

**MINUTES OF BOARD RETREAT
COBB COUNTY BOARD OF COMMISSIONERS
FEBRUARY 4, 2026**

The Cobb County Board of Commissioners attended a Board Retreat on Wednesday, February 4, 2026, at Chattahoochee Tech, Building H, 980 South Cobb Dr., Marietta, GA 30060. Present and comprising a quorum of the Board were:

Chairwoman Lisa Cupid
Commissioner Keli Gambrill
Commissioner Erick Allen (via phone call until 10:45 a.m.)
Commissioner JoAnn Birrell
Commissioner Monique Sheffield

CALL TO ORDER

Chairwoman Cupid called the meeting to order at 10:03 a.m. President Pence provided a brief welcome to Chattahoochee Tech.

COMMISSIONER GOALS

Each Board member presented their goals and priorities for 2026.

Recess from 10:45 a.m. – 11:03 a.m.

ACCG / NACo Membership Benefits

Dave Wills, ACCG Executive Director, provided information regarding role of ACCG and benefits of membership.

Tammy Tincher, Director of Member Engagement, provided information regarding role of NACo and benefits of membership.

Lunch recess from 11:53 a.m. – 1:02 p.m.

STRATEGIC PLAN UPDATE

Dr. Jackie McMorris, County Manager, provided an update to the Strategic Plan.

Recess from 2:04 p.m. – 2:21 p.m.

BUDGET UPDATE

Buddy Tesar, Interim Chief Financial Officer, presented a Budget update and next steps in the upcoming budget adoption.

**MINUTES OF REGULAR MEETING
COBB COUNTY BOARD OF COMMISSIONERS
February 4, 2026
PAGE 2**

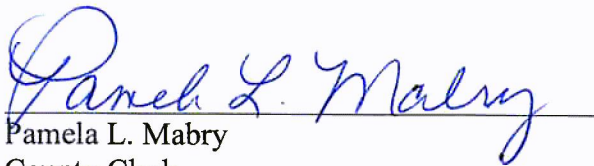
SPLOST UPDATE

Bill Volckmann, Deputy County Manager, presented an update on the proposed 2028 SPLOST Town Halls and next steps in the proposed SPLOST adoption timeline.

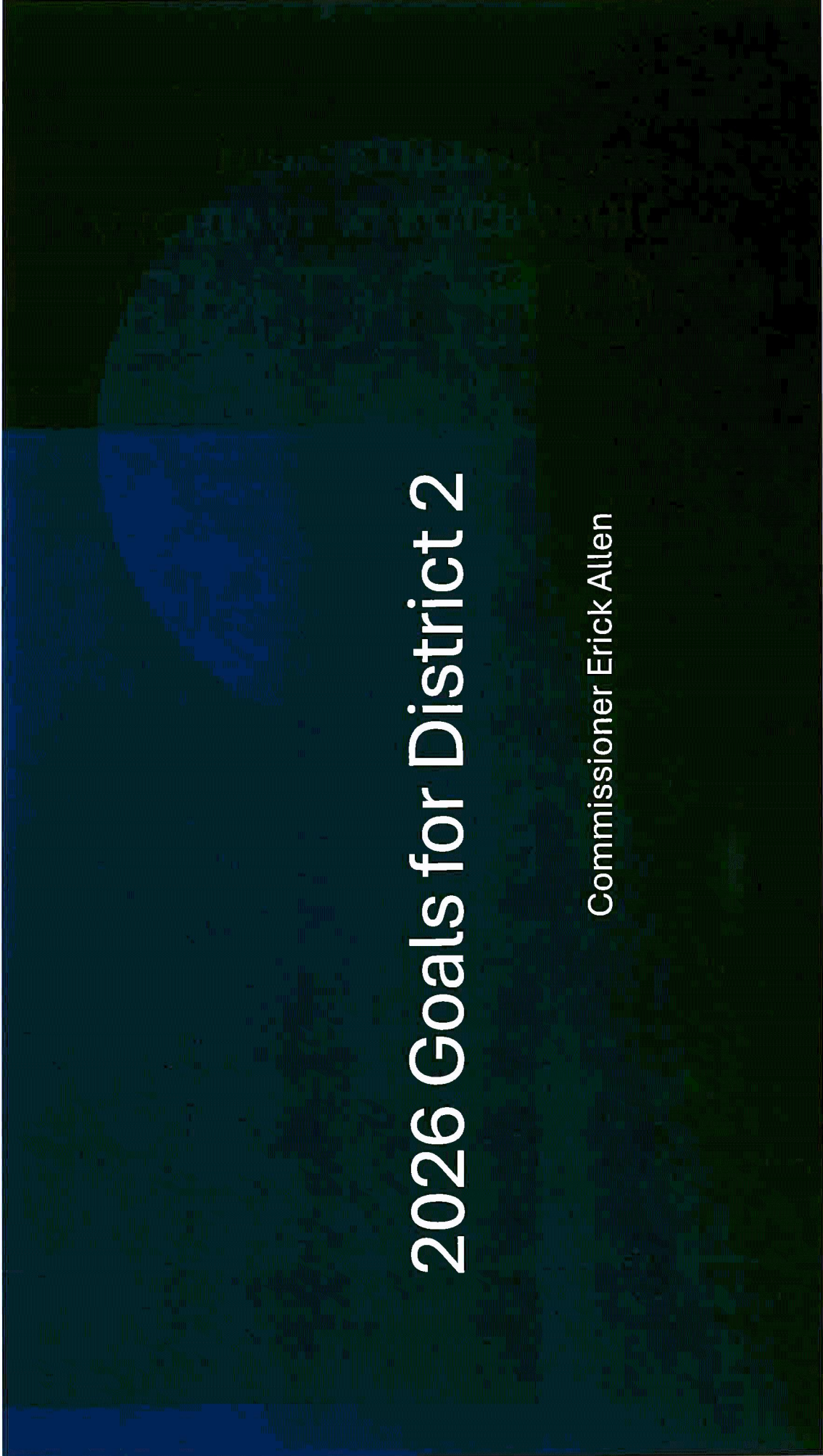
ADJOURNMENT

No official action was taken by the Board. A copy of the presentations are attached and made a part of these minutes.

The meeting adjourned at 3:02 p.m.



Pamela L. Mabry
County Clerk
Cobb County Board of Commissioners



2026 Goals for District 2

Commissioner Erick Allen

2026 Goals for District 2

Housing - Increase housing for every phase of D2 residents from student housing , multifamily, and single family.

Unhoused - Focus on the growing unhoused crisis with both compliance and compassion.

Non-Discrimination - Implement a non-discrimination ordinance.

Economic Development - Collaborate deeper with Economic Development and Select Cobb to retain, grow, and attract business investment into Cobb County, with a focus on Town Center Mall area.

2026 Goals for District 2

2026 World Cup - Make sure we are ready to embrace the advantages of the 2026 FIFA World Cup

Transportation and Road Safety - work with DOT on several problem locations to reduce pedestrian/ Cyclist and automobile conflict and traffic calming measures.

Vinings Library - begin the long-awaited renovations to the Vinings Library.

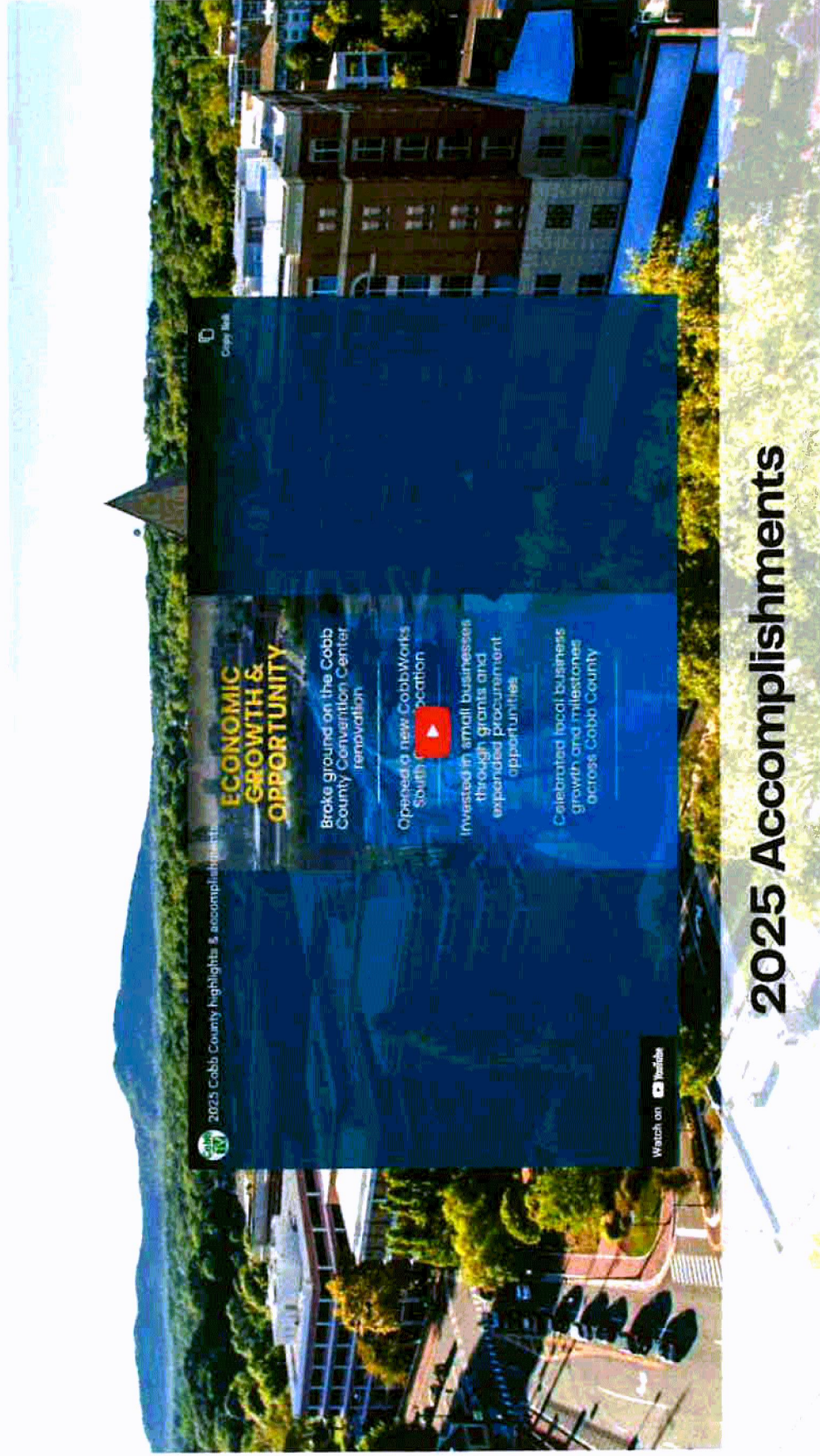


2026 ANNUAL BOC RETREAT

2026 Goals

An overview of what Chairwoman Cupid is
look forward to accomplishing with you

Thank you



2025 Accomplishments

THIS IS OUR MAIN MISSION.

**To make Cobb County
the place to live and
work through an
efficient, effective and
responsive government
that delivers quality
services.**



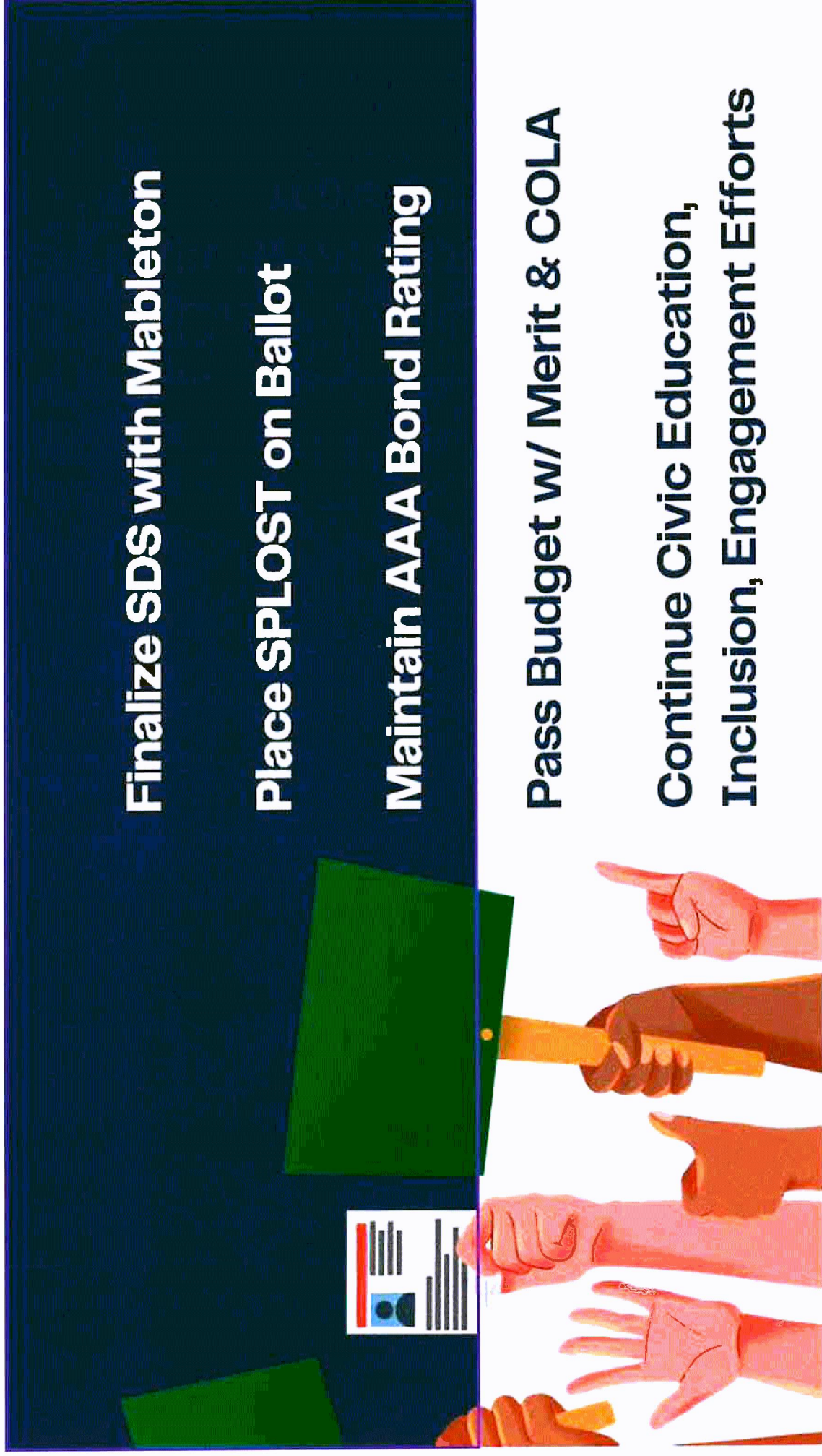
Finalize SDS with Mableton

Place SPLOST on Ballot

Maintain AAA Bond Rating

Pass Budget w/ Merit & COLA

**Continue Civic Education,
Inclusion, Engagement Efforts**



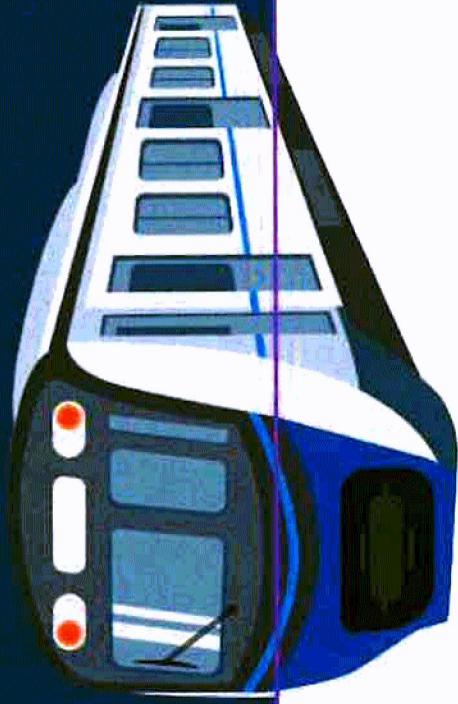


Increase housing units

Create housing trust fund

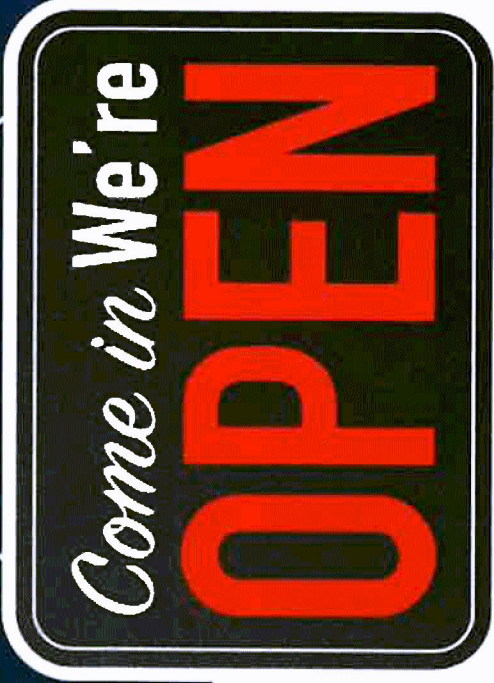
**Ensure access to legal
representation for tenants**

Hold housing public meetings



Expand On Demand Transit

Improve Pedestrian Safety



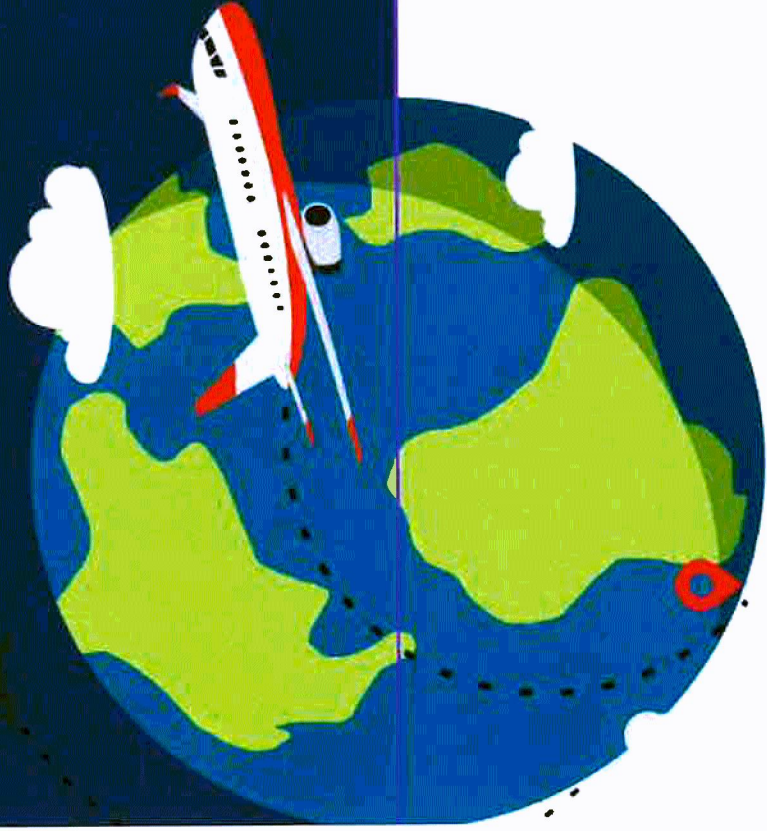
Come in We're
OPEN

**Establish Veteran Preference
Program**

Create Small Business Reserve

Increase Business Visits

**Explore Strategic International
Relationships**

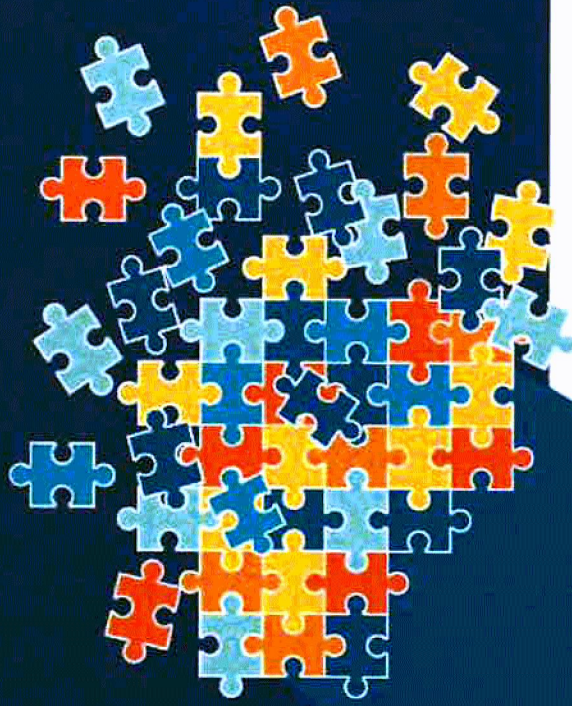


Host FIFA practice teams

Commemorate Sequencentennial

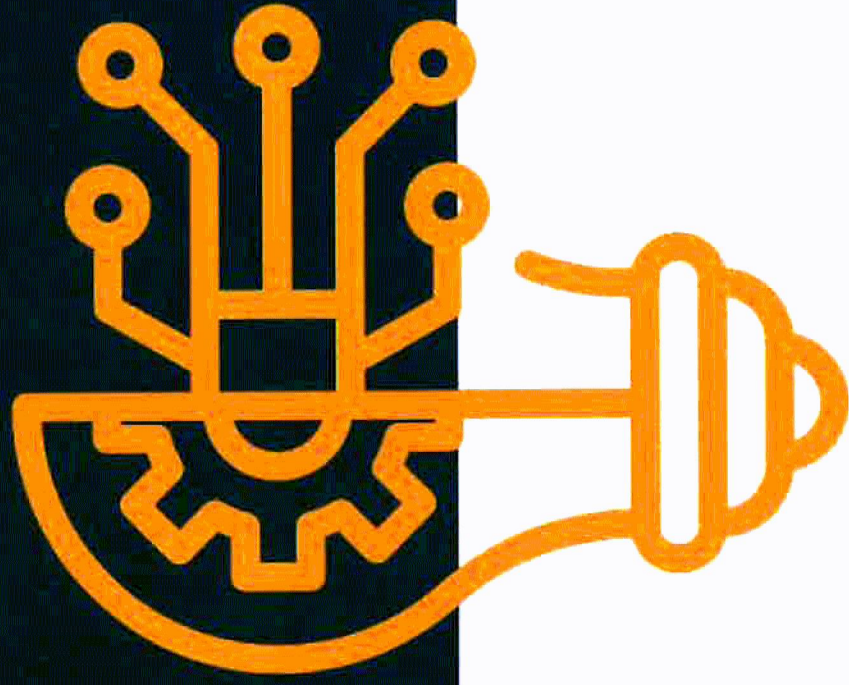
Identify Indoor Track Funding

**Continue Convention Center
Renovation**



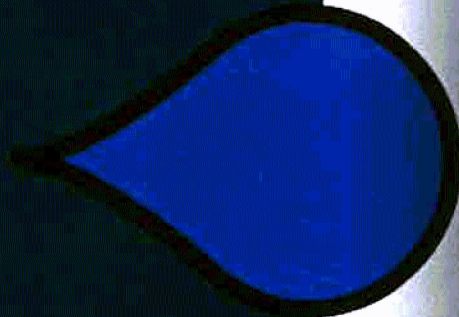
Expand Co-Response

**Strengthen Coordination of
Local Mental Health Advocacy**



Support and Recognize

Innovation in our County



Implement

Cobb's Stormwater Utility

A woman with dark hair, wearing a dark blazer over a light-colored top, is sitting at a desk. She is smiling and looking towards the camera. Her hands are resting on a laptop. The background is a dark, textured wall. The text "Look forward to working together in 2026" is overlaid on the image in a large, white, sans-serif font.

**Look forward to working
together in 2026**



Members Get More
Cobb County, Ga.



Through NACo, counties engage with our intergovernmental partners, share best practices, develop leaders and save resources, building stronger counties that result in a stronger America.

3,069

County Governments

40,000

County Elected Officials

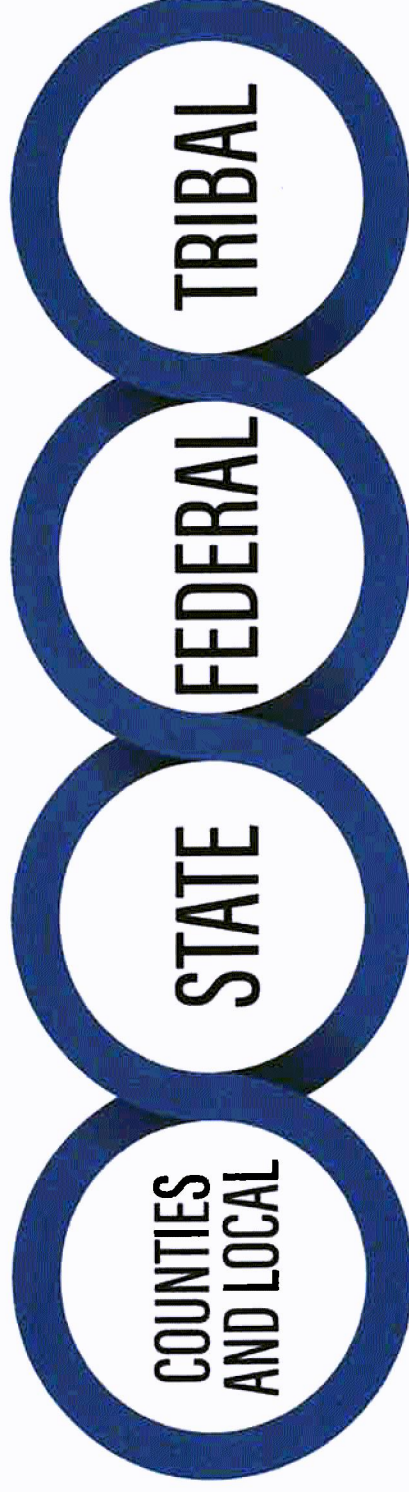
3.6M

County Employees



ROLE OF NACo & AMERICA'S COUNTIES IN OUR INTERGOVERNMENTAL SYSTEM

Under America's form of federalism, the intergovernmental system is about the **balance, division and sharing of power and responsibilities** between levels of government





NACo Content Coming Your Way...

County News & Information: NACo members receive more information relevant to your county and job.

- **County News** is a print newspaper distributed monthly to county officials
- **Resource Roundup** is a weekly e-newsletter that highlights opportunities, county reports and upcoming events available to all county members
- **County Countdown** is a weekly e-newsletter and video that reviews key policy items for county leaders

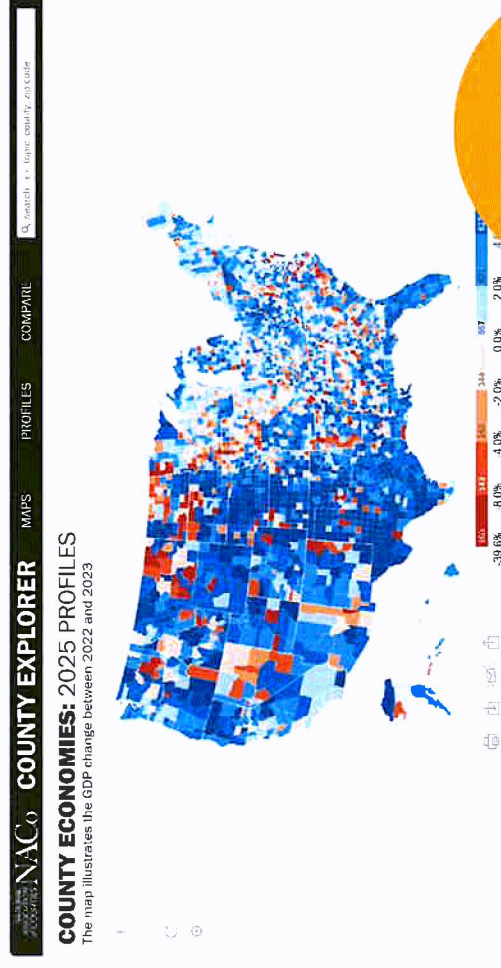




NACo Content Coming Your Way...

