



City Council Meeting OCTOBER 19, 2020

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
6:30 PM

I. CALL TO ORDER

II. ROLL CALL

III. PLEDGE TO THE FLAG

IV. CONSENT AGENDA

A. Council Meeting Minutes (Meeting of 10/5/2020)

B. Alcoholic Beverage License Applications

**PH-20-AB-11 Interstate Management Company, LLC
d/b/a Atlanta Marriott Alpharetta
5750 Windward Parkway
Alpharetta, GA 30005-2021**

**Hotel
Consumption on Premises
Liquor, Beer, Wine & Sunday Sales**

**Owner: Interstate Management Company, LLC
Registered Agent: Michael Sard**

V. PUBLIC HEARING

A. PH-20-13 Unified Development Code Text Amendments – Animal Hospital, Small Animal (1st Reading)

Consideration of text amendments to the Unified Development Code to add 'Animal Hospital, Small Animal' as a conditional use in the O-I (Office-Institutional) zoning district.

VI. BOARD AND COMMISSION APPOINTMENTS

A. Appointment To The North Fulton Community Improvement District (NFCID) Board

B. Appointments To Cultural Arts Commission

VII. NEW BUSINESS

**A. CARES ACT Funding and Appropriations
Sponsored By: Mayor Gilvin & Council Member Binder**

**B. Agreement with the ACVB Regarding the Business Recovery Program
Sponsored By: Mayor Gilvin & Council Member Binder**

**C. COVID-19 Vulnerable Population Grant Program
Sponsored By: Mayor Gilvin & Council Member Binder**

D. Design Services Change Order for Webb Bridge Road - Greenway to Webb Bridge Way

E. Public Safety Taser Replacements

F. Pine Shavings for City's Equestrian Center Stalls

VIII. PUBLIC COMMENT

IX. REPORTS

X. ADJOURNMENT



City Council Meeting STAFF REPORT

Submitting Department: City Clerk

Submitted By:

Sponsored By:

Meeting Date: October 19, 2020

I. AGENDA ITEM TITLE: COUNCIL MEETING MINUTES (MEETING OF 10/5/2020)

II. RECOMMENDATION:

III. BUDGET IMPLICATIONS:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST:

APPROPRIATIONS:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>

EXTERNAL FUNDING SOURCES:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>

IV. REPORT IN BRIEF:

V. ALTERNATIVES:

VI. ATTACHMENTS:

Council Meeting Minutes Draft 10-5-2020



City Council Meeting
October 5, 2020
Office of the City Clerk
CITY HALL 2 PARK PLAZA | 6:30 PM

This summary is provided as a convenience and service to the public, media, and staff. It is not the intent to record proceedings verbatim. Any reproduction of this summary must include this notice. Public comments are noted as heard by Council, but not quoted or paraphrased. This document includes limited presentation by Council and invited speakers in summary form. This is not an official record of the Alpharetta City Council Meeting proceedings. Official Minutes are recorded and available for review.

I. CALL TO ORDER

- *Mayor Gilvin called the meeting to order at 6:30 p.m.*

II. ROLL CALL

- **Council Members**

- o Mayor Jim Gilvin
- o Mayor Pro Tem Donald F. Mitchell
- o Jason Binder
- o Ben Burnett
- o John Hipes
- o Dan Merkel
- o Karen Richard

- **Staff**

- o Bob Regus, City Administrator
- o Sam Thomas, City Attorney
- o Michael Riddle, Web Administrator
- o Erin Cobb, City Clerk
- o Tom Harris, Director of Finance
- o Morgan Rodgers, Director of Recreation, Parks & Cultural Services
- o Kathi Cook, Director of Community Development
- o Pete Sewczwicz, Director of Public Works
- o Eric Graves, Senior Transportation Engineer/Planner

III. PLEDGE TO THE FLAG

IV. PRESENTATIONS & PROCLAMATIONS

A. Proclamation for National Arts and Humanities Month

V. CONSENT AGENDA

A. Council Meeting Minutes (Meeting of 9/28/2020)

B. Financial Management Report: Month Ending August 31, 2020

- Council Member Binder asked to remove the Financial Management Report: Month Ending August 31, 2020 from the consent agenda in order for the Director of Finance, Tom Harris, to present an overview.
- ❖ Council Member Burnett offered a motion to approve the consent agenda excluding the Financial Management Report: Month Ending August 31, 2020
 - The motion received a second from Council Member Binder
 - The motion was approved unanimously (7-0)

B. Financial Management Report: Month Ending August 31, 2020

- Director of Finance, Tom Harris, came forward to present a brief financial update.
- ❖ Council Member Burnett offered a motion to approve the Financial Management Report: Month Ending August 31, 2020
 - The motion received a second from Council Member Binder
 - The motion was approved unanimously (7-0)

VI. NEW BUSINESS

A. City Streetlight Inspection, Maintenance, and Installation Services, RFP 21-101

- Director of Public Works, Pete Sewczwicz, came forward to present this item.
- Staff is recommending that Mayor and Council award RFP No. 21-101 to Capital City Electrical Services LLC., for Streetlight Inspection, Maintenance, and Installation Services and authorize the Mayor to execute all necessary documents.
- The award of this RFP will be for the maintenance, inspection, and installation services for City owned and maintained streetlights. The City owns and maintains 608 street and pedestrian lights throughout the City. The completion of City projects currently under construction will add an additional 113 lights into the City's maintenance responsibilities.
- Adding an on-call vendor to assist with the maintenance of City owned streetlights will help provide a safe walking and driving environment for residents and visitors. The contractor will be responsible for ordering and stocking light fixtures, decorative post, photocells, bulbs, etc. to provide a faster repair response. Monthly

inspections will allow the contractor to identify lights not working and help figure out what parts should be stocked more than others.

- Light fixtures, decorative post, and other lighting parts and components will be stored at the Public Works Department for the contractor to access when needed.
- The Department of Public Works prepared a schedule of items pertaining to street/pedestrian light repairs and advertised for proposals on July 16th, 2020. It is the intent to award this as a five-year contract. The contract will include monthly inspections for submission of work orders to be approved prior to work being performed on all City owned streetlights. The City received two proposals from Capital City Electrical Services, LLC, and GTG Traffic Signals. The Evaluation Committee reviewed and scored each firms proposal based on the following.
 - o Statement of qualifications, project staffing, and available resources (37 points)
 - o References (30 points)
 - o Local Vendor Preference (3 points)
 - o Estimated annual maintenance cost proposal (30 points)
- The resulting scores were as follows:
 - o Capital City Electrical Services, LLC. 88.07
 - o GTG Traffic Signals 43.33
- Capital City Electrical Services, LLC. has previously completed work and installed streetlights along Westside Parkway for the City. Capital City Electrical also performs similar services for Hall County, GA. Power, and other municipalities. Therefore, staff recommends award of RFP 21-101 to Capital City Electrical Services, LLC.

Public Comment

- No Public Comment
- ❖ Mayor Pro Tem Mitchell offered a motion to award RFP No. 21-101 to Capital City Electrical Services LLC., for Streetlight Inspection, Maintenance, and Installation Services and authorize the Mayor to execute all necessary documents
 - The motion received a second from Council Member Merkel
 - The motion was approved unanimously (7-0)

B. City of Alpharetta Capital Improvement Element

- Senior Transportation Engineer/Planner, Eric Graves, came forward to present this item.
- Staff is recommending Mayor and Council approve a resolution adopting the 2019-2020 Capital Improvement Element and Annual Report as required to keep Qualified Local Government status.
- The Georgia Planning Act of 1989 (The Act) requires that local governments keep their Comprehensive Plans current as a pre-requisite for maintaining Qualified Local Government status, a requirement for eligibility for receipt of State of Georgia funds. The Act requires that local governments provide annual updates to their Capital Improvement Element (CIE), prepared in accordance with the Minimum Planning Standards and Procedures and the Development Impact Fee Compliance Requirements.
- The CIE is designed to provide insight into key infrastructure and public improvement projects being undertaken and completed by local jurisdictions. The Annual Report details on an annualized basis the collection and use of funds derived from impact fees. Together these documents provide a means of tracking local government performance and serve as a tool for measuring progress with respect to achieving community goals as outlined in the Comprehensive Plan.
- The City of Alpharetta is required to transmit its annual update of the Capital Improvement Element to the Atlanta Regional Commission for review prior to Council Adoption.
- Failure to update the Capital Improvement Element in accordance with the Georgia Planning Act of 1989 would result in the loss of Qualified Local Government status, which would make the City ineligible to receive most State funding. Further, failure to submit this annual report would make the City ineligible to collect impact fees on new development.
- City Attorney, Sam Thomas, read the resolution aloud.

Public Comment

- No Public Comment
- ❖ Council Member Richard offered a motion to approve a resolution adopting the 2019-2020 Capital Improvement Element and Annual Report as required to keep Qualified Local Government status
 - The motion received a second from Council Member Binder
 - The motion was approved unanimously (7-0)

C. Resolution for the Land and Water Conservation Fund Grant Application

- Director of Community Development, Kathi Cook, came forward to present this item.
- Staff is recommending that Mayor and Council adopt a resolution authorizing and supporting the City of Alpharetta's application for Land and Water Conservation Grant funding to complete portions of the Northwinds section of AlphaLoop.

- Consideration of a resolution authorizing the submittal of an application for the Land and Water Conservation Grant and to earmark currently appropriated funds for AlphaLoop as the required local match if the grant is awarded.
- The grant funding, if awarded, will be used to complete portions of the Northwinds section of the AlphaLoop. The City of Alpharetta agrees to a 50% match requirement (\$500,000) of the project budget total of \$1,000,000.
- City Attorney, Sam Thomas, read the resolution aloud.

Public Comment

- No Public Comment
- ❖ Council Member Richard offered a motion to adopt the resolution authorizing and supporting the City of Alpharetta's application for Land and Water Conservation Grant funding to complete portions of the Northwinds section of AlphaLoop
 - The motion received a second from Council Member Binder
 - The motion was approved unanimously (7-0)

D. Resolution for the Georgia Outdoor Stewardship Program Grant Application

- Director of Community Development, Kathi Cook, came forward to present this item.
- Staff is recommending Mayor and Council adopt the resolution authorizing and supporting the City of Alpharetta's application for Georgia Outdoor Stewardship Program Grant funding to complete portions of the Northwinds section of AlphaLoop and authorizing grant matching funds.
- Consideration of a resolution authorizing the submittal of an application for the Georgia Outdoor Stewardship Grant and to designate funds up to \$1,005,340.45 (25.1%) for the required local match if the grant is awarded.
- The funding, if awarded, will be used to complete portions of the Northwinds Section of the AlphaLoop. The City of Alpharetta agrees to a 25.1% match requirement (\$1,005,340.45) of the project budget total of \$4,005,340.45.
- City Attorney, Sam Thomas, read the resolution aloud.

Public Comment

- No Public Comment
- ❖ Council Member Richard offered a motion to approve a resolution authorizing and supporting the City of Alpharetta's application for Georgia Outdoor Stewardship Program Grant funding to complete portions of the Northwinds section of AlphaLoop and authorizing grant matching funds
 - The motion received a second from Council Member Hipes
 - The motion was approved unanimously (7-0)

E. IGA with Fulton County - Reimbursement for Officers Providing Services at COVID-19 Testing Sites

- City Administrator, Bob Regus, came forward to present this item.
- Staff is recommending that Mayor and Council approve an Intergovernmental Agreement (IGA) with Fulton County for the reimbursement of payments for officers providing traffic and security services at the North Fulton County COVID-19 Testing Site and authorize the Mayor to execute all necessary documents.
- The City of Alpharetta's Public Safety Department has been providing traffic and security services at the North Fulton COVID-19 Testing Site on behalf of Fulton County. This agreement sets forth the responsibilities of the City and the County regarding services to be performed and reimbursement for those services.
- This agreement covers the services provided at 4700 North Point Parkway, which is a Specimen Point Collection Site ("SPOC") established for testing County residents for the COVID-19 virus. The security and traffic control services are provided at the SPOC Monday through Friday from 10:30 a.m. until 6:00 p.m. and on Saturday from 9:00 a.m. to 12:00 p.m.
- The officers provided by Alpharetta Public Safety, which includes fire and police, are paid by the City, then reimbursed by the County. If approved the agreement will be effective as of April 1, 2020 and shall not exceed 12 months.

Public Comment

- No Public Comment
- ❖ Council Member Merkel offered a motion to approve an Intergovernmental Agreement (IGA) with Fulton County for the reimbursement of payments for officers providing traffic and security services at the North Fulton County COVID-19 Testing Site and authorize the Mayor to execute all necessary documents
 - The motion received a second from Council Member Hipes
 - The motion was approved unanimously (7-0)

VII. WORKSHOP

A. Park Rules Ordinance Update

- Director of Recreation, Parks & Cultural Services, Morgan Rodgers, came forward to present this item.
- Staff seeks input and requests permission to work with the City Attorney to draft appropriate language to codify the updated rules in preparation for final consideration and adoption by City Council.
- Currently, the City Ordinance that deals with Park Rules is outdated. The City has added many parks, facilities, and services; however, the Park Rules Ordinance does not reflect the changes and additions that have been made to the park system.
- The Recreation Commission utilized several of its monthly workshop meetings to review the current City Ordinance and to develop a new set of Park Rules that are in keeping with the current status of our City. Subsequently, the Recreation Commission approved unanimously at its November 12, 2019 meeting to recommend for adoption by City Council the attached Park Rules.

Public Comment

- No Public Comment

VIII. PUBLIC COMMENT

- No Public Comment

IX. REPORTS

- Council Member Richard announced the Comprehensive Plan Public Workshop taking place on October 7, 2020 at 6:00 P.M. in Brooke Street Park.
- Council Member Merkel informed Mayor and Council about the complaints he has been receiving regarding the North Point Community Church sound checks taking place outdoor prior to their Sunday service. Additionally, the Scarecrow Walking Tour is currently taking place in downtown, which includes six different patches.
- Mayor Gilvin appointed Council Member Binder as the Finance Department liaison.

X. ADJOURNMENT TO EXECUTIVE SESSION

- ❖ Council Member Merkel offered a motion to adjourn into Executive Session
 - The motion received a second from Council Member Binder
 - The motion was approved unanimously (7-0)
- ❖ With no further business to discuss or items to be heard, Mayor Gilvin adjourned the meeting to Executive Session at 7:37 P.M.

Respectfully submitted,

A handwritten signature in cursive script that reads "Erin Cobb".

Erin Cobb, City Clerk



City Council Meeting STAFF REPORT

Submitting Department: Administration

Submitted By:

Sponsored By:

Meeting Date: October 19, 2020

I. AGENDA ITEM TITLE: ALCOHOLIC BEVERAGE LICENSE APPLICATIONS

PH-20-AB-11 INTERSTATE MANAGEMENT COMPANY, LLC
D/B/A ATLANTA MARRIOTT ALPHARETTA
5750 WINDWARD PARKWAY
ALPHARETTA, GA 30005-2021

HOTEL
CONSUMPTION ON PREMISES
LIQUOR, BEER, WINE & SUNDAY SALES

OWNER: INTERSTATE MANAGEMENT COMPANY, LLC
REGISTERED AGENT: MICHAEL SARD

II. RECOMMENDATION:

III. REPORT IN BRIEF:

IV. ALTERNATIVES:

V. ATTACHMENTS:

Marriott PH minutes



**CITY OF ALPHARETTA
PUBLIC HEARING
LIQUOR LICENSE**

DATE: October 8, 2020
TIME: 2:00 P.M.
LOCATION: <https://zoom.us/j/98618217405>

Official Minutes

The public is advised the following minutes are not a verbatim transcription of business presented at the Public Hearing of the date shown but are a synopsis of pertinent information. The public is further advised the tapes recorded at said meeting are a matter of public record and are available to be heard at the City of Alpharetta Clerk's office during normal business hours.

I. CALL TO ORDER: Assistant City Attorney, Steven L. Jones, called the meeting to order at 2:00 P.M.

II. LICENSE APPLICATIONS:

1. PH-20-AB-11

**Interstate Management Company, LLC
Atlanta Marriott Alpharetta
5750 Windward Parkway
Alpharetta, GA 30005-2021**

**Hotel
Consumption on Premises
Liquor, Beer, Wine & Sunday Sales**

**Owners: Interstate Management Company, LLC
Registered Agent: Michael Sard**

The registered agent Michael Sard of Sard & Leff, LLC, was present on the call. Lucas Sneddon, representing the Marriott, was also present on the call. Mr. Stephen Mobley of BlueBonnet Consulting was also present.

The Marriott at this location currently has an alcohol license, there has been a change in management company. Assistant City Attorney, Steven L. Jones, asked the participants to confirm they are familiar and comply with, rules, statutes, ordinances and regulations pertaining to alcohol pouring in the city of Alpharetta, as well as the State of Georgia to which Mr. Sard responded they are.

Ms. Erin Cobb, City Clerk, asked about their training programs in place for the employees serving and pouring the alcohol. Mr. Sard stated they use Tips Training, both online and in person. There is also a manager on site who is a Tips Trainer overseeing alcohol service. Certification is valid for 2 years. Human Resources monitors the certifications of the employees. Ms. Cobb also reminded them the employees serving and pouring alcohol will need a pouring license issued by the Public Safety Department of Alpharetta. The Human Resources Department of Marriott also monitors these.

Public Comment: No Public Comment

Mr. Jones recommended that this license be approved. Ms. Cobb confirmed it will be on the Consent Agenda at the City Council Meeting scheduled for Monday, October 19, 2020 at 6:30 P.M. The applicant is not required to appear in person due to COVID-19 safety issues. Should Council have any questions regarding this application, Erin Cobb will reach out to the applicant. Once City Council approves the application, applicant will be allowed to pick up and pay for their license at City Hall in Community Development.

III. ADJOURNMENT: With no further business to discuss or items to be heard, Assistant City Attorney, Steven L. Jones, adjourned the meeting at 2:05 P.M.

Respectfully submitted,

Kiersten VanHorn

Kiersten VanHorn, Assistant City Clerk



CITY COUNCIL MEETING STAFF REPORT

SUBMITTING DEPARTMENT: COMMUNITY DEVELOPMENT

SUBMITTED BY: KATHI COOK

DRAFTED BY: MICHAEL WOODMAN

I. AGENDA ITEM TITLE: PH-20-13 UNIFIED DEVELOPMENT CODE TEXT AMENDMENTS – ANIMAL HOSPITAL, SMALL ANIMAL

CITY COUNCIL:

OCTOBER 19, 2020

This item was heard at the 10/1/2020 Planning Commission meeting. Staff recommended approval. There were no public comments. After discussion, Planning Commission recommended approval. Vote 6-0

II. RECOMMENDATION:

Approve text amendments to the Unified Development Code related to Animal Hospital, Small Animal.

III. REPORT IN BRIEF:

Consideration of text amendments to Unified Development Code (UDC) Section 2.2 Permitted Use Districts and Regulations, to add 'Animal Hospital, Small Animal' as a conditional use in the O-I (Office-Institutional) zoning district. The text amendment is at the request of Jessica Hill, which is the applicant and counsel for the Veterinary Emergency Group. The applicant provided information showing that the use is permitted by-right or by administrative permit in office zoning districts in nearby jurisdictions, including City of Milton, Johns Creek, Sandy Springs and Roswell.

TABLE 2.2 LIST OF PERMISSIBLE AND CONDITIONAL USES

On the following table, an open circle "O" means that the use will be permitted in that district only if a Conditional Use Permit is granted by the City Council. An "X" means that the use is permitted in the zone district subject to the general provisions of the Unified Development Code. For uses not included in this list or when the Director of Community Development is unable to determine placement, application shall be made to the Board of Appeals for interpretation.

USES	AG	RE	R	R-22	R-15	R-12	R-10	R-4A	R-4D	R-8A/D	R-10M	CUP*	OI*	OP	C-1	C-2	PSC	LI	OS-R	SU	MU
Animal Hospital, Small Animal (Veterinarian)	O											O	<u>O</u>		O	O	O	X			

IV. ATTACHMENTS:

- UDC Strike Through and Underline Edits
- Animal Hospital in Other Local Gov't Office Zoning Districts

AN ORDINANCE TO AMEND ARTICLE II OF THE UNIFIED DEVELOPMENT CODE OF THE CITY OF ALPHARETTA, GEORGIA; TO ADD ‘ANIMAL HOSPITAL, SMALL ANIMAL’ AS A CONDITIONAL USE IN THE O-I ZONING DISTRICT; TO REPEAL CONFLICTING ORDINANCES; AND FOR OTHER PURPOSES.

WHEREAS, on or about May 21, 2001, the City of Alpharetta (the “City”) adopted a comprehensive zoning ordinance known and cited as the Unified Development Code of the City of Alpharetta, Georgia, which has subsequently been amended from time to time (the “Unified Development Code”); and

WHEREAS, the Mayor and Council of the City of Alpharetta (the “City Council” or “Council”) are charged with the protection of the public health, safety, and welfare of the citizens of the City of Alpharetta; and

WHEREAS, the Unified Development Code was designed to be amended from time to time when circumstances warrant that modifications be made in order to make said Codes more responsive to community needs; and

WHEREAS, the City Council finds that ordinances and regulations governing the uses of land and development of land within the City, as well as the City’s operations, should be continually improved from time to time and modified as necessary to better protect and promote the public health, safety and welfare of the residents and businesses of the City of Alpharetta; and

WHEREAS, the City Council desires to amend Article II of the Unified Development Code for the foregoing purposes; and

WHEREAS, the City Council finds that the following amendments to the Unified Development Code promote the health, safety, morals, convenience, order, prosperity and general welfare of the present and future inhabitants of the City of Alpharetta;

NOW THEREFORE, The Council of the City of Alpharetta hereby ordains, as follows:

Section 1: Article II, Section 2.2 titled “Permitted Use Districts and Regulations” of the Unified Development Code is hereby amended by revising same as set forth in Exhibit “A” attached hereto as if fully set forth herein.

Section 2: If any section, subsection, provisions, or clause of any part of this Ordinance shall be declared invalid or unconstitutional or, if the provisions of any part of this Ordinance as applied to any particular situation or set of circumstances shall be declared invalid or unconstitutional, such invalidity shall not be construed to affect the portions of this Ordinance not so held to be invalid, or the application of this Ordinance to other circumstances not so held to be invalid. It is hereby declared as the intent of the City Council that this Ordinance would have been adopted in its current form without the invalid or unconstitutional provision contained therein.

Section 3: This Ordinance shall be effective immediately upon its adoption by the City Council and the amendments made herein shall be incorporated into the Unified Development Code of the City of Alpharetta, Georgia, as applicable. This Ordinance hereby repeals any and all conflicting ordinances and amendments.

SO ORDAINED this the _____ day of _____, 2020.

Approved:

Jim Gilvin, Mayor

Attest:

COUNCILMEMBERS

Erin Cobb, City Clerk
(Seal)

Approved as to Form:

C. Sam Thomas, City Attorney

Exhibit “A”

SECTION 2.2 - PERMITTED USE DISTRICTS AND REGULATIONS

The following provisions apply to each of the zoning districts, as noted. In addition, requirements are contained in the Supplementary Regulations and in other Sections that apply to some or all of the Zoning Districts collectively.

2.2.13 O-I office-institutional.

This district is intended for the development of planned office areas which allow for design flexibility through a master plan. Commercial activities are permitted as subordinate uses to the office development.

A. *Conditional Principal Uses.* A property in the O-I district may be used for the uses listed below and shown in Table 2.2 in accordance with an approved masterplan, unless superseded by applicable conditions of approval for rezoning, variance, or conditional use. Lots of less than five (5) acres in size may be developed for bank or office use without public hearing subject to Design Review Board Approval.

1. Residential Uses.

- a. Dwelling, Group (limited to nursing home, children's home congregate housing or assisted living facility).

2. Business Uses.

- a. Bank, Savings and Loan.
- b. Broadcasting Studio (radio or TV).
- c. Clinic.
- d. Congregate Housing.
- e. Day Care Center.
- f. Drug Store.
- g. Golf Course, Driving Range.
- h. Office Building or Office Park.
- i. Recreational Facilities (Indoor or Outdoor).
- j. Theater, Cinema.

3. Semipublic Uses, Utilities.

- a. Church, Synagogue, or other religious institutions.
- b. Club, association or lodge.
- c. Heliport.
- d. Library.
- e. Museum.
- f. Public Building.
- g. School, Academic.
- h. Recreation Facilities (Indoor or Outdoor).

B. *Accessory Uses.* A property in the O-I district may contain any accessory structure or use customarily related to and clearly subordinate to any principal use that is permitted by right or through approval as a conditional use on the same property, unless superseded by applicable conditions of approval for rezoning, variance, or conditional use.

Permitted accessory structures and uses include but are not limited to the following:

1. Dwelling, 'For-Sale', Accessory: A 'For-Sale' accessory dwelling shall be permitted under the following conditions:

The dwelling shall be located above or to the rear of the commercial or office structure to which it is an accessory.

The dwelling shall be attached by a common wall with the commercial or office structure to which it is accessory.

The dwelling shall be occupied by a single family, a member of whom is the owner or tenant of the commercial or office structure to which it is accessory.

The square footage of the dwelling shall not exceed 40% of the combined square footage of the commercial or office structure and the dwelling.

The dwelling and the commercial or office structure to which it is accessory shall be in compliance with all applicable provisions of the life safety code, the building code, and other standard codes of the City.

2. Privacy and decorative fences and walls.
3. Swimming pool, tennis court, patio and other private recreation facilities.
4. Clubhouse, swimming pool, or community recreation facilities serving a development.
5. Vehicle access, parking and loading areas, subject to the requirements of the Parking and Loading regulations herein.
6. Signs, subject to all of the requirements regulating signage herein.
7. Retaining walls and other site improvement structures approved as part of the development permit.
8. Retail service uses up to 25% of the floor area of an office building for services incidental to the associated office use.

- C. *Conditional Subordinate Uses.* A property in the O-I district may be used for any of the following listed uses upon approval as a conditional use by the City Council provided that the uses in aggregate do not constitute more than 25% of the total project and are not segregated so as to create a retail strip center.

1. Residential Uses.

- a. Reserved.

2. Business Uses.

- a. Animal Hospital, Small Animal.

- b. Art Galleries.

- c. Automobile Service Station.

- d. Bakery.

- e. Barber Shop.

- f. Beauty Shop.

- g. Book Store.

- h. Boutique Hotel.

- i. Bowling Alley.

- j. Brewery.
- k. Car Wash.
- l. Contractor's Office without outside storage.
- m. Commercial Parking Lot.
- n. Convenience Market with or without gas pumps.
- o. Dance Studio.
- p. Distillery.
- q. Dry Cleaning Pick-up Station.
- r. Extended Stay Hotel (see Sec. 2.7).
- s. Florist, Retail without Greenhouse.
- t. Funeral Home w/out cemetery or mausoleum.
- u. Hotel/motel.
- v. Golf, Miniature, or Golf Driving Range.
- w. Laboratory, Research or Commercial.
- x. Liquor Store.
- y. Print Shop.
- z. Radio or TV, Transmitter or Studio.
- aa. Restaurant.
- bb. Restaurant, Drive-In or Fast-Food.
- cc. Retail Sales and Services Establishment subject to the limitation of Subsection 2.2.13 B 8.
- dd. School, Commercial.
- ee. Spa Services.
- 3. Wholesale, Storage and Industrial Uses.
 - a. Manufacturing, Light.
- 4. Semipublic Uses, Utilities.
 - a. Airport.
 - b. Amphitheater.
 - c. Athletic Facility.
 - d. Auditorium.
 - e. Country Club.
 - f. Hospital.
 - g. Fire Station.
 - h. Park or Playground.
 - i. Utility Substation, including gas, electric, telephone switching, and similar uses operated by companies regulated by the Georgia Public Service Commission.
 - j. Wireless Tower.

D. *District Regulations.*

Minimum Lot Area—the development shall occupy a total of not less than 25 acres. No minimum lot size is required for each building within the development.

Minimum Lot Width—none.

Minimum Setbacks.

Front yard—from all street frontages:

From right-of-way of local street—50 feet.

From right-of-way of all other streets—65 feet.

Side yard—15 feet.

Rear yard—15 feet.

Maximum Coverage By Principal Buildings—40%.

Maximum Building Height—40 feet.

E. *Screening and buffers* (See Sec. 2.3.5.).

F. *Open space*. All areas zoned O-I shall have a minimum of 10% of the gross acres dedicated or set aside as open space for developments up to 100 acres, and shall have a minimum of 15% of the gross acres dedicated or set aside as open space for developments containing 100 acres or more. Amenities may be included and are encouraged within the open space requirement. However, open space shall not include any other required open areas such as required building setbacks, buffers, landscape strips or other similar requirements of this ordinance.

