

Perimeter

2025 District-Wide Survey

Perimeter Connects & PCIDs

Outreach Recap

- March 1st – April 30th, 2025
- 22 total outreach events at employers and properties
- Mall door to door outreach to over 100 retailers
- 4 dedicated emails
- 2 newsletter promos

Perimeter District Survey

Want a Better Commute? Use Your Voice!



Take our **5 minute survey** to help us improve commuting and community in Perimeter.

Completing the survey enters you for a chance at **1 of 200 \$25 gift cards.**

PerimeterConnects.com/Survey



Perimeter
CONNECTS

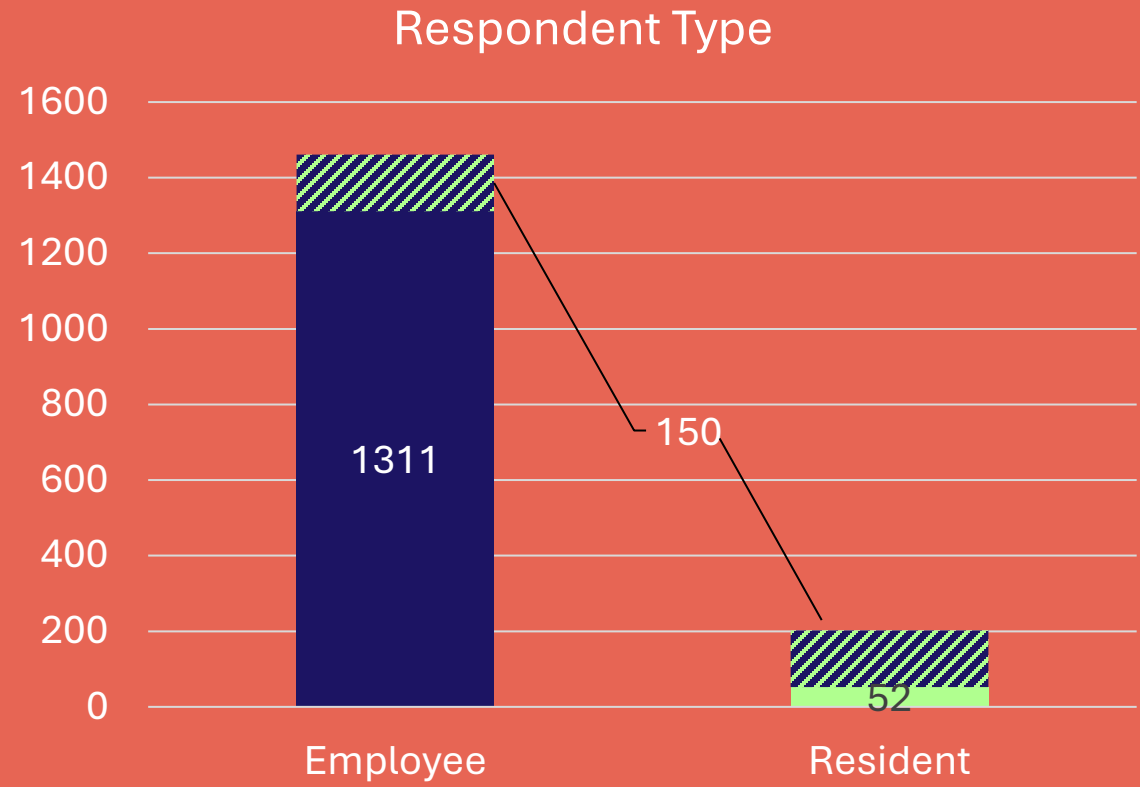
 **Perimeter** COMMUNITY
IMPROVEMENT DISTRICTS

 **City of Dunwoody**
Georgia

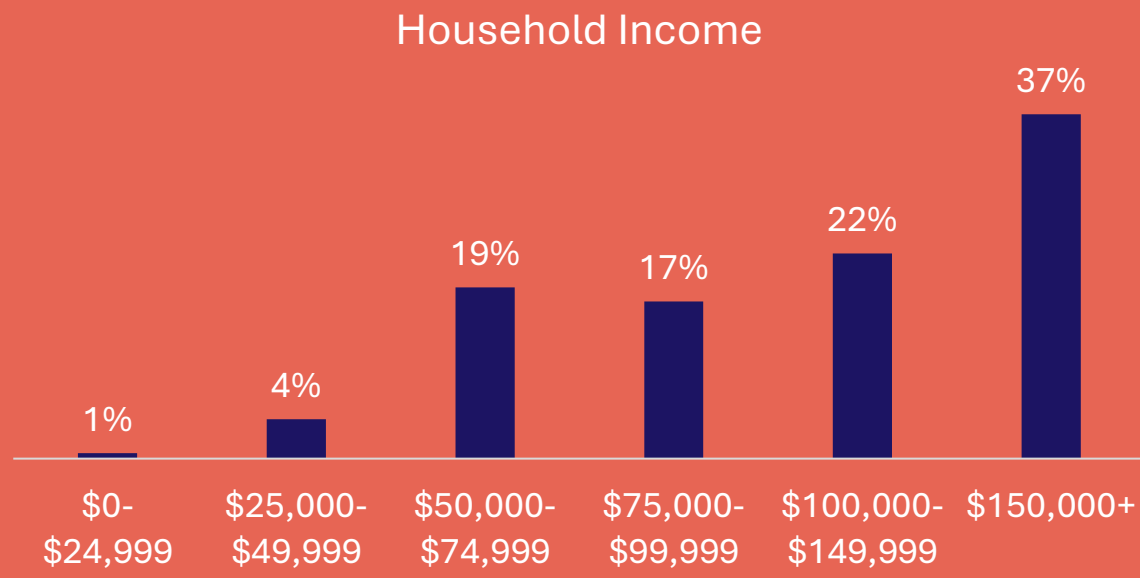
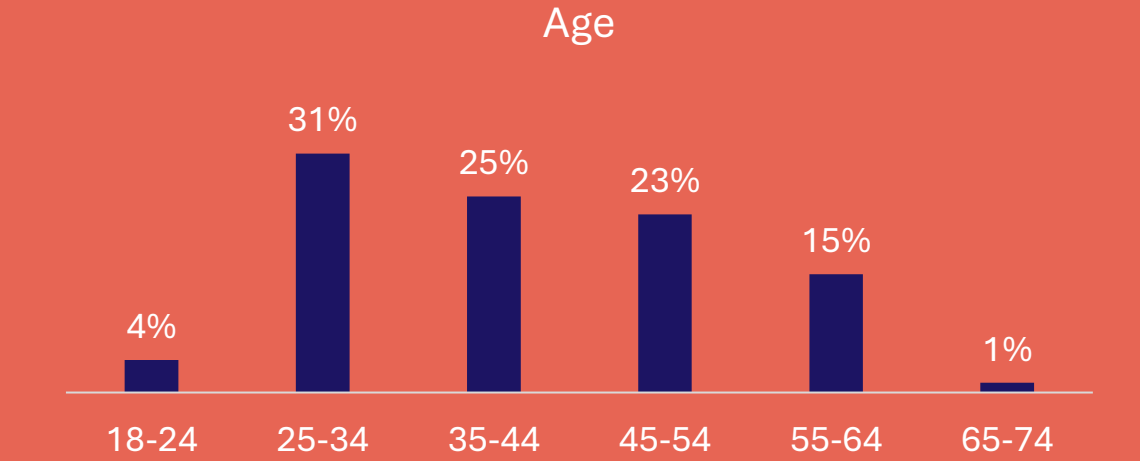
 **GREATER PERIMETER CHAMBER**
ADVANCING DUNWOODY & SANDY SPRINGS