County Data & Research: NACo members have access to our county-level database and custom data reports that help tell the county story and inform local decision making.

- **County Explorer** displays 8,000+ data points at the county level including metrics on education, workforce, health, county finance and infrastructure.
- **Counties Economies Profiles** provide a custom analysis for all county members that showcase economic trends and can help inform local decisions.
- **Research Reports** breakdown information for county members. In-depth analysis, like NACo's *The Big Shift* report, provide data to help counties prepare for federal funding changes.



View County Explorer here:





Attend an Upcoming Event

NACo members leverage **professional learning academies, conferences** and **webinars** to become more effective leaders, retain talent and support professional growth within the county workforce.

- NACo **webinars are free**
- New members receive one complimentary registration to NACo's two major conferences in 2026 (a \$1,500 value)
- New members receive **a \$1,000 discount to NACo's High Performance Leadership Academy**, a virtual 12-week program that equips county professionals with practical leadership skills.

2026 NACo CONFERENCES & EVENTS

LEGISLATIVE CONFERENCE

February 21-24
Washington, D.C.

ANNUAL CONFERENCE & EXPO

July 17-20
Orleans Parish/New Orleans, La.

Visit our NACo
Upcoming Events
webpage here:

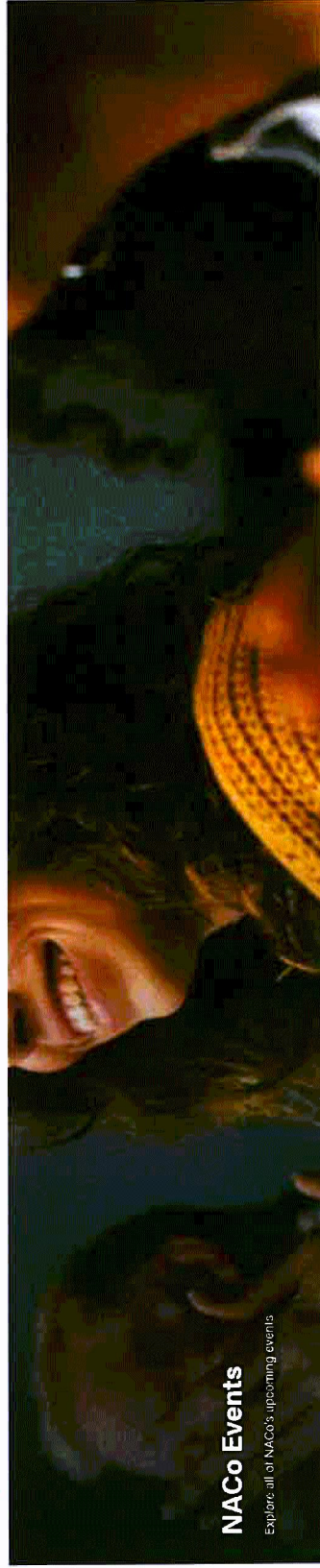




Tune into an Upcoming Webinar



[Advocacy](#) • [Tools For Counties](#) • [Topics](#) • [Events](#) • [About NACo](#) • [About Counties](#) • [Q](#)



NACo Events

Explore all of NACo's upcoming events

Coming Up Next

[View All Events](#)



WEBINAR

Transforming County Payouts with Real-Time Innovation

SEPTEMBER 4, 2025



WEBINAR

Inside Washington: County Impacts from the White House & Congress, September 4

SEPTEMBER 4, 2025



WEBINAR

Legal Considerations for Federal Funding Challenges

SEPTEMBER 8, 2025



WEBINAR

Seamless Implementation, Frictionless Experiences: Best Practices for Transitioning to a Countywide Payment Solution

SEPTEMBER 9, 2025



WEBINAR

From Public Lands to Local Budgets: How Federal Revenue Sharing Flows from the Federal Government to States to Counties

SEPTEMBER 16, 2025

Visit our NACo Upcoming Events webpage here:





Explore & Get Involved!

NACo offers **more than 80 programs, services, committees, resources and networks** for America's county officials. NACo members have access to a strategic network of support and are at the frontline of problem solving.

Explore our NACo
Playbook here:





Federal Advocacy



NACo's Policy Platform is Member Driven

The **American County Platform** is NACo's permanent policy document that members amend and adopt resolutions to.



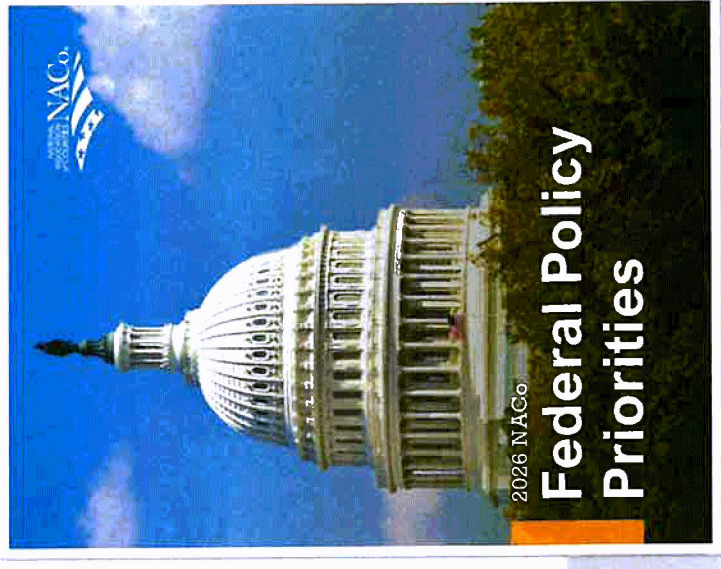
10 Policy Steering Committees

1. Agriculture & Rural Affairs
2. Community, Economic & Workforce Development
3. Environment, Energy & Land Use
4. Finance, Pensions & Intergovernmental Affairs
5. Health
6. Human Services & Education
7. Justice & Public Safety
8. Public Lands
9. Telecommunications & Technology
10. Transportation



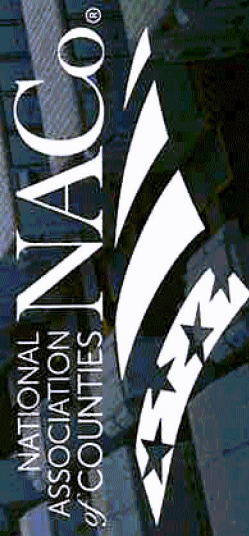
NACo's Policy Platform is Member Driven

- Strengthen the **Intergovernmental Partnership**
- Multi-Year Surface **Transportation Reauthorization**
- Bipartisan Farm Bill Supporting **Rural Development**
- Modernizing **Federal Disaster Policy**
- Flexible Federal Investments in Health, Human Services, Housing and Economic Development
- Fully Fund PILT & Permanently Reauthorize Secure Rural Schools
- Behavioral Health, Homelessness, and Criminal Justice Reform
- Preserve and Strengthen Local Authority in **Land Use**
- County Technology, AI, Broadband, Cybersecurity, Energy and Infrastructure
- Election Integrity and County Election Administration Capacity

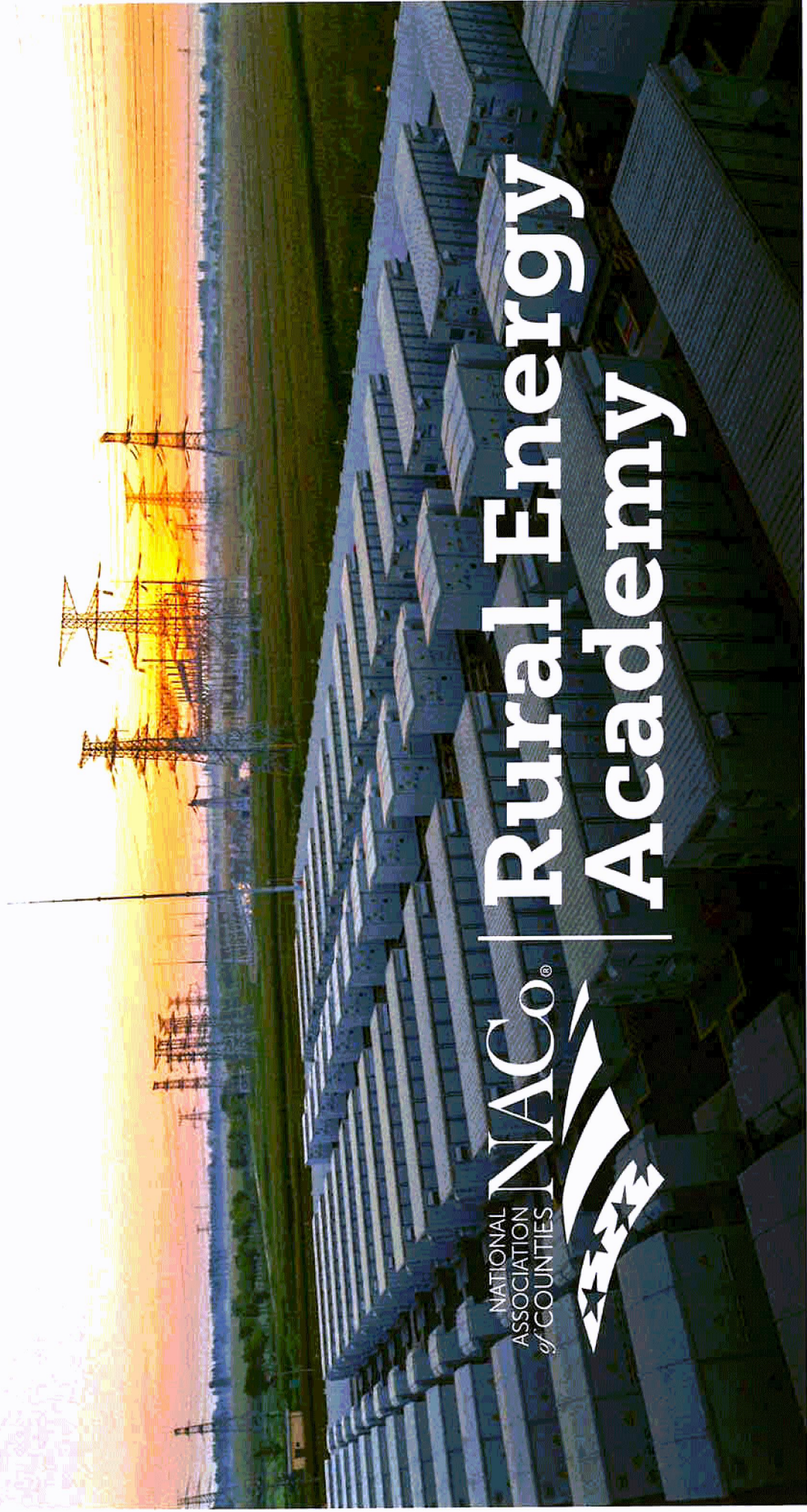




Knowledge & Peer Networks



Rural Energy Academy



2026 Program Calendar



- **Open now:** Applications for 1st TA cohort (due January 30)
12-week technical assistance sprint to produce:
 - Local zoning ordinance,
 - Community engagement plan to assess a potential project, or
 - Community benefits plan for future negotiations
- June 2026: Peer Exchange (Energy and Economic Development)
- November 2026: Peer Exchange (Data Centers)



Join NACo's Large Urban County Caucus

Large Urban County Caucus (LUCC) is the premier forum for urban county leaders and is the voice for America's metropolitan counties before Congress and the Administration

- **Resources tailored to urban counties**
- **Cutting-edge insights into federal policy**
 - Housing Solutions
 - Mental Health and Wellbeing
 - Transportation
 - Economic Mobility
- **Monthly meetings & newsletters**
- **LUCC Symposium**





Cost-Saving Solutions

NACo EDGE

ENTERPRISE for GOVERNMENT EXCELLENCE



Delivering Solutions

NACo EDGE delivers **value-added, cost-cutting** solutions to counties by evaluating their needs and harnessing the collective purchasing power of 3,069 counties with a dedicated workforce of 3.6 million employees



Mission-Focused

EDGE is owned by NACo, advised by county leaders and **100% focused** on advancing NACo's mission to Strengthen America's Counties

PERFORMANCE

PURCHASING

COOPERATIVE PROCUREMENT CONTRACTS



PURCHASING



Public Promise Procurement

Wholly owned by NACo, Public Promise Procurement provides counties with cost-effective and efficient purchasing contract vehicles. The unique Lead Public Agency (LPA) and peer-vetted model provides for a fully transparent and competitive process to identify best-in-class suppliers



The NACo Difference

- Wholly owned by NACo
- Transparent LPA model
- Nationally competed
- Leverage +90K public agencies
- Single-award
- Federal funding compliant
- Comprehensive scope
- Long runways
- Reinvesting in counties



Procurement Benefits

- No private investment
- Solicited & vetted by trusted peers
- Best-in-class suppliers
- Competitively priced
- Compliant with procurement laws
- 2 CFR 200 compliant
- Reduced number of contracts
- Increase efficiency/reduce costs

PEOPLE

HUMAN RESOURCE & COUNTY WORKFORCE SOLUTIONS



Public Promise Insurance

Wholly owned by NACo, Public Promise Insurance provides voluntary employee benefit solutions, along with a Pharmacy Benefits Management (PBM) coalition, built exclusively for public sector employees and their families



Nationwide

NACo's Deferred Compensation Program, administered by Nationwide for over 40 years, is focused on retirement outcomes and continues to develop needed solutions such as the Protected Income Suite with national oversight by county officials

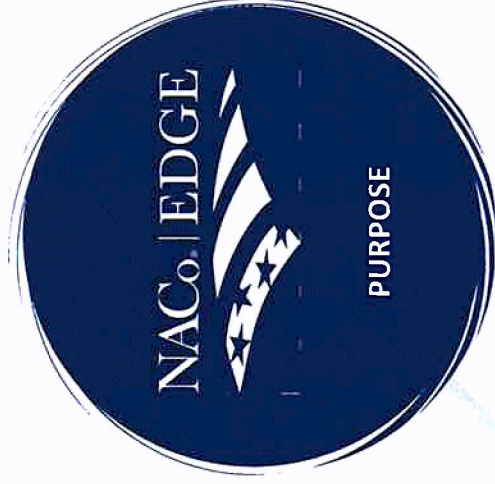


Leadership Training

NACo High Performance Leadership Academy and Mental Health First Aid trainings equip frontline county professionals with practical leadership skills

PERFORMANCE

FINANCIAL LIQUIDITY SOLUTIONS



three+one

cashVest by three+one is a fintech platform that provides counties a new, unparalleled level of liquidity strategy and data analysis for counties focused on optimizing the value and returns on their cash



ClearGov

ClearGov is the leading provider of budget cycle management software, focused on helping local governments streamline the annual budgeting process. Better planning and communication through ClearGov empowers county departments and budget officials to make informed fiscal decisions with transparency



PERFORMANCE

County Tech Xchange

The NACo County Tech Xchange is an online portal designed to connect county CIOs, IT Directors, CISOs and other county IT leadership. This portal provides valuable resources in a central location that counties can use to improve their overall technology infrastructure.



Welcome to NACo

More with Membership

Your Membership Team! Email membership@naco.org for support!



Tammy Tincher
Director of Member
Engagement
ttincher@naco.org



Grace Dunlap
Associate Director of
Membership
gblanchard@naco.org



Priscila Chrappah
Membership Manager
pchrappah@naco.org



Deonte Monroe
Membership Assistant
dmonroe@naco.org

The National Association of Counties
660 North Capital St. NW, Suite 400
Washington, DC 20001 | 202.393.6226 | www.naco.org



Welcome to NACo

More with Membership



Matthew D. Chase
CEO/Executive Director
National Association of Counties



Welcome to NACo

More with Membership



Eryn Hurley
Chief Government Affairs Officer
National Association of Counties



Activate Your My NACo Portal

Activate your **My NACo Account**
to manage your county
information and participation.

Use your My NACo account to:

- Sign up for webinars
- Register for events
- Apply for committees and networks



NACo EDGE

Public Program Procurement

Public Program Insurance

Reasonable

MyNACo Sign In

Advocacy

Tools For Counties

Topics

Events

About NACo

About Counties

Q

MyNACo Login

Log into your MyNACo account to save content and customize your homepage.

Log in

Click the login button below to get started. On the next page, you can enter your email and password. Log in using your official organization email where you receive NACo correspondence or the email you register for NACo webinars and events.

Log in

If you do not know your password or need help creating an account, click [here](#).

Go to the MyNACo
login page here:





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1

Before logging into your 'My NACo Profile', reset your password.

My NACo Portal

Thank you for your commitment to NACo. This is the gateway to manage your involvement with NACo. Logging in and setting up your profile will allow you to join webinars, begin the presidential appointments process, join the TechXchange, modify your voting credentials page and more.

Get started by entering your email and password below. Login using your official organization email where you receive NACo correspondence or the email used to register for NACo webinars and events. If you do not know your password, click [Forgot Password](#) and enter your email.

Email

Password *

☐ Remember me?

SIGN IN

FORGOT YOUR PASSWORD?

For assistance registering for meetings, contact nacomeetings@naco.org.

For assistance with county membership, contact membership@naco.org.

For assistance with committees, contact committee@naco.org.

2

Click “Forgot Your Password” and reset your information, then login using your username and new password.

My Profile

Welcome, Test Test (Logout)

My Profile

 Security

Change Password

My Profile Organization Profile Organization Directory

Please provide some information about yourself

This **First Name** and **Last Name** you provide will be displayed alongside any comments, forum posts, or ideas you make on the site.

The **Email Address** and **Phone** number will not be displayed on the site.

Your **Organization** and **Title** are optional. They will be displayed with your comments and forum posts.

Please NOTE, that our records will be update in realtime.

First Name *

test

E-mail *

mytesttest@mytesttest.org

Last Name *

test

Mobile Phone



Personalize your MyNACo Profile Home Page

Update your contact information

View your county's Organization Profile

View your county's Organization Directory

4

Click on the events tab to
view and sign up for
NACo's upcoming events
and webinars

NACo - Committees Home

Thank you for your interest in serving as a member of a NACo committee. Member county elected officials and staff are eligible to apply for committee membership at any point during the calendar year. Committee terms run from July to July, requiring re-application annually.

Leadership positions (chairs and vice-chairs) are selected annually by NACo's Incoming president. The application process typically opens during NACo's Legislative Conference and applications are accepted through the spring. All leadership applications must be done through naco.org/presidential_appointments or by clicking on the presidential appointments button below (when applicable).

MY COMMITTEE MEMBERSHIPS

Access current and past committee engagement.

APPLY FOR A COMMITTEE

Apply to participate on NACo committees, caucuses, and task forces.

PRESIDENTIAL APPOINTMENT APPLICATION

Apply for committee chair and vice chair leadership positions

5

Apply for NACo Committees & Networks

Access current and past
committee engagement

Apply for a NACo Committee,
Caucus or Task Force

Apply for a Committee
Leadership Positions

Strategic Plan Overview and 2025 Accomplishments

Making Cobb County
the best place to live
and work

February 4, 2026 – BOC Retreat



Plan Structure

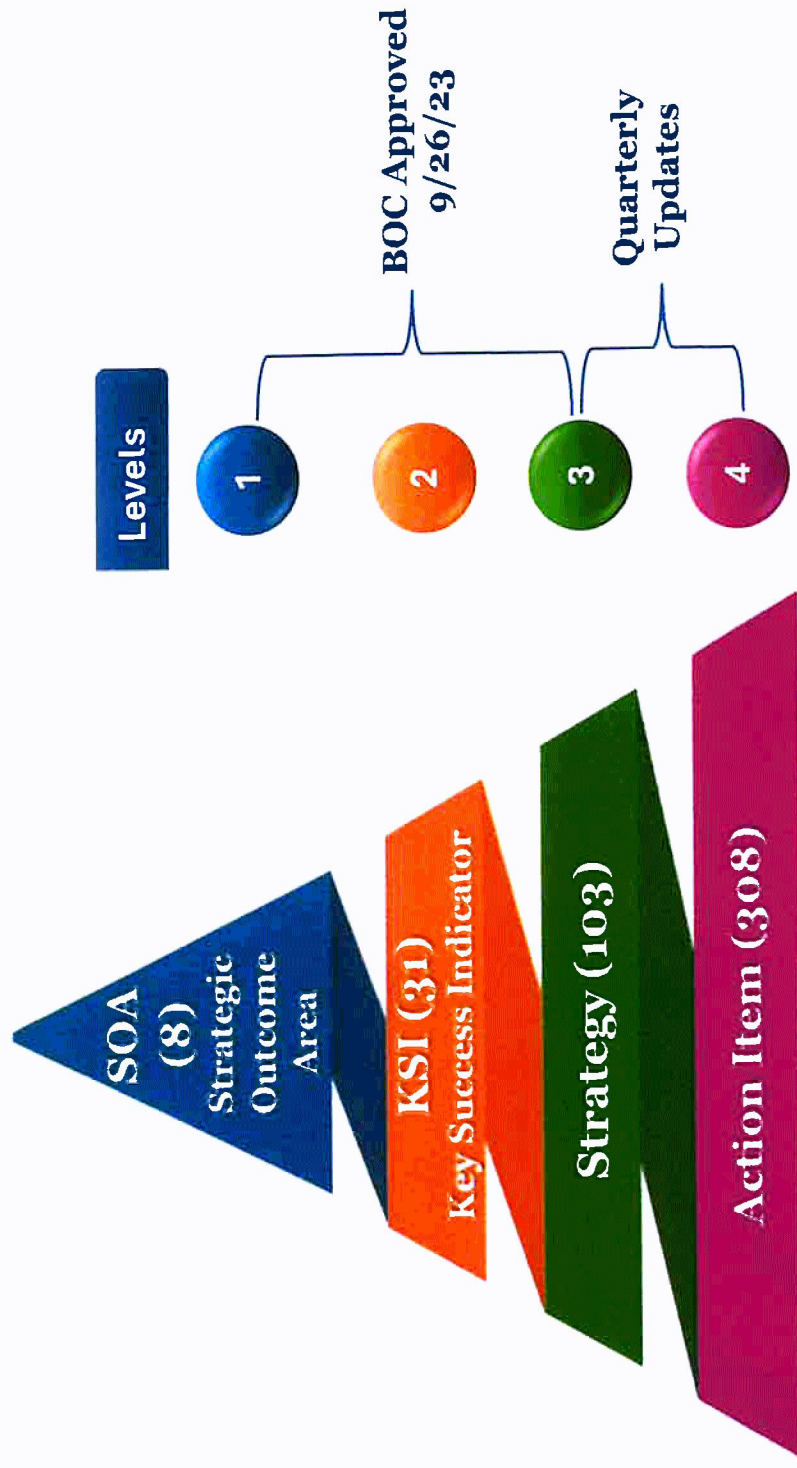


480+
Total Plan Items

4 levels

Four (4) Plan Levels

Over 480 Total Plan Items



SOAs - Pillars of County Plan

SOA
(8)
Strategic
Outcome
Area

Cobb County is a place where...

 Land use policy & resources are used to thoughtfully & strategically develop & preserve communities, natural & historical assets	1	 People & businesses have an opportunity to thrive economically	2	 Leaders are transparent, collaborative, & efficient in offering services & making data-driven decisions in managing resources	3	 People have access to a variety of housing options	4	 Facilities & innovative systems support effective county services & sustainable growth	5	 People & goods safely reach destinations efficiently through a well-maintained & connected network of roads, sidewalks, trails, and transit.	6	 All people feel safe to live, work, play & visit.	7	 All residents, businesses & visitors have access to resources & opportunities that contribute to a high quality of life.	8
--	---	--	---	---	---	--	---	--	---	--	---	---	---	--	---

10 THEMES

KSI (31)
Key Success Indicator

Strategy (103)

2

3

DIVERSITY

Stakeholders recognize that Cobb County is home to a population of residents with a wide range of backgrounds.

ACCESSIBILITY

Stakeholders understand the importance of making public services and economic opportunities accessible to all residents.

QUALITY OF LIFE

Stakeholders desire to achieve improve and maintain a high quality of life across the County for all residents.

SUSTAINABLE GROWTH

Stakeholders emphasize the need to manage county growth in a way that accelerates long-term economic growth and responsibly manages resources.

FUNDING & FINANCES

Stakeholders often mention the need for adequate funding to support county services and infrastructure.

INNOVATION

Stakeholders express a need for Cobb County to invest in innovation as a way to drive growth.

SAFE COMMUNITIES

Stakeholders desire to live in a county that has measures in place to prevent crime and respond effectively to emergencies.

AFFORDABILITY

Stakeholders find affordability of living within Cobb to be of high importance.

RESILIENCE

Stakeholders understand the need for more economic opportunities to benefit the community.

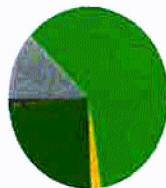
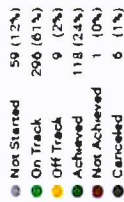
CONNECTIVITY

Stakeholders would enjoy transportation that enables connectivity between neighborhoods, retail areas, and surrounding communities.

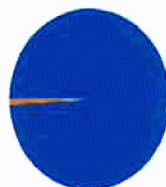
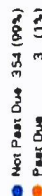
Cobb County Strategic Plan Overview



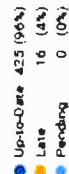
Statuses



Due Dates

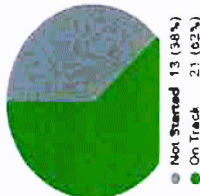
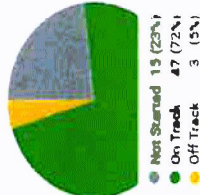
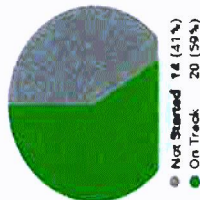
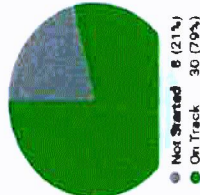


Progress Updates



Strategic Outcome Area Status & Dashboard Hubs

Community Development



Economic Development

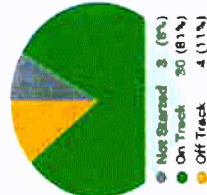
Effective and Efficient Government

Housing and Livability

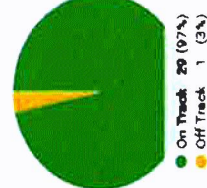
SOA Dashboard Hub

Community Development
 Economic Development
 Effective and Efficient Government
 Housing and Livability
 Infrastructure
 Mobility and Transportation
 Public Safety
 Quality of Life

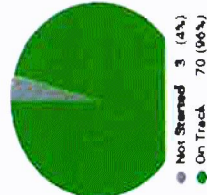
Infrastructure



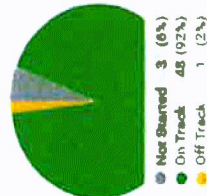
Mobility & Transportation



Public Safety



Quality of Life



THAMES Dashboard Hub

Diversity
 Accessibility
 Quality Standard of Living
 Sustainable Growth
 Funding & Finances
 Innovation
 Safe Communities
 Affordability
 Resilience
 Connectivity

2025 Highlights and Updates



- ✓ BOC Dashboard created and now being reported quarterly to Commissioners
- ✓ Addition of GIS elements where applicable
- ✓ Added Procurement Services initiatives to plan-Procurement Modernization Action Plan (PMAP)
- ✓ Auditing and refining of strategies and action items based on management and Deputy County Manager recommendations. Also includes monthly meetings with AchieveIt

**45 Total Items
achieved between
1/1/25 – 12/31/25**

Strategic Outcome Areas

- Community Development – 1 Item Achieved
- Economic Development – 6 Items Achieved
- Effective & Efficient Government – 15 Items Achieved
- Housing & Livability - Ongoing items
- Infrastructure – 3 Items Achieved
- Mobility & Transportation – 17 Items Achieved
- Public Safety – 1 Item Achieved
- Quality of Life – 2 Items Achieved



Community Development

➤ Streamlined Community Development Processes (KSI)

- ✓ Community Development has begun the 10-year Comprehensive Plan update. To streamline engagement and broaden participation across Cobb, staff will offer additional input opportunities beyond traditional meetings, including pop-ups and online tools.

