

**MINUTES OF BOC WORK SESSION
COBB COUNTY BOARD OF COMMISSIONERS
MAY 28, 2024
1:30 PM**

The Work Session of the Cobb County Board of Commissioners was held on Tuesday, May 28, 2024, at 1:30 p.m. in the second-floor public meeting room at 100 Cherokee Street, Cobb County Building, Marietta, Georgia. Present and comprising a quorum of the Board were:

Chairwoman Lisa Cupid
Commissioner JoAnn Birrell
Commissioner Keli Gambrill
Commissioner Jerica Richardson
Commissioner Monique Sheffield

CALL TO ORDER

Chairwoman Cupid called the meeting to order at 1:45 p.m.

PRESENTATIONS

1. **To present information regarding the status of the CRM/311 center and the proposal for countywide branding.**

Ross Cavitt, Communications Director, Kimberly Lemley, Chief Information Officer, and Abbylynn Anderson, Communications Manager, presented information regarding the status of the CRM/311 center.

Ross Cavitt presented the proposal for countywide branding.

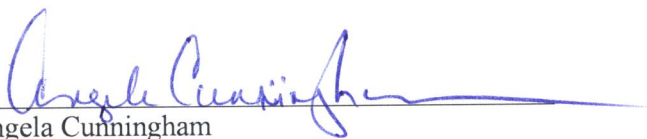
Ross Cavitt and Kimberly Lemley presented information regarding the transition from .org to .gov and various updates regarding communication improvements.

A copy of the information presented is attached and made a part of these minutes.

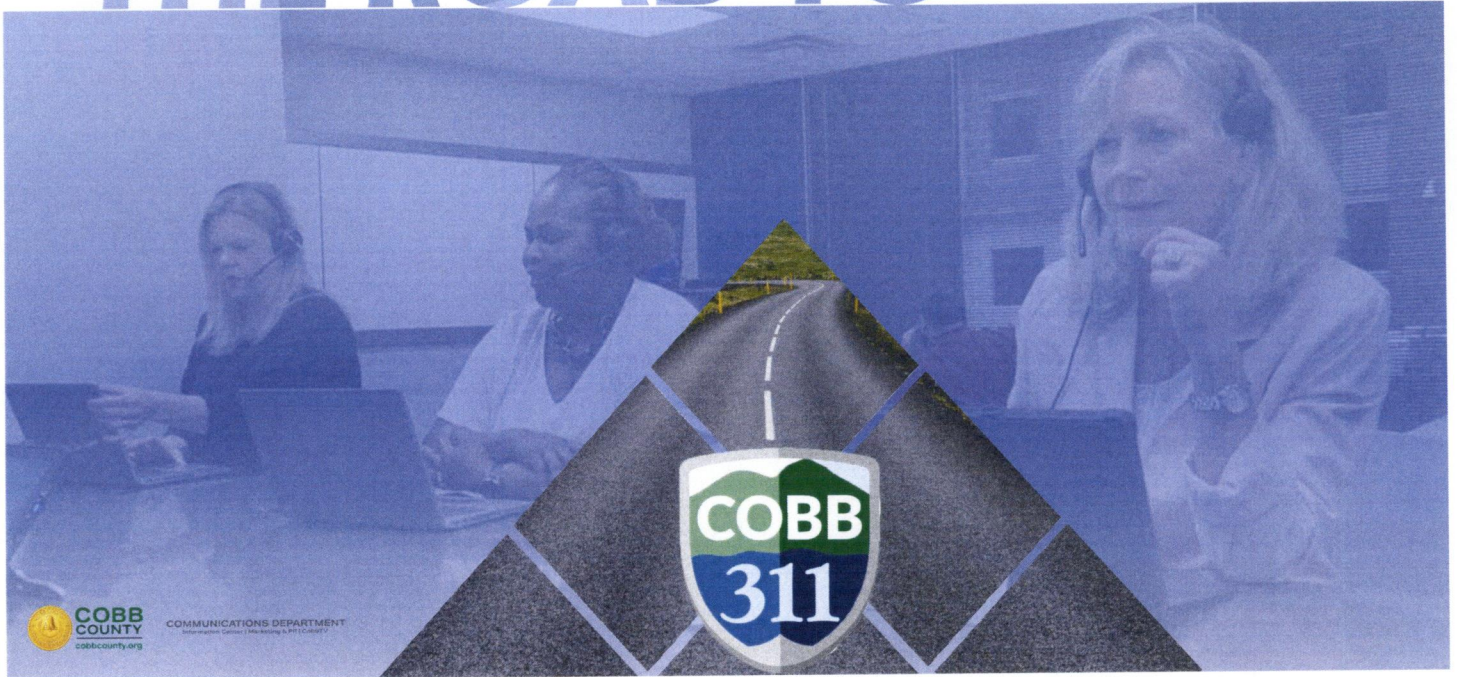
No official action was taken by the Board.

ADJOURNMENT

The meeting was adjourned at 2:56 p.m.


Angela Cunningham
Deputy County Clerk
Cobb County Board of Commissioners

THE ROAD TO



New CRM Call Center a “spinoff” from COVID Call Center





**New CRM Call Center a “spinoff” from COVID
Call Center
Added full-time employees in 2023 to staff it**



COMMUNICATIONS DEPARTMENT
Emergency Center, Monitoring & 911 Center



**New CRM Call Center a “spinoff” from COVID
Call Center
Added full-time employees in 2023 to staff it**

**CRM = customizable cloud-based technology
that allows us to manage interaction and build
citizen relationships**



COMMUNICATIONS DEPARTMENT
Emergency Center, Monitoring & 911 Center

**New CRM Call Center a “spinoff” from COVID
Call Center**
Added full-time employees in 2023 to staff it
**CRM = customizable cloud-based technology
that allows us to manage interaction and build
citizen relationships**
**Lays groundwork to transition to a full-fledged
311 Center**



COMMUNICATIONS DEPARTMENT
Information Center • Marketing & PR • 770.420.7777

MEET THE TEAM



Abbylynn Anderson
*Customer Service &
Cable TV Franchise Manager*
29 years w/Cobb County



COMMUNICATIONS DEPARTMENT
Information Center • Marketing & PR • 770.420.7777

MEET THE TEAM



Abbylynn Anderson
Customer Service &
Cable TV Franchise Manager
29 years w/Cobb County