 **SANDY SPRINGS**
GEORGIA

Overview

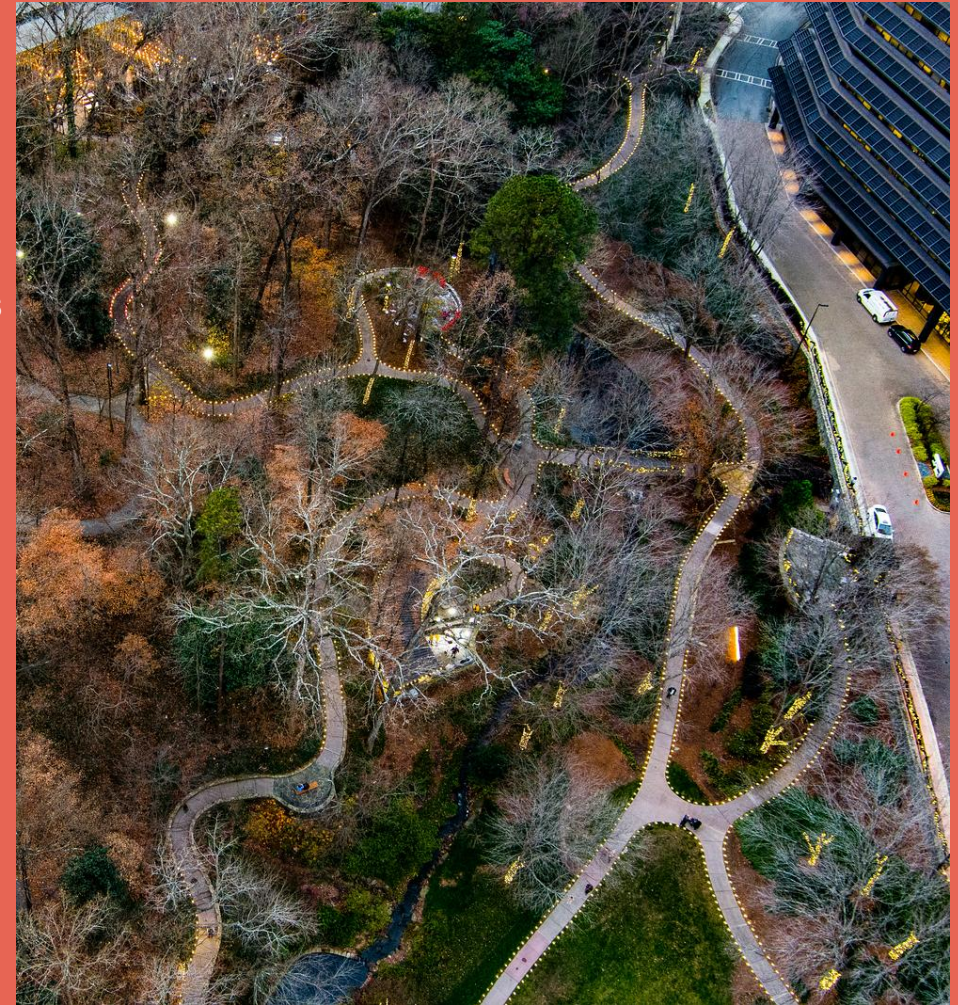
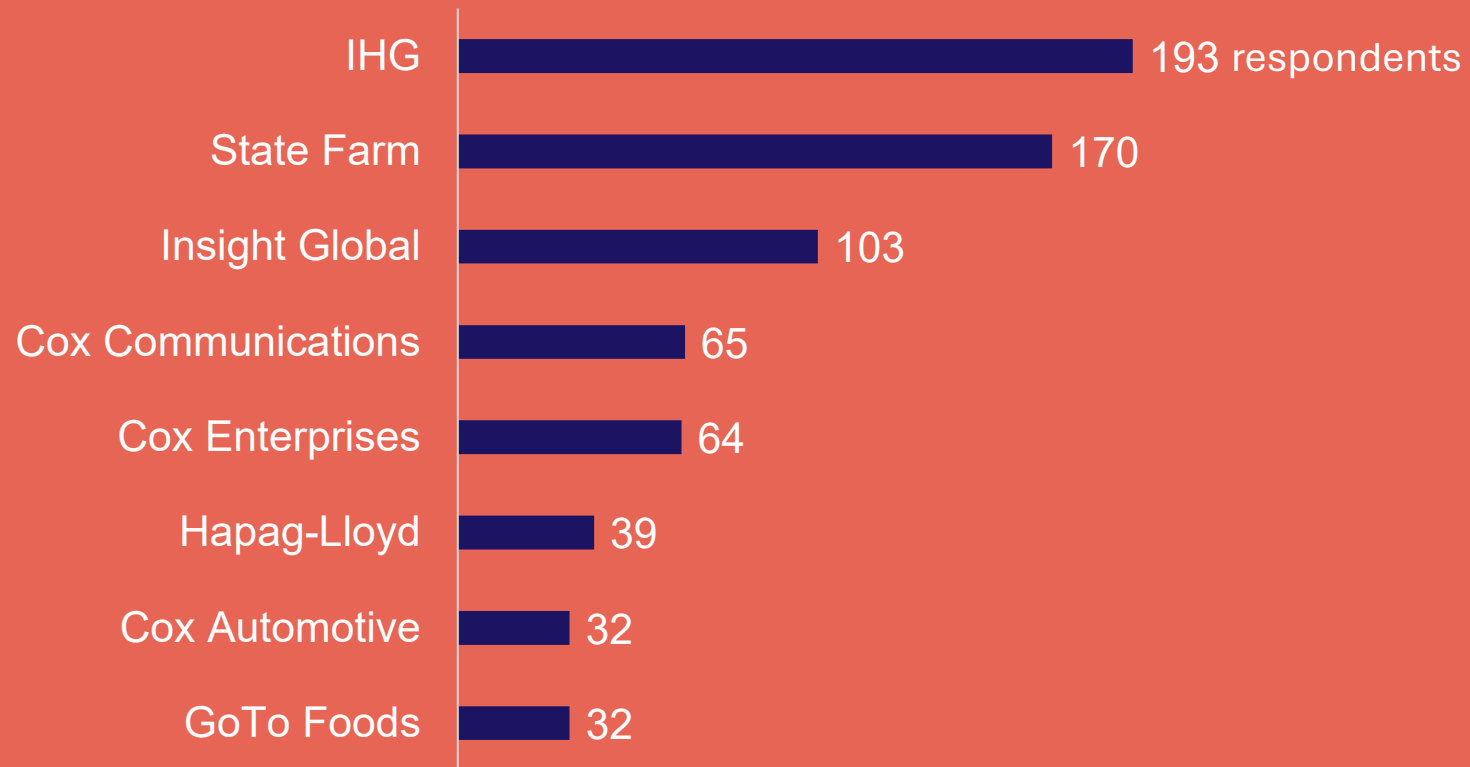


