

Letter From The Chairman

Dear Stakeholders:

Here in Georgia's perfectly-positioned county, we celebrated another successful year. Like other counties across metropolitan Atlanta, Rockdale County faced challenges, but my administration worked tirelessly to ensure our service delivery to the 85,000+ citizens remained a top priority.



My fellow commissioners and I heard your concerns about the condition of our roads and infrastructure, livability and the County's financial outlook. In this report, I highlight our departments' accomplishments and outline my vision for improving quality of life, maintaining and enhancing our infrastructure and ensuring our rock-solid commitment to service delivery is second to none.

I will continue to work collaboratively with the Board of Commissioners, County leaders, staff and partners to ensure effective government, a balanced budget, improved neighborhoods, public safety and infrastructure enhancements. As your Chairman and CEO, I am very proud of our 2014 accomplishments. I am confident that as we look back next year around this time on the successes of 2015, Rockdale County will be perfectly-positioned to grow stronger as a county, embrace its mission and empower its employees, citizens and partners to face any challenges the future brings.

As always, I thank you for your ongoing support and welcome you, our stakeholders, to remain engaged and share with me your feedback about how to best move Rockdale County forward.

Yours in public service,

Richard A. Oden
Rockdale County
Chairman and CEO



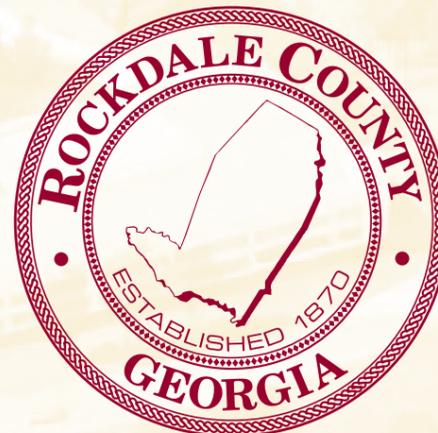
Water As A Valued Resource

- Installed smart water meters for approximately 1,500 customers. (ROCKDALE WATER RESOURCES)
- Implemented electronic, same-day deposits of checks received for water bills, thereby reducing the time required for payment crediting, minimizing returned checks and saving 2-4 hours of staff overtime per pay period to prepare daily check deposit batches. (ROCKDALE WATER RESOURCES)
- Implemented daily radio read water leak communication, which notifies customers served by radio read smart water meters of a potential leak by phone or letter within 15-30 days. Upcoming software upgrades will enable Rockdale Water Resources to notify customers sooner. (ROCKDALE WATER RESOURCES)
- Spearheaded a proactive approach to save commercial and residential customers money who pay bills with a credit card via phone, online or in person through a credit card convenience fee reduction. (ROCKDALE WATER RESOURCES)



Awards And Recognitions

- Received Gold award and seventh Platinum award from the Georgia Association of Water Professionals for 100 percent environmental regulatory compliance with drinking water and reclaimed wastewater plant operations. (ROCKDALE WATER RESOURCES)
- For second year, Keep Conyers-Rockdale Beautiful received the Keep America Beautiful President's Circle Award for exemplary performance in building and sustaining a vibrant community. (COMMUNITY AFFAIRS, STORMWATER, CODE ENFORCEMENT, TRANSPORTATION)
- Management Information Services selected as an Honorable Mention recipient by the Project Management Institute-Atlanta chapter through a significant competitive process for its commitment to deliver more efficient technology services. (MANAGEMENT INFORMATION SERVICES)
- HR received the Georgia Local Government Personnel Administration's "Award for Excellence" in the large agency category for programming excellence in Human Resources Management. (HR)
- The U.S. Department of Housing and Urban Development ranked the Rockdale Neighborhood Stabilization Program among the top 1 percent in the nation. Rockdale earned the designation, along with the State of Georgia's program, through rigorous budget maintenance and audit compliance, setting aside expenditures and appropriation and meeting tight expenditure deadlines. (FINANCE)
- Obtained the GFOA Certificate of Achievement for Excellence in Financial Reporting in the governmental accounting and financial reporting areas. (FINANCE)
- Ensured conformity with Atlanta Regional Commission's PLAN 2040 to keep Rockdale eligible for certain funding and in compliance with state planning standards. (PLANNING & DEVELOPMENT)



