



Mayor & City Council

Workshop Session

~ Agenda ~

City of College Park
3667 Main Street
College Park, GA 30337

<http://www.collegeparkga.com>
404-669-3756 (Main)

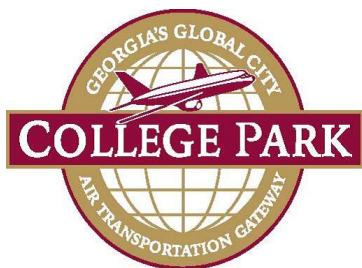
Experience College Park
Georgia's Global City

Monday, April 6, 2020

6:00 PM

Council Chambers

1. Consideration of Employee Healthcare Options for FY 2020-2021. See memorandum dated March 29, 2020 from City Manager Terrence R. Moore. Also, see attached supporting documentation.
2. Presentation on the naming and branding of the new mixed-use development currently referred to as "Airport City". See memorandum dated March 6, 2020 from Director of Economic Development Artie Jones, III. Also, see attached supporting documentation.



CITY OF COLLEGE PARK

P.O. BOX 87137 · COLLEGE PARK, GA 30337 · 404.767.1537

WORKSHOP AGENDA ITEM

DOC ID: 8043

DATE: March 29, 2020

TO: The Honorable Mayor and Members of City Council

FROM: Terrence Moore, City Manager

RE: Employee Healthcare Options for FY2020-2021

PURPOSE: To present to Mayor and City Council health care benefit options for program year 2020-2021. Current benefits include health insurance, dental, vision, life insurance, accidental death and dismemberment, long term disability and short term disability.

REASON: Gathering pertinent information to consider respective renewal opportunities involving both Kaiser Permanente and Cigna, as well as any opportunities as noted from alternate insurers. This includes pending submission of underwriting data for a Request for Proposal process, possibly involving a consortium plan sponsored by the Georgia Municipal Association (GMA).

RECOMMENDATION: To offer considerations based on input being provided to this effect by the City's benefit brokers, the RLP Corporation.

BACKGROUND: An analysis and review of current and previous program years claims history.

As previously mentioned, all involved are working to gather pertinent data to request proposals from alternate insurers, necessary to submit underwriting data for the noted RFP process. Interested insurers are to likewise be provided approximately two weeks to respond from the date of the RFP's release. Both the RLP Corporation and the Department of Human Resources & Risk Management will then analyze proposals and other related considerations so as to offer resulting recommendations in April.

COST TO CITY: To be determined.

BUDGETED ITEM: Yes.

REVENUE TO CITY: N/A.

CITY COUNCIL HEARING DATE: April 6, 2020.

CONSIDERATION BY OTHER GOVERNMENT ENTITIES: None.

AFFECTED AGENCIES: None.

RELATIONSHIP TO EXISTING ORDINANCE OR RESOLUTION: None.

REQUIRED CHANGES TO WORK PROGRAMS: N/A.

STAFF: Department of Human Resources & Risk Management
Office of the City Manager

ATTACHMENTS:

- College Park Medical Renewal (PPTX)

Review:

- Terrence R. Moore Completed 03/27/2020 12:27 PM
- Rosylene Robinson Completed 03/27/2020 12:29 PM
- Charles Christopher Cook Completed 03/27/2020 4:30 PM
- Terrence R. Moore Completed 04/01/2020 2:06 PM
- Mayor & City Council Pending 04/06/2020 6:00 PM

