

**MINUTES OF BOC WORK SESSION
COBB COUNTY BOARD OF COMMISSIONERS
APRIL 22, 2025
1:30 PM**

The Work Session of the Cobb County Board of Commissioners was held at 1:30 p.m., on Tuesday, April 22, 2025, at the David Hankerson Building, 100 Cherokee Street, Marietta, Georgia, in the second-floor public meeting room. Present and comprising a quorum of the Board were:

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

CALL TO ORDER

Chairwoman Cupid called the meeting to order at 1:30 p.m.

PRESENTATIONS

1. To present an update regarding the 2016 and 2022 Special Purpose Local Option Sales Tax Programs.

Bill Volckmann, Chief Financial Officer, and the following staff presented information regarding the 2016 and 2022 Special Purpose Local Option Sales Tax Programs.

- Michael Brantley, PARKS Director
- Kimberly Lemley, Chief Information Officer
- Drew Raessler, Transportation Agency Director

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

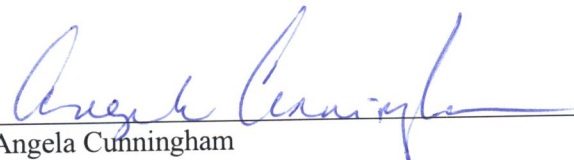
2. To present the results of the Cobb County Government Services Brand Equity Survey.

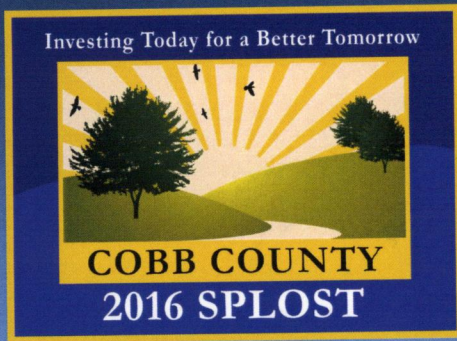
Ross Cavit, Communications Director, introduced Kriston Sellier, Id8 President, who presented the results of the Cobb County Government Services Brand Equity Survey.

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

ADJOURNMENT

The meeting was adjourned at 2:35 p.m.


Angela Cunningham
Deputy County Clerk
Cobb County Board of Commissioners



**2022 COBB
SPLOST**
Moving Cobb Forward

2016 & 2022 SPLOST

Board of Commissioners
Work Session
April 22, 2025

2016 SPLOST Revenue Budget to Actuals

	Budget	Actuals
2016 SPLOST		
Sales Tax	\$947,932,572.15	\$947,932,572.15
Grant Revenue	\$155,275,284.14	\$134,274,445.07
Interest Earnings	\$9,708,343.65	\$13,633,994.32
Miscellaneous Revenue	\$34,580,722.88	\$32,070,259.88
Transfers In	\$30,191,423.02	\$29,831,297.31
Total Revenue	\$1,177,688,345.84	\$1,157,742,568.73

- Department of Transportation generated \$124,426,080.85 of the Grant Revenue
- The Library Department, Public Safety, and Public Health generated the remaining \$9,848,364.22

2016 SPLOST Expense Summary

	Amount Remaining
2016 SPLOST	
Department of Transportation	\$23,278,676.20
Department of Public Safety	\$13,303,072.22
Property Management	\$5,116,404.26
Information Technology Services	\$4,540,060.96
PARKS	\$2,075,713.76
Sheriff's Office	\$508,027.12
Other Departments	\$35,530.01
Total Budget Remaining	\$48,857,484.53

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2022 SPLOST Revenue Budget to Actuals

	Budget	Actuals
2022 SPLOST		
Sales Tax	\$750,000,000.00	\$671,854,727.01
Grant Revenue	\$69,625,640.22	\$40,321,591.86
Interest Earnings	\$15,000,000.00	\$24,835,530.58
Miscellaneous Revenue	\$638,489.35	\$434,484.13
Transfers In	\$35,070,578.73	\$4,705,154.93
Total Revenue	\$870,334,708.30	\$742,151,488.51

The 12-month rolling average of monthly sales tax collections is \$17,514,143.00.

The 24-month rolling average of monthly sales tax collections is \$17,859,987.10.

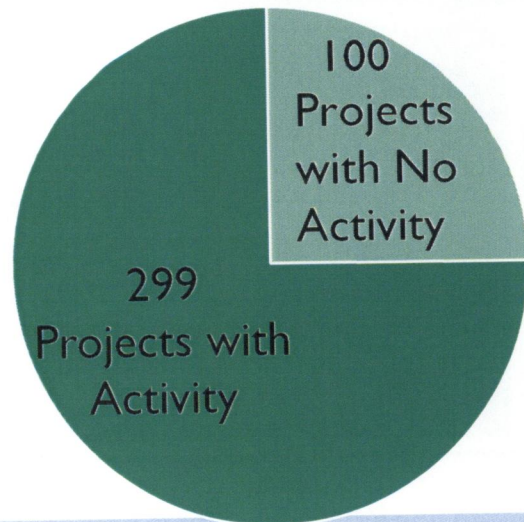
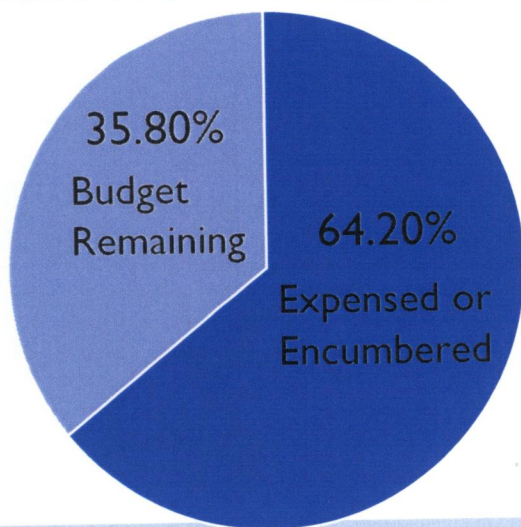
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2022 SPLOST Expense Summary

	Amount Remaining
2022 SPLOST	
Department of Transportation	\$155,560,874.02
Cities' Share of Collections	\$27,650,305.88
Department of Public Safety	\$39,419,216.93
PARKS	\$35,157,177.18
Information Technology Services	\$32,704,045.91
Property Management	\$11,004,835.12
Sheriff's Office	\$6,000,000.00
Library System	\$3,477,517.37
Senior Services	<u>\$265,184.80</u>
Total Budget Remaining	\$311,239,157.21

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2022 SPLOST Projects Underway



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Board of Commissioners Work Session – April 22, 2025

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Cobb County 2011 SPLOST



Fullers Park Field 1 Synthetic Infield Conversion

Designer: Breedlove Land Planning

Contractor: TBD

Budget : \$322,614.79

Status: In Procurement

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Cobb County 2011 SPLOST



Powers Jackson Cabin

Budget : \$321,000.00

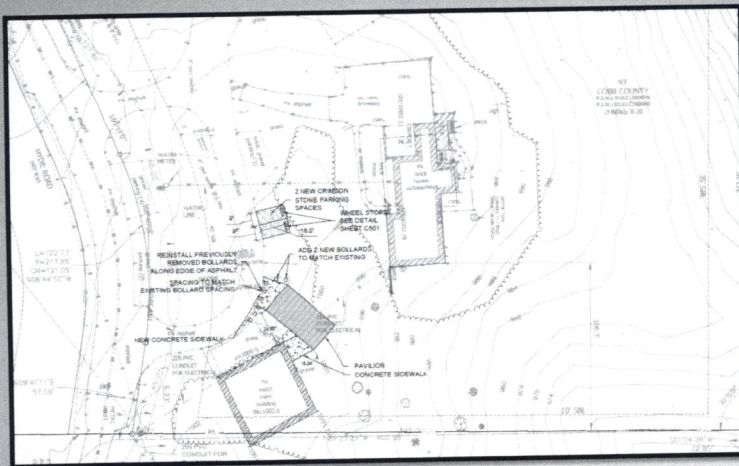
Contractor: Leatherwood, Inc. **Status:** In Procurement

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Cobb County 2016 SPLOST

SPLOST 2016

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Hyde Farm Pavilion

Designer: Southern A&E

Contractor: Crown Retail Services, Inc.

Budget : \$350,000.00

Status: In Construction



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Cobb County 2016 SPLOST

SPLOST 2016

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PARKS Maintenance Building

Designer: Foreman Seeley Fountain

Contractor: Integrity Construction Management

Budget : \$1,000,000.00

Status: Completed



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Cobb County 2016 SPLOST

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Miller Arena Deck Treatment

Contractor: TBD

Budget : \$442,000.00

Price Bridge

Designer: TBD

Contractor: TBD

Budget : \$700,000.00



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Cobb County 2016/2022 SPLOST



Milford Recreation Center

Designer: LDD Blueline

Contractor: Carroll Daniel

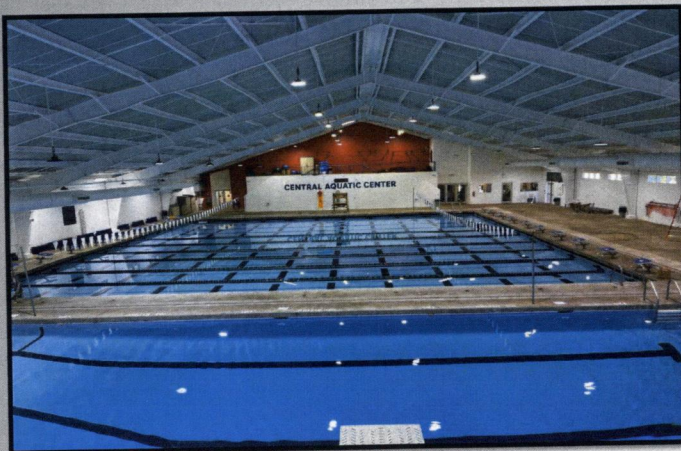
Budget : \$17,340,000.00 (Includes land purchase)

Status: Complete



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Cobb County 2022 SPLOST



Aquatic Centers

- Dehumidification Unit Replacements

Contractor: Daikin Applied

Budget : \$2,398,510.58

Status: Complete

- Marcite and Paint

Contractor: United Pool Construction

Budget : \$1,405,000.00

Status: 96% Complete



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Cobb County 2022 SPLOST



Big Shanty Park

- **Parking and Pickleball Courts**

Designer: Breedlove Land Planning

Contractor: Bartow Paving Company

Budget : \$707,153.00

Status: Complete

- **Sanitary Sewer System**

Designer: JLA

Contractor: HD Excavation and Utilities

Budget : \$566,250.00

Status: Complete

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Cobb County 2022 SPLOST



Gym Floor Replacements

- **Wood Floors**

Contractor: CBA Sports

Budget : \$658,759.00

Status: Complete

- **Synthetic Floors**

Contractor: Southeastern Surfaces & Equipment

Budget : \$98,980.00

Status: Complete

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Cobb County 2022 SPLOST



Lost Mountain Park Synthetic Turf Conversion

Designer: Breedlove Land Planning

Contractor: Capital Sports Construction

Budget : \$1,910,000.00

Status: 25% Complete



Wallace Park Synthetic Turf Conversion

Designer: Breedlove Land Planning

Contractor: Capital Sports Construction

Budget : \$2,050,000.00

Status: 25% Complete

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COMPLETED PROJECTS

2022 SPLOST



Technology, Life Safety, and Security Improvements

- Security Cameras installed at 14 park facilities
- Upgraded parking lot and security lighting at 2 parks
- Mable House Arts Center – Channel and remove fumes from kiln room
- Fontaine Road Silver Comet Trailhead – Upgrade parking lot and security lighting
- PARKS Administration Gate Badge Reader Installation

Building renovations and Improvements

- Replace roof at The Art Station
- Replace lobby carpet at Ron Anderson Recreation Center
- Refinish Sewell Park pool
- Replace marcite and paint natatorium at South Cobb Aquatic Center
- Replace marcite and paint natatorium at Central Aquatic Center
- Replace marcite and paint natatorium at Mountain View Aquatic Center
- Replace carpet in office and public areas at Central Aquatic Center
- Renovate lobby at Gymnastics Center
- Repair Mountain View Aquatic Center roof
- Replace synthetic gym flooring at Fullers Recreation Center
- Replace wood gym flooring at Fair Oaks, Ron Anderson, and South Cobb Recreation Centers
- Roof repair, gutter maintenance, and downspout replacement at Central Aquatic Center
- Resurface swimming pool at Sewell Park

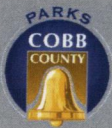
Electrical Upgrades

- Upgrade electric to baseball fields, tennis courts, playground, and pavilions at Fullers Park
- Remove fixtures and replace with LED fixtures on fields at Hubert Soccer Complex
- Remove fixtures and replace with LED fixtures on fields, maintenance shed, concession building and batting cages at Sandy Plains Park
- Rewire mechanical equipment room at South Cobb Aquatic Center
- Remove fixtures and replace with LED fixtures at Mountain View Aquatic Center