([Ord. No. 718](#), §§ 3, 6, 12-14-2015; [Ord. No. 741](#), § 4, 6-5-2017; [Ord. No. 744](#), §§ 2, 6, 7-10-2017)

USES	AG	RE	R	R-22	R-15	R-12	R-10	R-4A	R-4D	R-8A/D	R-10M	CUP*	OI*	OP	C-1	C-2	PSC	LI	OS-R	SU	MU
Animal Hospital, Small Animal (Veterinarian)	O											O	<u>O</u>		O	O	O	X			

([Ord. No. 671, § 1, 2-4-2013](#) ; [Ord. No. 675, § 1, 6-3-2013](#) ; [Ord. No. 692, § 1\(Exh. 1\), 7-21-2014](#) ; [Ord. No. 703](#), § 1, 6-1-2015; [Ord. No. 704](#), § 2, 6-1-2015; [Ord. No. 708](#), § 1, 8-10-2015; [Ord. No. 715](#), § 4, 9-28-2015; [Ord. No. 718](#), § 14(Exh. B), 12-14-2015; [Ord. No. 730](#), § 5, 12-5-2016; [Ord. No. 741](#), § 5(Exh. A), 6-5-2017; [Ord. No. 744](#), § 7(Exh. A), 7-10-2017; [Ord. No. 767](#), § 7(Exh. C), 10-22-2018; [Ord. No. 772](#), § 8(Exh. A), 2-4-2019)

* Uses under the CUP and OI Zoning Districts shall be permissible through an approved master plan amendment and statement of intent.

SECTION 2.2 - PERMITTED USE DISTRICTS AND REGULATIONS

The following provisions apply to each of the zoning districts, as noted. In addition, requirements are contained in the Supplementary Regulations and in other Sections that apply to some or all of the Zoning Districts collectively.

2.2.13 O-I office-institutional.

This district is intended for the development of planned office areas which allow for design flexibility through a master plan. Commercial activities are permitted as subordinate uses to the office development.

- A. *Conditional Principal Uses.* A property in the O-I district may be used for the uses listed below and shown in Table 2.2 in accordance with an approved masterplan, unless superseded by applicable conditions of approval for rezoning, variance, or conditional use. Lots of less than five (5) acres in size may be developed for bank or office use without public hearing subject to Design Review Board Approval.
1. Residential Uses.
 - a. Dwelling, Group (limited to nursing home, children's home congregate housing or assisted living facility).
 2. Business Uses.
 - a. Bank, Savings and Loan.
 - b. Broadcasting Studio (radio or TV).
 - c. Clinic.
 - d. Congregate Housing.
 - e. Day Care Center.
 - f. Drug Store.
 - g. Golf Course, Driving Range.
 - h. Office Building or Office Park.
 - i. Recreational Facilities (Indoor or Outdoor).
 - j. Theater, Cinema.
 3. Semipublic Uses, Utilities.
 - a. Church, Synagogue, or other religious institutions.
 - b. Club, association or lodge.
 - c. Heliport.
 - d. Library.
 - e. Museum.
 - f. Public Building.
 - g. School, Academic.
 - h. Recreation Facilities (Indoor or Outdoor).
- B. *Accessory Uses.* A property in the O-I district may contain any accessory structure or use customarily related to and clearly subordinate to any principal use that is permitted by right or

Proposed Edits

through approval as a conditional use on the same property, unless superseded by applicable conditions of approval for rezoning, variance, or conditional use.

Permitted accessory structures and uses include but are not limited to the following:

1. Dwelling, 'For-Sale', Accessory: A 'For-Sale' accessory dwelling shall be permitted under the following conditions:

The dwelling shall be located above or to the rear of the commercial or office structure to which it is an accessory.

The dwelling shall be attached by a common wall with the commercial or office structure to which it is accessory.

The dwelling shall be occupied by a single family, a member of whom is the owner or tenant of the commercial or office structure to which it is accessory.

The square footage of the dwelling shall not exceed 40% of the combined square footage of the commercial or office structure and the dwelling.

The dwelling and the commercial or office structure to which it is accessory shall be in compliance with all applicable provisions of the life safety code, the building code, and other standard codes of the City.

2. Privacy and decorative fences and walls.
 3. Swimming pool, tennis court, patio and other private recreation facilities.
 4. Clubhouse, swimming pool, or community recreation facilities serving a development.
 5. Vehicle access, parking and loading areas, subject to the requirements of the Parking and Loading regulations herein.
 6. Signs, subject to all of the requirements regulating signage herein.
 7. Retaining walls and other site improvement structures approved as part of the development permit.
 8. Retail service uses up to 25% of the floor area of an office building for services incidental to the associated office use.
- C. *Conditional Subordinate Uses.* A property in the O-I district may be used for any of the following listed uses upon approval as a conditional use by the City Council provided that the uses in aggregate do not constitute more than 25% of the total project and are not segregated so as to create a retail strip center.

1. Residential Uses.

- a. Reserved.

2. Business Uses.

- a. Animal Hospital, Small Animal.

- b. Art Galleries.

- c. Automobile Service Station.

- d. Bakery.

- e. Barber Shop.

- f. Beauty Shop.

- g. Book Store.

- h. Boutique Hotel.

Proposed Edits

- i. Bowling Alley.
- j. Brewery.
- k. Car Wash.
- l. Contractor's Office without outside storage.
- m. Commercial Parking Lot.
- n. Convenience Market with or without gas pumps.
- o. Dance Studio.
- p. Distillery.
- q. Dry Cleaning Pick-up Station.
- r. Extended Stay Hotel (see Sec. 2.7).
- s. Florist, Retail without Greenhouse.
- t. Funeral Home w/out cemetery or mausoleum.
- u. Hotel/motel.
- v. Golf, Miniature, or Golf Driving Range.
- w. Laboratory, Research or Commercial.
- x. Liquor Store.
- y. Print Shop.
- z. Radio or TV, Transmitter or Studio.
- aa. Restaurant.
- bb. Restaurant, Drive-In or Fast-Food.
- cc. Retail Sales and Services Establishment subject to the limitation of Subsection 2.2.13 B 8.
- dd. School, Commercial.
- ee. Spa Services.
- 3. Wholesale, Storage and Industrial Uses.
 - a. Manufacturing, Light.
- 4. Semipublic Uses, Utilities.
 - a. Airport.
 - b. Amphitheater.
 - c. Athletic Facility.
 - d. Auditorium.
 - e. Country Club.
 - f. Hospital.
 - g. Fire Station.
 - h. Park or Playground.
 - i. Utility Substation, including gas, electric, telephone switching, and similar uses operated by companies regulated by the Georgia Public Service Commission.
 - j. Wireless Tower.

Proposed Edits

D. *District Regulations.*

Minimum Lot Area—the development shall occupy a total of not less than 25 acres. No minimum lot size is required for each building within the development.

Minimum Lot Width—none.

Minimum Setbacks.

Front yard—from all street frontages:

From right-of-way of local street—50 feet.

From right-of-way of all other streets—65 feet.

Side yard—15 feet.

Rear yard—15 feet.

Maximum Coverage By Principal Buildings—40%.

Maximum Building Height—40 feet.

E. *Screening and buffers (See Sec. 2.3.5.).*

F. *Open space.* All areas zoned O-I shall have a minimum of 10% of the gross acres dedicated or set aside as open space for developments up to 100 acres, and shall have a minimum of 15% of the gross acres dedicated or set aside as open space for developments containing 100 acres or more. Amenities may be included and are encouraged within the open space requirement. However, open space shall not include any other required open areas such as required building setbacks, buffers, landscape strips or other similar requirements of this ordinance.

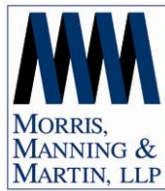
([Ord. No. 718](#), §§ 3, 6, 12-14-2015; [Ord. No. 741](#), § 4, 6-5-2017; [Ord. No. 744](#), §§ 2, 6, 7-10-2017)

On the following table, an open circle "O" means that the use will be permitted in that district only if a Conditional Use Permit is granted by the City Council. An "X" means that the use is permitted in the zone district subject to the general provisions of the Unified Development Code. For uses not included in this list or when the Director of Community Development is unable to determine placement, application shall be made to the Board of Appeals for interpretation.																					
USES	AG	RE	R	R-22	R-15	R-12	R-10	R-4A	R-4D	R-8A/D	R-10M	CUP*	OI*	OP	C-1	C-2	PSC	LI	OS-R	SU	MU
Animal Hospital, Small Animal (Veterinarian)	O											O	<u>O</u>		O	O	O	X			

([Ord. No. 671](#), § 1, 2-4-2013 ; [Ord. No. 675](#), § 1, 6-3-2013 ; [Ord. No. 692](#), § 1(Exh. 1), 7-21-2014 ; [Ord. No. 703](#), § 1, 6-1-2015; [Ord. No. 704](#), § 2, 6-1-2015; [Ord. No. 708](#), § 1, 8-10-2015; [Ord. No. 715](#), § 4, 9-28-2015; [Ord. No. 718](#), § 14(Exh. B), 12-14-2015; [Ord. No. 730](#), § 5, 12-5-2016; [Ord. No. 741](#), § 5(Exh. A), 6-5-2017; [Ord. No. 744](#), § 7(Exh. A), 7-10-2017; [Ord. No. 767](#), § 7(Exh. C), 10-22-2018; [Ord. No. 772](#), § 8(Exh. A), 2-4-2019)

Proposed Edits

* Uses under the CUP and OI Zoning Districts shall be permissible through an approved master plan amendment and statement of intent.



August 28, 2020

VIA EMAIL DELIVERY

City of Alpharetta
Community Development Department
2 Park Plaza
Alpharetta, Georgia 30009
Attn: Michael Woodman

Re: PH-20-13 – UDC Text Amendment to Add Animal Hospital/Small Animal to O-I District

Dear Michael:

Enclosed with this letter is a chart providing details on nearby local governments that allow an animal hospital/small animals equivalent use in their O-I or other O-I equivalent zoning district. The chart includes the definitions of the use as well as the relevant code sections. Please amend application PH-20-12 to include the enclosed chart for use in evaluation of the proposed text amendment.

Best,

Jessica L. Hill

Enclosure

Animal Hospital-Small Animal Use
Allowed in Comparable Office Zoning Districts in Other Local Governments

Municipality	Approval Required	Relevant Section	Definition
City of Milton	Administrative Permit in the O-I district	Section 64-1615	Per Section 64-1, Veterinary Clinic/Hospital means a place where animals are given medical care and the boarding of animals is limited to short-term care incidental to the hospital use.
City of Johns Creek	Administrative Permit in the O-I district	Section 19.3.19	Per Section 3.3, Veterinary Clinic/Hospital means a place where animals are given medical care and the boarding of animals is limited to short-term care incidental to the hospital use.
City of Sandy Springs	Permitted Use in the ON (Office-Neighborhood) district	Section 7.2	Per Section 7.5.2, Indoor Animal Care means a facility providing care and boarding of domesticated animals for compensation including animal hospital, doggy day care, kennel, pet boarding, pet grooming, pet training facility, veterinary office, and horse stables.
City of Roswell	Permitted Use in the OR (Office-Residential) district	Section 6.5.2	Per Section 9.5.8.B., Animal Care (Indoor) means a facility designed or arranged for the care of animals without any outdoor activity. No outdoor activity associated with care of animals is allowed. Includes animal grooming, animal hospital, veterinary clinic, pet clinic, animal boarding, animal shelter, cattery, commercial kennel (11 or more dogs) and doggy day care.
City of Chamblee	Supplemental Use in all districts except residential (no O-I equivalent zoning district)	Section 240-1(2).	Per Section 240-13(b)(43), Veterinarian means veterinarian, including animal hospitals, veterinary clinics with no outdoor boarding of animals, and county animal control shelter.

CITY OF ALPHARETTA

Veterinary Emergency Group

PUBLIC HEARING APPLICATION

FOR OFFICE USE ONLY

Case #: _____

☐ Fee Paid Initial: _____

COMMUNITY DEVELOPMENT DEPARTMENT

2 PARK PLAZA

ALPHARETTA, GA 30009

1. This page should be the first page in each of your completed application packets.
2. It is preferred that all responses be typed. Illegible applications will not be accepted.
3. Prior to signing and submitting your application, please check all information supplied on the following pages to ensure that all responses are complete and accurate. Incomplete applications will not be accepted.
4. Payment of all applicable fees must be made at the time of application. Payment may be made via cash, credit card (American Express, Master Card or Visa), or check made payable to "City of Alpharetta."
5. Applications will be accepted only on the designated submittal dates between the hours of 8:30 AM and 3:30 PM.
6. If you have any questions regarding this form, please contact the Community Development Department by calling 678-297-6070.

Contact Information:

Contact Name: Veterinary Emergency Group c/o Jennifer Hanlon

Telephone: 914-582-5334

Address: 7 Legion Drive

Suite: _____

City Valhalla

State: NY

Zip: 10536

Fax: _____

Mobile Tel: 914-582-5334

Email: jhanlon@veg.vet

Subject Property Information:

Address: 2725 Old Milton Parkway

Current Zoning: O-I

District: 1st

Section: _____

Land Lot: 803 & 804

Parcel ID: 12 284008030269

Proposed Zoning: O-I

Current Use: eye clinic and vacant restaurant

This Application For (Check All That Apply):

☒ Conditional Use☒ Master Plan Amendment☐ Exception☐ Rezoning☐ Master Plan Review☐ Variance☒ Public Hearing☐ Comprehensive Plan Amendment☒ Other (Specify):

Text amendment to O-I for animal hospital-small animals as a conditional use

8/10/20

APPLICANT REQUEST AND INTENT

What is the proposed use(s) of the property?

The property is proposed to be used for an eye clinic (existing) and an animal hospital - small animals.

Applicant's Request (Please itemize the proposal):

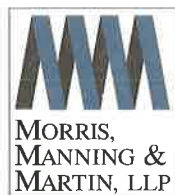
This Application proposes the following approvals:

1. Master Plan Amendment to the Parking 400 Master Plan to allow animal hospital - small animal use as a conditional use in Pod A; and
2. Conditional Use Permit to allow an animal hospital-small animal use on the subject property.

Concurrently with this Application, a text amendment to allow animal hospital-small animal use as a conditional use in the O-I district is also requested.

Applicant's Intent *(Please describe what the proposal would facilitate):*

See attached letter of intent.



Jessica L. Hill, Esq.
404-504-7754
jhill@mmmlaw.com
www.mmmlaw.com

August 10, 2020

City of Alpharetta
Community Development Department
2 Park Plaza
Alpharetta, Georgia 30009

Re: Letter of Intent for Veterinary Emergency Group Application

To Whom It May Concern:

This application seeks land use approvals to allow Veterinary Emergency Group (“VEG”) to operate an emergency veterinary care facility at 2725 Old Milton Parkway, Suite A in the City of Alpharetta located in Tract A of the Woodland Park Master Plan. Specifically, this application requests that (i) “animal hospital-small animals” be added as a conditional use in Tract A of the Woodland Park Master Plan and (ii) a conditional use permit be approved on the subject property to allow an animal hospital-small animals use be operated by VEG. The applicant also requests a text amendment to the O-I zoning district to allow animal hospital-small animals as a conditional use in O-I.

The property is currently developed with a two tenant commercial building that includes vacant space formerly occupied by a sushi and hibachi restaurant in Suite A and the Alpharetta Eye Clinic in Suite B. The owner of the property occupies Suite B and will be leasing Suite A to VEG. No exterior improvements are proposed to the property in connection with this application aside from signage to replace the former restaurant signage.

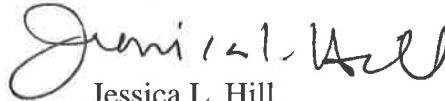
Approval of this application would allow for use of the existing 4,500 square foot suite as a 24-hour, 7-day a week, emergency animal hospital facility. VEG currently has 14 locations in New York, New Jersey, Massachusetts, Florida and Texas and is expanding into Colorado and California with a goal of 21 locations open or under construction by the end of 2020.

Approximately 4 to 5 employees will be working on site at any given time and based on other existing locations, peak hours of operation are between 6PM and midnight. Access to the animal hospital is provided through the front door or also through the secured rear access. Typically customers call prior to coming to VEG, so access accommodations can be made in advance of arrival depending on the nature of the emergency.

VEG does not perform routine or preventative care and does not board animals. Animals are only kept onsite for inpatient medical care with direct supervision by a nurse and veterinarian. VEG’s most common patients are cats and dogs, however, VEG treats other

household animals, including but not limited to small mammals like rabbits and Guinea pigs, birds and reptiles.

Best,



Jessica L. Hill

8/10/20

Veterinary Emergency Group

PROPERTY OWNER AUTHORIZATION**Property Owner Information:**

Contact Name: Windward Eye Group, LLC c/o Tommy Arey Telephone: 678-557-3693

Address: 2725 Old Milton Parkway Suite: B

City Alpharetta State: GA Zip: 30009

Authorization:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that I am the legal owner, as reflected in the records of Fulton County, Georgia, of the property identified below, which is the subject of the attached Application for Public Hearing before the City of Alpharetta, Georgia.

As the legal owner of record of the subject property, I hereby authorize the individual named below to act as the applicant in the pursuit of the Application for Public Hearing in request of the items indicated below.

- | | |
|---|---|
| ☐ Annexation | ☐ Special Use |
| ☐ Rezoning | ☒ Conditional Use |
| ☐ Variance | ☒ Master Plan |
| ☐ Land Use Application | ☐ Other |

Identify Authorized Applicant:

Name of Authorized Applicant: Veterinary Emergency Group Telephone: 914-582-5334

Address: 7 Legion Drive Suite: _____

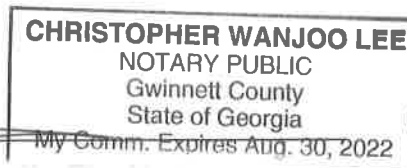
City Valhalla State: NY Zip: 10595

So Sworn and Attested:

Owner Signature: [Signature] Date: 7-30-2020

Notary:

Notary Signature: [Signature] Date: 7/30/2020



8/10/20

Veterinary Emergency Group

DISCLOSURE FORM

The Official Code of Georgia Annotated requires disclosure of campaign contributions to government officials by an applicant or opponent of a rezoning or public hearing petition (O.C.G.A. 36-67 A-1).

Applicants must file this form with the City of Alpharetta Community Development Department within ten (10) days after filing for rezoning or public hearing. Opponents to a rezoning or public hearing petition must file this form five (5) days prior to the Planning Commission meeting at which the subject rezoning or public hearing petition is scheduled to be heard.

Name of Applicant or Opponent:

Windward Eye Group, LLC c/o Tommy AreySubject Public Hearing Case: 2725 Old Milton Parkway**Campaign Contribution Information:**

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution as been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official:

N/A

Position:

N/A

Description of Contribution:

N/A

Value:

N/A

Description of Contribution:

Value:

Description of Contribution:

Value:

Description of Contribution:

Value:

Description of Contribution:

Value:

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-1.

Signature:

Tommy Arey

Date:

7-30-2020

8/10/20

MP-20-04/CU-20-07
Veterinary Emergency Group

DISCLOSURE FORM

The Official Code of Georgia Annotated requires disclosure of campaign contributions to government officials by an applicant or opponent of a rezoning or public hearing petition (O.C.G.A. 36-67 A-1).

Applicants must file this form with the City of Alpharetta Community Development Department within ten (10) days after filing for rezoning or public hearing. Opponents to a rezoning or public hearing petition must file this form five (5) days prior to the Planning Commission meeting at which the subject rezoning or public hearing petition is scheduled to be heard.

Name of Applicant or Opponent: **Veterinary Emergency Group**

Subject Public Hearing Case: **2725 Old Milton Parkway**

Campaign Contribution Information:

Please provide the requested information for each contribution with a dollar amount or value of \$250 or more made within the past two (2) years to an Alpharetta Official by the individual identified above. Please use a separate form for each Alpharetta Official to whom such a contribution has been made.

If the individual identified above has made no such contributions to an Alpharetta Official within the past two (2) years, please indicate this by entering "N/A" on the appropriate lines below.

Name of Official: N/A Position: _____

Description of Contribution: N/A Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Description of Contribution: _____ Value: _____

Campaign Contribution Information:

I do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this Disclosure Form is true and accurate and that I have disclosed herein any and all campaign contributions made to an Official of the City of Alpharetta, Georgia in accordance with O.C.G.A. 36-67 A-1.

Signature: Jennifer Hanlon

Date: 7/14/2020

ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

SEE ATTACHED

How will this proposal affect the use and value of the surrounding properties?

SEE ATTACHED

Can the property be developed for a reasonable economic use as currently zoned? Please explain why or why not.

SEE ATTACHED

What would be the increase to population and traffic if the proposal were approved?

SEE ATTACHED

What would be the impact to schools and utilities if the proposal were approved?

SEE ATTACHED

How is the proposal consistent with the Alpharetta Comprehensive Plan; particularly the Future Land Use Map?

SEE ATTACHED

Are there existing or changing conditions which affect the development of the property and support the proposed request?

SEE ATTACHED

On a separate sheet or sheets, please provide any information or evidence that supports your request and the statements that you have provided in this application.

ALPHARETTA PLANNING COMMISSION REVIEW CRITERIA

How will this proposal be compatible with surrounding properties?

The subject property is located in an area with a wide variety of uses including retail, restaurant, office, hotel, institutional and residential uses and is located in close proximity to access to Georgia 400. The Avalon development is located directly north of the site across Old Milton Parkway. The subject property is zoned O-I and is located at the edge of a pocket of office and institutional uses on the south side of Old Milton Parkway. Immediately west of the property is a Starbucks and several restaurants. South of the property across Kimball Bridge Road is a Courtyard by Marriott hotel. The proposal would allow an animal hospital for small animals on the property. This use would be a transition between the office and clinic uses to the east and the more commercial uses to the west and would serve the animals of the nearby households. The proposal is compatible with the development in the immediate area and on surrounding properties.

How will this proposal affect the use and value of the surrounding properties?

The immediately surrounding properties are used primarily for commercial purposes. The proposal is to replace a former hibachi and sushi restaurant with the proposed animal hospital. The replacement of the restaurant space with an animal hospital use will not adversely impact the use and value of the surrounding properties. The owner of the Alpharetta Eye Clinic on the property is leasing the adjacent suite to the applicant and therefore is supportive of the proposal. The other surrounding properties are all nonresidential uses that would not be adversely impacted by the proposal.

Can the property be developed for a reasonable economic use as currently zoned? Please explain why or why not.

The current zoning pursuant to the Master Plan allows several uses such as restaurant, bank, clinic, day care center, school and office uses. Although the site has economic value under the current zoning as a restaurant, provision of an animal hospital on the property will provide a use that is underserved in the immediate area and would be additive to the development fabric than replacement of the tenant space with another restaurant.

What would be the increase to population and traffic if the proposal were approved?

The proposal to convert an existing restaurant use to an animal hospital use would not result in any increase in population due to the nature of both uses. From a traffic perspective, overall daily trips are expected to be reduced by more than half of what the former restaurant use generated as demonstrated by the ITE trip generation included in the application. The busiest hours of operation for the animal hospital are expected to be 6PM through midnight which is later than typical peak hour traffic for other uses. Between 6PM and midnight, between 7 and 25 customers are expected. Between 8AM and 6PM, it is expected that approximately 10 to 12 customers will visit the animal hospital. Between midnight and 8AM approximately 4 to 5 customers are forecast. Accordingly the expectation is that overall traffic will not be increased pursuant to this proposal.

What would be the impact to schools and utilities if the proposal were approved?

There would be no impact to schools from the change in use from restaurant to animal hospital. Similarly, no adverse impact is anticipated on utilities as the building is existing.

How is the proposal consistent with the Alpharetta Comprehensive Plan; particularly the Future Land Use Map?

Although the Future Land Use Map shows the site as Corporate Office, that designation is not particularly consistent with the development on the site or in the surrounding area, particularly given its commercial character. In many other local governments, the office zoning districts allow clinic uses, including veterinary clinics similar to the one proposed in this application. Further, the property is located within the Old Milton Corridor Character Area, which has the express intent of enhancing existing commercial and office character along the corridor. The proposed use provides an appropriate medical clinic transition between the more office and institutional uses to the east and south and the more commercial retail and restaurant uses to the north and west. The proposed use will add a use not located along the corridor that will serve the area's emergency pet care needs.

Are there existing or changing conditions which affect the development of the property and support the proposed request?

The land use conditions and built environment in the immediate area are evolving. With the development of the Avalon project directly across the street from the subject property, the area has become more diverse with a variety of uses and an influx of commercial and residential activity. This has had the effect of creating a neighborhood with varying types of residential, office and commercial uses. As a result, there is becoming more of a need to have the type of services, including animal veterinary care, often found in proximity to or within more established neighborhoods. Many restaurants and other commercial space exists in this immediate area but the area is lacking the animal hospital use proposed by this application. Approving this application will allow for an experienced company to operate in a bustling part of Alpharetta that will serve the emergency veterinary needs of the area.

On a separate sheet or sheets, please provide any information or evidence that supports your request and the statements that you have provided in this application.

N/A

8/10/20

CITIZEN PARTICIPATION FORM - PART A

This form must be completed and submitted with the applicant's completed Public Hearing Application. Applications submitted to the City of Alpharetta without a completed Citizen Participation Form - Part A will not be accepted.

Public Hearing or Project Name: 2725 Old Milton Parkway

Contact Name: Jennifer Hanlon Telephone: 914-582-5334

The following people will be notified of this application and provided information describing the subject proposal. Please note that ALL adjoining property owners MUST be notified. Use additional pages as needed.

All adjoining property owners and owners within 500 feet

of the property will be notified of the Application.

Method by which these individuals will be contacted. Please mark all that apply. *If you select "Other," please provide a description of the method of contact that will be used.*

- | | |
|--|--|
| ☒ Letter | ☐ Personal Visits |
| ☐ Telephone | ☐ Group Meeting |
| ☐ Email | ☐ Other <i>(Please Specify)</i> |

Please describe the method(s) by which these individuals will have the opportunity to respond or contact the applicant with questions or concerns about the proposal.

The letter will provide contact information to facilitate any necessary discussion about the Application. If requested by the contacted owners, a meeting will be held.

Trip Generation Report – 2725 Old Milton Parkway**Proposed:**

Land Use (ITE Code)	Intensity	Daily Total	AM Peak – In	AM Peak- Out	AM Peak Total	PM Peak – In	PM Peak – Out	PM Peak - Total
Animal Hospital - Veterinary Clinic (640)	4,500 SF	96	11	5	16	6	10	16
Clinic (630)	4,000 SF	152	12	3	15	4	9	13
TOTAL		248	23	8	31	10	19	29

Existing:

Land Use (ITE Code)	Intensity	Daily Total	AM Peak – In	AM Peak- Out	AM Peak Total	PM Peak – In	PM Peak – Out	PM Peak - Total
Quality Restaurant (931)	4,500 SF	378	2	1	3	23	12	35
Clinic (630)	4,000 SF	152	12	3	15	4	9	13
TOTAL		530	14	4	18	27	21	48

LEGAL DESCRIPTION
(2725 Old Milton Parkway)

All that tract or parcel of land lying and being in land lots 803 and 804 of the 1st District, 2nd Section, Fulton County, Georgia, being more particularly described as follows:

COMMENCING at an iron pin found at the land lot corner shared by land lots 800, 801, 804 and 805; Thence along the lot line common to land lots 801 and 804, North 00 degrees 08 minutes 58 seconds West a distance of 700.90 feet to a point; Thence North 00 degrees 07 minutes 23 seconds East a distance of 533.96 feet to an iron pin found and the POINT OF BEGINNING.

From the POINT OF BEGINNING, Thence North 00 degrees 02 minutes 30 seconds West a distance of 81.93 feet to an iron pin found; Thence North 02 degrees 29 minutes 25 seconds West a distance of 216.23 feet to an iron pin found on the southerly right of way line of Old Milton Parkway (right of way width varies); Thence proceeding along the southerly right of way line of Old Milton Parkway along a curve to the right having an arc length of 209.15 feet, a radius of 5,654.08, a chord bearing of South 86 degrees 11 minutes 53 seconds East and a chord distance of 209.14 feet to a point; Thence South 85 degrees 08 minutes 18 seconds East a distance of 5.32 feet; Thence leaving said southerly right of way line of Old Milton Parkway and proceed South 01 degrees 06 minutes 04 seconds East a distance of 304.15 feet to a point; Thence South 89 degrees 59 minutes 13 seconds West a distance of 83.68 feet to a point; Thence along a curve to the left having an arc length 79.10 feet, a radius of 187.00 feet, a chord bearing of North 77 degrees 51 minutes 53 seconds East and a chord distance of 78.52 feet to a point; Thence North 00 degrees 07 minutes 23 seconds East a distance of 36.94 feet to a point; Thence North 89 degrees 56 minutes 40 seconds West a distance of 50.00 feet to an iron pin found and the POINT OF BEGINNING. Said tract or parcel of land being 65,051 square feet (1.49 acres).