- 1,461 Perimeter employees
- 202 Perimeter residents



Overview

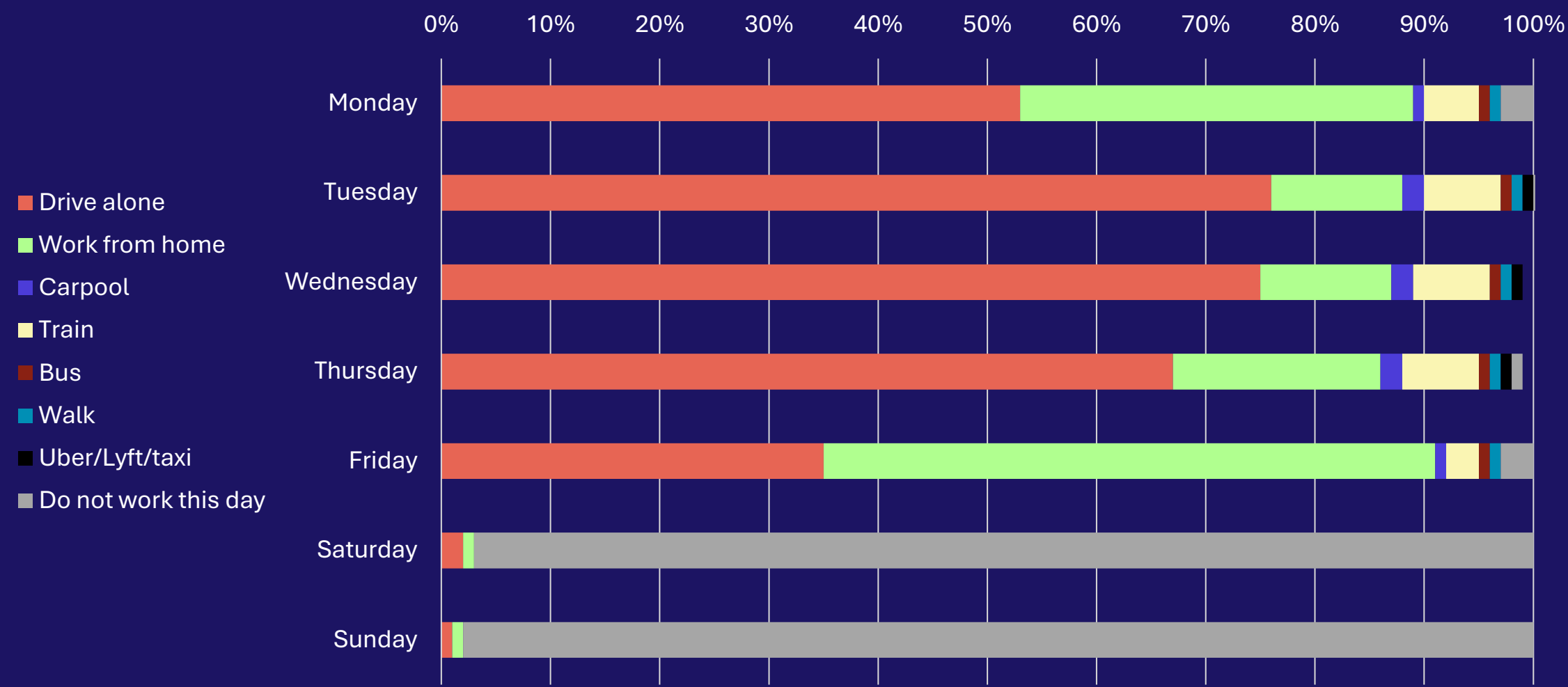
Most Represented Companies



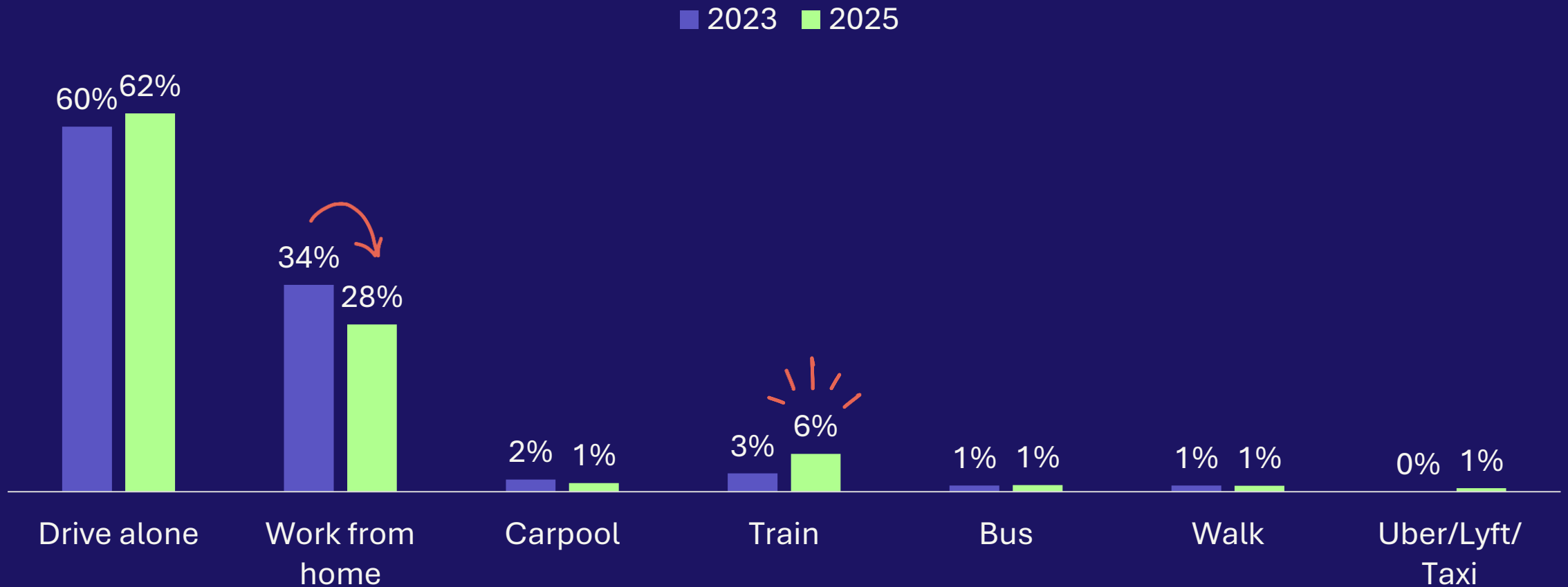
Convenience Drives Perimeter Residents



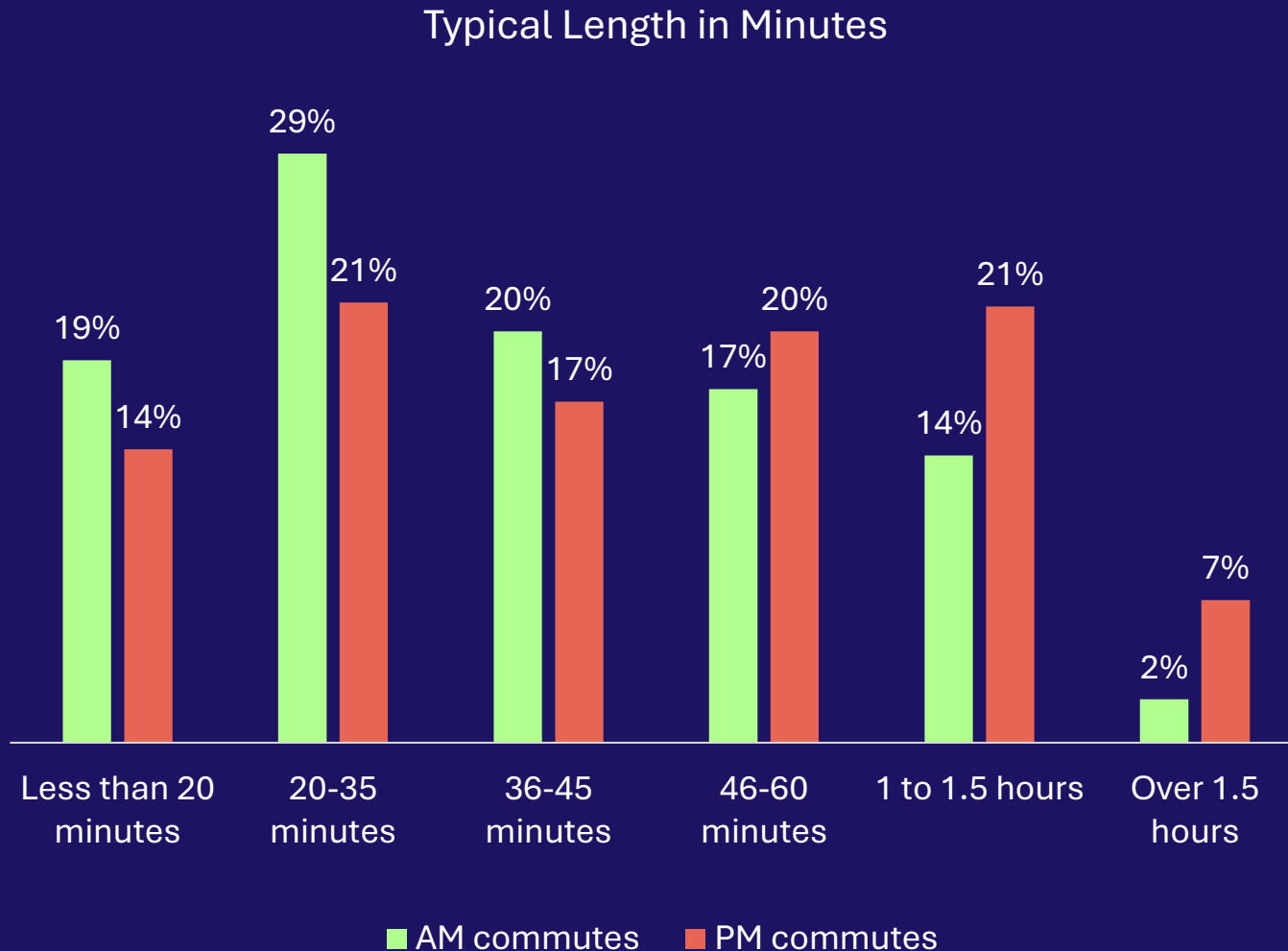
Commute Statistics - Mode



Work From Home Dips, Train Commutes Double



PM Commutes Remain Longer than AM



2025 Mean AM
Commute Time

42 minutes

2023

40 minutes

2019

42 minutes

2025 Mean PM
Commute Time

53 minutes

2023

47 minutes

2019

