

Sandy Springs: The Power of Responsive Services

February 6, 2025



Our Past

1966

City of Atlanta Made Efforts to Annex Sandy Springs

1975

Committee for Sandy Springs was Formed

2005

City was founded on the Public-Private Partnership Model

2011

Moved from a single source provider to contracting with five private companies

2019

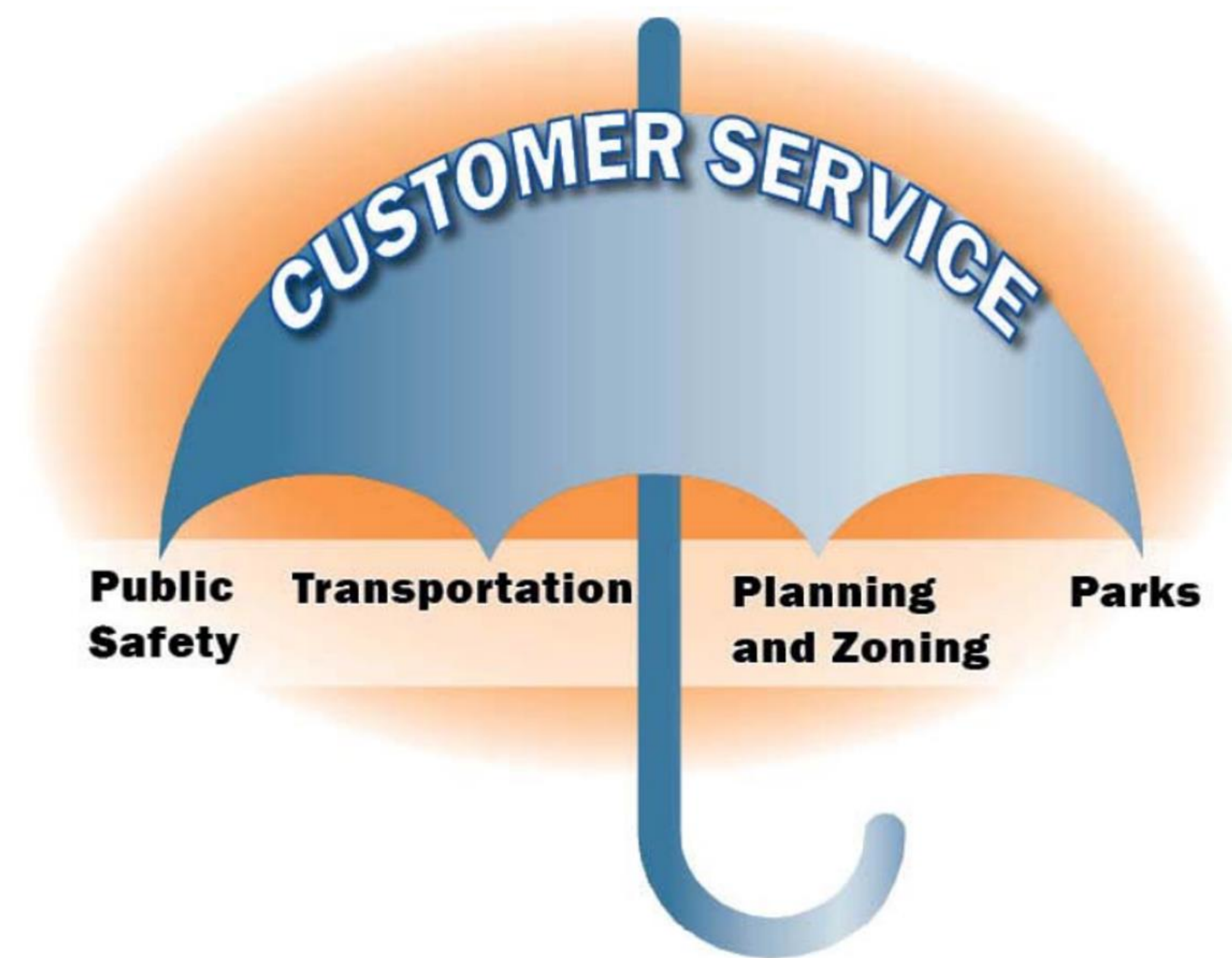
Estimated a savings of nearly \$14 million over five years by bringing many contracted services in-house, with change approved in the FY20 Budget

- Moved in-house: Public Works, Community Development, Finance, Information Technology, Communications, Facilities, Recreation and Parks, Municipal Court, and Economic Development
- Remained Outsourced: Call Center, 911 Services, Public Works Field Services, Fleet Services, City Attorney's Office, Municipal Court Solicitor, and other services

What have staff been up to?

