



CITY MANAGER

Monthly Report - August 2024



CITY OF
STONE
MOUNTAIN, GA

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The August 2024 City Manager's Monthly Report provides a comprehensive overview of key activities, upcoming projects, and community events shaping the future of Stone Mountain. This report highlights collaborative meetings, ongoing infrastructure improvements, and strategic initiatives aimed at enhancing the city's connectivity and community spirit.



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This month's report details significant meetings, including various council and committee sessions designed to drive positive change. Notable updates include progress on city signage projects, park renovations, and SPLOST resurfacing efforts. Additionally, the report covers ongoing LCI engagement to boost walkability and connectivity, upcoming community events, and recent achievements in social media and web performance. These elements collectively demonstrate our commitment to fostering a thriving, engaged community.



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•**Key Meetings:** August includes pivotal meetings such as the Parks & Recreation Committee Meeting, Mayor & Council sessions, and special meetings focusing on city developments and community engagement.

•**City Signage Projects:** Initiatives include reviewing and replacing city entry point signage, evaluating park entryway signs, and exploring electronic signage. Current installations are in progress, with some delays due to community interruptions.

•**SPLOST Projects:** The SPLOST I Resurfacing Project is addressing subgrade issues on Silver Hill Trail, with proposed changes for Main Street stabilization. SPLOST II is out to bid for resurfacing 12 additional streets. The Stone Mountain Parking Lot project is also moving forward with a new survey and design concepts.

•**LCI Engagement:** Efforts are focused on enhancing walkability and connectivity among city parks and trails, with data collection, site visits, and stakeholder engagement underway. A PAG survey is scheduled to gather broader community input.

•**Upcoming Events:** Key events in August include the Stone Mountain Community Garden Workday on August 10 and National Senior Day on August 21, with another Community Garden Workday scheduled for September 14. These events are designed to foster community engagement and celebrate local achievements.

The key meetings listed shape the outcomes of our discussions and showcase how collaborative efforts between city officials, community stakeholders, and residents are driving positive changes in Stone Mountain.

- August 05, 2024 | Parks & Recreation Committee Meeting In-Person
- August 06, 2024 & August 20, 2024 | Mayor & Council Regular Meeting
- August 10, 2024 | Stone Mountain Community Garden Mini Talk
- August 12, 2024 | DDA Special Called Meeting
- August 13, 2024 | Mayor and City Council Special Called Session
- August 16, 2024 | LCI Introductory Meeting: COSM LCI Update (VIRTUAL) Mayor and Council
- August 21, 2024 | HPC Meeting



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PARK RENOVATIONS – The target completion date for all park renovations is 9/20/2024.

- **VFW PARK** - Renovation of existing restroom building at Veterans Park to include interior and exterior painting, new roofing and repair of existing power weatherhead in progress.
- **MEDLOCK PARK** – Renovation of existing concessions/restroom building to include restroom addition to provide ADA compliant facilities, new counters at Concessions Area, new code compliant exterior stair to 2nd floor, replacement of exterior siding at 2nd and 3rd floors, new interior finishes, new paved H/C accessible parking spaces and new sidewalks in progress.
- **LEILA MASON PARK** - Renovation of existing restroom building to include interior modification of restrooms with new plumbing fixtures to achieve ADA compliance, new finishes at interior and exterior, new doors and new roofing in progress.
- **MCCURDY PARK** - Renovation of existing concessions/restroom building to include modification of restrooms and new plumbing fixtures to provide ADA compliant facilities, new counters at Concessions Area, replacement of exterior siding, new interior finishes, and new roofing in progress.

SPLOST I

Resurfacing Project - Phase 1: The SPLOST I Resurfacing Project - Phase 1 includes comprehensive roadwork involving asphalt milling, paving, replacement of distressed pavement areas, and subgrade repairs. During the project, significant issues with the subbase were discovered, necessitating stabilization measures on several streets.

Current Status:

- Paving efforts are currently concentrated on Silver Hill Trail.
- There is a proposed \$417,960 change order by the contractor to address subgrade stabilization on Main Street, stretching from West Mountain to Poole Street.

Recommendation: CPL has advised the city to defer the stabilization work on Main Street. They recommend conducting a more detailed investigation of the subgrade issues and incorporating a solution in next year's contract. This approach is expected to benefit from market competition, potentially reducing costs through the bidding process.