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COMPLETED PROJECTS

2022 SPLOST



Electrical Upgrades Continued

- Install Smartlink controllers on new LED fixtures at Fullers Park
- Install Smartlink controllers on new LED fixtures at Sandy Plains Park
- Install Smartlink controllers on LED fixtures at Silver Comet Trailheads
- Install Smartlink controllers on LED fixtures at Sewell Park

Park Amenities

- Install shade structures at East Cobb Park, Boots Ward Recreation Center, and Terrell Mill Tennis Center
- Install benches with shades at Terrell Mill Tennis Center
- Remove and replaced drinking fountains at (4) Silver Comet Trailheads

Mechanical System Replacement

- Replace dehumidification system at Mountain View, South Cobb and West Cobb Aquatic Centers

Paving in Various Parks

- Replace sidewalk at Terrell Mill Park
- Add parking at Hurt Road Park basketball court
- Repave West Cobb Aquatic Center parking lot
- Repave Florence Road SCT Trailhead
- Resurface and repave parking lot and entrance to Cobblestone Golf Course
- Install speed tables at Noonday Creek Park
- Asphalt rehabilitation at Pitner Road Park Airfield
- Sealcoat and stripe parking lot at Wright Environmental Center

Park Site, Erosion, Dam Improvements

- Dredge Wild Horse Creek Park lake

Subsurface Infrastructure

- Fullers Streambank Restoration
- Fair Oaks Storm Sewer Replacement
- Big Shanty Sanitary System Repair

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COMPLETED PROJECTS

2022 SPLOST



Park Signage

- Replaced entry signage at Price, Hyde Farm, East Cobb Park, Clarkdale, Harrison, Big Shanty, and Wild Horse Creek parks
- Install interior facility logo signage at South Cobb Aquatic Center
- Install entry signage at Stout Park (Brownsville Road Entrance)
- Install interior facility logo and signage at West Cobb Aquatic Center and Mountain View Aquatic Center
- Install PARKS rules signage at 14 parks

Replaced cart paths at Cobblestone Golf Course

Big Shanty Park – Parking and Pickle Ball Improvements

Shaw Park

- Renovate restroom near Field #2
- Renovate restroom and pavilion near Field #3

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UPCOMING PROJECTS

2022 SPLOST



District 1

- Big Shanty Park: Install steps and ADA ramp to soccer fields
- Pitner Road Archery Range: Add restroom, pavilion
- Hubert Soccer Complex: Replace synthetic turf material on turf fields
- Lost Mountain: LED conversion, synthetic turf infields

District 2

- Fair Oaks Park/Recreation Center: Replace Picnic Shelters 1 and 2
- Fair Oaks Park/Recreation Center: Replace sidewalks at entrances and throughout park
- Al Bishop: Replace aluminum bleachers
- Al Bishop Complex: LED conversion, synthetic turf infields

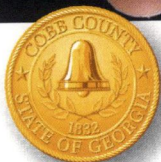
District 3

- Terrell Mill Park: Replace synthetic turf material on turf fields
- Terrell Mill Park: New restroom/pavilion
- East Cobb Park: Replace portions of slate trail with pervious concrete
- Ebenezer Downs: Construction
- Fullers Park: Add slate to trail from East Cobb Bridge to Robinson
- Noonday Park: New restroom
- Shaw Park: Renovations
- Tritt Property Acquisition
- Veterans Memorial

District 4

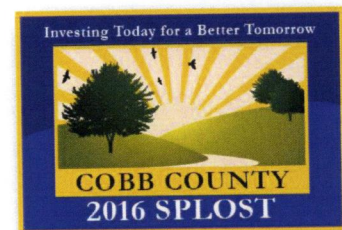
- Mud Creek Soccer Complex: Replace synthetic turf material on turf fields
- Wallace Park: Install full synthetic turf on Field 2 and infield only on Field 1
- Wallace Park: Replace aluminum bleachers
- Mable House Complex: Outdoor Restroom
- Powder Springs Park: Add passive park elements
- Bartlett Park: Initial development of approved master plan
- Furr Park: Initial development of approved master plan
- Henderson Park: Initial development of approved master plan
- Heritage Park: Replacement of Boardwalk

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Technology Improvements

April 22, 2025



Presented by:
Kimberly B. Lemley, CIO

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COBB COUNTY 2016 SPLOST

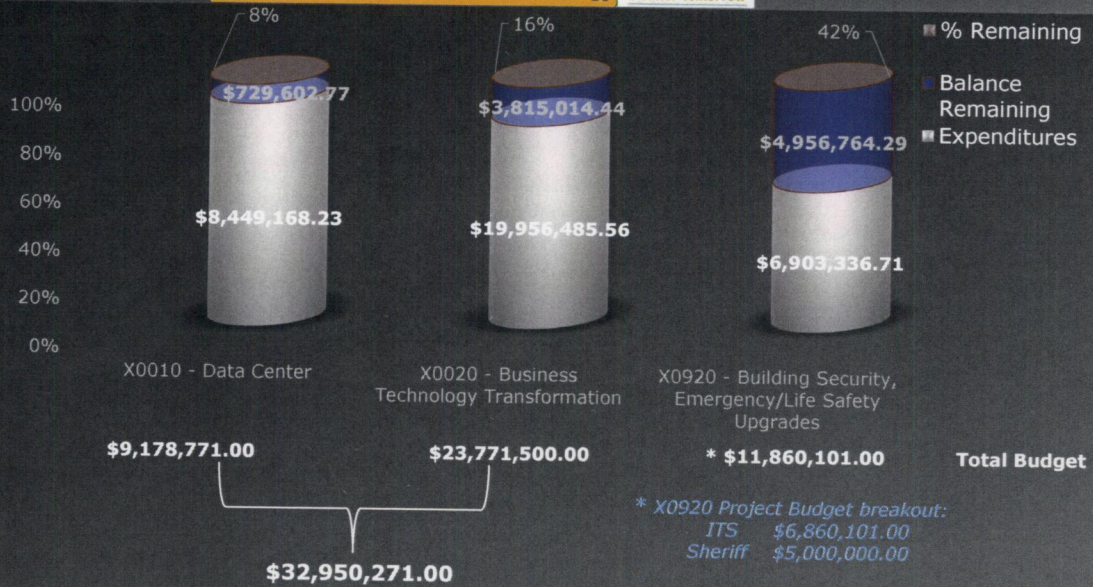
Transportation • Public Safety • Parks
Libraries • Seniors • Facilities • Technology



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As of
Apr 1, 2025

\$44.81M
Approved
3 Projects



23

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Data Center Build & Technology Modernization

Croft and Associates – architectural & engineering design services

Presidio – expert technology services, current state assessment and technology migration planning



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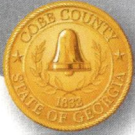
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Data Center Build & Technology Modernization Network Operations Center (NOC)



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Data Center Build & Technology Modernization



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Data Center and Technology Modernization Projects

Completed

- Guest wireless new circuit configuration and install
- Windows and SQL Server licenses for the new data center
- HR/Financial Systems upgrade
- Uninterruptible Power Supply (UPS) for the Data Center Disaster Recovery (DR) site
- Installation of 4GB Internet circuit

In-Progress

- Disaster Recovery
- Final preparation for installation of redundant Internet circuit



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Business Technology Transformation Projects



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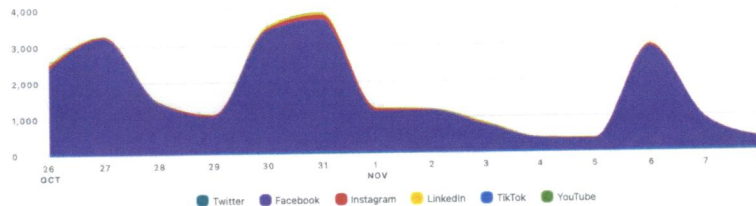
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Sprout Social Implementation

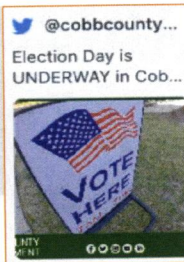
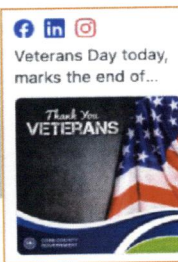
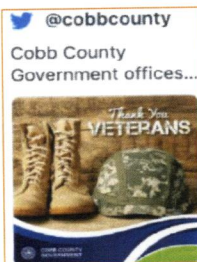
Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Day



Twitter Facebook Instagram LinkedIn TikTok YouTube



Vendor: SHI/Sprout Social

Completion Date: Summer 2023

Project Scope: Software system to enhance and improve social engagement by the Communications Department. This solution is a flexible system that is configurable and scalable for marketing automation, social media management and engagement across multiple platforms.

Current Status: Complete

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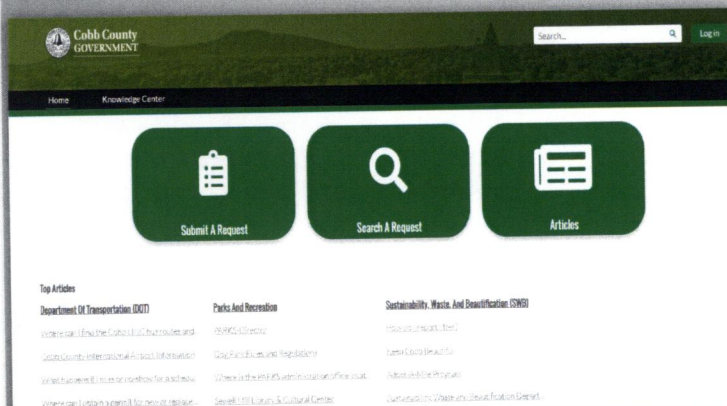
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Salesforce 311/CRM Implementation



Vendor: Catalyst

Completion Date: February 2023

Project Scope: Enterprise solution; includes Communications 311 Call/Customer Management; workorder management for Sustainability, Waste & Beautification (SWB), and interface to DOT/Parks workorder management system.

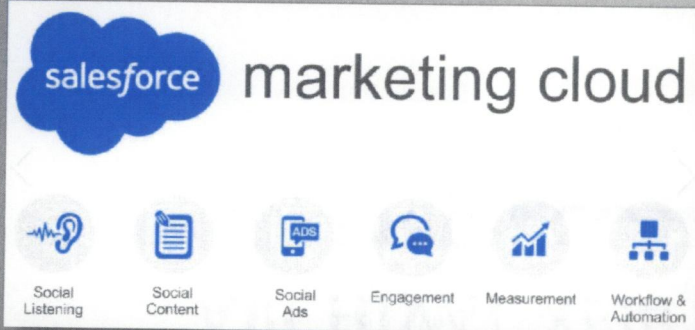
Current Status: Complete

Complete: SWB, Communications 311 Call Management, GIS Heat Map, Econ. Dev.

In Progress: Community Portal, Cloud Call center telephony, BOC, and Tax Commissioner implementations.

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Salesforce Marketing Cloud



SF Marketing Cloud

Vendor: Catalyst

Completion Date: February 2023 Go-Live

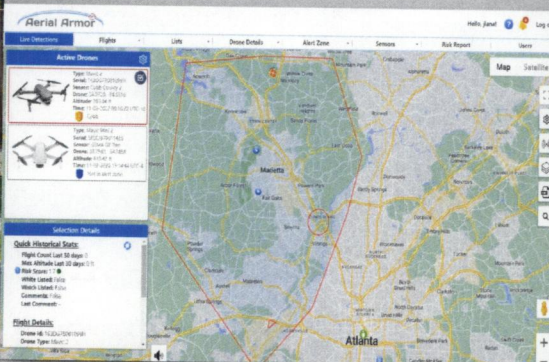
Project Scope: Enterprise solution; Manage digital communications with constituents through enhanced public communications

Current Status: Complete

Complete: Mobile Connect Short Code activation
Mass email blasts capability (via Email Studio)
Newsletter opt-in form (via Web Studio / Cloud Pages)



Drone Detection System



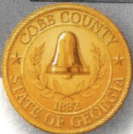
GIS / Public Safety

Vendor: (once known as Aerial Armor, now acquired by Dedrone)

Completion Date: September 2022

Project Scope: System enables Cobb Public Safety and GIS to track drone activity throughout Cobb; especially no-fly-zones around Dobbins, KSU, Truist Park during major events. Allows real-time data sharing with GEMA.

Current Status: Project complete and no longer funded with SPLOST funds.



