

DUNWOODY CITY COUNCIL RETREAT

February 9-10, 2017

Lost Corner Preserve

FRIDAY AGENDA

- Dunwoody Nature Center- Alan Mothner, Executive Director
- Solarize Dunwoody- Jennette Gayer, Environment Georgia
- City Hall Presentation- Eric Johnson, CPS & Liz Hudson, Precision Planning
- City Branding- Bob Mullen, Communications Director
- Wrap-up

PRESENTATION: DUNWOODY NATURE CENTER

Alan Mothner, Executive Director

PRESENTATION: SOLARIZE DUNWOODY

Jennette Gayer, Environment Georgia



SOLARIZE DUNWOODY

Presentation to Dunwoody City Council Retreat

Feb. 10, 2017



Jennette Gayer

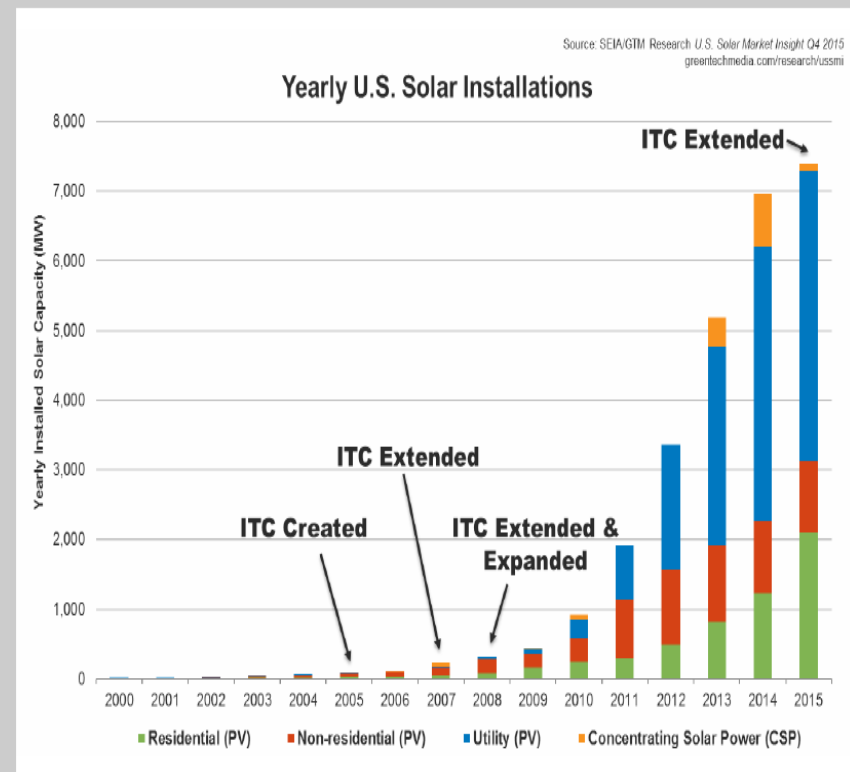
Director, Environment Georgia

404-370-1764

jennette@environmentgeorgia.org