Tannessa Bates

Admin Specialist II FT
28 years w/Cobb



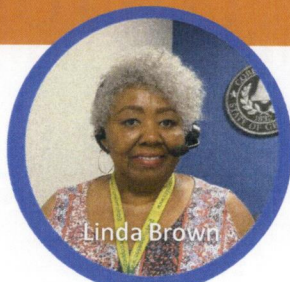
Debbie Sampler

Admin Specialist II FT
8 years w/Cobb



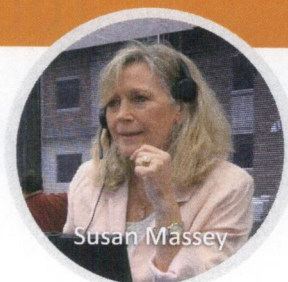
Keri Barone

Admin Specialist II FT
1.5 years w/Cobb



Linda Brown

Admin Specialist II PT
11 years w/Cobb



Susan Massey

Admin Specialist II PT
14 years w/Cobb



Vacant
Part-time

HELP
WANTED



COMMUNICATIONS DEPARTMENT
Information Center | Marketing & PR | Cable TV

COBB CALL CENTER CALLS ANSWERED 2023



COMMUNICATIONS DEPAR
Information Center | Marketing & PR |

COBB CALL CENTER

CALLS ANSWERED 2023

28,797

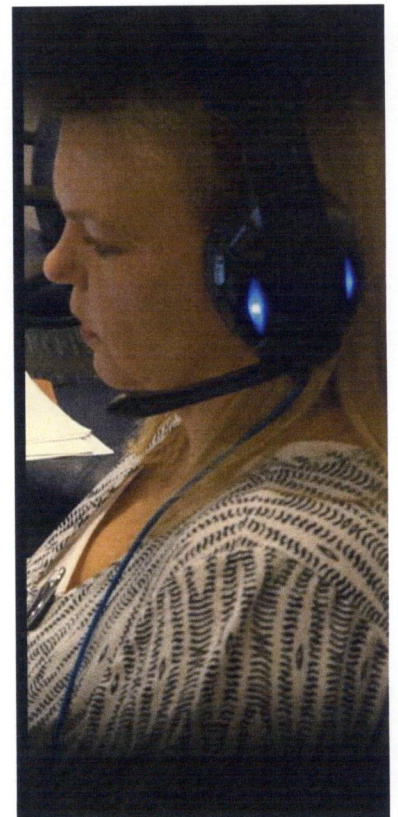


COMMUNICATIONS DEPARTMENT
Information Center / Marketing & PR / IT/Security

MISSION STATEMENT

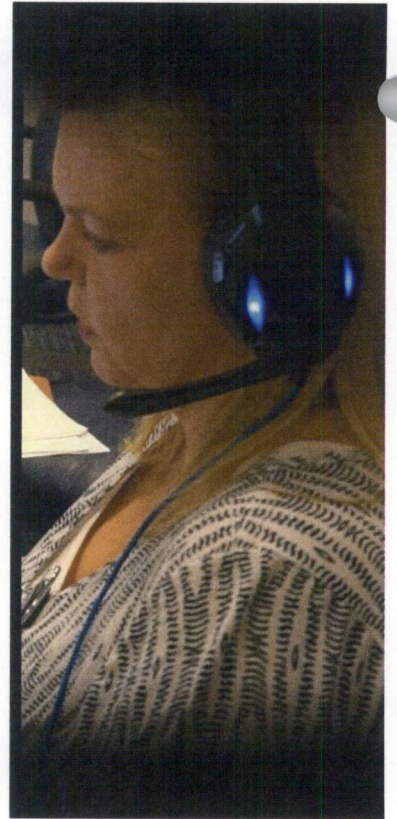
To streamline the navigation of government services for citizens, visitors, and businesses. Our team of dedicated professionals efficiently triages calls, directing inquiries to the appropriate departments or officials.

We are committed to delivering exceptional customer service and ensuring a seamless experience for all who seek our assistance.