RLP CORPORATION

City of College Park

Kaiser Permanente Medical Renewal

June 1, 2020



221 LAKE FORREST LANE
ATLANTA, GEORGIA 30342

TEL: 404-851-0158
FAX: 404-851-2292

ROBBPITTS.RLPCORP@GMAIL.COM

RLP CORPORATION

City of College Park Kaiser Permanente Medical Renewal

Benefit		June 1, 2019	June 1, 2020
	Subs	Monthly Rates	Monthly Rates
Kaiser HMO			
Employee	205	\$650.66	\$725.17
EE + 1	55	\$1,262.22	\$1,406.76
Family	72	\$1,577.53	\$1,758.17
Kaiser POS			
Employee	34	\$725.10	\$826.58
EE + 1	9	\$1,406.63	\$1,603.49
Family	17	\$1,758.02	\$2,004.05
Kaiser Out-of-Area PPO			
Employee	0	\$1,081.52	\$1,290.16
EE + 1	2	\$2,098.14	\$2,502.90
Family	0	\$2,622.00	\$3,127.82
Total Monthly Premium	394	\$387,785	\$434,230
Total Annual Premium		\$4,653,423	\$5,210,756
% Increase			12%

RLP CORPORATION

**City of College Park
Experience Comparison – Medical
Contract Period: June 1, 2019 - May 31, 2020**

Kaiser Permanente (June 2019 - November 2019)

Month	Sub	Members	Medical	RX	Total Claims	Premium
Jun-19	381	695	\$94,635	\$7,449	\$102,084	\$369,676
Jul-19	388	718	\$174,727	\$14,124	\$188,851	\$387,741
Aug-19	390	714	\$324,296	\$7,618	\$331,914	\$388,062
Sep-19	386	706	\$204,751	\$8,579	\$213,330	\$383,313
Oct-19	387	708	\$811,260	\$20,245	\$831,505	\$383,080
Nov-19	397	722	\$230,067	\$5,489	\$235,556	\$391,030
Total	388	711	\$1,839,736	\$63,504	\$1,903,240	\$2,302,902

Kaiser Permanente (June 2018 - November 2018)

Month	Sub	Members	Medical	RX	Total Claims	Premium
Jun-18	386	707	\$192,977	\$47,114	\$240,091	\$332,161
Jul-18	386	700	\$391,005	\$49,826	\$440,831	\$330,130
Aug-18	390	702	\$310,223	\$32,645	\$342,868	\$331,652
Sep-18	380	695	\$311,170	\$35,292	\$346,462	\$326,268
Oct-18	383	695	\$492,583	\$17,840	\$510,423	\$327,292
Nov-18	382	704	\$481,999	\$19,661	\$501,660	\$327,205
Total	385	701	\$2,179,957	\$202,378	\$2,382,335	\$1,974,708

RLP CORPORATION

City of College Park

Claims Experience

Current Study Period: December 1, 2018 – November 30, 2019

Prior Study Period: December 1, 2017 – November 30, 2018

RLP CORPORATION

City of College Park Kaiser Permanente (December 2018 - November 2019)

Month	Sub	Members	Medical	RX	Total Claims	Premium
Dec-18	382	712	\$502,864	\$20,787	\$523,651	\$329,211
Jan-19	378	706	\$871,873	\$33,751	\$905,624	\$326,674
Feb-19	383	706	\$520,365	\$22,300	\$542,665	\$327,955
Mar-19	385	704	\$312,027	\$34,382	\$346,409	\$328,813
Apr-19	386	705	\$338,322	\$15,166	\$353,488	\$329,426
May-19	389	712	\$2,593,687	\$10,013	\$2,603,700	\$333,187
Jun-19	381	695	\$94,635	\$7,449	\$102,084	\$369,676
Jul-19	388	718	\$174,727	\$14,124	\$188,851	\$387,741
Aug-19	390	714	\$324,296	\$7,618	\$331,914	\$388,062
Sep-19	386	706	\$204,751	\$8,579	\$213,330	\$383,313
Oct-19	387	708	\$811,260	\$20,245	\$831,505	\$383,080
Nov-19	397	722	\$230,067	\$5,489	\$235,556	\$391,030
Total	386	709	\$6,978,874	\$199,903	\$7,178,777	\$4,278,168

RLP CORPORATION

City of College Park High Cost Claimant Summary (December 2018 – November 2019)