8/10/20

MP-20-04/CU-20-07
Veterinary Emergency Group

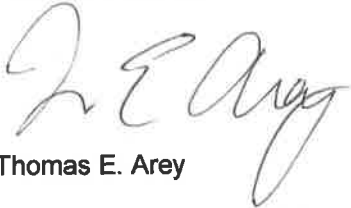
Windward Eye Group

07/16/2020

To the staff and council of the city of Alpharetta,

I am the owner of the property, as well as a tenant, at 2725 Old Milton Parkway, Alpharetta, GA 30005. I am submitting a letter of support and approval as owner and tenant for the application of Veterinary Emergency Group to be our adjacent tenant. We are aware that we will have animals as neighbors. We are thrilled for the potential need this could bring for our pet owning community here in Alpharetta. Remedies will be put into place to soundproof the walls and the crating areas for the animals. We look forward to making this building a medically oriented facility to serve both our human and not so human friends and neighbors.

With great thanks,

A handwritten signature in cursive script, appearing to read 'T E Arey', written in dark ink.

Thomas E. Arey

Windward Eye Group, LLC
2725 Old Milton Pkwy
Alpharetta, GA 30005



City Council Meeting STAFF REPORT

Submitting Department: City Clerk

Submitted By:

Sponsored By:

Meeting Date: October 19, 2020

I. AGENDA ITEM TITLE: APPOINTMENT TO THE NORTH FULTON COMMUNITY IMPROVEMENT DISTRICT (NFCID) BOARD

II. RECOMMENDATION:

III. REPORT IN BRIEF:

Mayor Gilvin to appoint Leslie Day-Harrell to the North Fulton Community Improvement District (NFCID) Board.

IV. ALTERNATIVES:

V. ATTACHMENTS:



City Council Meeting STAFF REPORT

Submitting Department: Council

Submitted By:

Sponsored By:

Meeting Date: October 19, 2020

I. AGENDA ITEM TITLE: APPOINTMENTS TO CULTURAL ARTS COMMISSION

II. RECOMMENDATION:

III. REPORT IN BRIEF:

Council Member Merkel will announce the appointment of Michael Barsky as his representative on the Cultural Arts Commission.

Council Member Binder will announce the appointment of Dianna Smeal as his representative to the Cultural Arts Commission.

IV. ALTERNATIVES:

V. ATTACHMENTS:



City Council Meeting STAFF REPORT

Submitting Department: Finance

Submitted By: Thomas Harris

Sponsored By: Mayor Gilvin & Council Member Binder

Meeting Date: October 19, 2020

I. AGENDA ITEM TITLE: CARES ACT FUNDING AND APPROPRIATIONS
SPONSORED BY: MAYOR GILVIN & COUNCIL MEMBER BINDER

II. RECOMMENDATION:

Please approve appropriating CARES Act Funding (\$2,804,182) as follows: \$280,000 for a Covid-19 Vulnerable Population Program; \$150,000 for Business Recovery; and \$2,374,182 in unallocated capital.

III. BUDGET IMPLICATIONS:

BUDGETED ITEM: YES

FISCAL IMPACT: YES

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST: SEE BELOW

APPROPRIATIONS:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT
Unallocated Capital (30190200-579000)	\$2,374,182.00
COVID-19 Vulnerable Population Program (30113230-544100-C2104)	\$280,000.00
Business Recovery Program (30113230-544100-C2015)	\$150,000.00

EXTERNAL FUNDING SOURCES:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT
CARES Act Municipal Reimbursement Program (30190200-337000-C2042)	\$2,804,182.00
-	\$0.00
-	\$0.00

IV. REPORT IN BRIEF:

Under an IGA with Fulton County representing the CARES Act (Coronavirus Aid, Relief, and Economic Security Act) Municipal Reimbursement Program, the City has received its full allocable share of \$2,804,182. This funding was designed to support cities located within the County that were not eligible to receive CARES Act funding directly from the U.S. Federal Government to mitigate the financial impact of COVID-19.

Costs were submitted to the County supporting the eligibility for reimbursement by Finance.

The reimbursement proceeds are unrestricted and can be used for any governmental purpose.

The appropriations for the Covid-19 Vulnerable Population Program (\$280,000) and Business Recovery Program (\$150,000) are herein established to be spent in accordance with program parameters as approved by Council.

V. ALTERNATIVES:

VI. ATTACHMENTS:



City Council Meeting STAFF REPORT

Submitting Department: Administration

Submitted By: Bob Regus

Sponsored By: Mayor Gilvin & Council Member Binder

Meeting Date: October 19, 2020

I. AGENDA ITEM TITLE: AGREEMENT WITH THE ACVB REGARDING THE BUSINESS RECOVERY PROGRAM

SPONSORED BY: MAYOR GILVIN & COUNCIL MEMBER BINDER

II. RECOMMENDATION:

Staff is recommending that Mayor and Council approve \$50,000 in CARES Act - Business Recovery funds to be appropriated to the Alpharetta Convention and Visitors Bureau for an Expedia Campaign to market tourism in Alpharetta to the leisure and business traveler.

III. REPORT IN BRIEF:

Please reference the attached memorandum from the City Administrator.

IV. ALTERNATIVES:

V. ATTACHMENTS:

Business Recovery Memo to Council, Alpharetta October 2020- Jan 2021 PROPOSAL (002), Banner Ad, Alpharetta CVB Splash Page



2 PARK PLAZA
ALPHARETTA, GA 30009
PHONE: 678.297.6000
WWW.ALPHARETTA.GA.US

October 15, 2020

To: Mayor and Council
From: Bob Regus
Subject: Business Recovery

Mayor and Council,

This is written to respectfully request \$50,000 in CARES ACT – Business Recovery funds to be appropriated to the Alpharetta Convention and Visitors Bureau for an Expedia Campaign, the purpose of which is to market tourism in Alpharetta to the leisure and business traveler.

In this time of COVID-19 when our daytime population has been greatly diminished by lack of office workers, we need to do everything we can to drive more leisure and business travel every day of the week which translates to more people shopping and dining in Alpharetta.

For background, the Alpharetta Convention and Visitors Bureau (ACVB) was created in 1998 by the Alpharetta City Council as its destination marketing organization with the purpose to fill hotel rooms in the City every day of the week but especially on weekends. Since that time with the robust office environment in the City the ACVB has found its main function is to focus on the weekend leisure traveler and to market to the business traveler to come a day before or stay a day after their business meeting to increase occupancy in the weekend window.

Janet Rodgers, President and CEO of the ACVB has found Expedia to be a great marketing tool. The last Expedia campaign which ran from February 4, through August 31, (with a pause from March 23, through June 30) brought over 6,140 rooms booked in the City, with an Average Daily Rate of \$111.00 and an average length of stay of two days. The goal of the campaign was to encourage visitors to “Experience Your Awesome in Alpharetta, GA”. The campaign highlighted Alpharetta’s 28 hotels, over 200 restaurants, more than

MAYOR
JIM GILVIN

MAYOR PRO TEM
DONALD F. MITCHELL

COUNCIL MEMBERS
JASON BINDER
BEN BURNETT
JOHN HIPES
DAN MERKEL
KAREN RICHARD

CITY ADMINISTRATOR
ROBERT J. REGUS

250 shops, over 40 attractions, and an array of annual events and festivals.

Banner ads will run on the following websites:

- 1) Expedia.com is one of the world's largest full-service travel brands. It aims to provide the widest selection of vacation destinations, affordable airfares, hotel deals, car rentals, cruise deals, and in-destination activities, attractions, and services.
- 2) Hotels.com offers hundreds of thousands of places to stay around the world and 90 local websites in 41 languages.
- 3) Vrbo.com introduced a new way for people to travel together in 1995 by pairing homeowners with families and friends looking for places to stay. Vrbo is known to bring more people to a destination, staying longer and spending more.

Due to budget cuts from COVID-19 an Expedia campaign for this fiscal year has not been included in the ACVB budget, thus the request for the \$50,000 in CARES Act funding.

Attached to this memorandum is the thirty eight page proposal from Expedia Group Media Solutions, the one page Banner Ad which appears on the websites, and the Alpharetta CVB splash page (nine pages) that was on Expedia's website from the last campaign.

I am always available to answer any questions you may have, and Janet Rodgers will be present Monday evening to answer any questions regarding this proposal.

Respectfully,



Bob Regus



— *awesome* —
ALPHARETTASM
CONVENTION & VISITORS BUREAU

Leah Garey

Sr. Business Development Manager

Lgarey@expediagroup.com | (850) 510-0171



Targeting

- Showcasing the Alpharetta area to those traveling to Atlanta
- Promoting the wonderful hotel options in the Alpharetta area.



Proposal

Page 1 of 2

Overview			
Site	Impressions	Gross Value	Net Value
Expedia.com (USA)	1,445,977	\$32,500	\$27,500
Hotels.com (USA)	602,273	\$12,500	\$12,500
Vrbo.com (USA)	666,668	\$20,000	\$10,000
Totals	2,714,918	\$65,000	\$50,000

Placement Detail										
Site	Product	Placement	Targeting	Start Date MM/DD/YY	End Date MM/DD/YY	Impressions	Gross CPM	Net CPM	Gross Value	Net Value
Expedia.com (USA) us_en 1.168242306	160x600	Hotels + Vacation Packages Infosite/Details + Results Right 1 & 2	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	400,000	\$25.00	\$25.00	\$10,000	\$10,000
Expedia.com (USA) us_en 2.168242406	160x600, 300x250, 728x90	ROS * *	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL] AND Shoppers - Hotels IS [True]	10/2/20	1/31/21	500,000	\$10.00	\$10.00	\$5,000	\$5,000
Expedia.com (USA) us_en 3.168242906	Responsive (1320x742, 990x1320, 491x872, 562x240)	ROS Search Native Marquee +Carousel	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	129,310	\$58.00	\$58.00	\$7,500	\$7,500
Expedia.com (USA) us_en 4.168244105	400x225	Hotels Results Results Listing 1 Destination	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	416,667	\$12.00	\$12.00	\$5,000	\$5,000

Proposal

Page 2 of 2

Placement Detail										
Site	Product	Placement	Targeting	Start Date MM/DD/YY	End Date MM/DD/YY	Impressions	Gross CPM	Net CPM	Gross Value	Net Value
Hotels.com (USA) us_en 5.168242507	160x600, 300x250, 728x90	ROS * *	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	375,000	\$20.00	\$20.00	\$7,500	\$7,500
Hotels.com (USA) us_en 6.168242607	160x600	Hotels Infosite/Details + Results Left 1	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	227,273	\$22.00	\$22.00	\$5,000	\$5,000
Vrbo.com (USA) us_en 7.168244206	160x600 Skyscraper	Vacation Rental Results Right 1	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	333,334	\$30.00	\$30.00	\$10,000	\$10,000
Expedia.com (USA) us_en 8.168359812	Non Standard Media	Email - Destination Recovery Destination of the Week * Flat Fee actual email send date TBD		1/31/21	1/31/21	1	\$5,000.00	\$0.00	\$5,000	\$0 \$0.00 CPD
Vrbo.com (USA) us_en 9.168359908	160x600 Skyscraper	Vacation Rental Results Right 1 Destination Recovery		10/2/20	1/31/21	333,334	\$30.00	\$0.00	\$10,000	\$0

Line 1



Proposal

Page 1 of 2

Overview			
Site	Impressions	Gross Value	Net Value
Expedia.com (USA)	1,445,977	\$32,500	\$27,500
Hotels.com (USA)	602,273	\$12,500	\$12,500
Vrbo.com (USA)	666,668	\$20,000	\$10,000
Totals	2,714,918	\$65,000	\$50,000

Placement Detail										
Site	Product	Placement	Targeting	Start Date MM/DD/YY	End Date MM/DD/YY	Impressions	Gross CPM	Net CPM	Gross Value	Net Value
Expedia.com (USA) us_en 1.168242306	160x600	Hotels + Vacation Packages Infosite/Details + Results Right 1 & 2	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	400,000	\$25.00	\$25.00	\$10,000	\$10,000
Expedia.com (USA) us_en 2.168242406	160x600, 300x250, 728x90	ROS * *	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL] AND Shoppers - Hotels IS [True]	10/2/20	1/31/21	500,000	\$10.00	\$10.00	\$5,000	\$5,000
Expedia.com (USA) us_en 3.168242906	Responsive (1320x742, 990x1320, 491x872, 562x240)	ROS Search Native Marquee +Carousel	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	129,310	\$58.00	\$58.00	\$7,500	\$7,500
Expedia.com (USA) us_en 4.168244105	400x225	Hotels Results Results Listing 1 Destination	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	416,667	\$12.00	\$12.00	\$5,000	\$5,000

Hotel Search Results

- Grab the attention of bookers while they search
- Reach travelers searching in either the hotel, flight, vacation package purchase path (or a combo of any 2 or 3)
- Top 160x600 is the first visitor sees
- Bottom 160x600 moved with them as they scroll down the page

Expedia Account My Lists 16 My Trips Support Español 简体中文

Bundle and Save Hotels Cars Flights Cruises Things to Do Discover Vacation Rentals Deals Rewards Mobile Collections

DESTINATION: South Florida DATES: Tue, Feb 12 - Fri, Feb 15 ROOMS: 1

Change search Recent searches

South Florida: 9618 properties

Questions? 1-800-552-0114

Popular Destinations

- Sarasota (and vicinity) 2134 properties
- Fort Myers (and vicinity) 1730 properties
- Miami (and vicinity) 1522 properties
- Fort Lauderdale (and vicinity) 1220 properties
- Naples (and vicinity) 1191 properties
- Palm Beach - West Palm Beach (and vicinity) 411 properties
- Port Charlotte - Charlotte Harbor (and vicinity) 317 properties
- Vero Beach (and vicinity) 213 properties
- Key Colony Beach 70 properties
- Tavernier 22 properties
- Sebring 17 properties
- Lake Placid 16 properties

Search by property name

Filter properties by

Property Class

- ★★★★★ 5 Stars
- ★★★★ 4 Stars
- ★★★ 3 Stars

Price Per Night

- Less than \$75
- \$75 to \$124
- \$125 to \$199
- \$200 to \$299

Payment Type

- Free Cancellation

Amenities

- High-speed Internet
- Air conditioning
- Swimming pool
- Free breakfast
- Casino
- Show more

Property Type

- Hotel
- Condo
- Apartment
- Private vacation home
- Apartment-hotel
- Show more

Accessibility

- Accessible bathroom
- In-room accessibility
- Roll-in shower

The Breakers Palm Beach ★★★★★
Palm Beach
Book with this hotel
4.8/5 Exceptional
\$4,220-\$1,163
nightly price
Sponsored

You could be seeing lower prices
With member prices, you could save 10% or more right now on thousands of hotels.
Sign up, it's free Sign in

Chateau Hollywood
Hollywood
1-866-264-5744 • Expedia Rate
\$5,596
nightly price
Get member price

Port of the Islands Everglades Adventure Resort ★★
Naples
Breakfast Included
1-866-267-9053 • Expedia Rate
Free Cancellation
3.8/5 Good! (675 reviews)
\$466-\$159
nightly price
Get member price Reserve Now, Pay Later

Sunset Hide-a-way North
Naples
4.6/5 Wonderful! (4 reviews)
\$110
nightly price

Naples Beach Hotel and Golf Club ★★★★★
Naples
1-866-272-4856 • Expedia Rate
Free Cancellation
4.2/5 Very good! (1,510 reviews)
\$524
nightly price
Reserve Now, Pay Later

Outrigger Beach Resort ★★
Fort Myers Beach
1-866-276-6393 • Expedia Rate
Free Cancellation
4.0/5 Very good! (2,214 reviews)
\$245-\$208
nightly price
Reserve Now, Pay Later

The Resort at Longboat Key Club ★★★★★
Longboat Key
4-Diamond Beach Resort on Longboat Key. Located on a private white sand beach in Sarasota. Enjoy spacious suites, 7 restaurants, 2 golf courses, full-service spa & more!
1-866-279-5332
Free Cancellation
4.4/5 Excellent! (285 reviews)
\$639-\$529
nightly price
Sponsored
Reserve Now, Pay Later

SLX LUX Brickell ★★★★★
Miami
1-866-281-6817 • Expedia Rate
\$517
nightly price

Days Inn & Suites by Wyndham Bonita Springs North Naples ★★
Bonita Springs
Breakfast Included
1-866-286-0843 • Expedia Rate
4.0/5 Very good! (389 reviews)
\$199
nightly price

LaPlaya Beach & Golf Resort - A Noble House Resort ★★★★★
4.6/5 Wonderful! (637 reviews)

THE BREAKERS PALM BEACH
Endless summer
Complimentary daily full breakfast buffet, kid's meals, tennis, fitness classes and more—because we're always in a summer state of mind. Plus, your sixth night is free.
EXPLORE NOW

Four Seasons Palm Beach - Official Site - fourseasons.com
Summer Vacation in Luxury w/ Special Rates Included. Today! www.fourseasons.com/PalmBeach • (561) 582-2800
Special Offers: Photos & Videos ★★★★★ rating for FourSeasons.com
South Miami Beachfront Hotels - 3 Hotels from \$55 per Night
Find Your Ideal Hotel in South Miami. Compare Prices and Save on your Next Stay! www.ftrips.com/beach-hotels-southmiami • Save Time and Money ★★★★★ rating for ftrips.com
Cheap South Beach Hotels - Save 25% or More with KAYAK!
Search 100s of sites at Once. Find the Best Hotel Deals, Book and Save Today! www.kayak.com/south-beach-hotels • Services: Hotel deals, Hotel Deals • Flight, Vegas, Vacation, Car Rental, New York, All-Inclusive, Hotels, Packages ★★★★★ rating for kayak.com

HUTCHINSON SHORES RESORT & SPA
A LUXURIOUS BEACH ESCAPE
Share smiles all around.
SAVE UP TO 20%
BOOK NOW

Expedia.com interface for The Breakers Palm Beach hotel. The page displays the hotel name, location, and a nightly price per room of \$1,163. A comparison bar shows prices from Orbitz, Travelocity, Hotels.com, and Expedia. A large photo of the hotel is featured, along with a sidebar showing verified reviews and a map. The main content area lists room types with details on cancellation, amenities, and pricing.

Room type	Options	Nightly price per room	Action
Deluxe Room, Partial Ocean View 3.67 guest room score Rooms with view 300 square feet 1 King Bed Room sleeps 2 guests (up to 1 child) More details	- Free Cancellation until Sat, Feb 9 - Reserve now, pay when you stay - Free Internet - Breakfast optional - \$30.00 per person, per night	Recommended for you \$1,163	Reserve It only takes 2 minutes
Premium Room, Resort View 5.00 guest room score 400 square feet 1 King Bed Room sleeps 3 guests (up to 2 children) More details	- Free Cancellation until Sat, Feb 9 - Reserve now, pay when you stay - Free Internet - Breakfast optional - \$30.00 per person, per night	\$1,620	Reserve It only takes 2 minutes
Premium Room, Resort View 400 square feet 2 Double Beds Room sleeps 4 guests (up to 3 children) More details	- Free Cancellation until Sat, Feb 9 - Reserve now, pay when you stay - Free Internet - Breakfast optional - \$30.00 per person, per night	\$1,620	Reserve It only takes 2 minutes

On the right side of the page, there are two vertical banners. The top one is an AdServices banner for 'QUALITY MARKETING NEVER GOES OUT OF STYLE'. The bottom one is a green banner for 'Expedia Free Extras' with a 'Shop Extras' button.

Hotel Infosite

Expedia.com

160x600

- Put your hotel in front of potential travelers who are viewing competitor properties
- According to a study done by Expedia and ComScore, 27% of travel bookers were influenced by advertising when considering more than one location.
- Reach travelers searching in either the hotel, flight, vacation package purchase path (or a combo of any 2 or 3)
- Top 160x600 is the first visitor sees
- Bottom 160x600 moved with them as they scroll down the page

Line 2



Proposal

Page 1 of 2

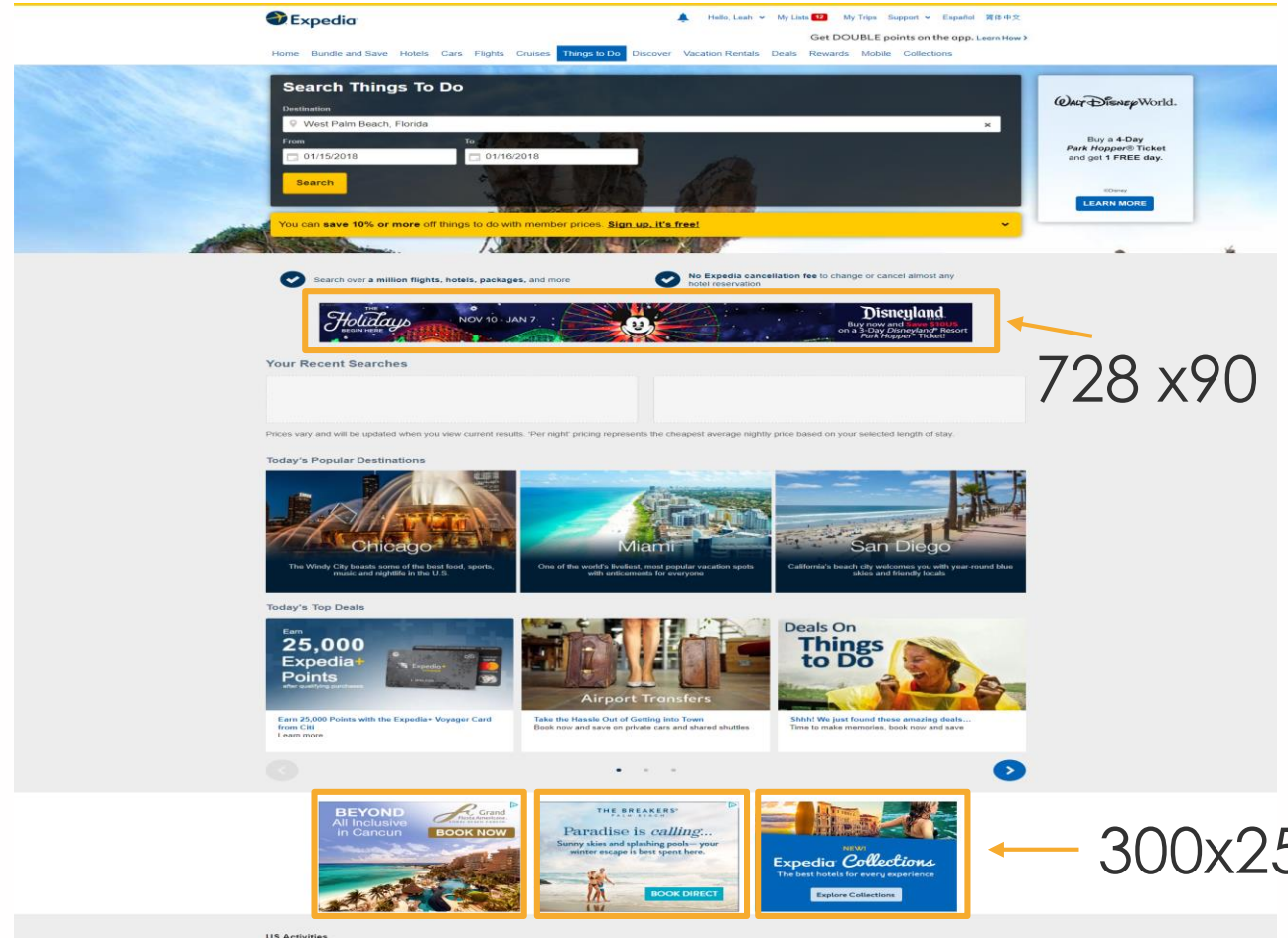
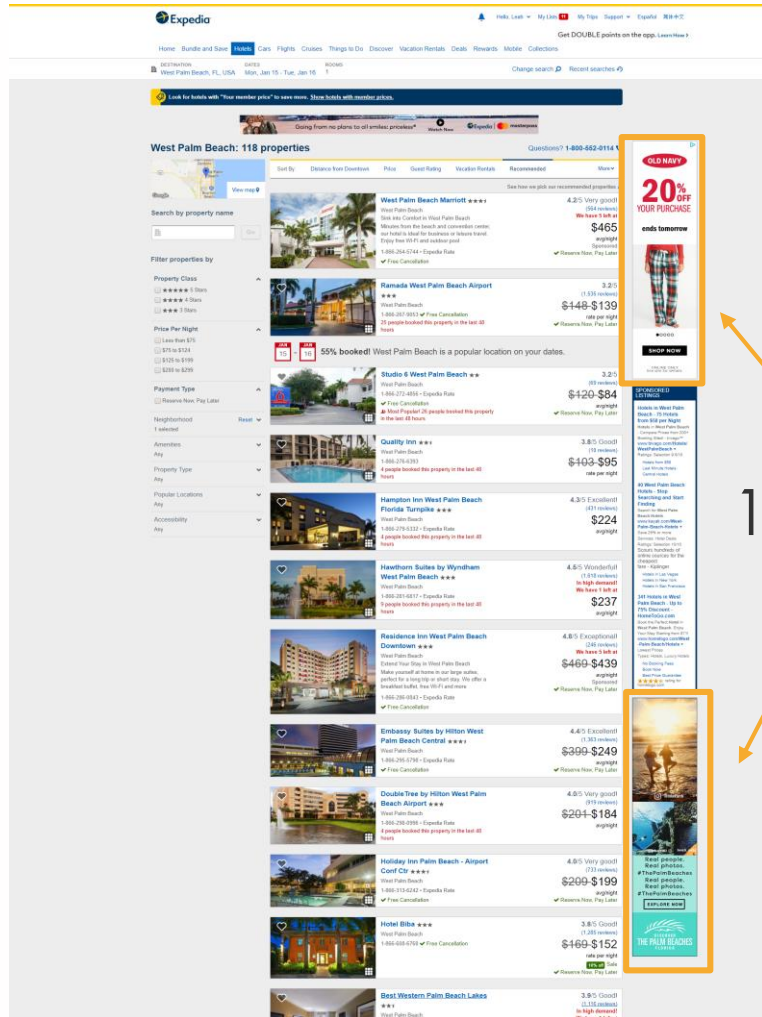
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Expedia.com (USA) us_en 4.168244105	400x225	Hotels Results Results Listing 1 Destination	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	416,667	\$12.00	\$12.00	\$5,000	\$5,000

Targeted Run of Site

Expedia.com

160x600, 728x90, 300x250 bundle



Line 3



Proposal

Page 1 of 2

Overview			
Site	Impressions	Gross Value	Net Value
Expedia.com (USA)	1,445,977	\$32,500	\$27,500
Hotels.com (USA)	602,273	\$12,500	\$12,500
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Expedia.com (USA) us_en 2.168242406	160x600, 300x250, 728x90	ROS * *	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL] AND Shoppers - Hotels IS [True]	10/2/20	1/31/21	500,000	\$10.00	\$10.00	\$5,000	\$5,000
Expedia.com (USA) us_en 3.168242906	Responsive (1320x742, 990x1320, 491x872, 562x240)	ROS Search Native Marquee +Carousel	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	129,310	\$58.00	\$58.00	\$7,500	\$7,500
Expedia.com (USA) us_en 4.168244105	400x225	Hotels Results Results Listing 1 Destination	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	416,667	\$12.00	\$12.00	\$5,000	\$5,000

NATIVE MARQUEE CAROUSEL

LOOKING TO BE FRONT AND CENTER?

With the Native Marquee you can reach travel shoppers at the start of their shopping journey. Showcase your brand through immersive imagery and inspirational copy on our most prominent placement across all devices.