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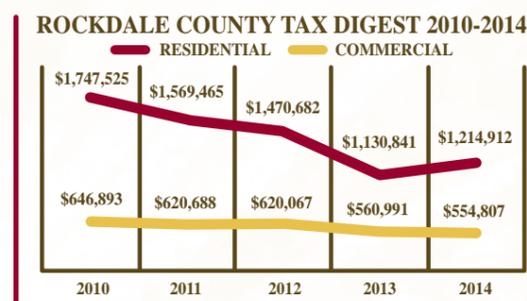
Rockdale County
PERFECTLY POSITIONED
TO EXCEED YOUR EXPECTATIONS



Rockdale County 2014
PERFORMANCE
REPORT

Livability

- Animal Control developed new partnerships with Hometown Animal Rescue, Target and Paradox Spay/Neuter Clinic for food donations and animal promotions. In 2014, 100 percent of the shelter food was donated. These essential partnerships saved the County \$28,700. Animal Control also received supply donations from several community organizations, saving thousands of dollars. **(RECREATION & MAINTENANCE)**
- Senior Services developed innovative ways to reduce costs and provide continued services to seniors. Through scheduling changes, increased fundraising efforts and implementing a new fee schedule, Senior Services saved \$21,000 despite 2014 federal funding reductions. **(RECREATION & MAINTENANCE)**
- Keep Conyers-Rockdale Beautiful led more than 390 volunteers giving more than 420 hours to pick up 94 tires, recycle more than 16 tons of litter and 11,603 pounds of electronics, and collect more than 8,700 pounds of paper from County departments and residents to shred. **(COMMUNITY AFFAIRS, STORMWATER, CODE ENFORCEMENT)**
- GDOT recertified Transportation to continue administering federal aid projects for another 3 years based on its successful track record handling various federal aid projects. **(TRANSPORTATION)**
- Maintained Qualified Local Government (QLG) status with the state Department of Community Affairs, which keeps Rockdale eligible for state and federal funding, grants and affects the County's bond rating. **(PLANNING & DEVELOPMENT)**
- Community Compliance Division supervised 2,244 people who the courts assigned to do community service work totaling 17,580 hours, which saved the County \$224,078. Community Compliance also removed 141 dead deer, eradicated 83 illegal dumpsites and 1,648 bags of garbage from County rights-of-ways. **(PLANNING & DEVELOPMENT)**
- Through Get Active Rockdale, the County's employee wellness initiative, about 300 employees participated regularly in fitness classes and events. Nearly 70 employees participated in the iLose for iPad Weight Loss Challenge, losing 563 pounds total. **(HR)**
- Hosted a second, highly-successful career fair with more than 600 jobseekers – including 400 checking in the first 90 minutes – participating and nearly 50 employers offering open jobs. **(HR, COMMUNITY AFFAIRS)**
- Graduated 27 citizens from Fire-Rescue's first three CERT (Community Emergency Response Team) trainings. CERT trains individuals in basic



disaster response skills, such as fire safety, light search and rescue and disaster medical operations. The program teaches valuable insight into the first few critical hours following an emergency and how individuals can better prepare and sustain themselves and their families. **(FIRE-RESCUE)**

- For first time in County history, the state Department of Community Affairs awarded Rockdale a Community Home Investment Program grant of \$306,000, which assisted 8 local homeowners with home rehabilitation costs or down payment assistance. **(FINANCE)**
- Rockdale was awarded about \$850,000 to improve stormwater drainage and address other infrastructure issues, such as water issues, in the Milstead community. Installing new water lines provided Milstead residents uninterrupted water availability and improved water pressure. **(FINANCE, PLANNING & DEVELOPMENT, STORMWATER, ROCKDALE WATER RESOURCES, TRANSPORTATION, RECREATION & MAINTENANCE)**
- Finance received \$100,000 grant to begin the Fieldstone View/Country Walk – Salem Road Corridor Community Revitalization project. Project is gathering knowledge from families, organizations and community leaders, capturing crime data to develop prevention strategies and incorporating evidence-based elements of nationally-recognized best practice models to ensure Fieldstone View/Country Walk is a great community. **(FINANCE)**

