety, and cultural enrichment tie directly to the City's focus on the quality of life for the City's residents. WalletHub ranked Sandy Springs No. 2 on its Most Diverse Midsize City in America list. Niche ranked Sandy Springs No. 23 as a Best City to Live in the U.S., No. 22 for Young Professionals, and No. 19 for Retirees. Intentional planning and a focus on key priorities, along with a dedicated staff, has proven to be a successful formula. A thriving city is also one that is fiscally responsible. This document includes a summary of the City's finances, providing the community with open and transparent insight into the use of taxpayer dollars in support of the betterment of the community.

Under the leadership of Mayor Paul and the City Council, the staff has accomplished much in support of the community's priorities while embracing transitions and new challenges. Richard Branson, CEO of the Virgin Group, wrote that "Every success story is a tale of constant adaptation, revision and change. A company that stands still will soon be forgotten." I have certainly seen that the City of Sandy Springs is a success story and is definitely a city that will not soon be forgotten. I have been inspired by my time here and know that as 2020 begins, the City is in good hands as it welcomes Andrea Surratt as its new City Manager.

A handwritten signature in black ink that reads "Peggy Merriss".

Peggy Merriss
Interim City Manager

OUR CITY

The policymaking and legislative authority of the government is vested in the Mayor and six Council members, who are elected for four-year terms. Council members are elected by district, and the Mayor is elected at-large by popular vote. The Mayor and Council members serve until their successors are qualified and certified. Terms of office begin after certification of the election and swearing into office. Elections are held every four years.

The City operates under a council/manager form of government, where the Council is the legislative authority, and the Mayor possesses all of the executive powers granted to the government under the constitution and laws of the State of Georgia and the City of Sandy Springs charter. The City Manager maintains all of the administrative powers granted to the government under the constitution and laws of the State of Georgia and the City's charter.

Upon incorporation in 2005, the City deployed a non-traditional approach to government services, operating as one of the most extensive Public-Private Partnerships in the country. The City provides a full range of services, including police and fire protection, the construction and maintenance of highways, streets, and other infrastructure, and recreational and cultural activities. Under

the Public-Private model, all services outside of public safety and the City Manager's executive staff were outsourced. Beginning in July 2019, City leadership voted to change the model, bringing the staff that provides those services in-house except for Call Center, Legal, Solicitor, and Field Services positions. Sanitation services are provided through contracts with private carriers. Water and sewer services are delivered to residential and commercial properties by the City of Atlanta and Fulton County. The City created a legally separate entity, the City of Sandy Springs Public Facilities Authority (the "Authority"), to assist with the leasing and multi-year contracting of capital facilities. The Sandy Springs Hospitality Board is a component unit of the City and functions as the tourism and marketing arm of the government. In addition, the City has a joint venture with the City of Johns Creek for Emergency 911 services through the Chattahoochee River E911 Authority (Chat-Comm) and with the North Fulton Cities of Alpharetta, Milton, and Roswell for a unified radio system through the North Fulton Regional Radio System Authority (NFRRSA).

BUSINESS CLIMATE

More than 5,500 businesses currently call Sandy Springs home. From world-renowned corporations such as UPS, First Data,

Intercontinental Exchange (parent of the New York Stock Exchange), and Mercedes-Benz USA; to small, family-owned retailers and restaurants, the business community realizes a strong return on its investment dollars.

The City's commercial properties comprise more than 46 percent of the total tax digest by property value, which ensures a strong economic foundation for the government. Sandy Springs is located at the crossroads of the most traveled east-west and north-south interstate connections with prime access to Interstate 285 and Georgia Highway 400, with Interstate 75 located just west of the City's border. Four stations on the MARTA rail transit system also serve Sandy Springs, creating attractive transportation connectivity for business.

More than 40 percent of the available hospital beds in the metropolitan Atlanta area are located in Sandy Springs. The City is home to nationally-recognized Children's Healthcare of Atlanta, Northside Hospital and Emory Saint Joseph's Hospital. In addition to the hospitals, the city's largest employers are headquarters and regional offices of companies representing a variety of industries. Among those companies are Amtrak, VMware, Graphic Packaging, Cox Enterprises, and Newell Brands.



INCORPORATED

2005

SIZE

38 square miles

POPULATION

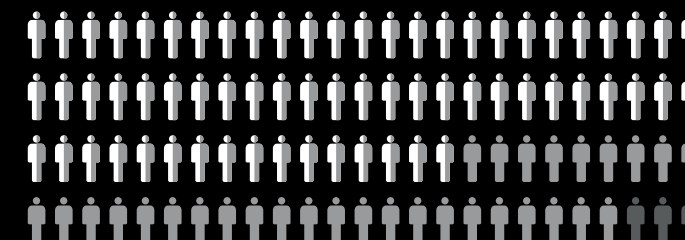
108,798

Daytime population increases by 100,000+ people

MEDIAN AGE

37

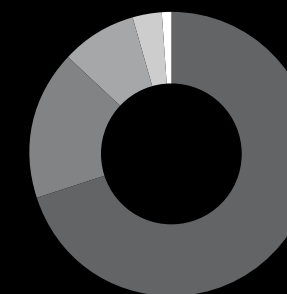
EDUCATION



97% High School Graduate

66% Bachelor's Degree or Higher

DIVERSITY



69.9% Caucasian
17.1% African American
8.5% Asian
3.2% Multiracial
1.1% Other Race

11.9% of the population are of Latin American decent.

INCOME

\$75,064

Median Household Income
in 2018 inflation-adjusted dollars

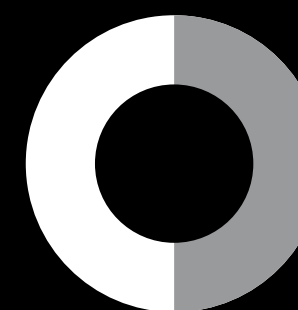
\$60,616

Per Capita Income
in 2018 inflation-adjusted dollars

Poverty Ratio



HOUSING



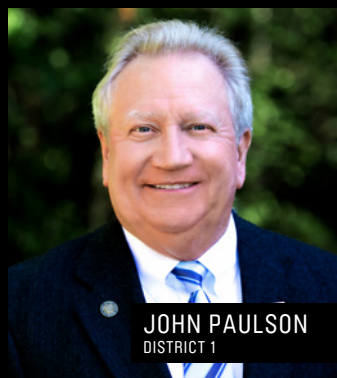
50%
Owner Occupied

50%
Renter Occupied

SANDY SPRINGS CITY LEADERSHIP



RUSTY PAUL
MAYOR



JOHN PAULSON
DISTRICT 1



STEVE SOTERIS
DISTRICT 2



CHRIS BURNETT
DISTRICT 3



JODY REICHEL
DISTRICT 4



TIBBY DEJULIO
DISTRICT 5



ANDY BAUMAN
DISTRICT 6



PEGGY MERRISS
INTERIM CITY MANAGER

AWARDS & RECOGNITIONS

WALLETHUB.COM

No. 2 Most Diverse Midsize City in America

NICHE

No. 23 Best City to Live in the U.S.

No. 22 Best City for Young Professionals

No. 19 Best City for Retirees

VALUEPENGUIN.COM

No. 5 Best City for Young Families

LIVABILITY.COM

No. 4 Top Best City for Recent College Grads

INTERNATIONAL FESTIVALS & EVENTS ASSOCIATION

Bronze, Best Parade - Lantern Parade

KIDS OUT AND ABOUT

No. 2 Best Park

24/7 WALL ST

No. 17 Safest Midsize-Large City in the Country



MANAGING YOUR TAX DOLLARS

Our commitment to responsible fiscal policies has resulted in the City's ongoing financial stability.

The City operates under a July-June fiscal calendar with financial reports reflecting that period. This 2019 fiscal year report accounts for activity from July 1, 2018, through June 30, 2019. During this period, revenues increased, expenses decreased, and the City's General Fund's balance grew.

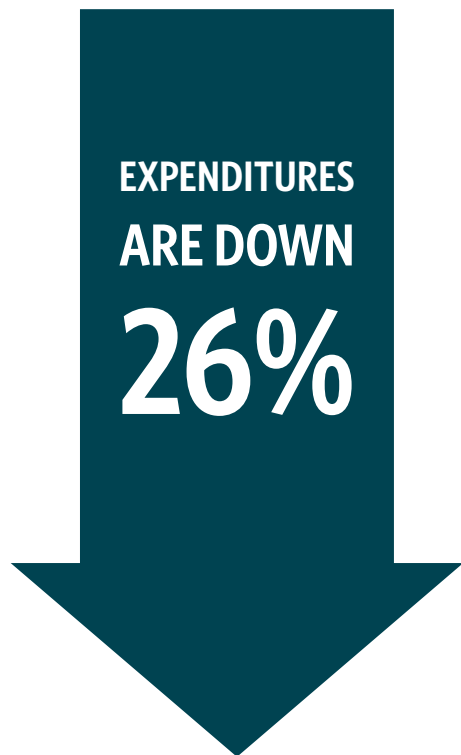
This Popular Annual Financial Report was created as an easy to understand snapshot of the City's financial affairs. The City's Comprehensive Annual Financial Report offers a full accounting and is available online by visiting: spr.gs/cafr

REVENUE AND EXPENDITURES

Revenue is the money that the City receives from taxes and other fees, and expenditures refer to how we spend that money.

In the City's 2019 fiscal year, expenditures decreased significantly due to the completion the City Springs development project. Expenditures are down 26 percent versus the 2018 fiscal year.

Revenue increased by 0.79 percent this fiscal year.

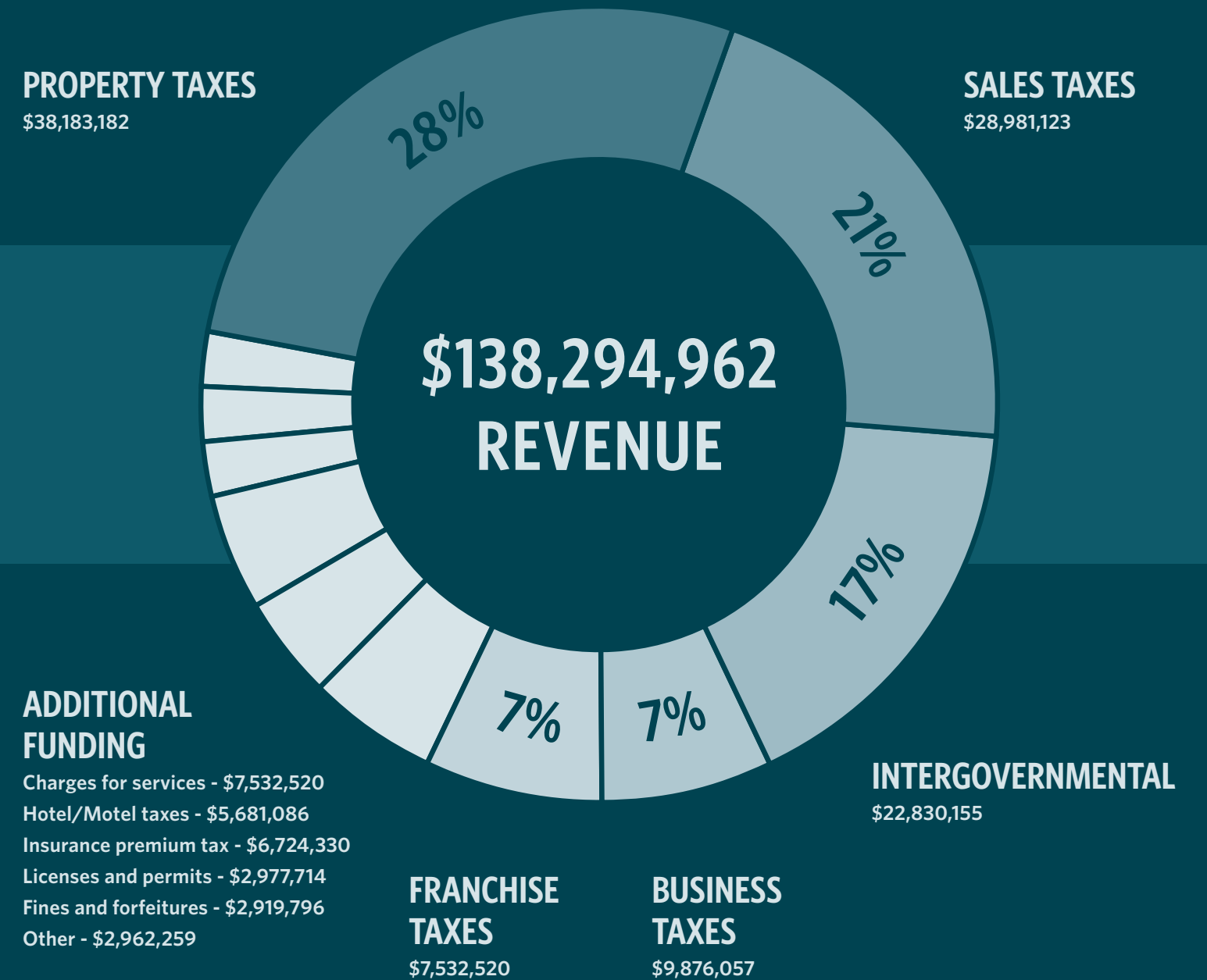


Revenues	2019	2018
Property taxes	\$38,183,182	\$35,019,831
Sales taxes	\$28,981,123	\$27,474,424
Hotel/Motel taxes	\$5,681,086	\$5,531,780
Auto excise taxes	\$101,595	\$110,781
Franchise taxes	\$9,626,740	\$9,224,562
Business taxes	\$9,876,057	\$10,183,349
Insurance premium tax	\$6,724,330	\$6,235,501
Licenses and permits	\$2,977,714	\$4,984,317
Intergovernmental	\$22,830,155	\$22,775,443
Charges for services	\$7,532,520	\$11,016,993
Fines and forfeitures	\$2,919,796	\$2,879,306
Interest earned	\$1,936,622	\$912,960
Miscellaneous	\$924,042	\$866,200
Total revenues	\$138,294,962	\$137,215,447

Expenditures	2019	2018
Current		
General government	\$18,336,795	\$21,743,685
Judicial	\$1,492,453	\$1,619,227
Public safety	\$42,329,360	\$36,932,141
Public works	\$31,428,914	\$30,090,874
Culture and recreation	\$16,105,238	\$65,731,006
Housing and development	\$6,206,702	\$5,713,276
Debt service		
Principal	\$4,632,679	\$3,581,612
Interest	\$7,379,407	\$7,335,973
Cost of issuance	\$81,915	\$0
Total expenditures	\$127,993,463	\$172,747,794
Proceeds from sale of capital assets	\$1,418,406	\$5,859,052
Proceeds from long-term liabilities	\$2,872,000	\$0
Issuance of notes payable/capital lease	\$4,287,603	\$0
Net change in fund balances	\$18,879,508	(\$29,673,295)
Fund balances, beginning of year	\$108,698,968	\$138,372,263
Fund balances, end of year	\$127,578,476	\$108,698,968