Highly customized native placements



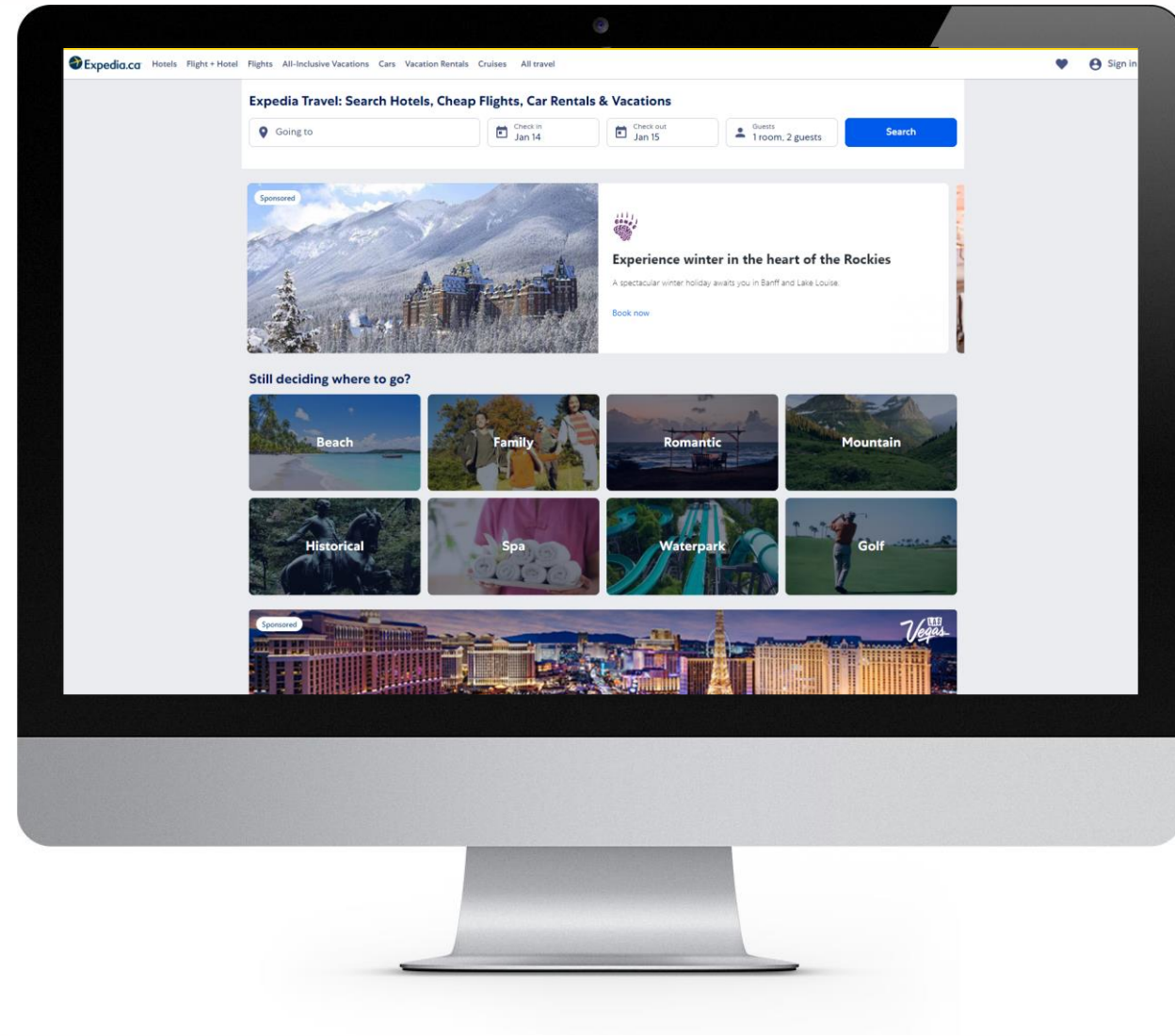
Integrated with site experience



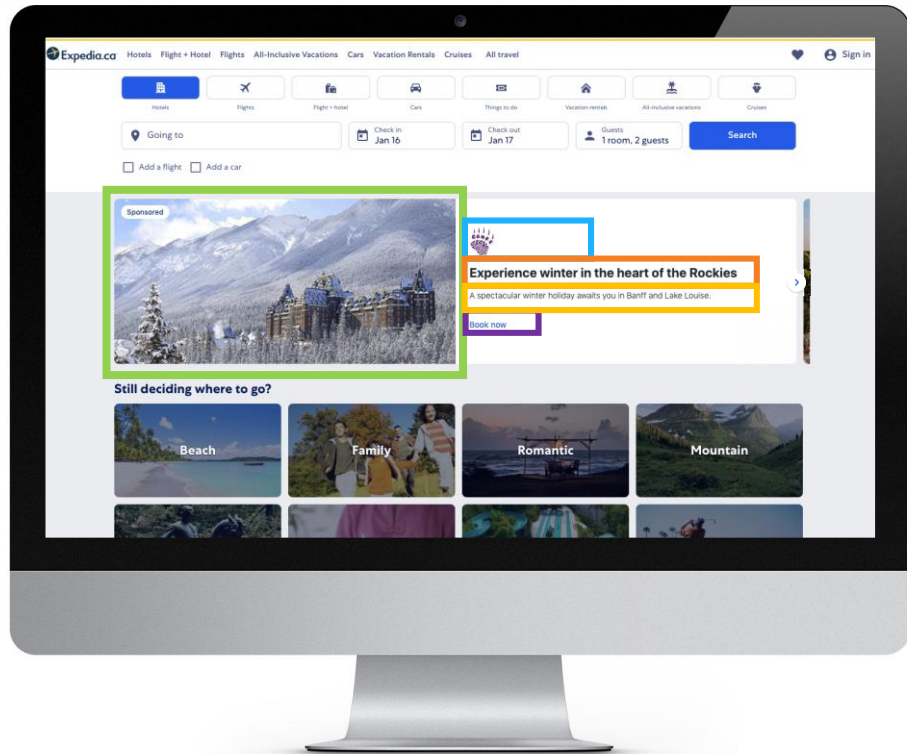
Across all devices



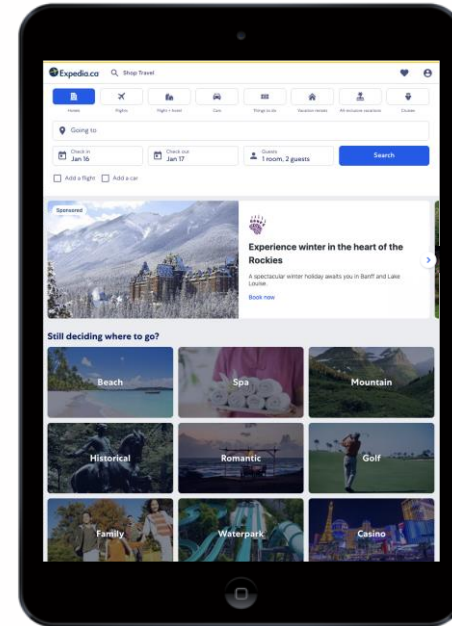
High-Impact and Inspirational



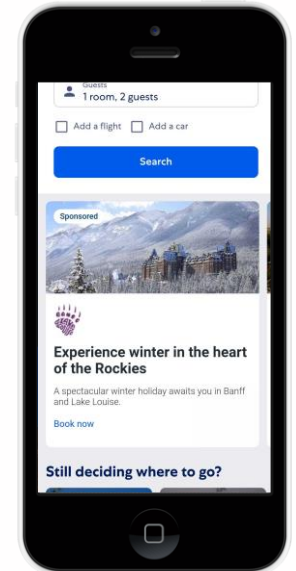
THE NATIVE MARQUEE CAROUSEL IS FLUID ACROSS ALL DEVICES



DESKTOP



TABLET



MOBILE

Line 4



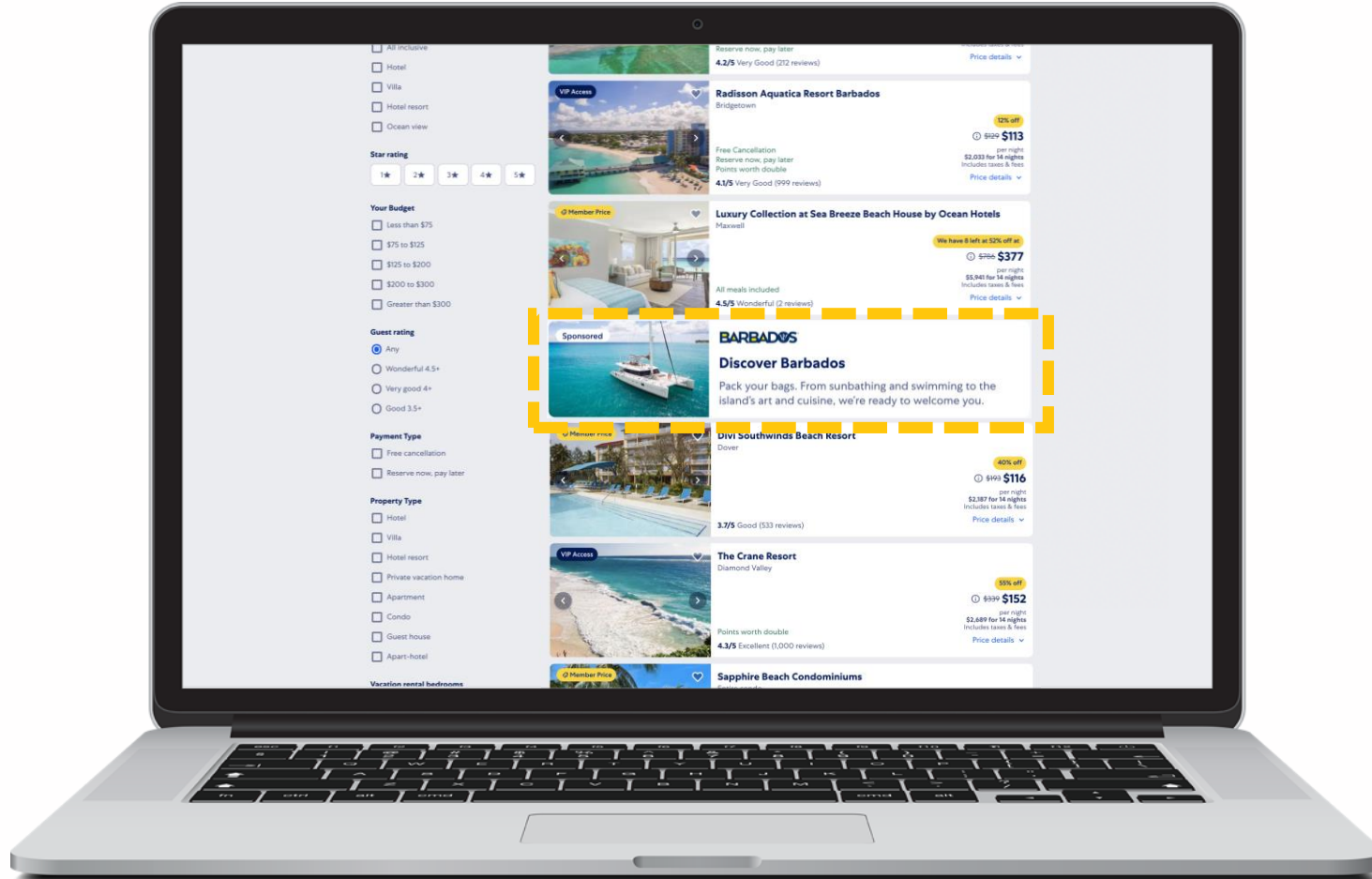
Proposal

Page 1 of 2

Overview			
Site	Impressions	Gross Value	Net Value
Expedia.com (USA)	1,445,977	\$32,500	\$27,500
Hotels.com (USA)	602,273	\$12,500	\$12,500
Vrbo.com (USA)	666,668	\$20,000	\$10,000
Totals	2,714,918	\$65,000	\$50,000

Placement Detail										
Site	Product	Placement	Targeting	Start Date MM/DD/YY	End Date MM/DD/YY	Impressions	Gross CPM	Net CPM	Gross Value	Net Value
Expedia.com (USA) us_en 1.168242306	160x600	Hotels + Vacation Packages Infosite/Details + Results Right 1 & 2	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	400,000	\$25.00	\$25.00	\$10,000	\$10,000
Expedia.com (USA) us_en 2.168242406	160x600, 300x250, 728x90	ROS * *	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL] AND Shoppers - Hotels IS [True]	10/2/20	1/31/21	500,000	\$10.00	\$10.00	\$5,000	\$5,000
Expedia.com (USA) us_en 3.168242906	Responsive (1320x742, 990x1320, 491x872, 562x240)	ROS Search Native Marquee +Carousel	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	129,310	\$58.00	\$58.00	\$7,500	\$7,500
Expedia.com (USA) us_en 4.168244105	400x225	Hotels Results Results Listing 1 Destination	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	416,667	\$12.00	\$12.00	\$5,000	\$5,000

Destination Results Listings



In the Hotel Search Results

Destination Results Listings

Destination Results Listings inspire and inform travelers about a destination they are interested in. This placement within the hotels search results page enables destinations to engage travel shoppers further down their path to purchase.

Line 5



Proposal

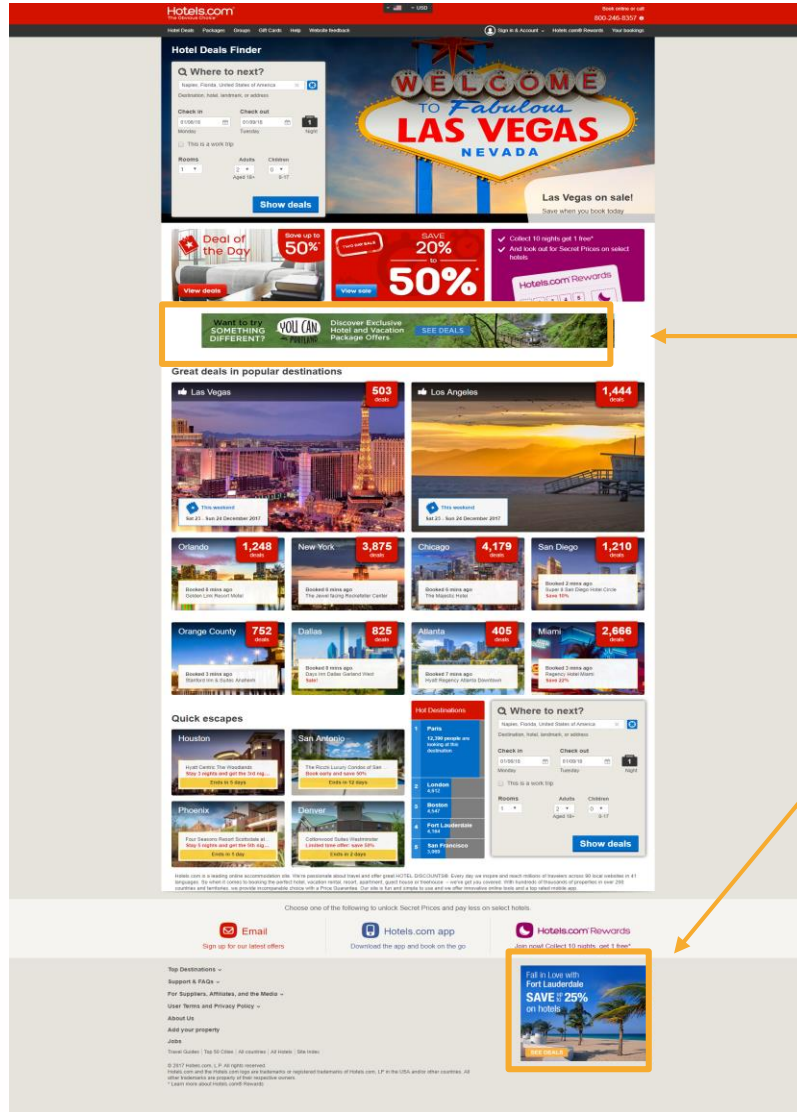
Page 2 of 2

Placement Detail										
Site	Product	Placement	Targeting	Start Date MM/DD/YYYY	End Date MM/DD/YYYY	Impressions	Gross CPM	Net CPM	Gross Value	Net Value
Hotels.com (USA) us_en 5.168242507	160x600, 300x250, 728x90	ROS * *	Travel Geo IS (PDEST - (Geo) TLA Previous Searched Destinations) [ATL]	10/2/20	1/31/21	375,000	\$20.00	\$20.00	\$7,500	\$7,500
Hotels.com (USA) us_en 6.168242607	160x600	Hotels Introsite/Details + Results Left 1	Travel Geo IS (PDEST - (Geo) TLA Previous Searched Destinations) [ATL]	10/2/20	1/31/21	227,273	\$22.00	\$22.00	\$5,000	\$5,000
Vrbo.com (USA) us_en 7.168244206	160x600 Skyscraper	Vacation Rental Results Right 1	Travel Geo IS (PDEST - (Geo) TLA Previous Searched Destinations) [ATL]	10/2/20	1/31/21	333,334	\$30.00	\$30.00	\$10,000	\$10,000
Expedia.com (USA) us_en 8.168359812	Non Standard Media	Email - Destination Recovery Destination of the Week * Flat Fee actual email send date TBD		1/31/21	1/31/21	1	\$5,000.00	\$0.00	\$5,000	\$0 \$0.00 CPD
Vrbo.com (USA) us_en 9.168359908	160x600 Skyscraper	Vacation Rental Results Right 1 Destination Recovery		10/2/20	1/31/21	333,334	\$30.00	\$0.00	\$10,000	\$0

Targeted Run of Site

Hotels.com

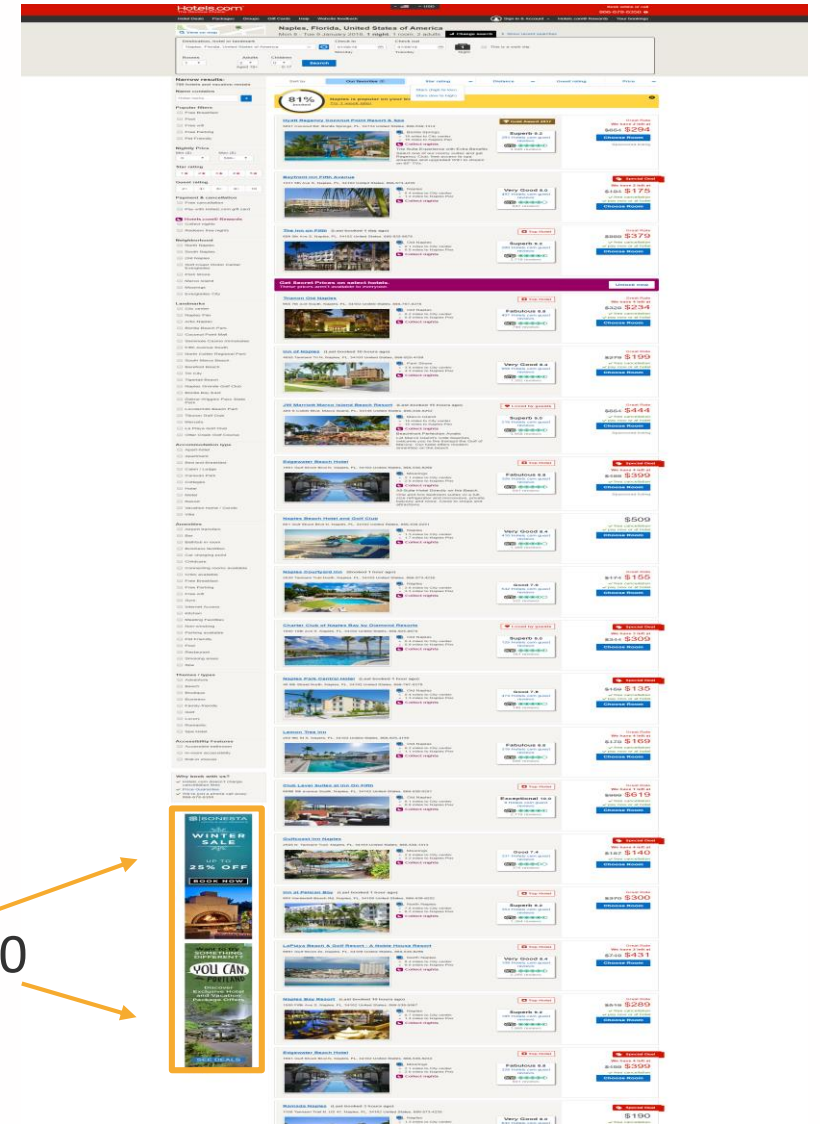
72x90, 300x250, 160x600 bundle



729x90

300x250

160x600



Line 6



Proposal

Page 2 of 2

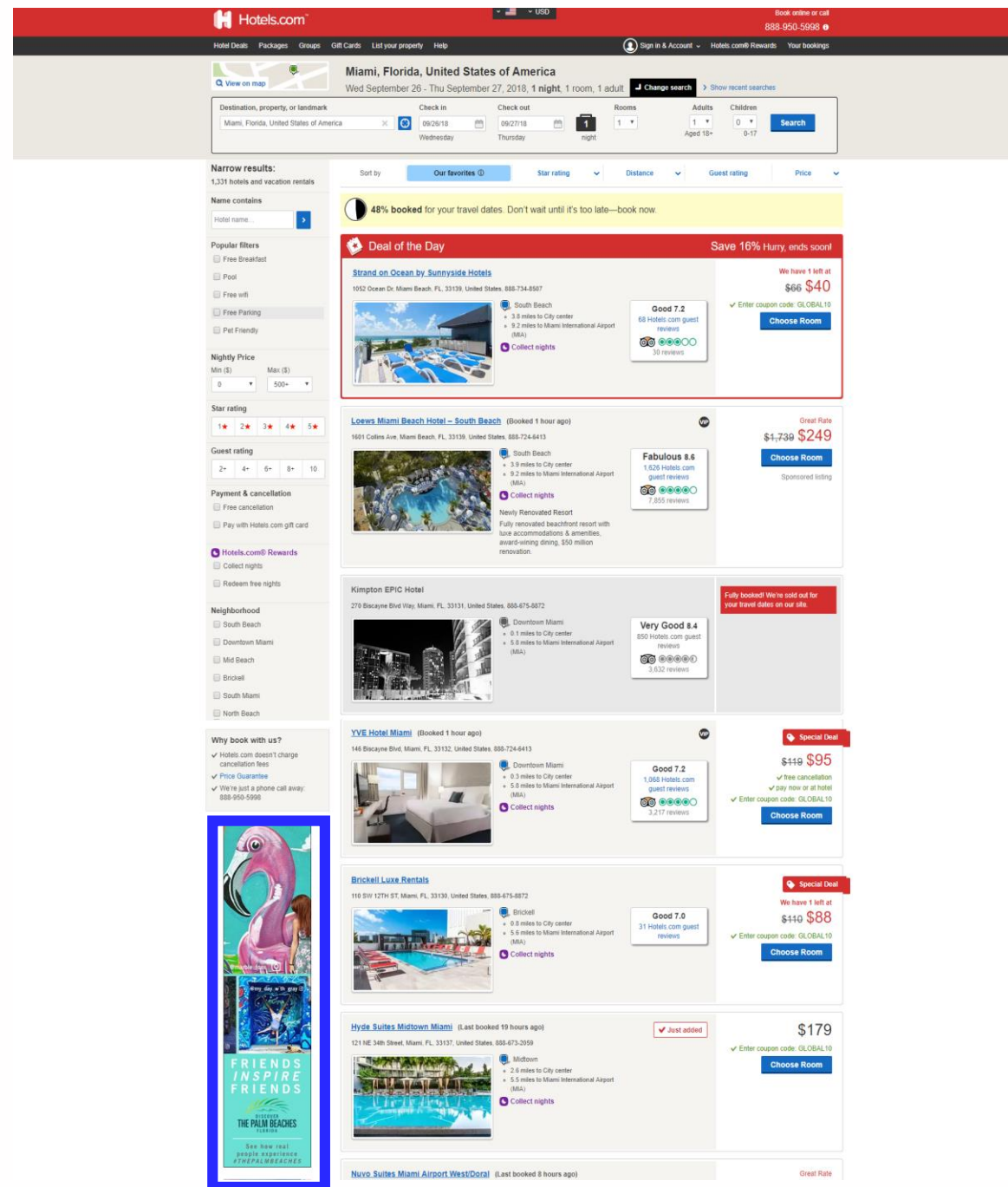
Placement Detail										
Site	Product	Placement	Targeting	Start Date MM/DD/YY	End Date MM/DD/YY	Impressions	Gross CPM	Net CPM	Gross Value	Net Value
Hotels.com (USA) us_en 5.168242507	160x600, 300x250, 728x90	ROS * *	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	375,000	\$20.00	\$20.00	\$7,500	\$7,500
Hotels.com (USA) us_en 6.168242607	160x600	Hotels Infosite/Details + Results Left 1	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	227,273	\$22.00	\$22.00	\$5,000	\$5,000
Vrbo.com (USA) us_en 7.168244206	160x600 Skyscraper	Vacation Rental Results Right 1	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	333,334	\$30.00	\$30.00	\$10,000	\$10,000
Expedia.com (USA) us_en 8.168359812	Non Standard Media	Email - Destination Recovery Destination of the Week * Flat Fee actual email send date TBD		1/31/21	1/31/21	1	\$5,000.00	\$0.00	\$5,000	\$0 \$0.00 CPD
Vrbo.com (USA) us_en 9.168359908	160x600 Skyscraper	Vacation Rental Results Right 1 Destination Recovery		10/2/20	1/31/21	333,334	\$30.00	\$0.00	\$10,000	\$0

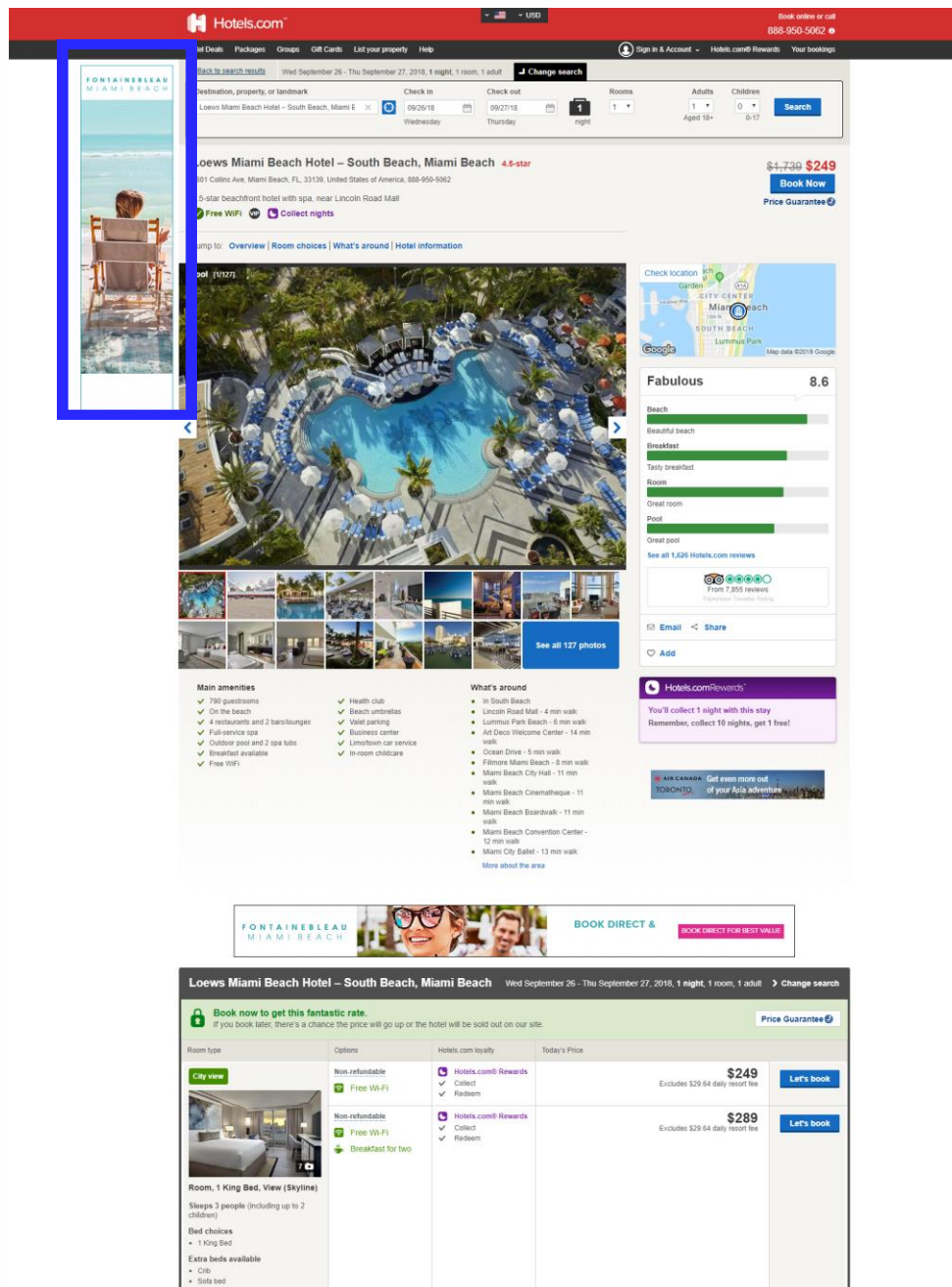
Hotel Search Results

Expedia.com

160x600

- Grab the attention of bookers while they search
- Reach travelers searching in either the hotel, flight, vacation package purchase path (or a combo of any 2 or 3)
- Top 160x600 is the first visitor sees
- Bottom 160x600 moved with them as they scroll down the page