A sampling of our accomplishments

City Council's Adopted Priorities



Customer Service and Citizen Engagement

- Provided more than \$4,400,000 in contracts for services to nonprofit providers
- Closed 29,152 Open Records Requests between 2018 and 2024, with a 131% increase in the number of ORRs from 2018 to 2024
- Shifted to digital communications efforts – quarterly printed newsletter (2013) to bi-weekly e-newsletter (2024)
- Facebook followers grew by 10,000+ and Instagram account was established in 2022
- Hosted 100+ Public Open Houses and Stakeholder Meetings over the past five years
- SSPD has held hundreds of community engagement events over the past 10 years, with 134 held in 2024 alone

Received
640,000+ calls
into the Call
Center since
2015



Processed
60,000+ IT
Service Desk
and 13,500+
GIS requests
since 2015



Website traffic
grew by
40,000 active
users since
2015



Rebranded
the City's
logo in 2017



26 Higher
Education
Degrees*



373 Years of
Combined
Service to the
Public Sector*



212 Years of
Combined
Experience in
the Private
Sector*



Experience working
in 42 government
organizations*



Customer Service and Citizen Engagement

- Recruiting the Best Talent
 - Focus on market-leading pay
 - Competitive healthcare benefits
 - Generous retirement benefits
- Public Safety Recruitment and Retention
 - Average years of service for sworn officers – 9
 - Average years of service for shift personnel - 10

*Senior Leadership Team

Zero drownings
since the
River Patrol was
created in 2024



Opened new
Fleet Center
(2024)



20,036
Training Hours
2024



Created Bicycle
Patrol Unit in
2018



Public Safety

Sandy Springs Police Department

- Celebrated Topping Out Ceremony for Police Department Headquarters and Municipal Court Building (2024)
- Held 39 graduations for the Citizen’s Police Academy since its inception in 2009
- Adopted innovative Verified Response Ordinance to address false alarm calls (2019)
- Respond to an average of 106,000 annual Calls for Service

2020	2021	2022	2023	2024
124,374	105,392	101,700	96,036	106,280

3,600 EMS
Training
Hours in
2024



Achieved ISO
1 Rating



Reconstructed
Fire Station 2 in
2022



21,597 Fire
Training
Hours in 2024



Public Safety Fire Department

- 71 apartment complexes required intumescent paint with 100% compliance
- Developed a career matrix that credentialed all positions. Most certifications are tested (2017)
- Adopted Multifamily Rental Housing Ordinance (2023)
- Community Paramedicine Program (2024)
- Opened new Fire Station 5 at 7800 Mount Vernon Road (2024)
- Responded to an average of 13,621 annual Calls for Service

2020	2021	2022	2023	2024
13,530	14,971	13,501	13,153	12,952

356
Performances
since 2018



183 Signature
Events since
2018



211 Total
Farmers
Markets



95 Artists
Welcomed in
the PAC since
2018



Recreational and Cultural Enrichment

- Engaged 750,000+ participants in City Recreation and Parks Programs since 2015
- Introduced several major new City programs largely focused on inclusionary opportunities for those with physical and developmental disabilities
 - Mother/Son Dance, Blue Stone 5k9, Superstar Dance, Fall Fun for All, Dino Egg Hunt, Adaptive Kayaking, Adaptive Fishing, and Snow Day Movie Matinee
- Engaged 400,000+ participants in City Partner programs at the Morgan Falls Athletic Complex, Sandy Springs Racquet Center, Paddle Shack, Hammond Gym, and Abernathy Arts Center
- Since incorporation, opened 11 new City parks totaling approximately 95 acres
- In partnership with Art Sandy Springs, created ArtSS in the Open Sculpture Competition and Rotating Indoor Art Exhibition