50 minutes

Work from Home

61% of Perimeter employees work from home at least one day per week.

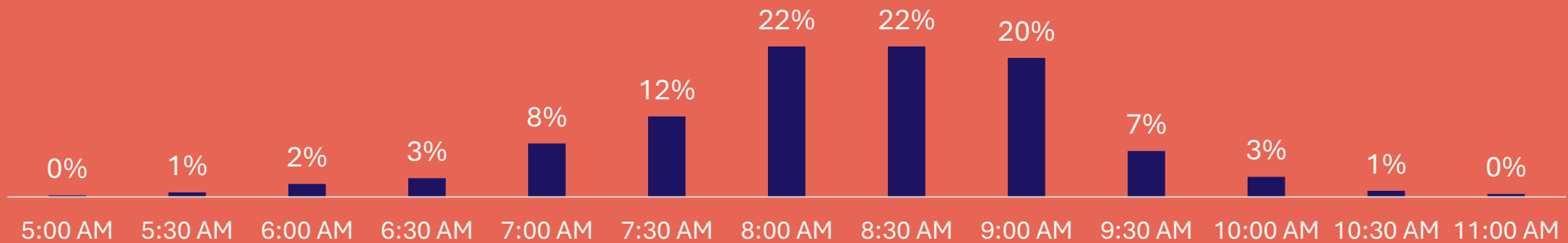
Of those employees, they work at home an average of **2.2** days per week (Monday and Friday are the most common).

In 2023, 64% of employees worked from home at least one day per week, at an average of 2.7 days per week.

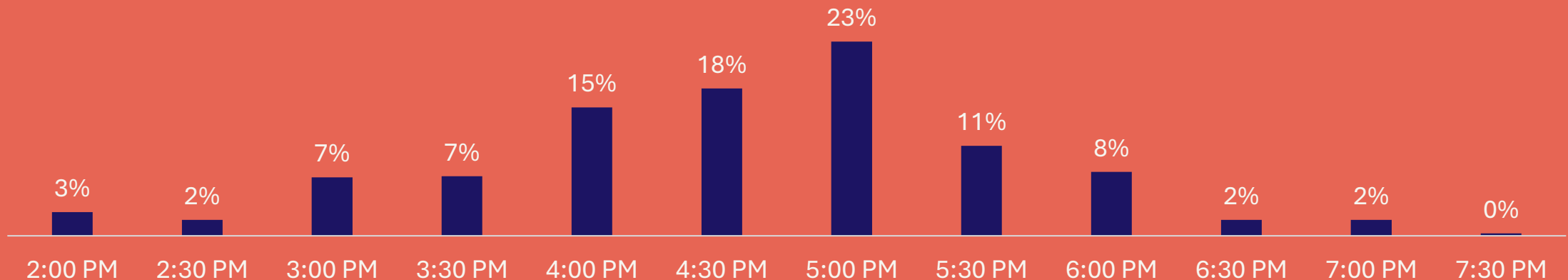


Arrival and Departure Times

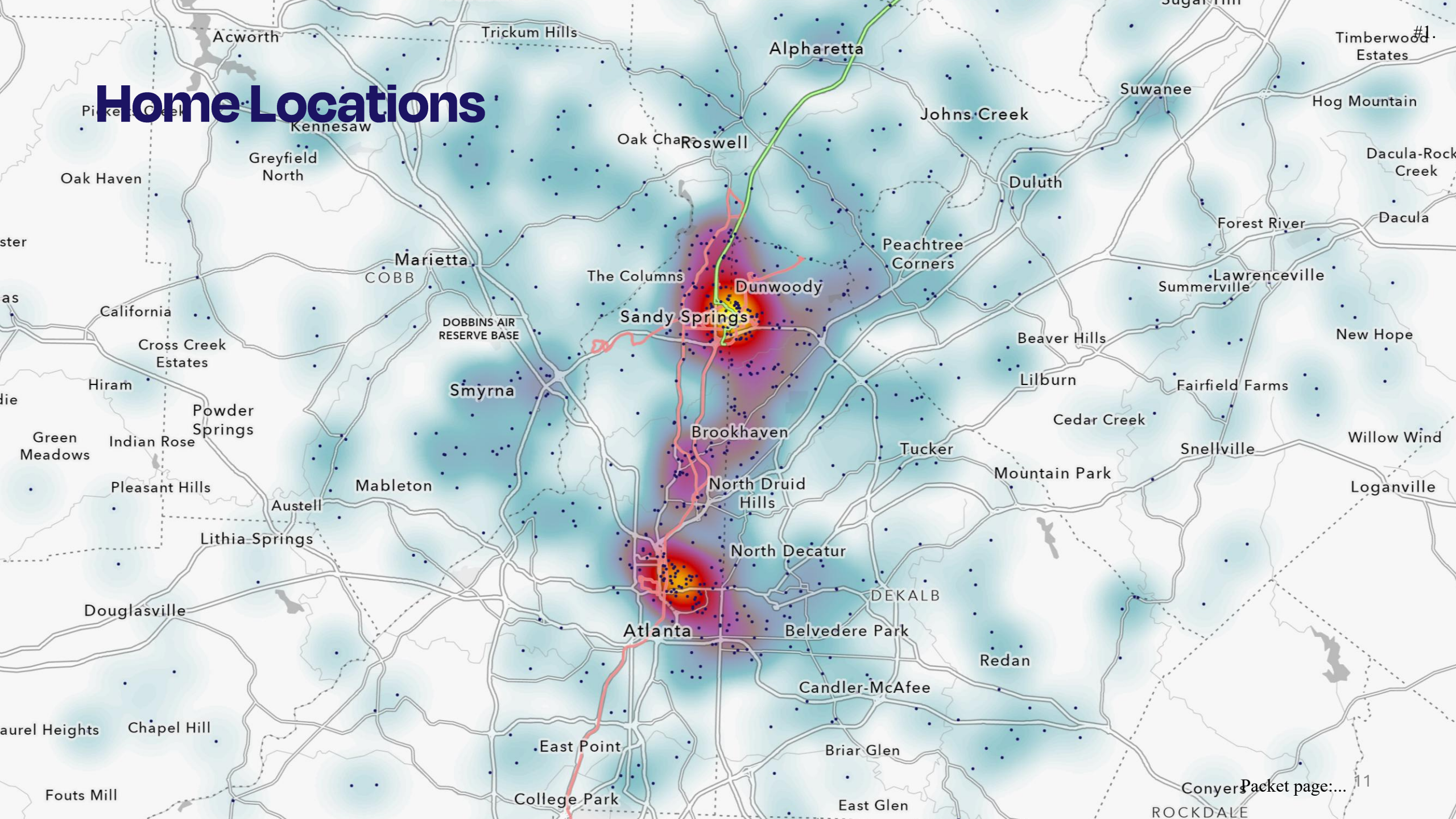
What time do you typically arrive at work?