Hotel Infosite

Expedia.com

160x600

- Put your hotel in front of potential travelers who are viewing competitor properties
- According to a study done by Expedia and ComScore, 27% of travel bookers were influenced by advertising when considering more than one location.
- Reach travelers searching in either the hotel, flight, vacation package purchase path (or a combo of any 2 or 3)
- Top 160x600 is the first visitor sees
- Bottom 160x600 moved with them as they scroll down the page

Line 7

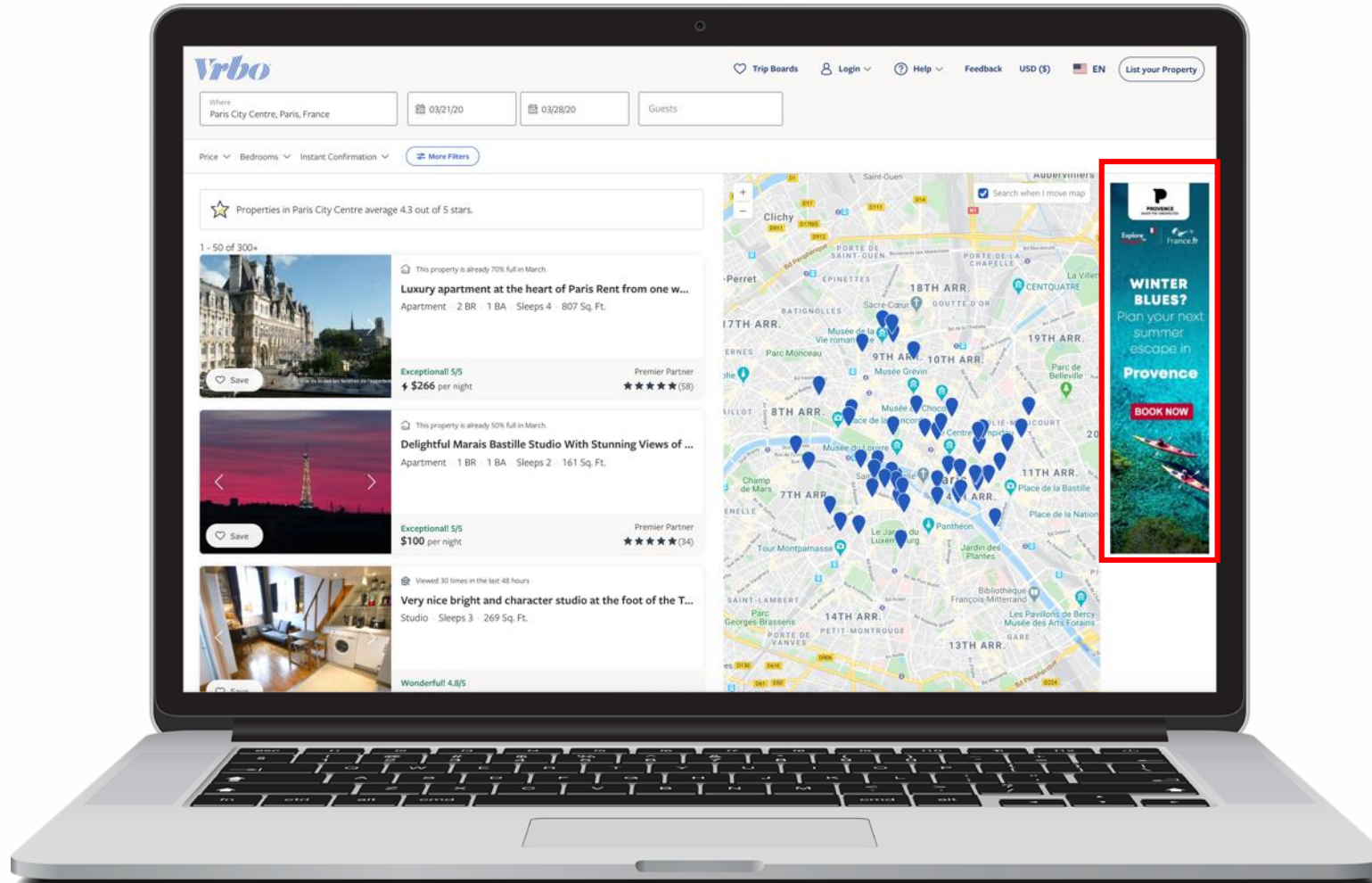


Proposal

Page 2 of 2

Placement Detail										
Site	Product	Placement	Targeting	Start Date MM/DD/YY	End Date MM/DD/YY	Impressions	Gross CPM	Net CPM	Gross Value	Net Value
Hotels.com (USA) us_en 5.168242507	160x600, 300x250, 728x90	ROS * *	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	375,000	\$20.00	\$20.00	\$7,500	\$7,500
Hotels.com (USA) us_en 6.168242607	160x600	Hotels Infosite/Details + Results Left 1	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	227,273	\$22.00	\$22.00	\$5,000	\$5,000
Vrbo.com (USA) us_en 7.168244206	160x600 Skyscraper	Vacation Rental Results Right 1	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	333,334	\$30.00	\$30.00	\$10,000	\$10,000
Expedia.com (USA) us_en 8.168359812	Non Standard Media	Email - Destination Recovery Destination of the Week * Flat Fee actual email send date TBD		1/31/21	1/31/21	1	\$5,000.00	\$0.00	\$5,000	\$0 \$0.00 CPD
Vrbo.com (USA) us_en 9.168359908	160x600 Skyscraper	Vacation Rental Results Right 1 Destination Recovery		10/2/20	1/31/21	333,334	\$30.00	\$0.00	\$10,000	\$0

Search Results Page – 160x600 (Pinned)





Added Value

Line 8



Proposal

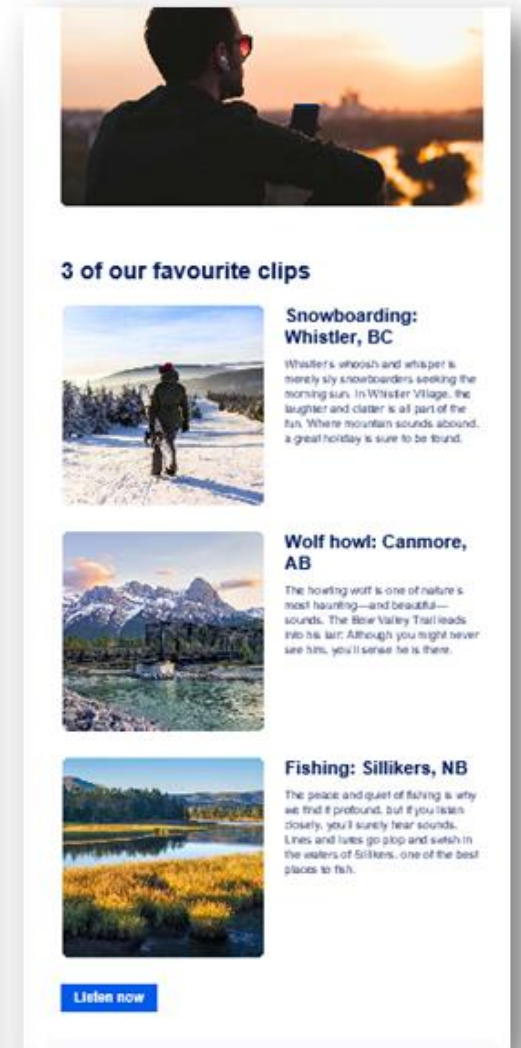
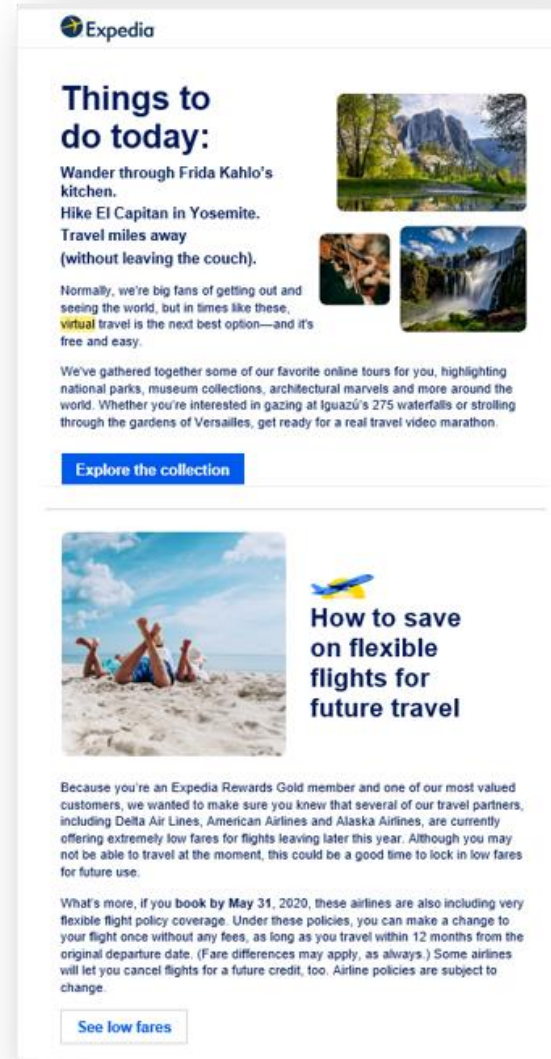
Page 2 of 2

Placement Detail										
Site	Product	Placement	Targeting	Start Date MM/DD/YY	End Date MM/DD/YY	Impressions	Gross CPM	Net CPM	Gross Value	Net Value
Hotels.com (USA) us_en 5.168242507	160x600, 300x250, 728x90	ROS * *	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	375,000	\$20.00	\$20.00	\$7,500	\$7,500
Hotels.com (USA) us_en 6.168242607	160x600	Hotels Infosite/Details + Results Left 1	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	227,273	\$22.00	\$22.00	\$5,000	\$5,000
Vrbo.com (USA) us_en 7.168244206	160x600 Skyscraper	Vacation Rental Results Right 1	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	333,334	\$30.00	\$30.00	\$10,000	\$10,000
Expedia.com (USA) us_en 8.168359812	Non Standard Media	Email - Destination Recovery Destination of the Week * Flat Fee actual email send date TRD		1/31/21	1/31/21	1	\$5,000.00	\$0.00	\$5,000	\$0 \$0.00 CPD
Vrbo.com (USA) us_en 9.168359908	160x600 Skyscraper	Vacation Rental Results Right 1 Destination Recovery		10/2/20	1/31/21	333,334	\$30.00	\$0.00	\$10,000	\$0

“Destination of the week” email

- Reach and educate potential travelers by sponsoring content around **cohesive destination themes**
- These emails can feature up to three partners **themed around a destination**

Available on:



Line 9

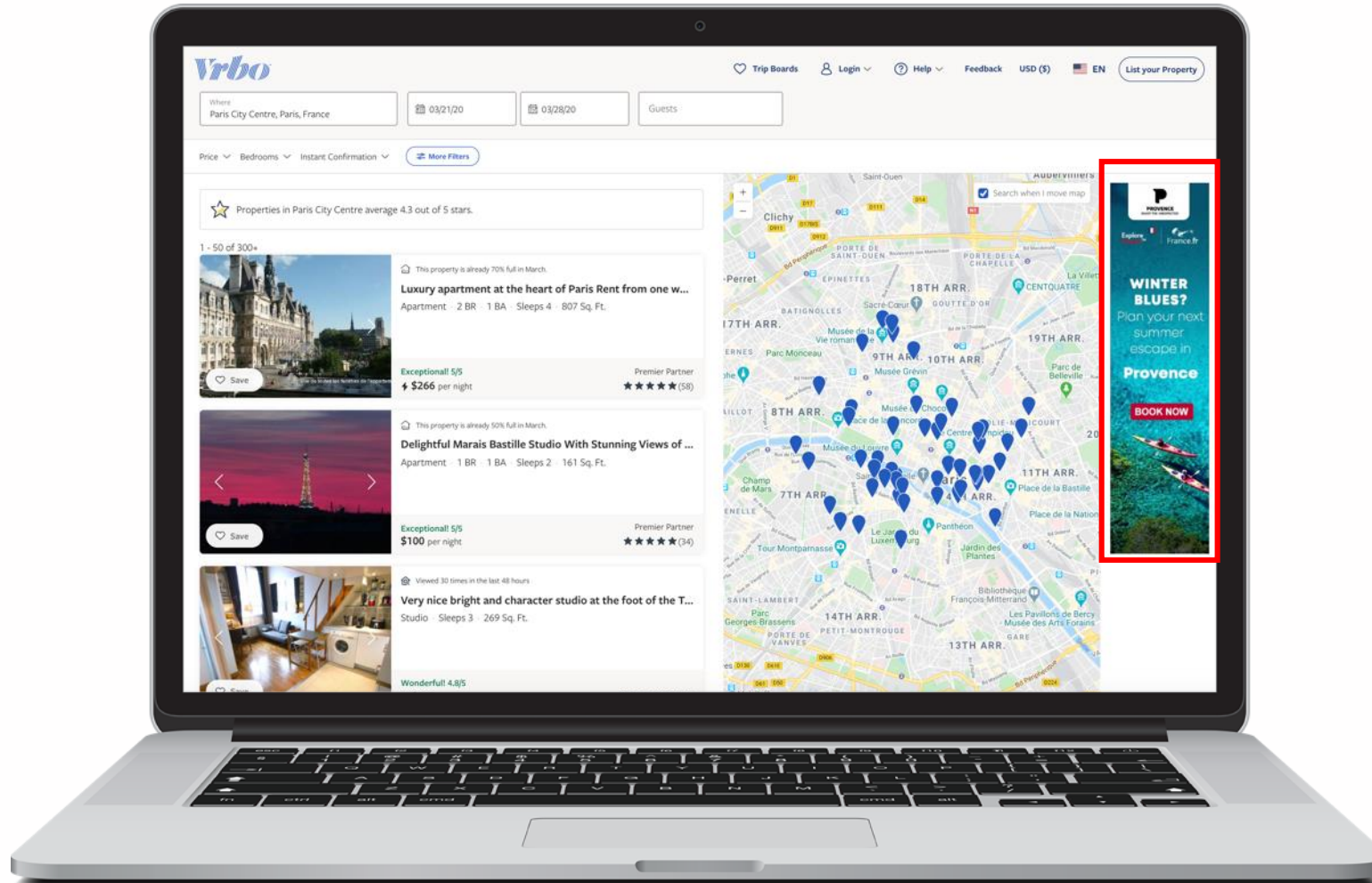


Proposal

Page 2 of 2

Placement Detail										
Site	Product	Placement	Targeting	Start Date MM/DD/YY	End Date MM/DD/YY	Impressions	Gross CPM	Net CPM	Gross Value	Net Value
Hotels.com (USA) us_en 5.168242507	160x600, 300x250, 728x90	ROS * *	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	375,000	\$20.00	\$20.00	\$7,500	\$7,500
Hotels.com (USA) us_en 6.168242607	160x600	Hotels Infosite/Details + Results Left 1	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	227,273	\$22.00	\$22.00	\$5,000	\$5,000
Vrbo.com (USA) us_en 7.168244206	160x600 Skyscraper	Vacation Rental Results Right 1	Travel Geo IS [PDEST - (Geo) TLA Previous Searched Destinations] [ATL]	10/2/20	1/31/21	333,334	\$30.00	\$30.00	\$10,000	\$10,000
Expedia.com (USA) us_en 8.168359812	Non Standard Media	Email - Destination Recovery Destination of the Week * Flat Fee actual email send date TBD		1/31/21	1/31/21	1	\$5,000.00	\$0.00	\$5,000	\$0 \$0.00 CPD
Vrbo.com (USA) us_en 9.168359908	160x600 Skyscraper	Vacation Rental Results Right 1 Destination Recovery		10/2/20	1/31/21	333,334	\$30.00	\$0.00	\$10,000	\$0

Search Results Page – 160x600 (Pinned)



Reporting



Reporting Capabilities & Insights

Summary	Return On Advertising Spend (ROAS)	25
	Total Attributed Bookings	\$1,000,000
	Media Spend	\$40,000
	Display Impressions Delivered	4,916,667
	Display Clicks Delivered	3,295
	Total Room Nights	4,800

- Gross bookings
- Room nights
- Length of stay
- Booking window
- Hotel ADR
- Feeder Market
- Share Shift
- ROAS





THANK YOU

Leah Garey

Sr. Business Development Manager

Lgarey@Expediagroup.com | (850) 510-0171



Regus, Bob

From: Janet Rodgers <janet@awesomealpharetta.com>
Sent: Wednesday, October 14, 2020 12:07 PM
To: Regus, Bob
Cc: Janet Rodgers
Subject: RE: Expedia Campaign



This was the banner ad on all those websites and once they clicked on the ad then it took them to that splash page that I just sent to you where they can book their rooms.

Janet Rodgers

President & CEO
Alpharetta Convention & Visitors Bureau
178 South Main Street
Suite 200
Alpharetta, GA 30009
678-297-2811
janet@awesomealpharetta.com
www.awesomealpharetta.com

More travel ▾

 Sign in

Stays

Flights

Cars

Vacation packages

Things to do

More travel ▾

Hotel
only

Leaving from



City or a

Going to



Alpharet

Departing



mm/dd/yyyy

Returning



mm/dd/yyyy

Flight
+
Hotel

Rooms

Adults (18+)

1

2

Children (0-17)

0

☐ Direct flights only☐ I only need a hotel for part
of my trip

Advanced options ⌵

Preferred class

Economy

Search



Stay flexible. We recommend booking a stay with no cancellation fees in case your plans change.

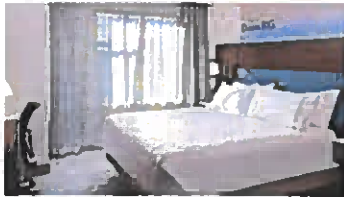


Please check government advisories before booking and traveling.



Experience YOUR Awesome in Alpharetta, GA!

Alpharetta, GA is a dynamic destination with affluent small-town charm perfectly positioned between the enchanting North Georgia Mountains and the vibrant international city of Atlanta. With over 200 restaurants, more than 250 shops, 40+ attractions, and an array of annual events and festivals, Alpharetta has a little something for everyone. Whether you're in town for a quick business trip or plan to explore the Alpharetta area while vacationing, the city offers 28 modern and upscale lodging options located throughout the destination. All hotels are centrally located and convenient to shopping, dining, and fun activities.

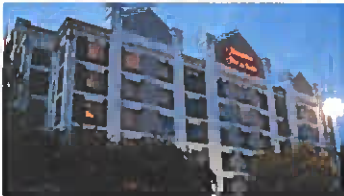


EVEN Hotels Alpharetta - Avalon Area

Stay longer and Save up to an additional 15% off!

An Alpharetta hotel designed with your wellness in mind. Enjoy everything from great shops and dining to historic downtown Alpharetta all while staying well and refreshed.

[Book Now](#)



Hampton Inn & Suites Alpharetta

Stay 2 nights and Save up to 12%

Discover comfort in the Windward Business District, five minutes away from Alpharetta. Hop aboard our free weekday shuttle to local businesses and restaurants.

[Book Now](#)



Hyatt Place Atlanta Alpharetta North Point Mall

Book now and Save 15%

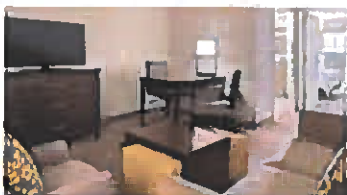
Free shuttle to North Point Mall and other prime Alpharetta locations within a five-mile radius! Experience hospitality at its best with free on-site parking and only 35 minutes to Hartsfield-Jackson Atlanta International Airport.

[Book Now](#)



Home2 Suites Alpharetta

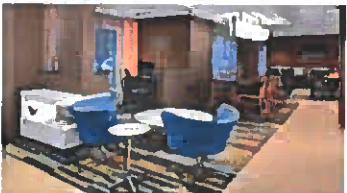
The hotel is located within 3 miles of the Ameris Bank Amphitheatre and Wills Park. Bring your pets and relax on our patio next to the fire pit and take a dip in the pool.

[Book Now](#)

Embassy Suites by Hilton Atlanta Alpharetta

Book today and Save up to 15%

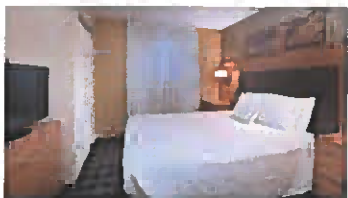
Located within a quarter mile from Highway 400 you will be welcomed by the multi-lingual staff who will introduce you to the amenities of our all-suite hotel. Come and enjoy breakfast every morning!

[Book Now](#)

Fairfield Inn & Suites by Marriott Atlanta Alpharetta

Book now on Mobile and Save up to 15%. Members save extra!

Experience the comforts of home at Fairfield Inn & Suites Atlanta Alpharetta. The contemporary hotel positions you amidst dynamic attractions from the Avalon shopping center to hiking trails at Wills Park.

[Book Now](#)

TownePlace Suites by Marriott Atlanta Alpharetta

Book now and Save up to 20% off longer stays!

Get the most out of your extended stay in Alpharetta, Georgia at TownePlace Suites Atlanta Alpharetta. Enjoy free breakfast and chic hotel suites!

[Book Now](#)

Courtyard by Marriott by Atlanta Alpharetta/Avalon Area



Book in advance and get up to 15% off

Courtyard Atlanta Alpharetta/Avalon Area is situated just steps away from the bustling heart of Avalon & the Alpharetta Conference Center. Featuring everything you need for a memorable stay, this elevated Courtyard offers both comfort & convenience.

[Book Now](#)



Extended Stay America - Atlanta - Alpharetta - Northpoint- West

Extra 10% off for Members

Reserve a comfortable, clean suite at Extended Stay America and take advantage of exceptional amenities like free in-room Wi-Fi and a fully equipped kitchen.

[Book Now](#)



Extended Stay America - Atlanta - Alpharetta - Northpoint- East

Extra 10% off for Members

Reserve a comfortable, clean suite at Extended Stay America and take advantage of exceptional amenities like free in-room Wi-Fi and a fully equipped kitchen.

[Book Now](#)



Hilton Garden Inn Atlanta Northpoint

Book now on Mobile and Save up to 20%

Located off US-19 and only half a mile from North Point Mall with a short distance to downtown Alpharetta. Outdoor concerts at Ameris Bank Amphitheatre are two miles away with free shuttle service to explore the area.

[Book Now](#)



Extended Stay America Atlanta - Alpharetta

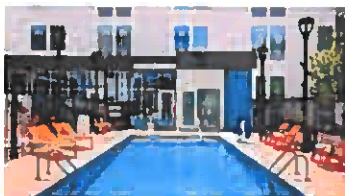


- Rock Mill Road

Bundle and Save up to 15%

Reserve a comfortable, clean suite at Extended Stay America and take advantage of exceptional amenities like free in-room Wi-Fi and a fully equipped kitchen.

[Book Now](#)



Aloft Alpharetta

Book in advance and Save now

Aloft Alpharetta is in the business district conveniently located near North Point Mall. Pet friendly - dogs stay free.

[Book Now](#)

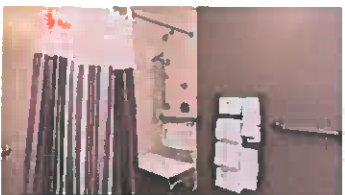


Homewood Suites by Hilton Atlanta-Alpharetta

Stay 3 nights and Save up to 12%. Members additional savings!

Located in Alpharetta, Homewood Suites by Hilton Atlanta-Alpharetta is nestled in the suburbs right off GA-400 exit 8 Mansell Road. Travelers eager for a bit of culture can stop by Ameris Bank Amphitheatre, while those who have shopping on the agenda may want to visit North Point Mall and Avalon. Footsteps away from Main Event, Top Golf, Pappadeaux Seafood and Ray's at Killer Creek are certainly worth visiting.

[Book Now](#)



La Quinta Inn & Suites by Wyndham Atlanta Alpharetta

Book Early and Save Up to 15%

Stay in comfort at La Quinta® by Wyndham Atlanta - Alpharetta, located right off Georgia 400 near North Point Mall and Alpharetta attractions!

[Book Now](#)



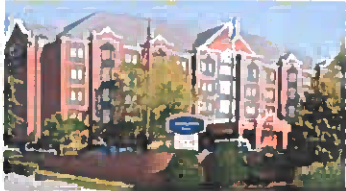


Hyatt Place Windward Pkwy

Save up to 15%

Hyatt Place Atlanta Alpharetta on Windward Parkway is the perfect home away from home. Located near Verizon Wireless Amphitheatre at Encore Park and North Point Mall with free shuttle to reach Alpharetta attractions just minutes away.

[Book Now](#)



Hampton Inn Alpharetta/Roswell

Located off Highway 400, with shops and dining a mile away! Daily breakfast and wifi are free.

[Book Now](#)

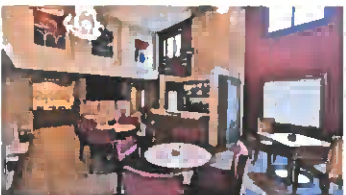


Staybridge Suites - North Point

Book in Advance and Save up to 15%

Experience great service in the heart of Alpharetta's business district, one of the South's fastest-growing communities.

[Book Now](#)



DoubleTree by Hilton Atlanta - Alpharetta

Experience one of the most visited cities in the South. The hotel's close proximity to Atlanta makes for ideal day trips.

[Book Now](#)



Atlanta Marriott Alpharetta

Located close to business centers and popular attractions, the updated Atlanta Marriott Alpharetta offers a modern yet warm and inviting ambiance that welcomes every traveler.

[Book Now](#)



Holiday Inn Express & Suites Alpharetta -



Windward Pkwy

Book Mobile and Save Now!

Come and experience a comfortable stay, close to Avalon and Golf Club of Georgia. Grab n go breakfast close to the Verizon Wireless Amphitheater and North Point Mall.

[Book Now](#)



Hilton Garden Inn Atlanta North/Alpharetta

Located in the Windward Business Center come enjoy our free 3 mile shuttle service. Enjoy breakfast, dinner, and down time on our patio by the fire pit.

[Book Now](#)



The Hotel at Avalon, Autograph Collection

Book in Advance and Save up to 15%

The Hotel at Avalon, Autograph Collection is located in the Avalon shopping district and walking distance to shops and restaurants.

[Book Now](#)

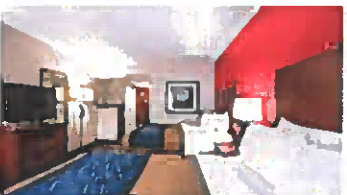


Wingate by Wyndham Alpharetta

Stay 2 nights and Save more!

Enjoy southern hospitality at the Wingate by Wyndham Alpharetta hotel. Conveniently located off Highway 400 with comfortable, convenient amenities!

[Book Now](#)



Comfort Inn

Experience the city's unique blend of shopping, cultural events and down-to-earth character at this pet-friendly hotel with friendly, welcoming service. Enjoy free hot and healthy breakfast options, free WiFi and free parking.

[Book Now](#)



Courtyard by Marriott Atlanta Alpharetta

Book in advance and Save up to 15%

Explore the history of neighboring communities, Roswell and Milton, Georgia, and indulge in retail therapy at North Point Mall and Avalon, an upscale hub with shopping, dining and events.

[Book Now](#)



Residence Inn Atlanta Alpharetta/North Point Mall

Book now and Save up to 15%

The Residence Inn Atlanta/Alpharetta is in the suburbs and within walking distance of North Point Mall.

[Book Now](#)



Residence Inn Atlanta Alpharetta/Windward

Book in advance and Save up to 15%

In the heart of the business district, the Residence Inn Alpharetta/Windward offers a free full breakfast and an outdoor pool and spa tub.

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City Council Meeting STAFF REPORT

Submitting Department: Administration

Submitted By: Bob Regus

Sponsored By: Mayor Gilvin & Council Member Binder

Meeting Date: October 19, 2020

I. AGENDA ITEM TITLE: COVID-19 VULNERABLE POPULATION GRANT PROGRAM
SPONSORED BY: MAYOR GILVIN & COUNCIL MEMBER BINDER

II. RECOMMENDATION:

Staff is recommending that Mayor and Council approve the COVID-19 Vulnerable Population Grant Program and authorize the Mayor to execute all necessary documents.

III. REPORT IN BRIEF:

Please reference the attached memorandum from the City Administrator.

IV. ALTERNATIVES:

V. ATTACHMENTS:

Vulnerable Population Program Memo to Council, Vulnerable Population Program Grant Application Packet - Printable



2 PARK PLAZA
ALPHARETTA, GA 30009
PHONE: 678.297.6000
WWW.ALPHARETTA.GA.US

October 16, 2020

To: Mayor and Council
From: Bob Regus
Subject: Vulnerable Population Program

Mayor and Council,

This is written to recommend the process which would lead to the distribution of funds made available through the Vulnerable Population Grant Program. The application is attached.