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Emergency Location Markers ELM)



GIS/Public Safety/PARKS

Vendor: ESRI

Completion Date: August 2022

Project Scope: 4 Phase Project. ELMs and People Counters installed for trails and parks across the County. Locate, manufacture, install and update databases, ELM Navigator system.

Current Status: Project complete and no longer funded with SPLOST funds.

ELMs for 120 miles of trails. Reef ELMs and Jumbo ELMs on Lake Allatoona. Implemented processes for full-service replacement of damaged ELMs and rerouted trails. Installed trail direction signs.

Developed web feature service for people counters.

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Libraries • Seniors • Facilities • Technology



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ESRI Indoors (partially complete)



GIS

Vendor: ESRI

Completion Date: extended to end of 2025

Project Scope: 3 Year Project. Enterprise system to store data regarding assets in various county buildings/facilities.

Current Status: Year 2 complete

Complete: 13 Cobb Libraries, 6 Senior Centers, Health Department, Medical Examiner, Fire HQ and 17 Fire Stations.

In Progress: Additional Fire Stations, Board of Commissioners, State Court, DOT Buildings.

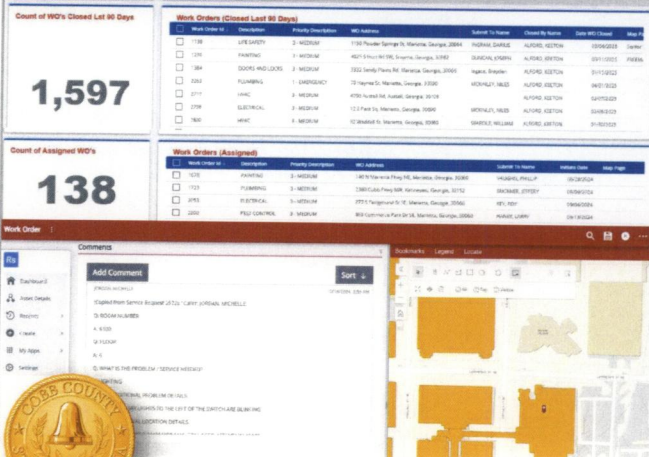
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Business Technology Transformation Projects

In Progress

- Web Portal Phase II (approved by the BOC on 7/9/24)



Completed

- Business Continuity Plan/Application (BCP)
- Business Intelligence/Dashboarding Tool
- Web Portal Phase I
- GIS Big Data Analytics Phase I & II
- High Speed Printer, Folder/Inserter Systems
- Sheriff Offender Management System (OMS)
- Medical Examiner Case Management
- Kronos Time & Attendance System Upgrade
- IBM Power 9 System
- Performance Management/Single Sign-on to County's Learning Management System
- Police Technology Enhancements at New Police HQ
- Cityworks Asset Management and Work Order Management System
- Probate Court Case Management System
- Jury System
- Advantage HR/Finance System Upgrade
- Supplier Diversity Management System (SDMS)



Building Security, Emergency/Life Safety Updates - Completed Projects

Access Control and Video Surveillance

- Superior Court Parking deck
- Superior Court Judges parking
- Procurement Services building
- Badge Printer for Access Control
- Community Development
- Tax Commissioner South Cobb Motor Vehicle Office
- Information Technology Services
- Water
- DOT, CCT and Paratransit
- Property Management
- Senior Services
- Fitness Center, Health Clinic
- Public Safety Facilities
- Government Center/Super Stations West Cobb & East Cobb Gates
- State Court Jury Assembly Room
- Sentence Enforcement Unit
- New Data Center
- Probate Court Cameras & Access Control
- Waddell & Lawrence Street Parking Decks
- Community Development
- Building A Cameras (interior & exterior)



Building Security/Emergency/Life Safety Updates

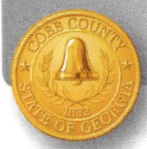
Data Center Security 4 security contracts/projects completed related to power, redundancy, wiring, exterior wall & roof renovations for the new data center

- Nixon Power Services
- Marietta Power
- Allstar Lighting & Electrical Service
- Garland/Design Building Solutions

Security Electronics Adult Detention Center/Judicial Complex - In Progress

Design/construction and security electronics systems upgrade/replacement for the Cobb County Adult Detention Center and Judicial Complex Facilities

- **HOK** selected for architectural design and construction management
- **CML** selected for pre-construction & security electronics system design



**As of
April 1, 2025**

**\$36.06M
Approved
4 Projects**





Countywide Improvements to Judicial Technology

In Progress

- Collaborate Case Management Software for Family Justice Center (in progress)



Completed

- In-fax Court Docket Systems for 7 offices
- Distributed Antenna System (DAS) within the court complex
- DECA Court Recording Software for Juvenile Court
- NemoQ queuing system for Probate Court licenses and estates divisions
- EWI Implementation for Georgia Probation Management

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Technology Infrastructure Upgrades

In Progress

- Upcoming projects are currently in the contract negotiation phase

Completed

- Replacement of over 1,000 wireless access points



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Digital Government Smart Community

In Progress

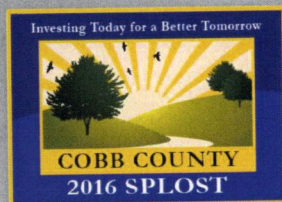
- Enterprise Assessment and Tax Software migration to the cloud (approved by the BOC on 5/14/24)
- Accela SaaS migration to the cloud (approved by BOC on 2/11/25)
- Kronos and Telestaff migration to the cloud (approved by BOC 3/11/2025)

Completed

- eProcurement System



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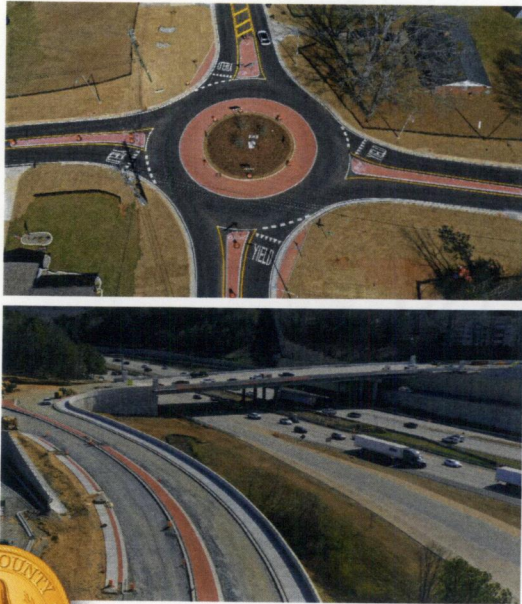


Questions & Comments

Thank You

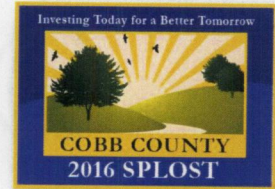
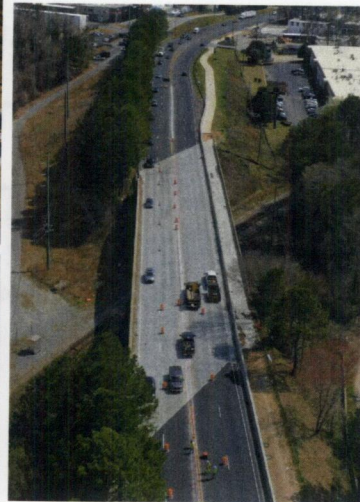


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Department of Transportation

April 22, 2025



Presented by:
Drew Raessler,
Director

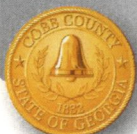
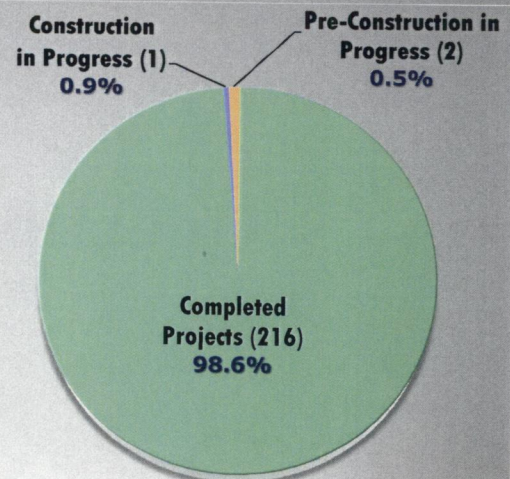
43

Cobb County 2011 SPLOST Facilities, Parks & Transportation



219 Transportation Projects

As of 4/1/25	
Current Budget	\$373,570,153
Encumbrances	\$5,722,653
Expenditures	\$343,875,282
Remaining	\$23,972,218



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Cobb County 2011 SPLOST

Facilities, Parks & Transportation



Projects in Pre-Construction Phase

- Cumberland Transit Center
 - Site Selection Study and environmental phase underway
 - Anticipate starting design in Late 2025
- Marietta Transit Center
 - Site Selection Study and environmental phase underway
 - Anticipate starting design in Early 2026

Projects in Construction Phase

- Lower Roswell Road
 - Construction NTP issued in November 2024
 - Utility relocations in progress
 - Woodlawn Drive intersection improvements in progress
 - Completion scheduled for November 2026



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COBB COUNTY 2016 SPLOST

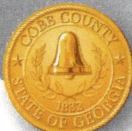
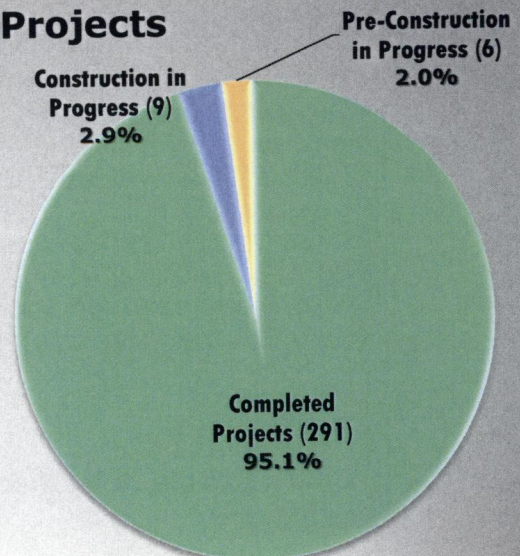
Transportation • Public Safety • Parks
Libraries • Seniors • Facilities • Technology



SPLOST 2016
Investing today for
a better tomorrow

306 Transportation Projects

As of 4/1/25	
Current Budget	\$522,086,876
Encumbrances	\$26,502,081
Expenditures	\$472,132,736
Remaining	\$23,452,059



46

Projects in Pre-Construction Phase

- Dallas Highway at Mars Hill Road/Lost Mountain Road
- Old 41 Highway Roundabouts and realignment
- Marietta Transfer Center Maintenance Facility Expansion
- Powder Springs Road Trail
- Shiloh Road at Royal Dr/Apartment Dr Roundabout
- South Cobb Transit Center



47

Projects in Construction Phase

- Akers Mill Rd Managed Lanes Access (GDOT) – Completion Spring 2025
- **Hillcrest Drive Sidewalk** – Completion Summer 2025
- Mableton Pkwy Pedestrian Improv. Ph 2 – Completion Summer 2025
- Old Floyd Rd at Veterans Memorial Hwy – Completion Fall 2026
- Shallowford Road at Wesley Chapel Rd – Completion Spring 2025
- **Silver Comet Trail Connector** – Completion Summer 2025
- **South Barrett Reliever, Phase 3** – Completion Fall 2025
- **Stout Pkwy at Burnt Hickory (Paulding)** – Completion Spring 2025
- Windy Hill Road (Smyrna) – Completion Fall 2025