SOLAR IS GROWING

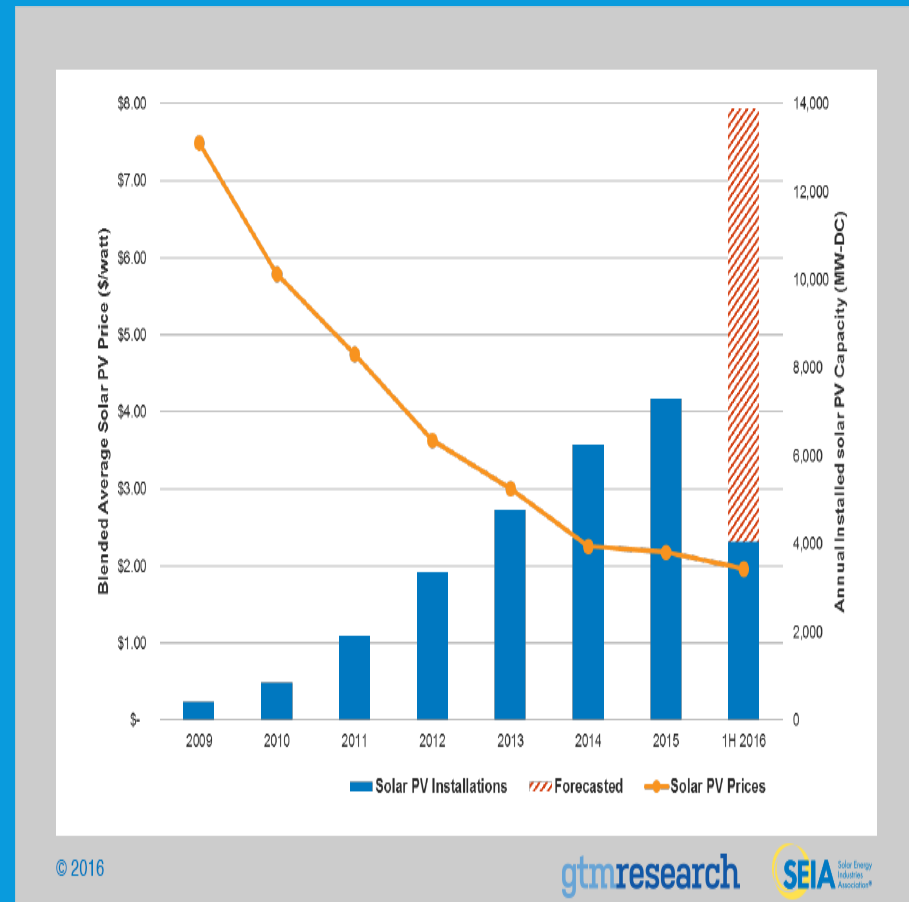
In the last decade, solar has experienced a compound annual growth rate of nearly 60%.



SOLAR IS MORE AFFORDABLE THAN EVER

Growth in Solar is led by Falling Prices

- The cost to install solar has dropped by more than 70% over the last 10 years, leading the industry to expand into new markets and deploy thousands of systems nationwide.



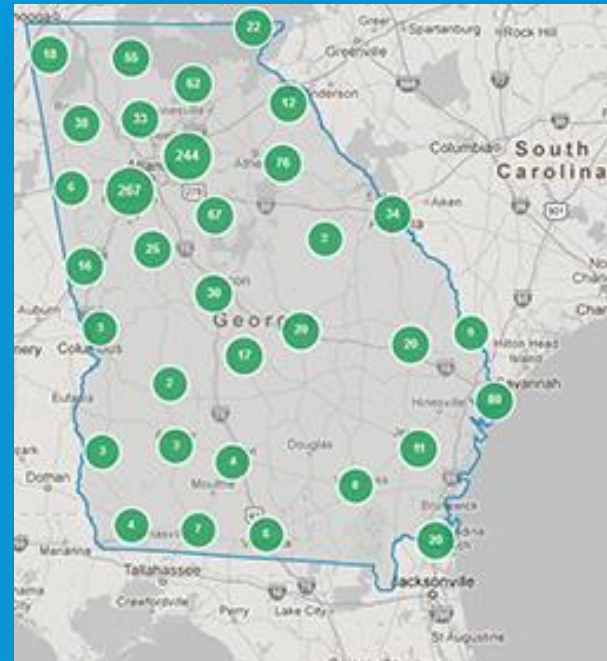
SOLAR IN GEORGIA

Georgia Solar Facts

- 197 solar companies employing 3,185 people
- In 2015, Georgia installed 248 MW of solar electric capacity, sixth nationally.
- 454 MW of solar energy currently installed, 12th nationally
- Still less than 2% of Georgia energy

Source:

<http://www.georgiaenergydata.org/>



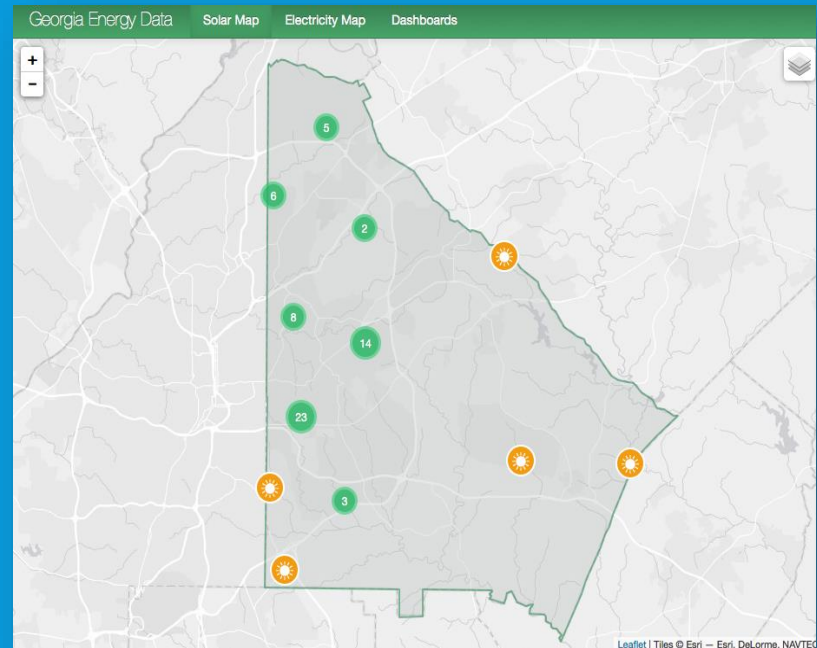
SOLAR IN DECATUR & DEKALB

DeKalb Solar Facts

- Installations: 66
- Capacity: 4,165 kW
- Annual production: 5,271,190
- Solar Firms: 23

Source:

<http://www.georgiaenergydata.org/>



BENEFITS OF SOLAR

- Return on investment - no return paying utility bill
- Hedge against rising utility rates
- Solar adds value to homes and businesses
- Tax incentives
- Clean and renewable
- Very little operating and maintenance required.
- Solar is good for Georgia's economy.
- Solar provides net benefits to the utility company and can help reduce the overall cost of energy.



BARRIERS TO SOLAR IN GEORGIA

Why there's not more solar in Georgia?

- Unfavorable policy framework
- Lack of educational resources
- High upfront cost and lack of suitable financing options
- Where to start?



WHAT IS SOLARIZE?

Solarize Defined

- Community-based
- Bulk-purchasing program
- Makes solar more affordable and accessible
- Started in 2009
- Over 200 Solarize programs across the country
- Now in Georgia!



SOLARIZE BENEFITS

Participant

- Removes barriers and uncertainty
- Streamlined process
- Free solar evaluations
- Reduced cost of solar

Installer

- Reduced customer acquisition cost
- Improved permit process and cost
- Limited geographic area
- Lasting community relationship

Community

- Economic development
- Creates local jobs
- Reduced electricity costs
- Clean renewable electricity

SAMPLE 5KW SYSTEM

Current Solarize Pricing	Tier I (0 - 50kW)	Tier II (51 - 100kW)	Tier III (101 - 150kW)	Tier IV (151 - 200kW)	Tier VI (201 - 250kW)
System Size (kW)* - 5.0	\$2.95	\$2.90	\$2.85	\$2.80	\$2.70
Base Solarize Price	\$14,750	\$14,500	\$14,250	\$14,000	\$13,500
Federal Tax Credit - 30%	\$ (4,425)	\$ (4,350)	\$ (4,275)	\$ (4,200)	\$ (4,050)
Net Solarize Price	\$10,325	\$10,150	\$9,975	\$9,800	\$9,450

* Pricing is based on a 5kW solar array which is a typical size for residential arrays in Georgia.

BEHIND THE SCENES OF A SOLARIZE PROGRAM

Three Basic Models:

1. City takes the lead, guidance from DOE and others available.
2. Community takes the lead, guidance from DOE and others available.
3. Private company takes the lead (e.g. Solar Crowd Source) and takes a cut from the overall sale proceeds.