➤ Sustainable Development (KSI)

- ✓ The Comprehensive Plan will employ tools such as GIS to identify areas of the county with appropriate infrastructure, zoning, and land availability to support future growth.
- ✓ The tree ordinance and landscaping standards are being updated in the Unified Development Code to protect the County's vital natural resources and enhance the appearance of new development.

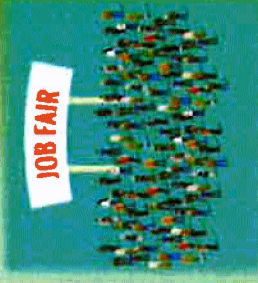


Economic Development



➤ Attracting and Retaining Businesses (KSI)

- ✓ Tracked 13 projects in 2025 (10 still active). Project wins totaled 548 jobs and \$304M in investment.
- ✓ Hosted 4 Coffee & Conversation events; co-hosted a job fair (300+ attendees) and Chairwoman Cupid's Small Business Forum (Nov 2025).



➤ Enhanced Collaboration & Strengthened Partnerships (KSI)

- ✓ Lead development of Cobb County's Economic Development Strategic Plan: the BOC approved KB Advisory's contract in July 2025; five public open houses were held in November 2025; online survey and stakeholder/steering committee input are ongoing, with completion targeted for June 2026.

Effective & Efficient Government

➤ Data Informed Governance (KSI)

- ✓ Creation of an Enterprise Data Analytics Team: Second data analyst position was filled in March 2025.
- ✓ New Strategy added for Procurement Services: Evaluate and communicate the impact of the Procurement Modernization Action Plan (PMAP) on procurement operations to demonstrate value and drive continuous improvement.

➤ Financial Sustainability (KSI)

- ✓ Triple-AAA bond rating reaffirmed: Cobb has now maintained this elite rating for 28 consecutive years, one of the longest streaks in the nation. Cobb Water's bond rating was reaffirmed for 22 Years.
- ✓ Explore and recommend options to provide diverse financial resources: Finance presented a summary of local sales tax options at the September 2025 Work Session.

➤ Sufficient County Staffing Levels (KSI)

- ✓ Annually review compensation structure and adjust pay ranges on a regular basis: 2% COLA approved in FY26 budget and will be implemented in March.

Housing & Livability

➤ Adequate Quantity & Availability of Housing Types (KSI)

- ✓ In the draft Unified Development Code, zoning districts such as RM-24, RM-60, and PD (planned development) are proposed, along with updated mixed-use districts and a new cottage home development option to provide for additional housing types in appropriate parts of the county, as specified by the Comprehensive Plan.
- An additional Planner III for the Planning Division is being hired to assist with the Community Development, Housing & Livability, and Economic Development goals of the Strategic Plan.



Infrastructure

➤ Resilient Stormwater Infrastructure (KSI)

- ✓ Increase public education on stormwater services and private property owner responsibilities: Held stakeholder meetings on stormwater services, responsibilities, and funding options, and published supporting materials at meetings and on the County website.
- ✓ Evaluate and address barriers to repairing and replacing failing stormwater infrastructure: Barriers included funding, staffing, and contractor availability. The stormwater utility fee allows additional funding to be directed toward pipe replacement projects. In addition, several new positions were approved, including the formation of an in-house crew to complete minor repair work.
- ✓ Develop long-term investment strategies for an aging stormwater system: On November 20, 2025, the Board of Commissioners approved code amendments to establish a stormwater utility and fee based on impervious surface area. Implementation of the new fee is scheduled for June 1, 2026.



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Infrastructure (cont.)

➤ Prioritized Capital Improvements (KSI)

- ✓ Develop a full inventory of county property, identifying use, owner, location, etc.: Completed development of internal and public facing GIS database that includes all county-owned property.
- ✓ Identify and evaluate funding options to support short and long-term capital infrastructure improvements: 2022 SPLOST Revenue above projections projects were approved by the BOC on August 26, 2025, to enhance underfunded approved 2022 SPLOST projects. \$12M Capital Projects approved.

- ✓ Develop capital improvement plan that prioritizes the upgrade and modernization of outdated county infrastructure: Completed Phase II of the Facility Condition Assessments, 42 Buildings complete.



Infrastructure (cont.)

➤ Enhanced Technology Infrastructure (KSI)

- ✓ Support enhancing and investing in cutting-edge technologies that improve the County's efficiency: In 2025, the BOC approved cloud migrations for Accela and Kronos (go-lives in 2026) and approved a contract with Lumen to strengthen the County's network for future growth.
- ✓ Expand efforts to foster a culture of cybersecurity within the County: In 2025, we hosted a successful Cybersecurity Awareness Day with over 300 participants, transitioned to a new training platform, and launched new phishing simulations to reduce user risk, modernizing how we educate users on cyber risk.



Mobility & Transportation



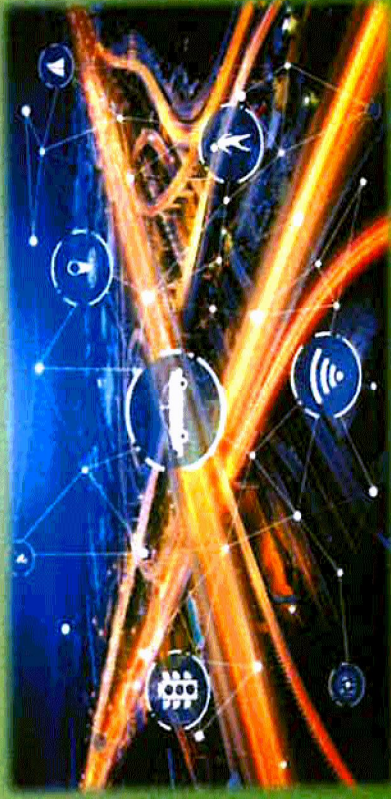
➤ Proactively Address Transportation Safety (KSI)

- ✓ Review, maintain, and implement the safety plans for transportation service and facilities (i.e. Safety Action Plan): The FY25 Safe Streets and Roadways for All (SS4A) grant awards were announced and Cobb County is receiving the request in federal funds. Cobb DOT is developing a scope of work to begin a project feasibility study, including public outreach, on a candidate project with high fatal crashes.
- ✓ Develop funding strategy for safety project design and implementation (SPLOST, GDOT QR projects, etc.): Cobb County was awarded a very competitive Safe Streets and Roads for All (SS4A) grant to implement a highly prioritized project from the county-wide Safety Action Plan. Additionally, the Department has completed both Roadway Safety Audits internally (Sandy Plains Rd at Piedmont Rd around Sprayberry HS) and externally (SR280 / S Cobb Dr)

Mobility & Transportation (cont.)

➤ Reduce Travel Delays (KSI)

- ✓ Evaluate and invest in resources for technology that enhances traveler information systems, traffic signal operations, and incident management - The TMC upgrade project is expected to begin in early spring 2026.
- ✓ Enhance the resiliency of critical transportation technology - Cobb DOT has bid the construction phase of Project B2512, Phase 3B & 3C of the Master Communication Plan, to install DOT fiber interconnect cable that **will establish a resilient communication network** for the northern part of the Intelligent Transportation System network.



Public Safety



➤ Proactively Address Crime & Safety (KSI)

- Continue to partner with other government entities and community stakeholders to build comprehensive strategies that impact crime reduction, improves overall community safety, and protects high occupancy events and locations within county.
- ✓ 2025 violent crime down 17% from 2024
- ✓ Residential burglaries down an average of 34% over last five years
- ✓ 223 weapons seized in 2025 that were used in a crime
- ✓ CCPD developing various operational changes such as implementing a 12-hour shift (currently 10-hours) that will decrease workload on officers while increasing number of officers on-duty

Public Safety (cont.)

- Improve overall community safety:

- ✓ Police PATH (Partnership for Assistance, Treatment & Health) and Fire CARES (Community Assistance Referral and Education Services) responded over 1300 times in 2025 to give additional care and resources to our citizens in need
- ✓ Partnered with Skydio to test First Responder Drones that will give CCPD and CCFES the ability to get a visual on certain incidents very quickly and assist in response decisions. CCPD is slated to be awarded a \$10.6 million federal grant specifically for drones and drone mitigation capabilities
- ✓ E911 Technologies and staff continue to answer over 90% of calls in under 15 seconds
- ✓ RTCC hosted over 1,000 participants at the 2025 NRTCCA Annual Conference
- ✓ RTCC has 135 LPRs throughout the county and the ability to access approximately 13,000 camera feeds
- ✓ CCFES began using “blood expanders” in 2025 that have accounted for over 20 life saving events during EMS calls

Public Safety (cont.)

- Protect high occupancy events and locations within county:
 - ✓ 2025 MLB All-Star Week
 - ✓ 2026 FIFA Planning
 - ✓ Truist Park and Battery
 - ✓ Six Flags



Quality of Life

**Parks
Make
Life
Better!**

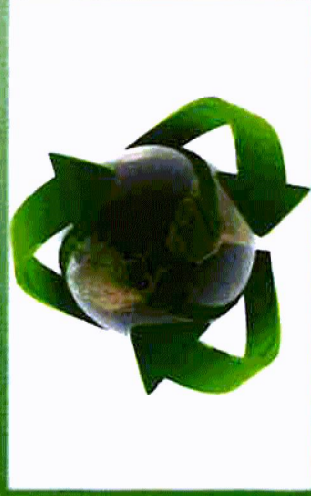
➤ **Support for Cultural & Recreational Activities (KSI)**

- ✓ Ensure Public Services facilities are accessible and desirable across the County to support quality of life programs: Milford Recreation Center Opening along with multiple capital project improvements, including Ward Recreation Center, Mable House Amphitheater, East Cobb Bridge decking, A/V upgrades at Civic Center and Miller Event Center, etc. Also created countywide QR code displayed in recreation buildings to receive feedback of program/facility offerings.

➤ **High-Quality & Accessible County Services (KSI)**

- ✓ Build cohesion amongst community leaders and organizations to support and encourage participation in programs and initiatives Countywide: Secured GRPA summer camp funding, will host the District 5 meeting and the state track meet, and is collaborating with Cobb Douglas Public Health, Street Smart Youth Project and Atlanta Youth Tennis Education Foundation. MLB/Braves/Cobb County collaboration on Rhynie Park renovations/grand re-opening.
- ✓ GRPA Agency of the Year

Quality of Life (cont.)



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- **Office of Sustainability will ensure Public Services facilities have sustainability/recycling services accessible across the County to support a comprehensive quality of life program. (Action Item)**
 - ✓ Held various sustainability events throughout the county.
 - ✓ In December 2025, notified by the Atlanta Regional Commission that Cobb County secured the Certified Green Communities Platinum status.
 - ✓ Earned the 2025 Governor's Circle Award from Keep Georgia Beautiful; to be presented February 5, 2026 at the State Capitol Legislative Day event.
 - ✓ Launched sustainability Lunch 'N Learn initiative for county staff.
 - ✓ Launched recycling at 100 Cherokee/Hankerson Building, Fleet (Dec 2025 kickoff), Senior Services and Elections (bins ordered Dec 2025; collection began Jan 2026)

Quality of Life (cont.)

➤ Ensure accessible and equitable early voting locations and options (Action Item)

- ✓ Hosted two early voting sites per district for the Feb. 11 and Mar. 11 special elections (7am–7pm weekdays plus weekend options), conducted 5 outreach events (579 voter contacts) and social media voter education for the Nov. 4/18 elections and Dec. 2/16 runoffs, and improved accessibility with countywide high-visibility signage and ADA attendants at select locations.



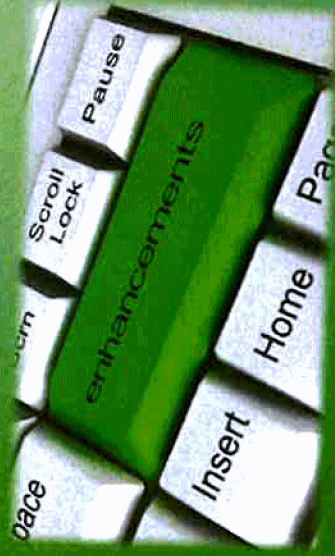
Quality of Life (cont.)

➤ Healthy People & Sustainable Environment (KSI)

- ✓ Support efforts to provide Countywide programming for older adults, inclusive of enhanced transportation options: The B.E.S.T. Learning Center opened in 2025, serving 1,921 seniors through volunteer-led wellness, finance, and lifelong-learning classes, and the Café Social House at the Senior Wellness Center opened with a ribbon cutting on October 3, 2025.
- ✓ Increase transportation services for older adults: Maintained high demand, delivering 9,897 rides to 322 seniors in Q1, 10,700 rides to 273 in Q2 despite staffing shortages, and 10,889 rides in Q3 (a 47% increase over Q2) while adding 25 new demand-response riders. In Q4, the division provided 12,243 rides to 331 clients and continues hiring to fill dispatcher and driver vacancies to sustain service levels.



2026 Proposed Changes and Enhancements



- Consider adding BOC departments that are missing or underrepresented in the plan - Tax Assessor, Fleet, and others
- Cobb Fire & PD to work with AchieveIt to add their agency plans and link to the Countywide plan
- Once completed, import the Economic Development Strategic plan into AchieveIt and link to the Countywide plan.
- Create a public facing dashboard via the County website (Target date 2026 year-end)

Challenges



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➤ Funding

- Gap between desired outcomes and available budget
- Competing priorities / inflationary pressures
- Timing of funding can affect project sequencing

➤ Staffing

- Capacity constraints (recruitment/retention, workload)
- Hard to fill roles

➤ Policy Decisions

- BOC decisions needed to enable or scale initiatives
- Policy timelines can lag behind operational needs

What's Needed

Direction: prioritize initiatives (must-do vs. nice-to-have)

Decisions: policy approvals/ordinance updates by target dates

Resources: staffing plan and funding strategy (CIP/operating/grants)

QUESTIONS



Board of Commissioners Retreat

FINANCE PRESENTATION

2026



AGENDA

- INTRODUCTION
- FY 25 HIGHLIGHTS
- NEW REPORTS IN FY 25
- WORK COMPLETED TO DATE
- UPCOMING KEY DATES THAT SHAPE THE BUDGET
- BOC BUDGETS AND PRIORITIES
- APRIL WORK SESSION: WHAT TO EXPECT
- PRIORITY MEMO: NEW THIS YEAR
- THE FINAL STRETCH
- CHALLENGES AND BUDGET THEMES
- QUESTIONS & DISCUSSION

FY25 Highlights

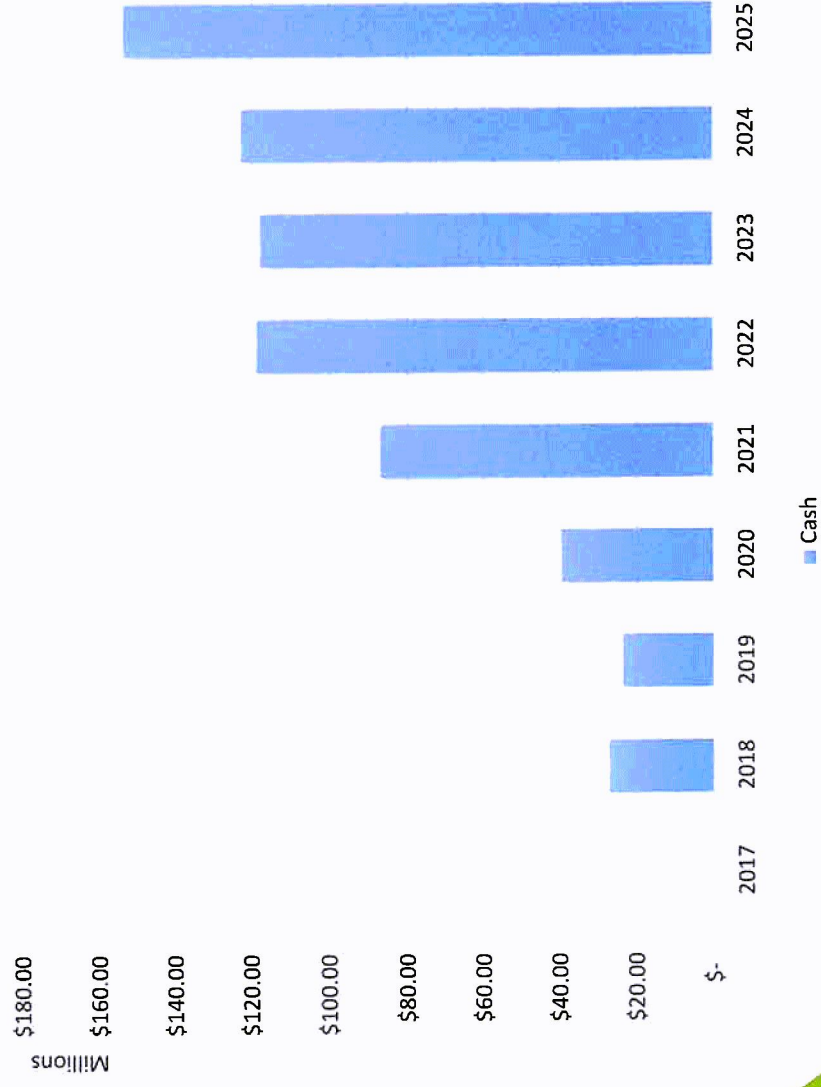
Maintained AAA Rating (28th year)

Continued improvements in cash position in both the General and Fire Funds.

Operated without issuing a TAN since 2021.

Maintained strong reserves.

General Fund Balance Sheet Improvements



FY25 Highlights

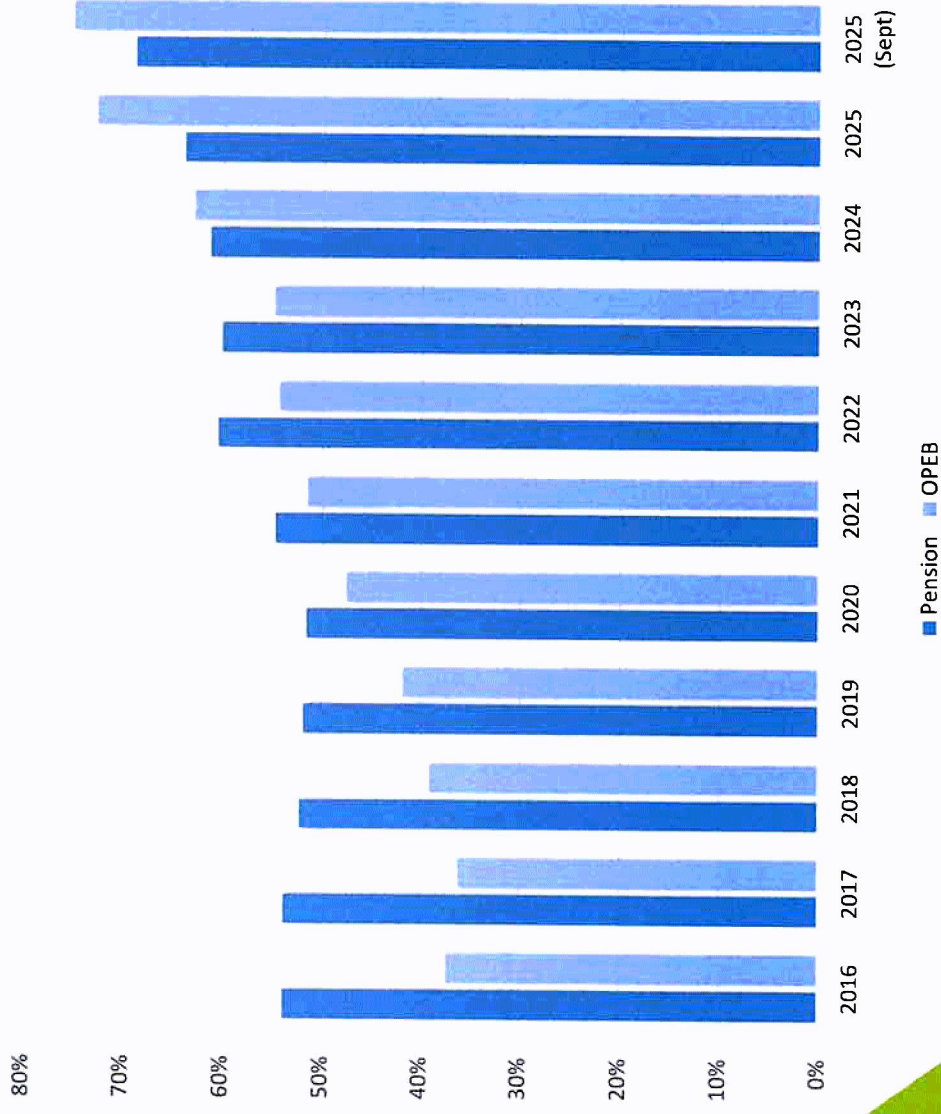
Continued funding capital in the General Fund (\$12 million).

Continued funding Capital Contingency (Balance \$8.7M).

Reached revenue above projection ("RAP") in '22 SPLOST (\$175M).

Improved Pension and OPEB funding ratio.

Funding Ratio



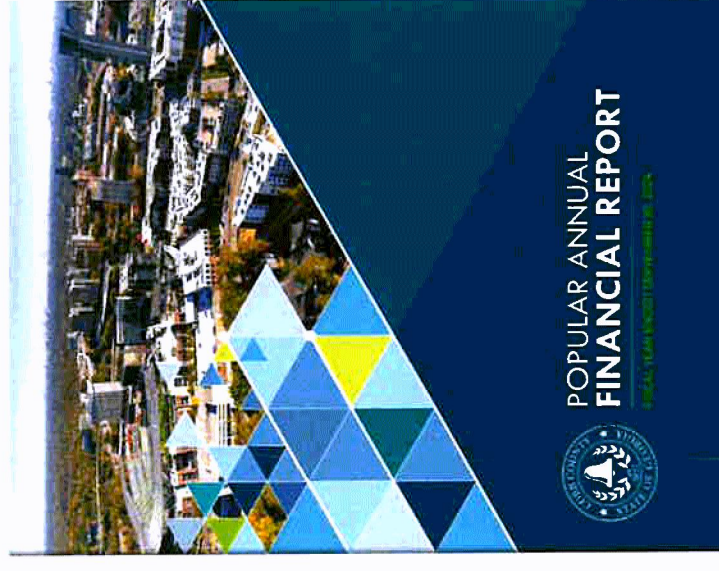
Finance Reports in FY25

NEW REPORTS

- Department Watchlists
- BOC Budget and Transactions
- Popular Report

EXISTING REPORTS

- Monthly Financial Report
- Annual Comprehensive Financial Report (ACFR)
- SPLOST Monthly Report
- Biennial Budget Books

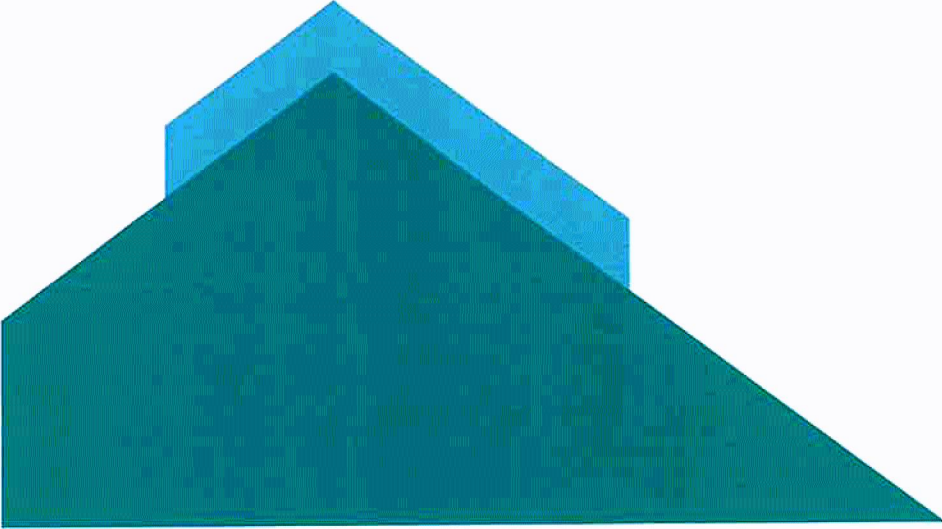


FY 27 - 28

BIENNIAL BUDGET

PROCESS



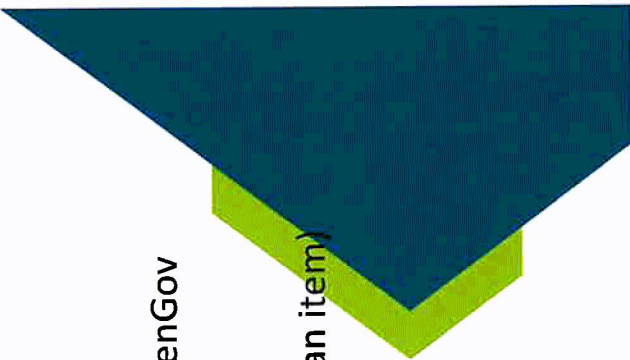


Work Completed to Date

September 30, 2025:
Budget Kickoff for all Departments.

January 9, 2026:
Department's deadline to submit budget requests in OpenGov

January 23, 2026:
Department fee schedule reviews returned (Strategic Plan item)





Key Dates That Shape the Budget

- Late March
 - Digest estimate – preliminary (Final Digest in June)
- Early April
 - Roster updates – Post Merit Roster with estimates for Pension and Health Care.
- Now through April
 - BOC priorities from each member
 - BOC budget adjustments in OpenGov
 - Work with Finance to create your office's FY27/28 budget.
 - Meetings with Finance to discuss the budget.

April Work Session: What to Expect

Goal

- Share an update to the Board on the preliminary budget requests from all departments.
- Please note, any figures presented at this work session do not represent the budget that will be presented in June.
- Rather, the figures represent the unfiltered summation of all requests.
- Discussion will take place in the following months to build a balanced budget.

Materials

- Budget Binder
 - All personnel, operating, and capital requests
 - List of all BOC priorities
 - Department's priority memos (New this year)
- All materials will be posted online

TO: Dr. Jackie R. McMorris, County Manager
FROM: William Volckmann, Chief Financial Officer
DATE:

PURPOSE
To approve the creation of one Accountant III position in the Finance Department's FY2027 departmental budget.

BACKGROUND
The Finance Department has experienced a significant increase in the number of Procurement Card (P-Card) transactions being processed monthly. The addition of another Accountant III (1157, Grade 113) position to process these transactions is a priority for the Department going into FY2027.

IMPACT STATEMENT
The full year cost of this position will add \$112,835.44 to the Finance Department's FY2027 personnel budget.

FUNDING			
Increase Expenditure:	010-055-0800-6012	Salaries	\$63,814.44
Increase Expenditure:	010-055-0800-6032	Disability	\$421.00
Increase Expenditure:	010-055-0800-6034	FICA	\$4,882.00
Increase Expenditure:	010-055-0800-6036	Health	\$23,880.00
Increase Expenditure:	010-055-0800-6038	Life	\$255.00
Increase Expenditure:	010-055-0800-6044	Retirement	\$2,553.00
Increase Expenditure:	010-055-0800-6045	Defined Benefit	\$15,762.00
Increase Expenditure:	010-055-0800-6052	Worker's Comp	\$837.00
Increase Expenditure:	010-055-0800-6054	Dental	\$431.00
			\$112,835.44

RECOMMENDATION
The Board of Commissioners approve the creation of one Accountant III (1157, Grade 113) position in the Finance Department's FY2027 departmental budget and authorize the corresponding budget transactions.

Priority Memo: New This Year

- Each Department has created a "Priority Memo" which outlines their greatest priority in the FY27/28.
- It takes the form of an Agenda Item by providing:
 - Purpose
 - Background
 - Impact
 - Funding
 - Recommendation

The Final Stretch

- June 30, 2026: Budget presented to the Board.
- July 2, 2026: Budget / Millage advertised in the MDJ
 - Additional advertisements on July 9 & 16.
- July 14, 2026: First Public Hearing on Budget / Millage (BOC Regular Meeting)
- July 21, 2026: Second Public Hearing on Budget / Millage (Special Called – 6PM)
- July 28, 2026: Third/Final Public Hearing on Budget / Millage (BOC Regular Meeting)
- July 28, 2026: Budget and Millage adopted by the Board.