COMMUNICATIONS DEPARTMENT
Information Center / Marketing & PR / IT/Security

TOP TYPICAL CALLS RECEIVED



COMMUNICATIONS DEPARTMENT
Information Center | Marketing & PR | Crisis TV

TOP TYPICAL CALLS RECEIVED

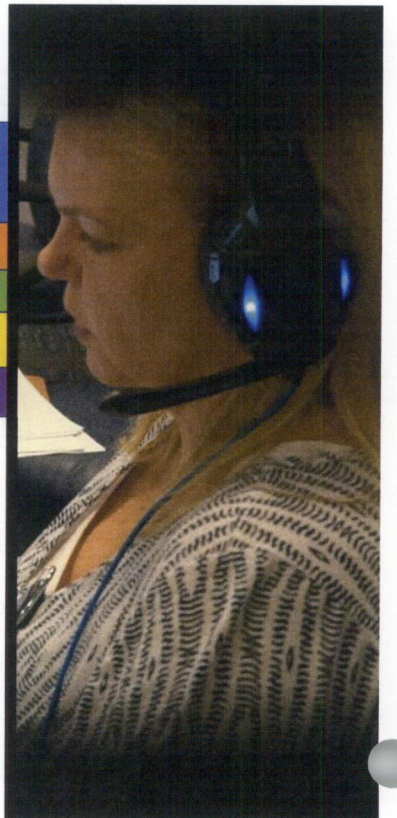
1 NEED TO FILE A POLICE REPORT

2

3

4

5



COMMUNICATIONS DEPARTMENT
Information Center | Marketing & PR | Crisis TV

TOP TYPICAL CALLS RECEIVED

1 NEED TO FILE A POLICE REPORT

2 ANIMAL SERVICE CALL

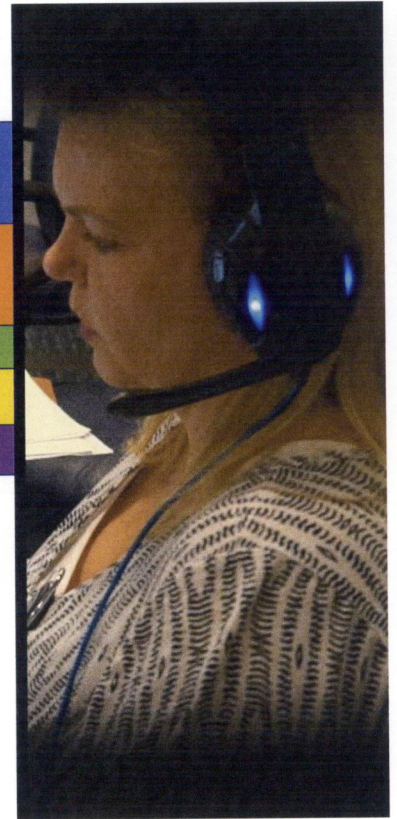
3

4

5



COMMUNICATIONS DEPARTMENT
Information Center | Marketing & PR | Training



TOP TYPICAL CALLS RECEIVED

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2 ANIMAL SERVICE CALL

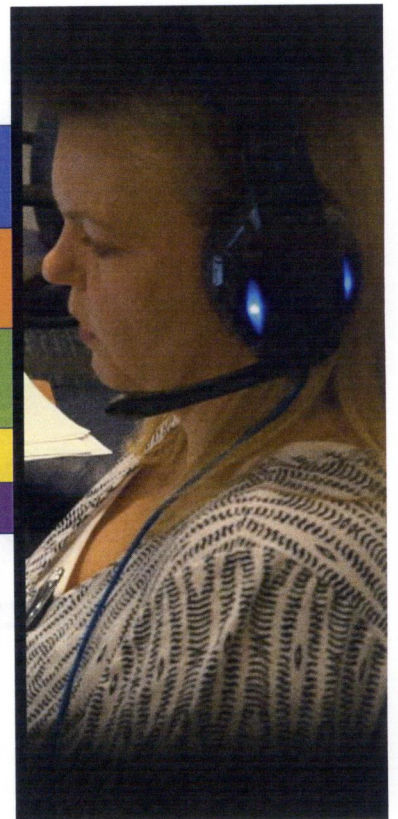
3 INFO ON A COURT CASE

4

5

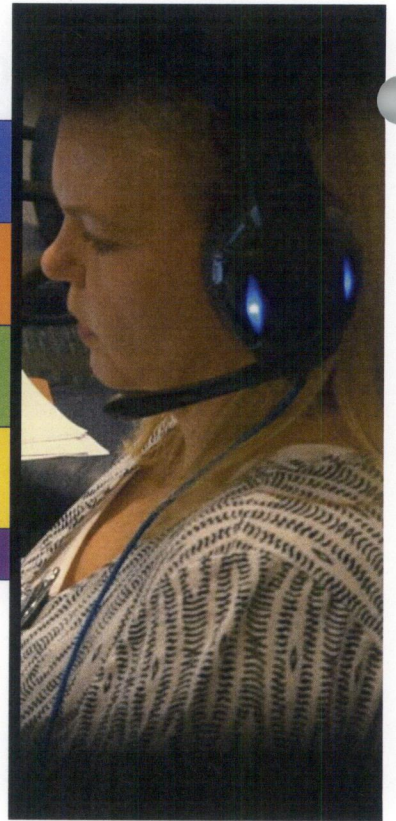


COMMUNICATIONS DEPARTMENT
Information Center | Marketing & PR | Training



TOP TYPICAL CALLS RECEIVED

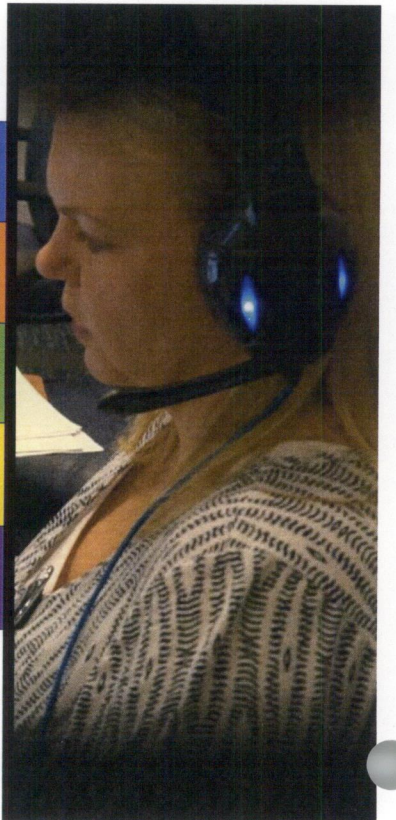
- 1 NEED TO FILE A POLICE REPORT
- 2 ANIMAL SERVICE CALL
- 3 INFO ON A COURT CASE
- 4 NEED A RESTRAINING ORDER
- 5



COMMUNICATIONS DEPARTMENT
Information Center | Marketing & PR | CallCenter

TOP TYPICAL CALLS RECEIVED

- 1 NEED TO FILE A POLICE REPORT
- 2 ANIMAL SERVICE CALL
- 3 INFO ON A COURT CASE
- 4 NEED A RESTRAINING ORDER
- 5 REPORT A POTHOLE/DOT ISSUE



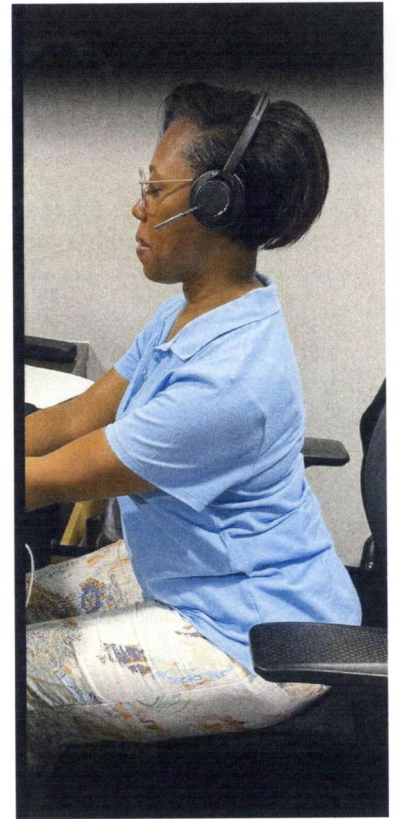
COMMUNICATIONS DEPARTMENT
Information Center | Marketing & PR | CallCenter

ADVANTAGES OF THE CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEM

- **We can track calls.** This allows us to identify issues among county residents, establishes the potential for residents to track their issues to completion, and provides the ability to generate reports on calls, topics, and locations.



COMMUNICATIONS DEPARTMENT
Information Center • Marketing & PR • CountyTV



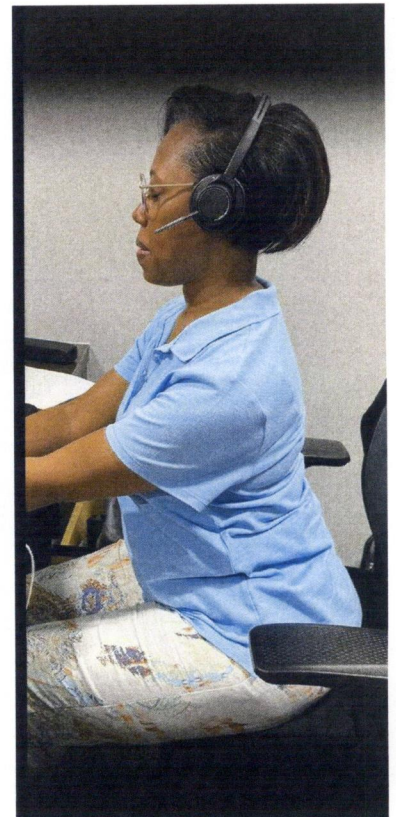
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- **Implements "Knowledge Articles."** These articles can be used by our Call Center agents to identify solutions to caller's issues more quickly. The team has generated thousands of KA's that can be accessed within seconds to help callers get the info they need.



COMMUNICATIONS DEPARTMENT
Information Center • Marketing & PR • CountyTV

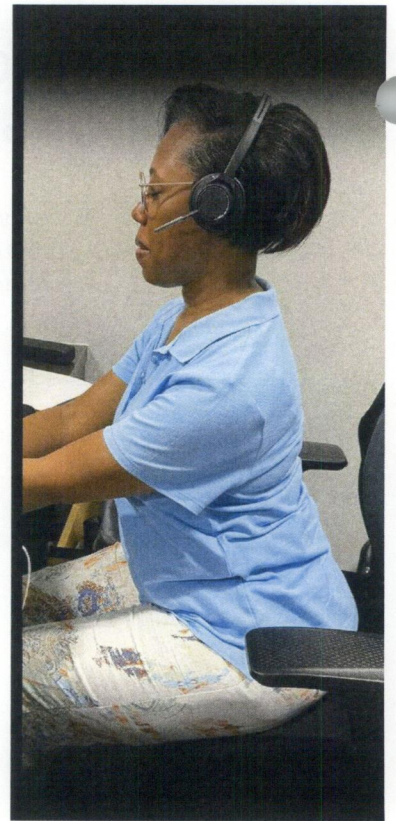


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- **Provides a forward-facing portal for residents.** Many of these KA's can be put on a publicly accessible portal where residents can get "self-service" information on county government and file reports or requests that will go into the CRM.