Transportation Accessibility and Community Appearance

- Since FY 2015, the Public Works Team have:



- Processed 4,570 Utility Permits
- Resurfaced 128 Miles of Roadway
- Repaired 11,299 Sidewalk Trip Hazards
- Installed 590 Pedestrian Lights
- Repaired over 8,388 potholes
- Constructed 16 miles of new sidewalks and sidepaths
- Published online utility map for residents use in 2016
- Completed the City's first Transportation Master Plan in 2008, with the first major update completed in 2021
- Effectively responded to every major weather operation, including the most recent Hurricane Helene and Winter Storm Cora

Sustainable Growth and Environment Stewardship

- Since 2015, the Community Development Team have:



- Over the last decade, conducted extensive community engagement to create 10+ planning documents designed to guide the future of the City
- Adopted and updated the City's new Development Code and Technical Manual to guide growth and development
- Completed 147 stormwater improvement projects totaling \$18,800,000 since 2015
- Planted more than 2,000 trees in the last 5 years
- Mitigated repetitive flood losses with assistance from GEMA and FEMA to acquire 7.4193 acres that are now preserved in perpetuity as greenspace

Home to the Headquarters of 8 Fortune Companies:

UNITED PARCEL
SERVICE
#45

INTERCONTINENTAL
EXCHANGE*
#397

MERCEDES BENZ*
#52
PARENT ON
GLOBAL
FORTUNE LIST

GRAPHIC PACKAGING
#416

SMURFIT WESTROCK*
#202

NEWELL BRANDS*
#460

ASBURY AUTOMOTIVE
GROUP*
#281

VERITIV HOLDINGS*
#517

Companies That Do Over \$500 Million in Annual Revenues:

COX ENTERPRISES

INSPIRE BRANDS*

GOTO FOODS
(FORMERLY FOCUS BRANDS)*

SERVICE MASTER*

HAVERTY'S FURNITURE

CHOATE CONSTRUCTION

EDIBLE ARRANGEMENTS*

Economic Development with a Focus on Redevelopment

- Sandy Springs has become a major market for corporate Headquarters, as five Fortune 500 companies have moved here since 2014 with another pending
- Four large privately held companies have also moved HQ to Sandy Springs since 2014, giving the City at least 15 companies of \$500,000,000 or more in annual revenues
- More than 160 companies in Sandy Springs generate more than \$10,000,000 a year in annual revenues
- In 2024, the city had 5,981 active business licenses, up from 4,586 in 2014
- Revenue processed 48,985 business license applications and 169,798 transactions since 2015
- 384 RFQs, RFPs, and ITBs have been processed since 2015 and 6,013 Purchase Orders and Requisitions have been issued
- In partnership with the Community Assistance Center and Perimeter Chamber, created the Sandy Springs Connects! Career Expo
- City Springs redevelopment

* Moved to Sandy Springs since 2014



Creating a Downtown

Evolution of City Springs
2006 to 2024

City Growth

Fiscal Year	General Fund Budget	All Funds Budget
FY 2015	\$90,185,932	\$199,992,595
FY 2016	\$95,298,938	\$207,588,412
FY 2017	\$103,562,695	\$401,735,771
FY 2018	\$106,082,932	\$426,573,213
FY 2019	\$110,486,229	\$463,402,990
FY 2020	\$116,258,600	\$489,879,027
FY 2021	\$91,492,725	\$479,726,668
FY 2022	\$107,317,777	\$676,075,610
FY 2023	\$130,619,972	\$995,347,649
FY 2024	\$141,204,831	\$1,042,438,156
FY 2025	\$155,166,944	\$1,089,296,009