* **Bold projects to be discussed/highlighted**

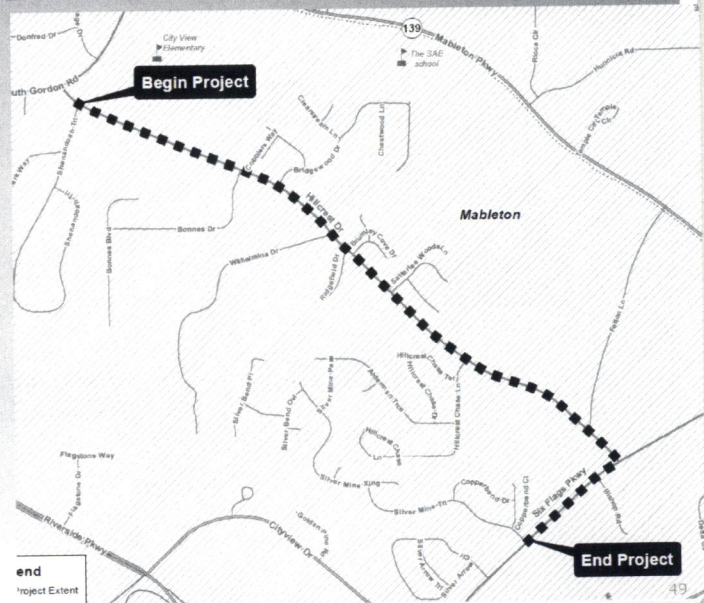


48

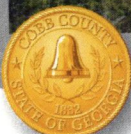
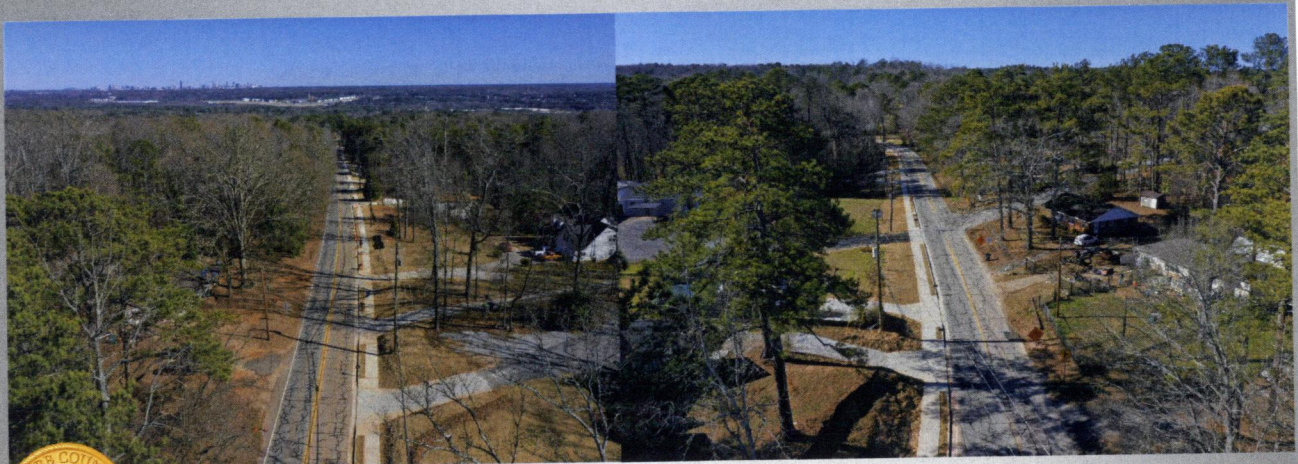


Project Highlight – Hillcrest Drive Sidewalk

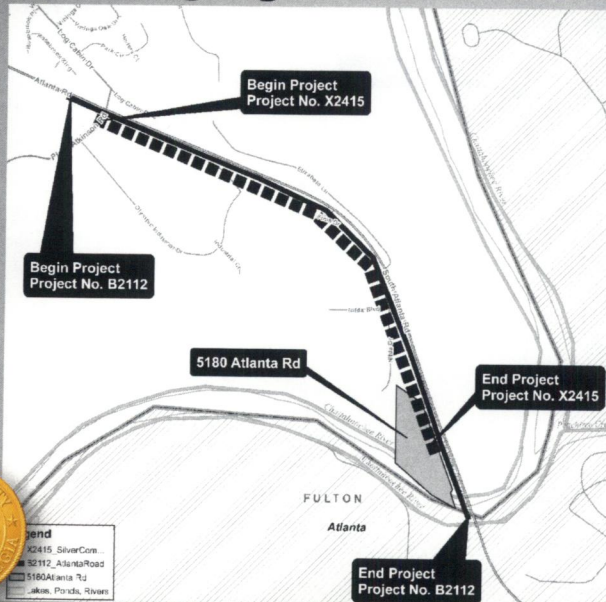
- Construction of curb and gutter and 5' sidewalk along:
 - Hillcrest Drive between Shenandoah Trail and Six Flags Parkway
 - Six Flags Parkway between Hillcrest Drive and Silver Mine Trail
- Contractor: Great Midwest Insurance Co.
- Construction contract amount: \$2.57 M
- Project is scheduled for completion in Summer 2025



Project Highlight – Hillcrest Drive Sidewalk



Project Highlight – Silver Comet Trail Connector

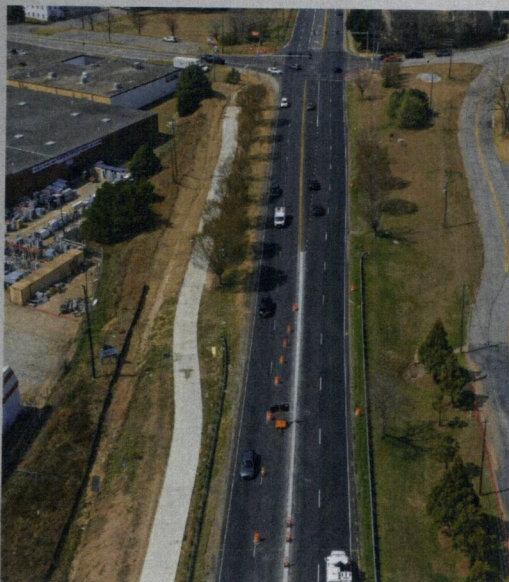


- Construction of a 10'-12' wide multi-use trail, extending the Silver Comet Trail from Plant Atkinson Road south to the Fulton County line
- Contractor: C.W. Matthews
- Construction contract amount: \$3.2 M (trail portion)
- Scheduled for completion in Summer 2025

** Project is combined with 2022 SPLOST project B2112 Atlanta Road Bridge over CSX RR*

51

Project Highlight – Silver Comet Trail Connector

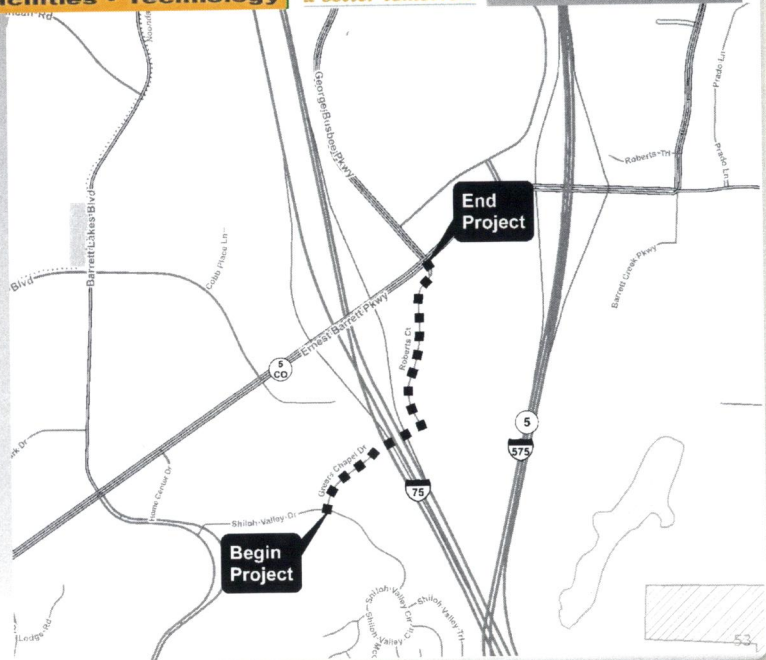


52

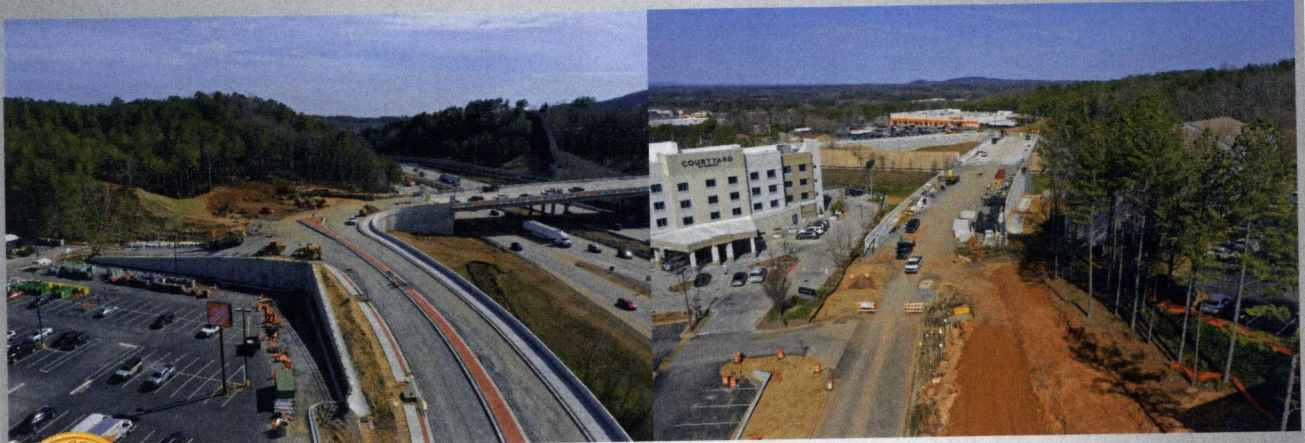


Project Highlight – South Barrett Reliever, Phase 3

- Extend and widen Shiloh Valley Drive/Greens Chapel Drive across I-75 to Roberts Court and Barrett Parkway
 - Bridge over I-75 and Managed Lanes
 - Roundabout at Greens Chapel and Roberts Court
- Contractor: C. W. Matthews
- Construction contract amount: \$37.95M
- Scheduled for completion in Nov 2025



Project Highlight – South Barrett Reliever, Phase 3



Project Highlight – Burnt Hickory Road and Stout Parkway/Brownsville Extension

- Safety and operational intersection improvement – construction of a roundabout
- Joint project with Paulding County and GDOT
 - Paulding County lead
- Project is substantially complete

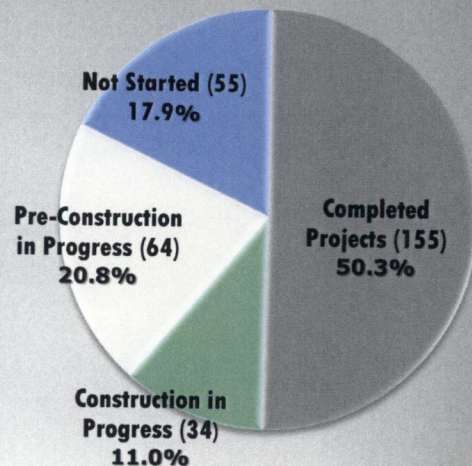


55



308 Transportation Projects

As of 4/1/25	
Current Budget	\$417,988,263
Encumbrances	\$77,751,996
Expenditures	\$183,425,393
Remaining	\$156,810,874

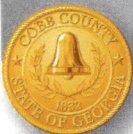


56



Projects in Pre-Construction Phase

- Bells Ferry Road over Noonday Creek
- Collins Road over Little Allatoona Creek
- Camp Highland Rd Bridge over Silver Comet Trail
- Cobb Place Blvd at Vaughn Rd Drainage
- Concord Road/Covered Bridge Drainage
- Center Street Drainage
- River View Road Drainage
- Honeysuckle Lane Drainage
- Old Mountain Trail Drainage
- Spencers Trace Drainage
- Regents Park Ln Drainage
- Yancy Drive Drainage
- Tanglewood Drive Drainage
- **Due West Road at Antioch Road**
- Holly Springs Corridor Improvements
- Church Rd/Plant Atkinson Rd at N. Church Lane
- Shallowford Road at Gordy Parkway West
- East-West Connector Corridor Improvements
- Canton Rd at Lake Dr/Old Noonday School House Rd
- Canton Road at Piedmont Road
- Holly Springs Road at Sandy Plains Road
- Holly Springs Road at Davis Road Roundabout Mod.
- Holly Springs Road Median Enhancements
- Cobb DOT Facility Improvements
- Big Shanty Road Widening
- Chattahoochee River Trail, Phase 2
- South Cobb Dr (SR280) Traffic Safety Improvements
- Cobb Parkway at Black Acre Trail/Third Army Road
- **Johnson Ferry Road at Shallowford Road**
- Barrett Pkwy at Burnt Hickory Rd I/S Improvements
- Lost Mountain Rd at Amberton Dr I/S Improvements
- Little Willeo Rd at Johnson Ferry Rd I/S Improv.
- Chastain Road at Busbee Drive I/S Improvements
- Trickum Road at Eula Drive/Rocky Mountain Road
- Veterans Memorial Hwy at Burrus Rd I/S Improv.
- Florence Rd at Hiram Rd/Gaydon Rd I/S Improv.
- ITS Communication Design, Phases 3B and 3C
- Miovision Data Analysis
- Cobb Pkwy at McCollym Pkwy/Kennesaw Due West Rd/Old 41 Hwy Study
- Cumberland Transit Alternatives Study
- Traffic Signal Timing – TransSuite (Procurement)
- Traffic Signal Timing – Cameras (Procurement)
- Lower Roswell Rd at Old Paper Mill Rd Traffic Signal
- Transportation Technology - ProjectView
- Transportation Technology - Cartegraph System Upgrade
- Transportation Management Center Upgrade
- Traffic Signal System Preservation - Vehicle Detection Upgrade
- Traffic Signal Infrastructure Equipment (Procurement Only)
- West Sandtown Road Sidewalk (South)
- Hamilton Road Sidewalk (South)
- Pete Shaw Road Sidewalk
- Schaffer Road Sidewalk
- East Callaway Road Sidewalk
- Church Road Sidewalk
- Transit STBG ADA Sidewalks Austell Road/Atlanta Road
- Transit STBG ADA Sidewalks Powers Ferry Road
- Resurfacing 2026-1 Local Roads (NW)
- Resurfacing 2026-2 Local Roads (NE)
- Resurfacing 2026-3 Local Roads (S)
- Resurfacing 2026-4 Thoroughfares (Countywide)
- Resurfacing 2026 ADA Ramp Upgrades Contract 1
- Resurfacing 2026 ADA Ramp Upgrades Contract 2
- Resurfacing - Cobb County-Marietta Water Authority