SPLOST II

Resurfacing Project - Phase 2: This phase is currently out to bid, targeting resurfacing work on 12 additional streets within the city limits

- | | |
|---------------------------|-------------------------------------|
| • Redwood Court | Pepperwood Trail to Cul-de-sac |
| • Zachary Court | Zachary Drive to Cul-de-sac |
| • Rosewood Drive | Lucille Avenue to Pepperwood Trail |
| • Ridgemere Court | Ridgeforest Drive to Cul-de-sac |
| • VFW Drive | Sheppard Way to W. Mountain Street |
| • Veal Street | James B Rives to Central |
| • Leon Street | Mimosa to Manor |
| • San Pablo Drive | Ridge Avenue to Sheppard Road |
| • West Rockbournough | Coorough Drive to Cul-de-sac |
| • North Rockborough Court | Rockborough Drive to Cul-de-sac |
| • Cemetery Circle | Silver Hill Rd to Ponce de Leon Ave |



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SPLOST II

4th Street Traffic Calming: Installation of traffic-calming measures is expected to mitigate speeding and cut-through traffic, enhancing the safety of the neighborhood. Status: Equipment purchase in progress.

Stone Mountain Parking Lot: A task order for the Stone Mountain Parking Lot project has been signed. A survey of the area has been ordered to gather necessary data. The results from the updated survey will be incorporated into our plans. Following discussions with the staff, new design concepts will be developed.



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LCI ENGAGEMENT

- **Connecting and Creating Walkability:** The current focus is on enhancing walkability and connectivity **among** the city's four parks, PATH trails, and Stone Mountain Park
- **Baptist Lawn Project:** Efforts are underway to complete an updated RFP to conduct a site plan, feasibility study, and design for the Baptist Lawn area with LCI.

Current Status:

- Data collection for the projects is currently in progress.
- Site visits are being conducted to assess the specific needs and possibilities.
- Ongoing stakeholder engagement activities with the Executive Committee to gather insights and feedback
- Public Engagement: A PAG (Project Advisory Group) survey is scheduled from August 19 to August 28 to solicit broader community input on these initiatives.



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CITY SIGNAGE

- **City Entry Points Signage:** The signage at the eight entry points of the city is currently being reviewed for replacement to maintain a consistent and welcoming image for visitors and residents.
- **Park Entryways:** An initiative is underway to evaluate the replacement of all park entryway signs.
- **Solar Powered Flashing Crosswalk Signs:** Received and installation is pending paving completion.
- **Electronic Signage Discussion:** This initiative is set to explore the potential for electronic signage.

Current Status: The city entry signage has been received. Street Signs need to be ordered. Rockborough is the first community for street sign installation. Community identifier sign received for Rockborough. Community identifier sign installation is slated to begin within the next two weeks.



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These events are designed not only to entertain and engage but also to foster community spirit and enhance the cultural life of our city. We are eager to share the innovative and inclusive events that bring our residents together, strengthen our community bonds, and create lasting memories for everyone involved.

August

- August 10, 2024 | Stone Mountain Community Garden Workday
- August 30, 2024 | National Senior Month

September

- Sep 14, 2024 | Stone Mountain Community Garden Workday

KEY TAKEAWAYS | July 2024

Activities Completed This Month

- **Content Strategy & Social Media:** Created and published 28 posts across Twitter, Facebook, LinkedIn, and Instagram. Despite a 25% decrease in interactions from June 2024, our content remains more engaging than other municipalities, reflecting a strong ongoing presence.
- **Events & Email Blasts:** Successfully organized 3 events in July, including the Back to School Bash and the Outdoor Fitness Gym launch. Additionally, sent out 4 targeted email blasts, including updates on City activities and an announcement about the postponement of the Community Table Talks.
- **Website Traffic & User Engagement:** Experienced 7,811 sessions on the website, showing an 8% decrease from June but an increase compared to previous months. Engaged users totaled 5,615, indicating robust interest, though down by 1,154 from June; ongoing analysis is crucial to enhance user retention.
- **Email Marketing Performance:** Noted a significant 11% increase in average open rates and a 90-100% rise in click rates from June. Improved results were driven by optimized subject lines and send times. Continued A/B testing and content refinement are essential to sustain and build on this engagement.

SOCIAL MEDIA OVERVIEW | July 2024

- **Website Engagement & Content Insights:** The stable yet slightly decreased website sessions and engaged users demonstrate ongoing interest in our diverse content. Notably high engagement with the City of Stone Mountain homepage and the Back to School Bash suggests these areas are particularly appealing and should be central to future content strategies.
- **Email Marketing Success:** Recent email marketing metrics show a marked improvement in open rates and strong click rates, indicating effective engagement. Ongoing refinement of email strategies and content relevancy will be key to further enhancing communication effectiveness and maintaining high engagement levels.
- **Landing Page Analysis:** The high session count on the default or unspecified landing page likely indicates it's being used as a general redirect. This could be due to a setup issue or oversight, and verifying the correct landing page linkage for campaigns is crucial to ensure accurate tracking and engagement.
- **Social Media Growth & Engagement:** In July, follower counts increased across Facebook, Instagram, LinkedIn, and Twitter, with Instagram seeing the highest engagement through posts like the Outdoor Fitness Gym Opening thank you post. To further enhance social media presence, consider hosting a photo contest, highlighting local events and activities, and collaborating with influencers.



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Thank You



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