BEHIND THE SCENES OF A SOLARIZE PROGRAM

5 Basic Steps:

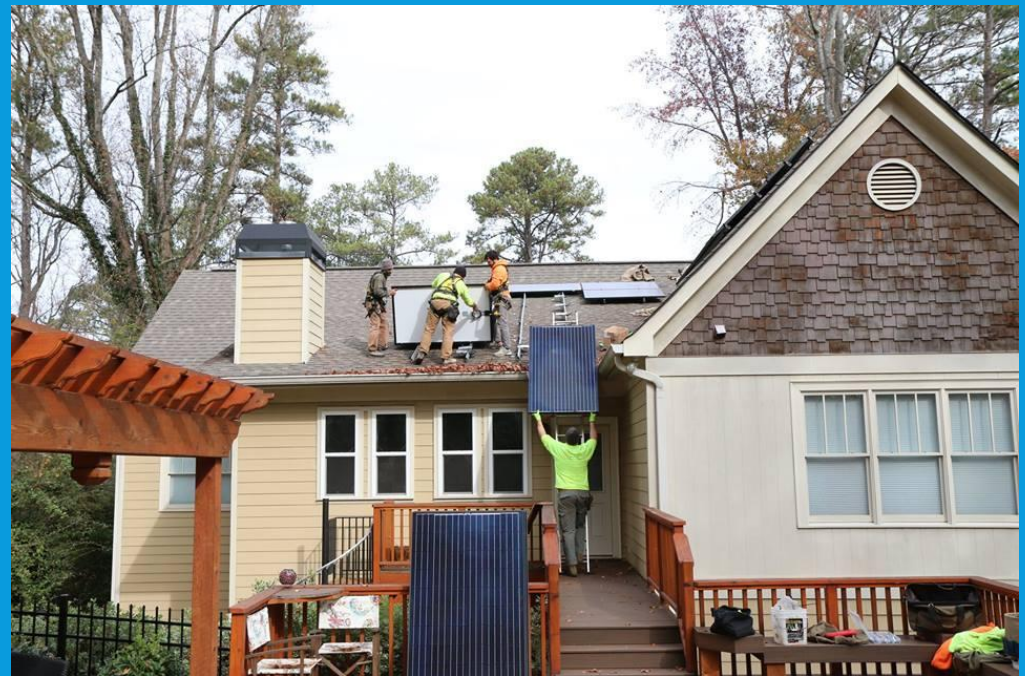
1. Decide and start and end date and geography;
2. Determine what is important (e.g. cost, warranty, product, etc.)
3. Send out an RFP
4. Interview and select an installer
5. Promote the program



BEHIND THE SCENES OF A SOLARIZE PROGRAM

Important Local Govt. Roles

1. Permitting
2. Lead by example



PRESENTATION: CITY HALL

Eric Johnson, CPS

Liz Hudson, Precision Planning

PRESENTATION TO
CITY OF DUNWOODY MAYOR & COUNCIL

Dunwoody City Hall & Police Headquarters

Design and Construction Update

FEBRUARY 10, 2017



*Comprehensive
Program Services*



PRECISION
Planning Inc.