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OLD CALL CENTER SYSTEM

TECHNOLOGICALLY OBSOLETE

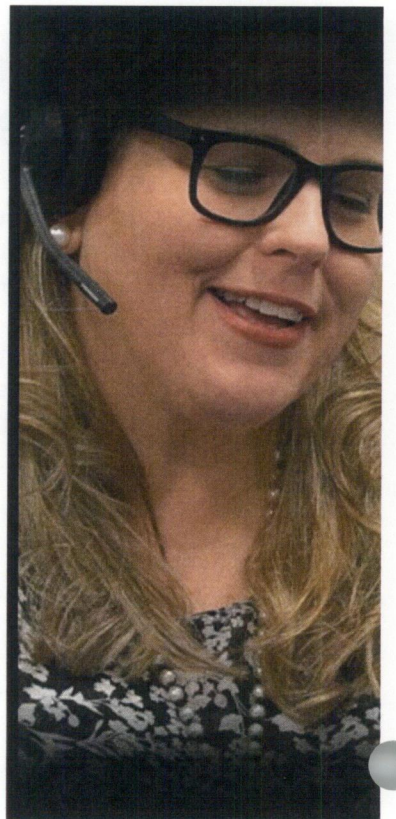
NO CENTRAL REFERENCE SYSTEM

NO REPORTING TOOLS

NO CALL TRACKING

*RELIED ON MANAGER FOR CALL
RESOLUTIONS/EMERGENCIES*

*LENGTHY TRAINING
(8-12 months)*



COMMUNICATIONS DEPARTMENT
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RELIED ON MANAGER FOR CALL RESOLUTIONS/EMERGENCIES

LENGTHY TRAINING
(8-12 months)

NEW!

CRM CALL CENTER SYSTEM

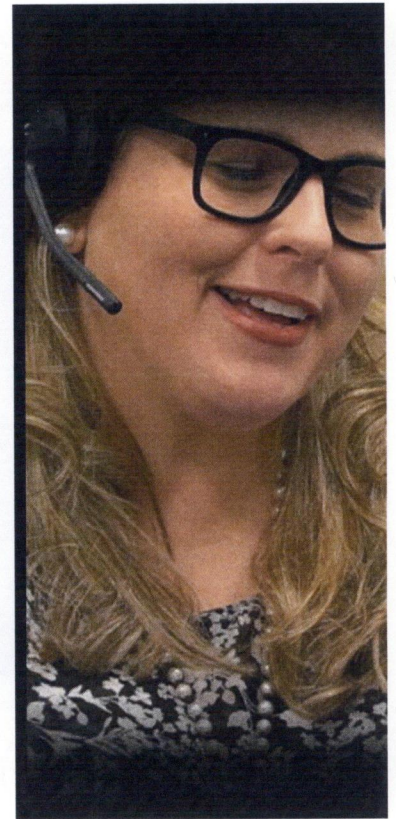
EXPANDABLE SYSTEM

KNOWLEDGE ARTICLE REFERENCES

ROBUST REPORTING AND TRACKING TOOLS

ABILITY TO TRACK ISSUES & RESPOND TO CONSTITUENTS

QUICK INITIAL TRAINING
(Online within days)



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COBB CALL CENTER ENHANCEMENTS

Created 1200 **“Knowledge Articles”** to provide the backbone of the call center’s information to provide relevant information for callers more quickly. Many of these Knowledge Articles will be forward-facing so residents can get relevant information or report issues without calling in. This **“portal”** is set to go up by the end of 2024.



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2024.

COBB CALL CENTER ENHANCEMENTS

Worked with **Cobb 911** to divert non-emergency calls to the Call Center during regular business hours.

This has taken thousands of calls away from our sometimes stressed 911 center. The vast majority of the calls we take did not need to go through the E911 Center in the first place.

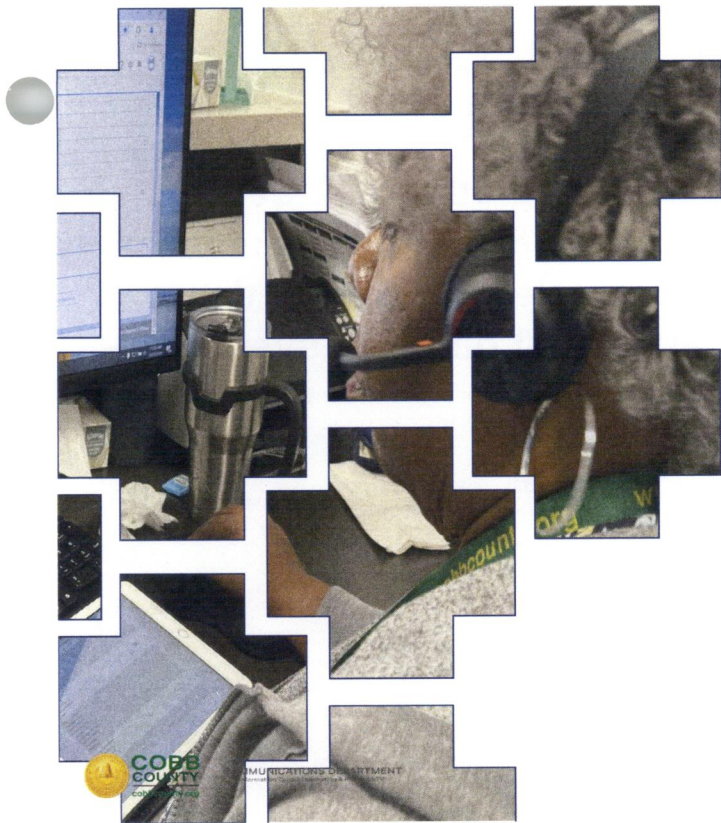


2024.

COBB CALL CENTER ENHANCEMENTS

DYK that Cobb County has **more than 30 “call centers”** systemwide where employees take calls from the public?

We have worked with some including at Fire, the Cobb Airport, and Animal Services where calls can instead be sent to our Call Center and free up valuable resources.



2024.

COBB CALL CENTER **CHALLENGES**

Call Center software does not communicate with existing tools. Work is ongoing to integrate these tools with our Salesforce-based CRM.

We severed ties with a vendor who promised to make integration happen. A new vendor has been chosen and we believe they can facilitate this much-needed integration.



2024.