Challenges Opportunities and Budget Themes



Digest growth moderating



Improvement in number of vacant positions



Increases in Healthcare costs



E-911 structural imbalance



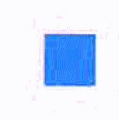
Risk Fund expenditure growth



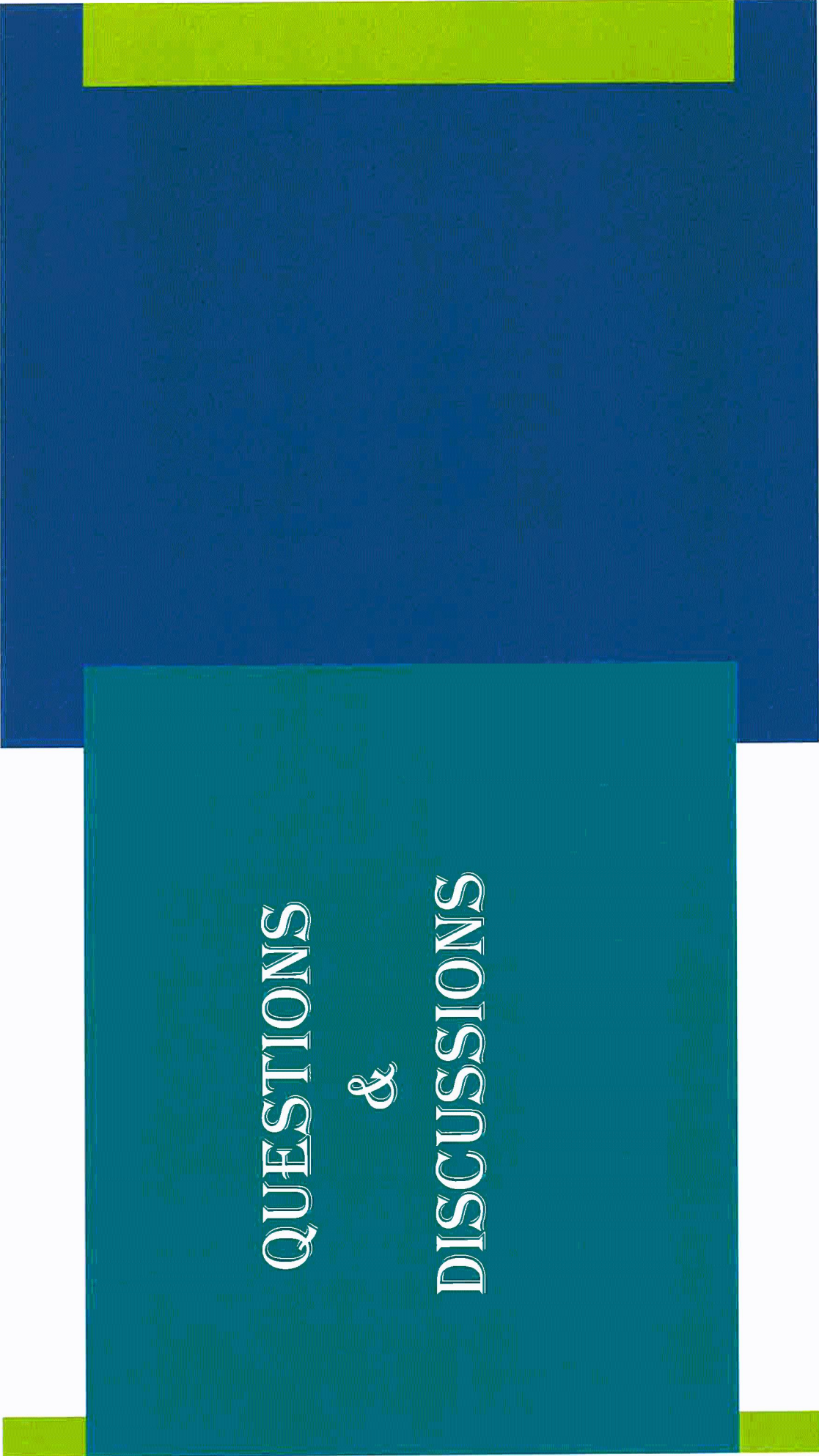
Lingering inflationary impacts



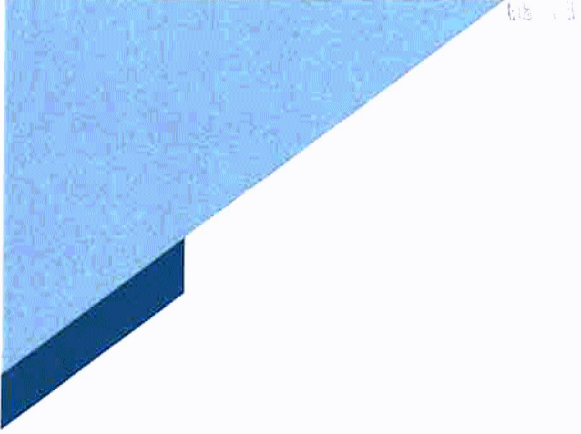
Annual capital allocation



Full-time position requests



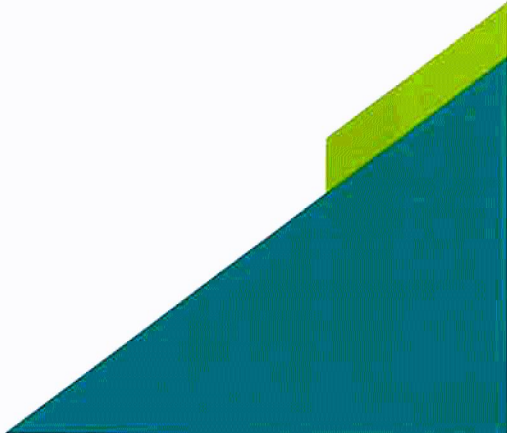
QUESTIONS & DISCUSSIONS



THANK YOU

Buddy Tesar
770-528-1558

Curtis.Tesar@CobbCounty.gov
<https://www.cobbcounty.gov/finance>



2028 SPLOST Update

FEBRUARY 4, 2026



Investing in Cobb's Future

SPLOST

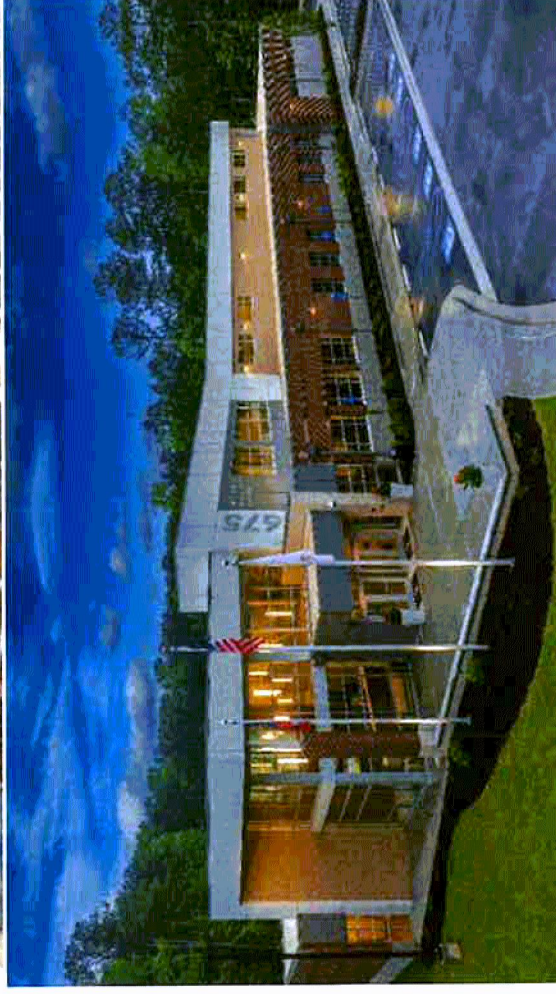
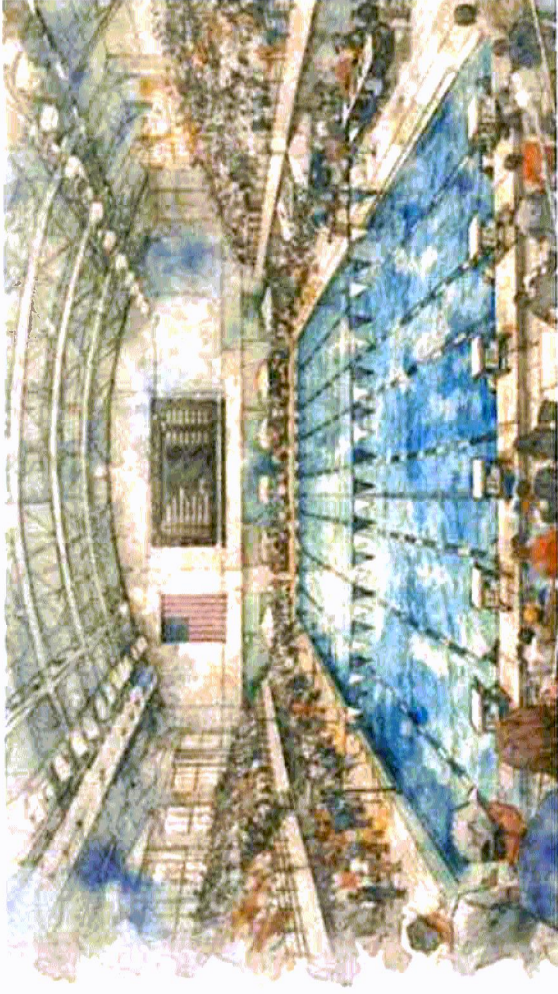
Renewal 2028



Agenda

- Community Engagement Open Houses
- Survey Results – February 2, 2026
- Approved 2028 SPLOST Timeline



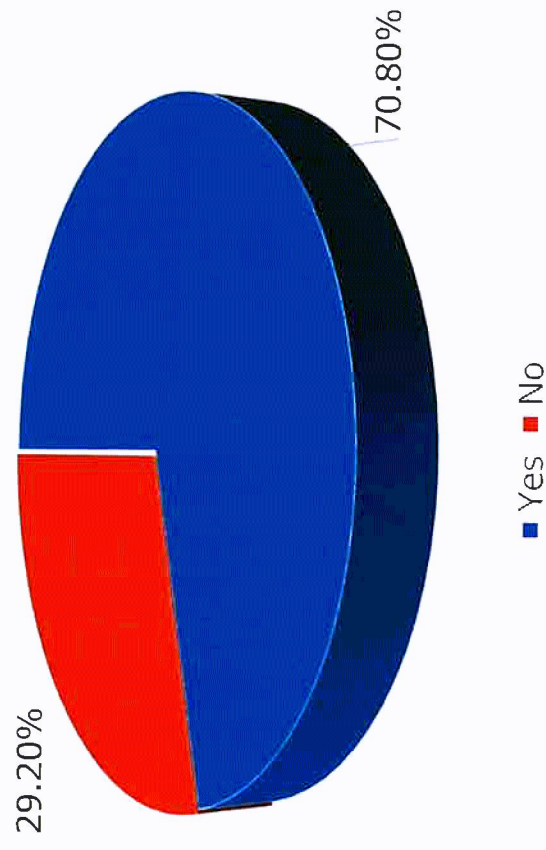


Community Engagement Open- Houses

- January 15th – Tim D Lee Senior Center ✓
- January 21st – Public Safety Training Center ✓
- January 22nd – Public Safety Training Center ✓
- January 29th – Fullers Rec Center ✓
- February 5th – West Cobb Senior Center
- February 12th – Acworth Community Center
- February 25th – Smyrna Community Center
- March 5th – Cobb Civic Center
- March 10th – Kennesaw Ben Robertson Community Center

2028 SPLOST Survey Results – Through February 2, 2026 Responses 235

Based on the projects, are you supportive of this SPLOST?



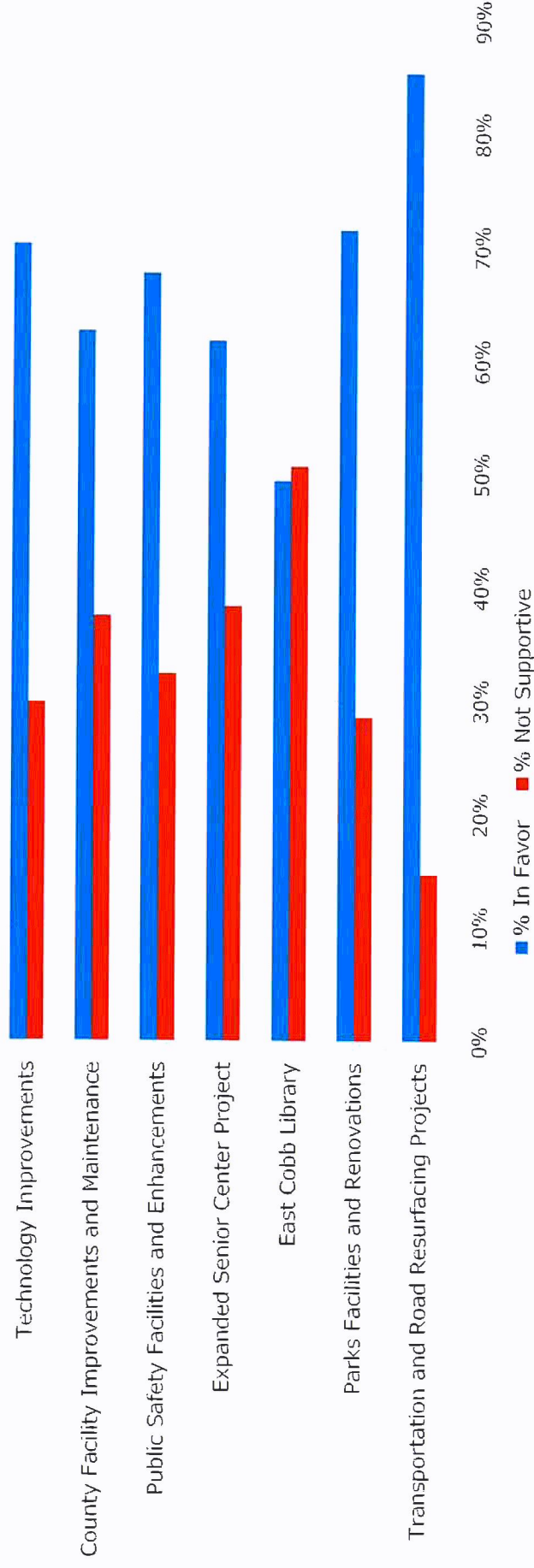
2028 SPLOST Survey Results – Through February 2, 2026 Responses 235

Which projects do you support?

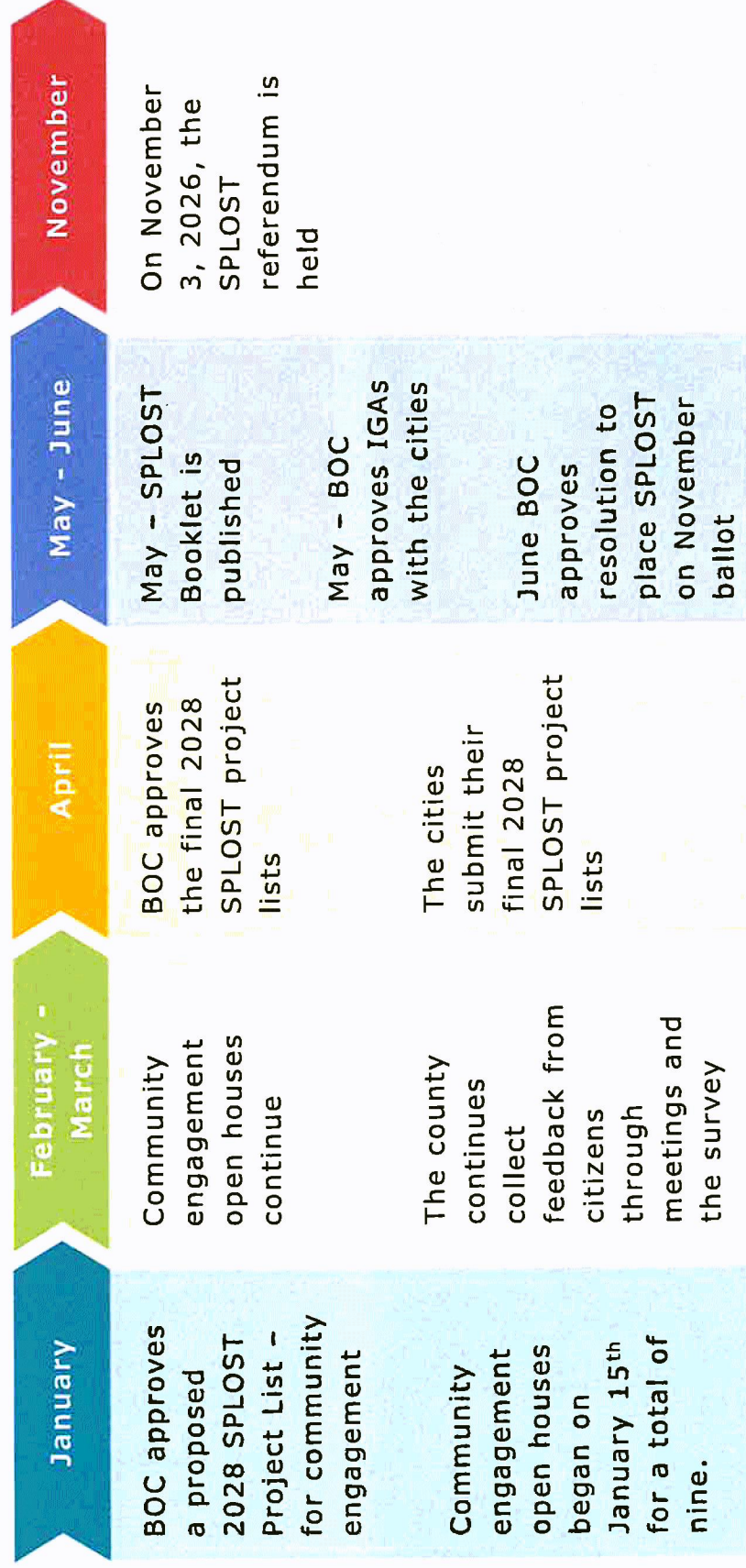


2028 SPLOST Survey Results – Through February 2, 2026 Responses 235

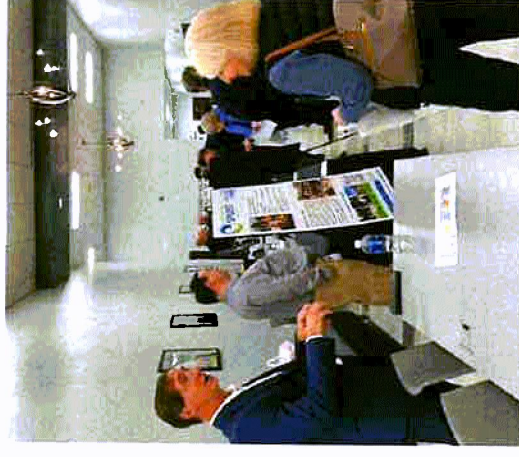
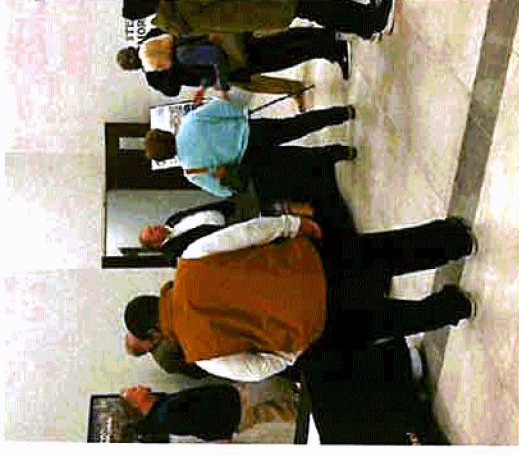
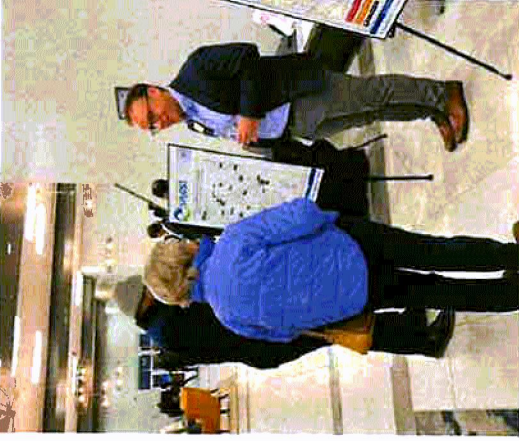
Project Summary



Timeline



Thank you, Team



**MINUTES OF BOARD RETREAT
COBB COUNTY BOARD OF COMMISSIONERS
FEBRUARY 5, 2026**

The Cobb County Board of Commissioners attended a Board Retreat on Thursday, February 5, 2026, at Chattahoochee Tech, Building H, 980 South Cobb Dr., Marietta, GA 30060. Present and comprising a quorum of the Board were:

Chairwoman Lisa Cupid
Commissioner Keli Gambrill (out from 11:07 a.m. – 2:18 p.m.)
Commissioner Erick Allen
Commissioner JoAnn Birrell (out from 11:07 a.m. – 1:04 p.m.)
Commissioner Monique Sheffield

CALL TO ORDER

Chairwoman Cupid called the meeting to order at 10:04 a.m.

AFFORDABLE HOUSING PANEL DISCUSSION

Chairwoman Cupid and the Board participated in a panel discussion on Affordable Housing with the following:

- Melanie Kagan, CEO, Cobb Family Resources
- Darion Dunn, Managing Partner, Atlantica Properties
- Amanda Rhein, Chief Housing Officer, City of Atlanta
- Noel Taylor, Executive Director, Marietta Housing Authority
- Kimberly Roberts, General Manager, Cobb County CDBG Program Office
- Jessica Guinn, Agency Director, Community Development
- Courtney Knight, Cobb Development Authority Member
- Sam Shenbaga, Managing Director of Community Development, ARC

Recess from 11:17 a.m. -11:22 a.m.

Following the conclusion of the panel discussion, Chairwoman Cupid called for lunch recess from 12:02 p.m. – 1:00 p.m.

TRANSIT POLICY DISCUSSION

Drew Raessler, Transportation Agency Director, and Morgan Simmons, Deputy Director, provided a Transit update to include 2025 system overview, strategic plan alignment, operating update, capital projects update, and future initiatives.

Recess from 1:58 p.m. – 2:15 p.m.

**MINUTES OF REGULAR MEETING
COBB COUNTY BOARD OF COMMISSIONERS
February 5, 2026
PAGE 2**

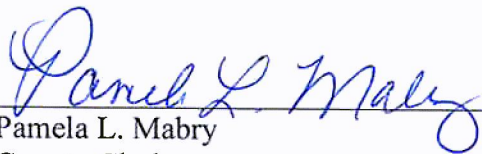
WATER SYSTEM POLICY DISCUSSION

Alicia Giddens, Water System Agency Director, provided an update on key initiatives and Stormwater Fee implementation.

ADJOURNMENT

No official action was taken by the Board. A copy of the presentations are attached and made a part of these minutes.

The meeting adjourned at 2:37 p.m.



Pamela L. Mabry
County Clerk
Cobb County Board of Commissioners

Transit Policy Discussion

Cobb County Department of Transportation
February 2026

Transit Policy Discussion

2025 System Overview

Aligning Strategic Efforts

Operating Updates

Capital Projects

Future Initiatives

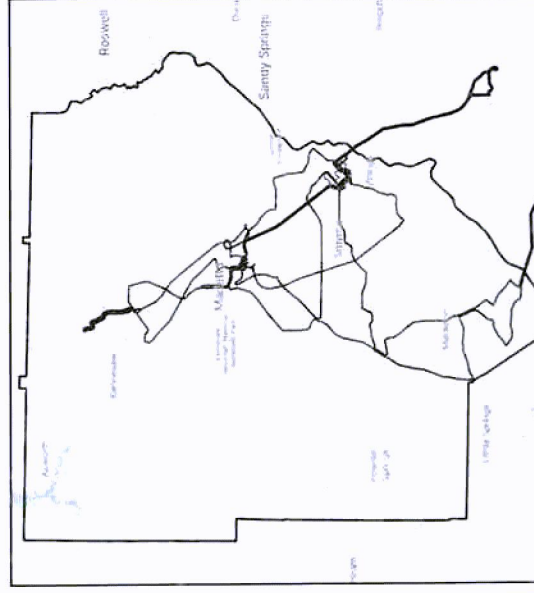
Cobb County Department of Transportation

February 2026

2025 System Overview

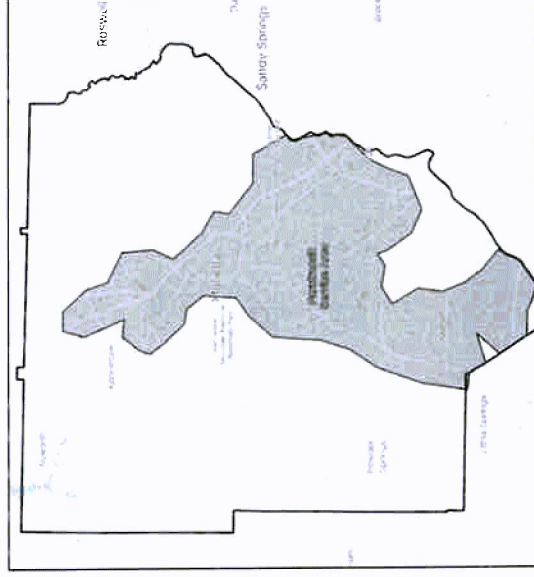
The Cobblinc Transit System provides:

Local & Rapid Service



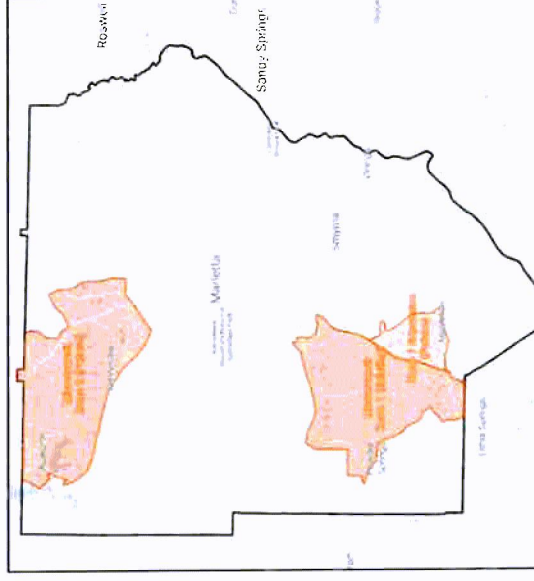
- ✓ 8 Local Routes
- ✓ 1 Circulator Route
- ✓ 1 Rapid Route

Paratransit Service

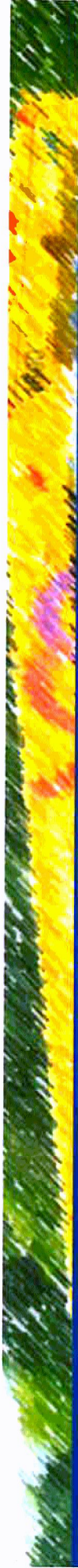


- ✓ Paratransit Service – 100 sq miles

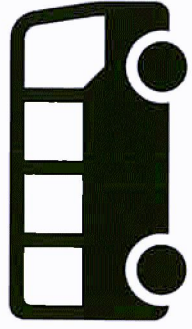
Microtransit Service



- ✓ South Cobb Zone (Current) - 26 sq miles
- ✓ South Cobb Expansion (Future) – 5 sq miles
- ✓ Acworth/Kennesaw Zone (Future) – 31 sq miles