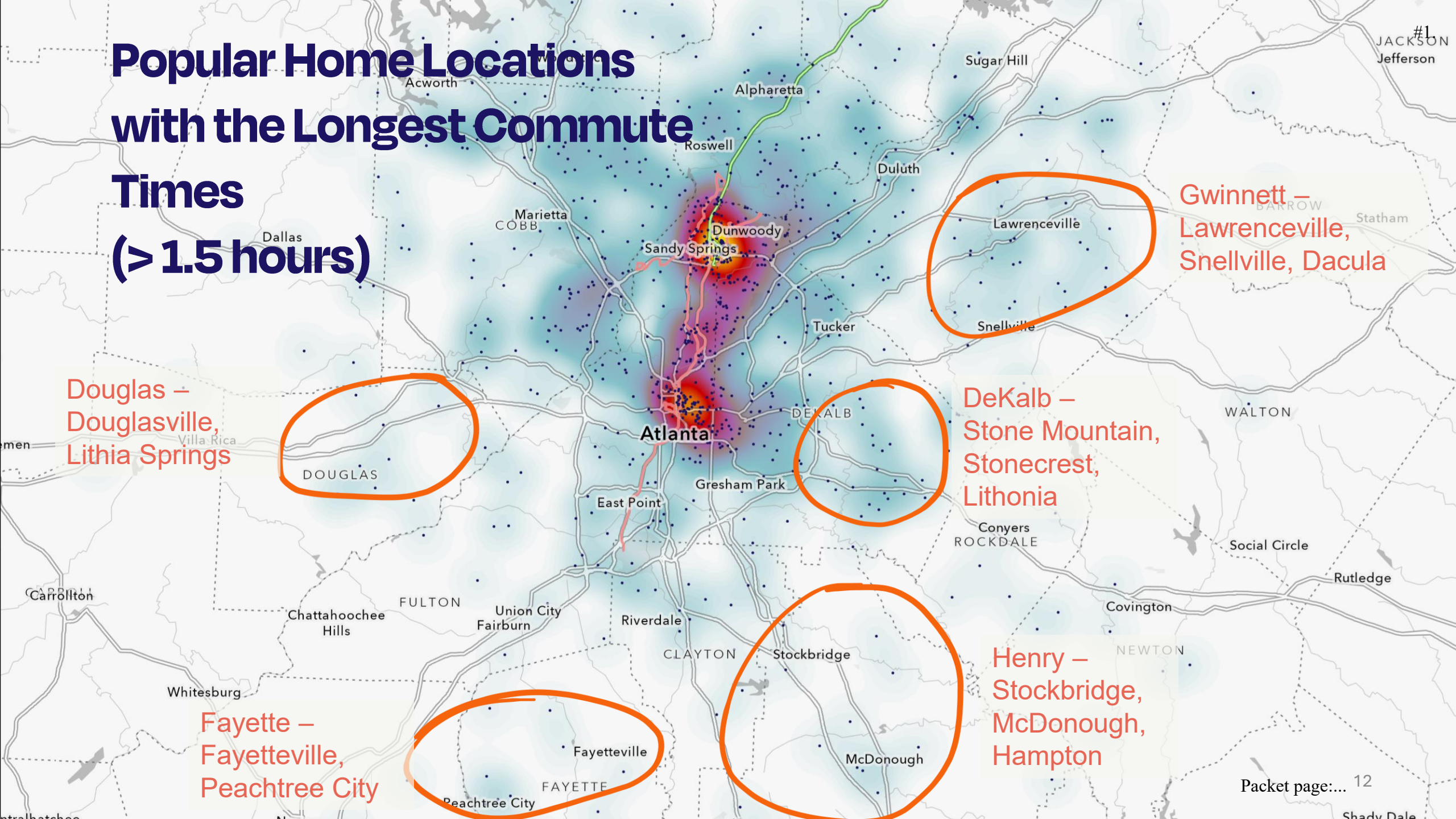
What time do you typically leave work?



Home Locations

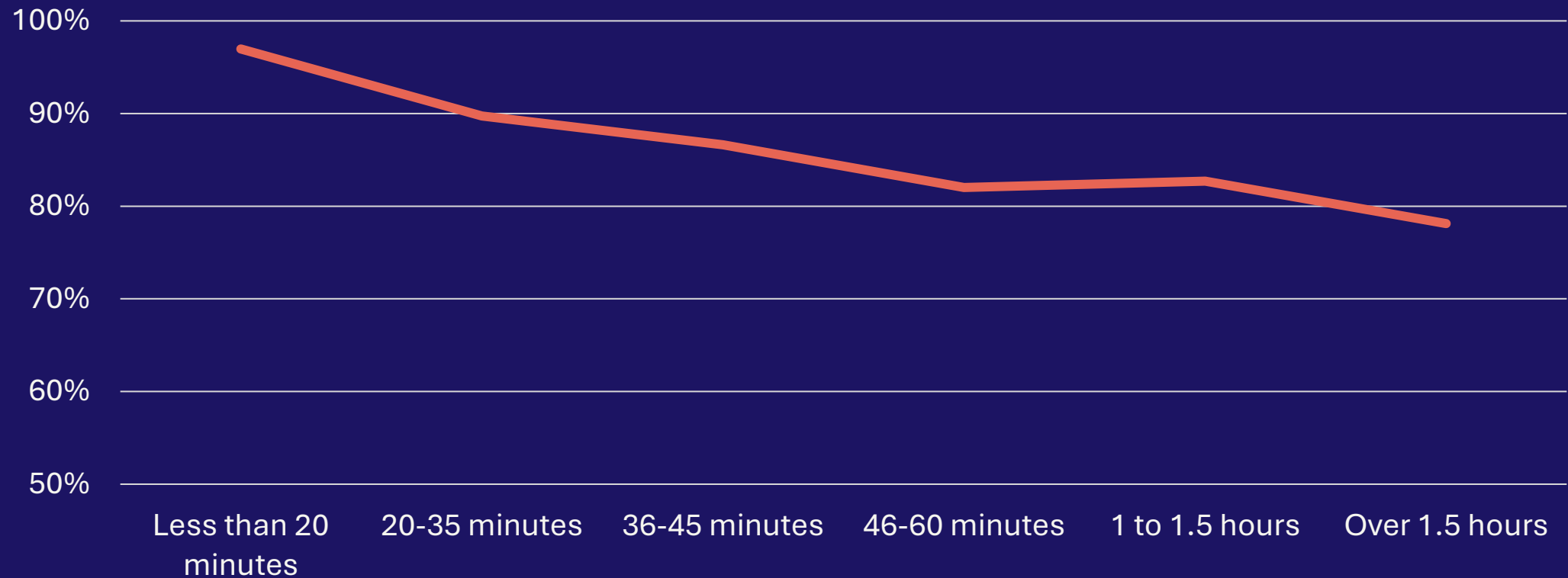


Popular Home Locations with the Longest Commute Times (> 1.5 hours)