Staff proposes handling distribution and promotion of the opportunity as follows:

- Placement of a media release with a link to the application on the City website.
- Distribution of the release to area media outlets.
- Promotion of the opportunity via our social media channels with links back to the media release and application.
- Request that United Way assist by distributing the information to their roughly 240 not-for-profit service organizations serving Alpharetta / North Fulton.

The grant application will be available beginning tomorrow October 20, 2020 and applications will be received for three weeks ending Tuesday November 10, 2020.

A committee consisting of Mayor Gilvin, Councilman Binder and Assistant City Administrator James Drinkard will review the applications and follow with recommendations of the full Council. Upon approval an agreement will be signed to formalize the process.

Respectfully,

A handwritten signature in blue ink that reads "B Regus".

Bob Regus

MAYOR
JIM GILVIN

MAYOR PRO TEM
DONALD F. MITCHELL

COUNCIL MEMBERS
JASON BINDER
BEN BURNETT
JOHN HIPES
DAN MERKEL
KAREN RICHARD

CITY ADMINISTRATOR
ROBERT J. REGUS



CITY OF ALPHARETTA

VULNERABLE POPULATION PROGRAM GRANT APPLICATION PACKET

Updated 10/16/2020

CITY OF ALPHARETTA
2 PARK PLAZA
ALPHARETTA, GA 30009
WWW.ALPHARETTA.GA.US

INTRODUCTION

This application is for consideration of potential funding from the City of Alpharetta (hereinafter "The City") under its COVID-19 Vulnerable Population Program. The program has been established for the purpose of providing support to Alpharetta businesses and families suffering significant hardship due to the economic impacts of the COVID-19 pandemic by extending financial support to not-for-profit organizations administering programs deemed by the City to be effectively meeting the goals of the City's COVID-19 Vulnerable Population Program.

This application may be modified before its inclusion on the City's agenda for approval. Any changes will be communicated to the applying agency for concurrence before placement on the agenda.

The application will become Attachment A: Scope of Work or Provision of Services in the final grant contract, if approved.

The City reserves the right to modify its procedures in awarding grants based upon the applications received.

BACKGROUND

The City of Alpharetta has appropriated funding indirectly through the original CARES Act to a program to assist not-for-profits in providing services to vulnerable populations that have been affected by the COVID pandemic. A high-level summary of the process follows:

- The funding can be used to reimburse eligible expenses incurred by an established and eligible not-for-profit after March 27, 2020. Eligible expenses include providing direct assistance to individuals in the community who have lost employment since March 27, 2020; providing direct assistance to individuals that have been financially hindered by reduced working hours since March 27, 2020; or providing assistance to those who are part of a vulnerable population that has suffered additional burdens because of the COVID pandemic.
- Priority for awards will be given to agencies with a physical location in Alpharetta and that have a record of serving the greater Alpharetta / North Fulton communities. This program is not designed for new programs or start-up efforts.
- The focus of the program will be overdue rent and mortgage assistance; utility assistance; food and nutrition; childcare; distance learning support; or other unforeseen financial/ emergency needs of the community. It may also focus on providing group community services such as food kitchens or pantries for the same population as mentioned above and/or may also focus on organizations that provide mental health services for vulnerable individuals.
- Applications will remain open until funding is exhausted. The City reserves the right to modify these requirements and procedures based upon the volume or quality of applications. There will be an internal review process which may create a recommendation of approval, denial, or modification before being brought to Mayor and Council for approval.
- All awards will only be official upon approval by Mayor and Council. No advances for expenses will be awarded by this program.

BACKGROUND (CONTINUED)

- Grant requests must have a minimum amount of \$10,000 to be eligible for review and will have a maximum award amount of \$50,000. No reimbursement will be given until the \$10,000 worth of eligible expenses is attained. If a not-for-profit is awarded a grant and fails to show \$10,000 worth of eligible expenses within ninety days of award, the grant will be rescinded.
- Funding should not be requested through this program that will be reimbursed through other measures. If the agency makes multiple applications and wishes to withdraw the one to the City, the agency may contact staff to withdraw the application.
- The goal of all awarded funds are to have the grant expended by December 31, 2020; however, the City will allow individual grantees to work with proposal dates that extend into 2021, but no longer than one year after the approval by Mayor and Council.
- All applications under this program must be received by the City of Alpharetta by no later than 4:30 PM on Tuesday, November 10, 2020.
- Any questions or communications related to this program or the application should be sent in writing to CaresGrant@alpharetta.ga.us

CHECKLIST OF REQUIRED DOCUMENTS

The following items must be included with your submitted application. Applications that exclude any of the following will be disqualified from consideration.

- | | |
|---|--|
| ☐ Completed and signed application | ☐ 501(c)3 not-for-profit IRS certification |
| ☐ Organization bylaws | ☐ Articles of incorporation recorded by Sec. of State |
| ☐ Organization chart | ☐ Last independent audit of organization by CPA |
| ☐ Dated copies of minutes from last 4 Board Meetings | ☐ Current approved organization budget |
| ☐ Proof of registration with federal SAVE Program | ☐ Proof of E-Verify registration |
| ☐ All applicable federal, state, and local licenses | |

Please turn to the next page to begin completing the application.



CITY OF ALPHARETTA

VULNERABLE POPULATION PROGRAM

GRANT APPLICATION

This completed form must be included as the cover to all materials submitted as your application packet for the City of Alpharetta Vulnerable Population Program Grant. In addition to the completed form, your application packet must include **ALL** of the materials listed in the checklist found at the end of this form.

Your complete application, including this form and all required materials, must be submitted via email to CaresGrant@alpharetta.ga.us and received by the City of Alpharetta by no later than 4:30 PM on Tuesday, November 10, 2020.

When submitting your application packet, please include this completed form as a single attachment. It is preferred that all supporting materials, including the items defined in the aforementioned checklist, be submitted as a single, additional attachment in .PDF format. If, however, your organization does not have the ability to combine the supporting materials in this manner, they should be attached as individual files and named using the name of your agency and an identifier similar to how the corresponding document is listed in the checklist (e.g. "City of Alpharetta - Organization Chart").

Organization Name: _____

PRIMARY PHYSICAL LOCATION

Street Address: _____

Suite #: _____ City: _____ State: _____ Zip Code: _____

Telephone: _____ Website: _____

MAILING ADDRESS

Mailing Address: _____

Suite #: _____ City: _____ State: _____ Zip Code: _____

CONTACT INFORMATION

Authorized Representative: _____ Title: _____

Telephone: _____ Email: _____

SWEAR AND ATTEST

I, the undersigned, do solemnly swear and attest, subject to criminal penalties for false swearing, that the information provided in this application and in any and all documents provided in support of this application are true and accurate. I further understand that any false statements provided by me or my representatives as part of this application, beyond any legal penalties, will result in the denial of the subject application.

Applicant's Printed Name

Date Of Application

Applicant's Signature

PROGRAM INFORMATION

In the space provided, please provide a description of the subject program, its history, clientele, and how demand for the program has changed because of the COVID-19 pandemic. Please provide as much detail as the space allows.

PROGRAM INFORMATION (Continued)

In the space provided, please provide a description of estimated expenditures for this program and presentation of the total program budget. It must clearly define the amount of funding you are asking for from the City, though you may show other non-City expenditures to show other revenue source commitments. It should also include any and all COVID or pandemic related grant funding which the agency has been awarded or has applied for.

Does/will your organization subcontract the program administration or any other aspect of the program to a third party or work in partnership with another not-for-profit agency to provide services under this program?

☐ Yes ☐ No

If you answered "yes" to the question above, please list the third party organization(s) and the specific role(s) each will play and/or services they will provide.



City Council Meeting STAFF REPORT

Submitting Department: Public Works

Submitted By: Geoffrey Sarra

Sponsored By: N/A

Meeting Date: October 19, 2020

I. AGENDA ITEM TITLE: DESIGN SERVICES CHANGE ORDER FOR WEBB BRIDGE ROAD - GREENWAY TO WEBB BRIDGE WAY

II. RECOMMENDATION:

Please approve Change Order #2 to PO#19000583 from Pond & Company in the amount of \$123,415.00 for design revisions to the Webb Bridge Road - Greenway to Webb Bridge Way; approve Change Order #1 to PO#19000584 from Atkins in the amount of \$25,000.00 for additional project management; and, authorize the Mayor to execute all necessary documents.

III. BUDGET IMPLICATIONS:

BUDGETED ITEM: YES

FISCAL IMPACT: YES

INCLUDED IN CURRENT FY CPTL BUDGET: YES INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST: \$148,415.00

APPROPRIATIONS:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT
Webb Bridge Rd Improvements (33541100-541410-C1933)	\$148,415.00
33541100-541410 (Non-Allocated; TSPLOST Fund)	(\$148,415.00)

EXTERNAL FUNDING SOURCES:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT
N/A	\$0.00
N/A	\$0.00

IV. REPORT IN BRIEF:

On May 6, 2019, City Council approved Pond & Company's proposal for the design of improvements to Webb Bridge Road from the Big Creek Greenway to Webb Bridge Way as part of the City's On-Call Engineering services contract.

On November 11, 2019, City Council approved Change Order #1 which expanded the scope of the project to include continuation of wider sidewalks from the Webb Bridge Way intersection to the entrance of Webb Bridge Park and the multi-use trail constructed by Johns Creek, which currently ends at the cul-de-sac of Webb Bridge Road. The change order also expanded the design scope south along Webb Bridge Way to the construction limits of Johns Creek's Kimball Bridge Road project. Change Order #1 increased the design cost by \$155,942.96 to \$655,660.46.

The original design scope called for the shoulders of Webb Bridge Road to provide an 8' wide sidewalk separated from the curb line by a 3' wide planting strip on both sides of the road. The placement of street trees in the 3' planting strip was also called for and would require the construction of special tree wells incorporating pervious concrete. Change Order #2 provides for revising the plans to widen the planting area from 3' to 6' and widening the sidewalk from 8' to 10'. These changes would be applied along both sides of Webb Bridge Road from the Greenway to Webb Bridge Way. The widening of the planting strip will eliminate the need of pervious concrete, which will help to reduce construction and long-term maintenance costs. Incorporation of these design changes will necessitate revisions to the entire plan set including right of way plans, grading plans, cross-sections, retaining wall plans, lighting plans, landscape plans, and erosion control plans.

If approved, Change Order #2 will increase Purchase Order 19000583 by \$123,415.00 from \$655,660.46 to \$779,075.46. Final plans would be delivered to the City in January 2022, though staff believes there are opportunities that would enable earlier delivery. Public Works is also working on releasing plans to construct a Greenway connection from Westwind Lane to the existing Greenway. Minimal right of way and easements are required for this area which enables for work in this area to be started first.

On May 6, 2019, City Council approved Atkins proposal for project management services associated with Pond & Company's design of the Webb Bridge Road and Academy Street projects. Atkins is requesting additional funds for continued project management associated with the proposed design revisions. Change Order #1 from Atkins will increase Purchase Order 19000584 by \$25,000.00 from \$109,000.00 to \$134,000.00

V. ALTERNATIVES:

None.

VI. ATTACHMENTS:

Pond & Company Change Order 2, Atkins Change Order 1



3500 Parkway Lane, Suite 500
Peachtree Corners, Georgia 30092

T: 678.336.7740 | F: 678.336.7744
www.pondco.com

September 30, 2020

Mr. Peter Sewczwicz, PE
Director of Public Works
City of Alpharetta
1790 Hembree Road
Alpharetta, GA 30009

Re: **Webb Bridge Road Bike/Ped/Operational Improvements from Big Creek Greenway to Webb Bridge Way & Webb Bridge Road to Webb Bridge Park
Additional Services Fee Proposal – Change Order #2**

PROFESSIONAL SERVICES:

At the request of the City, this additional services fee proposal includes changing the typical section to include a 6-ft planting strip and a 10-ft sidewalk and eliminating the tree grates. This will in-turn impact the current roadway limits, landscaping, lighting, traffic signal and ITS design.

The project limits are along Webb Bridge Road from just west of the Greenway culvert to the intersection with Webb Bridge Way. From this intersection to the cul-de-sac at Webb Bridge Park entrance and towards SR 120 up to the transverse pavement joint (approximately 500-ft from the SR 120 intersection).

The plans can also be developed in phases as follows:

- Phase 1 – Northside of Webb Bridge Road establishing a Greenway connection to existing sidewalk along the Westwind Subdivision frontage
- Phase 2 – Roundabout at Webb Bridge Road – Webb Bridge Way intersection
- Phase 3 – Remainder of the project

Scope of Work

Phase 7 – Change Order 2

- **Task 1 – Concept** will update the concept to incorporate the changed typical section from a 3-ft planting strip with 8-ft sidewalk to a 6-ft planting strip with a 10-ft sidewalk and eliminating tree grates. Once the layout is prepared, we will identify any choke points and impacts to fences/walls and utilities that were not impacted in the previous design. The concept will also be modified to avoid the need for any easements or right-of-way from the vet clinic property. The cost for Task 1 is \$15,375.00.
- **Task 2 – Preliminary Plans** will:
 - Modify the current plans with the new typical section and address choke points and impacts to fences/walls.
 - Eliminate the Westwind Subdivision right turn lane.
 - Modify bike lanes to include a slip ramp east of the Greenway culvert to provide a connection to/from the sidewalk to the bike lane.
 - Include analysis of photometric impacts on sidewalks as follows:
 - Light fixture and pole types, mounting heights, spacing, and lateral offset from the roadway and/or sidewalk will be specified by the client. Calculations will be performed in accordance with Illumination Engineering Society (IES) RP-8-18, and recommended photometric criteria contained within that publication will be provided to the client as a reference. Modification of lighting equipment selections and locations is beyond the project scope of work.

- Analysis will be provided for a single pole and fixture layout for each distinctive roadway cross section to be included in the project for a distance equal to the distance of one luminaire cycle. “Layout” refers to the pole/fixture assembly spacing and lateral offset from the roadway.
- Analysis will be provided for up to three fixture selections for each layout. Fixtures of the same series but with different lumen outputs, optical distribution types, mounting heights, or other distinguishing features that impact photometric results are considered to be separate fixtures.
- Modify the landscaping plans to eliminate the tree grates and reposition trees inside the new planting strip.
- Traffic signal design will include signal layout modifications as a result of roadway/geometric revisions at the four intersections of Webb Bridge Road:
 - Lake Windward Drive/Creek View Elementary School Driveway
 - Shirley Bridge Road/Park Bridge Parkway
 - Park Glen Drive/Webb Bridge Middle School (West) Driveway
 - Webb Bridge Middle School (East) DrivewayThe design will also include layout modifications to the crosswalk RRFs at the proposed Webb Bridge Way roundabout.
- ITS design will include layout modifications as a result of roadway/geometric revisions along Webb Bridge Road.

The cost for this task is \$80,650.00.

- **Task 3** – Right-of-Way Plans will update the current plans to reflect the changes in Tasks 1 and 2. The cost for Task 3 is \$27,390.00.

The expected specific tasks involved in the development of the above elements are contained in the attached Schedule of Fees. An updated project schedule is also included.

ASSUMPTIONS

Services or tasks not specifically outlined above or in the attached Schedule of Fees are excluded. This scope and fee assume no additional staging design and plans are not included in this scope. Design of special walls, or wall foundation investigations are not included in this scope. Right-of-way acquisition, right-of-way staking, MS4 design, SUE services, and construction administration are not included in the scope of services. No additional environmental services or traffic services are part of this current scope.

PROFESSIONAL FEES:

Pond proposes to accomplish the Phase 7 Tasks 1 through 3 for a proposed total fee of \$123,415.00. If you need any additional information, please feel free to contact me at (470)387-8949.

Sincerely,

POND & COMPANY



James McNabb, P.E.
Sr. Vice President

Cc: Arwin Lopez, P.E.

Attachments: Schedule of Fees
Revised Project Schedule

[illegible]

City of Alpharetta

**Webb Bridge Rd from Big Creek Greenway to Webb Bridge Way and to Webb Bridge
Park Re-Design due to buffer change - Change Order #2
Bike/Ped and Operational Improvements
Project Length 2.44 miles**

SUMMARY BY Segment

COST AMOUNT OF CONTRACT PROPOSAL

9/28/2020

	TASK AMOUNTS
Task 1 - Concept (Redesign)	\$ 15,375.00
Task 2 - Preliminary (Redesign)	\$ 80,650.00
Task 3 - ROW Plans (Redesign)	\$ 27,390.00
TOTAL DESIGN COST FOR ALL SEGMENTS	\$ 123,415.00

City of Alpharetta

Task 1 -summary

PROJECT: Webb Bridge Rd from Big Creek Greenway to Webb Bridge Way and to Webb Bridge Way
Task 1 - Concept (Redesign)

PERSONNEL	EST. HOURS	RATE/HR.	COST \$	TOTALS
PRINCIPAL	2	\$ 200.00	\$ 400.00	
PROGRAM MANAGER	0	\$ 180.00	\$ -	
PROJECT MANAGER	28	\$ 160.00	\$ 4,480.00	
SENIOR ENGINEER	28	\$ 130.00	\$ 3,640.00	
ENGINEER	68	\$ 100.00	\$ 6,800.00	
SENIOR LANDSCAPE ARCHITECT	0	\$ 110.00	\$ -	
LANDSCAPE ARCHITECT	0	\$ 90.00	\$ -	
TECHNICIAN/DRAFTER	0	\$ 80.00	\$ -	
ADMINISTRATIVE ASSISTANT	0	\$ 60.00	\$ -	
GIS ANALYST	0	\$ 85.00	\$ -	
SENIOR REGULATORY SCIENTIST	0	\$ 155.00	\$ -	
PROJECT SCIENTIST 1	0	\$ 110.00	\$ -	
SCIENTIST 2	0	\$ 95.00	\$ -	
SCIENTIST 1	0	\$ 75.00	\$ -	
TOTAL DIRECT LABOR		126 Manhours		\$ 15,320.00
DIRECT COSTS (SPECIFY):				
ITEM	UNIT COST	QUANTITY	TOTALS	
Mileage (30 miles roundtrip to proj. site)	\$ 0.55	100	\$ 55.00	
REPRODUCTION	\$ 150.00		\$ -	
MAIL & DELIVERY	\$ 50.00		\$ -	
TRAVEL	\$ -		\$ -	
Direct Cost Total			\$ 55.00	
SUBCONSULTANTS (LIST):				
SUB CONSULTANT			TOTALS	
Survey			\$ -	
SUE Level B			\$ -	
Traffic Counts			\$ -	
Subconsultant Sub Total			\$ -	
COST AMOUNT FOR PHASE			\$ 15,375.00	

City of Alpharetta

Task 1 -detail

PROJECT: Webb Bridge Rd from Big Creek Greenway to Webb Bridge Way and to Webb Bridge Park Re-Design due to buffer change - Change Order #2

Task 1 - Concept (Redesign)

TASKS	Assumptions: current phase to last 4 months	No. of SHT	PRINCIPAL	PROGRAM MANAGER	PROJECT MANAGER	SENIOR ENGINEER	ENGINEER	TOTAL	% OF TOTAL
Non-Drawing Tasks									
Project Management	Coordination, Prepare Progress Reports, Billing, Internal Progress Meetings,		2		4			6	4.8%
Prepare and attend Meetings (2 meetings)	2 Virtual meetings with COA to address issues/ask questions				4	4		8	6.3%
Roadway Design									
Horizontal Alignment	9768 lf of alignment/ 26 pages								
Typical Sections	Adjust according to scope changes				2	4	8	14	11.1%
Plan view layout (EOP, Radius, Sidewalks, Ramps					4	10	30	44	34.9%
InRoads Cross Sections	Inroads Template, Inroads Road designer, Superelevation				2	4	16	22	17.5%
Construction Limits						2	6	8	6.3%
Quality Control					12	4	8	24	19.0%
TOTALS		0	2	0	28	28	68	126	100.0%

City of Alpharetta

Task 2 -summary

PROJECT: Webb Bridge Rd from Big Creek Greenway to Webb Bridge Way and to Webb Bridge Way
Task 2 - Preliminary (Redesign)

PERSONNEL	EST. HOURS	RATE/HR.	COST \$	TOTALS
PRINCIPAL	4	\$ 200.00	\$ 800.00	
PROGRAM MANAGER	6	\$ 180.00	\$ 1,080.00	
PROJECT MANAGER	44	\$ 160.00	\$ 7,040.00	
SENIOR ENGINEER	191	\$ 130.00	\$ 24,830.00	
ENGINEER	388	\$ 100.00	\$ 38,800.00	
SENIOR LANDSCAPE ARCHITECT	23	\$ 110.00	\$ 2,530.00	
LANDSCAPE ARCHITECT	58	\$ 90.00	\$ 5,220.00	
TECHNICIAN/DRAFTER	0	\$ 80.00	\$ -	
ADMINISTRATIVE ASSISTANT	4	\$ 60.00	\$ 240.00	
GIS ANALYST	0	\$ 85.00	\$ -	
SENIOR REGULATORY SCIENTIST	0	\$ 155.00	\$ -	
PROJECT SCIENTIST 1	0	\$ 110.00	\$ -	
SCIENTIST 2	0	\$ 95.00	\$ -	
SCIENTIST 1	0	\$ 75.00	\$ -	
		\$ -		
TOTAL DIRECT LABOR	718 Manhours		\$	80,540.00
DIRECT COSTS (SPECIFY):				
ITEM		UNIT COST	QUANTITY	TOTALS
Mileage (30 miles roundtrip to proj. site)	\$	0.55	200	\$ 110.00
REPRODUCTION	\$	150.00		\$ -
MAIL & DELIVERY	\$	50.00		\$ -
TRAVEL	\$	-		\$ -
				\$ -
Direct Cost Total				\$ 110.00
SUBCONSULTANTS (LIST):				
SUB CONSULTANT				TOTALS
Survey				\$ -
SUE Level B				\$ -
Traffic Counts				\$ -
Subconsultant Sub Total				\$ -
COST AMOUNT FOR PHASE				\$ 80,650.00

Task 2 -detail

Task 2 - Preliminary (Redesign)

TASKS	Assumptions: current phase to last 4 months	No. of SHT	PRINCIPAL	PROGRAM MANAGER	PROJECT MANAGER	SENIOR ENGINEER	ENGINEER	SENIOR LANDSCAPE ARCHITECT	LANDSCAPE ARCHITECT	TECHNICIAN /DRAFTER	IT/VE ASSISTANT/CLERICAL	GIS ANALYST	REGULATORY SPECIALIST	PROJECT SCIENTIST 1	SCIENTIST 2	SCIENTIST 1	0	TOTAL	% OF TOTAL
Non-Drawing Tasks																			
Project Management	Coordination, Prepare Progress Reports, Billing, Internal Progress Meetings,		4	6	8						4							22	3.1%
Prepare and attend Meetings (7 meetings)	(4) Monthly Status update meetings,(1) Staging/Constructability Review meeting, Field Plan Review Meeting, (3) City of Alpharetta Utility Meetings				12	8		2										22	3.1%
Roadway Design																			
Plan view layout (EOP, Radius, Sidewalks, Ramps)						20	40											60	8.4%
InRoads Cross Sections	Inroads Template, Inroads Road designer, Superelevation					20	40											60	8.4%
Preliminary Cost Estimate					2	4	8	1	2									17	2.4%
Drainage Design*	Identified 8 primary outfalls																		
Proposed Drainage Input into Inroads/ Civilstorm						4	8											12	1.7%
Drainage profiles in Inroads/Civilstorm						4	8											12	1.7%
Lighting Design	see separate fee estimate provided by Alan Gregg				8	20	32											60	8.4%
Landscape Design								8	16									24	3.3%
Traffic																			
Traffic Signal Design	Lake Windward Dr, Shirley Bridge Rd, Park Glenn Dr,				2	4	10											16	2.2%
	Webb Bridge Middle East driveway, RRFB at RAB																		
ITS Design																			
ITS Design					2	4	10											16	2.2%
Deliverables																			0.0%
Project Phasing					2	4	20											26	3.6%
Cover		1																	
Index Drawings		1																	
Revision Summary		1																	
General Notes		1																	
Typical Sections		4				4	16											20	2.8%
Summary of Quantities		1				4	8											12	1.7%
Construction Layout		3																	
Construction Plans	12883 LF/600 ft per page	22				12	20											32	4.5%
Mainline Roadway Profiles		11																	
Crossroad Profile		1				2	8											10	1.4%
Driveway Profile		1				4	12											16	2.2%
Special Grading Drawings		3																	
Staging Plan Drawings	1 roundabouts x 3 stages	6				8	8											16	2.2%
Staging Profiles		3																	
Staging Cross Sections	1 roundabouts x 3 stages, assumed 3 pages per stage	9																	
Staging Details		1																	
Drainage Area Map		1																	
Drainage Profiles		6				8	16											24	3.3%
Cross Sections		52				4	8											12	1.7%
Utility Plans		22																	
Lighting Plans and Details		26			4	16	32											52	7.2%
Signing and Marking Plans		22				4	12											16	2.2%
Signal Plans		8			2	2	8											12	1.7%
ITS Plans		22			2	2	4											8	1.1%
Landscaping Plans		22						12	40									52	7.2%
Retaining Wall Plans		5				20	40											60	8.4%
Special Construction Detail	1 Roundabouts	2																	
Construction Details		1																	
Erosion Cover Drawing		1																	
ESPCP General Notes Drawings		4				1	4											5	0.7%
Erosion Control Legend		7																	
ESPCP Drainage Area Map		1																	
BMP Location Details	Construction Plans mult. By 3	66				8	16											24	3.3%
EC Watershed Map-Site Mon.		1																	
Const Stds & Dtls for EC Only		3																	
TOTALS		341	4	6	44	191	388	23	58	0	4	0	0	0	0	0	0	718	100.0%

City of Alpharetta

Task 3 -summary

PROJECT: Webb Bridge Rd from Big Creek Greenway to Webb Bridge Way and to Webb Bridge Way
Task 3 - ROW Plans (Redesign)

PERSONNEL	EST. HOURS	RATE/HR.	COST \$	TOTALS
PRINCIPAL	0	\$ 200.00	\$ -	
PROGRAM MANAGER	0	\$ 180.00	\$ -	
PROJECT MANAGER	49	\$ 160.00	\$ 7,840.00	
SENIOR ENGINEER	71	\$ 130.00	\$ 9,230.00	
ENGINEER	102	\$ 100.00	\$ 10,200.00	
SENIOR LANDSCAPE ARCHITECT	0	\$ 110.00	\$ -	
LANDSCAPE ARCHITECT	0	\$ 90.00	\$ -	
TECHNICIAN/DRAFTER	0	\$ 80.00	\$ -	
ADMINISTRATIVE ASSISTANT	2	\$ 60.00	\$ 120.00	
GIS ANALYST	0	\$ 85.00	\$ -	
SENIOR REGULATORY SCIENTIST	0	\$ 155.00	\$ -	
PROJECT SCIENTIST 1	0	\$ 110.00	\$ -	
SCIENTIST 2	0	\$ 95.00	\$ -	
SCIENTIST 1	0	\$ 75.00	\$ -	
TOTAL DIRECT LABOR		224 Manhours	\$	27,390.00
DIRECT COSTS (SPECIFY):				
ITEM		UNIT COST	QUANTITY	TOTALS
Mileage		\$ 0.55		\$ -
REPRODUCTION		\$ 150.00		\$ -
MAIL & DELIVERY		\$ 50.00		\$ -
TRAVEL		\$ -		\$ -
Direct Cost Total				\$ -
SUBCONSULTANTS (LIST):				
SUB CONSULTANT				TOTALS
				\$ -
Subconsultant Sub Total				\$ -
COST AMOUNT FOR PHASE				\$ 27,390.00

Task 3 -detail

Task 3 - ROW Plans (Redesign)

TASKS	Assumptions: current phase to last 2 months	No. of SHT	PRINCIPAL	PROGRAM MANAGER	PROJECT MANAGER	SENIOR ENGINEER	ENGINEER	SENIOR LANDSCAPE ARCHITECT	LANDSCAPE ARCHITECT	TECHNICIAN/DRAFTER	TITLE ASSISTANT/C LERICAL	TOTAL	% OF TOTAL
Non-Drawing Tasks													
Project Management	Coordination				8	4					2	14	6.3%
Prepare and attend Meetings (4hr per meeting)	1 Stakeholder meeting to discuss ROW plans				8	8						16	7.1%
QA/QC					12	6						18	8.0%
Engineering Design Tasks													
Set ROW and Easements	Assumed 90 parcels				4	8	32					44	19.6%
InRoads Points and Chain Design					8	30	40					78	34.8%
Create ROW Tables					8	12	24					44	19.6%
Plan Set Deliverables													
Right of Way Plans - Covers						1	2					3	1.3%
Right of Way Plans - Drawings					1	2	4					7	3.1%
TOTALS		0	0	0	49	71	102	0	0	0	2	224	100.0%



Member of the SNC-Lavalin Group

WBR - Change order to PO#19000584

Task ID	Description	Price
	Consultant Oversight (schedule and budget	
01	monitoring)	-
02	Internal Coordination Meetings	-
03	Invoice Review/Recommendations	-
04	Plan Reviews	25,000.00
	Meetings with City (including monthly consultant	
05	status meetings)	-
Total Extended Price		\$25,000.00



City Council Meeting STAFF REPORT

Submitting Department: Public Safety
Submitted By: Stephanie Cochran
Sponsored By:
Meeting Date: October 19, 2020

I. AGENDA ITEM TITLE: PUBLIC SAFETY TASER REPLACEMENTS

II. RECOMMENDATION:

Approve the acquisition of replacement Taser conducted electronic weapons, associated equipment, advanced training, and extended warranty through the Axon Taser 7 Certification Program at a total cost of \$481,550 over the five-year period ending in FY 2025 (FY's 2021-2025) and authorize the Mayor to execute all necessary documents.