2025 System Overview



Ridership

Local & Rapid Service

1,907,078 (2025)

1,412,675 (2024)

Paratransit

54,913 (2025)

56,063 (2024)

Microtransit

27,508 (2025)

1,878 (2024) *

*November and December only

Best Performing Route

Route 30 – 405,880 (2025)

Route 30 – 261,203 (2024)

Least Performing Route

Blue Circulator – 13,997 (2025)

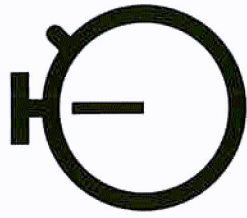
Route 101 – 4,997(2024)

Highest Ridership Month

October 2025 – 185,613

August 2024 – 154,096

2025 System Overview



On Time

Performance

80% System Standard

System Average
73.2% (2025)
75.8% (2024)

Best Performing Route

Route 10 - 84% (2025)

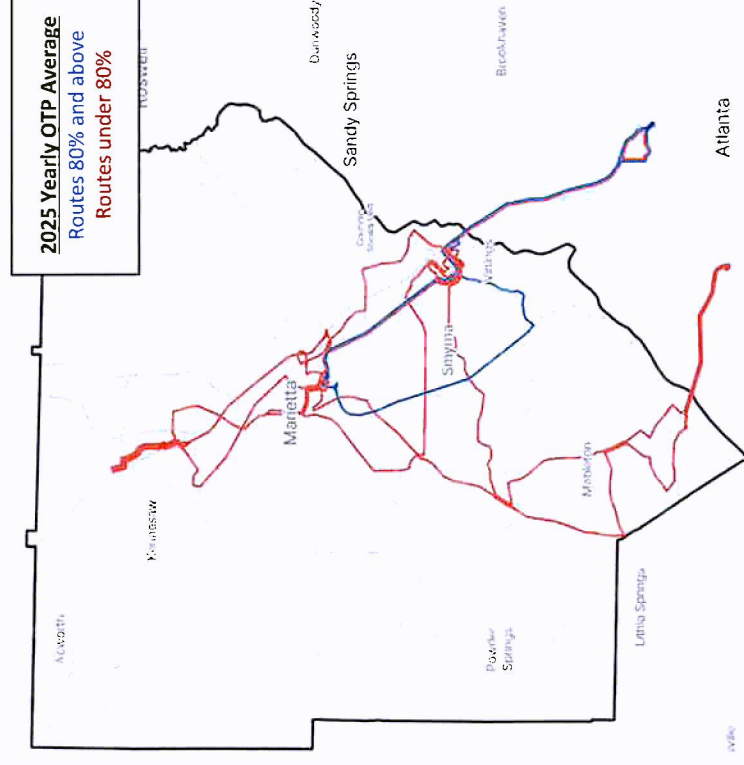
Route 10 - 89% (2024)

Route with

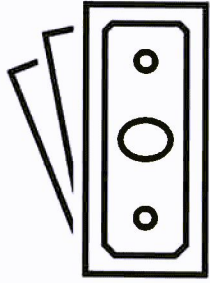
Improvement Needs

Route 45 – 61% (2025)

Route 100- 63% (2024)



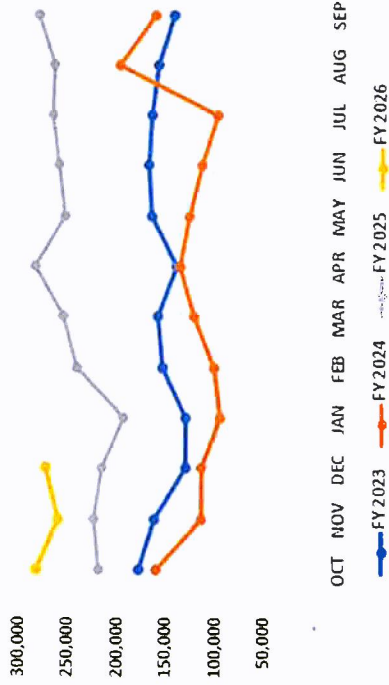
2025 System Overview



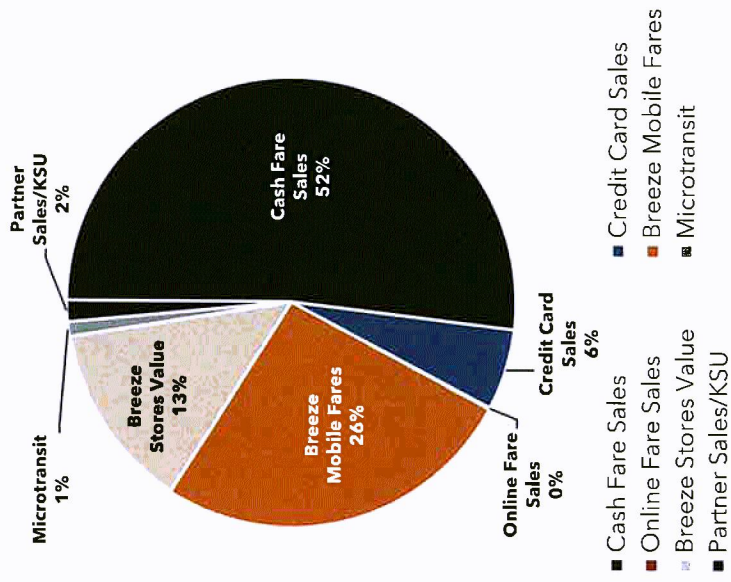
Revenue

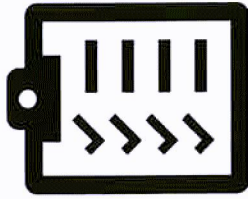
Total Collection
\$2,967,644.70 (2025)
\$1,553,100.04 (2024)

Monthly Fare Revenue



2025 Payment Methods

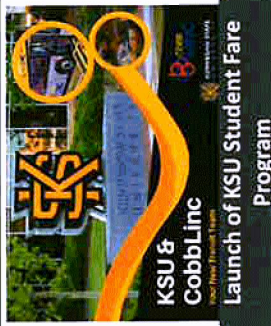




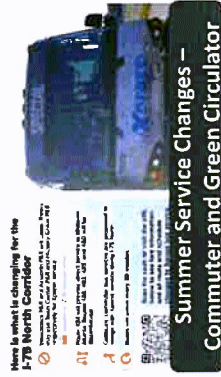
Program Traction

2025 System Overview

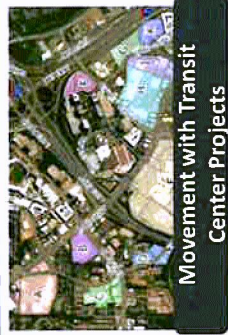
Mobility Efforts



Full Year – CobbLinc Go



Infrastructure Activity



Movement with Transit
Center Projects

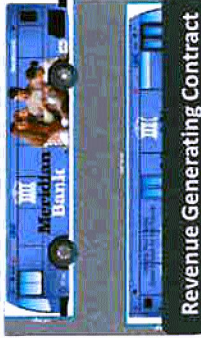


Upgrade of CAD/AVL System
and Customer App

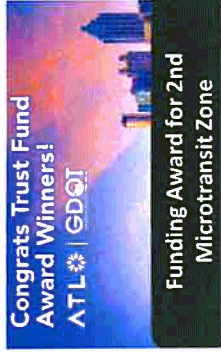


Full Year – Microtransit /
Paratransit App

Funding Opportunities



Revenue Generating Contract



Funding Award for 2nd
Microtransit Zone

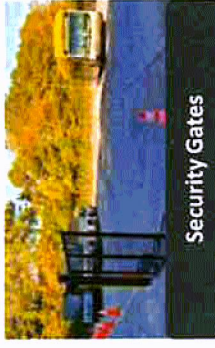


Funding Award for Pilot AV
Vehicle Deployment on
CobbLinc Circulator

Safety & Security Projects



Security Cameras



Security Gates



Security Guards

Aligning Strategic Efforts

County's Strategic Plan + Comprehensive Transportation Plan

Serving the Customer and the Public

Mobility and Connectivity

Long Term Investments:

- ✓ Improve customer travel times
- ✓ Integrated with applicable land use and design practices
- ✓ Maximize funding with cost effective practices

Multimodal Investments

- ✓ Improve customer travel times
- ✓ Equitable access for all communities and users
- ✓ Maximize funding with cost effective practices

Infrastructure

Infrastructure Investments

- ✓ Maximize funding with cost effective practices
- ✓ Enhance public/private partnerships, as available
- ✓ Considers innovative technology, as applicable
- ✓ Improves customer travel times and operational performance
- ✓ Provides equitable access for all communities and users

Safety and Security

Systemwide Investments

- ✓ To contribute and support a safe transportation network for customers and the public
- ✓ To maintain and upgrade assets to extend lifespan and maximize return on investment

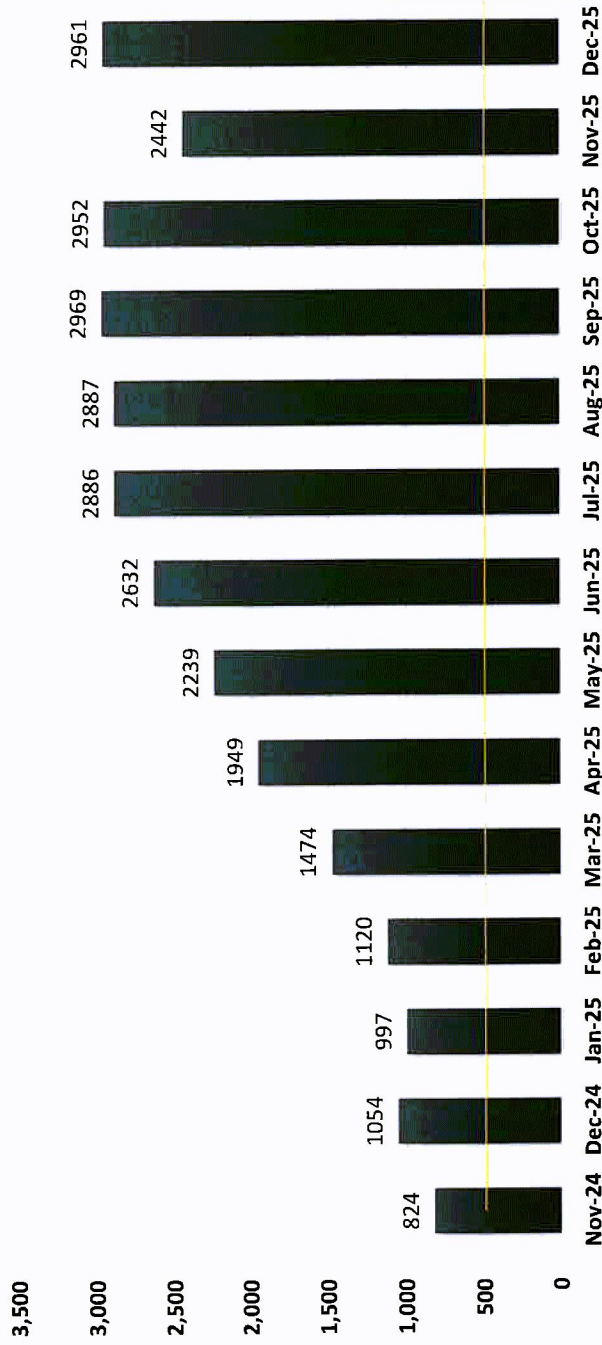
Per
Strategic Plan

Per
Comprehensive
Transportation Plan

Operating Updates

Microtransit Update

■ Microtransit



550

Former 'Flex Service' Monthly Average
(2024)

Major Destinations

In the South Cobb Service Area



Apartments/
Residential
Areas



Shopping Plazas/
Grocery Stores



Gyms and
Fitness Centers



Fast Food /
Restaurants

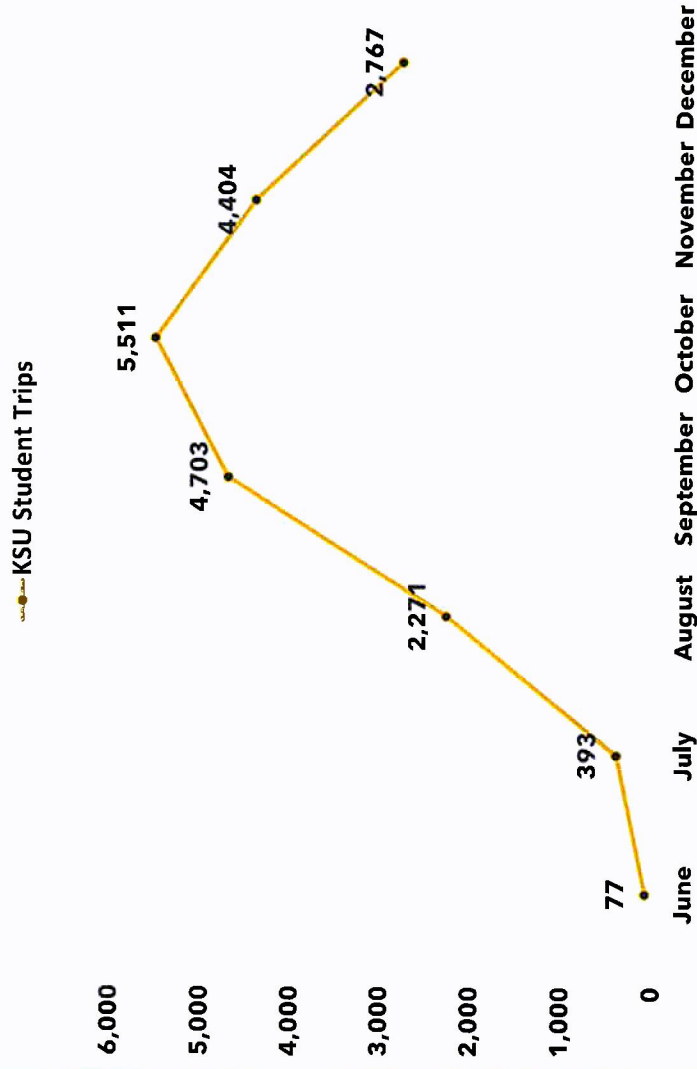
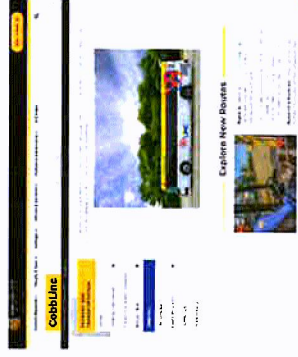


Childcare and K-12
Schools

Operating Updates

KSU Student Fare Program CobbLinc access for KSU Students along Routes 10, 10R, 40 & 45

- Soft Launch & Service Testing: **June 2025**
- More Publicized Launch: **August 2025**
- Rapid 10 experienced the most use by student in the initial year

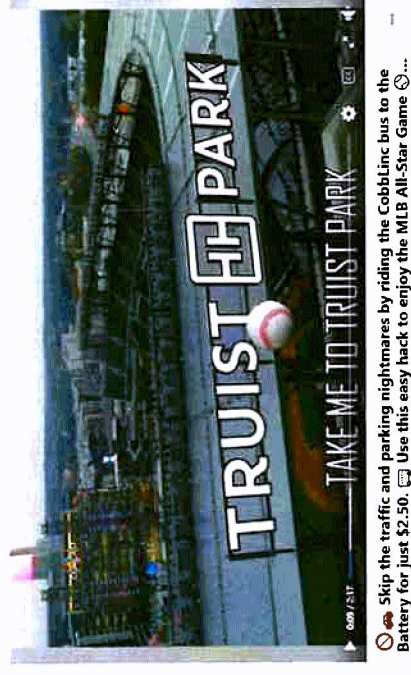


Operating Updates

All Star Series Transit Efforts

- Introduced a shuttle to serve the MTC Park & Ride to the Truist Park area, during the series
- Launched communication efforts for Travel Training, and continued use for the future.
- Provided on-site assistance for customers.

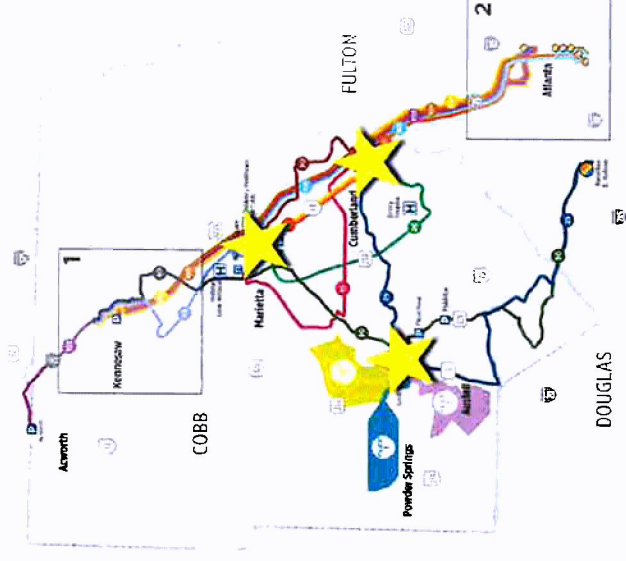
Efforts for consideration for World Cup games



Current Transit Projects

Transit Centers

Cumberland – South Cobb – Marietta



Completed Tasks:

- ✓ Cobb DOT completed its Analysis and Needs Assessment Study (2023)

Current Tasks:

- ✓ Site Selection is underway for all three projects **(Fall 2024 to Present)**
- ✓ Initial environmental assessments; based on initial concept

Next Steps:

- Completion of all design levels 30/60/90
- Acquisition of the property
- Successful pursuit of funding for needed phases
- Determination of appropriate Transit Oriented Development (TOD) opportunities

Busbee Park & Ride TOD Study



Completed Tasks:

- ✓ Existing Conditions and Needs Assessment
- ✓ Parking Utilization Analysis
- ✓ Stakeholder engagement and survey collection
- ✓ Case Study interviews, with Transit TOD Programs

- ✓ Existing Conditions and Needs Assessment
- ✓ Parking Utilization Analysis
- ✓ Stakeholder engagement and survey collection
- ✓ Case Study interviews, with Transit TOD Programs

Current Tasks:

- ✓ Initial conceptual design for the Park & Ride site, in coordination and consideration of major stakeholders (Early 2026)

- ✓ Initial conceptual design for the Park & Ride site, in coordination and consideration of major stakeholders (Early 2026)

- ✓ Continued coordination with KSU, through its on-going assessment of the study area

- ✓ Continued coordination with KSU, through its on-going assessment of the study area

- ✓ Preparing for final stakeholder engagement

- ✓ Preparing for final stakeholder engagement

Next Steps:

- Completion of all applicable design levels 30/60/90
- Successful pursuit of funding for project phases (PE/CST)
- Selection of appropriate Transit Oriented Development (TOD) and/or joint partnership opportunities

- Completion of all applicable design levels 30/60/90
- Successful pursuit of funding for project phases (PE/CST)
- Selection of appropriate Transit Oriented Development (TOD) and/or joint partnership opportunities

A small white van is parked on a city street. Two people are standing next to it: one in a blue jacket and the other in an orange jacket. The background shows a city street with buildings and trees.



- ✓ Cumberland Alternative Analysis – identifying proposed alignment for blue circulator, with consideration of alternative vehicle use.

- ✓ Refining overall Project Scope, to include schedule, coordinated projects and updated cost estimates
- ✓ Legal review of contracting for operation, maintenance, and acquisition of vehicles as well as project management

- Completion of all design levels for alignment, stops, storage and charging infrastructure (30/60/90)
- Fiber and camera installation and improvements, as needed
- Environmental assessments, as identified
- Launch of Workforce Development programming
- Successful testing of acquired vehicles

Future Initiatives

AFC 2.0

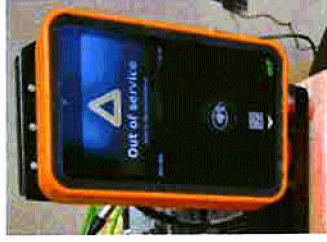
Led by MARTA; Coordinated with Regional Transit Partners (Cobb, Gwinnett, SRTA, etc.)

Major components of the new Breeze:

- **Open Loop Payments:** Credit/Debit card, Google/Apple Pay payment options
- **Retail Reload Locations:** Allows customers at retail locations throughout the region.
- **Vehicle Equipment:** New validators, fareboxes, and operator control units
- **New Mobile App and Website:** Integrated with the new Breeze software backend.

Important Dates

- **March 28 to May 2, 2026:** Customer Transition Period
- **January 31 to March 15, 2026:** Transition out of selling certain fare mediums (*QR Singles, 31 Day Passes, 10 Ride Passes*)



Preparation for World Cup

System is prepared to:

- Activate Park & Ride Use, similar to All Star Series service levels
- Activate additional service levels for downtown routes, for direct connection to MARTA rail
- Continue coordination with regional transit partners
- Coordinate with safety partners, similar to All Star Series (Cobb PD, Homeland Security)



Policy Discussion – Potential System Enhancements

On-Demand

- Expanded Microtransit coverage
- Expanded Paratransit coverage
- Enhanced Voucher Program amount



Local and Rapid Service

- Increased frequency
- Increased coverage
- High-capacity service
- Autonomous shuttle



Facilities

- Cumberland Transit Center
- South Cobb Transit Center
- Marietta Transit Center
- Busbee Park and Ride
- Transit Operations Center





Policy Discussion - Funding

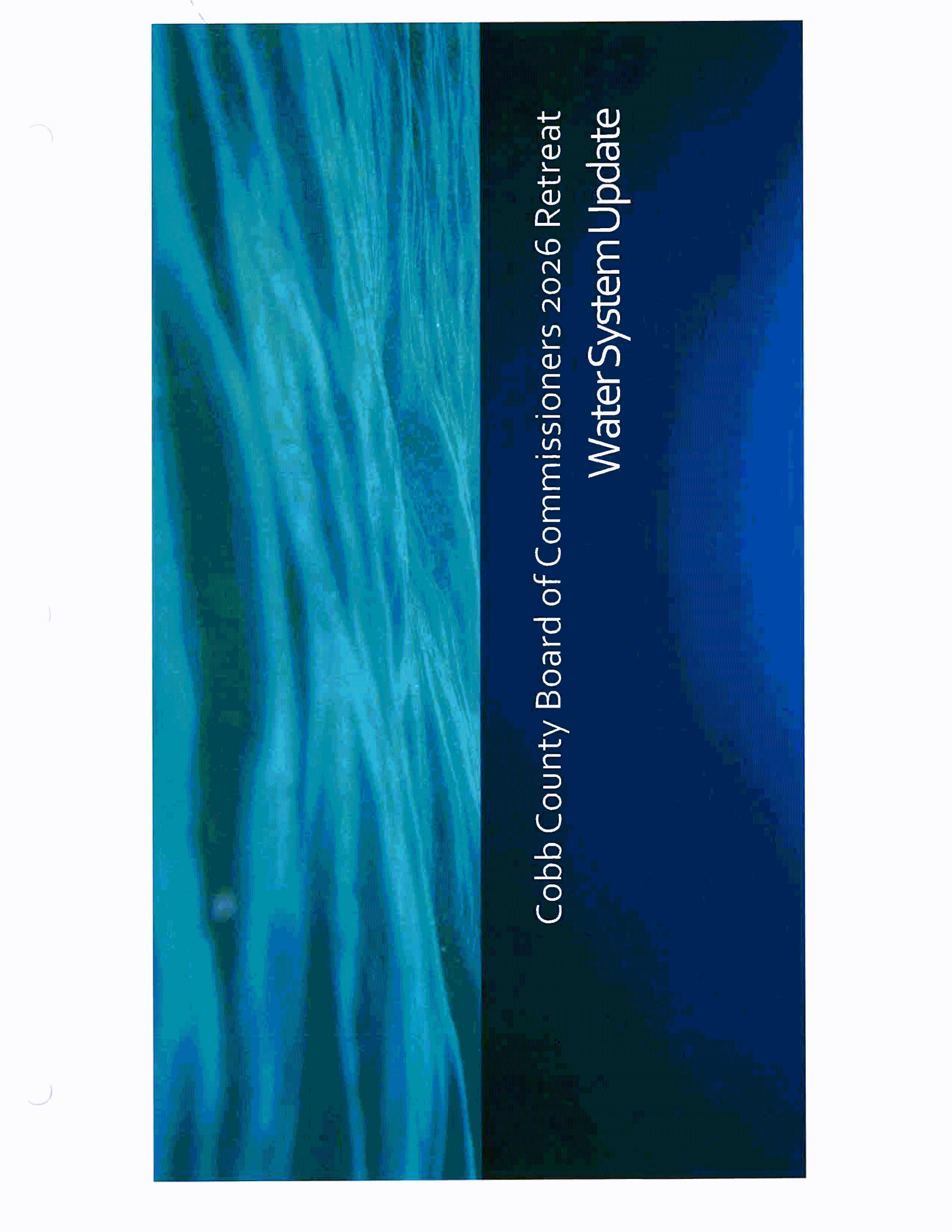
Based on Current Funding

- Moderate budgetary adjustments to keep up with inflationary impacts
- Capital funding via competitive grants and General SPLOST
- Minor operational adjustments to continually optimize (i.e. commuter routes and green circulator)
- Incremental facility improvements
- Partnership opportunities (i.e. ATL/SRTA and KSU)

Sales Tax Options

- HB170
- HB930
- MARTA

CLRIC



Cobb County Board of Commissioners 2026 Retreat Water System Update

Update on Key Initiatives

Stormwater Fee Implementation

- Change order for Itinerus contract
- Public facing GIS map of impervious surface

R.L. Sutton Biosolids Handling Project

- Project kick-off meeting scheduled – February 18th
- Discussion to include public information for website and format and timing of a public meeting.

Looking Ahead

Stormwater Inspections for New Development

Stormwater Management Requirements

WRF Facility Planning/Permitting/Funding

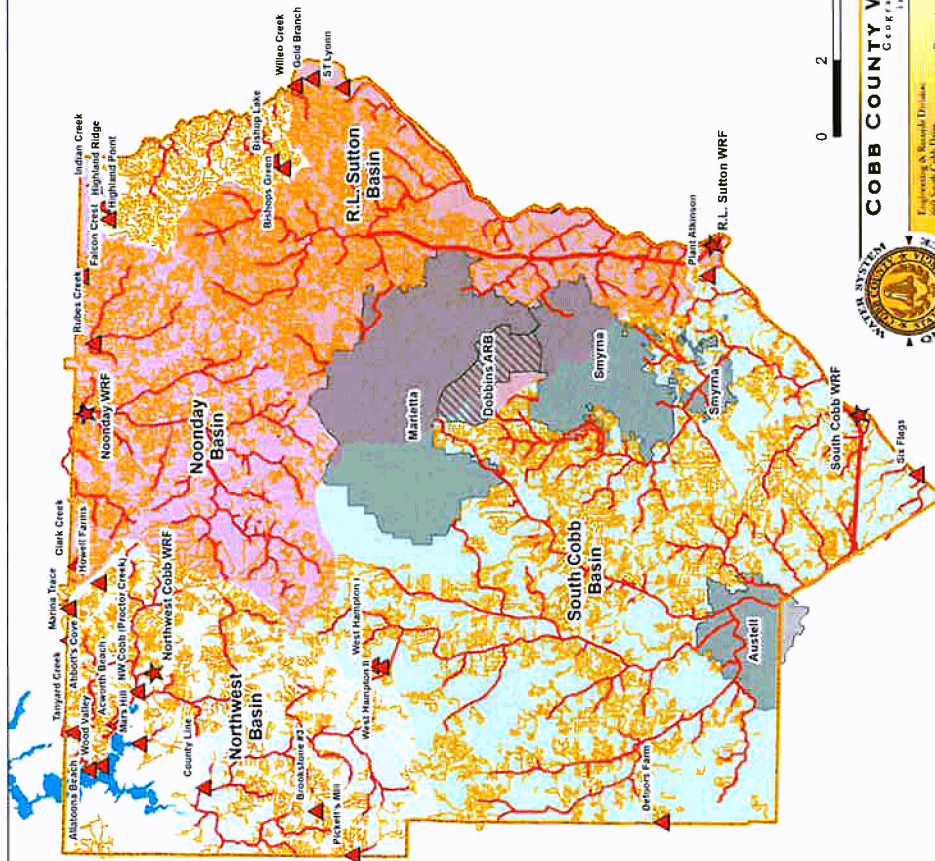
Recap of Lift Station Code Amendments

November 20, 2025

- Two main goals of these amendments:
 - To clarify the Water System's position of not supporting additional public lift stations.
 - To discontinue the approval of private lift stations for new single-family residential subdivisions.
- Adopted Section 122-126(a)(3):
The County shall not accept ownership of private lift stations.
- All other proposed changes to Section 122-126 were withdrawn.