* **Bold projects to be discussed/highlighted**

57



Project Highlight – Due West Road at Antioch Road

- Safety and Operational Intersection Improvement Project
 - Construction of roundabout
- Design and ROW acquisition in progress
- Scheduled to let to construction in Fall 2025



58



Project Highlight – Johnson Ferry Rd at Shallowford Rd

- Operational and Safety Intersection Improvement Project
 - Additional westbound through lane
 - Traffic signal modification
 - New raised medians for access control
- Design/Build scheduled to bid in Spring 2026



Projects in Construction Phase

- Ernest Barrett Pkwy over Noses/Ward Creek - Bridge Rehab
- Maxham Road over Buttermilk Creek – Bridge Rehab
- Atlanta Road Bridge over CSX RR - Bridge Rehab
- Oakdale Road Drainage
- Mountain Trace Drainage
- Oak Drive Drainage
- Riverside Pkwy Drainage
- Alexis Court Drainage
- **Old Stilesboro Road at County Line Road**
- Cumberland Parkway from Paces Walk to Paces Ferry Road
- **South Gordon Road at Pisgah Road**
- Cobb Pkwy Pedestrian Bridge – Bridge Rehab
- 2023 Traffic Signal Timing
- 2025 Traffic Signal Timing
- Traffic Signal Equipment Deployment - North
- Traffic Signal Equipment Deployment - South
- Big Shanty Road to Hidden Forest Court
- Veterans Memorial Hwy at Buckner Rd Traffic Signal
- Ewing Road Sidewalk
- Hollydale Gateway Sign Replacement
- W. Atlanta Road Sidewalk
- Barnes Mill Road Sidewalk
- Transit STBG ADA - Busbee Drive/George Busbee Parkway
- Transit STBG ADA - Cumberland Blvd/Cumberland Pkwy
- Sewell Mill Road School Zone Improvements
- Resurfacing 2024-2 Local Roads (NE)
- Resurfacing 2024-3 Local Roads (S)
- Resurfacing 2024-4 Thoroughfares (Countywide)
- Resurfacing 2025-1 Local Roads (NW)
- Resurfacing 2025-2 Local Roads (NE)
- Resurfacing 2025-3 Local Roads (S)
- Resurfacing 2025-4 Thoroughfares (Countywide)
- Resurfacing 2025 ADA Ramp Upgrades (West)
- 2025 Countywide Crack Sealing

* **Bold projects to be discussed/highlighted**





Project Highlight – Old Stilesboro Road at County Line Road

- Safety and Operational Intersection Improvement Project
 - Construction of roundabout
- Construction NTP issued on April 7, 2025
- Construction duration – 15 months

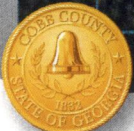


61



Project Highlight – South Gordon Road at Pisgah Road

- Safety and Operational Intersection Improvement Project
 - Construction of roundabout
- Construction scheduled to start in May 2025
- Construction duration – 15 months



62



Drainage Component Status

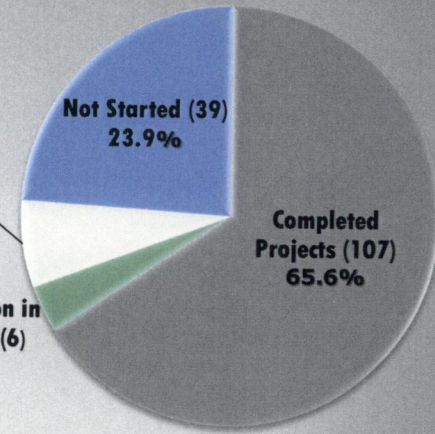
As of 4/1/25	
Current Budget	\$22,762,164
Encumbrances	\$1,888,065
Expenditures	\$15,919,332
Remaining	\$4,954,767

- Remaining budget projected to be spent by end of February 2026
- Forecast expenditures of more than \$37M by end of 2027 based on current spending levels



Pre-Construction
in Progress (11)
6.8%

Construction in
Progress (6)
3.7%



Sidewalk Component Status

As of 4/1/25	
Current Budget*	\$26,892,000
Encumbrances	\$2,634,657
Expenditures	\$2,284,178
Remaining	\$21,973,165

*\$11.5M SPLOST funds, \$15.3M grant funds for Transit ADA program.

Completion Year	Locations	Feet	Expenditures
2024	2	1,109	\$759,155
2025	5	7,498	\$3,764,935
2026	7	11,774	\$5,220,058
2027	5	7,498	\$4,535,595
Totals	21	27,878	\$14,279,743



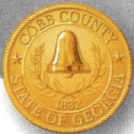


Resurfacing Component Status

As of 4/1/25	
Current Budget	\$216,553,618
Encumbrances	\$50,069,871
Expenditures	\$122,455,787
Remaining	\$44,027,960

- Anticipate receiving additional \$13.5M of State (LMIG) funds by end of 2027
- \$12.7M of funding transferred to Drainage System has not been restored
- More than 4,200 roads are classified Poor condition (PCI < 55) or worse

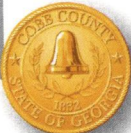
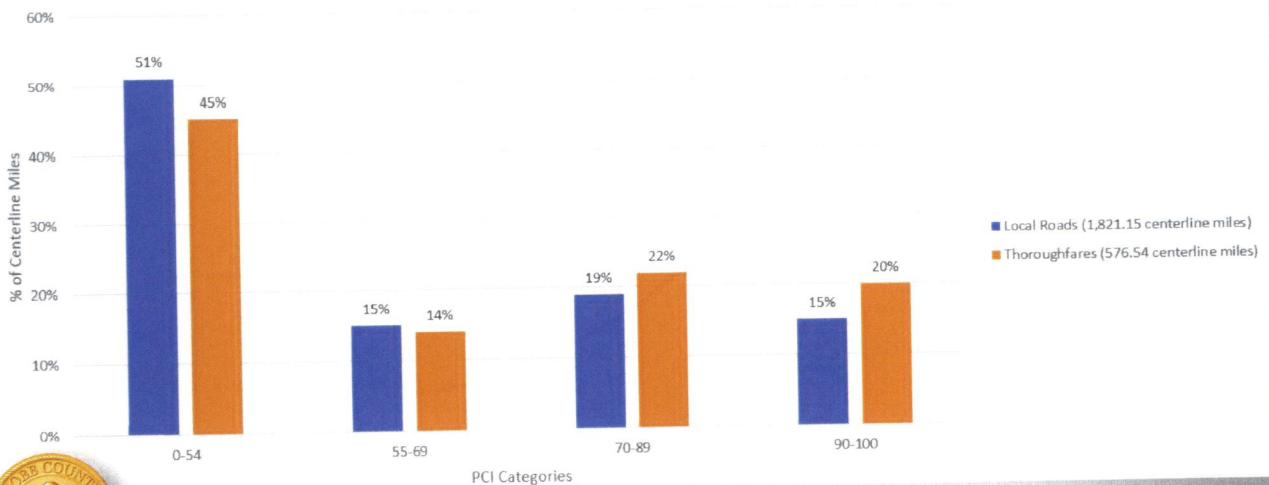
Year	# Roads	# Miles	Approx. Cost
2022	476	117	\$54,500,000
2023	486	113	\$54,500,000
2024	322	76	\$35,000,000
2025	341	82	\$31,000,000
2026	350	85	\$34,000,000
2027	350	85	\$34,000,000
Totals	2,325	558	\$243,000,000



65



Locals & Thoroughfares on Each PCI Category

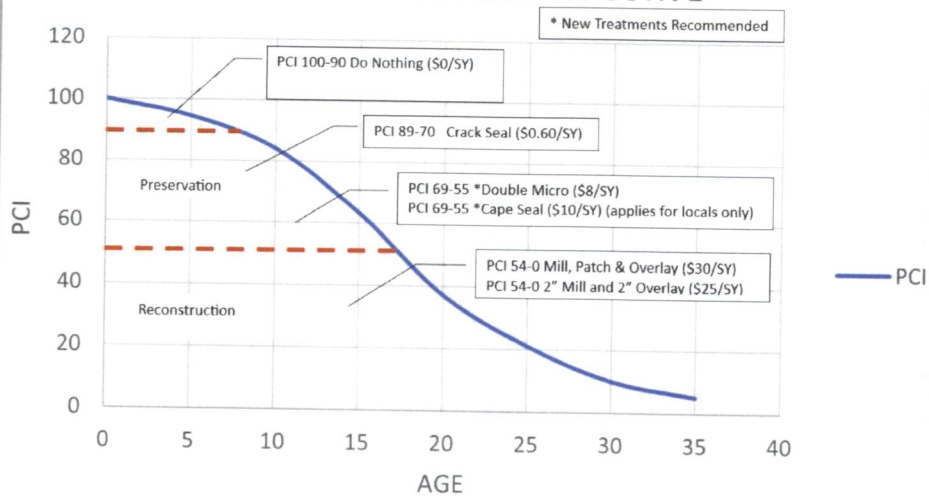




Preservation Treatments Costs and Additional Service Life (ASL)



PAVEMENT CONDITION CURVE



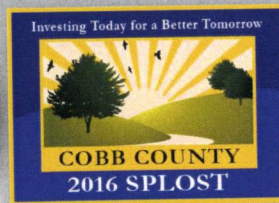
Federal/State Grant Local Match Status

	As of 4/1/25		
	2016 SPLOST	2022 SPLOST	Total
Local Match \$	\$74,000,000	\$28,000,000	\$102,000,000
Fed/State \$	\$146,000,000	\$95,000,000	\$241,000,000

Projected to leverage \$102M of SPLOST funding to obtain \$241M in grants



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Questions & Comments

Thank You

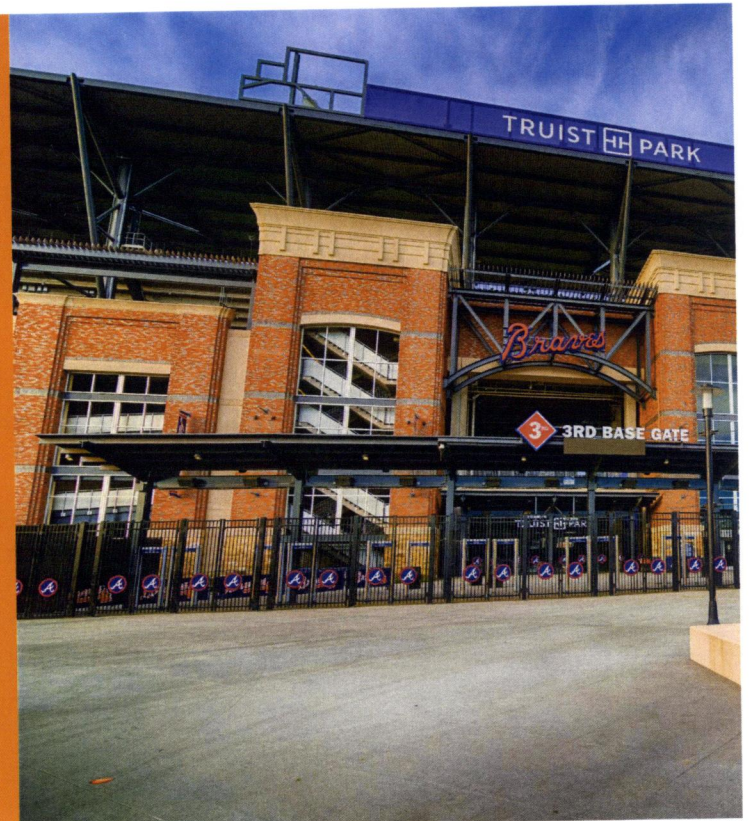


70

Brand Equity Survey Results & Key Insights

Cobb County Government Services

Prepared by id8
April 22, 2025



Why We're Here and What We Uncovered

- 1 Meeting Purpose and Project Overview
- 2 Survey Results and Key Findings
- 3 Recommendations
- 4 Case Studies

Meeting Purpose

Present the findings from the past four months of extensive research to assess the relevance and value of government services to the Cobb County community.