COBB CALL CENTER **CHALLENGES**

much

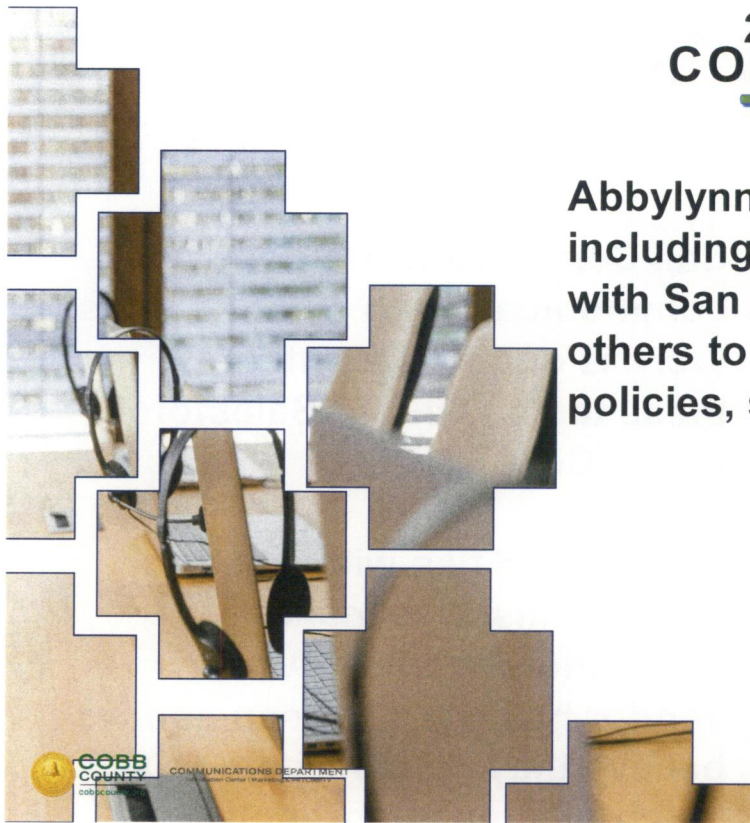
This situation has caused issues with alerting tools, the forward-facing portal, reporting, and other potential benefits impacting our CRM Center.

ITS has brought on a Salesforce expert who has worked to make some of these tools functional.

2024. COBB CALL CENTER *The FUTURE*

much

Abbylynn has visited other 311 Centers, including Knoxville & Augusta, and virtually with San Antonio, New Orleans, Atlanta, & others to learn about different systems, policies, staff, and technology.



COBB CALL CENTER *What's Next?*



COBB CALL CENTER

What's Next?

FINISH INTEGRATION

(New vendor)

DEBUT PORTAL

(Later this year)

WORK WITH GA PSC ON 311 DESIGNATION

(Later this year)

CONTINUE WORKING WITH INTERNAL

COBB CALL CENTER

What's Next?

UNTIL INTEGRATION COMPLETE ALLOW CALL CENTER TO ENTER REPORTS

(Underway)

EXPAND HOURS OF OPERATION

From 8 a.m. – 5 p.m. to
7 a.m. – 7 p.m.

(Dependent on staffing)

CHALLENGES TO BECOME “COBB 311”



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CHALLENGES TO BECOME “COBB 311”

1. PSC Regulations

2. Becoming a 311 Center will increase

calls

3. Staffing



COMMUNICATIONS DEPARTMENT
Information Center | Marketing & PR | CobbTV

CHALLENGES TO BECOME “COBB 311”

1. PSC Regulations

2. Becoming a 311 Center will increase
calls

3. Staffing



STAFFING (FULL-TIME)

Cobb County

760,000

4

Augusta

456,000

10

Knoxville

784,000

8

Austin, TX*

966,292

51

*24/7 operation

Atlanta

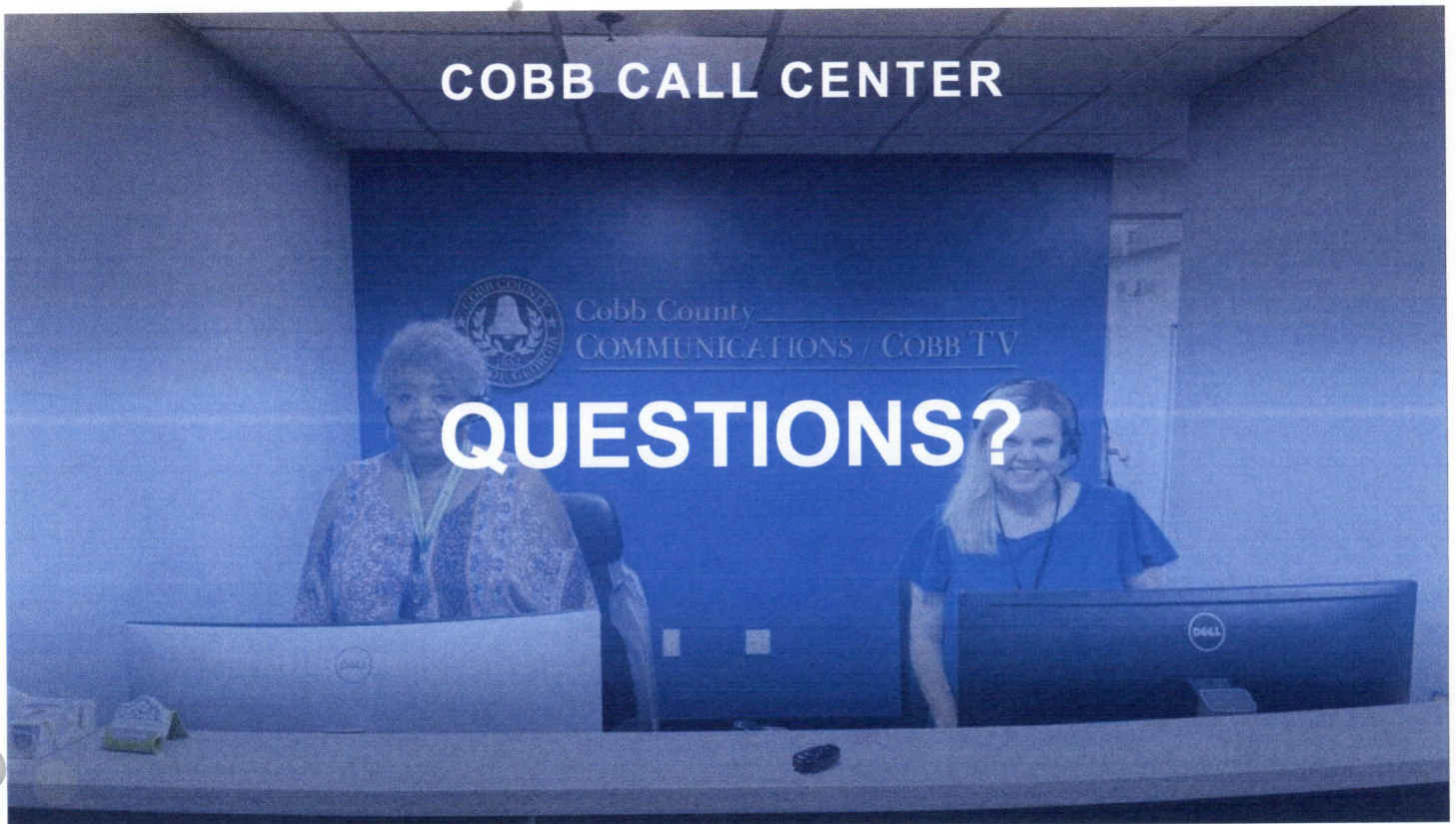
521,315

40



COMMUNICATIONS DEPARTMENT
Information Center / Emergency & 311 / Cobb TV

COBB CALL CENTER



QUESTIONS?

THE JOURNEY TO A COBB COUNTY **BRAND**

THE JOURNEY TO A COBB COUNTY **BRAND**

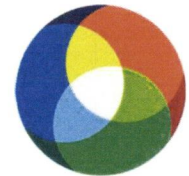


We have a **seal**, but not a **brand**.