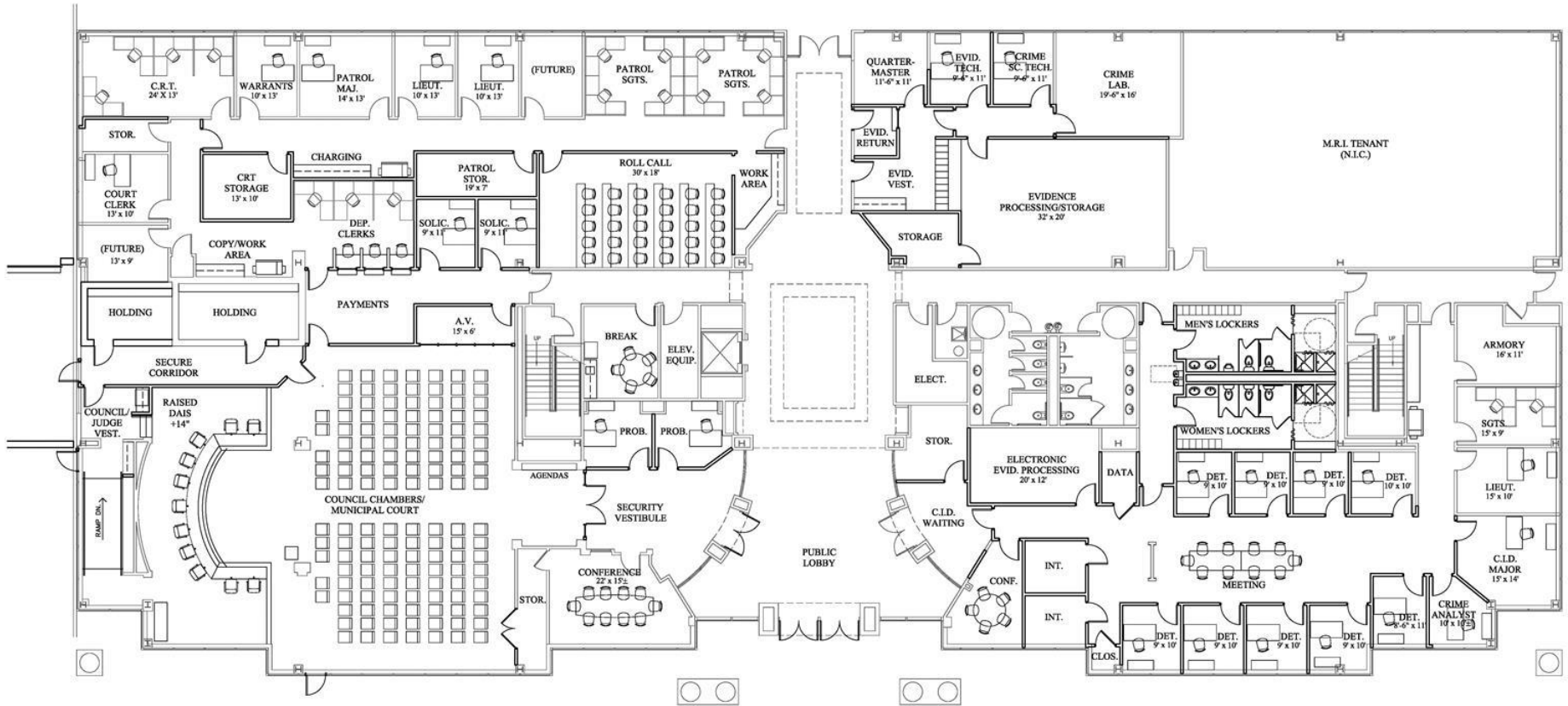
I. SCHEMATIC DESIGN

I. PROJECT BUDGET DISCUSSION

II. PROJECT SCHEDULE

QUESTIONS AND ANSWERS



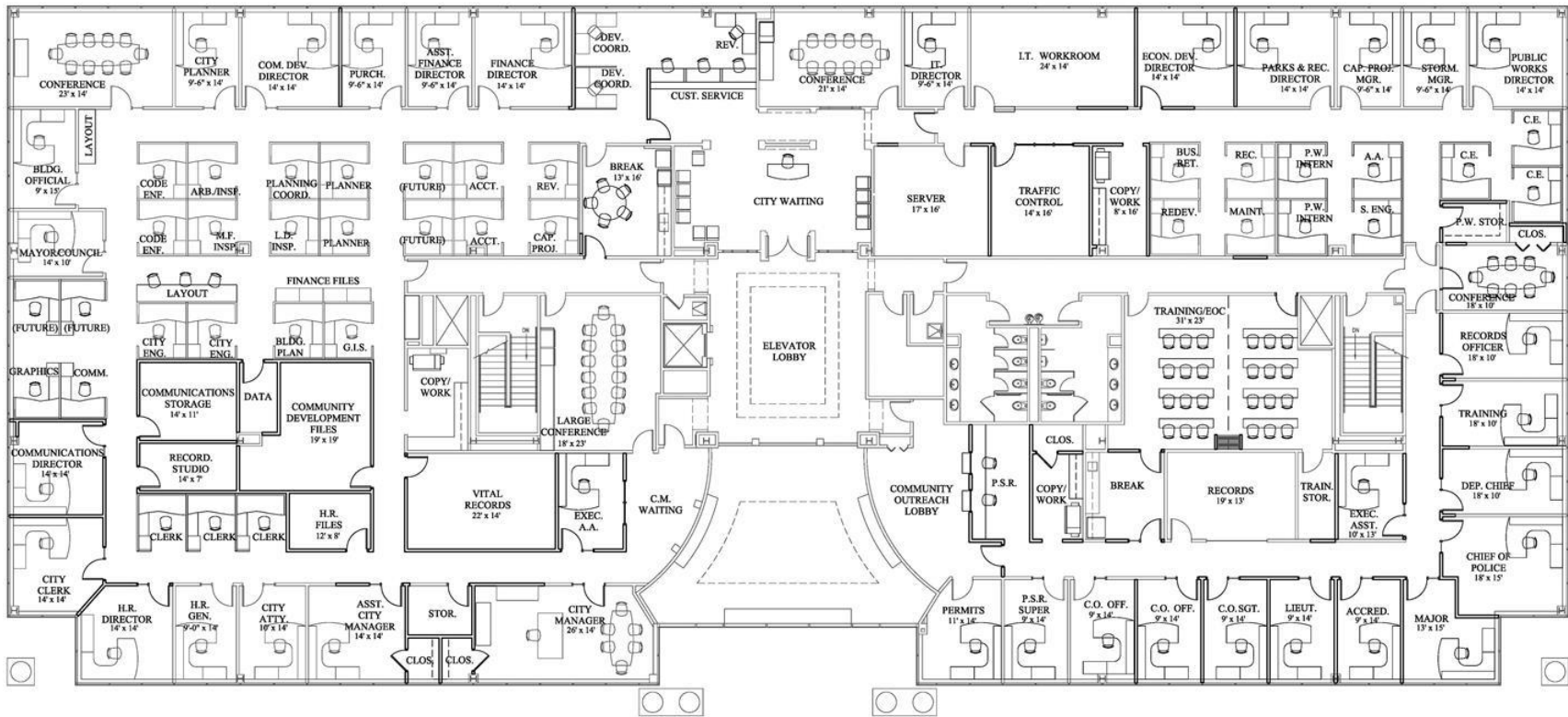


FIRST FLOOR PLAN



I. SCHEMATIC DESIGN





SECOND FLOOR PLAN

I. SCHEMATIC DESIGN



GREEN BUILDING STRATEGIES

1. Sustainable Sites

Alternative/Public Transportation
Electric Charging Stations
Bicycle Storage/Changing Rooms
Heat Island Effect –Reflective Roof

2. Water Efficiency

Water Efficient Landscaping
Water Use Reduction
-Low flow fixtures
-Motion sensor fixtures

3. Energy & Atmosphere

Replacement of Front Doors

4. Materials & Resources

Maintain Existing Walls, Floors & Roof
Construction Waste Management
Recycled and Regional Materials
Building Recycling Program

5. Indoor Environmental Quality

Construction Indoor Air Quality Management
Low-Emitting Materials
Controllability of Systems –Lighting
Daylighting and Views –Daylight



I. SCHEMATIC DESIGN



BASE BUILDING RENOVATION COSTS: \$2,253,351

PROJECT ALTERNATES FOR CONSIDERATION:

- | | |