Claimant	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Total
1	\$22,591	\$25,857	\$35,257	\$75,777	\$41,381	\$2,349,653	\$23,473	\$2,269	\$43,341	\$31,429	-\$437	\$451	\$2,651,042
2	\$9,165	\$375,356	\$240,968	\$16,673	\$9,382			\$879					\$652,423
3	\$31	\$16	\$31	\$31	\$31	\$31	\$1,870	\$31	\$28,695	\$4,107	\$548,486	\$2,562	\$585,922
4	\$16,270	\$14,164	\$27,474	\$13,571	\$30,071	\$13,742	\$26,970	\$16,617	\$27,479	\$2,690	\$13,892	\$28,206	\$231,146
5	\$166,770	\$545	\$162	\$1,146	\$45	\$45	\$45	\$45	\$45	\$45	\$23,678	\$344	\$192,915
6	\$336	\$1,511	\$403	\$397	\$1,605	\$4,211	-\$37	\$39,683	\$102,086	\$3,430	\$840	\$62	\$154,527
7	\$5,979	\$125,465	\$57	\$2,766	\$57	\$57	-\$286						\$134,095
8	\$56,178	\$121	\$31	\$6,033	\$21,494	\$2,851	\$56	\$124	\$696	\$25,307	\$16,309	\$31	\$129,231
9	\$11,331	\$126,024	\$72,764	\$1,031	\$180	-\$430	-\$86,705				-\$251		\$123,944
Total	\$288,651	\$669,059	\$377,147	\$117,425	\$104,246	\$2,370,160	-\$34,614	\$59,648	\$202,342	\$67,008	\$602,517	\$31,656	\$4,855,245

RLP CORPORATION

**City of College Park
Kaiser Permanente
(December 2017 - November 2018)**

Month	Sub	Members	Medical	RX	Total Claims	Premium
Dec-17	372	672	\$327,767	\$37,348	\$365,115	\$308,610
Jan-18	374	680	\$259,567	\$92,065	\$351,632	\$310,645
Feb-18	377	686	\$319,056	\$37,316	\$356,372	\$313,605
Mar-18	382	700	\$204,550	\$34,345	\$238,895	\$319,241
Apr-18	383	701	\$495,429	\$32,557	\$527,986	\$319,777
May-18	385	701	\$254,850	\$35,493	\$290,343	\$320,158
Jun-18	386	707	\$192,977	\$47,114	\$240,091	\$332,161
Jul-18	386	700	\$391,005	\$49,826	\$440,831	\$330,130
Aug-18	390	702	\$310,223	\$32,645	\$342,868	\$331,652
Sep-18	380	695	\$311,170	\$35,292	\$346,462	\$326,268
Oct-18	383	695	\$492,583	\$17,840	\$510,423	\$327,292
Nov-18	382	704	\$481,999	\$19,661	\$501,660	\$327,205
Total	382	695	\$4,041,176	\$471,502	\$4,512,678	\$3,866,744

RLP CORPORATION

City of College Park High Cost Claim Summary (December 2017 – November 2018)

Claimant	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Total
1	\$342	\$43	\$570	\$15,891	\$230,122	\$16,708	\$13,735	\$15,415	\$15,759	\$98,154	\$29,515	\$29,579	\$465,831
2	\$30,252	\$30,761	\$27,434	\$33	\$28,492	\$28,854	\$30,042	\$29,275	\$32	\$29,340	\$27,641	\$27,641	\$289,796
3	\$1,559	\$131,555	\$2,336	\$183	\$80,628	\$636	\$880	\$3,626	\$47,455	-\$68,800	\$70,294	\$1,055	\$271,406
4	\$25,579	\$23,429	\$31,783	\$15,880	\$15,628	\$17,041	\$15,847	\$31,781	\$18,945	\$13,813	\$27,506	\$13,963	\$251,195
5	\$145,020	\$5,051	\$21,755	\$19,062	\$16,311	\$5,278	\$642	\$1,089	\$31	\$50	\$31	\$2,021	\$216,341
6	\$171	\$37	\$37	\$127	\$416	\$37	\$778	\$140,351	\$2,670	\$2,243	\$2,564	\$1,991	\$151,423
7	\$284	\$70	\$809	\$129	\$123	\$129	\$253	\$223	\$113	\$18,080	\$4,786	\$104,157	\$129,155
8	\$201	\$86	\$57	\$542	\$81	\$207	\$56	\$23,533	\$4,527	\$1,154	\$4,237	\$76,979	\$111,660
9	\$4,920	\$12,283	\$8,899	\$5,156	\$9,341	\$10,627	\$4,731	\$5,748	\$8,445	\$14,257	\$12,942	\$7,694	\$105,041
10	\$50	\$101	\$554	\$53	\$16	\$53	\$52	\$179	\$52	\$5,039	\$93,350	\$5,075	\$104,573
Total	\$208,378	\$203,416	\$94,235	\$57,055	\$381,157	\$79,568	\$67,016	\$251,220	\$98,028	\$113,329	\$272,866	\$270,155	\$2,096,422