Answering These Questions...

- 1 What is the overall reputation of Cobb County among residents and stakeholders?
- 2 Are residents aware of all the service offerings provided?
- 3 What improvements can we make to create a more unified community?

3

Project Overview

- 1 Launched survey in **January 2025** and distributed it through Cobb County Government's e-Newsletter
- 2 Received **635** unique responses across a wide range of demographics (residents/visitors, age, ethnicity)
- 3 Included **7** interviews with key stakeholders
- 4 Analyzed and synthesized the data to report evidence-based findings and opportunities for Cobb County

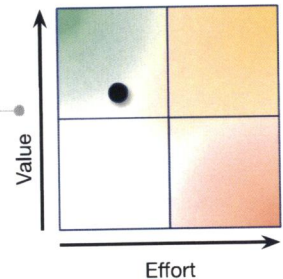
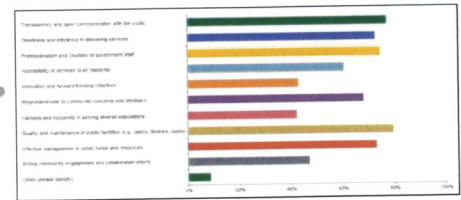
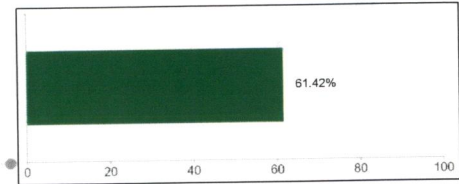
Survey Results & Key Findings

61
100

Community members have a **generally positive perception** of Cobb County Government Services.

Needed improvements include:

1. Elevate **awareness of Cobb** County's unique services/offerings
2. Create a more **relevant & consistent brand**



id8 5

A Deeper Look at the Results

CATEGORY	RESULTS
Most Familiar...	Libraries, Parks & Recreation, Public Safety
Least Familiar...	Economic Development, Community Development, Senior Services
Information Sources...	County Website (88%), Social Media (45%), Local News Sources (34%)
Quality of Programs (Excellent + Very Good)...	Libraries (29% + 39%), Public Safety (23% + 35%), Parks & Rec (23% + 42%)
Quality of Programs (Poor + Fair)...	Transportation, Transit, Traffic, & Maintenance (16% + 28%), Economic Development (9% + 28%), Community Development (9% + 28%)
Pride...	61 of 100 (Average Leaning High)
Factors Most Contributing to Positive Sentiment...	Quality and maintenance of public facilities (79%), Transparency and open communication (77%), Professionalism and courtesy of government staff (74%)
Comparison to Other Regional or Local Services...	62 of 100 (Average Leaning High)
Improvements Advice...	Taxation & Budgeting (13%), Infrastructure Maintenance (12%), Public Safety (11%)

id8 6

Key Insights

50%

- 1 More than half of the respondents are **unfamiliar with Economic Development and Senior Services**.
- 2 **Libraries, Public Safety, and Parks & Recreation** are highly regarded.
- 3 **Political rhetoric dilutes the brand** reputation value of Cobb County Government Services.
- 4 **Cobb County needs a refreshed, consistent brand** highlighting its unique offerings/broader appeal.

id8 7

Data-driven Recommendations

Doing These Things...

Updated Logo & Tagline
Modernize brand

Consistent Brand Guidelines
Across all platforms

Branded Community Materials
Templates for cohesion

Strategic Storytelling
Before & after visuals

Will Result in This...

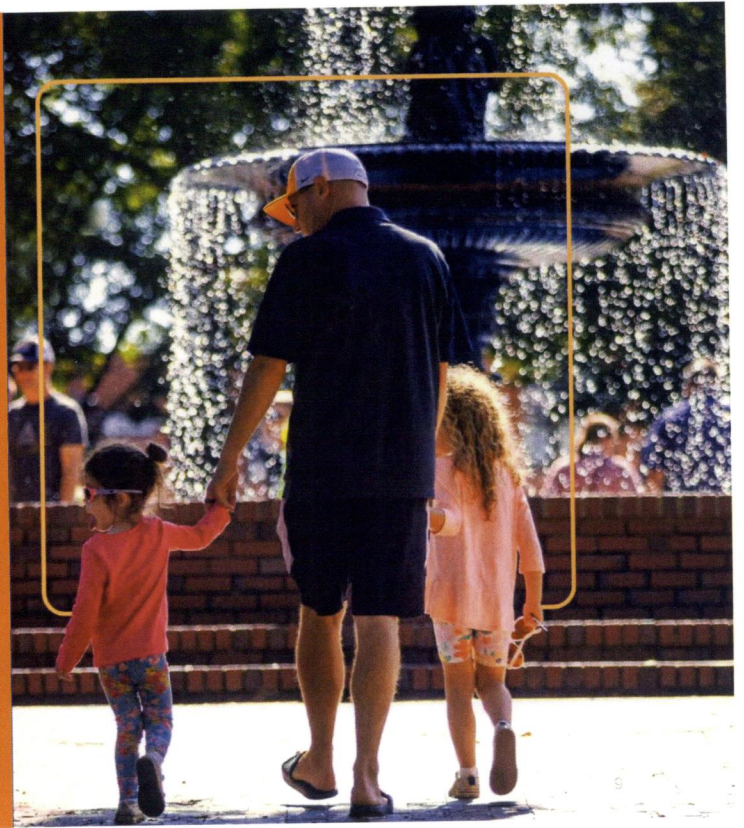
→ **Enhanced Trust & Engagement** will
Increase Revenue & Efficiency

→ **Economic Development**
and Business Attraction

→ **Talent Attraction**
and Retention

→ **Cost Savings** from Stronger
Community Relations

Case Studies



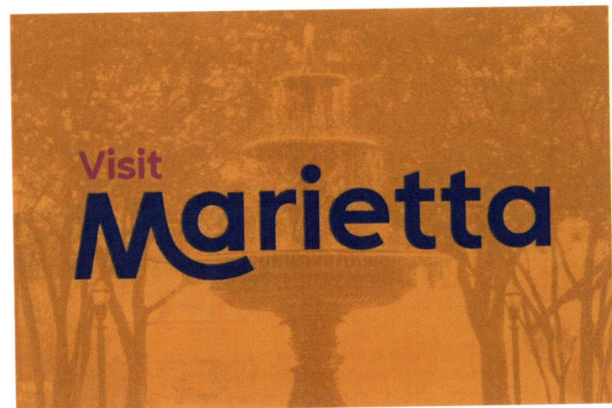
Visit Marietta Case Study

In early 2023, the Marietta Visitors Bureau engaged id8 to reposition and refresh its image, ensuring Marietta's growth as a destination aligns with its community values and character.

Our primary objectives in rebranding were twofold: to encourage people to plan extended stays by raising awareness of Marietta's variety of offerings and to strengthen community pride by highlighting its historic allure and spirit.

From surveys and our own experiences as a Marietta-based business, we knew the Square had to be central to our strategy. A "hub and spoke" model emerged, positioning the Square as the central draw that links visitors to surrounding attractions.

The new branding has increased tourism and been wholeheartedly embraced by the community. It's now cool to say, "Meet me on the Square!" This success reflects the achievement of our objectives: attracting more visitors while fostering a shared sense of pride among locals.



The Deliverables:

Brand Equity Analysis | Brand Positioning & Messaging
Brand Identity Package | Go-to-Market Strategy | Video & Photography
Advertising & Marketing Materials | Website Redesign | Paid Media



id8 11

Georgia Department of Labor Case Study

Working with government entities can present some unique challenges, but it comes with a side of great opportunities. We get to help improve something that directly impacts a multitude of people, and in the process make their lives a little bit better.

The Georgia Department of Labor is the arm of state government charged, in part, with helping unemployed Georgians find new jobs, which became an even more urgent mission during a global pandemic.

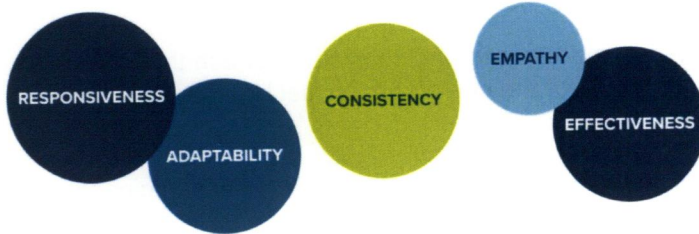
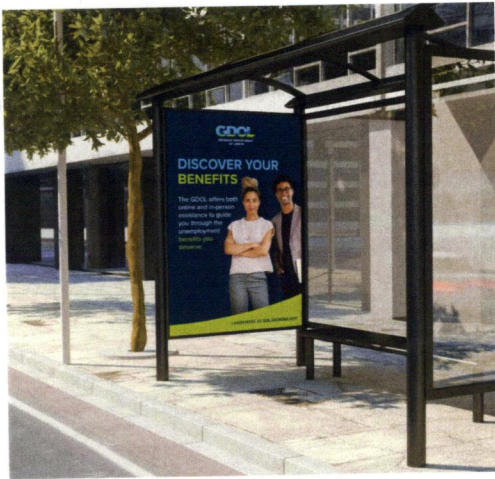
With thousands of Georgians suddenly without work due to measures taken to combat COVID, the system designed to support them was challenged in a way that it had never been before.



The Deliverables:

Brand Strategy | Stakeholder Survey | Brand Positioning & Messaging
Interactive Workshop | Brand Identity Package | Brand Guidelines |
Go-to-Market Strategy | Change Communications

id8 12



DEFINING THE GEORGIA DEPARTMENT OF LABOR

Once we had this overarching intent down it was time to focus on how to convey these things visually with a new logo and branding. We wanted to convey GDOI's commitment to both job seekers and businesses, while emphasizing the idea that Georgia wasn't stop - even in challenging times. We also knew that we needed to be modern and forward-looking in order to speak to the large digital-native population. Finally, we wanted to be the Department of Labor to the State of Georgia - where before "DOL" stood alone - to reinforce the idea that this an entity working for the betterment of the state, not just another government entity.



Addendum

What did we learn from the interviews?

- Brands that are the most highly regarded are those that create engaging and friendly experiences; e.g., treat customers respectfully, take care of their employees through trust and empathy, keep calm during testing/stressful moments, and offer suggestions and solutions to problems (rather than lament the challenges).
- Interviewees' overall perception of Cobb County services is excellent. The most noted features are the people and the experiences. Unfortunately, the brand of Cobb County is being eroded by political rhetoric and divides. This stymies progress and makes it very difficult to achieve the missions of the public services teams.
- Need to better promote the unique offerings of Cobb County—parks & rec, libraries, public safety—while also reminding the community that there is more to Cobb County than you might think.
- Brand logo, messaging and marketing materials need a “modernized and consistent refresh that captures the history and uniqueness of Cobb County”. It is important for the community to feel like they have a voice in the process.
- It is important for this team to communicate insights, learnings, and next steps to interview participants.

id8 15

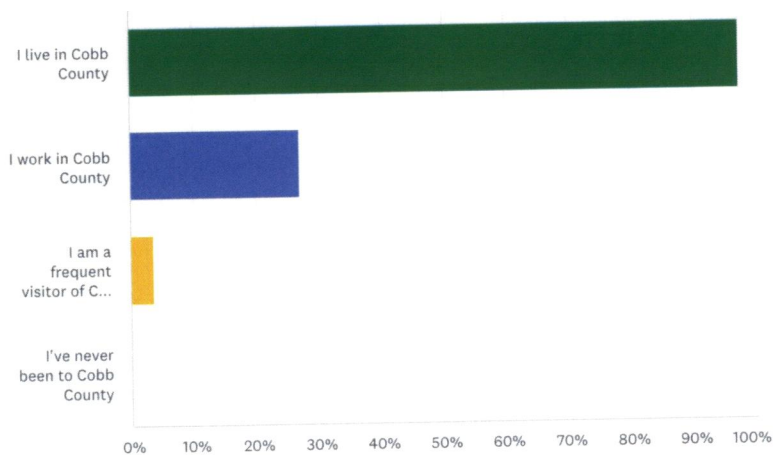
Response Rates



id8 16

Q1: How would you describe yourself?

Answered: 636 Skipped: 0



id8 17

Q1: How would you describe yourself?