THE JOURNEY TO A COBB COUNTY BRAND



SANDY SPRINGS



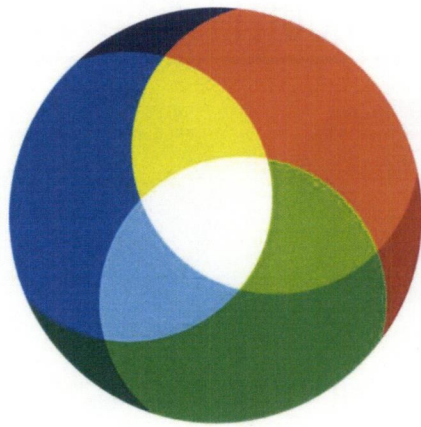
Gwinnett



Where the World Lands
and Opportunities
Take Off

GWINNETT COUNTY'S JOURNEY

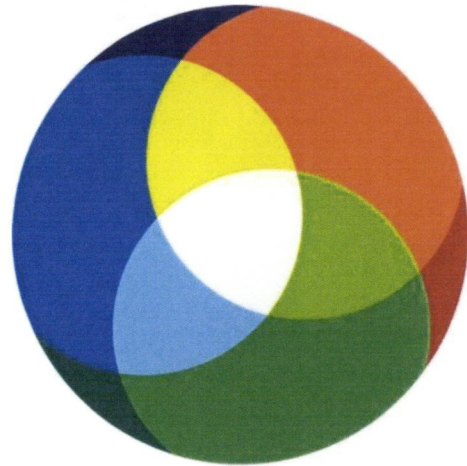




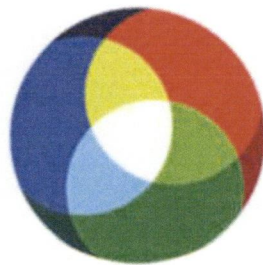
Gwinnett

"Everyone hated it"

"What do you like better?"



“What do you like better?”



Gwinnett
vibrantly connected



Gwinnett County Police

Government Organization · 25 mi · Always open · 32K followers



Gwinnett County Fire and Emergency Services

Government Organization · 24.8 mi · Always open · 8.8K followers

Finally – everyone buys in



Gwinnett
vibrantly connected

Strong communication isn't just about getting the message out; it's about fostering trust and connection with the more than one million residents, businesses, and stakeholders we serve. In recent years, a once-in-a-generation pandemic, rapidly diversifying populations, and the evolving way people consume information has made communication a part of the Board's strategic priorities.

- Nicole Love Hendrickson, Chairwoman – Gwinnett County Board of Commissioners

A BRAND IS **NOT**

- **A LOGO** (that is a symbol)
- **A PRODUCT**
- **A PROMISE**
- **A SUM OF IMPRESSIONS**

BRANDS QUESTIONS TO CONSIDER

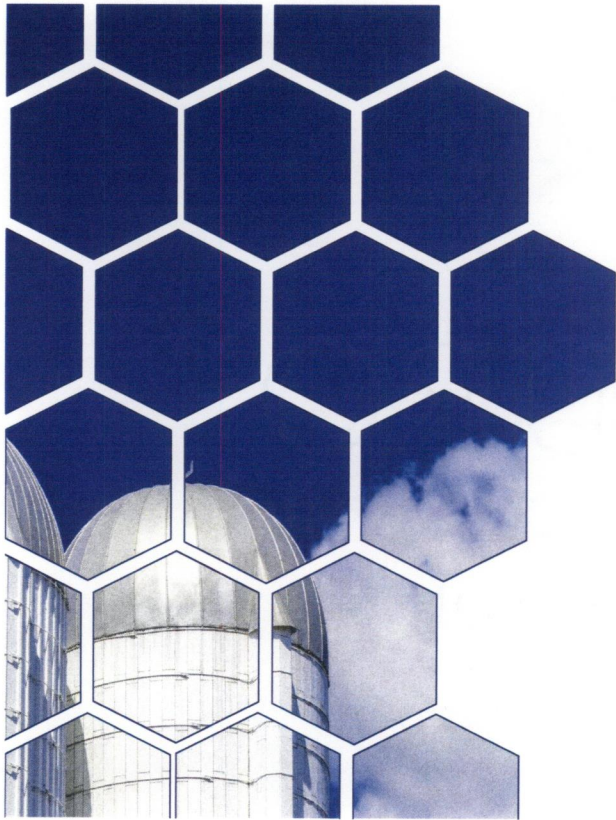
- **WHY ARE WE HERE?**
- **WHO ARE WE HERE FOR?**
- **WHERE ARE WE GOING?**
- **WHAT ARE WE COMMITTED TO?**
- **HOW ARE WE DIFFERENT?**
- **WHY SHOULD THEY CARE?**
- **WHAT'S OUR PERSONALITY?**
- **WHAT'S OUR MESSAGE?**

A BRAND IS A **RESULT**

A **BRAND** INFLUENCES THE AUDIENCE'S PERCEPTIONS TO MAKE AN ENTITY MORE APPEALING.



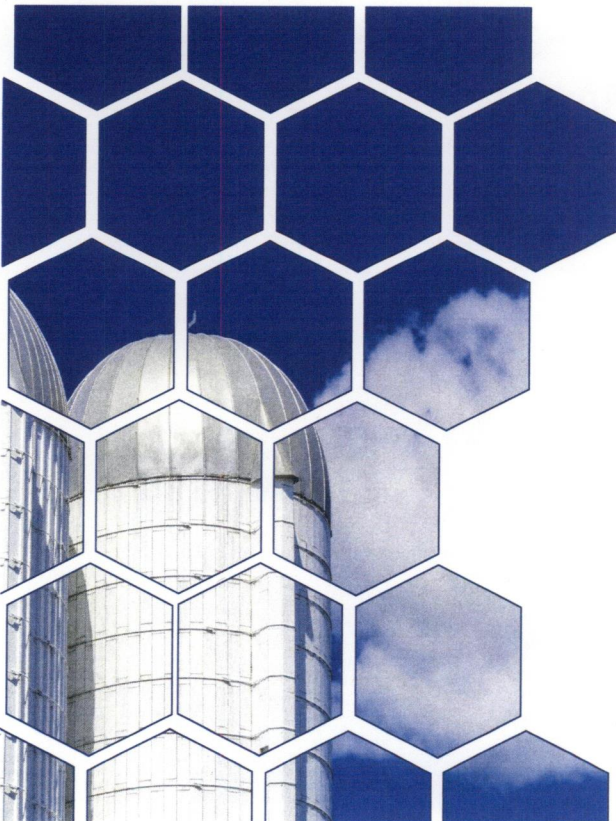




COBB'S "BRANDING IN SILOS"

Brand Dilution:

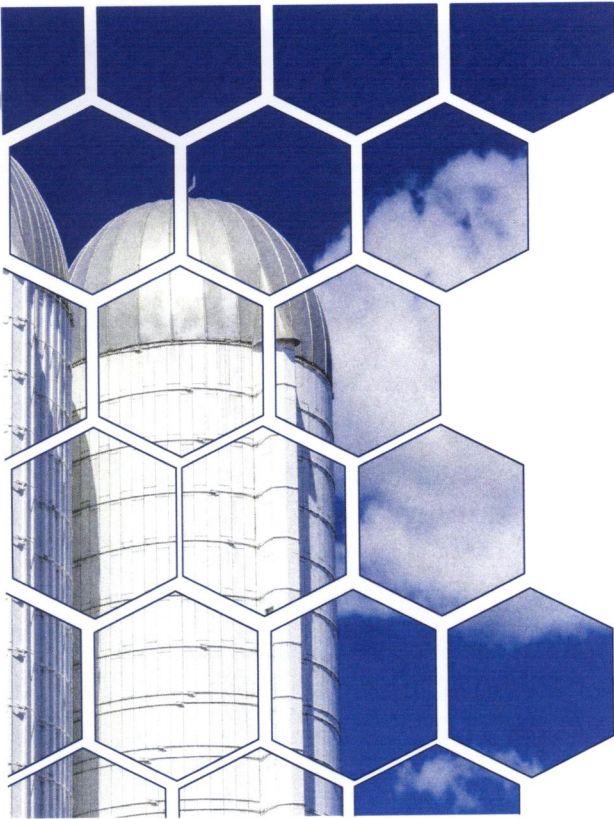
With multiple mini-brands, the overall brand message and identity can become diluted. Each mini-brand may have its own messaging, visuals, and target audience, which can confuse residents and weaken the impact of the county's overall brand.



COBB'S "BRANDING IN SILOS"

Lack of Brand Recognition

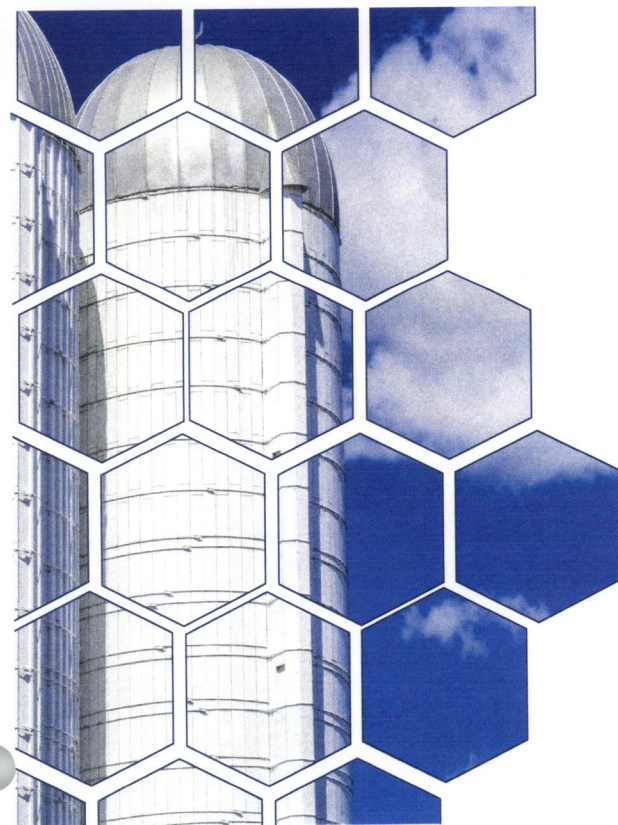
Without a strong, cohesive brand, consumers may not readily recognize or recognize the county behind the mini-brands. This can make it difficult for the county to build brand loyalty and establish a strong sense of trust among its residents.



COBB'S "BRANDING IN SILOS"

Inefficient Marketing:

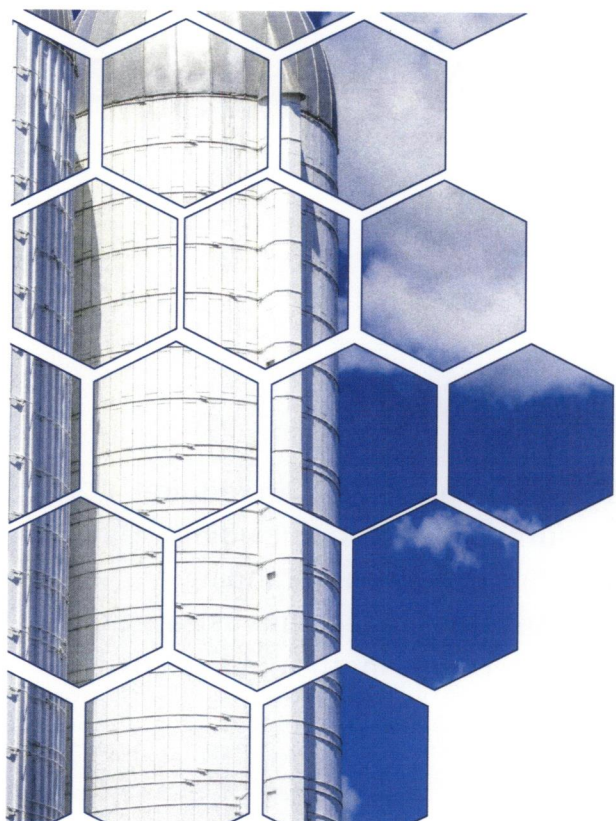
Managing multiple mini-brands can require significant resources and effort, including separate marketing campaigns, branding materials, and customer engagement strategies. This fragmentation can be inefficient and costly for the county.



COBB'S "BRANDING IN SILOS"

Cannibalization:

When multiple mini-brands within the same company target similar or overlapping market segments, they may end up competing with each other rather than complementing each other. This can lead to cannibalization of messaging and attention.



COBB'S "BRANDING IN SILOS"

Lack of Strategic Focus:

Without a cohesive brand strategy guiding all mini-brands, the county may lack a clear direction for its overall objectives, new projects and growth initiatives. This can result in scattered efforts and missed opportunities for synergy and innovation.

Logos

Our logo is a kaleidoscopic lens that vibrantly connects the unique place, people, and promise of Gwinnett. Inviting colors flow in harmony representing our rich diversity of life and perspective. The invaluable watersheds native to our county symbolically inspire the geometric basin shapes within the logo. At the heart of the kaleidoscope resides a unifying crest, a symbol of our integrity and a token of our unwavering mission to make life better for the people of Gwinnett. The use of the official Gwinnett County Seal is restricted to official documents, forms, or commemorative items. The seal conveys the authority of the Board of Commissioners. Therefore, any document that is issued by the authority of the Board of Commissioners should display the seal.

PRIMARY LOGOS & LOGO WITH SLOGAN



SECONDARY LOGOS, DEPARTMENT LOGOS, & PROGRAMMATIC LOGO



Primary Color Palette

The correct use of color in combination with strategic white space is essential to conveying the vibrancy of the County's character; it is also one of the easiest ways to make sure our materials reflect a cohesive Gwinnett brand. Our color system is extremely flexible.



VISUAL IDENTITY REFRESH

Firstname LastName
Commissioner, District 5

161 Pryor Street, 10th Floor
Atlanta, GA 30303
404-612-2300 (o)
404-612-2300 (c)

Elected Official Business Card



Firstname LastName
Job Title

Division, Department
161 Pryor Street, 10th Floor
Atlanta, GA 30303
404-612-2300 (o)
404-612-2300 (c)

Business Card (Front)



Business Card (Back)



Employee ID Badge



Employee E-mail Signature



Marketing Merchandise



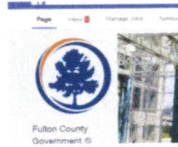
Vehicle Badging



Interior/Wayfinding Signage



Monument Signage



Social Media

This logo depicts Fulton County Governments' strength and commitment to progress.