CITY OF COLLEGE PARK

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WORKSHOP AGENDA ITEM

DOC ID: 8038

DATE: March 26, 2020

TO: The Honorable Mayor and Members of City Council

THROUGH: Terrence R. Moore, City Manager

FROM: Artie Jones, Director of Economic Development

RE: Airport City Branding

It is the goal of staff to have a branded name approved for the Airport City project by Wednesday, March 18th which is the ground breaking of the airport city development. The economic development office assembled a team of professionals which they felt would have the expertise too efficiently and effectively research and develop for the City Council a name for the new mixed use project currently referred to as the Airport City. The professionals that donated their time and effort to serve on this ad-hoc branding committee includes but is not limited to:

- Mercedes Miller, Executive Director of the GICC and Arena at Gateway Center
- Cookie Smoaks, President and CEO of the ATL Airport District
- Andria Townsend (AT)- Vice President of Marketing and Technology
- Gabrielle Andrews, TMP - Director of Marketing
- Gerald Walker - Director of Communications
- Tasha Hall Garrison - Program manager economic development
- Robyn Mizelle - communications department
- Mahersala Howard - communications department
- Deanna Murphy - Sizemore Group
- Michelle Alexander - City Planner
- Artie Jones, III - Economic Development Department
- Several residents from the community recommended by Mayor Bianca Motley Broom and Councilman Ken Allen.

The ad-hoc committee met on two occasions face to face going through creative exercises as the ATL Airport District facilitated the meetings. The ad-hoc committee started with roughly 30 - 40 names and worked the list down to two final names. We gave the branding firm the directive to further develop the two finalist names and add in an additional name of their choosing to be considered as three finalist. After the second and final face to face meeting of the branding exercise Mercedes, Cookie, and I felt strongly that one additional name should be included.

During the Saturday, March 7th community strategic planning meeting the four (4) names were

presented to the community for feedback. Members from the community were allowed to provide comments on the brands that were presented. The feedback received is as follows:

Six West

- Catchy name, 1st choice
- Favorite
- Not unique enough but easy to remember
- Like, 1st choice
- 2nd choice

South City Commons

- Any name with south may confuse us with the City of South Fulton

Southside Union

- Any name with south may confuse us with South Fulton City

Atlas Walk

- Atlas Walk is my favorite, Atlas Point 1st choice
- Atlas walk is my 2nd choice
- 2nd

What you will find in your agenda transmittal is a listing of those 3 top names and one additional name that was included due to community members serving on the ad-hoc committee.

The top picks in order of priority that staff is recommending to the City Council for naming and branding of the Airport City is as follows:

1. Six West
2. Southside Union, Southside Commons, Southside Walk
3. South City Commons, South City Union, South City Walk
4. Atlas Walk, Atlanta Park, Atlas Commons, Atlas Union, The ATLas

Also a part of this agenda transmittal is a description of each name that provides the City Council with the reasoning behind the brand. After a name is voted on and agreed upon by the City Council the ad-hoc branding committee will move forward with developing a logo or a series of logos for the new branded name of the Airport City project for the City Council to consider.