GRANT FUNDING SECURED CUMULATIVE TOTAL	
2009	\$2.7M
2010	\$3.5M
2011	\$4.5M
2012	\$6.5M
2013	\$13.1M
2014	\$22.6M

SPLOST Successes: Residential, Commercial And Industrial

- All Rockdale River Trail sections completed. Walkers and riders can travel more than 30 miles of the Arabia Mountain trails system from the Monastery of the Holy Spirit to Lithonia. **(RECREATION & MAINTENANCE)**
- Milstead Park renovations completed and now include a walking trail, pavilion, swings, splash pad, exercise equipment and an open lawn. Ribbon cutting is slated for spring 2015. **(RECREATION & MAINTENANCE)**
- Black Shoals Park renovations completed and now include a new nature trail, outdoor stage, Retreat House with lawn, new gates and signs, a playground, paved walkways, a fishing pier and ADA improvements. **(RECREATION & MAINTENANCE)**
- Park and Building Maintenance crews re-commissioned 2 tennis courts at Pine Log Park into NCAA-size, state-of-the-art outdoor basketball courts, reducing project costs by \$54,000. **(RECREATION & MAINTENANCE)**
- Through SPLOST and impact fees, Fire-Rescue replaced aging units from the 1980s with three new fire engines, one rescue squad and one aerial ladder truck. The new units increase reliability and functionality on emergency calls and more efficiently protect firefighters and citizens due to modern safety features. **(FIRE-RESCUE)**
- Installed a cutting-edge digital public safety/public service radio system, which replaces a nearly 20-year-old radio system. To ensure optimal reception and

transmission, Fire-Rescue constructed new towers on County-owned property at Union Church Road on the County's south end and Miller Bottom Road on the north end. **(FIRE-RESCUE)**

- Began construction of a major road project which will re-route Old Covington Highway under State Route 138 and reconnect it behind the Home Depot store in Conyers. The project will provide more direct access to shopping areas and significantly reduce traffic congestion for commuters traveling east-west through Conyers. **(TRANSPORTATION)**
- Resurfaced 21 miles of County roads, providing greater mobility, a much smoother ride and improved aesthetics to encourage economic development. **(TRANSPORTATION)**

Technology Innovations

- Senior Services met the Harmony database's 33-work day implementation goal by completing training for 15 of its staff and making more than 1,100 digital record changes. **(RECREATION & MAINTENANCE)**
- Assembly Hall technology upgraded to improve the functionality and visibility of presentations, as well as reduce paper. **(COMMUNITY AFFAIRS, RECREATION & MAINTENANCE, MANAGEMENT INFORMATION SERVICES)**
- Proactively used social media through the County's Vimeo, Twitter and Facebook pages to educate and engage the public with more than 1,000 combined followers and growing. **(COMMUNITY AFFAIRS)**
- Several departments successfully launched their social media pages. Since the end of 2013, hits on Rockdale 23's Vimeo channel for video views have increased by roughly 50 percent due to social media use. **(COMMUNITY AFFAIRS, MANAGEMENT INFORMATION SERVICES)**
- Business License Software became fully operational, which increase efficiencies and improve customer service. **(PLANNING & DEVELOPMENT)**
- Procured a Microsoft Enterprise Agreement that allowed Rockdale to move to a single version of operating software and Microsoft Office for the first time. **(MANAGEMENT INFORMATION SERVICES)**
- Converted all Windows XP devices to Windows 7, reducing the risk of serious network security breaches. **(MANAGEMENT INFORMATION SERVICES)**
- Priority Dispatch ProQA, an emergency medical dispatch software, was implemented in the 911 Center to help dispatch medical calls. The software allows operators to lead callers through a pre-defined script to quickly and accurately dispatch medical services to the caller. **(FIRE-RESCUE-911)**
- Created a new online Vendor Registry to help people interested in doing business with Rockdale do so more efficiently by eliminating paper. The system enables vendors to register for free, manage contacts, get bid notifications and respond to Requests for Proposals. **(FINANCE)**