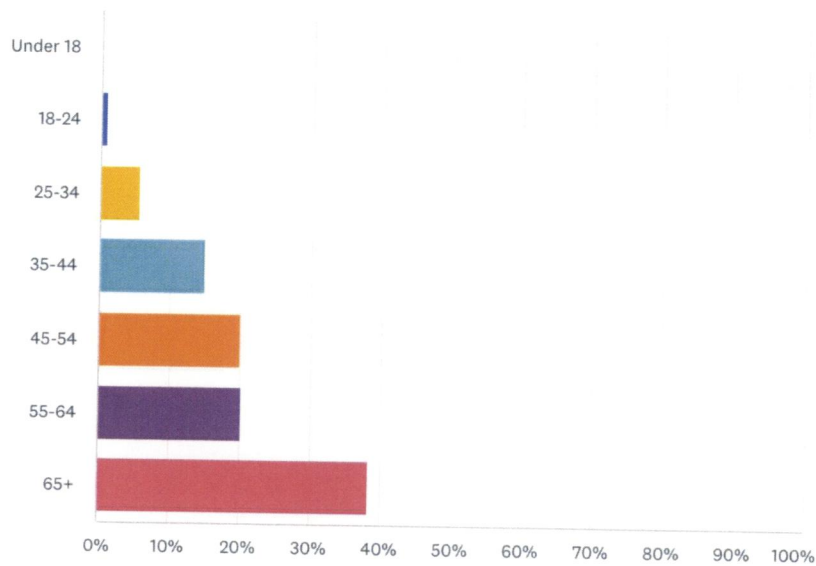
Answered: 636 Skipped: 0

ANSWER CHOICES	RESPONSES	
I live in Cobb County	97.33%	619
I work in Cobb County	26.89%	171
I am a frequent visitor of Cobb County	3.62%	23
I've never been to Cobb County	0.00%	0
TOTAL		813

id8 18

Q2: What is your age range? (Select One)

Answered: 636 Skipped: 0



id8 19

Q2: What is your age range? (Select One)

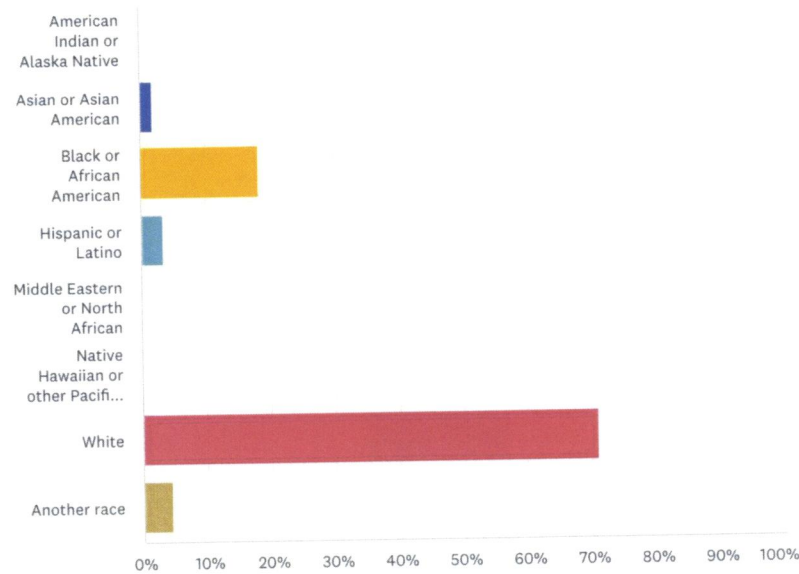
Answered: 636 Skipped: 0

ANSWER CHOICES	RESPONSES	
Under 18	0.16%	1
18-24	0.63%	4
25-34	5.66%	36
35-44	15.09%	96
45-54	20.13%	128
55-64	20.44%	130
65+	37.89%	241
TOTAL		636

id8 20

Q3: What is your ethnicity? (Select one)

Answered: 626 Skipped: 10



idb 21

Q3: What is your ethnicity? (Select one)

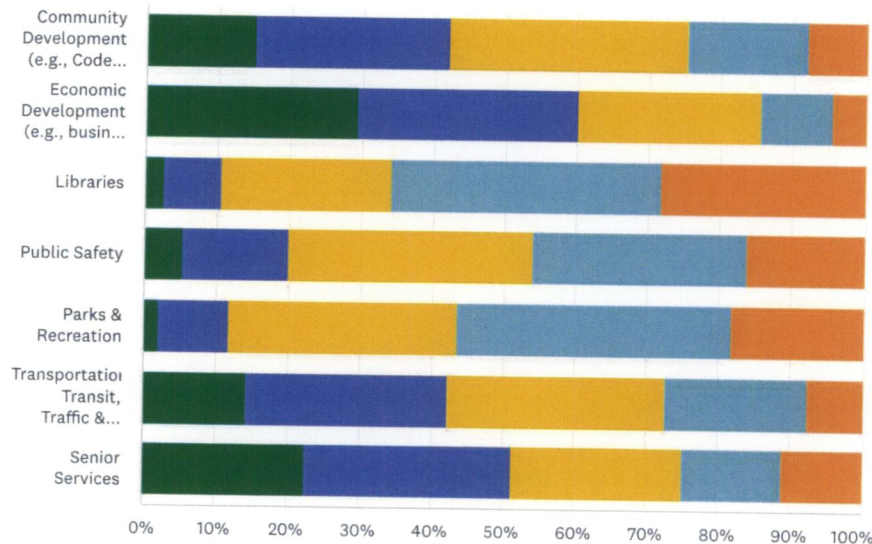
Answered: 626 Skipped: 10

ANSWER CHOICES	RESPONSES	
American Indian or Alaska Native	0.32%	2
Asian or Asian American	1.76%	11
Black or African American	18.69%	117
Hispanic or Latino	3.35%	21
Middle Eastern or North African	0.32%	2
Native Hawaiian or other Pacific Islander	0.32%	2
White	70.93%	444
Another race	4.31%	27
TOTAL		626

idb 22

Q4: How familiar are you with each of the following Cobb County Government Services?

Answered: 601 Skipped: 35



idB 23

Q4: How familiar are you with each of the following Cobb County Government Services?

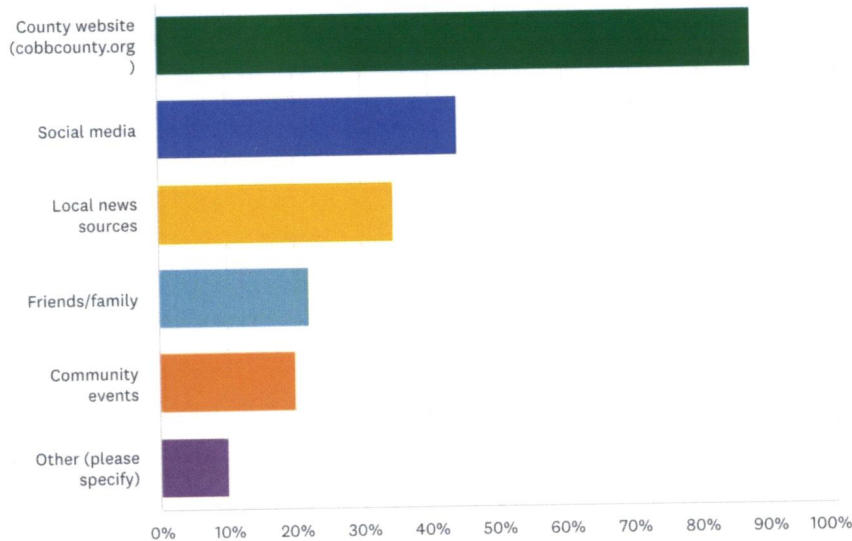
Answered: 601 Skipped: 35

	1 - NOT AT ALL FAMILIAR	2 - SLIGHTLY FAMILIAR	3 - MODERATELY FAMILIAR	4 - VERY FAMILIAR	5 - EXTREMELY FAMILIAR	TOTAL
Community Development (e.g., Code Enforcement)	15.19% 91	27.05% 162	33.22% 199	16.53% 99	8.01% 48	599
Economic Development (e.g., business resources and incentives, workforce development)	29.62% 178	30.95% 186	24.96% 150	9.98% 60	4.49% 27	601
Libraries	2.67% 16	8.01% 48	23.04% 138	37.73% 226	28.55% 171	599
Public Safety	5.50% 33	14.67% 88	34.00% 204	29.33% 176	16.50% 99	600
Parks & Recreation	2.00% 12	10.18% 61	31.22% 187	38.40% 230	18.20% 109	599
Transportation, Transit, Traffic & Maintenance	14.64% 88	27.45% 165	30.28% 182	19.97% 120	7.65% 46	601
Senior Services	22.39% 133	28.79% 171	23.57% 140	13.97% 83	11.28% 67	594

idB 24

Q5: Where do you go to find out information regarding the Cobb County Government Services? (Select all that apply.)

Answered: 601 Skipped: 35



id8 35

Q5: Where do you go to find out information regarding the Cobb County Government Services? (Select all that apply.)

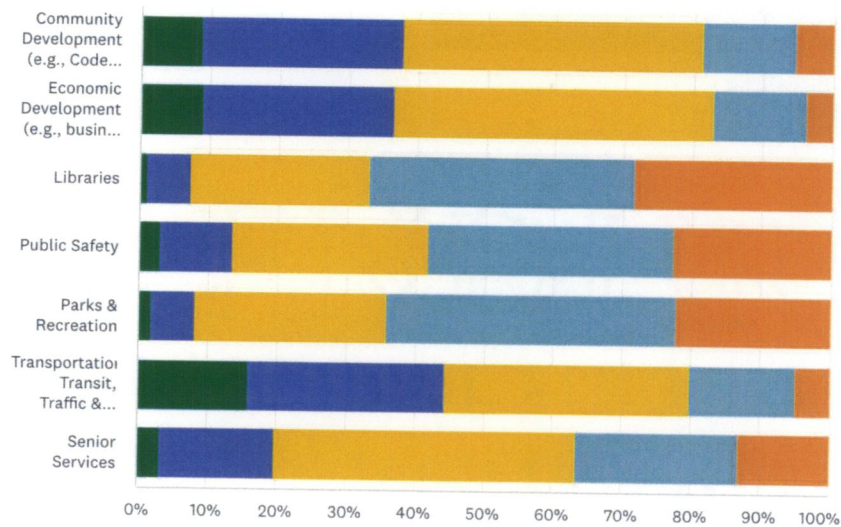
Answered: 601 Skipped: 35

ANSWER CHOICES	RESPONSES	
County website (cobbcounty.org)	88.02%	529
Social media	44.76%	269
Local news sources	34.28%	206
Friends/family	21.46%	129
Community events	19.80%	119
Other (please specify)	10.32%	62
TOTAL		1314

id8 25

Q6: How would you rate the quality of the programs and services provided? Please consider how consistently the services are delivered and how reliable they are when they are delivered.

Answered: 544 Skipped: 92



id8 37

Q6: How would you rate the quality of the programs and services provided? Please consider how consistently the services are delivered and how reliable they are when they are delivered.

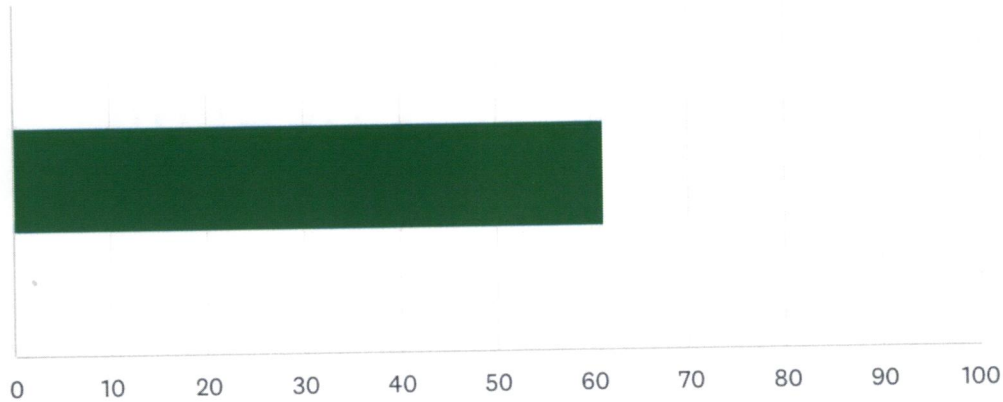
Answered: 544 Skipped: 92

	1 - POOR	2 - FAIR	3 - GOOD	4 - VERY GOOD	5 - EXCELLENT	TOTAL
Community Development (e.g., Code Enforcement)	9.05% 45	28.17% 140	43.86% 218	13.48% 67	5.43% 27	497
Economic Development (e.g., business resources and incentives)	9.17% 44	27.50% 132	46.46% 223	13.12% 63	3.75% 18	480
Libraries	1.12% 6	5.78% 31	25.93% 139	38.43% 206	28.73% 154	536
Public Safety	3.03% 16	10.42% 55	28.60% 151	35.42% 187	22.54% 119	528
Parks & Recreation	1.88% 10	6.20% 33	27.44% 146	41.92% 223	22.56% 120	532
Transportation, Transit, Traffic & Maintenance	15.71% 79	28.03% 141	35.98% 181	15.31% 77	4.97% 25	503
Senior Services	3.04% 15	17.04% 84	43.20% 213	23.33% 115	13.39% 66	493

id8 28

Q7: Slide to indicate how much pride you feel in Cobb County Government Services.