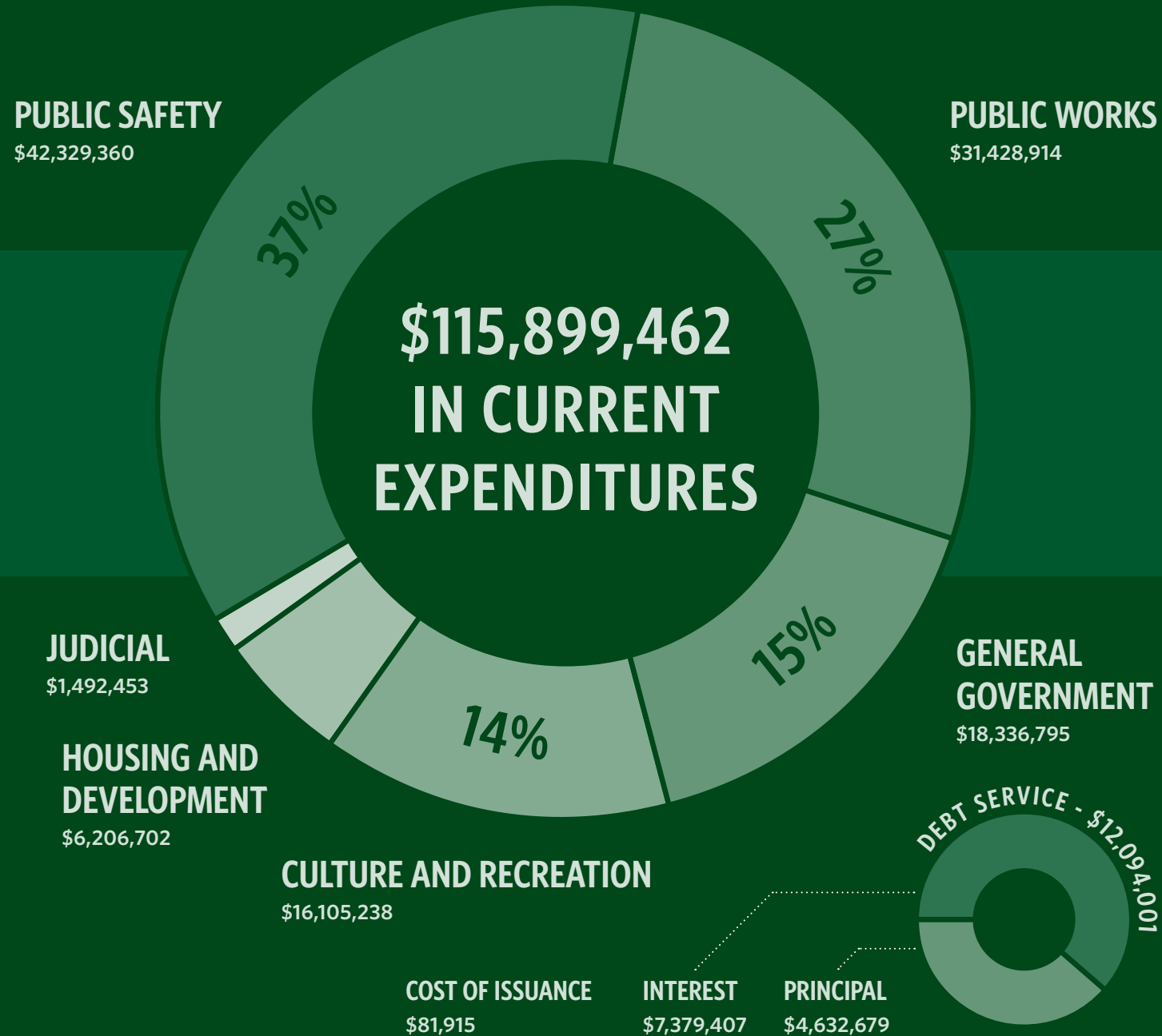
WHERE DID THE MONEY COME FROM?

The chart below represents for the total amount of money received into all of the City's funds during its 2019 fiscal year and breaks down the income sources. The majority of the money the City received was from property taxes and the City's portion of the 7.75 percent sales tax collected on purchases in Sandy Springs.



HOW WAS THE MONEY SPENT?

The large chart below represents the total amount of money spent from all of the City's funds during its 2019 fiscal year and breaks down how the money was allocated. The small chart represents the amount of money the City paid against its bond debt. Of the total amount the City spent, only 6 percent of it was spent on debt interest.



NET POSITION

Net Position is the difference between what the City owns and what the City owes. Positive net position balances indicate a measure of financial stability. The City's net position increased from \$390 million in FY2018 to \$424 million in FY2019.

The City's financial activities also include Component Units which are legally separate organizations for which the City is financially accountable. Financial information for these component units is reported separately.

Assets	2019	2018	Variance	Percent
Current assets	\$147,142,315	\$135,253,905	\$11,888,410	8.79%
Capital assets, net of accumulated depreciation	\$476,814,762	\$460,638,092	\$16,176,670	3.51%
Total assets	\$623,957,077	\$595,891,997	\$28,065,080	4.71%
Liabilities				
Current liabilities	\$25,128,856	\$31,753,230	(\$6,624,374)	(20.86%)
Long-term liabilities	\$174,660,216	\$173,405,202	\$1,255,014	0.72%
Total liabilities	\$199,789,072	\$205,158,432	(\$5,369,360)	(2.62%)
Deferred service concession arrangement receipts	\$360,000	\$480,000	(\$120,000)	(25.00%)
Net Position				
Net investment in capital assets	\$297,446,240	\$276,338,164	\$21,108,076	7.64%
Restricted	44,985,095	\$27,561,495	17,423,600	63.22%
Unrestricted	81,376,670	\$86,353,906	(4,977,236)	(5.76%)
Total net position	\$423,808,005	\$390,253,565	\$33,554,440	8.60%

LONG TERM DEBT

In 2018, the City transitioned from "renter" to "owner" when it moved into its new City Hall. The 30-year bonds issued to fund City Hall are comparable in layman terms to a 30-year mortgage. The City's bond debt will continue to decrease as the City pays down the principal. This year, the City leased new Fire Department vehicles which added to our debt balance.

Long-Term Debt	2019	2018
Bonds payable	\$168,635,288	\$172,229,890
Capital lease payable	\$4,140,387	\$1,678,431
Notes payable	\$5,072,124	\$2,397,156
	\$177,847,799	\$176,305,477

AA+
Standard & Poors

AAA
Moody's Investor Services

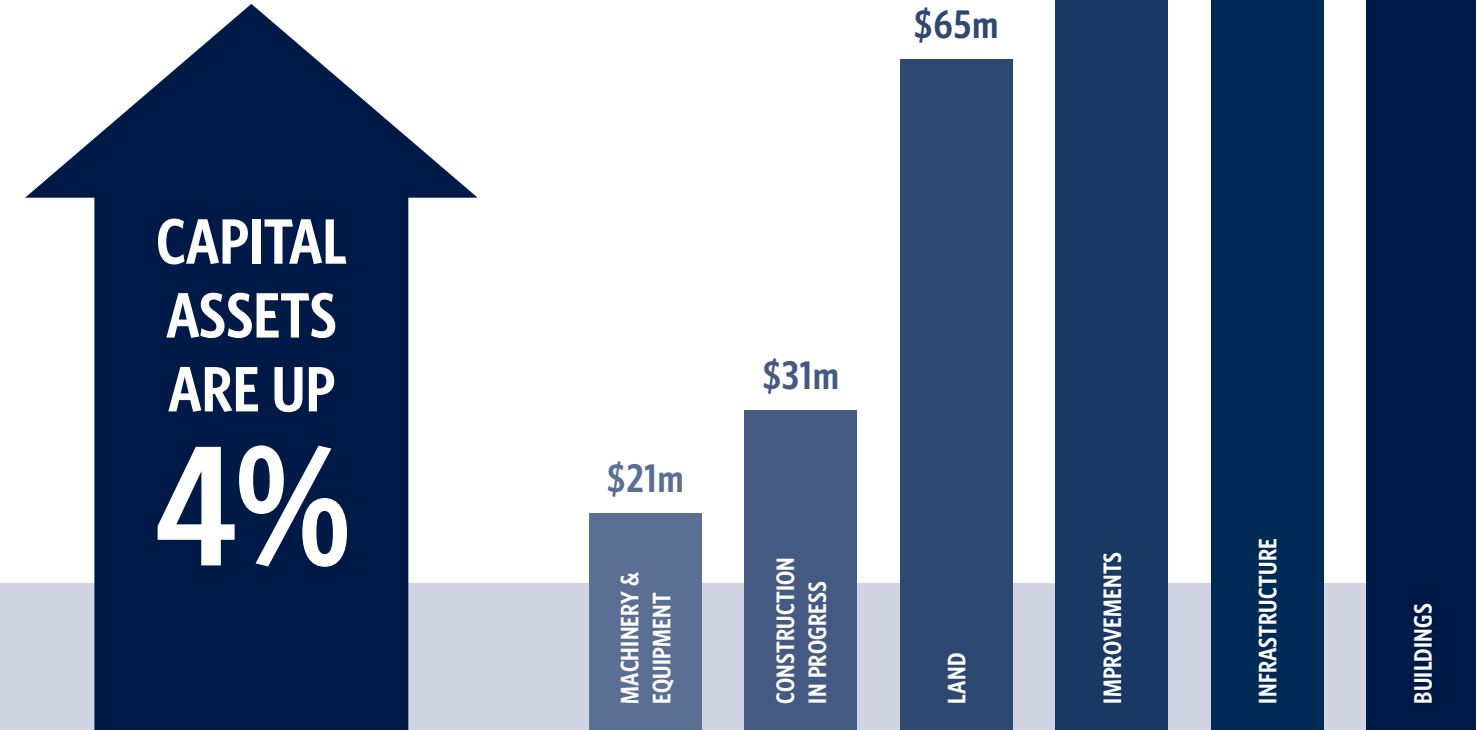


CAPITAL ASSETS

Capital assets are items the City owns that hold value. The total amount of assets increased 4 percent in the 2019 fiscal year as the City continued to invest in projects throughout the community.

As work on construction projects is completed, funds in the Construction in Progress category is reclassified as Land, Buildings, Improvements and Infrastructure assets.

Capital Assets	2019	2018
Land	\$64,963,848	\$64,963,848
Construction in Progress	\$30,736,116	\$36,989,537
Buildings	\$141,894,007	\$139,347,278
Improvements	\$82,256,995	\$83,457,467
Machinery & equipment	\$20,822,334	\$17,582,054
Infrastructure	\$136,141,462	\$118,297,908
Total	\$476,814,762	\$460,638,092



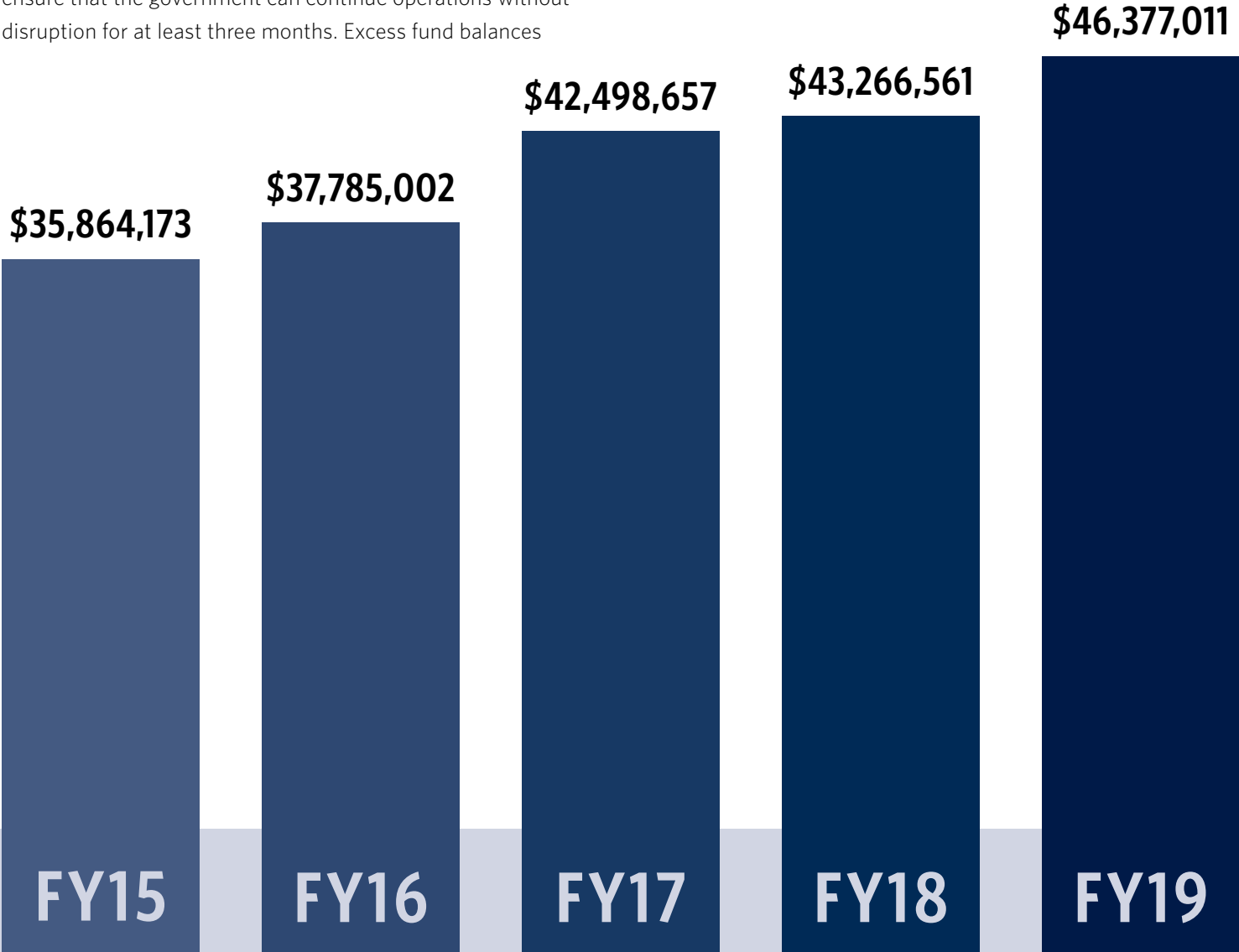
GENERAL FUND BALANCE

The General Fund's balance could be considered the City's "rainy day fund." It is a good practice to have some extra money tucked away in a savings account available to use for unexpected expenses.

The City's policy is to maintain a minimum General Fund balance reserve of \$20,500,000 or 25 percent of operating expenditures, whichever is greater. This is enough money to ensure that the government can continue operations without disruption for at least three months. Excess fund balances

over that requirement are used in subsequent years for pay-as-you-go capital projects and one-time, non-recurring expenditures.

The yearly increase in the General Fund balance is due to a combination of the City being under-budget in its expenses and over-budget in its revenues, an indicator of sound fiscal policy.





KEEPING OUR CITY SAFE

Sandy Springs is the sixth-largest city in Georgia. Despite the big city numbers, there is still a small-town feel. This sentiment is certainly shared by our residents and business owners, reflected in their positive relationships with our public safety personnel. Exceptional response times by our police officers, firefighters, and emergency medical technicians make Sandy Springs a safe place to live and work.

The City was recently named among the safest midsize-large cities in the country, by 24/7 Wall St., a financial news website. Sandy Springs ranked No. 17 nationally. The study compared Sandy Springs' violent crime rate to Atlanta and discovered that we have less than 1/6 of Atlanta's violent crime—far less than the national average.

This year, the Sandy Springs Fire Department added more ambulances to maintain quick response times. The SSFD also created the City's first Health and Safety Officer, a full-time position designed to keep those men and women who protect the community healthy.