88% of respondents agree Perimeter is a nice place to work, but satisfaction declines with longer commutes

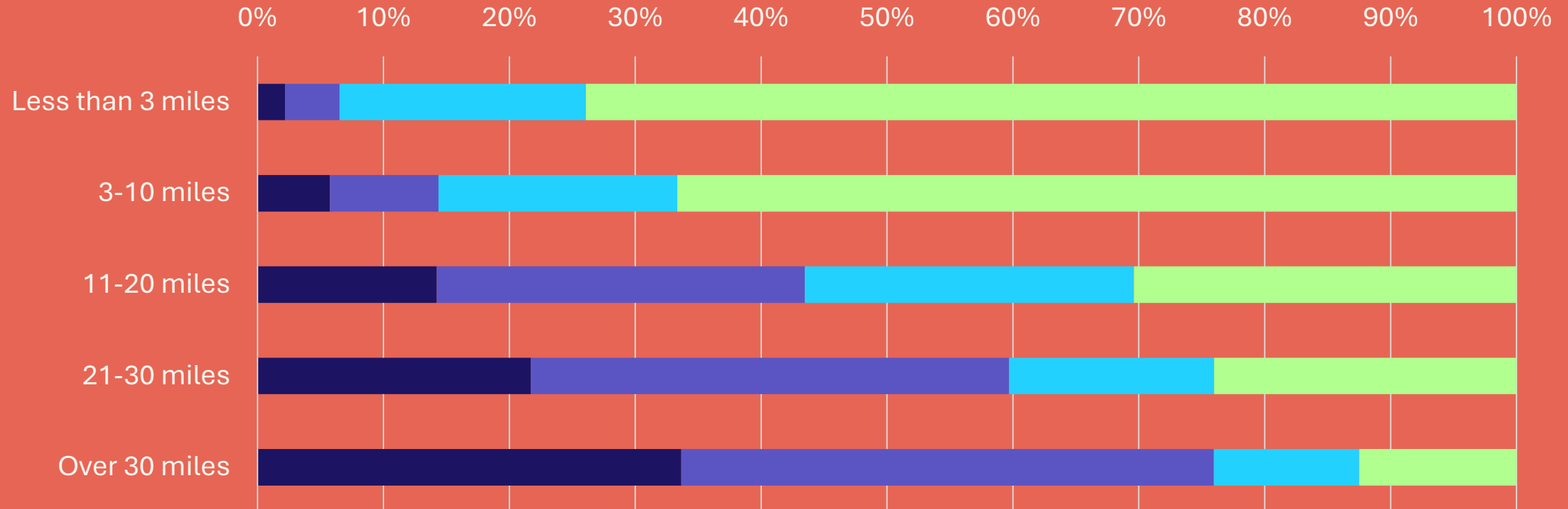
Percent of employees who like working in Perimeter, by AM commute duration



Commutes Over 10 Miles are a Turning Point for Retention

Has your commute ever led you to consider leaving your current job?

■ Yes, frequently ■ Yes, occasionally ■ Rarely ■ No

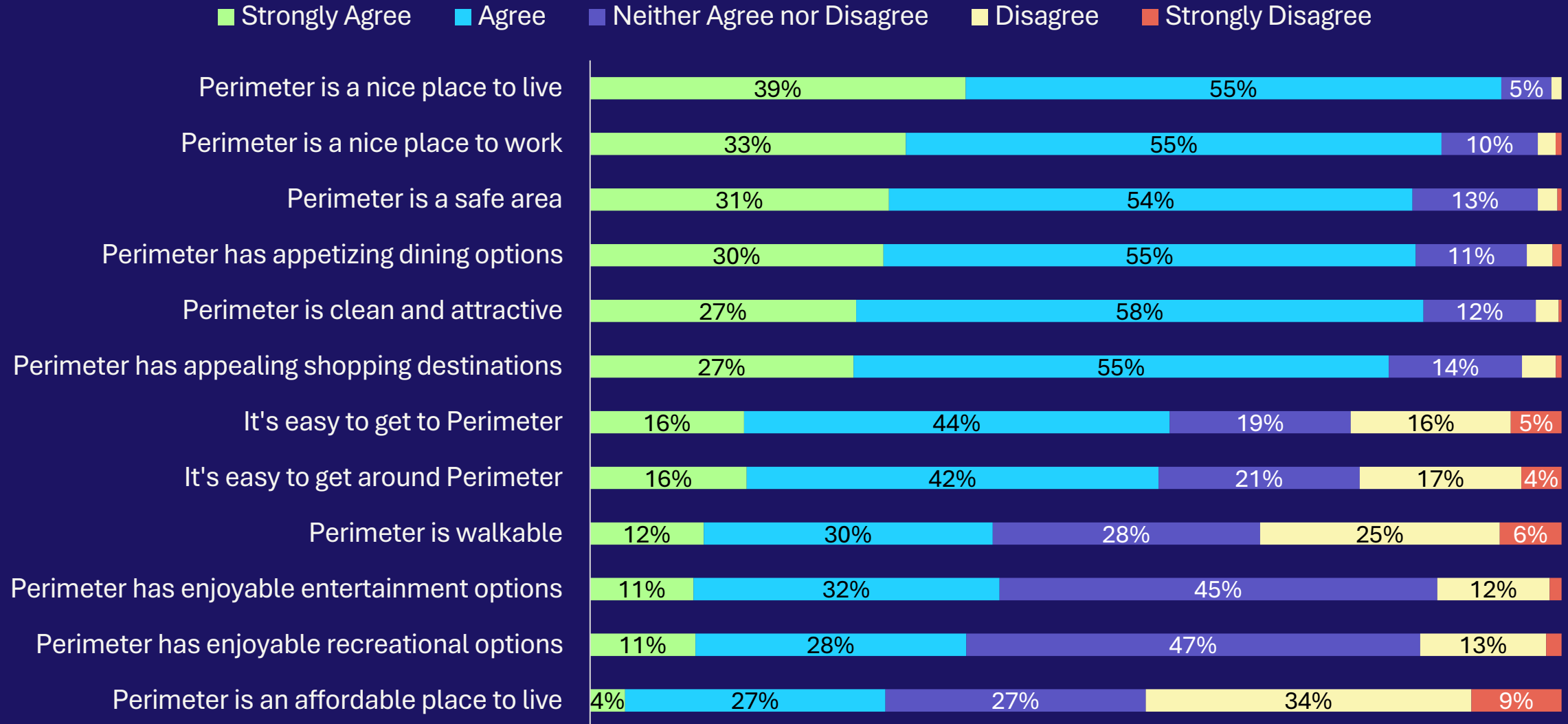


Perceptions

For two consecutive survey periods, we've asked the community what they thought about the District's amenities, safety, and more...