|--|--------------------|
| 1. Roof Replacement (2 Options): | \$96,000-\$171,000 |
| 2. Drive-Thru Enclosure: | \$130,000 |
| 3. A/V System Allowance: | \$40,000 |
| 4. Metal Detector/X-Ray at Council Chambers: | \$36,000 |
| 5. Moveable Partition in Training Room: | \$63,000 |
| 6. Parking Lot Improvements/Landscaping Allowance: | \$56,000 |

GREEN BUILDING STRATEGIES

Electric Charging Stations \$16,760 ea.

Bicycle Racks \$2,100 ea.

Low Flow and Motion Sensor Fixtures \$20,000

Construction Waste Mgt. \$28,000

Construction Air Quality Mgt. \$150,000

Building Commissioning \$30,000



II. PROJECT BUDGET DISCUSSION



DESIGN

Schematic Design/Pricing :

February 2017

Detailed Design Meetings with City:

March/April 2017

Construction Documents 50%/Pricing /Permitting:

April /May 2017

Construction Documents 100% /G.M.P.:

June 2017

CONSTRUCTION

Start Construction:

July 2017

Punch List/Close-Out:

December 2017

MOVE-IN

January 2018



III. PROJECT SCHEDULE



QUESTIONS?



*Comprehensive
Program Services*



PRECISION
Planning Inc.