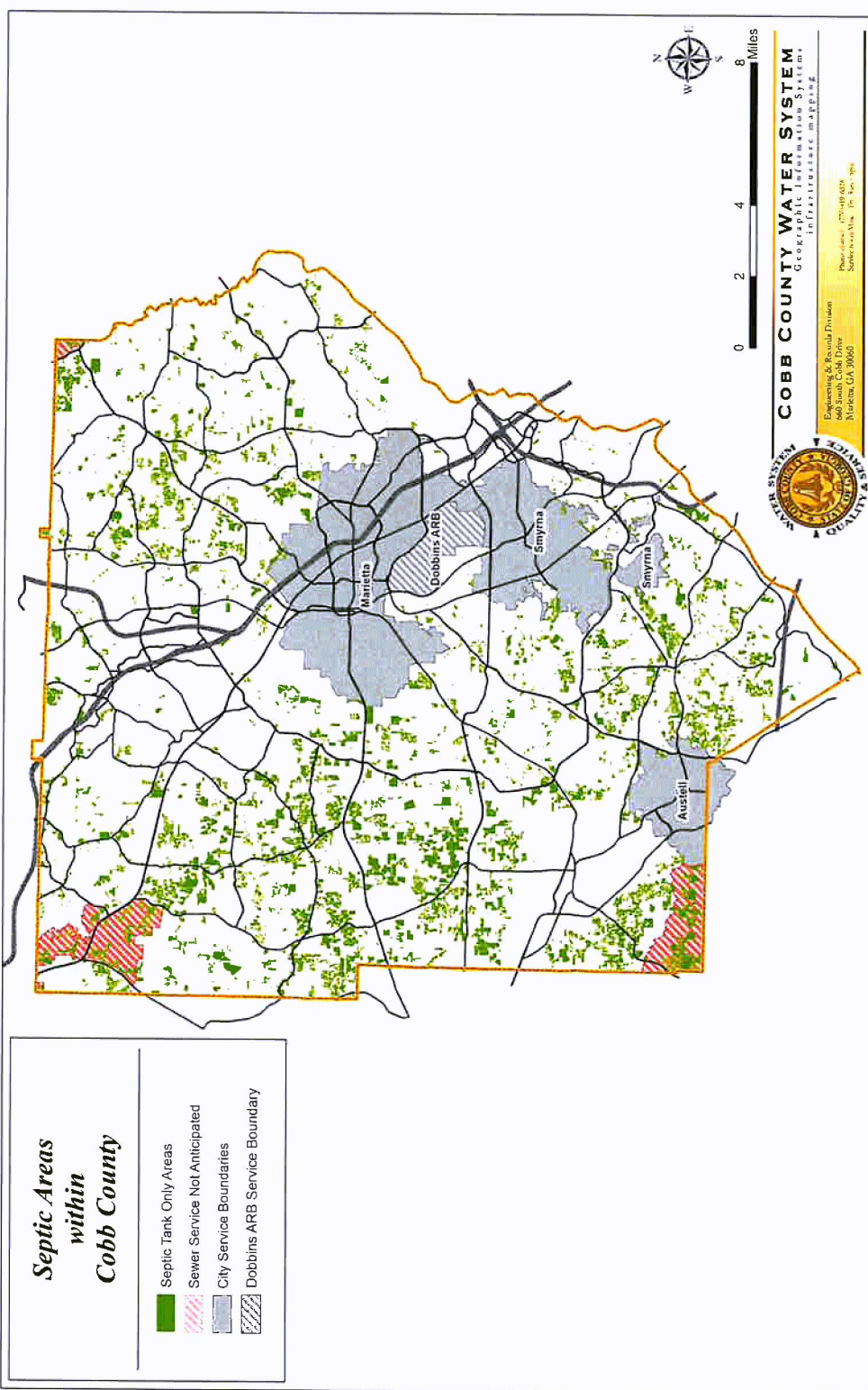
Cobb County Water System Lift Stations

- ▲ Lift Station
- ★ Water Reclamation Facility
- Collector
- Interceptor
- City Service Boundaries
- Dobbins ARB Service Boundary
- Lakes



COBB COUNTY WATER SYSTEM
Geographic Information Systems
Infrastructure Mapping

Engineering & Research Division
600 South Cobb Drive
Marietta, GA 30060
Phone: (770) 438-5338
Service hours: Mon - Fri, 8am - 5pm



**Septic Areas
within
Cobb County**

- Septic Tank Only Areas
- Sewer Service Not Anticipated
- City Service Boundaries
- Dobbins ARB Service Boundary



COBB COUNTY WATER SYSTEM

Geographic Information System
Infrastructure Mapping

Engineering & Research Division
660 South Cobb Drive
Marietta, GA 30060
Phone: (770) 497-6254
Service Area Map, Inc. 2004

Summary of Concerns with Proposed Code Language

Sensitive to
homeowners around
Lake Allatoona, but this
change may impact
other areas of the county

Removes discretion for
county

May send a message
that we aren't
welcoming growth

Potential impact to
mixed use developments

**MINUTES OF BOARD RETREAT
COBB COUNTY BOARD OF COMMISSIONERS
FEBRUARY 6, 2026**

The Cobb County Board of Commissioners attended a Board Retreat on Friday, February 6, 2026, at Chattahoochee Tech, Building H, 980 South Cobb Dr., Marietta, GA 30060. Present and comprising a quorum of the Board were:

Chairwoman Lisa Cupid
Commissioner Keli Gambrill
Commissioner Erick Allen
Commissioner JoAnn Birrell (in at 10:43 a.m.)
Commissioner Monique Sheffield

CALL TO ORDER

Chairwoman Cupid called the meeting to order at 10:06 a.m.

ECONOMIC DEVELOPMENT

Sabrina Wright, Economic Development Director, provided information regarding their departmental goals, attracting and retaining business, redevelopment, and collaboration and partnerships in the community.

Recess from 10:46 a.m. – 11:01 a.m.

CID DISCUSSION

Adam Ross, Director of Public & Government Affairs, Cumberland Community Improvement District, provided information and updates regarding the District.

Tracy Styf, Executive Director, Town Center Community Improvement District, provided information provided information and updates regarding the District.

Lunch recess from 12:01 p.m. – 1:12 p.m.

LEGISLATIVE UPDATE

Falak Sabbak, Senior Managing Director, Dentons, provided an update on the 2026 Legislative Session and answered questions from the Board.

FIFA UPDATE

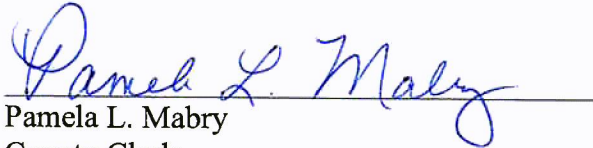
Holly Quinlan, President & CEO, Cobb Travel & Tourism, presented information regarding the FIFA World Cup™,

**MINUTES OF REGULAR MEETING
COBB COUNTY BOARD OF COMMISSIONERS
February 6, 2026
PAGE 2**

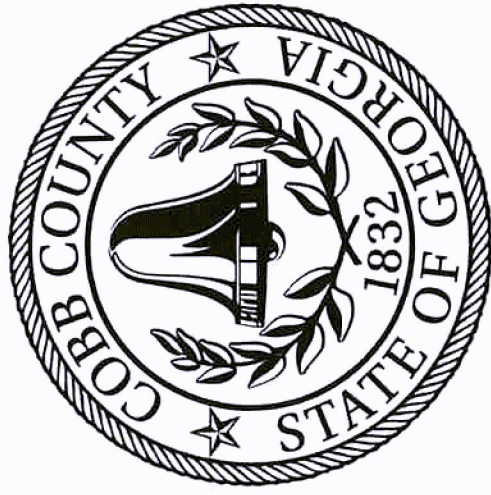
ADJOURNMENT

No official action was taken by the Board. A copy of the presentations are attached and made a part of these minutes.

The meeting adjourned at 2:15 p.m.

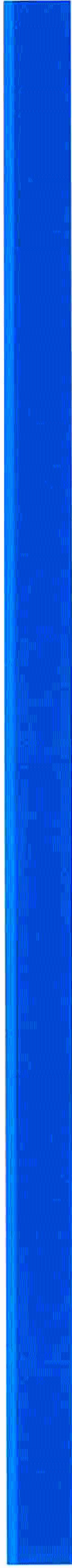


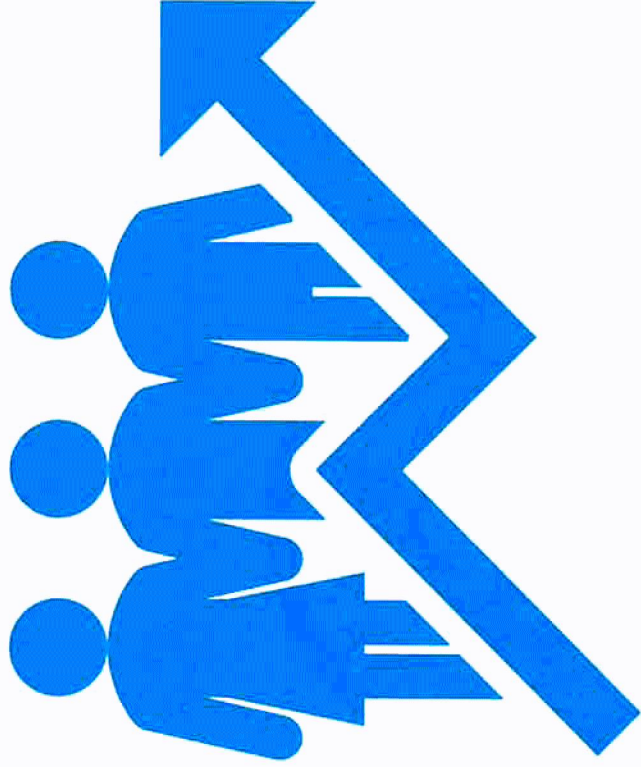
Pamela L. Mabry
County Clerk
Cobb County Board of Commissioners



COBB COUNTY ECONOMIC DEVELOPMENT

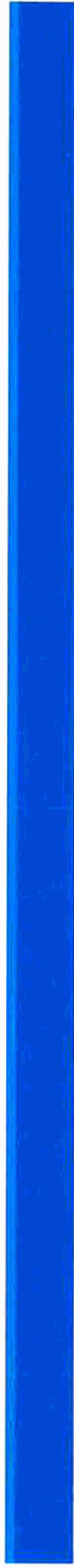
Driving Jobs, Investment & Economic Prosperity





Departmental Goal

Support business growth, job creation, redevelopment, and entrepreneurship through strategic partnerships and targeted programs



Attracting & Retaining Businesses

New Business = JOBS & INVESTMENT

Business Walks 11/2025 – South Cobb
Opportunities: Tariffs,
Workforce
Stormwater

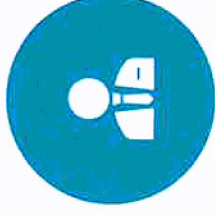
Notable Projects: Flock Safety, LOUD Security Systems, Inc.,
Erbe USA, The Home Depot

Top Industries: Office/HQ, Manufacturing

Attracting & Retaining Businesses



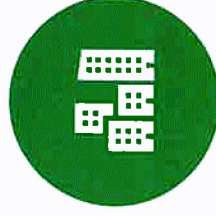
2025 Projects: 15 (9
Attraction; 6
Retention/Expansion)



Potential Jobs: 1,975
Potential Investment:
\$224,675,000



Wins: 6



Industries: Office (HQ),
Manufacturing, Light
Industrial, Technology,
Hospitality

Economic Empowerment & Upward Mobility

SMALL BUSINESS & ENTREPRENEURSHIP

We Love Our Businesses

NE Cobb Business Association Small Business Expo

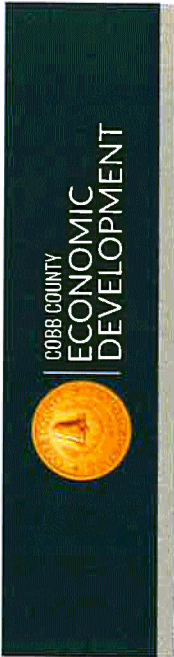
Small Business Site Visits with NE Cobb Business Association

Chairwoman Cupid's Small Business Forum

Open Office Hours & Business Concierge: 62 appointments

Site Visits: 79

E&I Grant Awards: \$51,500 (7 Businesses)



INVITES YOU TO JOIN US FOR

COFFEE & CONVERSATIONS

February 12th, 2026
7:30 AM - 9:00 AM

Taxes

Cobb County Civic Center
548 S Marietta Pkwy, SE
Marietta, GA 30060

Register Today!



Start-Up & Entrepreneurship Grant

Financial support for startups and entrepreneurs to assist them in growing their business, creating jobs and maintaining their business in Cobb County.

ELIGIBILITY

1. Business must possess a current Cobb County Business License
2. In business 7 years or less
3. Provide proof of participation or completion of an entrepreneurial program.
4. Commit to remain in Cobb County for a minimum of 3 years post grant award

APPLY TODAY



FOR MORE INFORMATION

Contact the Cobb County Economic Development Office by emailing ecodev@cobbcounty.org or by calling 770-528-2018.



Redevelopment

- Façade Grant
- Enterprise Zones
- Redevelopment Inventory
 - Commercial Property Incentive



Film Permitting

Required for all filming
in unincorporated Cobb
County on public
property or in any Cobb
County facility

2025

41 applications, 39
Approved, totaling
\$12,500 in revenue

Notable Films:

Tulsa King, Will Trent,
Scary Movie 6, Cape
Fear

Enhanced Collaboration & Strengthened Partnerships

Job Fair

Economic Development Roundtable

Cobb Works Grand Opening

CITA

Marietta Rotary

CoreNet

Economic Development Strategic Plan

PURPOSE: Create a clear, actionable roadmap for growth and identify strategic goals that promote job creation, encourage private investment, and ensure Cobb remains a top destination for innovation and entrepreneurship.

KB Advisory Group:

Work Session February 24th

<https://www.cobbcounty.gov/economic-development-strategic-plan>



DON'T FORGET TO TAKE THE SURVEYS!

Community



<https://www.surveymonkey.com/r/Cobb-EDSP-Community>

Business



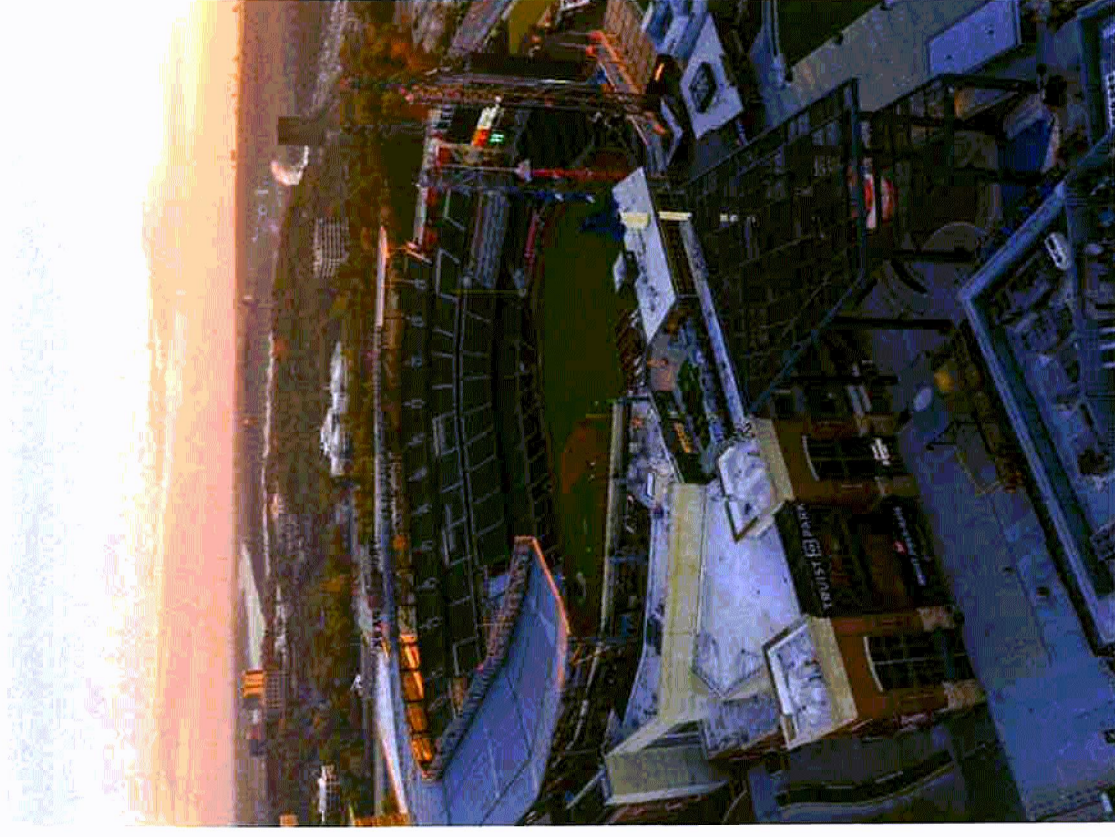
<https://www.surveymonkey.com/r/Cobb-EDSP-Business>

Website: www.cobbcounty.gov/econdev | Email: econdev@cobbcounty.gov | Phone: 770-528-2018





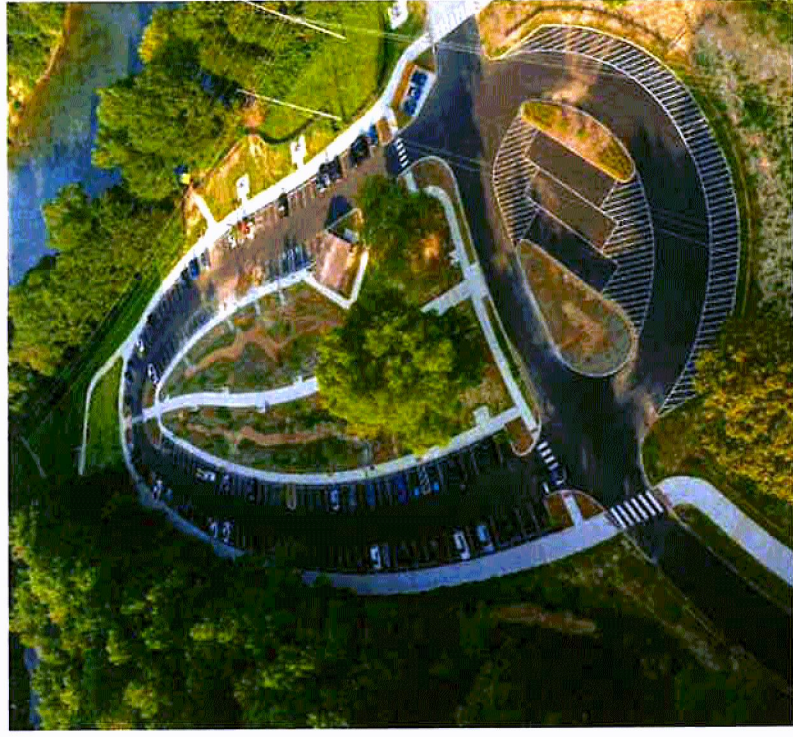
THE CUMBERLAND COMMUNITY IMPROVEMENT DISTRICT & ONE CUMBERLAND



AKERS MILL RIBBON CUTTING

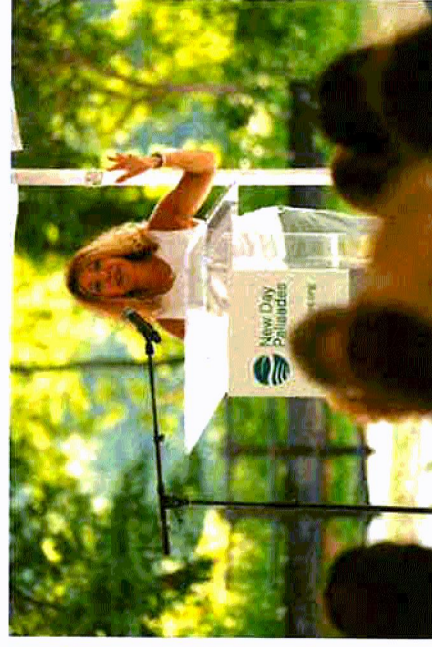
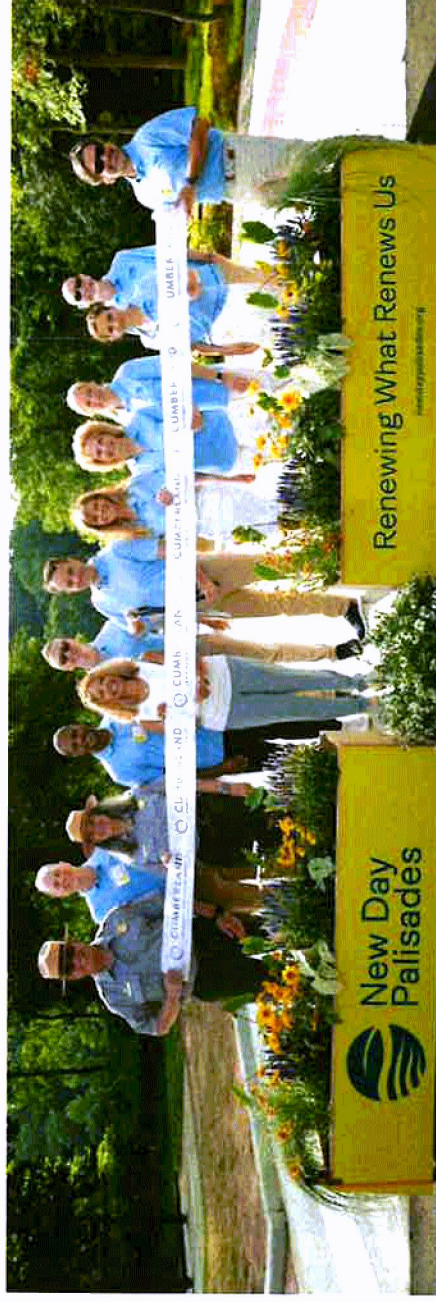


NEW DAY PALISADES RIBBON CUTTING & COMMUNITY DAY

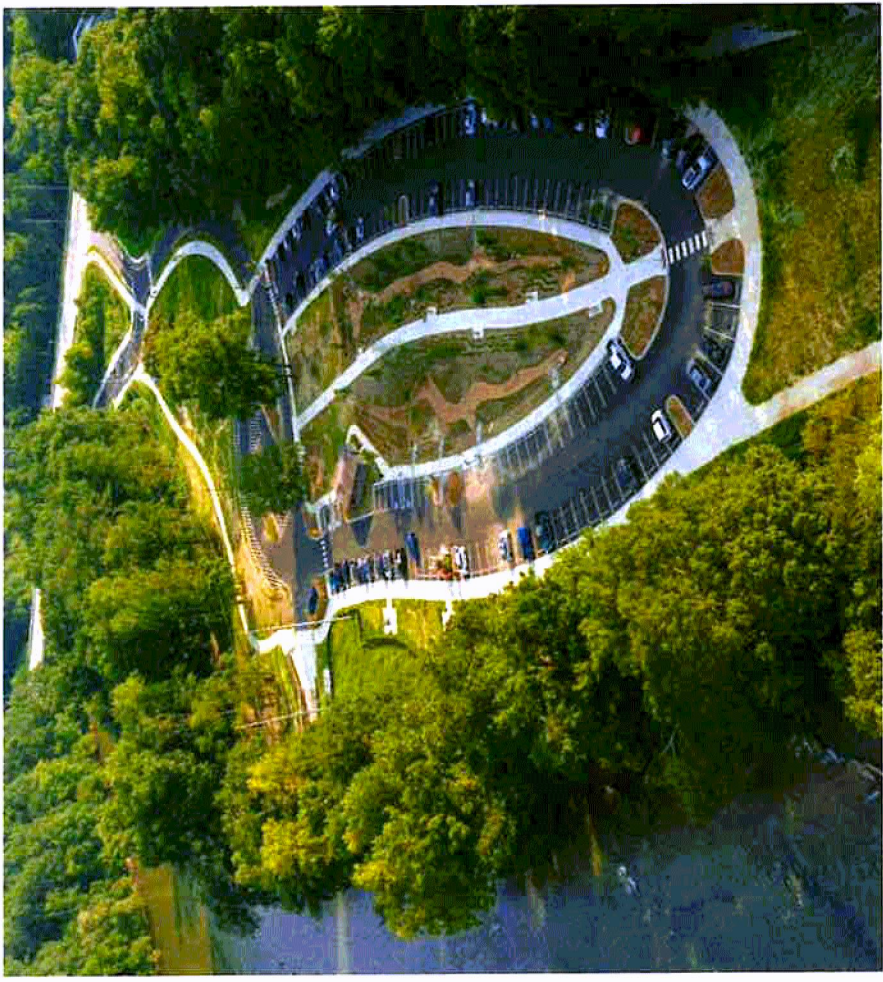
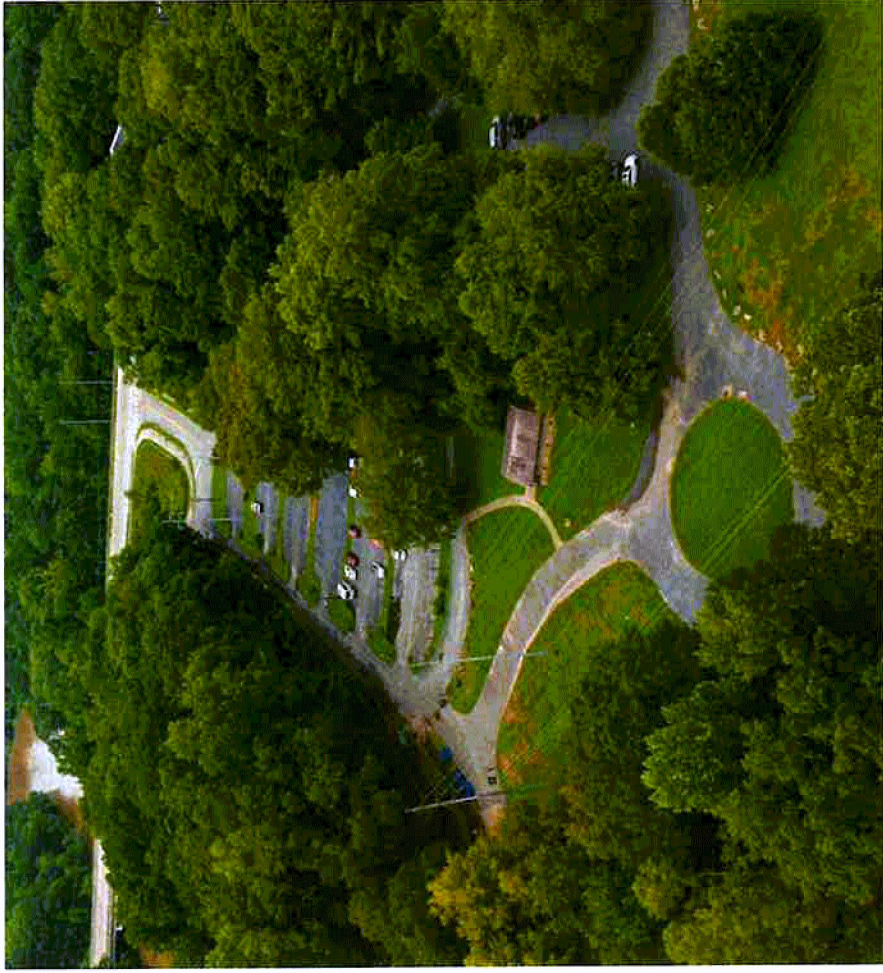