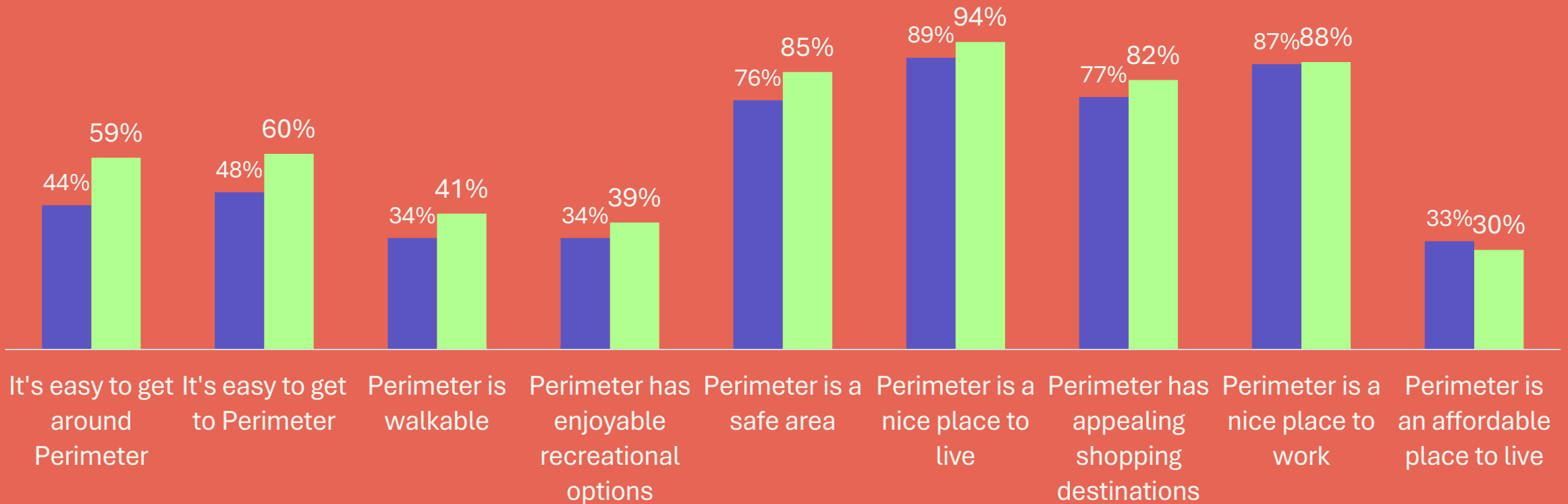
88% of respondents agree Perimeter is a nice place to work



Notable changes since 2023: Respondents are more likely to describe Perimeter as a place that's easy to get to and *around*

Percent of respondents who said they agree or strongly agree with the following:

■ 2023 ■ 2025



IMPROVED FROM 2023

Top 10 words used to describe Perimeter from those who like working here:

1. Clean
2. Busy
3. Traffic
4. Safe
5. Nice
6. Shopping
7. Mall
8. Fun
9. Convenient
10. Work

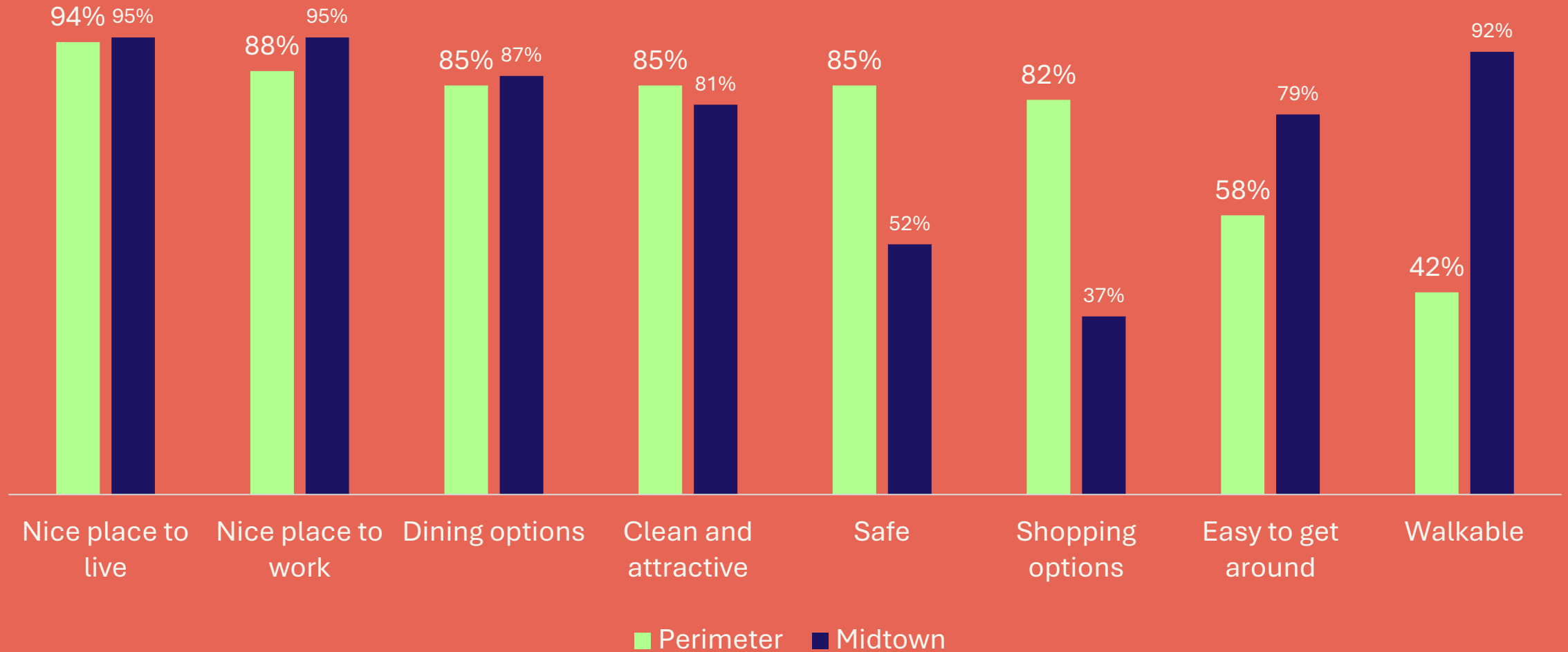


Top 10 words used to describe Perimeter from those who don't like working here:

1. Traffic
2. Busy
3. Congested
4. Clean
5. Shopping
6. Expensive
7. Mall
8. Suburban
9. Congestion
10. Nice



How respondents describe Perimeter vs Midtown

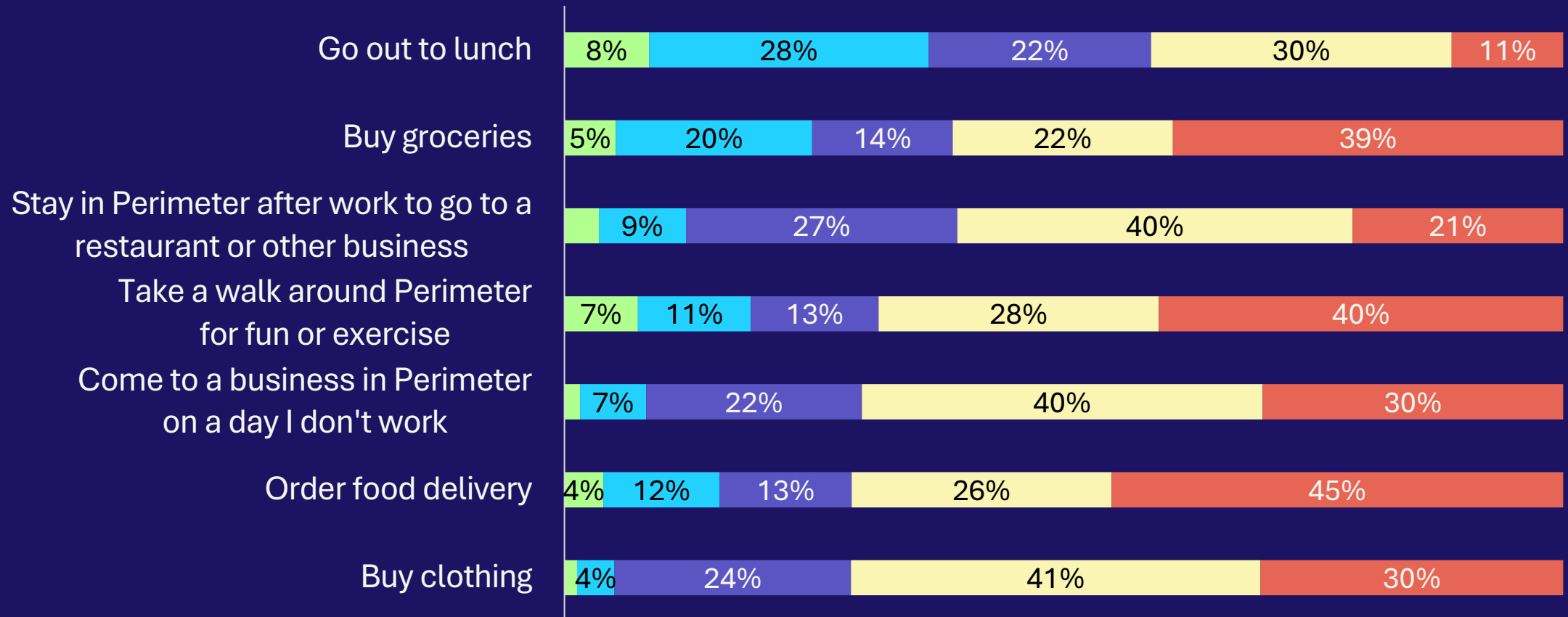




Activities

How frequently do you do each of the following in the Perimeter district?

■ 3+ times per week
 ■ 1-2 times per week
 ■ Monthly
 ■ Rarely
 ■ Never



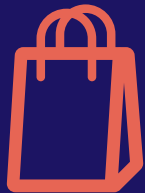
What types of businesses would you like to see added to the Perimeter district or nearby areas?

Restaurants & Food:



- Non-chain/local restaurants and cafes
- More ethnic variety– Caribbean, soul food, vegan, etc.
- Quick/fast-casual options
- Healthy options
- Late-night and after-hours dining

Retail & Shopping:



- Convenience and grocery (Trader Joe's, Aldi, Lidl, Walmart)
- Affordable shopping (Dollar Tree, thrift stores)
- Specialty stores (craft shops, bookstores, music stores)

What types of businesses would you like to see added to the Perimeter district or nearby areas?



Entertainment & Recreation:

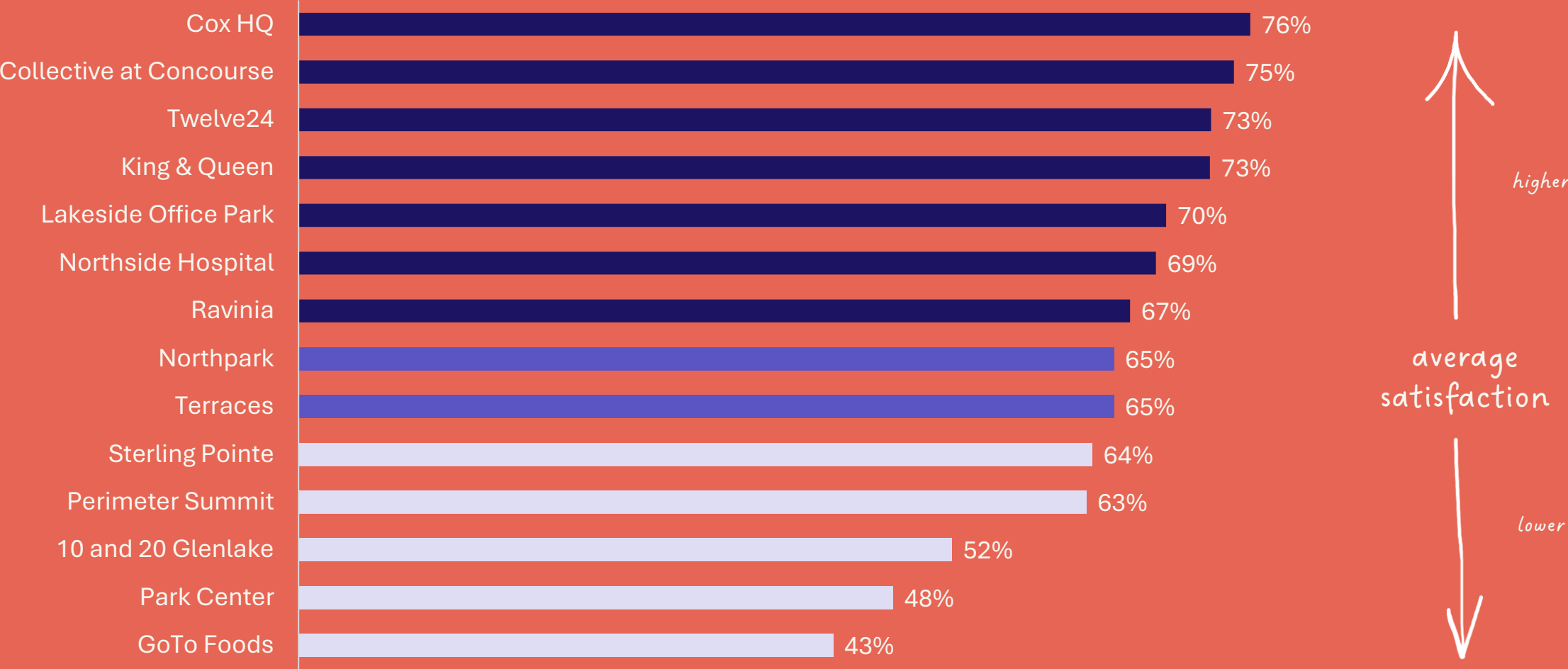
- Family friendly games— bowling, arcades, mini golf
- Music venues/places for live performances
- Recreational facilities like gyms, yoga, sports fields



Lifestyle:

- Walkable districts like the Avalon or Beltline
- Pet-friendly areas
- Third places and gathering spaces for professionals/after work hangouts
- Co-working options, business lunch spots

Average building satisfaction rate is 65%



Percent of respondents who selected “Agree” or “Strongly Agree” to “I am satisfied that my job is located in this building”. Buildings with 10 or more responses included.

2025 Key Takeaways

Improved District Mobility Since 2023

- The big jumps in “easy to get to” and “easy to get around” perceptions signal that access improvements and/or awareness campaigns are working

Commute Durations are the Lever for Area Satisfaction

- Employees who report they are satisfied working in Perimeter is high for short commutes (<20 min), but drops steadily as travel time lengthens
- The sharpest drop happens between 36–45 minutes, suggesting that retention and recruitment efforts might best focus on reducing commute time just below that threshold

2025 Key Takeaways

Retail & Dining Requests Signal an Untapped Evening Economy

- There is demand for late-night dining and entertainment, which could keep employees in the district longer, countering the “drive-in, drive-out” pattern that we have seen in the past

Activity Center Comparisons Offer a Positioning Advantage

- Perimeter scores higher than Midtown on safety and being a nice place to live/work, but could continue to improve on walkability and ease of getting around
- Perimeter is already marketed as the “safe, convenient alternative to the city,” but investing in walkability could help close the gap

Questions? Comments? Reach Out!

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