Alexis Sokol visits Station 52 to personally thank the responders to her call. The emergency responders included SSFD personnel: Lt. Mike Nation, FAE William Wilbanks (not pictured), Paramedic/FF Robert Coneys, AMR personnel EMT Hollie Ingram and Paramedic Jacqueline Forman-Meisner.

DEDICATED TO SAVING LIVES

The Sandy Springs Fire Department upgraded all of its fire apparatus from basic life support to advanced life support, holding department-wide medical recertification to ensure the entire staff is up to date with their training. They added seven new EMTs and five new paramedics—all full-time personnel. This commitment to public safety has proven to be undeniably lifesaving; just ask 27-year-old Alexis Sokol.

One morning in early October, Alexis got up for work and dressed, but felt extremely light-headed, was experiencing shortness of breath, and her heart was racing. She passed out on her way to pick up her mail. When Sokol came to, she made her way back to her apartment, and again passed out. Realizing that she could not stand upright, Alexis laid down and called 9-1-1.

Upon arrival, the rescue team found Sokol's lungs were clear, but based on her other symptoms; the EMTs suspected pulmonary emboli—blood clots in the lungs.

Alexis was rushed to Northside Hospital, which confirmed the diagnosis—bilateral pulmonary emboli, fatal in more than 90 percent of cases. The doctor told Sokol that had she arrived 10 minutes later, she likely wouldn't have survived.

Typically, first responders don't hear about the outcome of a medical call. However, full of gratitude and very emotional, Sokol visited Station 52 in November to personally thank those dedicated responders who saved her life. The tearful reunion was heartfelt and meaningful for the team.

PROTECTING THOSE THAT PROTECT US

Captain Janflone is the Sandy Springs Fire Department's first Health and Safety Officer. He brings 31 years of firefighting experience to his new role. Tasked with combating the occupational hazard of high cancer rates among firefighters, Captain Janflone is guided by the principles of protection and prevention. Under his direction, the department is enacting the latest best practices, such as having firefighters continue to wear their protective equipment even after a fire is extinguished as carcinogens may still present in the air.

There are also new standards for decontamination of the protective gear - cleaning, storage, and equipment redundancy to limit firefighters exposure to potential residual contaminants.

MODERNIZING NEW RECRUIT SCHOOL

On-the-job training took on new meaning this year when the Sandy Springs Fire Department took a hands-on approach to train recruits. The new program offers recruits immediate insight and first-hand experience of what it is like to be a firefighter, providing additional detail as they decide on a career in fire service.

The traditional model calls for a 40-hour per week classroom-based learning experience. SSFD experimented with a total immersion approach, accepting two to three recruits at a time, and pairing each with training instructors qualified to teach the state curriculum. The recruits are assigned to 24-hour shifts for ten weeks, performing training and coursework during the day and running calls with instructors at night.

This year, the department ran two sessions and graduated five recruits.



Recruits at the Fire Department's graduation ceremony.

FIRE PREVENTION IN APARTMENT COMMUNITIES

To increase fire safety in older multifamily rental dwellings, many which were built 20-30 years ago and without fire sprinkler systems or alarm systems, the City adopted an ordinance in 2016 requiring units to include automatic stovetop fire suppression, fire extinguishers. The ordinance also required that exposed and untreated lumber be treated with intumescent paint - a fire retardant. Pre-existing apartment complex owners were given seven years to meet that requirement. To date, seven complexes in are in compliance with the intumescent

paint requirement, three are in progress, and another 10 scheduled to complete work next year.

MORE AMBULANCES, FASTER RESPONSE

This year the Sandy Springs Fire Department added two ambulances per shift. There are now six ambulances ready to respond to the public on the day shift and four on the night shift. This increase has shortened the response time for emergency calls by two minutes. Behind the scenes, our IT department installed computers in the vehicles and integrated them into our dispatch system.



A CAREER LIFE SAVING CALL

Last year, the Technical Rescue Team was formed, consolidating the specially-trained personnel and their equipment to Station 53. The goal is to make training more efficient and to decrease response time when emergencies like swift water rescue, high angle rescue, or a building collapse occurs.

An example of the success of that change surrounds a January 2019 incident. The 9-1-1 Center received a call around 5:30 in the evening. A resident reported cries from a man who fell in the Chattahoochee River and was now entangled in shrubs and submerged up to his neck in the water. It was getting dark, and temperatures were dropping. When the Technical Rescue Team arrived, Lt. Anderson and Fire Apparatus Engineer Griffith, were already suited up in their gear. They quickly located the man on the Cobb County side of the river, inflated a non-motorized raft, and swam the raft across the swift-flowing water. The man was barely keeping his head above

water, but the rescue crew reached him just in time. He was severely hypothermic and barely conscious. The team carried the patient to shore, where he was stabilized with blankets and towels in a nearby home until the ambulance arrived and transported him to the hospital.

Reflecting on the call, Fire Apparatus Engineer Griffith said that in his 35-year career, this was the closest he has come to resuscitating someone who was just minutes from death - the rescue truly saved a life that day.

In December, the team of Firefighter Carriker, Captain Reeve, Lt. Anderson, and Fire Apparatus Engineer Griffith received a Life-Saving Award for the rescue they made.

ACCURACY IN ADDRESSES

When responding to an emergency, seconds can make the difference between life and death. The last thing emergency personnel want to face is not being able to identify the location of an emergency. The Sandy Springs

Fire Marshal's office is proactively working with the City's Geographic Information System team to update maps in accordance with City and County ordinances, especially to document the recent increase of new apartment home communities and neighborhoods.

PRIORITIZING BUILDING FIRE INSPECTIONS

The Sandy Springs Fire Department's Fire Marshal's office has instituted a new, more efficient building inspection program based on categorizing buildings by how prone they are to fire.

Low-risk buildings require inspections every three years. Medium-risk buildings, like mid-rise office buildings and big-box retailers, are inspected every two years. High-risk buildings, like schools and buildings critical to the City's infrastructure, will require annual inspections.

UPDATING OUR FLEET

Sandy Springs Fire Department updated its fleet from two fire engines and four fire trucks to five fire engines and three fire trucks this year. What's the difference between vehicles? Fire trucks are the ones with ladders on top! The new fleet was designed to increase the availability of equipment and the teams assigned to them. The Department now can hold vehicles in reserve to have the ability to respond to multiple fires if needed. SSFD plans to complete the fleet update in FY2021.



The City's IT Department installed new mobile communications terminals in all SSFD vehicles. The terminals are running the latest dispatch software with an improved graphical user interface.

SANDY SPRINGS FIRE DEPARTMENT CALLS FOR SERVICE

More than half of the calls for service this year were Good Intent Calls or False Alarms. Often calls for service are cancelled en route as assistance is no longer required. Of the 6,967 incidents handled by the Department, 4,494 required Rescue or Emergency Medical Service. The 1,742 Service Call incidents included rescuing animals, assisting the Police Department and responding to hazards such as fallen trees or defective elevators. 210 of the 495 Hazardous Condition (No Fire) incidents were due to gas leaks or power lines going down. Fire incidents accounted for 208 of the calls for service with building fires and passenger vehicle fires being the most common type.



INCIDENT TYPE



Pictured from left to right: Officer Creamer, Officer Hudson and Officer Miller.

ABOVE AND BEYOND

It was Officer Miller's second day on his new job with the Sandy Springs Police Department when he and Officer Hudson responded to a call about a fire at the Sandalwood Apartments. When they arrived, the officers observed a father and son trapped in the building on the third floor. Officer Creamer was right behind them and together the three officers encouraged the father to drop his child into the officers' arms. Officer Hudson caught the 7-year-old boy and whisked him away from the fire.

The father then jumped, and Officers Miller and Creamer helped break his fall.

Officer Miller was amazed at the community's response; neighbors immediately gathered toys to give to the children whose homes were affected, and a nearby ice cream truck vendor stopped to give away free ice cream. Officers Miller, Hudson and Creamer were later honored by the 300 Club for their service.

DATA-DRIVEN POLICING SOLVES STREET CRIME

Using data-driven policing, the undercover Street Crimes Unit was able to solve a series of robberies at gas stations. With these robberies, the perpetrator would wait at the targeted gas station looking for opportunities to steal belongings from vehicles while the owner is distracted, or even take the vehicle itself.

One evening, a call came in from a victim whose car was stolen from a gas station on Roswell Road. An off-duty State Trooper saw the vehicle and gave chase but discontinued out of concern for the public's safety.

When Sandy Springs officers reached the victim, she contacted Sirius XM through an app on her phone, which enabled the SSPD officers to track the car. The car was later recovered, undamaged.

Using data from this and previous thefts,

SSPD's Intel Unit developed a predictive model to calculate the probability of when and where future thefts might occur, and undercover officers were deployed.

Sure enough, one evening, an undercover officer witnessed an individual acting suspiciously near a gas station, arrested him, and charged him with loitering and prowling. A search warrant was obtained for his phone, and the investigator discovered historic GPS route data that matched the route provided by Sirius XM, connecting him to the previous crime.

SPEEDING UP RECRUITMENT

To speed up the process to recruit new officers, 11 members of staff are now trained to conduct background checks for both in-state and out-of-state applicants, reducing the recruitment process from two to three months' time frame to now only six weeks.

APPREHENDED BY SSPD

A serial office burglar was brought to justice by SSPD's Crime Investigation Division. Rickey Turner was identified as the serial office burglar responsible for burglarizing more than two dozen office buildings throughout Sandy Springs over six months. This comprehensive investigation consisted of more than ten search warrants and court orders that eventually led to the arrest.

In addition to the two dozen Sandy Springs burglaries, the detectives collaborated with Cobb County Police, where this perpetrator committed more than 17 additional burglaries, and with Dunwoody Police where five more burglaries were committed. The total monetary loss for the Sandy Springs cases alone was \$55,992.

PARTNERING TO APPREHEND SERIAL ARMED ROBBER

The Sandy Springs Police Department partnered with other law enforcement agencies in the area bringing to justice a serial armed robber, whose crimes spanned several jurisdictions in the metro-Atlanta area.

Those other agencies include Henry County, Lilburn, DeKalb County, Gwinnett County, Doraville, Suwanee, Atlanta, Conyers, Covington, Brookhaven, Cobb County, and Conyers Police Departments.

Terrill Dorsett Banks was identified as the serial armed robbery offender targeting building supply stores such as Home Depot, Lowes, and Ace Hardware throughout the metropolitan area. Banks was responsible for committing armed robberies and taking almost \$100,000 worth of power tools. Banks is now incarcerated at the Walton County jail, apprehended after leading Walton County Deputies on a high-speed chase.

TEENAGER POSITIVELY IMPACTED BY TRAFFIC POLICING

This year, the Sandy Springs Police Department issued more than 30,000 citations for various traffic violations ranging from seatbelt violations to reckless driving. In addition to keeping the City's streets safe for motorists and pedestrians, the department has another goal: to change driving behaviors. While more than 4,000 tickets were written for speeding, there was one incident that resonated with the department, because their actions profoundly impacted a young driver.

A teenage driver was pulled over for speeding by SSPD. Traffic citations and tickets come with fines and points, but rarely do they come with such a demonstrably positive outcome. Within a few weeks of the incident, the young driver contacted the officer who pulled him over and requested to visit the Department to learn more about policing.

RESOLVING CONFLICT

This year, a total of 177 hours of incident de-escalation instruction was conducted, providing safer outcomes for both the officer and the individual. The training includes

hands-on role-playing sessions that reenact real-life scenarios, which have occurred within the community. The training consists of a discussion of what works well, what doesn't, and the sessions include First Amendment training, enabling officers to have informed dialogue to help people understand their rights.

CROSS-TRAINING DETECTIVES

To provide a smooth and seamless transition when the department loses a detective to promotion, transfer, or resignation, the Criminal Investigations Division implemented a new succession plan. Detectives traditionally can investigate any crime, but some are more thoroughly trained in specialized disciplines, such as narcotics, motor vehicle theft, and fraud. By cross-training detectives, the division has immediate man-power if the need arises. Those Detectives cross-trained in other disciplines are assigned as the back-up Detective in the specialized field where they have received additional training. This system provides the officers with field investigative additional hands-on experience while assisting the department in its investigative efforts.

DASH CAM INTEGRATION

The Sandy Springs Police Department replaced 105 dash cams this year. The new tamper-proof, technology uploads footage to a cloud-based system and integrates with existing body cameras. The footage is automatically linked to 9-1-1 call records to speed up the review process. Previously, officers had to tag the footage, so the new system eliminates user error and improves efficiency. Sergeants periodically review a random selection of footage and utilize examples during training.

DRIVING HANDS FREE

Georgia's Hands Free Law went into effect at the beginning of this fiscal year, prohibiting physically interacting with your phone while driving.

The Sandy Springs Police Department has been actively enforcing the law with 1,659 tickets issued in 2019.

EXPANDING OUR LICENSE PLATE READER PROGRAM

The Sandy Springs Police Department is increasing its investment in license plate readers, devices that scan license plates of all cars passing by. There are currently 111 license plate readers either already installed or in the process of being installed as part of the program. The readers detect license plates registered to people with outstanding warrants or individuals on the Georgia Bureau of Investigation Hotlist. If a flagged plate gets recorded by a reader, officers are notified. The Department responds with unmarked cars, often enabling officers to apprehend the driver without a chase that could damage property and threaten public safety.



SSPD EMPOWERS OUR OFFICERS ON PATROL

The Sandy Springs Police Department has initiated two programs to empower its patrol officers to gain the skills and experience needed to further their careers. At the same time, these programs are increasing the department's ability to solve crimes.