- The event welcomed **200+ attendees**, showing their support for New Day Palisades
- **Community Day Features**
 - Congresswoman Lucy McBath, U.S. House of Representatives
 - Darrell Echols, Acting Regional Director, NPS
 - **One Cumberland Trail Walk**
 - Six Community Exhibits
- **Media Coverage**
 - All Atlanta major TV networks covered the event: **WSB-TV, 11 Alive, Atlanta News First, Fox 5**
 - Print & Radio: Atlanta Business Chronicle, MDJ, AJC, and WSB Radio
 - 183 Pieces of Coverage
 - 757K Total Potential Ad Value
 - 29M Total Potential Reach

NEW DAY PALISADES PHASE ONE RIBBON CUTTING



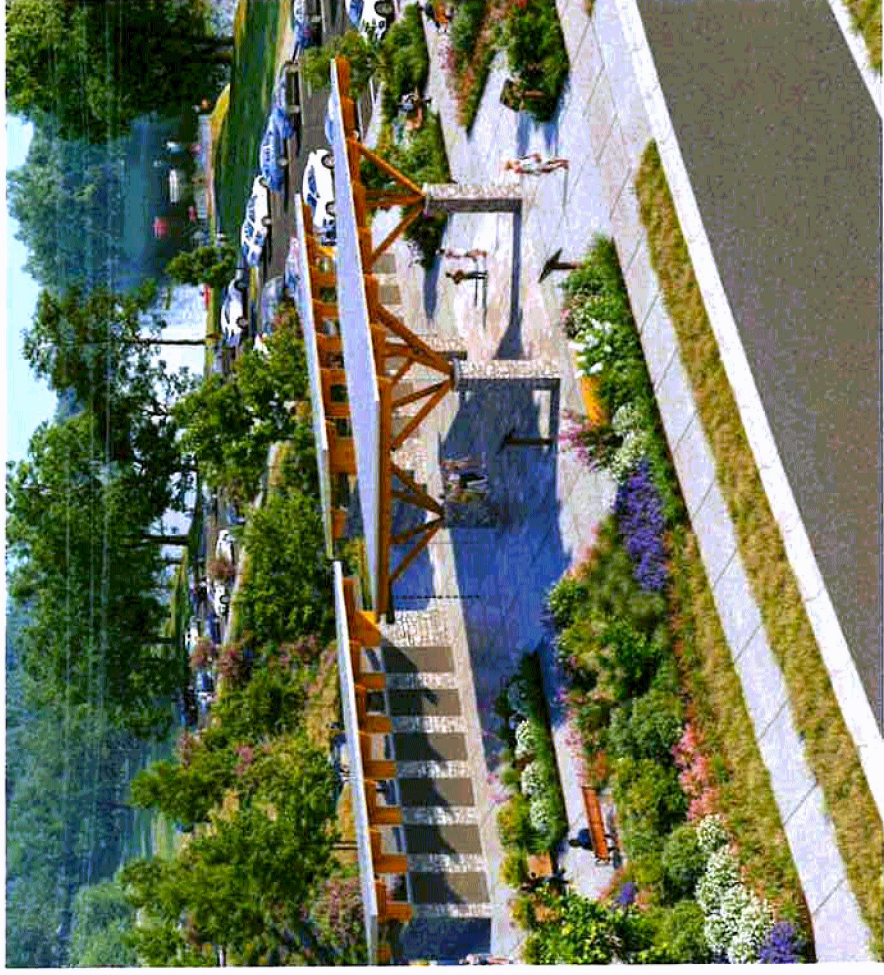
New Day Palisades Phase One Completion



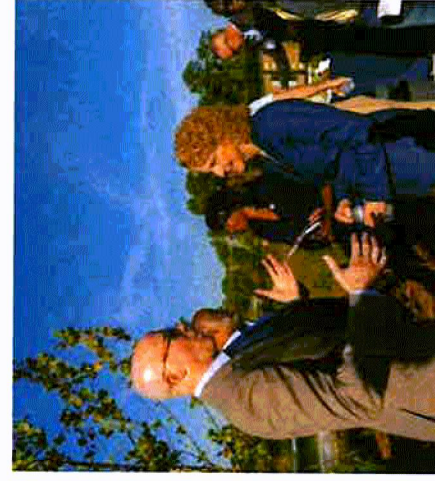
New Day Palisades Phase One Completion



New Day Palisades Phase Two Visitor Information Center



BOB CALLAN TRAIL RIBBON CUTTING



FTA AWARD ANNOUCEMENT



FTA AWARD SUPPORT

Commissioner Russell McMurry

"Today's announcement represents the power of strong partnerships. By working together at the local, state, and federal levels, we're advancing a project that supports Georgia's broader vision for a safer, more connected, and more innovative mobility network."

Congressman Barry Loudermilk

"Completing the Cumberland Sweep will be a major success, providing safe and reliable transportation while reinvigorating American industry with shuttles made in the U.S."

Congresswoman Lucy McBath

"This grant award is a win for the Cumberland Community Improvement District and for all who live, work, and play in this part of Georgia's Sixth District. Funding awards like this are a reaffirmation that our region remains on the cutting edge of innovative transit solutions."

Congressman Rich McCormick

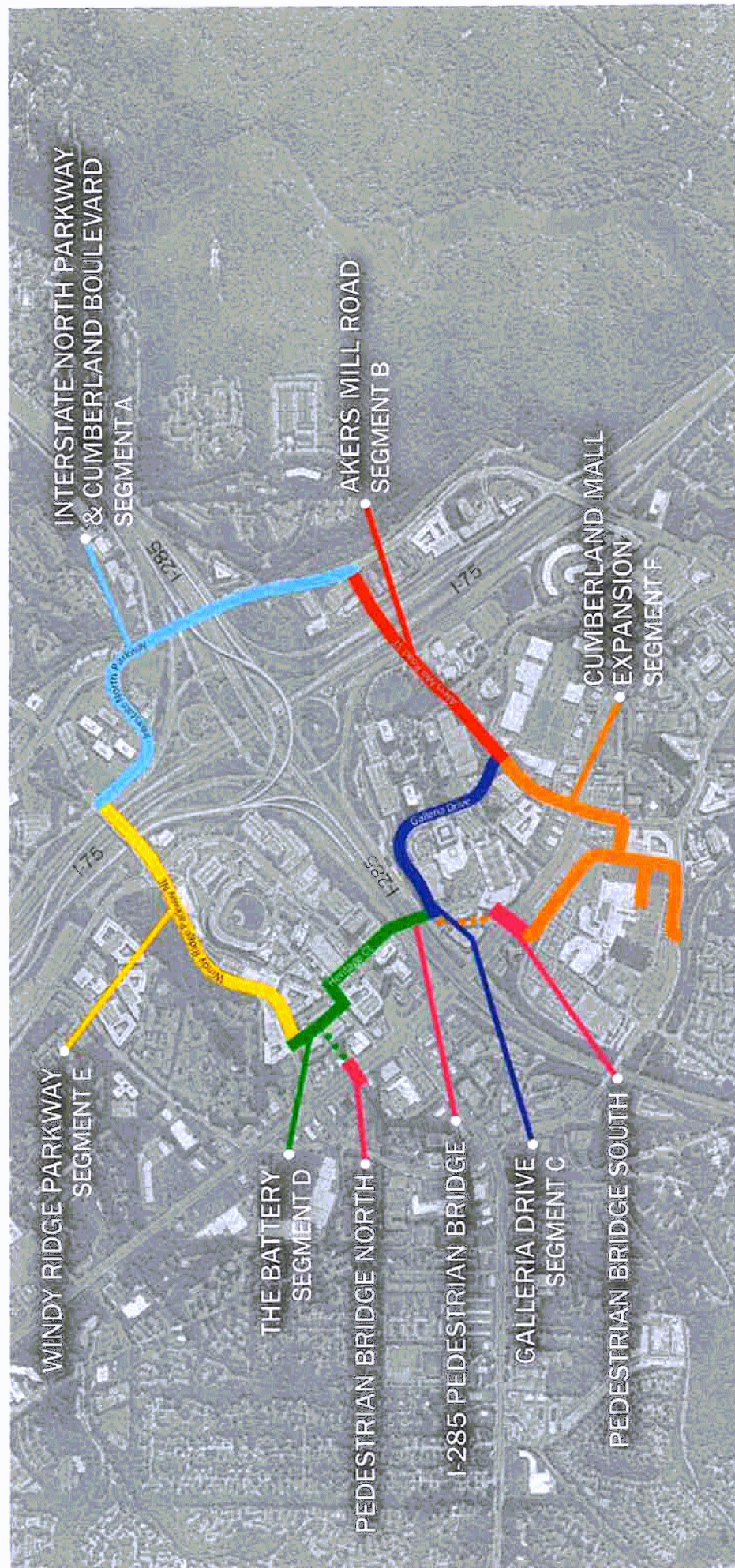
"The Cumberland CID and Cobb County continue to lead the way in strengthening safety and economic growth in our region. This \$6.6 million federal investment in the SWEEP project is a major win."

Senator Jon Ossoff

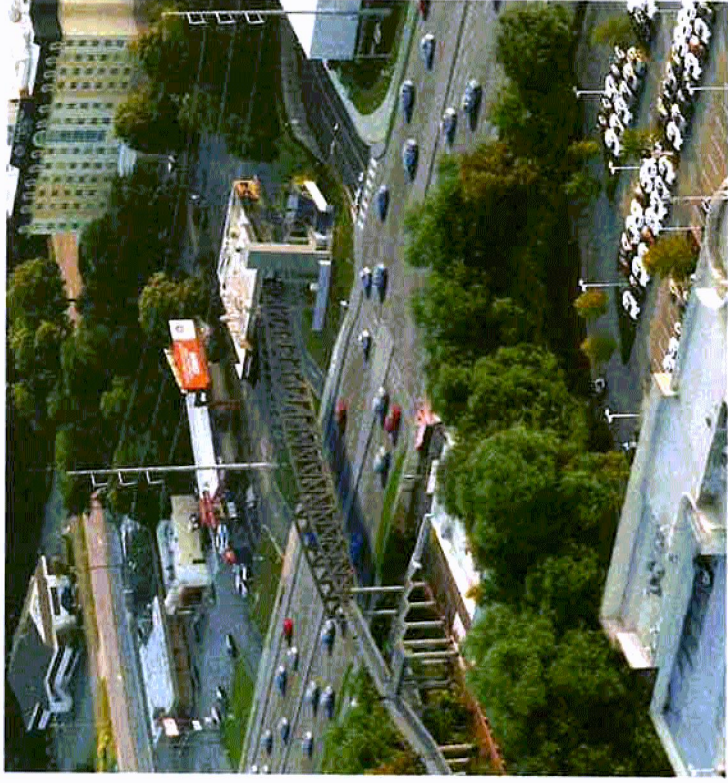
"I am thrilled that Cumberland CID and Cobb County were successful in winning this Federal Transit Administration grant through our bipartisan infrastructure law."

Senator Raphael Warnock

"I'm proud to have helped secure this funding for Cobb County so they can continue to be on the cutting edge of transportation innovation."

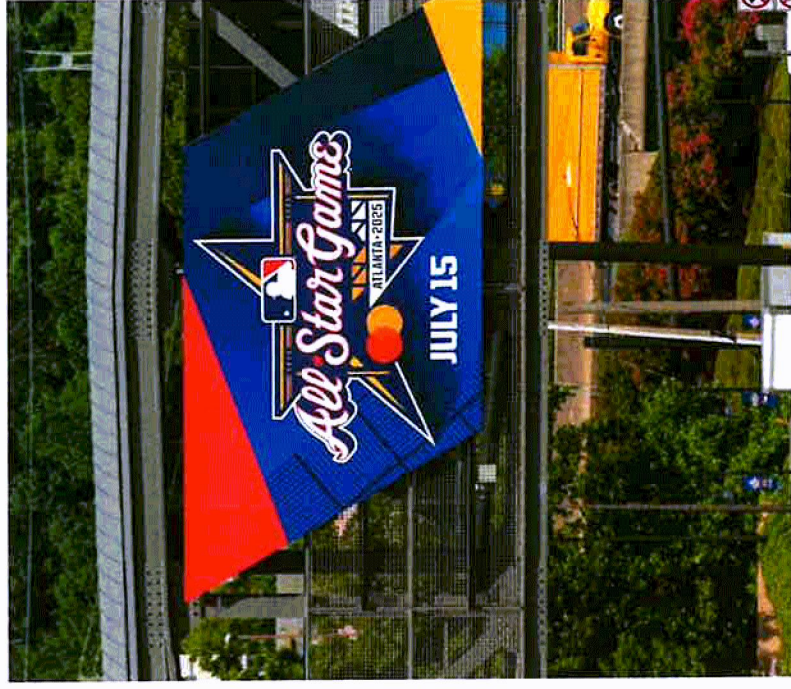


CURRENT STATE OF THE SWEEP



- **Segment C – Scheduled for construction in Fall 2026**
- **Segments D, E & F – Preliminary & Engineering Phase**
- **Segments A & B – CCID to move towards PE in the near future**
- **Bridges – Bike & Pedestrian Only**
 - North Bridge – PE began last December
 - South Bridge - Renovation recently completed

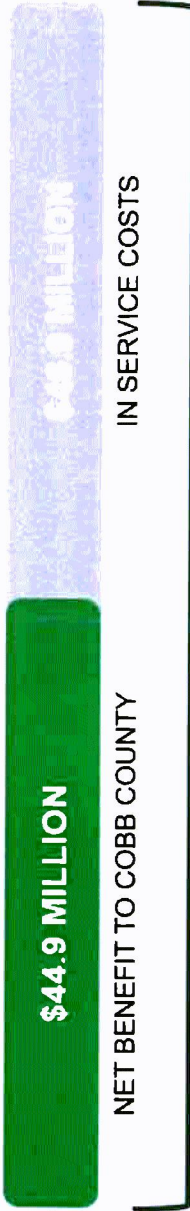
ADDITIONAL HIGHLIGHTS



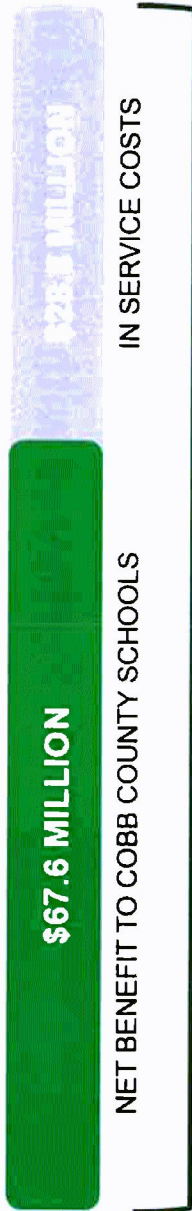
- Partnered with MLB/Braves on district **All-Star Signage**
- Partnered with Cobb County to rehabilitate the **Cobb Parkway Pedestrian Bridge South**
 - \$1.25 Million Investment
- Illuminated Street Signs
- Established a Graffiti Mitigation Program

CID TAX REVENUE FOR

The Cumberland CID returns \$2.49 in revenue to Cobb County* for every \$1.00 in service costs. This is based on the estimates of costs to service the school-aged children, general residents, and businesses within the CID.



\$91.8 MILLION IN TAX REVENUE GENERATED FROM THE CUMBERLAND CID TO COBB COUNTY*



\$96.4 MILLION IN TAX REVENUE GENERATED FROM THE CUMBERLAND CID TO COBB COUNTY SCHOOLS

*Inclusive of SSD revenues
Source: KB Advisory Group with data from Claritas, Georgia DOR, Cobb County, Cobb County Public Schools, CoStar, BLS



Photo Credit: Melissa Ogden
Core Memory

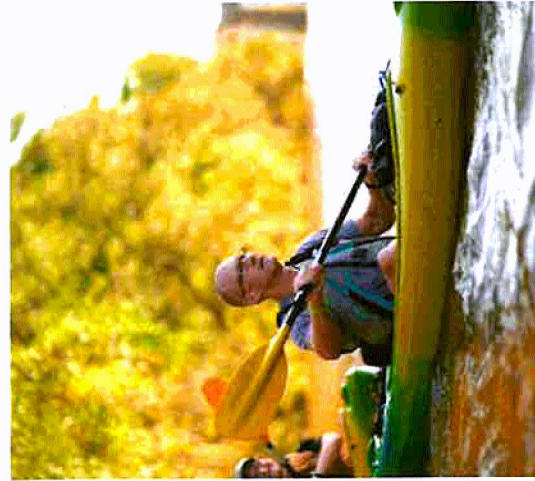
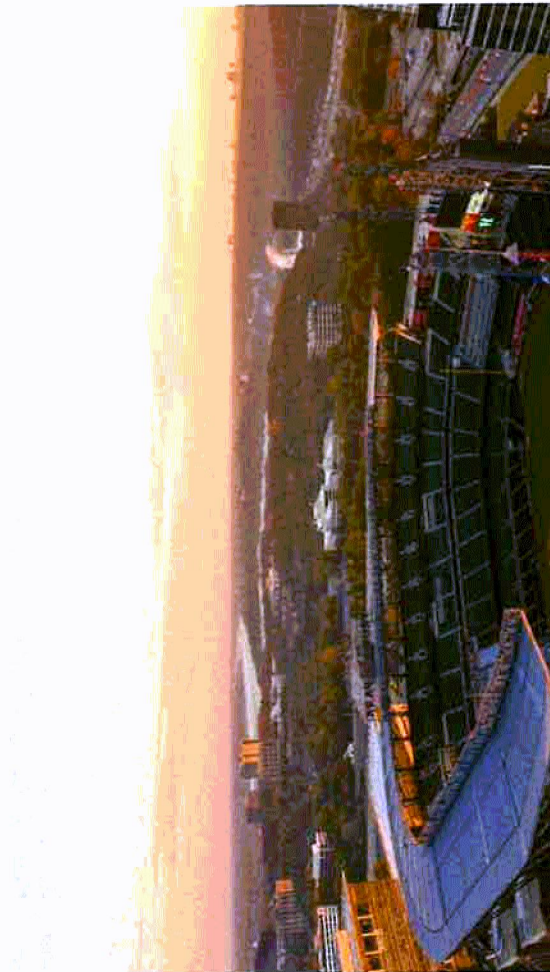
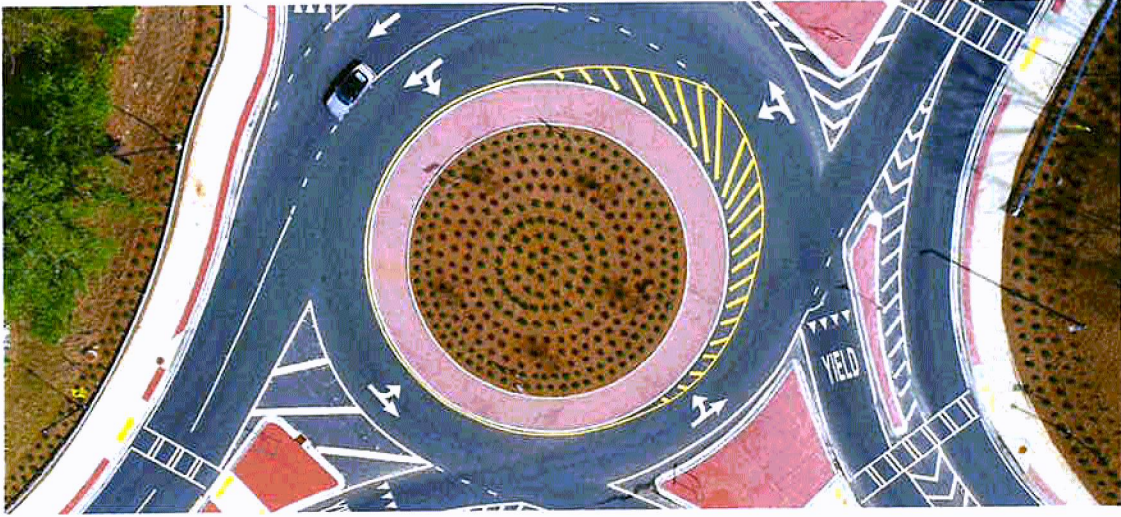


Photo Credit: Allaina Baker



Great Partners Make Great Places

Cobb BOC Retreat Update
February 6, 2026



Thank you!

Shout out to....

- Drew Raessler and Cobb DOT
- Laura Beall for TIP submittal assistance
- Dallas Cain and the Maintenance crews
- Michael Brantley and PARKS staff
- Sabrina Wright & Robin Bishop for “We Love Our Businesses” participation
- Jessica Guinn and team for their work on the UDC and Comprehensive Plan





The **Value** We Bring

\$238.5M in Annual Public Revenue

\$28.2M to Cobb County

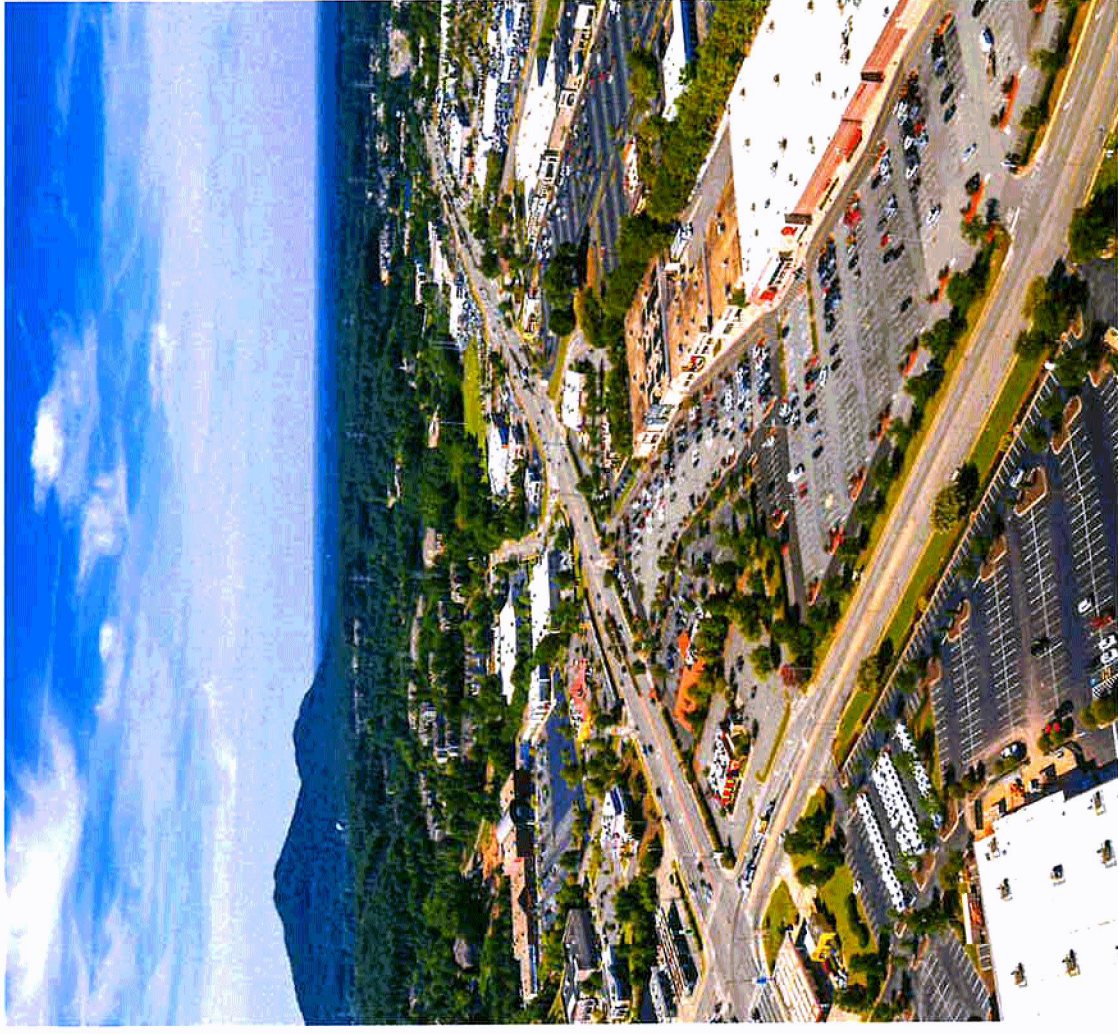
\$30.4M to Cobb Schools

\$173.6M to the State of Georgia

10% of Cobb Jobs

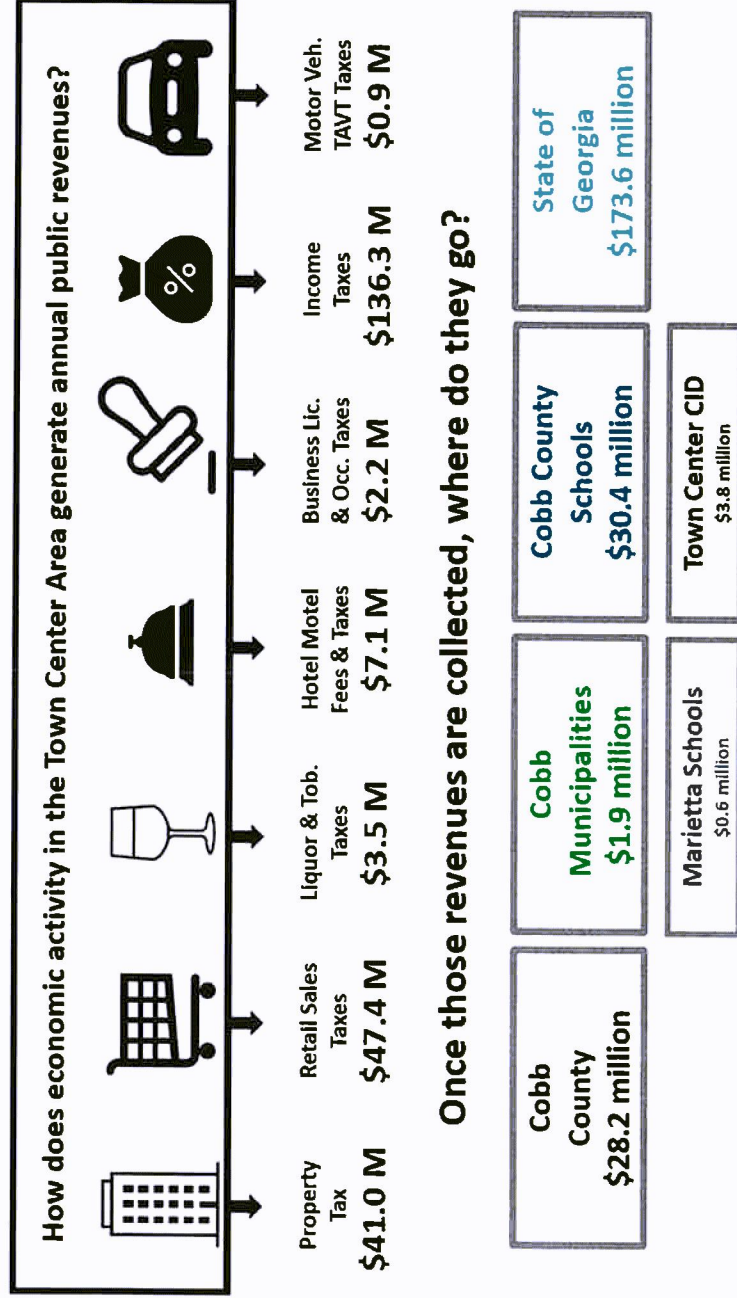
62,000+ Total Jobs in Cobb

Source: KB Advisory Group: Town Center Area Economic Analysis 2024





Public Revenues



Combined Public Benefit: \$238.5 M in annual recurring public revenues

Source: KB Advisory Group: Town Center Area Economic Analysis 2024



Economic Impacts

The Town Center Area has an annual economic impact of \$12.6 billion on Cobb County and \$16.2 billion on the State of Georgia.