ATTACHMENTS:

- AAD-Airport City-Naming-R2 (PDF)

Review:

- Artie Jones Completed 03/26/2020 5:15 PM

- Mercedes Miller Completed 03/26/2020 6:52 PM
- Rosyline Robinson Completed 03/26/2020 6:54 PM
- Michelle Alexander Completed 03/27/2020 8:56 AM
- Gerald Walker Completed 03/27/2020 1:41 PM
- Terrence R. Moore Completed 04/01/2020 2:05 PM
- Mayor & City Council Pending 04/06/2020 6:00 PM

“Airport City” no longer

A new day is dawning in College Park, and with it, a fresh opportunity to take the reins of history. The Airport City property has come to represent decades of loss, betrayal, triumph and reclamation, and the momentum we now create with its development has the potential to propel College Park and its surrounding communities into a future of rebirth and reformation.

With this new development, we lift our community out of the shadow of the airport, seamlessly connecting downtown College Park to Atlanta and its surrounding neighborhoods while shaking off the stale perception of being on the outskirts. The thunderous impact that this will have on College Park’s reputation and economy stands to shape the next 100 years, redefining and redirecting the narrative of the city and the Southside into one of steadfast growth and excellence. We believe that the following names identify and contextualize the significance of the development, while conveying its far-reaching relevance to College Park, the Southside, and the Greater Atlanta Area.

Six West

Six West is proud of what and where it is: the tract of land just west of downtown College Park, a bit west of the airport, occupying the west side of the Southside. The development of this land will sculpt the neglected property and the six historic avenues that now define it into an entirely new concept, one that will catalyze and command the city's future growth and prosperity. In so doing, College Park engages in a modern, peaceful westward expansion of hope and optimism.

This succinct and catchy title pays homage to the roads that have long connected the property to downtown and beyond. Named for five Ivy League colleges and civic leader John Wesley, these east-west avenues are a cornerstone of College Park's narrative, utterly essential to understanding its background. By embracing the area's connections both to the cities around it and to the history on which we now build, we memorialize the site's past—while looking to the development itself for the future.

Southside Union

Southside Commons, Southside Walk

With the long-awaited development of the Airport City property, we unify the Southside's geography and finally heal the fracture between this tract and its surrounding communities. This also marks a momentous step toward uniting the Southside with the Greater Atlanta area, creating a connecting flow with downtown commerce that will help us to redefine the word "Southside" and reclaim our rightful status as an esteemed and meaningful part of Atlanta's commercial landscape. And we hope to imbue our own community with a sense of cooperative ownership, creating a union—much like those found on the college and university campuses for which the property's streets are named—that will invite assembly and facilitate the sharing of ideas.

The name is unpretentious and informative, while still sounding current and giving the development a sense both of place and of pride. By explicitly acknowledging the Southside, we also orient our development within both the literal and abstract spaces occupied by similar concepts dotted around the metro area, giving it context and relevance that reaches well beyond College Park's borders.

Atlas Walk

Atlas Park, Atlas Commons, Atlas Union, The ATLas

“Atlas” cleverly includes “ATL,” a nod to nearby Hartsfield-Jackson as well as Atlanta’s well-known nickname. The mythological Atlas, remembered for leading the titans in a ten-year war against the powerful gods and for holding up the heavens thereafter, is an apt mascot for College Park; the book of maps that bears his name is also relevant, of course, to the area’s status as an international travel hub.

The name is both global and unmistakably Atlantan, reminding visitors of College Park’s connection to the airport, and in turn, the whole wide world.

South City Commons

South City Union, South City Walk

Stated plainly, College Park is the city at the southernmost point of Atlanta's perimeter. "South City Commons" purposefully frames the development in the context of Greater Atlanta, rather than reminding shoppers and businesspeople of its proximity to the airport—an asset that often acts as a hindrance to the perception of class and luxury among both locals and visitors. It's also an easy, memorable name that rings classic and calls to mind cooperation and shared equity.