PART-TIME DETECTIVE PROGRAM

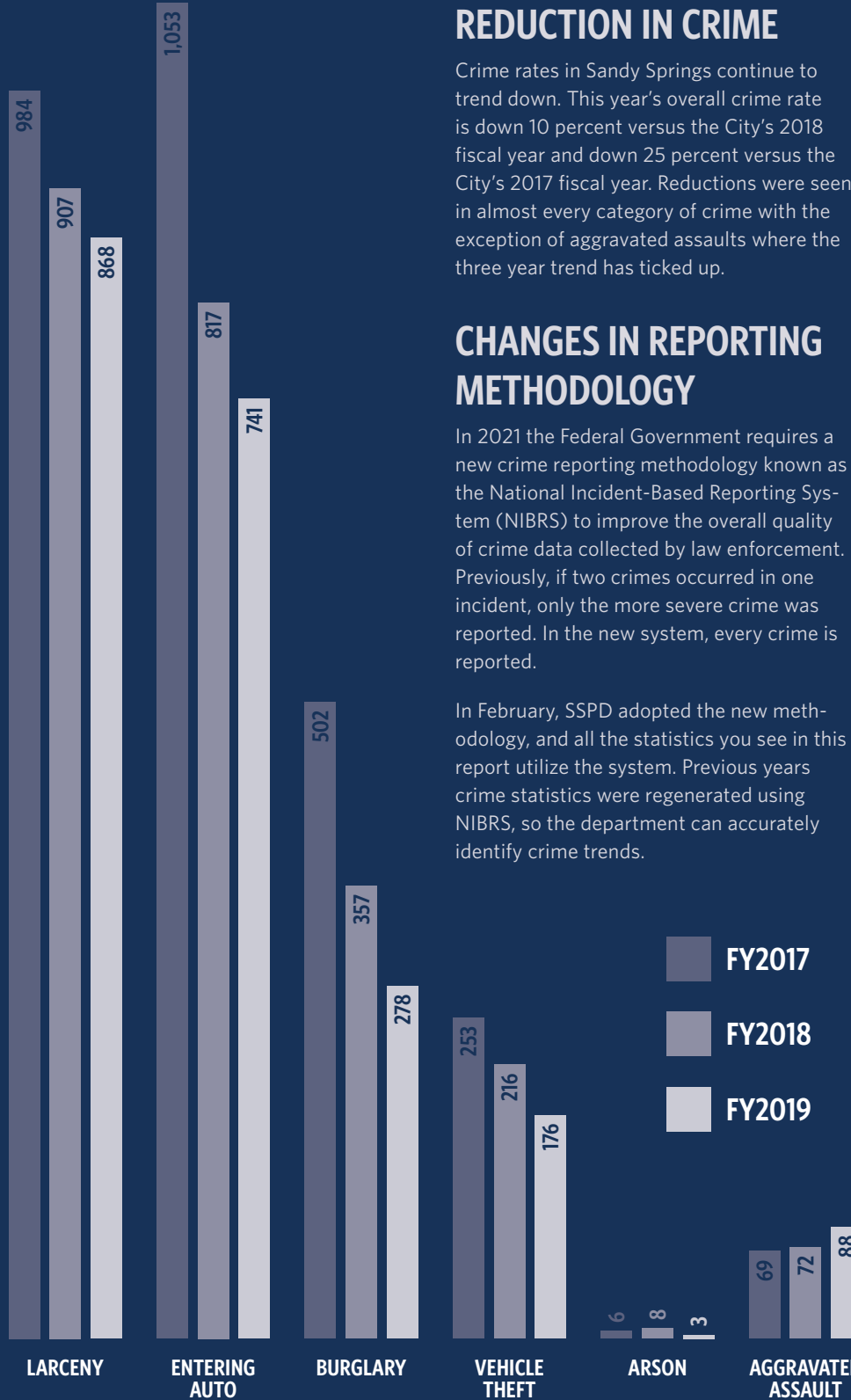
The Part-Time Criminal Investigation Division Program allows patrol officers to experience detective work while still maintaining their patrol duties. After receiving basic training, the officers are assigned cases under the supervision of a full-time detective. They work these cases to resolution using the same techniques as other members of CID. The program has become a pathway for patrol officers interested in a career with the Criminal Investigation Division. SSPD's newest detective is a patrol officer who participated in the program.

PART-TIME CRIME SCENE INVESTIGATOR PROGRAM

Similar to the Part-Time CID Detective Program, the Part-Time Crime Scene Investigator Program offers Patrol Officers an opportunity to perform the role of Crime Scene Investigators while working their assigned shifts. These CSI alternates are provided specialized equipment and attend CSI training to empower them to collect forensic evidence in the field where deploying a full Crime Scene Investigation team is impractical. For example, if a car break-in occurs during a night-shift, the CSI alternate collects and files fingerprints.

The benefits are remarkable. The officer gains valuable experience, which can lead to a future career in forensics. Our CID detectives gain access to forensic evidence that would otherwise be unavailable, enabling them to link crimes committed by the same perpetrator. The efforts also contribute to a safer city in which to live and work.





REDUCTION IN CRIME

Crime rates in Sandy Springs continue to trend down. This year's overall crime rate is down 10 percent versus the City's 2018 fiscal year and down 25 percent versus the City's 2017 fiscal year. Reductions were seen in almost every category of crime with the exception of aggravated assaults where the three year trend has ticked up.

CHANGES IN REPORTING METHODOLOGY

In 2021 the Federal Government requires a new crime reporting methodology known as the National Incident-Based Reporting System (NIBRS) to improve the overall quality of crime data collected by law enforcement. Previously, if two crimes occurred in one incident, only the more severe crime was reported. In the new system, every crime is reported.

In February, SSPD adopted the new methodology, and all the statistics you see in this report utilize the system. Previous years crime statistics were regenerated using NIBRS, so the department can accurately identify crime trends.

NAMED ONE OF AMERICA'S SAFEST CITIES

In October, Sandy Springs was named among the safest cities in the country, by 24/7 Wall St., a financial news site. The America's Safest Cities report ranked metro areas with populations of at least 100,000 people.

Sandy Springs was the only Georgia city on the list and was ranked No. 17 on the overall list. The study found that in 2018, Sandy Springs had a violent crime rate of 117.8 per 100,000 people. By comparison, the report stated Atlanta had 769 violent crimes per 100,000—more than twice the national violent crime rate.

**25%
REDUCTION
IN CRIME**

Versus FY2017



HOPE FOR THE BEST... BUT PREPARE FOR THE WORST

When a citywide emergency occurs, such as severe weather, the City staffs an Emergency Operations Center (EOC). Since the City was incorporated, space at the ChatComm 9-1-1 Center has been used for this function. This year a permanent EOC was constructed at City Hall.

The facility features a video wall comprised of 18 screens that can be programmed to display multiple feeds, or combined to display detailed content such as maps at

large-scale. City personnel man workstations facing the video wall and have the ability to send content directly from their computers to the display.

The EOC is supported by the Traffic Management Center (TMC), which is used daily by Public Works personnel to monitor the City's roadways. The TMC also features a video wall and during an emergency operation, provides teams, in particular, Public Works, with a breakout area in which to collaborate and work.

The City's facility on Trowbridge Road is being upgraded to accommodate field staff during emergencies. Bunk rooms and a conference room are being added, providing

personnel a location to convene, rest, eat and shower. Construction is expected to be completed in January 2020.

The Fire Department worked with the City of Atlanta Fire Rescue to add our radio channels to fire crews portable radios to improve safety during an Automatic Aid response.

Planning is an essential component in managing a crisis, and this year, the City completed an update on its Continuity of Operations Plan (COOP) and Emergency Operations Plan (EOP), providing operational structure for a wide array of potential incidents possible within the city.

ENGAGING OUR COMMUNITY

Ongoing and popular citizen engagement initiatives that emphasize crime and fire prevention are an example of our citizens taking responsibility for their safety, as well as the welfare of their neighbors. The Police Department's new Camera Partnership has quickly proven successful in solving crimes. The launch of the Fire Department's new Service 52, pairing trained volunteers with fire personnel to answer lower acuity emergency calls, has also proven to be a success.





SSPD CAMERA PARTNERSHIP

Following a crime, police officers often go door-to-door to seek any cameras in the area, which might have recorded the incident or potential suspects. This process is time-consuming and can delay the apprehension of a criminal-at-large. This year, the SSPD Camera Partnership was launched, giving residents, business owners, and Homeowners Associations the ability to share the location of private video surveillance systems on their properties and to make the video available to help solve crimes.

When a crime occurs, a law enforcement officer signs into an SSPD database to determine the location of cameras in the area.

SSPD can obtain vital information, helping officers investigate promptly. It's important to note that police do not have direct access to homeowners' cameras, and the program is not intended for active surveillance. Additionally, the database is not to be shared outside of the Sandy Springs Police Department.

ALREADY GETTING RESULTS

This past summer, SSPD began investigating two package thefts from neighboring homes. Video footage from a Ring doorbell camera captured a suspect taking a package from the front door of one of the houses. The suspect could be seen getting into a light-colored SUV and leaving the area. The neighborhood had installed a license plate reader, and this device was able to capture the suspect's vehicle and tag number. Detectives added the

tag number to the License Plate Reader Alert System, which alerts officers if the vehicle is spotted.

Within a week of the reported package thefts, an alert was sent, and SSPD was able to locate the vehicle. The car was stopped, and the driver initially provided false information, including a fraudulent Michigan driver's license. Officers were able to determine the real identity of the suspect. A search of the suspect's vehicle yielded eight credit cards with different names, pieces of mail belonging to different people, and drugs. The suspect also had multiple warrants from the Atlanta Police Department and Fulton County Police for identity theft, fraud, and burglary.

Ultimately, 34 warrants were obtained, and the suspect placed in jail.

CITIZENS ON PATROL

The Citizens on Patrol is a volunteer program for Sandy Springs residents. The members assist the Sandy Springs Police Department by directing traffic, conducting residence and business checks when the owners are out of town, and issuing handicap parking violations.

There are currently 30 citizens who routinely participate in the program. This year the volunteers donated more than 9,000 hours of service to the City. They worked 211 private property accidents and 38 accidents on the roadway, checked on more than 450 homes, and wrote more than 1,000 handicap parking violations.

DEDICATED VOLUNTEERS

If you attend major events in the City, chances are you've seen our dedicated Fire Corps volunteers. This year, they staffed the first aid tents for the City Green Live concert series, the annual Stars and Stripes Fireworks display, and the Sandy Springs Festival.

The Fire Corps provides additional support by conducting weekly equipment maintenance, which includes tasks like refilling the firefighter's air tanks. They bring support equipment to significant fires and set up the rehabilitation stations. Fire Corps volunteers are certified in CPR, AED, and the ability to train Fire Wardens.

The Fire Corps also assist the Fire Department in educating the public and performing evacuation drills as well as supporting the Fire Marshal's Office by canvassing private neighborhoods to inform residents about fire hydrant maintenance.

Their professionalism and dedication to the City could not be demonstrated better than an incident in July. After working at the annual Stars and Stripes Celebration, the Fire Department put out a call for assistance at a structure fire that occurred at 2 a.m. the



following morning. Every member of the Fire Corps showed up to help.

SERVICE 52

In August, the Sandy Springs Fire Department introduced Service 52. Based out of Fire Station 52 and supported by Fire Corps volunteers, Service 52 responds to low acuity medical calls by partnering one volunteer and one Fire Department employee per shift. For example, if someone has fallen, but is still cognizant, Service 52 will handle the call.

Before the summer launch of this program, 21 Fire Corps members were trained as EMRs and EMTs to help staff Service 52. During an average six-hour shift, they run approximately 50 percent of the dispatches from Station 52,

resulting in more efficient use of resources and holding the department's trucks in reserve for higher priority calls.

LEARNING CPR SAVES LIVES

Could you be a hero to a fellow citizen if they needed your help? Performing simple hands-only CPR doubles a person's chance of surviving cardiac arrest!

The Sandy Springs Fire Department offers monthly CPR classes that are free and open to the community. Increasing its goal to 1,200 certified individuals this year, CPR classes are held one Saturday morning per month, and the certification is valid for two years.



GETTING INVOLVED

In Sandy Springs, we are fortunate to have many impassioned volunteers that donate their time for the benefit of our community. Here are some ways you can become involved:

VOLUNTEER OPPORTUNITIES WITH THE FIRE DEPARTMENT.

The Sandy Springs Fire Department (SSFD) offers many volunteer opportunities intended to prepare citizens wanting to help their neighbors, neighborhood, and the Sandy

Springs community. These volunteers are trained to respond in times of disaster, helping increase safety in the city and contributing to saving lives.

CITIZENS FIRE ACADEMY (CFA)

Through classes and hands-on activities, the Citizens Fire Academy provides an inside look at how the Sandy Springs Fire Department is organized and operates. CFA is an immersive experience with most sessions conducted at SSFD Fire Stations. Classes are offered twice a year and run for eight weeks, with each session two hours in length. The Academy includes a 12-hour shift where participants

experience life at the fire station as well as a ride-along with SSFD units to whatever calls they respond to during that shift.

COMMUNITY EMERGENCY RESPONSE TEAM (CERT)

CERT training prepares citizens to help their community and neighbors during a disaster or fire event. The CERT program, which is part of the Citizens Fire Academy, educates volunteers about disaster preparedness for hazards that may impact their area and trains these volunteers in basic disaster response skills, such as fire safety, light search and rescue, team organization, and disaster medical

operations. Through CERT, the capabilities to prepare for, respond to, and recover from disasters are built and enhanced.

While previously a separate program, this year, the CERT training was integrated within the CFA coursework, enabling volunteers to receive basic and more advanced training within the same eight-week training period.

FIRE CORPS

The Sandy Springs Fire Corps is an advanced volunteer unit of the SSFD. Fire Corps members offer their time and skills to support the fire department in a variety of hands-on roles. Fire Corps members extend the capability of the fire department, helping protect the health and welfare of firefighters. They respond to emergency scenes when requested, providing “rehab,” including ensuring firefighters stay hydrated, assist with changing air tanks, and provide basic first aid if needed. Fire Corps volunteers assist with Fire Safety Education, Fire Drills, and CPR/AED community training. They also offer first aid at community events. Also, Fire Corps members who want to extend their training are educated for certification as an Emergency Medical Responder (EMR) and as an Emergency Medical Technician (EMT).

In November, the Fire Corps was called to assist with Rehab on a working fire in the city of Roswell, assisted by crews from Sandy Springs. The team was on location within 15 minutes of the call, providing coffee, water and snacks for the crew on scene. In a note from the Roswell fire crew, “They are a great asset to the fire service. The crews and [Roswell Fire] Battalion Chief Van Cowan express appreciation to the group for their work and dedication.”

Completing the Citizens Fire Academy, which includes CERT Training is a prerequisite for the eight-week Fire Corps basic training. Ongoing training is provided monthly for active participants.

VOLUNTEER OPPORTUNITIES WITH THE POLICE DEPARTMENT

The Sandy Springs Police Department offers many opportunities intended to prepare citizens wanting to learn more about how the department works.

CITIZENS POLICE ACADEMY (CPA)

The Sandy Springs Citizens Police Academy allows residents to participate in an up-close study of police operations in Sandy Springs. The 10-week course is designed to enable participants to get to know the people who work with the department, understand the training, and offer insights and familiarity to the professionals who hit the streets and protect us every day in Sandy Springs. Classes are offered twice a year.

CITIZENS ON PATROL

The popular Citizens on Patrol program allows citizens who have received advanced training the opportunity to volunteer with SSPD. These volunteers attend the Citizen’s Police Academy and then participate in an additional 12-week course. They receive briefings regarding crime analysis, patterns, and trends, identifying areas where crime is particularly high and requiring extra patrols. One of the highlights of the training program is the Citizens on Patrol Vehicle Operations Course (COPVOC), an 8-hour series designed to familiarize the COPs volunteers with the features and capabilities of the vehicles they will be operating. The course consists of braking drills, driving in reverse exercises, and a specially-designed cone course, which tests their skill in moving a car within a tightly confined space.

LAW ENFORCEMENT EXPLORERS YOUTH PROGRAM

Established in 2010 as an extension of scouting programs (Boy Scouts and Girls Scouts),



the Sandy Springs Law Enforcement Explorers are comprised of young men and women between the ages of 14-21, who wish to learn about law enforcement, the criminal justice system, and SSPD operations. Explorers meet weekly and compete in regional and national competitions.

INTERNSHIP PROGRAM

Since its inception in 2006, the Sandy Springs Police Department’s Internship Program has hosted more than a dozen college students providing 150 to 450-hour internships. Interns work alongside officers on patrol, criminal investigations, street crimes, vice, and narcotics units. These internships offer extensive exposure to the various aspects of law enforcement.

THE VOLUNTEERS IN POLICE SERVICES PROGRAM

Volunteers in Public Services (VIPS) focus on educational programs such as senior scams, self-defense classes, and various community outreach programs. We currently have 15 VIPS participants.



GETTING AROUND

Keeping people moving around Sandy Springs is a significant priority for the City. While our road expansion projects improve traffic capacity, the City also uses technology to improve traffic flows, day-to-day, hour-by-hour, and minute-by-minute. City Staff also utilize traffic flow data to inform long-term planning, and our sidewalk initiatives are making Sandy Springs a more walkable place to live, connecting the community to City Springs and local parks.