III. BUDGET IMPLICATIONS:

BUDGETED ITEM: YES

FISCAL IMPACT: YES

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY
OPRT. BUDGET: YES

TOTAL PROJECT COST: \$481,550 OVER THE FIVE YEAR PERIOD
ENDING IN FY 2025. SPECIFICALLY, \$78,350 FOR FY 2021 AND
\$100,800 ANNUALLY BETWEEN FY'S 2022-2025.

APPROPRIATIONS:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
10031100-523860 (Maintenance Contracts)	\$78,350.00

EXTERNAL FUNDING SOURCES:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
-	\$0.00

IV. REPORT IN BRIEF:

Public Safety's use of Tasers has and will continue to reduce higher use-of-force incidents resulting in fewer injuries to officers and suspects, and fewer use-of-force related complaints. The Department has not used an expandable baton as an impact weapon during a use-of-force situation in over 10-years.

The City funded the last large-scale Taser replacement in 2015 through a capital lease with the payment appropriated in the annual operating budget. Those Taser units are, on average, greater than five-years old and considered "legacy" weapons. They are no longer in production and not covered by the \$10 million insurance program Axon issues with all current and up-to-date equipment and software. Current National events have demanded police reform with an emphasis on training, de-escalation, and less lethal weapons. Maintaining current and up-to-date equipment is a vital component of that stratagem.

This request is for the replacement of 142 Tasers, associated equipment, advanced training, and extended warranty under Axon's Taser 7 Certification Package. This package includes: batteries; charging ports; holsters; installation of required electronic support equipment for instantaneous software updates while in charging mode; all replacement cartridges and training cartridges on a continuing basis; virtual de-escalation training equipment and software; three training suits for scenario type training and certifications; master and instructor training slots for Department personnel; etc. This program takes into account many aspects that would normally be provided through the Training Unit, thus reducing costs in that area.

The financial component of the Taser 7 Certification Package is as follows:

- 5-Year Term (\$481,550 total)

- \$78,350 (FY 2021 - after trade-in credit for current Tasers)
 - \$100,800 annually (FY 2022 - FY 2025)
 - No financing/interest charges are embedded in this figure.
- According to Axon, if the equipment and companion services were sourced on an individual basis (e.g. outside of the Taser 7 Certification Package), the cost would be in excess of \$700,000.

The FY 2021 budget includes appropriations totaling \$70,800 for Taser related equipment/ammunition. The additional funds required to cover the year 1 costs of \$78,350 have been identified within the existing budget.

The additional funds necessary to achieve the \$100,800 annual cost starting in FY 2022 will be included in the 2022 budget request.

Axon Enterprise, Inc. is the City's approved single source provider of conducted electronic weapons and associated equipment.

V. ALTERNATIVES:

VI. ATTACHMENTS:

Alpharetta Police Dept. Taser 7 Executive Summary, Alpharetta PD A la Cart Breakdown, Alpharetta TASER 7 Agrmt 2020-09-24 (Final).docx, Alpharetta PD- Taser 7 Quote



Axon Taser 7 Certification Program — Executive Summary

Alpharetta Police Department, GA

Alpharetta Police Department (APD) and Axon Enterprise, Inc. (Axon) have partnered to deliver a Conducted Electrical Weapon (CEW) program to the City of Alpharetta for many years. Since the beginning of our partnership, Axon has innovated on their CEW platform, delivering a significantly more effective CEW and a number of advanced training options. Over the past 18 months Alpharetta Police Dept. has evaluated this new CEW platform and acquisition options. Details of this option and pricing are below.

Alpharetta Police Department (APD) wants to be certain that the option they pursue meets several criteria:

- The CEWs are safe for their officers and the community
- The program provides a high level of accountability with how/when the CEWs are used
- CEWs are covered under Axon's product liability policy (current weapons expire 9/22/2020)
- Effective weapon/platform that can adapt to the dynamic needs of APD
- The program has a predictable no interest cost model and ensures APD will have everything needed to successfully implement and maintain a safe and effective CEW program

The Taser 7 Certification package includes hardware/software products as listed below in Table 1, and is priced at a bundled cost of \$60 per user, per month spread annually over 5 years. This bundled program has approx. **\$226,544** worth of savings as opposed to purchasing the included items a la carte per 5-year program. Axon has also offered a discount of **\$25,200** as part of our 2020 Taser buyback program. Additionally, 1 extra 6 Bay Charging Dock has also been included at no cost for a savings of **\$1,500**.

The Taser 7 Certification program is typically a 5-year offering and has been presented as such in this document as well as the attached quoting document. Axon is now also offering 10-year agreements for the Certification program; this has also been presented in this document and attached quoting document. The 10-year option may be of interest to APD as it would protect the predictable cost model for a longer period of time. The 10-year option is the exact same offering over the first 5 years at \$60 per month and then increases to \$65 per month for the second 5 years. (Axon has historically seen a 4%-5% annual inflation increase on CEW products which means pricing could potentially be 20%-25% higher when it's time to upgrade/renew in 5 years versus the 8.3% increase in the 10-year option). Also within the 10-year option, APD is qualified in Year 6 to receive a complete refresh of the Taser 7 program or the next generation Taser Program, if such program is generally available.

Axon also has non-appropriations language included in their standard terms that would apply to both the 5-year and 10-year options.

Table 1 highlights the features and products being offered to APD in both offerings, Table 2 summarizes the 5-Year and 10-Year Billing Schedules, and Table 3 summarizes the 5-Year and 10-Year deliverable schedule for each option:

TABLE 1. Program Features and Products

COST OPTION	#1	#2
PROGRAM NAME	Taser 7 Certification (5yr)	Taser 7 Certification (10yr)
PROGRAM TOTAL COST (5yrs)	\$481,550.00	\$1,032,074.00
QUANTITY	140 Officers	140 Officers
HARDWARE COMPONENTS		
Weapon	Taser 7	Taser 7
Holster	✓	✓
Dock	✓	✓
Battery	✓	✓
Annual Cartridge Delivery	✓	✓
Duty Cartridge Replenishment Plan	✓	✓
TASER 7 Conductive Targets	✓	✓
Hook-and-Loop Training Suits	✓	✓
Oculus Go VR Headset	✓	✓
TASER 7 Instructor Course Vouchers	✓	✓
TASER 7 Master Instructor Course Vouchers	✓	✓
SOFTWARE COMPONENTS		
Taser 7 Evidence.com License	✓	✓
Admin Licenses	✓	✓
Taser 7 Online Training Content Access	✓	✓
Oculus Go Training Content Access	✓	✓
WARRANTY		
5-Year Weapon Warranty	✓	✓
5-Year Dock Warranty	✓	✓
5-Year Battery Warranty	✓	✓

TABLE 2.
5-Year Billing Schedule

Payment	Amount (USD)
Year 1	78,350.00
Spares	0.00
Trade-In Credit	0.00
Year 2	100,800.00
Year 3	100,800.00
Year 4	100,800.00
Year 5	100,800.00
GrandTotal	481,550.00

10-Year Billing Schedule*

Payment	Amount (USD)
Year 1	82,874.00
Spares	0.00
Trade-In Credit	0.00
Year 2	100,800.00
Year 3	100,800.00
Year 4	100,800.00
Year 5	100,800.00
Year 6	109,200.00
Year 7	109,200.00
Year 8	109,200.00
Year 9	109,200.00
Year 10	109,200.00
GrandTotal	1,032,074.00

*In the year 1 of the 10 year, the CEW 2 day in house instructor course has been added for a total of \$4,524.00. This is optional in-house Taser Instructor Training and can be removed, resulting in the same Year 1 cost as the 5-Year Billing Schedule. This can also be added into the 5-year option.

Detailed Technology Offering (Taser 7)

TASER 7

Our continued dedication to the TASER CEW, successful endeavors into other areas of connected law enforcement technologies, and close partnerships with thousands of agencies have all informed the development of **TASER 7 – the most effective and intelligent TASER CEW yet**. TASER 7 is designed to give officers the confidence to de-escalate dangerous situations with new components, technology, and features that include:

- Redesigned darts with *Smart Probes* improve accuracy, increase target retention, and improve attainment.
- Two cartridge types – *Close Quarter Cartridges* and *Standoff Cartridges* – provide different angles of separation to achieve optimal probe spreads at varying distances.
- Revamped *Adaptive Cross Connect* technology uses an advanced algorithm to deliver the pulse from the TASER 7 most effectively.
- New *Rapid Arc* technology achieves more effective full-body lockup.

- The high-visibility green top laser enables better daytime targeting.
- A louder warning arc serves as an additional deterrent for noncompliant behavior.

Axon estimates the improvements in probe spread and clothing compression may decrease ineffective deployments by 50,000 each year. More effective deployments equate to reduced risk for an agency and confidence for end-users.

TASER 7 features wireless connectivity to Axon applications. This connectivity improves and automates workflows, so officers can focus on policing. The platform uses removable, rechargeable batteries and utilizes a “Dock and Walk” workflow, similar to that used by Axon body-worn cameras. The platform has improved armory and administrative functions with Evidence.com and Axon Device Manager through a connected mobile application, allowing agencies to more easily manage device assignments, plus better search functionality and device status reporting to assist with inventory management and tracking.

Increased connectivity makes the TASER system faster and more efficient. These elegant automations can help reduce the administrative time devoted to an agency’s TASER program by as much as 75%.

TASER 7 Certification Bundle

Axon is delivering TASER 7 to agencies with an increased focus on training. With new content, tools, and approaches to TASER training, Axon aims to help officers reduce risk, retain more information, and get more hands-on experience with the device before using it in the field. The TASER 7 Certification bundle provides all the following:

- TASER 7 Cartridges
- End-user Training-Including Access to Online & Virtual Reality Training Content
- Oculus Go Virtual Reality Headset & Hook and Loop Training (HALT) Suit for agencies

Axon Empathy Development Training in VR

Axon Empathy Development Training in VR utilizes virtual reality’s many educational benefits in order to better train officers on alternative de-escalation tactics for situations involving persons in crisis. The Taser 7 Certification package includes Oculus Go headset(s), and access to Axon’s empathy based de-escalation training scenarios. Each scenario first places the trainee in the unique perspective of a subject in crisis, and then into the perspective of the responding officer where the trainee is tasked with different decisions to gain the subject’s compliance.

TABLE 3. Deliverable Schedule for both 5-yr and 10-yr options (5yr would just be years 1-5)

H A R D W A R E	Y 1	Y 2	Y 3	Y 4	Y 5	Y 6	Y 7	Y 8	Y 9	Y 10
TASER 7 (Handles and Holsters)	X					X				
TASER 7 Battery Packs + Spares	X					X				
TASER 7 Docks and Wall Mounts	X					X				
Inert Training Cartridges	X					X				
Training HALT Cartridges	X		X			X		X		
Training Live Cartridges	X									
Duty Cartridge Replenishment Plan (unlimited)	X									
HALT Suit, Target, and Target Frame	X					X				
VR Headset	X					X				
S E R V I C E S										
TASER 7 Instructor Course Voucher	X									
TASER 7 Master Instructor School Voucher	X									
Axon VR Empathy and Online Training	X									
W A R R A N T I E S										
TASER 7 Manufacturer + Extended Warranties	X									

DEDICATION TO CUSTOMER SUCCESS

Once a solution is delivered, most agencies are left asking, what's next? Axon has you covered. We are committed to providing Alpharetta Police Department with post-sales and post-deployment support. Whether that be troubleshooting assistance, technical support, additional training, consulting advice, or help with exchanging and returning equipment, our dedicated team is here for you. This support includes access to:

- ▶ 24/7 CUSTOMER SUPPORT – Axon's full customer support division available via live phone support, 24 hours a day, seven days a week.
- ▶ PROFESSIONAL SERVICES – Experienced and skilled personnel who are involved in the implementation, development, deployment, management, and support of your Axon program
- ▶ CUSTOMER SUCCESS MANAGERS – Dedicated Axon personnel assigned per agency who communicate important operating system/firmware and hardware updates, identify day-to-day bugs, and address general issues, as well as fulfill hardware refreshes and deployment of new equipment, conduct quarterly business reviews with customers, and identify important customer feature requests
- ▶ SUBJECT MATTER EXPERTS (SME) – SMEs have vast experience in Axon products and an understanding of the complex issues that affect law enforcement around the world
- ▶ ECOMMERCE – Axon's online store available to clients for an expedited purchasing experience on smaller orders
- ▶ CONSULTANTS – Part-time expert consultants, made up of retired law enforcement leaders, who deliver service on smaller projects and serve as additional resources on large projects
- ▶ AXON'S EXECUTIVE TEAM – A leadership team with broad business and technology experience
- ▶ AXON'S CEW TEAM – A team of experienced CEW sales reps, engineers, and SMEs
- ▶ CURRENT CLIENT EXPERIENCE – Reference information provided by our current clients to demonstrate our experience working with agencies of similar size and scope of work
- ▶ AXON ACCELERATE – Axon's user conference brings members of the law enforcement community, technology leaders, and prosecutors together to learn how agencies can make policing more effective and efficient with Axon products
- ▶ ACCOUNT MANAGEMENT HELP – Available assistance when issues arise with an agencies account
- ▶ LUNCH AND LEARNS – Short informational sessions to share knowledge across and within different disciplines at Axon
- ▶ LEARNING AND DEVELOPMENT – Ongoing training courses that cover and promote proper software and hardware use and compliance

Alpharetta Taser 7 Certification 5 year breakdown

Sku	Quantity	Item	Cost		A la cart cost
20248	142	Taser 7 E.com license	\$ 600.00		\$ 85,200.00
20246	140	Duty Cartridge Replacement	\$ 378.00		\$ 52,920.00
20160	140	Holsters	\$ 80.00		\$ 11,200.00
20050	3	HALT Suit	\$ 750.00		\$ 2,250.00
22175	1820	Live Standoff	\$ 38.00		\$ 69,160.00
22176	1820	Live CQ	\$ 38.00		\$ 69,160.00
22177	610	HALT Standoff	\$ 38.00		\$ 23,180.00
22178	610	HALT CQ	\$ 38.00		\$ 23,180.00
22179	50	Inert Standoff	\$ 49.00		\$ 2,450.00
22181	50	Inert CQ	\$ 49.00		\$ 2,450.00
20008	140	Taser 7	\$ 1,720.00		\$ 240,800.00
20040	140	Taser 7 Warranty	\$ 300.00		\$ 42,000.00
20018	168	Battery	\$ 86.00		\$ 14,448.00
20041	168	Battery Warranty	\$ 18.00		\$ 3,024.00
80090	3	Target Frame	\$ 75.00		\$ 225.00
20042	2	Dock Warranty	\$ 300.00		\$ 600.00
70033	2	Wall mount	\$ 43.90		\$ 87.80
74200	2	Six bay dock	\$ 1,500.00		\$ 3,000.00
20135	2	VR Headset	\$ 300.00		\$ 600.00
20247	140	Online training content	\$ 150.00		\$ 21,000.00
20249	140	VR Empathy Training Access	\$ 150.00		\$ 21,000.00
20120	10	Instructor Course Voucher	\$ 495.00		\$ 4,950.00
20119	5	Master Instructor Voucher	\$ 1,495.00		\$ 7,475.00
80087	3	Target	\$ 150.00		\$ 450.00
85147	1	CEW Starter	\$ 2,750.00		\$ 2,750.00
85149	1	CEW 2 Day	\$ 4,524.00		\$ 4,524.00
					A la cart (no tax)
					\$ 708,083.80
					Certification Program (no tax)
					\$ 481,550.00
					Savings
					\$ 226,533.80



Axon Enterprise, Inc.'s TASER 7 Agreement

This TASER 7 Agreement ("**Agreement**") applies to Agency's TASER 7 purchase from Axon Enterprise, Inc. ("**Axon**"). Agency will receive TASER 7 Conducted Energy Weapon ("**CEW**") hardware, accessories, warranty, and services documented in the attached Quote Appendix ("**Quote**").

- 1 **Term.** The start date is based on the initial shipment of TASER 7 hardware ("**Start Date**"). If shipped in the first half of the month, the Start Date is the 1st of the following month. If shipped in the last half of the month, the Start Date is the 15th of the following month. The TASER 7 term will end upon completion of the associated TASER 7 subscription in the Quote ("**Term**"). If the Quote has multiple TASER 7 ship dates, each shipment will have a 60-month term, starting on the shipment of TASER 7 as described above.
- 2 **Unlimited Duty Cartridge Plan.** If the Quote includes "**Unlimited Duty Cartridge Plan**", this section applies. Agency must purchase an Unlimited Duty Cartridge Plan for each CEW user. A CEW user includes officers that use a CEW in the line of duty and ones that only use a CEW for training. Agency may not resell cartridges received under any TASER 7 plan. Axon will only replace cartridges used in the line of duty.
- 3 **Training.** If the Quote includes a training voucher, Agency must use the voucher within 1 year of issuance, or the voucher will be void. During the Term, Axon will issue Agency a voucher annually beginning on the Start Date. The voucher has no cash value. Agency cannot exchange it for another product or service. If the Quote includes Axon Online Training or Virtual Reality Content (collectively, "**Training Content**"), Agency may access Training Content during the Term. Axon will deliver all Training Content electronically. Unless stated in the Quote, the voucher does not include travel expenses and will be Agency's responsibility.
- 4 **Payment.** Unless specified in the Quote, Axon will invoice Agency on the Start Date and then on the Start Date anniversary during the Term, if annual payments are elected. Payment is due net 30 days from the invoice. Payment obligations are non-cancelable. Agency will pay invoices without setoff, deduction, or withholding. Unless Agency provides Axon a valid and correct tax exemption certificate applicable to the purchase and ship-to location, Agency is responsible for all taxes associated with the order.
- 5 **Shipping.** Axon may make partial shipments and ship from multiple locations. All shipments are FOB shipping point via common carrier. Title and risk of loss pass to Agency upon Axon's delivery to the common carrier. Agency is responsible for any shipping charges in the Quote. If the Quote includes future deliveries of hardware, Axon will ship hardware to Agency's address on the Quote.
- 6 **Returns.** All sales are final. Axon does not allow refunds or exchanges, except warranty returns or as provided by state or federal law.
- 7 **Hardware Limited Warranty.** Axon warrants that Axon-manufactured hardware is free from defects in workmanship and materials for 1 year from the date of Agency's receipt. Axon warrants its Axon-manufactured accessories for 90-days from the date of Agency's receipt. Used CEW cartridges are deemed to have operated properly. Non-Axon manufactured Devices are not covered by Axon's warranty. Agency should contact the manufacturer for support of non-Axon manufactured hardware.

If Axon receives a valid warranty claim for Axon manufactured hardware during the warranty



Axon Enterprise, Inc.'s TASER 7 Agreement

term, Axon's sole responsibility is to repair or replace the hardware with the same or like hardware, at Axon's option. Replacement hardware will be new or like new. Axon will warrant the replacement hardware for the longer of (a) the remaining warranty of the original hardware or (b) 90-days from the date of repair or replacement.

If the Quote includes an extended warranty, the extended warranty coverage begins on the Start Date and continues for the Term for the hardware covered by the extended warranty on the Quote.

If Agency exchanges hardware or a part, the replacement item becomes Agency's property, and the replaced item becomes Axon's property. Before delivering hardware for service, Agency must upload hardware data to Axon Evidence or download it and retain a copy. Axon is not responsible for any loss of software, data, or other information contained in storage media or any part of the hardware sent to Axon for service.

- 8** **Warranty Limitations.** Axon's warranty obligations exclude damage related to (a) failure to follow instructions on product's use; (b) products used with products not manufactured or recommended by Axon; (c) abuse, misuse, intentional, or deliberate damage to the product; (d) force majeure; (e) products repaired or modified by persons other than Axon without the written permission of Axon; or (f) products with a defaced or removed serial number.

To the extent permitted by law, the warranties and remedies set forth above are exclusive and Axon disclaims all other warranties, remedies, and conditions, whether oral or written, statutory, or implied, as permitted by applicable law. If statutory or implied warranties cannot be lawfully disclaimed, then all such warranties are limited to the duration of the express warranty described above and limited by the other provisions contained in this Agreement. Axon's cumulative liability to any party for any loss or damage resulting from any claims, demands, or actions arising out of or relating to any Axon product will not exceed the purchase price paid to Axon for the product or if for services, the amount paid for such services over the prior 12 months preceding the claim. In no event will either party be liable for any direct, special, indirect, incidental, exemplary, punitive, or consequential damages, however caused, whether for breach of warranty, breach of contract, negligence, strict liability, tort or under any other legal theory.

- 9** **Spare Products.** Axon may provide Agency a fixed number of spares for TASER 7 hardware in the Quote ("**Spare Products**"). Spare Products will replace non-functioning units. If Agency uses a Spare Product, Agency must return non-functioning units to Axon, and Axon will repair or replace the non-functioning unit. If Agency does not return Spare Products to Axon within 30 days of termination of this Agreement, Axon will invoice Agency the MSRP then in effect for all unreturned Spare Products.
- 10** **Trade-In.** If a trade-in discount is on the Quote, Agency must return used hardware and accessories associated with the discount ("**Trade-In Units**") to Axon. Agency must ship batteries via ground shipping. Axon will pay the shipping costs of the return. If Axon does not receive Trade-In Units within the timeframe below, Axon will invoice Agency the value of the trade-in discount. Agency may not destroy Trade-In Units and receive a trade-in discount.



Axon Enterprise, Inc.'s TASER 7 Agreement

Agency Size	Days to Return from Start Date
Less than 100 officers	30 days
100 to 499 officers	90 days
500+ officers	180 days

- 11** **Product Warnings.** See www.axon.com/legal for the most current Axon product warnings.
- 12** **Design Changes.** Axon may make changes in the design of any of Axon's products and services without notifying Agency or making the same change to products and services previously purchased. Axon may replace end of life products with the next generation of that product without notifying Agency.
- 13** **Termination.** If payment for TASER 7 is more than 30 days past due, Axon may terminate Agency's TASER 7 plan by notifying Agency. Axon shall notify Agency in writing of the payment default. Agency shall have 7 business days to cure the default by making such payment. Upon termination for any reason, then as of the date of termination:
- 13.1.** TASER 7 extended warranties and access to Training Content will terminate. No refunds will be given.
- 13.2.** Axon will invoice Agency the remaining MSRP for TASER 7 products received before termination. If terminating for non-appropriations, Axon will not invoice Agency if Agency returns the CEW, battery, holster, dock, core, training suits, and unused cartridges to Axon within 30 days of the date of termination.
- 13.3.** Agency will be responsible for payment of any missed payments due to the termination before being allowed to purchase any future TASER 7 plan.
- 14** **Delays.** Axon will use reasonable efforts to deliver products and services as soon as practicable. If delivery is interrupted due to causes beyond Axon's control, Axon may delay or terminate delivery with notice.
- 15** **Proprietary Information.** Agency agrees Axon has and claims various proprietary rights in the hardware, firmware, software, and the integration of ancillary materials, knowledge, and designs that constitute Axon products and services. Agency will not directly or indirectly cause any proprietary rights to be violated.
- 16** **Export Compliance.** Each party will comply with all import and export control laws and regulations.
- 17** **Assignment.** Agency may not assign or transfer this Agreement without Axon's prior written approval.
- 18** **Governing Law; Venue.** The laws of the state where Agency is physically located, without reference to conflict of law rules, govern this Agreement and any dispute that might arise between the parties. The United Nations Convention for the International Sale of Goods does not apply to this Agreement.
- 19** **Entire Agreement.** This Agreement, including the appendices, represents the entire agreement between the Parties. This Agreement supersedes all prior agreements or understandings, whether

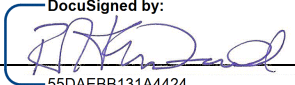


Axon Enterprise, Inc.'s TASER 7 Agreement

written or verbal, regarding the subject matter of this Agreement. This Agreement may only be modified or amended in a writing signed by the Parties. If a court of competent jurisdiction holds any portion of this Agreement invalid or unenforceable, the remaining portions of this Agreement will remain in effect.

Each representative identified below declares they have been expressly authorized to execute this Agreement as of the date of signature.

Axon Enterprise, Inc.

DocuSigned by:
Signature: 
55DAEBB131A4424...
Name: **Robert Driscoll**
Title: **VP, Assoc. General Counsel**
Date: **9/24/2020 | 4:18 PM MST**

Agency

Signature: _____
Name: _____
Title: _____
Date: _____



Axon Enterprise, Inc.'s TASER 7 Agreement

TASER 7 Axon Evidence Terms of Use Appendix

1 **Definitions.**

"Agency Content" is data uploaded into, ingested by, or created in Axon Evidence within Agency's tenant, including media or multimedia uploaded into Axon Evidence by Agency. Agency Content includes Evidence but excludes Non-Content Data.

"Evidence" is media or multimedia uploaded into Axon Evidence as 'evidence' by an Agency. Evidence is a subset of Agency Content.

"Non-Content Data" is data, configuration, and usage information about Agency's Axon Evidence tenant, Axon Devices and client software, and users that is transmitted or generated when using Axon Devices. Non-Content Data includes data about users captured during account management and customer support activities. Non-Content Data does not include Agency Content.

2 **Subscription Term.** The TASER 7 Axon Evidence Subscription Term begins on the Start Date.

3 **Access Rights.** Upon Axon granting Agency a TASER 7 Axon Evidence subscription, Agency may access and use Axon Evidence for the storage and management of data from TASER 7 CEW devices during the TASER 7 Axon Evidence Subscription Term. Agency may not upload any non-TASER 7 data or any other files to Axon Evidence. Agency may not exceed the number of end-users than the Quote specifies.

4 **Agency Owns Agency Content.** Agency controls and owns all right, title, and interest in Agency Content. Except as outlined herein, Axon obtains no interest in Agency Content, and Agency Content are not business records of Axon. Agency is solely responsible for uploading, sharing, managing, and deleting Agency Content. Axon will have limited access to Agency Content solely for providing and supporting Axon Evidence to Agency and Agency end-users.

5 **Security.** Axon will implement commercially reasonable and appropriate measures to secure Agency Content against accidental or unlawful loss, access, or disclosure. Axon will maintain a comprehensive information security program to protect Axon Evidence and Agency Content including logical, physical access, vulnerability, risk, and configuration management; incident monitoring and response; encryption of uploaded digital evidence; security education; and data protection. Axon agrees to the Federal Bureau of Investigation Criminal Justice Information Services Security Addendum.

6 **Agency Responsibilities.** Agency is responsible for (a) ensuring Agency users comply with this Agreement; (b) ensuring Agency owns Agency Content and no Agency Content or Agency end user's use of Agency Content or Axon Evidence violates this Agreement or applicable laws; and (c) maintaining necessary computer equipment and Internet connections for use of Axon Evidence. If Agency becomes aware of any violation of this Agreement by an end-user, Agency will immediately terminate that end user's access to Axon Evidence.

Agency is also responsible for maintaining the security of end-user names and passwords and taking steps to maintain appropriate security and access by end-users to Agency Content. Login credentials are for Agency internal use only and Agency may not sell, transfer, or sublicense them



Axon Enterprise, Inc.'s TASER 7 Agreement

to any other entity or person. Agency may download the audit log at any time. Agency shall contact Axon immediately if an unauthorized third party may be using Agency's account or Agency Content or if account information is lost or stolen.