Capital Projects Funding Summary

Fiscal Year	Capital Project Fund	Stormwater Fund	TSPLOST 2016	TSPLOST 2021	Total
2006	\$0	\$0	\$0	\$0	\$0
2007	6,180,936	0	0	0	\$6,180,936
2008	15,540,483	450,000	0	0	\$15,990,483
2009	29,152,474	1,800,000	0	0	\$30,952,474
2010	23,647,716	500,000	0	0	\$24,147,716
2011	14,900,001	1,800,000	0	0	\$16,700,001
2012	12,320,198	2,500,000	0	0	\$14,820,198
2013	26,571,822	2,500,000	0	0	\$29,071,822
2014	24,336,631	1,600,000	0	0	\$25,936,631
2015	29,428,429	1,750,000	0	0	\$31,178,429
2016	29,904,824	2,550,000	0	0	\$32,454,824
2017	15,723,455	2,500,000	387,041	0	\$18,610,496
2018	15,747,490	2,000,000	3,755,417	0	\$21,502,907
2019	15,695,325	1,500,000	7,772,568	0	\$24,967,893
2020	19,425,000	1,750,000	10,924,185	0	\$32,099,185
2021	4,052,500	1,225,000	7,042,842	0	\$12,320,342
2022	15,725,971	1,720,000	9,855,741	3,203,000	\$30,504,712
2023	22,208,780	1,905,000	11,167,174	3,571,198	\$38,852,152
2024	21,779,581	2,160,000	13,785,835	4,040,566	\$41,765,982
2025*	23,096,400	4,250,000	5,546,768	2,513,113	\$35,406,281
Total	\$365,438,016	\$34,460,000	\$70,237,571	\$13,327,877	\$483,463,464

*FY 2025 is YTD

CIP and Stormwater – Transfers
from General Fund

TSPLOST 2016 and 2021 – Actual
expenditures

Total FTE Personnel Numbers Over the Years

	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25
City Council	7	7	7	7	7	7	7	7	7	7	7
City Manager	4	4	5	5	5	4	4	5	4	4	6
City Clerk	1	1	1	1	1	4	3	3	4	4	4
Finance	20	20	20	25	22	20	21	20	21	22	23
Legal	0	0	0	0	0	0	0	2	2	3	2
Information Technology	11.25	11.25	12.5	12.75	14.25	15	16	16	17	19	21
Human Resources	2	2	2	2	3	5	4	4	4	4	4
Facilities	0	0	0	10	15	13	14	16	17	16	18
Communications	4	5	5	6	8	8	7	7	7	7	8
Court	12.25	12.25	12	12	11	11	10	10	10	10	10
Police	145	152	154	163	165	166	168	168	169	173	178
Fire	92	108	114	115	116	116	116	117	117	121	123
Emergency Management	0	0	0	0	0	1	1	1	1	1	1
Public Works	28.25	32.25	33.25	33.5	34.5	34	34	34	34	35	37
TSPLOST	0	0	0	12	12	8	7	8	10	11	11
Fleet	0	0	0	0	1	1	2	2	2	2	2
Recreation and Parks	10.5	11	12	12	12	11	12	12	12	13	12
Community Development	30	37.4	38	38	39	37	36	38	44	45	46
Economic Development	1.5	1.5	2	2	3	2	2	2	2	3	2
Performing Arts Center	--	--	--	--	25	24	24	25	26	25	27
TOTAL	368.75	404.65	417.75	456.25	493.75	487	488	497	510	525	542

Current Contracted Services

- E911 Services
- Ambulance Services
- Radio System
- City Springs Landscaping
- Facility Security
- Janitorial Services
- Fleet Maintenance
- Park Landscape and Mowing
- Park Litter
- Call Center
- Street Sweeping
- Street Maintenance
- City-wide Litter
- State Route Mowing
- Municipal Elections

- Right of Way Mowing
- Road Striping
- Road Signage
- Traffic Signals
- Tree Removal
- Stormwater Maintenance
- Recreation and Parks Programming
- Recreation and Park Facility Management
- Capital Project Design, Engineering, and ROW Acquisition
- On-Call Firms (PW and RP)
- Art Programming and Projects
- Non-profit Services
- Recycling
- Animal Control

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PRIMARY SERVICE
CONTRACTS

Our Future

- The City will celebrate its 20th Anniversary on December 1, 2025
- Celebrating this milestone is an opportunity to reflect on our growth, achievements, and community spirit while looking toward the future