IMPROVING TRAFFIC

Keeping traffic moving and reducing travel time continues to be a top priority for the City. This year, the SCOOT (Split Cycle Offset Optimization Technique) adaptive signal timing technology was expanded to 30 intersections around the I-285 / SR 400 Interchange. The system uses an interconnected real-time method of signal control that continuously measures traffic demand on all approaches to intersections in our network and optimizes the signal timing at each intersection to minimize delays and stops. Timing changes are small, to avoid significant disruption to traffic flows, and frequent to allow rapid response to changing traffic conditions.

MONITORING TRAFFIC THROUGHOUT THE CITY

CCTV cameras were added to ten new locations this year. In addition, cameras at 15 sites were upgraded to hi-definition. The live camera feeds are monitored by staff in our Traffic Management Center. The footage is

stored on City servers, where it is retained for 14 days. It is used during accident investigations and is available to the public via Open Records requests.

CRASH ANALYSIS PROGRAM

As part of ongoing efforts to improve safety, the City is comprehensively analyzing all intersections in Sandy Springs to identify crash hotspots—defined by five or more crashes at a location. Information is assessed and intersections are scored based on traffic volume and severity of the crashes—property damage, injury, or fatality—allowing the staff to prioritize which intersections require further analysis. Crash hotspots will receive additional study next year to mitigate future crashes.

This fall, under the Intersection and Operational Improvement Program, safety analysis began for the Roswell and Abernathy Roads intersection. Crash data will be examined to identify patterns and develop countermea-

asures and safety improvements. This study is expected to be completed in the spring of 2020.

MAINTAINING POWER TO OUR TRAFFIC LIGHTS

To prepare for storms and conditions which knock out power to traffic signals, the City installed battery backups and power regulators at 52 signal locations. The reserve is designed to last for four to eight hours. In addition to improving safety for motorists, the system prevents damage from occurring to the equipment.

SAFER SCHOOL ZONES

To encourage driver safety when approaching a school zone, the City installed 13 new speed limit signs with radar speed feedback. The five schools include Mt. Vernon Presbyterian School, North Springs High School, Woodland Elementary School, St. Jude’s, and Holy Innocents. These signs include the

latest in communications technology, which enables the City to remotely make changes in programming to account for school holidays.

CONNECTING NEIGHBORHOODS TO CITY SPRINGS

Since its opening last year, City Springs has established itself as a downtown destination. Whether visitors walk directly to City Springs, take public transit, or drive and park underneath in the deck, the connecting sidewalk grid makes it easy to get around the City Springs district on foot. This year, multiple sidewalk projects were completed or got underway:

Sections of sidewalk along Johnson Ferry Road, east of Roswell Road behind the Fulton County Library, were completed, and pedestrian lighting was installed to promote walkability from those neighborhoods to City Springs.

The sidewalk on Johnson Ferry Road across the street from City Hall was completed.

Construction is underway on sidewalk improvements on Sandy Springs Circle between Johnson Ferry Road and Hammond Drive.

And, a multi-use path was designed to connect Mount Vernon Highway to Bluestone Road creating smaller, more walkable blocks.

CONNECTING OUR PARKS AND PUBLIC FACILITIES

The City continues its effort to provide pedestrian access between parks and other public facilities.

The Brandon Mill Sidewalk Project moved into its next phase this year. When complete, the project will connect four parks: Lost Corner Preserve, Abernathy Greenway,

Marsh Creek Rain Garden, and the City Green at City Springs.

The City partnered with the City of Atlanta to create sidewalks along Dudley Lane, providing pedestrian access to Atlanta’s Chastain Park.

Looking ahead to 2020, the City will be entering into the design phase for sidewalks along Spalding Drive, connecting pedestrians along the City’s panhandle to the forthcoming Crooked Creek Park.

MAPPING PARK TRAILS

The GIS Department mapped out the topography of park trails this year. In 2020, interactive trail maps will be made available to the public.

LOOKING TO THE FUTURE

The City Council adopted the Trails Master Plan that identifies 31.4 miles of trails that connect twelve schools, fifteen parks, three MARTA transit stations, and scores of employers and neighborhoods. The plan proposes two pedestrian-scale bridges over the Chattahoochee River to connect with the National Recreation Area in Cobb County and the Roswell Riverwalk. The Plan also recommends multiple connection points to the proposed PATH400 Trail along Georgia State Route 400.

\$7.8 MILLION MARTA GRANT

The City made progress in furthering its project to add sidewalks on Roswell Road along Long Island Drive. In September, the City received notification that the project would receive a \$7.8 million grant from MARTA.

The project improves pedestrian access to Roswell Road bus stops along MARTA Route 5 and adds ADA-accessible curb ramps at those sites.



14
MILES OF ROADS
RESURFACED



1,357
SIDEWALK TRIP
HAZARDS REPAIRED



300+
HAZARDOUS
TREES REMOVED



14
GUARD RAILS
REPLACED

BIG CITY, SMALL TOWN VIBE

The opening of City Springs in summer 2018, created a “downtown,” community gathering place. City Springs has quickly emerged as a catalyst for continued growth throughout Sandy Springs. In addition to numerous restaurant openings in 2019, two new hotels announced plans to locate here, and the City continues to attract and retain notable corporations along with small businesses. The City’s unique location in the region and the growing span of amenities attracts a talented workforce that complements the dynamic business community.



NORTH END DEVELOPMENT

Revitalizing the retail district and providing workforce housing in the City's North End continues to be a significant priority for the City. Based on work done by the North End Revitalization's Task Force, this year, the City Council awarded a contract to study the feasibility of connecting trails to the Master Trails Plan that would access the Chattahoochee River in that area. A firm was also selected to conceptualize redevelopment in the North End specifically in ways to add housing and demonstrate the revitalization opportunities that exist in this part of the City. Four shopping center sites are included in the re-conceptualization; however, these conceptualizations could be applied elsewhere in the North District.



HEADQUARTERED HERE

Major corporations located in Sandy Springs.

FORTUNE 500

United Parcel Service - #41

WestRock - #190

Veritiv - #347

Intercontinental Exchange - #469

Graphic Packaging Holding Co. - #480

FORTUNE 1,000

Beazer Homes USA - #956

TOP EMPLOYERS IN SANDY SPRINGS

RANK	BUSINESS	EMPLOYEES
1	IBM CORPORATION	2,860
2	COX COMMUNICATIONS, INC	2,834
3	UNITED PARCEL SERVICE GENERAL	2,081
4	MANHEIM AUCTIONS	1,746
5	CISCO SYSTEM	1,055
6	VMWARE, INC	960
7	ORACLE AMERICA	945
8	WESTROCK	931
9	INTERCONTINENTAL EXCHANGE	926
10	ELAVON	901
11	MERCEDES-BENZ	828
12	GLOBAL PAYMENTS	763
13	COX ENTERPRISES	743
14	NEWELL BRANDS	486
15	FOCUS BRANDS	416

Does not include three regional hospitals located in Sandy Springs (Northside, Emory St Joseph's and Children's Healthcare of Atlanta), which collectively have more than 25,000 employees but do not disclose official numbers.

DOWNTOWN CATALYZED BY CITY SPRINGS

The opening of City Springs continues to draw visitors and residents to the multi-use complex where they can enjoy the many offerings, including access to City Hall, the Sandy Springs Performing Arts Center, the Sandy Springs Conference Center, and the restaurant and retail partners. Ample on-site parking makes it easy to frequent businesses and events throughout the emerging downtown grid. This "downtown buzz" has been a catalyst for 638 companies to locate to Sandy Springs this year.

The Springs Cinema & Taphouse, formerly LeFont, utilized the City's Small Business Incentive Program to instigate a physical transformation and rebranding process that positioned it as a cinema different than any other in the metro area. In addition to having the only heated reclining seats in the Southeastern US, the Cinema also boasts a full kitchen and bar, including many local craft beers offered on draft. They have a "more than just movies" motto and provide a number of flashback films series throughout the year, hosting multiple events each week, ranging from birthdays to product launches to corporate meetings.

Two new hotels are planned for Sandy Springs. The Mayson Hotel, which will locate across from the Aria complex and the Mercedes Benz Headquarters, and the Hyatt House, which broke ground for construction at Lake Hearn Drive and Peachtree Dunwoody Road.

WHY CORPORATIONS CHOOSE SANDY SPRINGS

What do corporations like UPS, Mercedes-Benz USA, Newell Brands, Cox Communications, and Inspire Brands all have in common? They chose to put their headquarters in Sandy Springs. The City has

become the economic heartbeat of Metro Atlanta due to its prime location and access to a talented workforce. Sandy Springs has more Class-A office space than Charlotte or Nashville, and its unique regional location puts it close to Georgia Tech, Emory, University of Georgia, and Kennesaw State. Auburn and Clemson are within 90 minutes away, providing their engineering and technology talent all resulting in a strong talent pool from which corporations can tap.

This summer, Newell Brands announced plans to relocate its headquarters from Hoboken, New Jersey, back to Sandy Springs before the close of the year, joining the growing list of multinational corporations that call Sandy Springs home. Newell Brands is the parent company of familiar consumer goods like Sharpie, Rubbermaid, and Yankee Candles.

Office vacancy overall is up slightly at 11.9 percent (versus 10.1 percent in 2018), primarily due to the impact of State Farm relocating from existing buildings in Sandy Springs into their new offices just outside of city limits. However, several large companies signed lease renewals in 2019: VM Ware/Airwatch (153,000 SF at 1155 Perimeter Center West), OneTrust (100,00 SF at Northpark), and Focus Brands (25,000 SF). Inspire Brands also announced an expansion of their presence in Sandy Springs (161,000 SF at Three Glenlake). The average rental rate is down slightly at \$28.14/sqft (versus \$28.84/ in 2018).

Cox Conserves, the national sustainability program of Cox Enterprises, announced that two of its Sandy Springs buildings received a zero waste to landfill designation. The designation means these buildings have achieved a 90 percent waste diversion rate, which is the amount of waste diverted from the landfill due to recycling, composting, and other means, and now dramatically limit the impact on the environment.

NEW RESTAURANTS IN SANDY SPRINGS

The Select
6405 Blue Stone Road

Poke Bar
6615 Roswell Road

Apron & Ladle
227 Sandy Springs Place

Koharu Japanese Restaurant
6115 Peachtree Dunwoody Road

Mojave
6450 Powers Ferry Road

District M Sushi
6125 Roswell Road

LemonShark Poke
1115 Springwood Connector

Nori Nori
6690 Roswell Road

Big B's Fish Joint
4600 Roswell Road

Bangkok Thyme
4969 Roswell Road

285 Colonial Kitchen
5610 Roswell Road

Crab 404
4969 Roswell Road

City Barbeque
6649 Roswell Road

Nam Kitchen
6400 Blue Stone Road

Okiboru
6125 Roswell Road



NEW DEVELOPMENT CODE IMPACTING OUR CITYSCAPE

The City enacted a new Development Code in 2017, and the impact continues to influence the community.

When the new Starbucks located on Roswell Road was under design, the Development Code called for the construction of a two-story building. The developer applied for a variance, so they could move forward with a single-story coffee shop; however, the application was denied. A new two-story design was developed, making the Starbucks not typical for the metro Atlanta market. The feedback from coffee drinkers is that they enjoy the design and prefer to sip lattes on the second floor.

The Development Code also introduced property maintenance requirements for existing gas stations, car dealers, and automotive repair shops, particularly those located along Roswell Road. These requirements include improvements to landscaping, lighting - including the location of lights, signage, and window signs. A dedicated Code Enforcement Officer conducts annual visits to ensure that these automotive-related businesses are on their way to becoming compliant by the 2024 deadline.

SHORT TERM RENTALS

In 2018, the City Council adopted an ordinance detailing the ground rules for homeowners who want to participate in the growing popularity of the VRBO and AirBNB short-term rental marketplace. The City partnered with Host Compliance to identify where the short-term rentals are within the city, initially identifying 23 registered properties. Ongoing monitoring looks for new properties, and the property owner notified to ensure that these properties are in compliance with obtaining a business license and paying hotel taxes, the rental unit is in compliance with all building and fire codes, and maximum occupancy requirements are met. These efforts are intended to maintain neighborhood integrity. As of November 2019, the City has identified approximately 122 short-term rentals, and Code Enforcement has issued 36 citations related to ordinance violations.



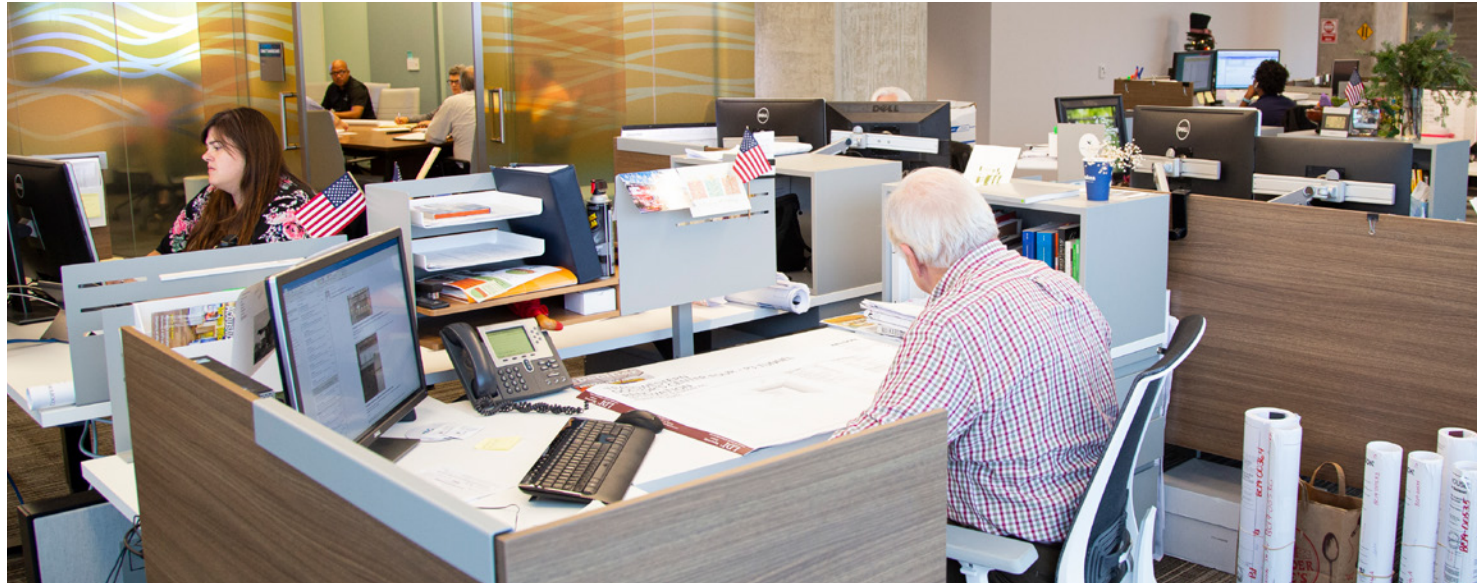
TOP SIDE TAP TRAIL

Craft beer enthusiasts don't have to travel very far to raise a pint and enjoy a favorite brew. Two Sandy Springs breweries, Pontoon on the north end of town, and Porter Pizza Brewery in the Powers Ferry area are part of the Northside Tap Trail that also includes breweries and brew-pubs in Roswell and Alpharetta.