The oak, which is central to Fulton County's established brand, is emblematic of strength, growth and dependability. This Fulton County oak is surrounded by an open circle, suggesting an open, inclusive and transparent organization. The curve of the lines in the circles also suggests forward momentum.

Our updated color palette features blue and orange as primary colors. Blue represents security and trustworthiness. Orange suggests vibrancy and creativity. Both of these colors are representative of Fulton County Government and the many diverse communities within our county. The primary colors are complemented by accent colors in blue, green and yellow.

COLOR PALETTE



Preferred Logo – Full Color Version

This preferred, 4-color logo should be used whenever the alternative horizontal logo is needed. Additional logo versions are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated below.



Black Version – For use in special situations where black only must be used, such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



Silkscreen Version – For use in special situations where cloth, leather or vinyl is to be silkscreened in a single color.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



White Version – Knocked out of a solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.

Mecklenburg County Seal

2.1.2 County Seal Versions

Single Color Blue

Always use the full color version of the Mecklenburg County Seal and Mecklenburg County Seal with the wordmark wherever possible to reinforce our brand ambition.

White Out

The white out versions of the seal should be applied to dark backgrounds where the full color version is not legible.

Printing Restrictions

When limited to printing in black only, use black version of the County seal.

Important:

The Mecklenburg County Seal along with the wordmark may only be reproduced from master artwork files and must not be redrawn, retyped or altered in any way.

Blue Traditional Seal



Blue Vertical Seal



Blue Horizontal Seal



WO Traditional Seal



White Out Vertical Seal



White Out Horizontal Seal



Black Traditional Seal



Black Vertical Seal



Black Horizontal Seal



What's next?

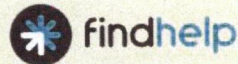
- Formulate an RFP to partner with a firm with expertise in the branding process in the governmental arena.
 - We have engaged with at least a half-dozen firms, some locally and some with national exposure, ensuring a comprehensive selection process.
- Embark on a long outreach journey to bring residents, stakeholders, and experts together to form a baseline.
- Start what will be a years-long journey of concept and design, input and revisions, and eventual implementation of the brand.

A few more things...

- Cobb's integration with **findhelp.org** will help direct residents to help, resources, and available benefits in the area.
- Findhelp verifies nonprofits and other agencies before listing them and maintains lists of available resources



**COBI
COUNT**
cobbcounty.org



> Government

Findhelp's data and analytic tools help municipalities and go inform public policy. We partner with counties, state departn



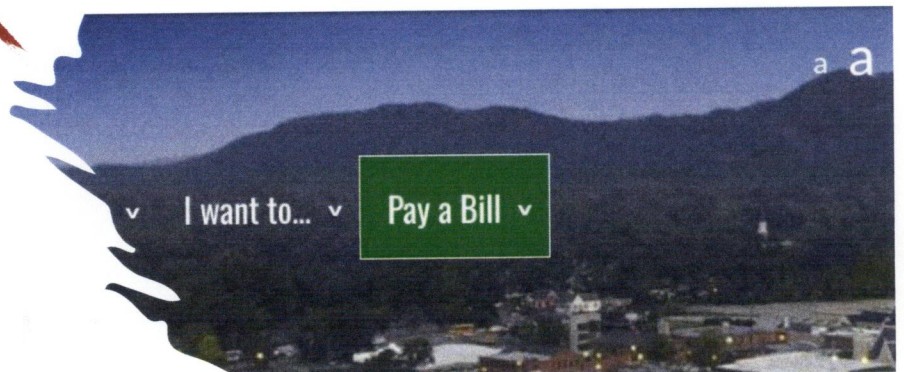
COMMUNICATIONS DEPARTMENT
Information Center | Marketing & PR | Cobb County

A few more things...

~~cobbcounty.org~~



**COBI
COUNT**
cobbcounty.org



COMMUNICATIONS DEPARTMENT
Information Center | Marketing & PR | Cobb County

A few more
things...

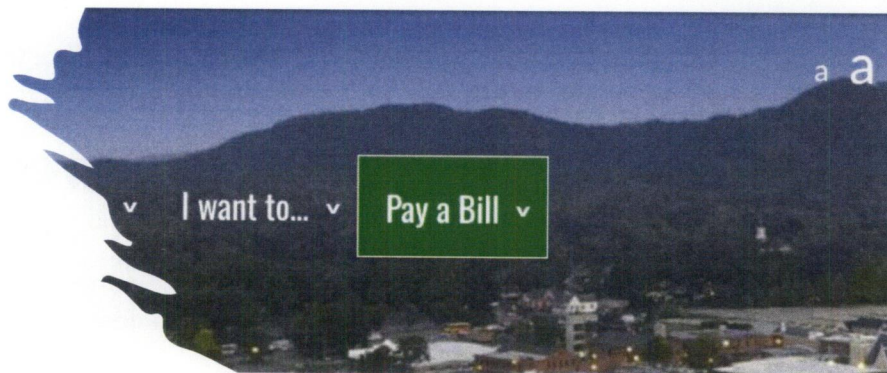
cobbcounty.gov



**COBI
COUNT**
cobbcounty.c



COMMUNICATIONS DEPARTMENT
Information Cards | Marketing & PR | CobbleTV



A few more
things...

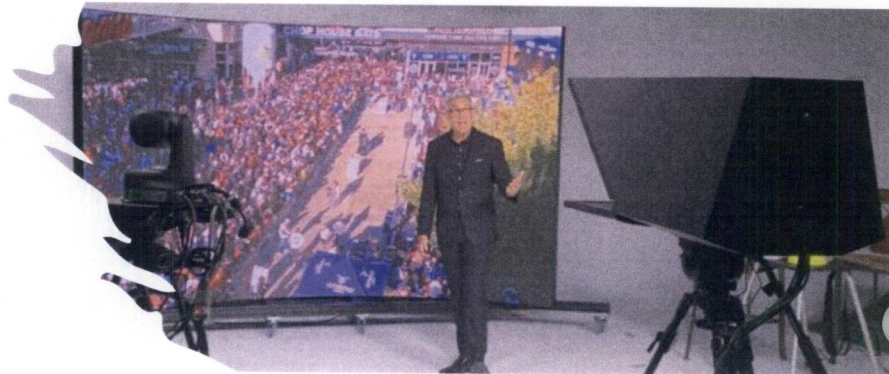
**TV Studio
upgrades
complete!**



**COBI
COUNT**
cobbcounty.c



COMMUNICATIONS DEPARTMENT
Information Cards | Marketing & PR | CobbleTV



CONNECT WITH COBB

www.cobbcounty.org/communications/info-center/connect



Twitter/X
@CobbCountyGovt
@CobbCounty



Website
www.cobbcounty.org



Threads
cobbcountygovt

YouTube
@CobbCountyGovt



Facebook
CobbCountyGovernment

Email/Phone
information@cobbcounty.org
770-528-1000



Nextdoor
Cobb County Government

Instagram
cobbcountygovt



LinkedIn
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