SANDY SPRINGS

GEORGIA

Celebrating 20 Years



						
State	S. Carolina	Georgia	Georgia	Georgia	Texas	Florida
Population	70,720	65,818	82,453	108,080	111,026	68,107
Population Density (sq mi)	2,357	2,420	2,677	2,807	2,588	2,590
City Area (sq mi)	30	27.2	30.8	38.5	42.9	26.3
Roadway Miles (centerline)	260	500	226.68	315	490	52.2
Median Household Income	\$73,536	\$140,188	\$151,344	\$110,401	\$133,144	\$135,764
Median Home Value	\$496,400	\$670,600	\$640,700	\$627,000	\$433,600	\$715,500
% Bachelors /Higher	66.4%	70.5%	74.8%	68.6%	61.4%	65.7%
Full-time Staff General Fund Only	815	442	284	504	735	352* includes outsourced staff
FY25 General Fund	\$139,644,218	\$103,515,197	\$62,976,865	\$155,116,944	\$134,276,098	\$119,127,700

						
Population	70,720	65,818	82,453	108,080	111,026	68,107
Daytime Population Est.	158,819	141,386	71,694	187,508	139,665	62,513
City Area (sq mi)	30	27.2	30.8	38.5	42.9	26.3
Number of FTE (All GF)	815	442	284	504	938	352
Number of Sworn Officers	209	113	85	154	178	145 (County)
~1 sworn officer per.....	338 residents	585 residents	952 residents	705 residents	624 residents	469 residents
Number of Shift Personnel	156	108	87	110	126	114 (County)
~1 shift personnel per.....	454 residents	609 residents	936 residents	980 residents	881	599 residents
Number of General Govt Services (GGS) FTE	450	219	112	240	634	93 (incl outsourced)
~1 GGS staff per...	156 residents	304 residents	736 residents	450 residents	176 residents	735 residents

Data Selection and Methodology

- Each city has two constants:

General Fund and Full-Time Employees

- Reviewed General Fund budget financials and staffing for a 10-year period where possible
- Consumer Price Index (CPI)
 - United States Bureau of Labor Statistics
 - All dollar values for the 10-year analyses are stated in 2024 dollars
 - 2024: \$1 = \$1
 - 2023: Inflation = 5%, $(\$1 - 0.05) = \0.95
 - This inflation factor is applied to each budgeted dollar and refactored for each budget year
- Note: City of Weston, FL, Johns Creek, GA, and Sandy Springs have been adjusted to account for outsourced General Government Services staffing

Comparison of Cities - General Fund Budget and Staff

	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25
Sandy Springs, GA										
General Fund Budget	\$128,691,686	\$137,955,866	\$137,865,378	\$140,682,115	\$145,765,033	\$111,932,200	\$129,478,898	\$146,633,981	\$148,956,976	\$155,116,944
Staff	393	418	444	469	455	457	464	474	489	504
Alpharetta, GA										
General Fund Budget	\$85,744,804	\$90,227,144	\$94,766,922	\$92,426,554	\$94,400,913	\$88,406,092	\$89,883,121	\$102,622,022	\$104,467,461	\$103,515,197
Staff	419	409	411	412	415	415	423	428	434	442
Johns Creek, GA										
General Fund Budget	--	--	--	--	\$57,039,156	\$52,985,096	\$52,219,422	\$47,761,623	\$60,930,336	\$62,976,865
Staff	--	--	--	--	265	265	265	270	279	284
Sugar Land, TX										
General Fund Budget	\$102,616,010	\$104,519,314	\$112,147,289	\$113,578,641	\$121,894,509	\$119,631,651	\$123,179,898	\$120,606,337	\$126,103,175	\$134,276,098
Staff	593	611	665	670	706	706	706	722	742	735
Greenville, SC										
General Fund Budget	\$102,974,414	\$104,734,629	\$109,031,329	\$113,332,721	\$121,935,467	\$125,650,321	\$173,703,458	\$139,092,639	\$144,319,156	\$139,644,218
Staff	682	685	703	716	727	730	733	763	795	815
Weston, FL										
General Fund Budget	--	--	--	\$58,499,125	\$61,534,749	\$57,173,519	\$56,383,726	\$52,477,621	\$55,145,847	\$64,369,500
Staff	--	--	--	301	302	322	323	341	341	352