FOCUSED ON CUSTOMER SERVICE

From the City's inception, providing high level customer service has remained a top priority. The City has gained a reputation for its dedication to customer service that can be found in person, online and on the phone. Each of the City's departments prides itself on its accessibility and responsiveness to residents, business owners, and visitors.



CONTRACTED EMPLOYEES JOIN THE CITY PAYROLL

Since incorporation in 2005, the City has used a Public-Private Partnership (PPP) model for service delivery. In 2010, the City moved from a single-source provider to contracting with seven private companies, saving the City an estimated \$7M per year over five years. During the 2019 procurement process, a majority of the City's General Government Service contracts were up for re-bid. City leadership reviewed the marketplace and elected to move services from contract to City-provided, ultimately resulting in considerable cost savings - estimated of \$14M over five years as compared with the proposed costs in maintaining the private sector partners. This transition moved approximately 183 positions from contract to City-held positions, bringing the total of City staff to 482.

Tasked with ensuring a smooth transition, the Human Resources Department expanded - adding two new positions. Employees moving from contractor status to the City were added to the City's payroll system and enrolled in

the benefits systems. Simultaneously, the HR staff had to quickly understand the scope of the newly acquired departments, including how to hire and following best practices on where to post job opportunities. The department is in the process of developing a formal salary plan, which includes a class and compensation study, and a formal market analysis to ensure employees are compensated competitively.

Having one central HR department simplified the process for employees wanting to work in a different department. One employee transferred from Finance to HR, another from Police to Community Development.

This year, the City added wellness-related activities for the employees. It hosted Sleep Health Wellness Lunch and Learns at both City Hall and Police Headquarters and introduced the 20-day Walktober Challenge in October to motivate employees to get moving. The City also sponsored the Footprints for the Future 5K/10K, a fundraiser for the Sandy Springs Education Force. The City continues its commitment to the American Red Cross by holding quarterly blood drives.

To promote professional development, the City offers scholarships for Kennesaw State University's Executive Leadership Program. The program offered by the Coles College of Business meets monthly at City Springs. Students use the time in between those in-person sessions to complete online assignments.

SAFER SIDEWALKS

In addition to creating new sidewalks and wider side paths to connect into the existing sidewalk network, the City is committed to making sure that these sidewalks stay safe for pedestrians. This year the City removed 1,357 sidewalk trip hazards.

A sidewalk gap filled at the corner at Hammond Drive and Roswell Road, next to the BP station, will make at least one resident's ability to get around a little safer.

Two years ago, a gentleman, who is visually impaired and lives on Hammond Drive, was walking, hit a patch of dirt, and fell. He learned to be careful when approaching this area, but when it happened earlier this year again, he reached out for help. After a survey,

design, and utility coordination was completed, the sidewalk gap was filled, removing this trip hazard.

ASSISTED LISTENING DEVICE OPEN HOUSE

The Communications Department partnered with sound engineers from the Sandy Springs Performing Arts Center to address concerns received from patrons with hearing impairments. A focus group was identified and invited to an Open House where staff and patrons exchanged thoughts and developed ideas to maximize use of the theatre's assisted listening technologies. The team create a brochure guiding patrons on how to operate the two assisted listening services - the Listen Audio Receiver and the Listen Everywhere App. Since the brochure's implementation, no further use complaints have been received.

YOU CAN REACH US AT ANY TIME

To aid in providing the community with efficient and responsive service, the City supports a 24/7/365 Call Center, guaranteeing that anytime a resident, business owner, or visitor has a question or concern, their call



is answered by a professional, who is ready to assist. The Call Center operates under the Public-Private Partnership model, with services provided by Faneuil and managed by the Communications Department. During the 2019 Fiscal Year, the Call Center answered approximately 90,000 calls with 93 percent of those inquiries resolved without having

to transfer the caller. In addition, the Call Center engaged with the community through approximately 1,100 web chats.

Among the most frequent topics of calls during the past fiscal year: Police General Questions, General Administrative/Clerk, Permitting, and Alarm Ordinance questions.



91,151
CALLS WERE RECEIVED
BY THE CALL CENTER



10.1
SECOND AVERAGE WAIT TIME.
(25 SECOND IS OUR GOAL)



1,108
CUSTOMERS CHOSE TO INTERACT
WITH US VIA WEB-CHAT



ADVOCATING FOR VICTIMS OF CRIME

This past year, Caity Barsin joined the Sandy Springs Police Department as a Victim's Advocate.

As a Licensed Clinical Social Worker, Caity works with victims of "person crimes." Victims of a violent crime may qualify for Georgia Crime Victims Compensation, which is funded by perpetrators through fines issued upon conviction. A victim can be eligible for up to \$3,000 for counseling fees and \$15,000 for medical bills. Caity works

alongside detectives and is assigned cases that may include domestic assaults, mental illness, unruly teenagers, child molestation, and crimes against children.

Once a victim is identified, Caity contacts them and assesses the situation. In the case of victims of Domestic Assaults, she will determine if a temporary protective order is required and helps secure one, offers the victim a safety checklist, contacts DFACS if necessary and refers the victim to counseling services offered by local resources like The LINK. The Victim's Advocate is on the scene for suicides, providing counseling services

for the survivors helping them navigate resources, or to sit with them.

Reducing the number of aggravated assaults, particularly those resulting from Domestic Violence incidents, was one of the Department's 2019 objectives. To help the agency reach this goal, the Criminal Investigations Division developed a one-hour training class that was delivered to the entire Police Department. During these sessions, all sworn officers were trained on how to respond, investigate, document, and handle cases of domestic violence. Officers expressed that the training was extremely beneficial.

TRV UNIT EXPANDS SERVICE

Sandy Springs is the only city in the Atlanta metro area to have its own Traffic Response Vehicle (TRV) unit, and this year the Police Department added a second vehicle to assist motorists. The Sandy Springs TRVs are similar to the HERO vehicles operated by the Georgia Department of Transportation, but working our own unit allows the City to respond to incidents on local roadways faster. The TRV will even respond to events on I-285 in Dunwoody to keep the north end of the Perimeter flowing. Each vehicle is staffed with one full-time and one-part time employee. Approximately 90 percent of their time is spent working wrecks, changing flat tires, helping motorists who have run out of gas, and assisting with breakdowns. The responders assigned to this unit are mechanically inclined and have a specialist skillset enabling them, on many occasions, to diagnose a problem. While they can't handle significant car repairs, they carry air compressors, impact wrenches, floor jacks, and regular

tools for small maintenance repairs. The trucks also have directional LED signage to help with road closures, gas leaks, and fallen trees. The Sandy Springs TRV unit recently became the model for a similar initiative by Forsyth County.

BUILD SANDY SPRINGS SEMINARS

Last fall, the Community Development Department launched "BUILD: Sandy Springs Seminars," a series of informative sessions intended to educate the public on the current policies, procedures, and expectations of the City as it relates to construction. To date, the department held six seminars with topics ranging from an introduction to planning and zoning, residential inspections, land development, exterior construction, and an explainer on how to access information via the Contractor Access Portal. The seminars average about 50 participants with 95 percent of attendees giving a high approval rating in post-seminar surveys.



OPEN RECORDS REQUESTS

The City prides itself on open and transparent government, and the City Clerk's Office works to provide the public with information in an efficient and timely manner.



2600
OPEN RECORDS
REQUEST PROCESSED



3
DAY AVERAGE
TURNAROUND



400
POLICE VIDEO
REQUESTS PROCESSED



MEET ME AT CITY SPRINGS

A LOCAL, MODERN CONFERENCE CENTER

Shortly after City Springs opened in May 2018, the Sandy Springs Perimeter Chamber of Commerce hosted the Mayor's State of the City event, which introduced the community to the brand new Conference Center at City Springs. Since then, the Sandy Springs Conference Center, the adjacent theatres, and City Green have hosted 438

meetings, events, and celebrations with more than half of those taking place in Conference Center rooms.

The Conference Center, comprised of six separate areas and the adjacent City View Terrace, is utilized for a variety of stand-alone events and has become the VIP reception area for events happening at the Performing Arts Center.

The on-site catering team enhances the

guests' experience with menu options that feature their innovative approach to customizing dishes for corporate and social events.

Its convenient location, the versatility of spaces, and the latest sight and sound technologies have created excitement for the facility resulting in a steady stream of bookings and inquiries. The word of mouth referrals, along with repeat business from satisfied clients, keeps the Conference Center active on most days and nights.



CRAFTING A MENU

At City Springs, the talent isn't just confined to the stages in the Sandy Springs Performing Arts Center or on the City Green, the professional, state of the art kitchen located in the Conference Center, has a cast of all-stars creating unforgettable experiences as well. The food takes center stage and the service is well choreographed, and some menu items are so popular they receive multiple encores.

Under the leadership of Executive Chef Rodney Martin, the entire team pulls together innovative menus that creatively combine fresh, local and seasonal ingredients. Taking tried and true favorites and mixing them with current dining trends, keeps the menu offerings new, exciting and most of all delicious.

The catering team's philosophy centers on the customer experience, making their guests the priority with the goal of creating "flavor ambassadors."

This year, the team catered 155 events from small meetings to large banquets, including catering for 2,000 people attending a private event on City Green.



TAKING THE LEAD

Honest, Efficient, and Responsive are the City's guiding principles. Many initiatives across departments have exhibited Sandy Springs' innovative approach to service delivery. This section highlights our forward-thinking practices.



RETHINKING ALARM POLICY

Prior to 2012, the City of Sandy Springs averaged 230 calls per week into its 911 Center from monitoring alarm companies, with 99 percent of those calls false alarms. The high volume of alarm calls tapped public safety resources in both the 911 Center as well as Public Safety personnel who were required to follow up on alarm calls. Because of the high percentage of false alarms, calls from alarm companies were often placed on low priority.

The City adopted its first alarm ordinance in 2012, with the goal of reducing that call volume. While there was a decrease during the first year, subsequent years did not produce any substantial decline in call volume. Over the years, the City made changes to the ordinance, including making alarm companies financially accountable for false alarms, with no sizeable reduction in call volume, but a consistency in the 99 percent failure rate.

With advances in technology making home monitoring a viable option and with a number of cities experiencing success with True Verification, the City changed its ordinance in 2018 to require alarm companies to verify a crime via audio, video or in-person verifica-

tion prior to calling 911. Alarm companies and users were given a year to prepare for the change which took place in June 2019. The City launched an extensive communications program, including hosting meetings with the alarm industry, an expo at City Springs for consumers and alarm companies, sending a mailer for registered alarm users, as well as monthly council updates, advertising, web, and social media outreach. SSPD and Communications staff also spent countless hours talking individually with residents to answer questions about the changes.

Following the first four months of implementation, the number of calls into the 911 Center now averages approximately 30 per week, an 86 percent reduction.

Because calls are verified, police response is faster, as a public safety hazard is confirmed. True Verification has also helped SSPD in allocation of resources. In one case, officers were working to find a reported missing child when an alarm call came into 911. Because the activation was verified, resources were

reallocated to include the burglary call. The burglars were captured, and the child also located.

True Verification provides both an alarm company and an alarm user with options to best fit the needs of the consumer. For example, with video verification, residents and businesses have the option to self install and monitor their systems; have the alarm company install and monitor; or use a hybrid model, sharing install and/or monitoring. The chance that alarm activation is false is holding steady at 99 percent, but its impact on public safety resources have dropped as the total volume of calls into 911 is down and expected to decrease further.

Due to the success of the policy, local governments in other states have reached out to Sandy Springs for assistance in shaping their policies.

PREPARING FOR THE 2020 CENSUS

Every ten years, the Federal Government conducts a census to count every person living in the United States, and the next one will occur in 2020. Making sure every

resident is counted is critical for many reasons. The Census determines how many seats each state gets in the United States House of Representatives, an effort to ensure fair representation. An accurate census count also helps improve communities. More than \$675 billion in federal funds, grants, and support to states, counties, and cities are based on census data. That money is spent on schools, hospitals, roads, public works, and other vital programs.

City initiatives created to achieve an accurate count include:

- The formation of the Complete Count Committee comprised of City Communications and Geographic Information Systems (GIS) staff. The Committee is working to encourage the undercounted populations by partnering with local organizations such as the Community Assistance Center and the Sandy Springs Mission.
- The GIS team submitted 3,032 new addresses that otherwise would not have been included in the Census.
- The GIS team audited the Federal Census

Bureau's proposed census boundaries and worked with them to correct an error on a property on the south side of the City.

- The Federal Census Bureau's Participant Statistical Areas program allows local agencies to review and modify census blocks and tracts to account for development since 2010. The City reviewed and submitted recommendations.

HOSTING OUR PARTNERS

Last year's opening of City Springs provided the City with a world-class facility to host other governments and agencies for a variety of events, conferences, and training sessions. A few of this year's highlights include:

- City Leadership hosted the second North Fulton Mayor and Council Social.
- The Sandy Springs Fire Department hosted a training event for firefighters from across the State featuring Nationally Recognized Firefighter Mark Van Oppen.
- Municipalities and tourist attractions from all over the region met and networked with travel journalists at the

Southeast Tourism Society's Travel Media Meetup.

- The Community Development Department held a joint seminar with the City of Atlanta Watershed about Green Infrastructure and Low Impact Development. Participants received continuing education credits towards Georgia Soil and Water Conservation Commission certifications.

INTELLIGENT TRANSPORTATION SYSTEMS MASTER PLAN

The City is taking a forward-thinking approach to improving traffic flow and safety by developing an Intelligent Transportation Systems (ITS) Master Plan. The plan considers various modes of transportation, including cars, public transit, bicycles, pedestrians, and those based on future technologies, and identified 40-ITS projects to be completed through the next five years and beyond.





The development of the plan involved collaboration with external partners, including our neighboring cities. Moving forward, City engineers will meet with their counterparts from partner agencies biannually.

Much of the ITS infrastructure in Sandy Springs is built on a City-owned and maintained fiber-optic network. Given the importance of this communications network, the plan calls for strategic expansion and redundancy to safeguard against interruptions of service.

FIRE HYDRANT APPLICATION DEVELOPMENT

The City's Geographic Information System team developed an application optimized for the tablets used by fire personnel to track fire hydrant inspection data. The Fire Department uses the data to request fire hydrant maintenance. Fire Corps volunteers are assisting by collecting community contacts for condos and townhouse communities that maintain private hydrants.

CITY ADDS FULL-TIME SECURITY ENGINEER

A recent wave of ransomware attacks have cost municipalities millions of tax dollars. To safeguard the City and avoid interruption of services, lost time, and the financial costs associated with an attack, the City's IT department added a new position this year - a full-time Security Engineer. The Security Engineer is charged with protecting City data from unauthorized access, use, disclosure, destruction, modification, or disruption of access. The City continues to invest in hardening its IT infrastructure. It completed multiple security projects this year, including installing a new firewall system and automating aspects of computer deployment to standardize systems on the City's network.

REIMAGINING TARGETED MARKETING

This year, Visit Sandy Springs adopted a new marketing strategy to promote the City to potential visitors. They successfully invested hotel revenue into a video ad campaign via

Roku devices. The campaign called, *Well Played*, not only showcased the growth of the City, it highlighted the liveliness of the outdoor and nightlife activities and was designed to drive visitors to the website. The strategy geo-targeted drive market visitors, including three second-tier markets: Huntsville, Knoxville, and Augusta. Their Key Performance Indicators included: requests for the visitor guide, sign-ups for the newsletter, and spending at least two minutes on the website.