4470 NORTH SHALLOWFORD



4470 NORTH SHALLOWFORD



4470 NORTH SHALLOWFORD



PRESENTATION: DUNWOODY BRANDING

Bob Mullen, Communications Director

A CITY LOGO REFRESH

February 10, 2017

A FRESH OPPORTUNITY

- Promote unity & community pride
- Create consistency
- Refresh image & begin anew
- Reinforce Dunwoody as a destination for businesses and visitors
- Create a visual representation of the city as memorable, grounded and distinct

OPPORTUNE TIMING

- New City Hall
 - New Address, Cards, Letterhead
- City Has Grown Up
- A Previous Disconnect
- 2018 Marks Year 10
- Setting a Dynamic Future

A CITY LOGO REFRESH

The screenshot shows the homepage of 'The Aha! Connection' website. The header features the logo with colorful circles and navigation links: Home, About, Testimonials, Contact, Submit. Below the header is a blue navigation bar with categories: Businesses, Camps, Classifieds, Community, Directory, Education, Pets, Real Estate. The main content area has a yellow banner for 'Preschool - 12 SCHEDULE A TOUR ONLINE' with a link to 'mountvernon.school.org'. Below this is an article titled 'Does The City Of Dunwoody Need A New Logo And Slogan?' dated October 12th, 2016. The article text reads: 'Apparently some city staffers are suggesting that since the city is about to move to a new HQ (therefore needing to reprint stationery and business cards anyway) it would be a good time to re-brand. Many people still make fun of the Smart People...Smart City logo and slogan. Click here to read a thorough article from The Dunwoody Reporter about this topic.' Below the article is the Dunwoody logo with the tagline 'Smart people - Smart city' and a call to action: 'The city council said no to a proposed \$80k expenditure to come up with a new logo and slogan and asked the staff to figure out a way to do this more inexpensively or not at all. What do you think? Do we need a new logo and/or slogan? If so, should we let the citizens of Dunwoody provide suggestions instead of hiring a creative firm? Leave your comments and I'll forward to the city council!'. The right sidebar contains 'PREMIUM SPONSORS' and 'BANNER SPONSORS' including 'UFC GYM'.

The screenshot shows a Facebook post by Heyward Wescott from January 3 at 11:27am. The post text is 'I am looking for words (1 word) that describe Dunwoody...'. It has 5 likes and 123 comments. The comments section shows several responses: Scott Richmond Neighborly (5:34pm), Pam Hare Talmadge Mayberry (5:40pm), Lynn Prager Deutch Heyward Wescott (6:25pm), Tavo Thomas Funwoody (7:40pm), Mark Feinberg Sleepy, Boring, Outdated, Innovativeness Lacking (7:42pm), Paula Owens Community (7:50pm), James McGarr Adorbs (8:03pm), Karen Rodeheaver Branman Liveable (8:03pm), Kim Ellis Gokce American (8:13pm), Lucas Weighteous Perrier Town (8:30pm), Mike Iconis Community (8:45pm), Adam Freedman Buck (8:49pm), and Jon Usary Former home of the Brook Run Theater (8:56pm). The right sidebar shows 'CONNECT WITH FACEBOOK' with links to InterLarg by Facebook, Instagram, Facebook, Facebook Engineering, and Mark Zuckerberg. It also lists 'SUGGESTED PAGES' including Dunwoody Soap Box Derby.



Dunwoody design team



Jay Kapp
Kapp Concepts
President & CEO

Work with business clients on design and development of websites, marketing campaigns, and business process improvement solutions.



Mike Martin
Jackson Spalding
Chief Creative Officer

Award-winning Creative Director and storyteller focused on creating content that moves people and gets results.



Heyward Wescott
Custom Signs Today
President & CEO

We believe that our customers deserve intelligent signs and graphics consultation. Our clients also deserve responsive service with a quick turnaround.

What are some examples from other local governments?



What are some examples from other municipalities around the nation?



Words that describe Dunwoody

Connected

Lively

Accessible

Appeal

Vigor

Vibrant

Community

Strong

Diverse

Fabric

Central

Pleasant

Attractive

Preferred

Prime

Welcoming

Home

Family

Friendly

Active

Community

Conservative

Economic

Engine

Central

CORE THEMES, WORDS & PHRASES

- Lively/Vibrant/Active
- Community/Connected/Family/Home
- Accessible/Central
- Attractive/Preferred
- Friendly/Welcoming/Safe

WRAP UP...

- Any outstanding discussion items?
- Next steps?