Comparison of Cities - General Fund Budget per Staff

	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23	FY24	FY25
Sandy Springs, GA	\$327,460	\$330,038	\$310,508	\$299,962	\$320,363	\$244,928	\$279,049	\$309,354	\$304,615	\$307,772
Alpharetta, GA	\$204,642	\$220,874	\$230,857	\$224,609	\$227,472	\$213,027	\$212,490	\$239,771	\$240,986	\$234,197
Johns Creek, GA	--	--	--	--	\$215,242	\$199,994	\$197,054	\$176,895	\$218,388	\$221,750
Sugar Land, TX	\$173,046	\$171,063	\$168,643	\$169,520	\$172,655	\$169,450	\$174,476	\$167,045	\$169,950	\$182,689
Greenville, SC	\$151,100	\$153,009	\$155,205	\$158,397	\$167,840	\$172,242	\$237,138	\$182,417	\$181,648	\$171,448
Weston, FL	--	--	--	\$194,349	\$203,757	\$177,558	\$174,563	\$153,893	\$161,718	\$182,868

Average General Fund Dollars Per FTE



GGG Outsourcing vs. Insourcing: The Numbers

Actual with Bonus and Worker’s Compensation – Calculations Include Additional Staff

Work Area and Contractor	NTE Escalator	FY20 Projected	5-Year Projected Savings	FY20 Actual	FY21 Actual	FY22 Actual	FY23 Actual	FY24 Actual	5-Year Actual Savings
Finance* Inframark	3.50%	2,130,465.00	1,700,000.00	1,436,324.59	1,574,043.95	1,635,569.96	2,231,022.61	2,467,709.14	2,862,201.94
Information Technology InterDev	4.00%	1,696,786.00	2,500,000.00	1,127,551.70	1,361,356.57	1,502,551.23	1,888,173.21	2,130,496.36	3,012,705.16
Facilities AECOM	4.00%	917,163.00	56,000.00	800,675.16	1,029,977.00	1,326,254.25	1,351,087.40	1,407,266.82	(745,989.32)
Community Development The Collaborative	2.50%	638,645.00	2,000,000.00	2,531,668.33	3,022,838.45	3,414,536.97	4,343,656.42	4,920,038.54	4,545,825.81
Call Center Faneuil	4.88%	535,603.00	--	--	--	--	--	--	--
Municipal Court Jacobs	2.90%	821,310.00	940,000.00	456,955.50	511,646.53	500,113.37	725,077.91	644,705.27	1,513,239.27
Public Works** AECOM	4.00%	5,083,312.00	3,600,000.00	3,394,526.35	4,202,159.49	4,155,127.74	5,310,096.89	5,694,173.44	9,430,759.79
Recreation and Parks*** Jacobs	2.90%	1,096,262.00	1,050,000.00	1,087,545.08	1,027,149.79	1,035,937.70	1,234,878.08	1,306,206.55	116,862.80
Communications and Economic Development The Collaborative	2.50%	4,378,885.00	500,000.00	657,999.45	683,159.36	780,965.29	964,531.36	950,418.57	(159,475.16)
Performing Arts Center Multiple	--	--	1,220,000.00	1,070,398.09	1,889,692.56	1,710,392.63	2,151,833.73	2,666,240.64	5,422,479.44

*includes City Clerks Office
** includes TSPLOST
***includes Tree Fund

Total

FY20 Projected	5-Year Projected Savings	FY20 Actual	FY21 Actual	FY22 Actual	FY23 Actual	FY24 Actual	5-Year Actual Savings
17,298,431.00	13,566,000.00	12,563,644.25	15,302,023.70	16,061,449.14	20,200,357.61	22,187,255.33	25,998,609.73

City Council Exercise

City of Sandy Springs SWOT Analysis

As we begin planning our next 20 years...