During the four-month campaign, the 15-second video spots were seen more than 1.2 million times, and 98 percent of viewers watched the entire spot. These engaging videos drove nearly 6,000 direct clicks to visitsandysprings.org. The average increase in site engagement for the target markets was more than 200 percent. Session time increased from less than 15 seconds to less than one minute. Organic site traffic in each target market also rose at least 30 percent on average.

PROCUREMENT EFFICIENCIES

As responsible stewards of taxpayer dollars, the Purchasing Division is committed to securing the right product or service, from the right source, at the right price. This year, Purchasing conducted more than 60 formal procurements with an associated dollar amount of approximately \$55 million.

New this year, the procurement process went paperless, partnering with a cloud-based service for delivery and interaction of materials. The City's Communications Department integrated the procurement data from the online system with the City's Unified Platform, automating the posting of procurement opportunities on public-facing digital signage in City Hall. The integration enables the City to comply with state regulations without duplicating work.

STEADY STREAM OF COMMUNICATION

While many municipalities outsource marketing services such as photography, collateral, and ad development, Sandy Springs takes a different approach. The eight-person Communications Department operates as a full-service agency and local newsroom.

Keeping the marketing functions in-house enables the Communications Department to protect the brand, maintaining consistency in products created. Each department is considered an "agency client," with a focus on specific needs in keeping with branding standards. This past year, the Communications Department took on all marketing for the Sandy Springs Performing Arts Center, including the creation of ad campaigns, promotional videos, creating content for performance programs, and developing strategies for programs supporting the arts.

The Department's in-house photography and videography capabilities ensure the City is represented by high quality imagery on every project in an cost effective manner.

In keeping with the City's commitment to transparent and open government, the Communications Department also serves as an in-house newsroom, fielding more than a dozen incoming media inquiries from local, regional, and national outlets each week. Between January and December 2019, more than 19,000 news stories were shared by news outlets, which referenced the City of Sandy Springs. The Communications Department tracks news stories and social media daily to monitor conversations and trends. The department is a publisher of content, including a weekly report recapping activities throughout the City departments, monthly e-newsletters related to City activities, and happenings at City Springs. The department also publishes periodic e-newsletters for Economic Development and Recreation and Parks, as well as comprehensive reports like

the Year in Review you're currently reading. Also, Communications maintains the City's social media and the social outreach for City Springs.

FORWARD THINKING DIGITAL STRATEGY

When it comes to digital, Sandy Springs continues to innovate. The Communications Department developed a proprietary digital marketing system, the Sandy Springs Unified Platform. The Platform is a centralized database for the City's public information. Content created in the Unified Platform is distributed to multiple information systems, including websites and digital signage using automated display logic. The Platform allows City employees to create content once and manage it in a single place, saving time and ensuring the accuracy and consistency of public information. The Platform also provides employees access to a robust promotional network built from hundreds of digital promotional assets. Sandy Springs is the first city in the U.S. to utilize what is known as "decoupled" internet technology to unify digital systems.



559
PRINT DESIGN PROJECTS



330
DIGITAL CREATIVE PROJECTS



50+
PHOTO AND VIDEO SHOOTS

Communications staff-member, Jared Oates shooting the red carpet at the BMI Awards.



STAYING ACTIVE

With more than 950 acres of parkland, Sandy Springs residents and visitors of all ages can enjoy the many activities found in our parks. The Recreation and Parks Department, in partnership with the National Park Service, maintains beautiful trails for hiking and exploring along the 22 miles of the Chattahoochee River shoreline, which borders our City. This year, the City Council adopted a Recreation and Parks Master Plan, which assessed the current inventory and will help the City determine the potential for adding more recreation and parks initiatives.



RECREATION PARTNERSHIPS

The Sandy Springs Recreation and Parks Department takes pride in providing quality programming through its partnerships with local organizations. Sandy Springs Gymnastics is under new management this year. Phoenix Gymnastics was awarded the contract to manage the gymnastics programming out of the Hammond Park Gymnastics Center.

The High Country Paddle Shack operates April through September, offering Stand Up Paddle Board (SUP) Yoga, kayak and SUP rentals, as well as storage. Events included Sweep the Hooch (59 participants) and Stand Up for the Hooch Race (145 participants).

New this year, the Paddle Shack hosted the Sandy Springs summer campers, having 58 campers in kayaks or SUP boards throughout the day. Campers were taught basic paddle techniques, parts of the boat, and practiced maneuvering safely in the water.

Groslimond Tennis Services continues to operate the Sandy Springs Tennis Center. This year, the City upgraded the Center's lighting from traditional to LED bulbs. The new lighting directs the light down to a targeted area.

The Recreation and Parks Department worked with the Atlanta Sports and Social Club for the first time this year. Their presence quickly made a difference with a 43 percent increase in adult soccer participation, and at City events where they offered support

and had the opportunity to promote their programming to the community. The Atlanta Sports and Social Club provided adult leagues for Soccer, Flag Football, Volleyball, and looking ahead to 2020, they will take over the newly launched adult Dodgeball program.

New programming was added to this year's lineup at Lost Corner Preserve in partnership with Friends of Lost Corner. Forest Family Fridays offer outdoor programs designed to help families explore and learn more about nature together. Each of the ten sessions focused on a different topic and included an activity or craft. Watershed Walk & Talk programs covered different content related to the City's watershed, encouraging participants to investigate the environment with a scientific approach. Grow it, Cook it, Eat It was created to give children a hands-on experience of

picking fresh vegetables and learning how to prepare a Farm to Table meal.

Coinciding with the Morgan Falls Athletic Complex's 50th Anniversary, the City is replacing grass infields with synthetic turf to increase the playability of the field and maintain a more dependable schedule in association with rain-outs. The Ball Field Turf Project is scheduled to replace the turf on four baseball fields and one softball field.

Partnerships with our local schools are an integral part of programming opportunities. The City executed 15-year Intergovernmental Use Agreements with Ison Springs Elementary School and Lake Forrest Elementary School and a five-year Agreement with Sandy Springs Middle School. The partnerships allow the City to use school ball fields, gymnasiums, and classrooms, providing first-priority use after the school's planned events. The two elementary schools host day camps and the middle school is home to a summer program for middle schoolers. The schools benefit directly from the capital improvements the City provides (new turf field, playground upgrades, walking trails, fitness stations, etc.) in place of paying rent. The City also has Use Agreements with Spalding Drive and Dunwoody Springs Elementary schools.

SUMMER CAMPS IN THE CITY

Take seven weeks of summer camp, add 422 happy campers, and what do you have? One great summer and a lot of thrilled parents!

While the campers were having fun exploring different activities and themes, the day camp programming focused on the Six Pillars of Character Values: Caring, Citizenship, Responsibility, Respect, Fairness, and Trustworthiness. These essential character traits were presented throughout the themed weeks. Campers were rewarded for exhibiting positive behaviors.

Each week of camp had a unique theme: Space and Science, Animal Planet, Symphony of the Five Senses, Gold Rush, Sport and Game Extravaganza, Extreme Adventure, and Underwater.

New this year was the sold-out NextGen Broadway theatre camp. This musical theatre camp, produced by the City Springs Theatre Company, provided rising 2nd-8th graders the opportunity to work on all three essential disciplines that make up musical theatre: singing, dancing, and acting! The 4-day camp was held in the Sandy Springs Performing Arts Center and culminated in a performance written and produced by the campers.

The Overlook Park Playground received a new synthetic turf ground cover and the playground at Morgan Falls Athletic Field was resurfaced to replace wood chips with a smoother surface and make it universally accessible.



WHAT OUR CAMPERS' PARENTS HAD TO SAY...

"I appreciate the attention to security and safety."

"My child does not want to leave at the end of the day! You must be having lots of fun!"

"THANK you for wanting to improve their camp experience and asking campers what they want to do!"

"Our kids are having a great time, so they have become ambassadors for your program... their friends are interested in joining camp!"



DADDY DAUGHTER DANCE

Over the past ten years, the Daddy-Daughter Dance has grown, becoming a beloved annual event that attendees look forward to each February, just in time for Valentine's Day!

The dance features music from both dads' (and father figures) and their daughter's favorite playlists provided by a live DJ. In addition to dancing, there are dance contests, musical games, snacks and refreshments and goody bags for each girl. In 2020, the 11th annual Daddy Daughter-Dance will take place in City Springs for the first time.

GROW IT, COOK IT, EAT IT

Farm to Table made it to the kids' table this year, when the Recreation and Parks Department teamed up with the Friends of Lost Corner for the first, "Grow it, Cook it, Eat it" program. Children picked fresh, wholesome vegetables and herbs from the children's garden plot and some of the sharing/caring gardener plots at Lost Corner. The kids enjoyed the experience of feeling and smelling the plants. Participants were able to be hands-on and learn from Chef Thomas Sergio how to prepare and cook a simple, nutritious meal with the produce harvested and other fresh, wholesome ingredients. The menu included cheesy garlic bread; fresh vegetable topped pasta and a tossed garden salad with dressing. A refreshing watermelon drink topped off this fun morning of creative cooking.

HAPPY FIRST DAY OF WINTER

The Recreation and Parks Department celebrated the first day of winter with a "Snow Day." This first-time program is an inclusive event designed to create an opportunity for children with physical and developmental disabilities to connect with the community. The afternoon included a pajama party and movie matinee featuring the film, Frozen! Participants met the movie characters and enjoyed hot chocolate and the snack bar, and participants got to take home a goody bag.

NEW RECREATION REGISTRATION SYSTEM

In December, visitors to the City's Recreation and Parks registration page noticed some significant changes. The new registration site was overhauled, making it easier to discover recreational programs. The new programming also offers features to streamline the registration process. For example, users can set up a profile for each child in a household, and the system will filter programs only to show those suitable for that child.





COMMUNITY GATHERING

The unique pairing of City Hall and the Sandy Springs Performing Arts Center on the same campus, along with the City Green, created multiple and ideal venues for gathering the community as one.

To foster connectivity, the City expanded its event calendar, adding several new annual events, conceptualized and produced by the City's Communications Department. An initiative is also underway to unify the multiple City provided events under a single brand.



CITY GREEN LIVE

MAY - AUGUST

On select spring and summer Friday evenings, the City Green becomes an open-air night club, hosting a variety of musical acts under a moonlit sky. Sing along with nationally-known artists and get introduced to the up and coming.

SPOOKY SPRINGS

OCTOBER

Designed for our youngest residents, Spooky Springs is a not-so-frightful, family-friendly event filled with the fun sights and sounds of Halloween! Abernathy Greenway is the place to be with trick-or-treat stations, face painting and more!



SANDY SPRINGS LANTERN PARADE

JUNE

A tradition since 2016, the Lantern Parade lights up Morgan Falls Road with Flying Pigs, brightly colored globes, parasols, and other whimsical creatures as they Take it to River for this popular annual event.



VETERANS DAY

NOVEMBER

Every Veterans Day since 2010, the City pays tribute to the brave men and women who have served our country. The event features a keynote speaker, musical tribute, and recognition of each of the country's armed forces.



STARS AND STRIPES

JULY

One of the metro area's largest fireworks shows, Sandy Springs' Stars and Stripes celebration has become the go-to Fourth of July event. With the back drop of the iconic King and Queen buildings, this dazzling display is the ultimate birthday party for our country.

SPARKLE SANDY SPRINGS

DECEMBER

In 2019, Sandy Springs introduced the first Sparkle Sandy Springs Holiday Parade to kick-off the holidays at City Springs. Brightly lit holiday-themed floats caravaned their way to the City Green to light the Christmas Tree.



CITY GREEN LIVE

City Green Live ended its inaugural year on a high note with more than 24,000 people estimated to have attended the free summer concert series. The Grammy-award bluegrass band Steep Canyon Rangers was the series' opening act, and for 10 Friday nights from May through September, the lineup included cover bands and introduced up and coming acts. The popular series wrapped up with a capacity crowd for Grammy-nominee Shawn Mullins. Joe Gransden and his big band orchestra provided an encore presentation in October, building excitement for next year's summer series.



ELEVEN
PERFORMANCES



24,000
ATTENDEES





SPARKLE SANDY SPRINGS

Sparkle Sandy Springs returned to City Springs for the second year, but this time with a reason to strike up the band! This year's event debuted the City's first holiday parade complete with festive floats, marching bands, local dance and theatre groups and visit from Santa who lit the Christmas Tree at City Springs. As in previous years, the event also featured miniature holiday houses decorated by local groups and organizations. This popular event continues to grow and this year's crowd was estimated at 2,000 participants.





CELEBRATING THE ARTS

From sold-out shows in the Byers and Studio Theatres to capacity crowds at events on the City Green, performing and visual arts were celebrated this past year, creating positive buzz and inspiring generations to come.

LIGHTING UP THE STAGE AND SCREEN

The Sandy Spring Performing Arts Center had a strong opening with multiple sell-out shows that brought nationally known artists like jazz saxophonist Branford Marsalis and Broadway and television star Sutton Foster to the Byers Theatre stage. The momentum continued as the award-winning, Multi-Platinum Recording Artist Jewel brought her holiday show to the performing arts center; and the legendary rock band Three Dog Night played to capacity audiences.

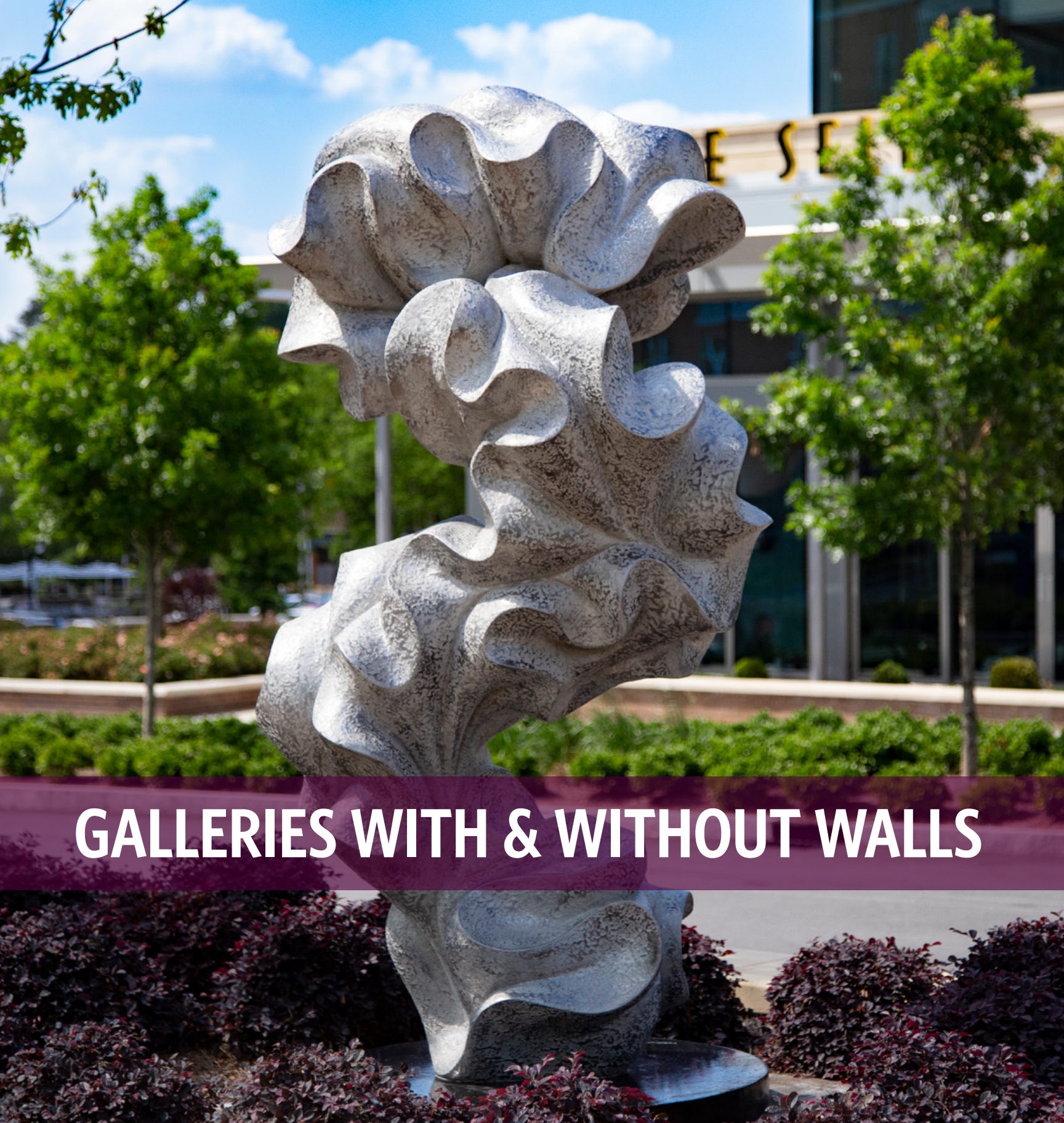
But the stage wasn't the only attraction; the screen captivated crowds as Atlanta

Jewish Film Festival audiences embraced the festival's popular new home in the Byers Theatre, that hosted more than 40 screenings at the 2019 AJFF.