- 7 **Privacy.** Axon will not disclose Agency Content or any information about Agency except as compelled by a court or administrative body or required by any law or regulation. Axon will give notice if any disclosure request is received for Agency Content so Agency may file an objection with the court or administrative body. Agency acknowledges and agrees that Axon may access Agency Content in order to: (a) perform troubleshooting services upon request or as part of Axon's maintenance or diagnostic screenings; (b) enforce this Agreement or policies governing use of Axon Evidence Services; (c) generate aggregated data, excluding information that can be used to distinguish or trace an individual's identity, either alone or when combined with other personal or identifying information that is linked or linkable to a specific individual (collectively, "**PII**"), to improve, analyze, support, and operate Axon's current and future products and services.
- 8 **Storage.** Axon may place Agency Content that Agency has not viewed or accessed for 6 months into archival storage. Agency Content in archival storage will not have immediate availability and may take up to 24 hours to access.
- 9 **Location of Data Storage.** Axon may transfer Agency Content to third party subcontractors for storage. Axon will determine the locations of data centers where Agency Content will be stored. For United States agencies, Axon will ensure all Agency Content stored in Axon Evidence remains within the United States. Ownership of Agency Content remains with Agency.
- 10 **Suspension.** Axon may suspend Agency access or any end-user's right to access or use any portion or of Axon Evidence immediately upon notice, if:
 - 10.1. The Termination provisions of the TASER 7 Terms and Conditions apply;
 - 10.2. Agency or an end-user's use of or registration for Axon Evidence (i) poses a security risk to Axon Evidence or any third party, (ii) may adversely impact Axon Evidence or the systems or content of any other customer, (iii) may subject Axon, Axon's affiliates, or any third party to liability, or (iv) may be fraudulent;

Agency remains responsible for all fees incurred through the date of suspension without any credits for any period of suspension. Axon will not delete any of Agency Content on Axon Evidence due to suspension, except as specified elsewhere in this Agreement.
- 11 **Axon Evidence Warranty.** Axon warrants that Axon Evidence will not infringe or misappropriate any patent, copyright, trademark, or trade secret rights of any third party. Axon disclaims any warranties or responsibility for data corruption or errors before the data is uploaded to Axon Evidence.
- 12 **Axon Evidence Restrictions.** All Axon Evidence subscriptions will immediately terminate if Agency does not comply with any term of this Agreement. Agency and Agency end-users (including employees, contractors, agents, officers, volunteers, and directors), may not, or may not attempt to:
 - 12.1. copy, modify, tamper with, repair, or create derivative works of any part of Axon Evidence;
 - 12.2. reverse engineer, disassemble, or decompile Axon Evidence or apply any other process to derive any source code included in Axon Evidence, or allow any others to do the same;



Axon Enterprise, Inc.'s TASER 7 Agreement

-
- 12.3. access or use Axon Evidence with the intent to gain unauthorized access, avoid incurring fees or exceeding usage limits or quotas;
 - 12.4. use trade secret information contained in Axon Evidence, except as expressly permitted in this Agreement;
 - 12.5. access Axon Evidence to build a competitive product or service or copy any features, functions, or graphics of Axon Evidence;
 - 12.6. remove, alter, or obscure any confidentiality or proprietary rights notices (including copyright and trademark notices) of Axon's or Axon's licensors on or within Axon Evidence; or
 - 12.7. use Axon Evidence to store or transmit infringing, libelous, or otherwise unlawful or tortious material, to store or transmit material in violation of third-party privacy rights, or to store or transmit malicious code.
- 13 **After Termination.** Axon will not delete Agency Content for 90 days following termination. During these 90 days, Agency may retrieve Agency Content only if all amounts due have been paid. There will be no application functionality of Axon Evidence during these 90 days other than the ability to retrieve Agency Content. Agency will not incur any additional fees if Agency Content is downloaded from Axon Evidence during these 90 days. Axon has no obligation to maintain or provide any Agency Content after these 90 days and will thereafter, unless legally prohibited delete all of Agency Content stored in Axon Evidence. Upon request, Axon will provide written proof that all Agency Content has been successfully deleted and fully removed from Axon Evidence.
- 14 **Post-Termination Assistance.** Axon will provide Agency with the same post-termination data retrieval assistance that Axon generally makes available to all customers. Requests for Axon to provide additional assistance in downloading or transferring Agency Content, including requests for Axon's Data Egress Services, will result in additional fees and Axon will not warrant or guarantee data integrity or readability in the external system.
- 15 **U.S. Government Rights.** If Agency is a U.S. Federal department or using Axon Evidence on behalf of U.S. Federal department, Axon Evidence is provided as a "commercial item," "commercial computer software," "commercial computer software documentation," and "technical data," as defined in the Federal Acquisition Regulation and Defense Federal Acquisition Regulation Supplement. If Agency is using Axon Evidence on behalf of the U.S. Government and these terms fail to meet the U.S. Government's needs or are inconsistent in any respect with federal law, Agency will immediately discontinue the use of Axon Evidence.
- 16 **Survival.** Upon any termination of this Agreement, the following sections will survive: Agency Owns Agency Content, Storage, Axon Evidence Warranty, and Axon Evidence Restrictions.



Axon Enterprise, Inc.'s TASER 7 Agreement

Professional Services Appendix

1 Utilization of Services. Agency must use pre-paid professional services as outlined in the Quote and this Appendix within 6 months of the Effective Date.

2 CEW Services Packages. CEW Services Packages are detailed below:

System set up and configuration • Configure Axon Evidence categories & custom roles based on Agency need. • Troubleshoot IT issues with Axon Evidence. • Register users and assign roles in Axon Evidence. • For the CEW Full Service Package: On-site assistance included • For the CEW Starter Package: Virtual assistance included
Dedicated Project Manager Assignment of specific Axon representative for all aspects of planning the rollout (Project Manager). Ideally, Project Manager will be assigned to Agency 4–6 weeks before rollout
Best practice implementation planning session to: • Provide considerations for the establishment of CEW policy and system operations best practices based on Axon's observations with other agencies • Discuss the importance of entering metadata and best practices for digital data management • Provide referrals to other agencies using TASER CEWs and Axon Evidence • For the CEW Full Service Package: On-site assistance included • For the CEW Starter Package: Virtual assistance included
System Admin and troubleshooting training sessions On-site sessions providing a step-by-step explanation and assistance for Agency's configuration of security, roles & permissions, categories & retention, and other specific settings for Axon Evidence
Axon Evidence Instructor training • Provide training on the Axon Evidence to educate instructors who can support Agency's subsequent Axon Evidence training needs. • For the CEW Full Service Package: Training for up to 3 individuals at Agency • For the CEW Starter Package: Training for up to 1 individual at Agency
TASER CEW inspection and device assignment Axon's on-site professional services team will perform functions check on all new TASER CEW Smart weapons and assign them to a user on Axon Evidence.
Post go-live review For the CEW Full Service Package: On-site assistance included. For the CEW Starter Package: Virtual assistance included.

3 Out of Scope Services. Axon is only responsible to perform the professional services described in the Quote and this Appendix. Any additional professional services are out of scope. The Parties must document scope changes in a written and signed change order. Changes may require an equitable adjustment in the charges or schedule.

4 Delivery of Services. Axon personnel will work Monday through Friday, 8:30 a.m. to 5:30 p.m., except holidays. Axon will perform all on-site tasks over a consecutive timeframe. Axon will not charge Agency travel time by Axon personnel to Agency premises as work hours.



Axon Enterprise, Inc.'s TASER 7 Agreement

- 5 **Access Computer Systems to Perform Services.** Agency authorizes Axon to access relevant Agency computers and networks, solely for performing the Services. Axon will work to identify as soon as reasonably practicable resources and information Axon expects to use and will provide an initial itemized list to Agency. Agency is responsible for and assumes the risk of any problems, delays, losses, claims, or expenses resulting from the content, accuracy, completeness, and consistency of all data, materials, and information supplied by Agency.
- 6 **Site Preparation.** Axon will provide a hardcopy or digital copy of current user documentation for the Devices ("**User Documentation**"). User Documentation will include all required environmental specifications for the professional Services and Devices to operate per the Device User Documentation. Before installation of Devices (whether performed by Agency or Axon), Agency must prepare the location(s) where Devices are to be installed ("**Installation Site**") per the environmental specifications in the Device User Documentation. Following installation, Agency must maintain the Installation Site per the environmental specifications. If Axon modifies Device User Documentation for any Devices under this Agreement, Axon will provide the update to Agency when Axon generally releases it.
- 7 **Acceptance.** When Axon completes professional Services, Axon will present an acceptance form ("**Acceptance Form**") to Agency. Agency will sign the Acceptance Form acknowledging completion. If Agency reasonably believes Axon did not complete the professional Services in substantial conformance with this Agreement, Agency must notify Axon in writing of the specific reasons for rejection within 7 calendar days from delivery of the Acceptance Form. Axon will address the issues and re-present the Acceptance Form for signature. If Axon does not receive the signed Acceptance Form or written notification of reasons for rejection within 7 calendar days of delivery of the Acceptance Form, Axon will deem Agency to have accepted the professional Services.
- 8 **Agency Network.** For work performed by Axon transiting or making use of Agency's network, Agency is solely responsible for maintenance and functionality of the network. In no event will Axon be liable for loss, damage, or corruption of Agency's network from any cause.



AXON

Alpharetta Dept. Of Public Safety - GA

AXON SALES REPRESENTATIVE

Lauren Gorney

lgorney@axon.com

ISSUED

9/25/2020



Axon Enterprise, Inc.
17800 N 85th St.
Scottsdale, Arizona 85255
United States
Phone: (800) 978-2737

Q-245119-44099.555LG

Issued: 09/25/2020



Quote Expiration: 10/31/2020

Account Number: 316775

Payment Terms: Net 30
Delivery Method: Fedex - Ground

SALES REPRESENTATIVE

Lauren Gorney

Phone:

Email: lgorney@axon.com

Fax:

PRIMARY CONTACT

Sandy West

Phone: (678) 297-6320

Email: swest@alpharetta.ga.us

SHIP TO

Sandy West
Alpharetta Dept. Of Public Safety - GA
2565 OLD MILTON PKWY.
ALPHARETTA, GA 30009
US

BILL TO

Alpharetta Dept. Of Public Safety - GA
2565 Old Milton Pkwy.
Alpharetta, GA 30009
US

Year 1

Item	Description	Term (Months)	Quantity	List Unit Price	Net Unit Price	Total (USD)
Axon Plans & Packages						
20248	TASER 7 EVIDENCE.COM ACCESS LICENSE	60	2	0.00	0.00	0.00
20248	TASER 7 EVIDENCE.COM ACCESS LICENSE	60	140	0.00	0.00	0.00
20246	TASER 7 DUTY CARTRIDGE REPLACEMENT ACCESS LICENSE	60	140	0.00	0.00	0.00
Hardware						
20160	TASER 7 HOLSTER - SAFARILAND, RH+CART CARRIER		130	0.00	0.00	0.00
20161	TASER 7 HOLSTER - SAFARILAND, LH+CART CARRIER		10	0.00	0.00	0.00
20050	HOOK-AND-LOOP TRAINING (HALT) SUIT		3	0.00	0.00	0.00
22175	TASER 7 LIVE CARTRIDGE, STANDOFF (3.5-DEGREE)		280	0.00	0.00	0.00
22176	TASER 7 LIVE CARTRIDGE, CLOSE QUARTERS (12-DEGREE)		280	0.00	0.00	0.00
22177	TASER 7 HOOK-AND-LOOP TRAINING (HALT) CARTRIDGE, STANDOFF (3		280	0.00	0.00	0.00
22178	TASER 7 HOOK-AND-LOOP TRAINING (HALT) CARTRIDGE, CLOSE QUART		280	0.00	0.00	0.00
20008	TASER 7 HANDLE, HIGH VISIBILITY (GREEN LASER), CLASS 3R		140	0.00	0.00	0.00
20040	TASER 7 HANDLE WARRANTY, 4-YEAR		140	0.00	0.00	0.00

Year 1 (Continued)

Item	Description	Term (Months)	Quantity	List Unit Price	Net Unit Price	Total (USD)
Hardware (Continued)						
20018	TASER 7 BATTERY PACK, TACTICAL		168	0.00	0.00	0.00
20041	TASER 7 BATTERY PACK WARRANTY, 4-YEAR		168	0.00	0.00	0.00
80090	TARGET FRAME, PROFESSIONAL, 27.5 IN. X 75 IN., TASER 7		3	0.00	0.00	0.00
20042	TASER 7 DOCK & CORE WARRANTY, 4-YEAR		2	0.00	0.00	0.00
70033	WALL MOUNT BRACKET, ASSY, EVIDENCE.COM DOCK		2	0.00	0.00	0.00
74200	TASER 7 6-BAY DOCK AND CORE		2	0.00	0.00	0.00
22175	TASER 7 LIVE CARTRIDGE, STANDOFF (3.5-DEGREE)		420	0.00	0.00	0.00
22176	TASER 7 LIVE CARTRIDGE, CLOSE QUARTERS (12-DEGREE)		420	0.00	0.00	0.00
22179	TASER 7 INERT CARTRIDGE, STANDOFF (3.5-DEGREE)		50	0.00	0.00	0.00
22181	TASER 7 INERT CARTRIDGE, CLOSE QUARTERS (12-DEGREE)		50	0.00	0.00	0.00
20042	TASER 7 DOCK & CORE WARRANTY, 4-YEAR		1	300.00	0.00	0.00
74200	TASER 7 6-BAY DOCK AND CORE		1	1,500.00	0.00	0.00
Other						
20237	TASER 7 CERTIFICATION BUNDLE PAYMENT	12	140	720.00	540.00	75,600.00
20135	OCULUS GO STANDALONE VIRTUAL REALITY HEADSET		2	0.00	0.00	0.00
20247	TASER 7 ONLINE TRAINING CONTENT ACCESS LICENSE	60	140	0.00	0.00	0.00
20249	VR EMPATHY DEVELOPMENT STARTER CONTENT ACCESS	60	140	0.00	0.00	0.00
20120	TASER 7 INSTRUCTOR COURSE VOUCHER		2	0.00	0.00	0.00
20119	TASER 7 MASTER INSTRUCTOR SCHOOL VOUCHER		1	0.00	0.00	0.00
80087	TASER 7 TARGET, CONDUCTIVE, PROFESSIONAL (RUGGEDIZED)		3	0.00	0.00	0.00
Services						
85147	CEW STARTER		1	2,750.00	2,750.00	2,750.00

Year 1 (Continued)

Item	Description	Term (Months)	Quantity	List Unit Price	Net Unit Price	Total (USD)
Services (Continued)						
85149	CEW 2 DAY PRODUCT SPECIFIC INSTRUCTOR COURSE		1	4,524.00	0.00	0.00
					Subtotal	78,350.00
					Estimated Shipping	0.00
					Estimated Tax	0.00
					Total	78,350.00

Spares

Item	Description	Term (Months)	Quantity	List Unit Price	Net Unit Price	Total (USD)
Hardware						
20008	TASER 7 HANDLE, HIGH VISIBILITY (GREEN LASER), CLASS 3R		4	0.00	0.00	0.00
20040	TASER 7 HANDLE WARRANTY, 4-YEAR		4	0.00	0.00	0.00
					Subtotal	0.00
					Estimated Tax	0.00
					Total	0.00

Trade-In Credit

Item	Description	Term (Months)	Quantity	List Unit Price	Net Unit Price	Total (USD)
Other						
20104	TASER 7 TRADE-IN UPFRONT PURCHASE		140	0.00	0.00	0.00
					Subtotal	0.00
					Estimated Tax	0.00
					Total	0.00

Year 2

Item	Description	Term (Months)	Quantity	List Unit Price	Net Unit Price	Total (USD)
Hardware						
22175	TASER 7 LIVE CARTRIDGE, STANDOFF (3.5-DEGREE)		280	0.00	0.00	0.00
22176	TASER 7 LIVE CARTRIDGE, CLOSE QUARTERS (12-DEGREE)		280	0.00	0.00	0.00
Other						
20237	TASER 7 CERTIFICATION BUNDLE PAYMENT	12	140	720.00	720.00	100,800.00

Year 2 (Continued)

Item	Description	Term (Months)	Quantity	List Unit Price	Net Unit Price	Total (USD)
Other (Continued)						
20120	TASER 7 INSTRUCTOR COURSE VOUCHER		2	0.00	0.00	0.00
20119	TASER 7 MASTER INSTRUCTOR SCHOOL VOUCHER		1	0.00	0.00	0.00
Subtotal						100,800.00
Estimated Tax						0.00
Total						100,800.00

Year 3

Item	Description	Term (Months)	Quantity	List Unit Price	Net Unit Price	Total (USD)
Hardware						
22175	TASER 7 LIVE CARTRIDGE, STANDOFF (3.5-DEGREE)		280	0.00	0.00	0.00
22176	TASER 7 LIVE CARTRIDGE, CLOSE QUARTERS (12-DEGREE)		280	0.00	0.00	0.00
22177	TASER 7 HOOK-AND-LOOP TRAINING (HALT) CARTRIDGE, STANDOFF (3		280	0.00	0.00	0.00
22178	TASER 7 HOOK-AND-LOOP TRAINING (HALT) CARTRIDGE, CLOSE QUART		280	0.00	0.00	0.00
Other						
20237	TASER 7 CERTIFICATION BUNDLE PAYMENT	12	140	720.00	720.00	100,800.00
20120	TASER 7 INSTRUCTOR COURSE VOUCHER		2	0.00	0.00	0.00
20119	TASER 7 MASTER INSTRUCTOR SCHOOL VOUCHER		1	0.00	0.00	0.00
Subtotal						100,800.00
Estimated Tax						0.00
Total						100,800.00

Year 4

Item	Description	Term (Months)	Quantity	List Unit Price	Net Unit Price	Total (USD)
Hardware						
22175	TASER 7 LIVE CARTRIDGE, STANDOFF (3.5-DEGREE)		280	0.00	0.00	0.00
22176	TASER 7 LIVE CARTRIDGE, CLOSE QUARTERS (12-DEGREE)		280	0.00	0.00	0.00

Year 4 (Continued)

Item	Description	Term (Months)	Quantity	List Unit Price	Net Unit Price	Total (USD)
Other						
20237	TASER 7 CERTIFICATION BUNDLE PAYMENT	12	140	720.00	720.00	100,800.00
20120	TASER 7 INSTRUCTOR COURSE VOUCHER		2	0.00	0.00	0.00
20119	TASER 7 MASTER INSTRUCTOR SCHOOL VOUCHER		1	0.00	0.00	0.00
Subtotal						100,800.00
Estimated Tax						0.00
Total						100,800.00

Year 5

Item	Description	Term (Months)	Quantity	List Unit Price	Net Unit Price	Total (USD)
Hardware						
22175	TASER 7 LIVE CARTRIDGE, STANDOFF (3.5-DEGREE)		280	0.00	0.00	0.00
22176	TASER 7 LIVE CARTRIDGE, CLOSE QUARTERS (12-DEGREE)		280	0.00	0.00	0.00
Other						
20237	TASER 7 CERTIFICATION BUNDLE PAYMENT	12	140	720.00	720.00	100,800.00
20120	TASER 7 INSTRUCTOR COURSE VOUCHER		2	0.00	0.00	0.00
20119	TASER 7 MASTER INSTRUCTOR SCHOOL VOUCHER		1	0.00	0.00	0.00
Subtotal						100,800.00
Estimated Tax						0.00
Total						100,800.00
Grand Total						481,550.00

Discounts (USD)

Quote Expiration: 10/31/2020

List Amount	513,074.00
Discounts	31,524.00
Total	481,550.00

**Total excludes applicable taxes*

Summary of Payments

Payment	Amount (USD)
Year 1	78,350.00
Spares	0.00
Trade-In Credit	0.00
Year 2	100,800.00
Year 3	100,800.00
Year 4	100,800.00
Year 5	100,800.00
Grand Total	481,550.00

Notes

Execution of this quote will terminate all contracts associated with Q-182590 with Axon and will start a new 60 month contract.

Purchase of TASER 7 are governed by the TASER 7 Agreement located at <https://www.axon.com/legal/sales-terms-and-conditions> and not the Master Services and Purchasing Agreement referenced below.

Tax is subject to change at order processing with valid exemption.

Axon's Sales Terms and Conditions

This Quote is limited to and conditional upon your acceptance of the provisions set forth herein and Axon's Master Services and Purchasing Agreement (posted at www.axon.com/legal/sales-terms-and-conditions), as well as the attached Statement of Work (SOW) for Axon Fleet and/or Axon Interview Room purchase, if applicable. Any purchase order issued in response to this Quote is subject solely to the above referenced terms and conditions. By signing below, you represent that you are lawfully able to enter into contracts. If you are signing on behalf of an entity (including but not limited to the company, municipality, or government agency for whom you work), you represent to Axon that you have legal authority to bind that entity. If you do not have this authority, please do not sign this Quote.

Signature:	_____	Date:	_____
Name (Print):	_____	Title:	_____
PO# (Or write N/A):	_____		

Please sign and email to Lauren Gorney at lgorney@axon.com or fax to

Thank you for being a valued Axon customer. For your convenience on your next order, please check out our online store buy.axon.com

The trademarks referenced above are the property of their respective owners.

Axon Internal Use Only

		SFDC Contract #:
		Order Type:
		RMA #:
		Address Used:
		SO #:
Review 1	Review 2	
Comments:		

ATTENTION

This order may qualify for freight shipping, please fill out the following information.

What is the contact name and phone number for this shipment?	
What are your receiving hours? (Monday-Friday)	
Is a dock available for this incoming shipment?	
Are there any delivery restrictions? (no box trucks, etc.)	



City Council Meeting STAFF REPORT

Submitting Department: Recreation, Parks & Cultural Services

Submitted By: Ruby Flynn

Sponsored By:

Meeting Date: October 19, 2020

I. AGENDA ITEM TITLE: PINE SHAVINGS FOR CITY'S EQUESTRIAN CENTER STALLS

II. RECOMMENDATION:

Please award ITB 21-001 to B&T Shavings for a 5-year contract for Wills Park Equestrian Center Stall Bedding for a delivered cost of \$4.10 per bale and authorize the Mayor to execute all necessary documents.

III. BUDGET IMPLICATIONS:

BUDGETED ITEM: YES

FISCAL IMPACT: YES

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: YES

TOTAL PROJECT COST: \$85,000.00

APPROPRIATIONS:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT
Supplies / 10061500-531100	\$85,000.00

EXTERNAL FUNDING SOURCES:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT
N/A	\$0.00

IV. REPORT IN BRIEF:

Per the Equestrian Center User Agreement, for each horse show it is specified that each stall occupied by a horse shall have a minimum of two bales of shavings spread on the stall floor and those shavings are to be purchased at the Center. The shavings are necessary to collect the waste from the horses.

The City advertised ITB 21-001 on September 18, 2020 with a due date of September 24, 2020. B&T Shavings, Inc. was the only company that submitted a proposal. There was one other company that downloaded the ITB package but did not submit a proposal.

B&T Shavings is the current vendor for providing shavings to the center. Additionally, B&T Shavings was the only vendor that responded to the previous bid in 2015.

Per the Wills Park Equestrian Center Use Agreement, events are charged \$7.00 per bale of shavings. The B&T Shavings bid is \$4.10 per delivered bale of shavings. This pricing represents an increase of 5% over the previous bid cost of \$3.90 per delivered bale that was awarded in 2015.

V. ALTERNATIVES:

Per the Departments of Agriculture's Equine By-laws, bedding is to be provided and installed in each stall occupied by a horse; therefore there is no alternative.

VI. ATTACHMENTS:

1-Bid Sep 2020 Cover Letter, ITB 21-001 Pine Shavings-Scope of Work-Instructions, ITB 21-001 Preliminary bid tab



1350 North Old Russellville Rd

Jasper, AL 35501

Phone: (205) 384-9088

Fax: (205) 384-0000

September 9, 2020

To whom it may concern:

B&T Shavings, Inc "Greentree" is pleased to submit a bid for Pine shavings delivered to the Alpharetta Horse Park.

B&T Shavings has been in business since 2009. We are part of a larger company located in Jasper Alabama that has been in the wood fiber industry since the early 1970's. We pride ourselves in solid land management with sustainable wood forest practices. We are certified through the Sustainable Forest Initiative - certification # SFI 00111.

We work closely with the Equine industry and have developed Greentree programs to help promote the brand and the horse industry within many equine disciplines. A part of that promotion is supporting large and small horse shows from South Florida to Central Ohio and everywhere in between.

We like working within the youth programs and special needs situations. And are particularly involved with many mental and physical therapy programs, both directly and indirectly within the communities we support. Alpharetta is no exception. We have been with the Horse Park for the past 5 years, and provided shavings in and around the Metro Atlanta area for the past 10 years. We look forward to continue working with Alpharetta by keeping the bedding needs supported, on time, and the cost minimized for years to come.

It's not just always about making money and the bottom line. It's about the experience and how you get there. We have an excellent brand and reputation to back it up. We look forward to maintaining the relationship with the equine industry for years to come.

Sincerely

Terry Toll and all the staff at B&T Shavings, "Greentree"

CITY OF ALPHARETTA INVITATION TO BID (ITB)

ITB Number: 21-001

ITB Title: PINE SHAVINGS FOR CITY'S EQUESTRIAN CENTER STALLS



ITB SPECIFICATIONS

1. Authority to Issue This ITB

This procurement is issued under the authority of the City of Alpharetta Procurement Policy and applicable law. The City has the authority to reject all bids or bids or any bid or bid that is non-responsive or not responsible, and to waive technicalities and inconsequential discrepancies to award a contract that is in the best interest of the City.

2. ITB Period of Non-communication and Single Point of Contact

Interested persons, their employees, representatives, agents, and attorneys shall not contact the City's elected officials or City staff during the procurement process and evaluation phase for this ITB.

Beth Rucker is the Procurement Agent and Single Point of Contact; the only contact representing the City for this ITB. Beth can be reached at 678-297-6052 or purchasing@alpharetta.ga.us.

City of Alpharetta
2 Park Plaza
Alpharetta, GA 30009
Attn: Beth Rucker, Procurement Agent

3. ITB Schedule of Events, Addenda, Additional Communications

1. Project Details section at <https://cityofalpharetta.bonfirehub.com/> for this procurement contains all important dates related to this ITB.
2. All Questions or Requests for Information must be sent before the Questions Due Date via the Bonfire procurement page for this project under **Message – Opportunity Q&A** at <https://cityofalpharetta.bonfirehub.com/>. Clearly reference the section that is applicable to the question.
3. Any addenda or other important information related to a procurement will be posted on the Bonfire website at <https://cityofalpharetta.bonfirehub.com/>
 - a. Answers to questions, other than simple clarification responses, will be answered in the form of an addendum.
 - b. Any changes to the project information or the posted schedule will only be made by City issued addendum.
4. Before submitting a response to this procurement, it is the responsibility of the Bidder to check the Bonfire portal for any addenda or other communications related to this procurement.
5. A public bid opening will be held shortly after the ITB due date / time has passed. The public bid opening will be held at City of Alpharetta City Hall, 2 Park Plaza, Alpharetta, GA. Opening will be held in Conference Room #240.

WHAT THE CITY WANTS TO DO

1. Project General Description

This is a request for bids for City of Alpharetta (City) pine shavings for City's equestrian center stalls.

The City is requesting bids from **qualified contractors** to provide on-demand delivery within 24 hours of bagged, new pine shavings bedding product for the City of Alpharetta Equestrian Center.

2. Specifications

The successful bidder chosen to supply the following shall be able to provide consistency of quality throughout the length of the contract.

- A. City use is estimated and may be between 20,000 – 25,000 bales delivered in 14 -16 shipments per fiscal year (July 1 through June 30).
- B. Any quantities noted in this request or by any other representation shall not be construed to represent any actual amount which the City shall be obligated to purchase under the contract, nor relieve the chosen Contractor of its obligation to fill all orders placed by the City.
- C. Order volume and frequency will depend on facility requirements.
- D. No mulch or bark type material will be ordered or accepted under this contract.
- E. No fillers to be allowed.
- F. Shavings must be 100% pure kiln dried pine shavings bedding material and to be mini to medium size flakes.

3. Packaging Specifications

- A. Each bag is to be 2.66 cubic feet compressed and 8 cubic feet expanded.
- B. Bags are to be plastic; no paper bags allowed.

4. Delivery Specifications

- A. Bags are to be on pallets with 45 bags per pallet.
- B. 53-foot enclosed trailer suitable for dry, secure storage is to be left on site. The trailer will be changed out/replaced with the next shavings order.
- C. 24-hour turn around time from when ordered.
- D. All deliveries are F.O.B. Destination, Freight Prepaid and Allowed
- E. Address for all deliveries:
City of Alpharetta
Equestrian Center
11915 Wills Road
Alpharetta, GA 30009
Exact location of delivery within the Equestrian Center will be discussed with the successful bidder at the pre-and/or post-award meetings.



ITB 21-001 Pine Shavings for the City's Equestrian Center Stalls

Submissions

Bid due date 9/24/20 at 10:00am

Supplier	Date Submitted	Unit Price	Evaluation Cost	Confirmation Code
B & T Shavings, Inc Greentree	Sep 15, 2020 9:54 AM EDT	\$4.10	\$82,000.00	OTg5Njg=