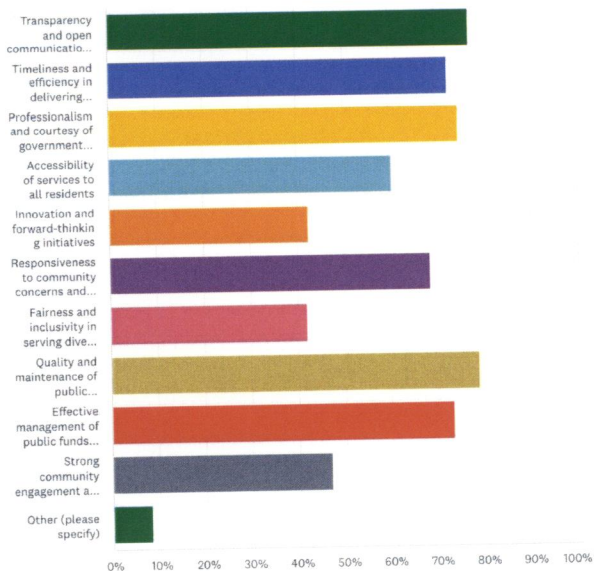
Answered: 544 Skipped: 92



id8 29

Q8: In your opinion, what factors contribute to creating a positive perception of county government services? (Select all that apply.)

Answered: 526 Skipped: 110



id8 30

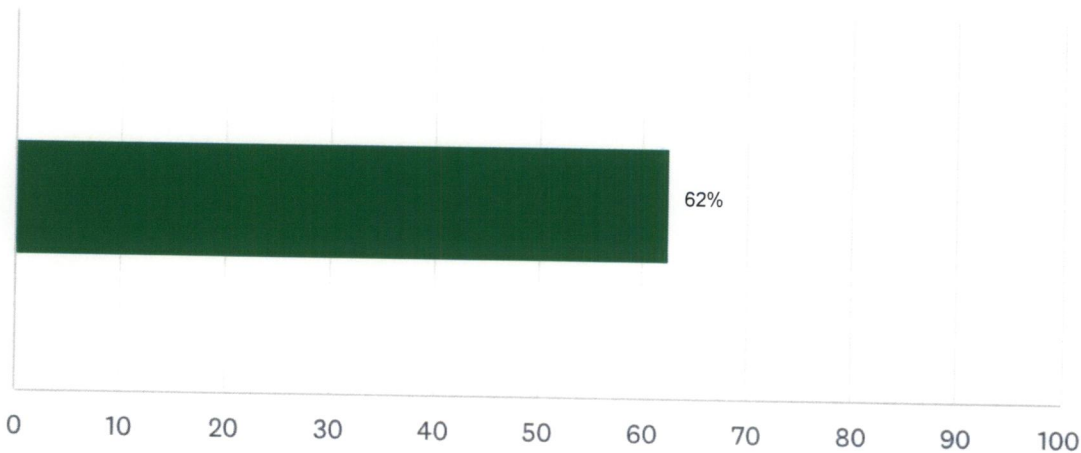
Q8: In your opinion, what factors contribute to creating a positive perception of county government services? (Select all that apply.)

Answered: 526 Skipped: 110

ANSWER CHOICES	RESPONSES	
Transparency and open communication with the public	77.00%	405
Timeliness and efficiency in delivering services	72.62%	382
Professionalism and courtesy of government staff	74.33%	391
Accessibility of services to all residents	60.27%	317
Innovation and forward-thinking initiatives	42.78%	225
Responsiveness to community concerns and feedback	68.06%	358
Fairness and inclusivity in serving diverse populations	42.21%	222
Quality and maintenance of public facilities (e.g., parks, libraries, roads)	79.47%	418
Effective management of public funds and resources	73.00%	384
Strong community engagement and collaboration efforts	46.96%	247
Other (please specify)	8.56%	45
TOTAL		3394

Q9: How does Cobb County Government Services compare to other regional or local government services?

Answered: 526 Skipped: 110



4 Short-Term Actionable Recommendations

4 recommendations that can be done in the short-term (6-9 months) to **improve brand equity**, **increase the awareness** of all services, and **increase the sense of pride** amongst the community.

- 1 Modernize Cobb County brand assets
- 2 Develop Cobb County inspiration and success stories
- 3 Engage community in selecting brand assets
- 4 Share insights and next steps resulting from surveys and interviews

Recommendations Analysis: Value to Effort Scoring

ID	RECOMMENDATION	VALUE (1 - No Contribution, 3 - Some Contribution, 4 - Excellent Contribution)			VALUE SCORE	EFFORT (1 -Low, 3 - Medium, 4 - High)			EFFORT SCORE
		Brand Equity	Awareness & Appreciation	Sense of Pride		Investment	Time	Resources	
1	Modernize Cobb County Brand Assets	5	5	3	4.33	2	2	2	2.00
2	Cobb County Inspiration and Success Stories	3	5	4	4.00	3	4	3	3.33
3	Engage Community in Selecting Brand Assets	3	3	5	3.67	1	3	3	2.33
4	Share Insights Resulting From Surveys and Interviews	2	2	5	3.00	1	2	1	1.33

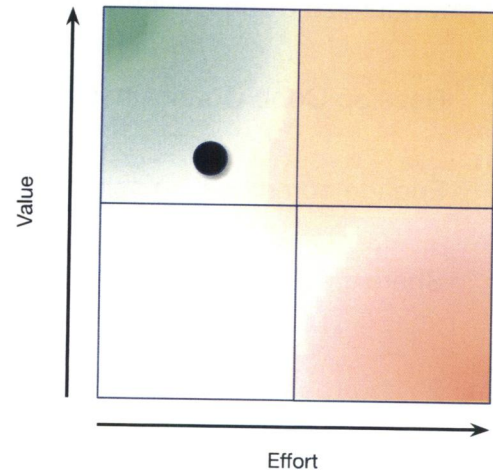
#1: Modernize Cobb County Brand

Improved branding is a necessity for Cobb County. This is an opportunity for leaders to engage the community in selecting a new brand through a transparent, inclusive process. Here's how:

Updated Logo & Tagline: Modernize the county's logo with a look and feel that reflects its people & culture, innovation, and unique offerings. Add a tagline to drive it home (think "A City Unexpected" – Woodstock).

Consistent Brand Guidelines: Modern colors, fonts, and tone across all platforms (website, signage, social media, printed materials).

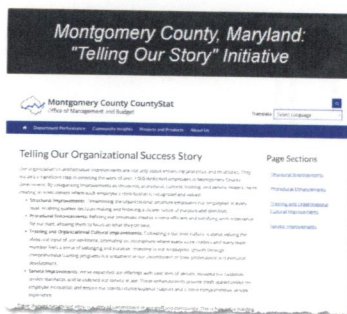
Branded Community Materials: Create templates for flyers, presentations, and digital content to maintain a cohesive look. Consider campaigns to promote the new brand assets across the county.



id8 35

#2: Share Impacts of Inspiration & Success Stories

Several county governments have effectively promoted inspirational and success stories, enhancing community engagement and transparency. Here are notable examples:



Montgomery County's "Telling Our Story" initiative showcases successful government/community partnerships, including the Montgomery Energy Connection's efforts to promote energy efficiency and financial assistance through over 92,000 interactions.



The Georgia Department of Community Affairs celebrates communities implementing their comprehensive plans through its "Planning Success Stories." By highlighting outstanding local initiatives and projects, this platform fosters creative thinking and inspires similar efforts across the state.



Nicole Love Hendrickson of Gwinnett County has promoted various community-focused initiatives through official channels and local media, highlighting the county's commitment to transparency and community engagement.

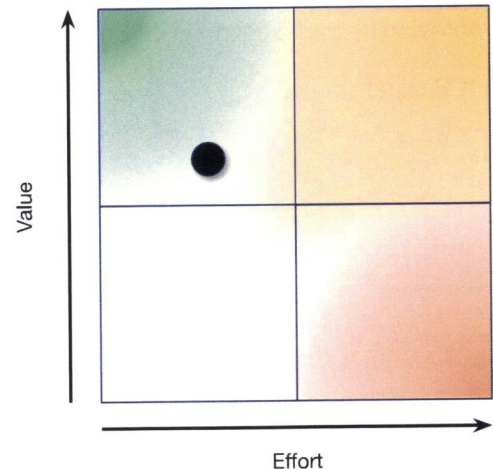
These examples illustrate that by actively sharing success stories, county governments can enhance their brand equity, build public trust, and inspire civic participation.

id8

#3: Engage Community in Selecting Brand Assets

Improved branding is a necessity for Cobb County. This is an opportunity for leaders to engage the community in selecting a new brand through a transparent, inclusive process. Here's how:

- **Surveys & Polls:** Create surveys to gather community input on brand values, colors, and themes.
- **Community Workshops & Forums:** Host events where residents can share ideas and preferences.
- **Social Media Engagement:** Use polls, hashtags, and interactive posts to collect feedback and generate excitement.
- **Stakeholder Panels:** Form a committee of local leaders, business owners, and residents to guide branding efforts and prioritize options.
- **Prototype Testing:** Share branding mock-ups and collect feedback before finalizing the selection.
- **Public Voting:** Let residents vote on the final brand options through official county channels.



id8 37

#4: Share Insights Resulting From Surveys and Interviews

To effectively share the insights, consider using a multi-channel approach that ensures transparency, accessibility, and engagement. Here are some key strategies to consider:

Community Report & Summary

- Publish an easy-to-read report summarizing key insights, findings, and next steps. Make the data digestible through the use of visuals and infographics. Offer versions in multiple languages and ensure clarity for diverse audiences.

Dedicated Webpage

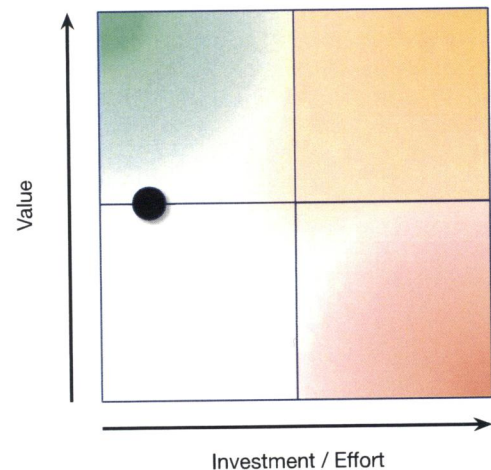
- Create a section on the Cobb County government website with full survey results, key insights, and a FAQ section.

Social Media & Newsletters

- Share bite-sized insights, infographics, and key takeaways on platforms like Facebook, Twitter, and Instagram.
- Distribute key findings to subscribers of county newsletters and email lists.

Follow-Ups

- Ask residents and community members for feedback on findings and whether they align with their expectations.
- Keep the conversation going by regularly updating the community on how insights are being used to improve county services.



id8 38

HYPOTHETICAL SITUATION

Imagine if Cobb County actively increased awareness of its economic development programs with the goal of improving its participation in its Entrepreneurship Grant Program by 40%.



Incentives

● Entrepreneurship Grant Program

[Download a flyer for this program.](#)

[Download the program guidelines \(as listed below\)](#)

[View the Entrepreneurship Grant application.](#)

PURPOSE:

To stimulate early-stage venture growth and support the entrepreneurial ecosystem in Cobb County, entrepreneurs to assist them in growing their business, creating jobs, and maintaining their business.

PROGRAM DISCLOSURE: Program details as listed are not comprehensive. Contact the Eco

POTENTIAL IMPACT...

- More entrepreneurs would receive seed funding, mentorship, and business development resources, reducing barriers to starting and scaling their businesses.
- Increased funding helps businesses launch faster, survive longer, and expand operations.
- Access to grants reduces the need for high-interest loans, allowing businesses to reinvest profits into growth.



- More startups & small businesses → Estimated 80-120 new businesses (assuming 200-300 applications annually).
- Higher business success rates → Reduces early-stage failures due to lack of funding.
- More innovation & industry diversity → Encourages startups in tech, retail, manufacturing, and services.



Example:

If a typical small business creates **5-10 jobs**, a 40% increase in grants could generate **400-1,000 new jobs in Cobb County**.