Highlights from the film festival included a sold-out musical recital featuring violin virtuoso Itzhak Perlman. His concert included the presentation of the film festival's Icon Award for Perlman's contributions to the cinematic arts, and a stirring tribute video featuring congratulations from composer John Williams, director Steven Spielberg and conductor Zubin Mehta.

The Performing Arts Center also hosted the 2019 BMI R & B Hip-Hop Awards, rolling out the red carpet in the Studio Theatre. Multi-platinum, GRAMMY Award-winning singer/songwriter and actress Brandy received the 2019 BMI President's Award recognizing her longtime contributions to R & B and Hip-Hop. Ludacris, Gunna, Jade Novah and Samoht were among the performers in Byers Theatre.





GALLERIES WITH & WITHOUT WALLS



Recognizing that public art improves the character of a community and enhances the quality of life for those who live in, work in, and visit Sandy Springs, City leaders have taken steps to develop arts programs within the City.

ArtSS in the Open, debuted this year and helped kick-off the City Green Live concert series. This public sculpture competition at City Springs was specifically created to bring fine art to the parks and open spaces throughout the City, and to enhance the City Springs complex. The theme for this year's inaugural sculpture competition was "Inspired. By Nature," and works submitted to the competition were inspired by the natural world and the urban environment. There were 135 submissions, with nine chosen by a juried panel to be prominently displayed around the

four-acre City Green as part of a changing annual exhibit known as the City Springs Art Walk. As part of the program, the City will purchase one or more sculptures from each year's competition to add to its growing public art collection. Sculptures purchased by the City will be placed in permanent public locations around Sandy Springs. Local artist and Sandy Springs resident, Steve Steinman's recycled metal sculpture, *Lost Parts, Found Narratives* was among the featured pieces.

Additionally, this year, the City Council adopted the Community-Wide Culture and Arts Assessment and Plan, designed to build a short- and long-range culture and arts strategy for the City. The primary focus is to build upon and leverage the strengths, already established in Sandy Springs, and to fully integrate arts and culture planning

into the current and future economic and community development of the City. This plan falls within the recommendations in the Recreation and Parks Comprehensive Plan, which includes among its top short-term action items, conducting a community-wide art plan, and begin integration of arts within the City's parks.

Taking a look at our building, the Communications Department led the development of an art master plan for the interior spaces at City Springs. The program provides a framework for the procurement and installation of art throughout the facility.

In December, the City hosted its first art exhibit at City Hall featuring the work of Sandy Springs resident, Dr. Gary Bodner.



CARING FOR OUR ENVIRONMENT

Sandy Springs is a beautiful community known for its legendary tree canopy and the neighboring Chattahoochee River that winds along 22 miles of the City's border. Through teamwork, City staff is doing its share to protect and preserve the environment — a City Council priority.



PROTECTING OUR TREE CANOPY

The City of Sandy Springs has planted more than 600 trees since 2018. The primary locations this past year include: Windsor Meadow Park, Heards Ferry Elementary School, Riverside Bluff, City Springs, the Abernathy Greenway and along Johnson Ferry Road. The City's Geographic Information Systems team created a Tree Plantings map that plots the location and species of every tree planted by the City.

For the 2018-2019 planting season, the City implemented the NeighborWoods pilot program with Trees Atlanta. The Front Yard Tree project provides free front yard trees to interested residents, resulting in 74 trees planted at 37 different homes.

PROTECTING THE SHORELINE

This fall, the Recreation and Parks staff enlisted the help of the Sandy Springs Fire Department and Geographic Information Systems team to begin work on a bathymetric map of the Chattahoochee riverbed beside Morgan Falls Overlook Park. The map will be used to inform a shoreline restoration project. The in-house collaboration saved the City the cost of bringing in an outside contractor.

REEL IN AND RECYCLE

Monofilament fishing line recycling stations were added to two Sandy Springs parks. One station is located at the Morgan Falls Overlook Park dock, and one is located at the

Morgan Falls Dam fishing pier. The stations make correctly disposing of fishing line convenient, and our wildlife will appreciate the results.

STREAMLINING FEMA AUDIT

Following a FEMA audit early in the year, the City implemented several changes to be within compliance with FEMA regulations. One of the changes includes a requirement that a property owner obtains an elevation certificate if any part of their property is touched a flood plain. The Community Development Department partnered with the Geographic Information Systems team to streamline the process of identifying structures and properties located in hazardous

flood zones areas. Layering the City's property maps over FEMA's flood zone map made it easier for FEMA to conduct their audit versus the prior method of driving around to locate which properties are affected. Procedures that used to take weeks now takes hours. Additionally, the information is also accessible in our permitting software.

COMPREHENSIVE PLAN FOR OUR PARKS

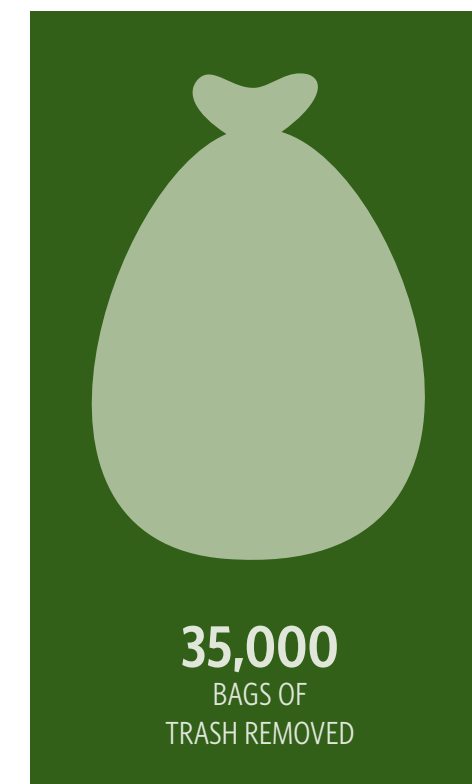
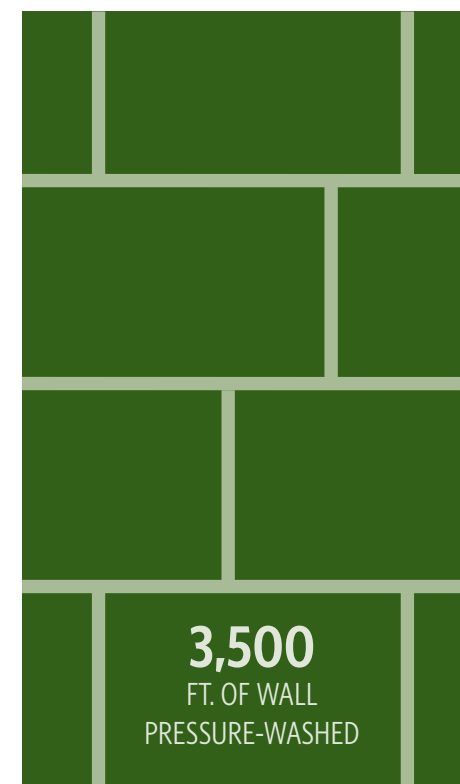
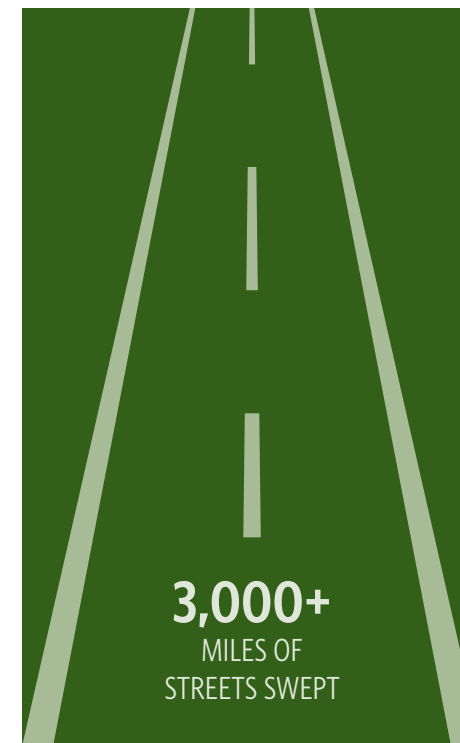
As Sandy Springs continues to grow, it is increasingly important to protect and enhance the City's parklands, connect them to areas within and outside of the city boundaries, and expand the park system.

This year, the City Council adopted the Sandy Springs Recreation and Parks System Comprehensive Plan as a guide to creating a well thought out and strategically planned park system for the next ten years. This plan aligns with the recently completed Next Ten Comprehensive Plan and builds on its recommendations related to parks, greenspace, and trails. Through various channels of public engagement, meetings, and surveys, a top five amenities list resulted: hiking trails, multi-use trails, dog parks, community gardens, and an indoor pool.

RENOVATIONS AT HAMMOND PARK

Visitors to the Hammond Park Recreation Center have noticed a few changes this year, beginning with the renovation to the front of the building. Once inside the building, upgrades include a new and inviting vestibule, lobby, front desk, and office. A new family bathroom was also among the renovations.

The second phase of the renovation is underway, which will remodel the boys' and girls' locker rooms to include changing spaces.





Councilman Andy Bauman, Mayor Rusty Paul and Councilman Steve Soteres cut the ribbon to open the Rain Garden at Morgan Falls Overlook Park.

CLEANING UP OUR WATERWAYS

To proactively identify and address issues that may be contributing to creek impairments and to better understand stream conditions, the Stormwater Division coordinated with a consultant to complete stream walks. Portions of Crooked Creek, Ball Mill Creek, Marsh Creek, Long Island Creek, and Nancy Creek were evaluated. Through stormwater Best Management Practices, the stormwater team implemented a Sampling Quality Assurance Plan, which resulted in the removal of Ball Mill Creek from the Federal Clean Water Act 303(d) list of impaired streams.

PARTNERING WITH THE NATIONAL PARKS SERVICE

The National Parks Service is a frequent collaborator with the City in efforts to protect the environment.

To address erosion issues at Island Ford Park on Roberts Drive, the City's Stormwater Division is installing a level spreader to slow down the flow of water, metering it out to attenuate its intensity.

The City's Geographical Information Systems team also assisted the National Park Service by working with Google Maps, Waze and Apple maps/Tom-Tom to correct data that had caused GPS applications to route people to Island Ford Park via a private driveway.

REDUCING FLOODING AND EROSION IN OUR PARKS

The City has been utilizing "rain gardens" to address flooding and erosion issues in the City. Rain gardens collect stormwater runoff and naturally filter it before releasing it into our stormwater system in a controlled manner.

This year the City cut the ribbon on a rain garden at Morgan Falls Overlook Park that was completed as part of a \$700 thousand landscape project. \$500 thousand of the project was Federally funded.

At Allen Road Park, the Recreation and Parks Department and Stormwater Division are addressing runoff erosion issues coming from neighboring I-285. The design and permitting phases of a rain garden-based project were completed, with construction planned to begin next year.

MAPPING UNDERGROUND VAULTS

Previously, when looking at maps to locate underground vaults and detention ponds, it wasn't always clear how deep or wide those items were. This year, the Stormwater Division partnered with Field Services and Geographic Information Systems teams to inventory and map these areas to show the sizing, capacity, inflow, outflow, and pipe diameter. When working with development plans for construction projects, this initiative will help avoid potential damage done by utility companies.



STORMWATER MANAGEMENT

Engineering design was conducted and completed on four projects with a total cost of \$126,600. Construction was completed for 39 stormwater projects with an overall cost of approximately \$2,000,000.



403
STORMWATER
INQUIRIES



1,700
INFRASTRUCTURE
INSPECTIONS



839
STORMWATER
WORK ORDERS



19
CATCH BASIN
TOPS REPAIRED



5,000
FEET OF STORM
PIPE INSPECTED



HONORING MAYOR DR. EVA GALAMBOS

The City's Founding Mayor, Dr. Eva Galambos, was inducted into the Georgia Municipal Association's 2019 Hall of Fame. The prestigious GMA Municipal Government Hall of Fame recognizes officials who have made extraordinary contributions to municipal government and have been a strong supporter of GMA.



CREATING THE REPORT

The Sandy Springs annual Year in Review is produced by the City's Communications Department. The Department functions as a local newsroom and as a marketing agency in its efforts to compile and disseminate information to strengthen community engagement. The internal production creates stronger stories, as our journalism and photojournalism skills help gather the data and tell the stories related to successes in support of the efficient and responsive government as only those on the "inside" can identify. Internal design and development also produce cost savings for the City.

Sharon Kraun
Managing Editor

Marla Shavin
Lead Writer and Content Development

Jason Green
Copy Editor, Art Director, and Graphic Designer

Jared Oates
Graphic Designer

PHOTO CREDITS

The majority of the photography for this report was taken by the City's in-house photographers and other talented member's of City staff:

Jason Green
Pages 2, 6, 19, 20, 24, 27, 32, 33, 38, 40, 42, 53, 58, 59, 62, 63, 64, 68, 69, 70, 71, 72, 73, 82, 84, 85, and 88

Jared Oates
Pages 8, 17, 18, 21, 23, 25, 29, 30, 31, 43, 44, 46, 48, 49, 52, 53, 60, 77, 79, and 80

Steve Ciaccio
Page 65

Haleigh Stinson
Page 78

Additional Photography
Zach Rolen – Pages 50, 51 and 55
Craig Miller Productions – Page 66
Steve Everhardt – Page 68
Visit Sandy Springs – Page 69



CITY OF SANDY SPRINGS

1 GALAMBOS WAY
SANDY SPRINGS, GA 30328
SANDYSPRINGSGA.GOV