Summary of Economic Impacts (in \$ Billions)	Output What is the value of goods and service being produced/sold? (in \$ billions)	Earnings What is the value of the salary and benefits used to produce that output? (in \$ billions)	Jobs How many full-time equivalent jobs are supported by the production of that output?
Town Center Area Direct Impacts	\$7.7 Bil.	\$3.2 Bil.	35,765 jobs
Total Cobb County Impacts	\$12.6 Bil.	\$5.3 Bil.	62,271 jobs
Total State of Georgia Impacts	\$16.2 Bil.	\$6.7 Bil.	78,150 jobs

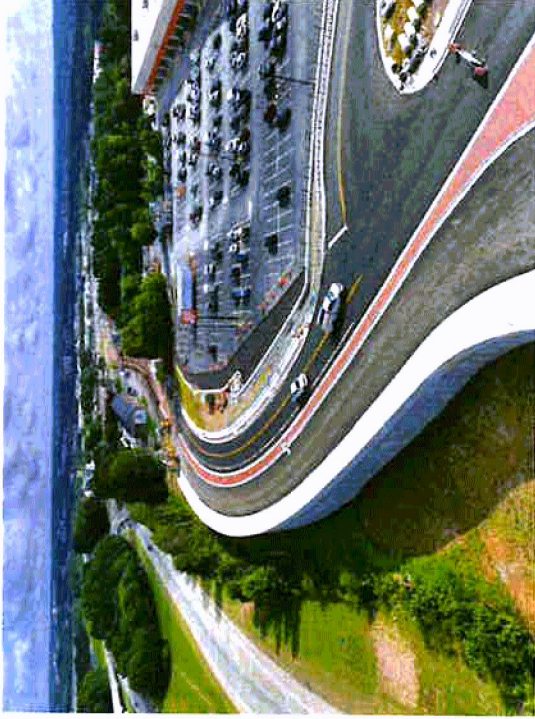
Source: KB with data from Bureau of Economic Analysis RIMS II Multipliers, US Census Longitudinal Employer Dynamics, Claritas



How We Work with Cobb County

Infrastructure

We help Cobb County advance major infrastructure projects, funding and managing critical early phases that make projects more competitive for regional, state, and federal funding.





How We Work with Cobb County

Beautification & Maintenance

We invest more than \$860K annually to provide beautification & maintenance activities on a regular basis throughout the district





How We Work with Cobb County





How We Work with Cobb County

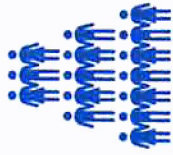
Placemaking

In 2025 alone, the Alliance invested nearly **\$250K** in placemaking and programming in the District that creates community identity and attracts residents, talent, employers, and visitors, which translates into tax revenue for the County.





Current Challenges Impacting Town Center



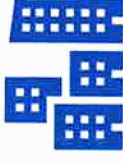
Population
Growth



District growth largely
concentrated in exempt
property types



Mall Decline



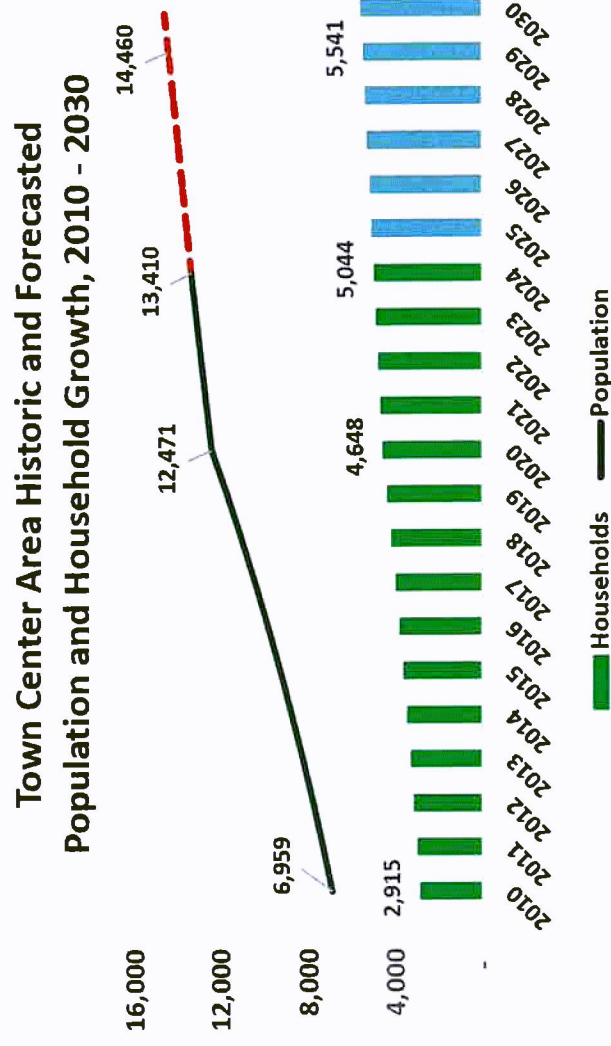
Increased Office
Vacancies

Cobb County and the CID bear the burden
of meeting increased service demands with stagnating revenues



Town Center is Growing

The Town Center Area gained 5,512 residents between 2010 and 2020 – six times more than the countywide growth rate.



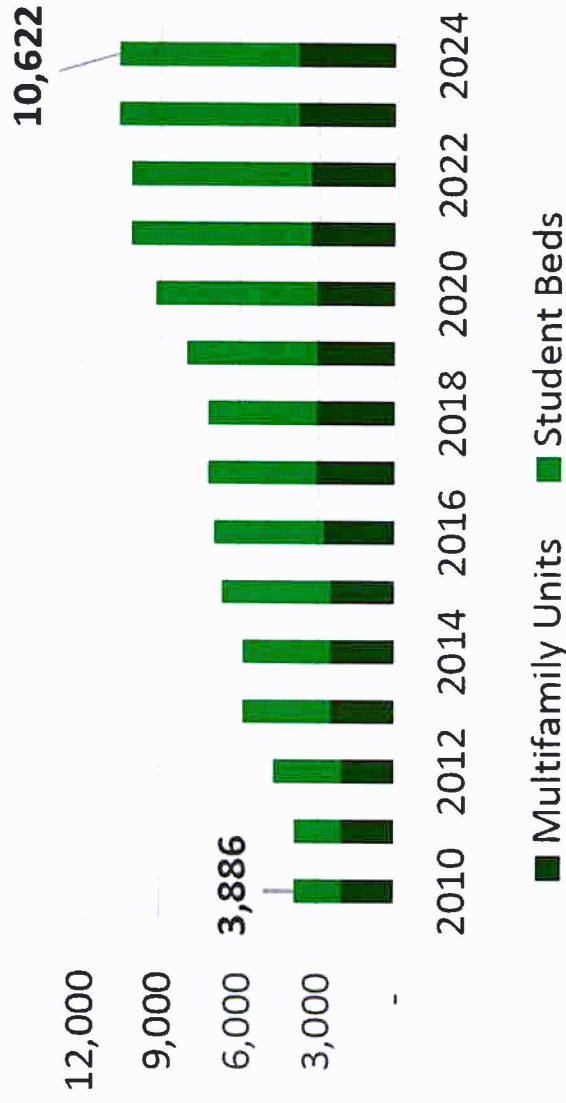
Source: KB Advisory based on data from Claritas and ACS 5-Year Survey



More People = More Services

Since 2010, Multi-Family & Student Inventory has Nearly Tripled in Town Center

Town Center Area Multifamily and Student
Inventory, 2010 - 2024 YTD





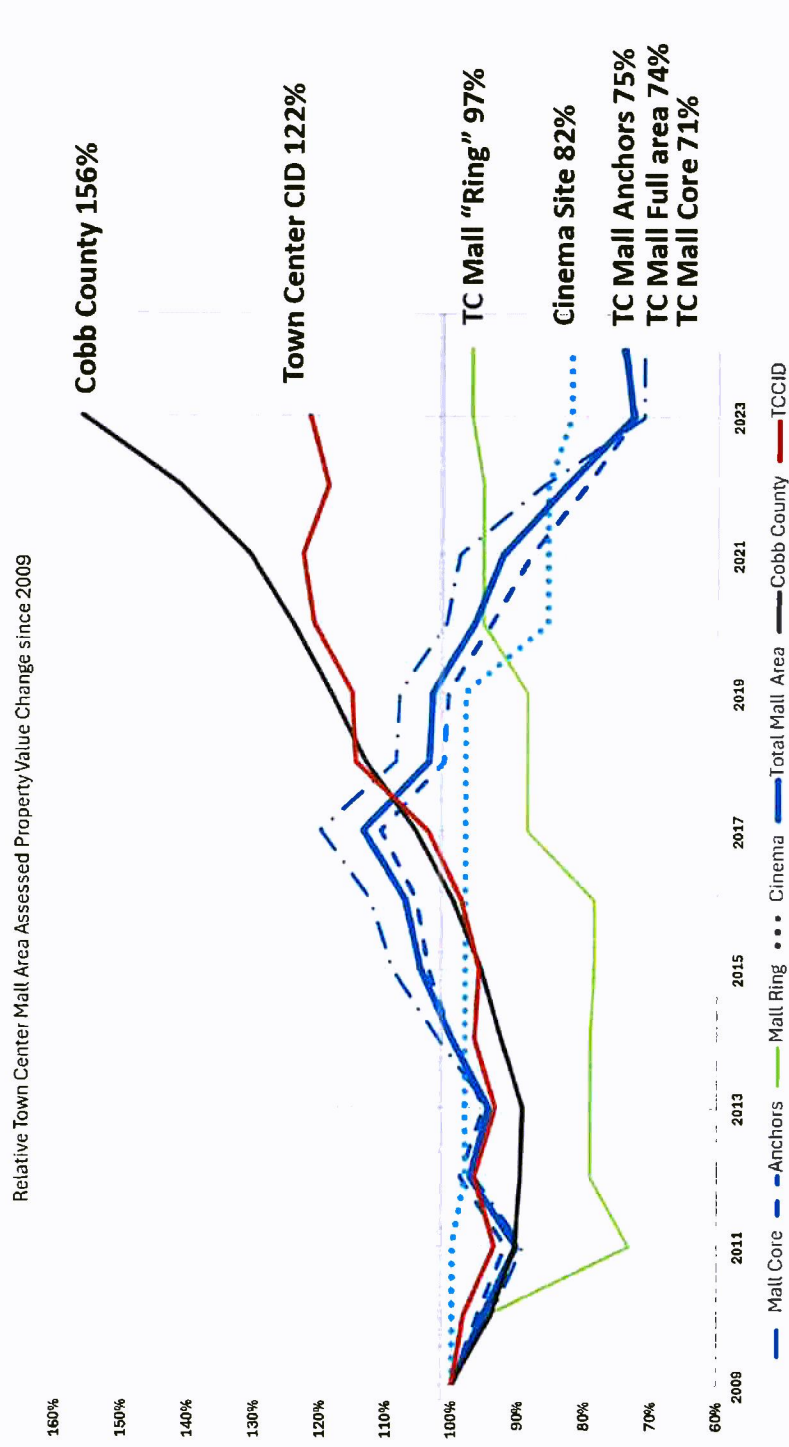
"What's Going On With the Mall?"

- What is the economic impact to Town Center and Cobb County?
- Why hasn't the mall been redeveloped already?





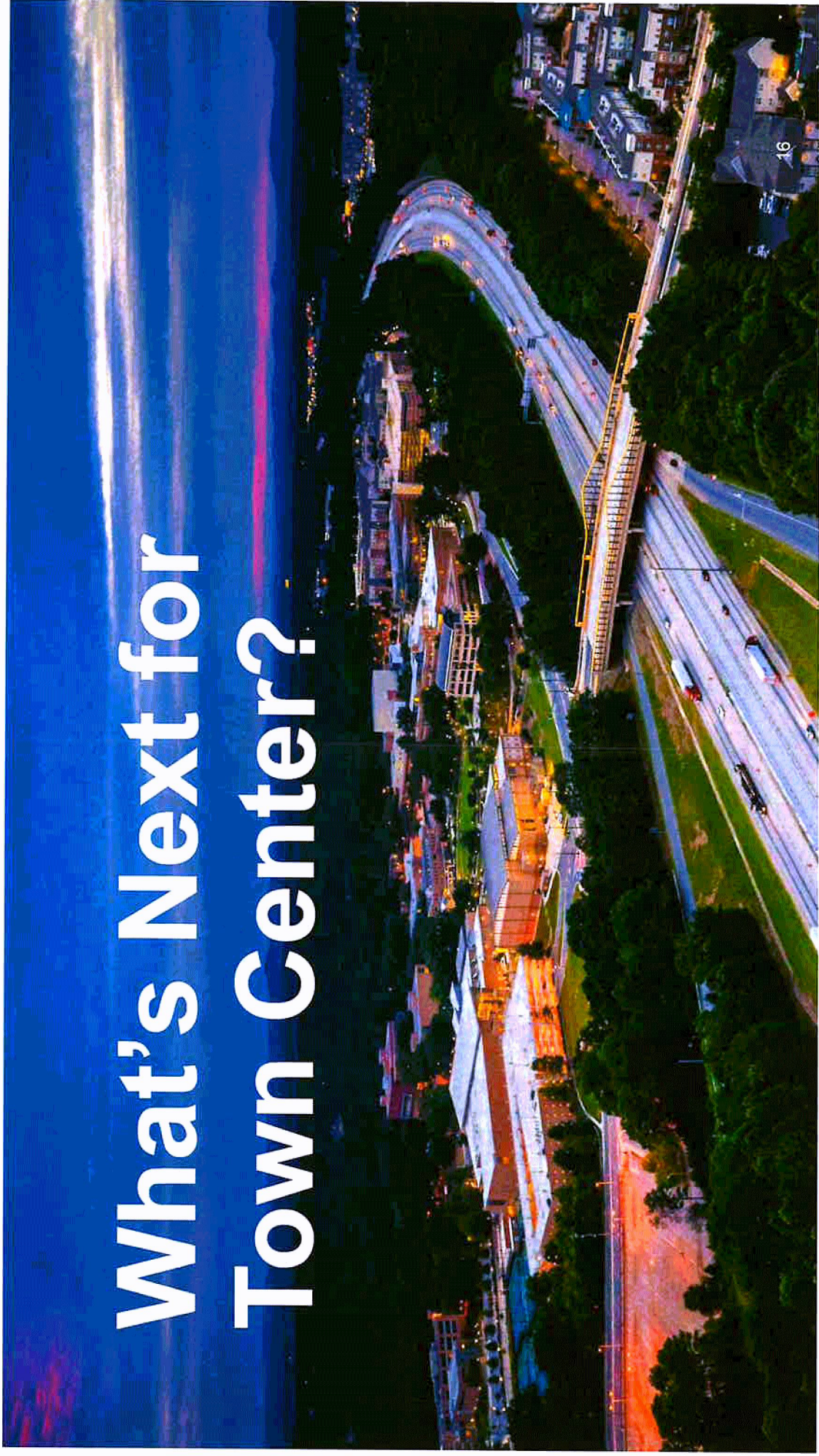
The Weight of the Mall





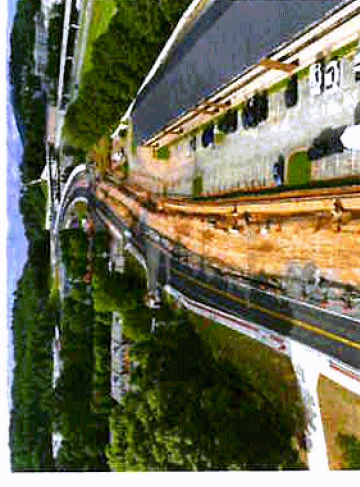
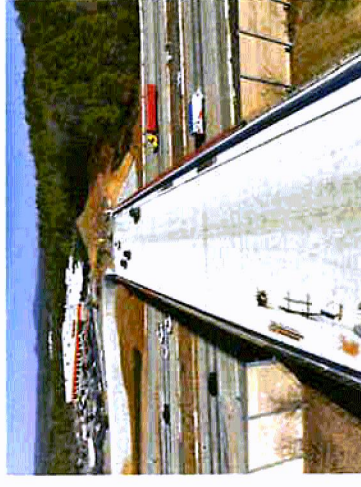
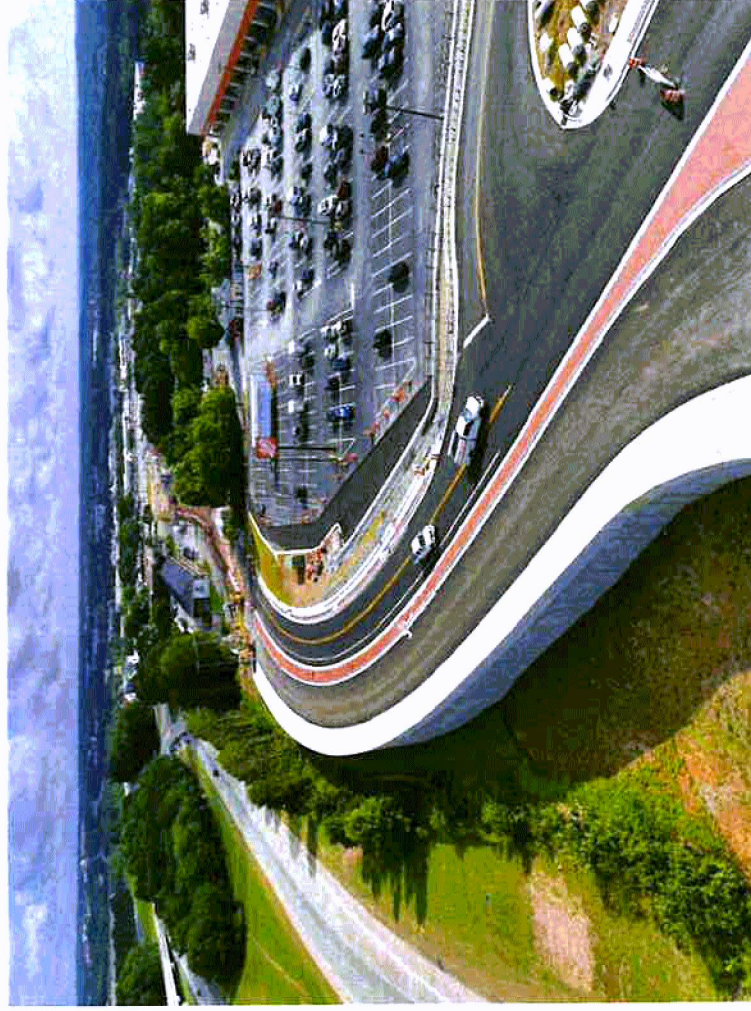
- [illegible]

What's Next for Town Center?





South Barrett Reliever Ribbon Cutting



Working with the County & State on the Ribbon Cutting event in April



LCI Plan Wrap-up



TOWN CENTER

Community Improvement District

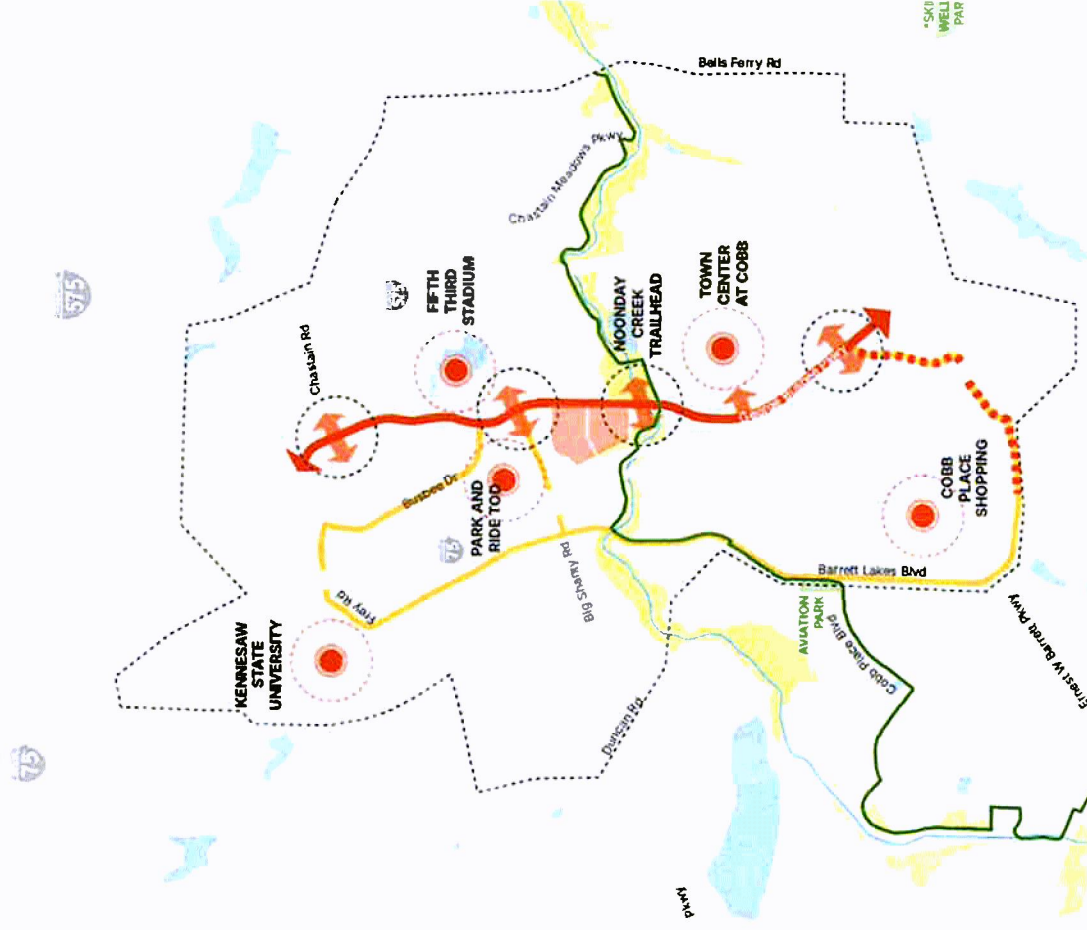
Livable Centers Initiative (LCI) Plan

SUMMARY OF
EXISTING CONDITIONS

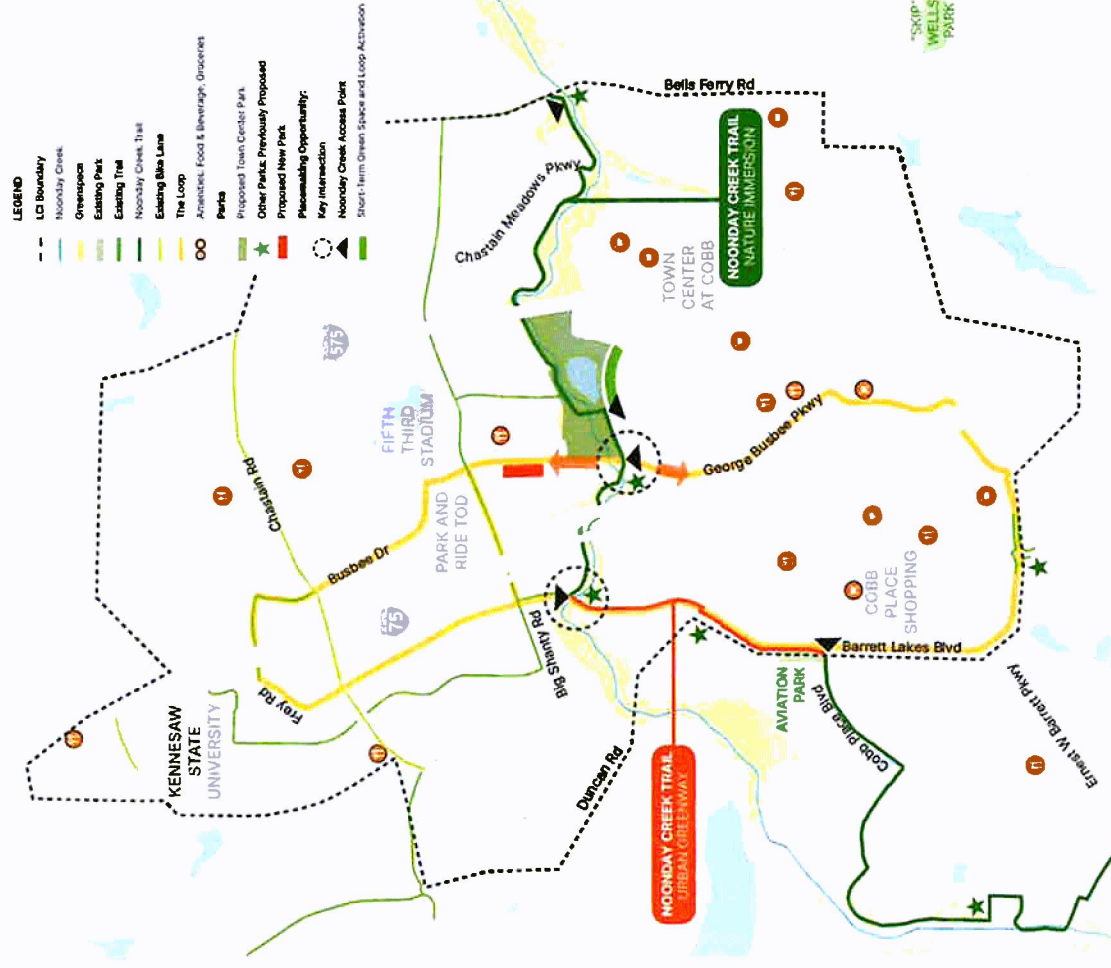
JULY 2025

DRAFT

Final recommendations on the way,
then BOC adoption Spring 2026



The Loop



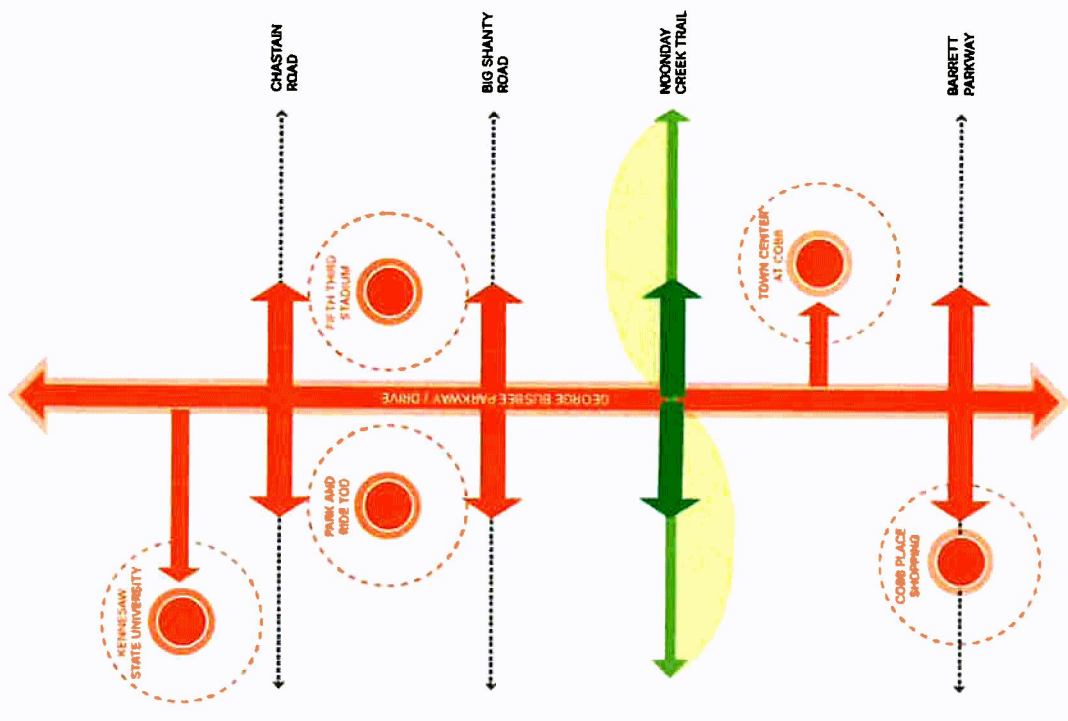
Focused on funding pursuits;
Phased completion



George Busbee Corridor

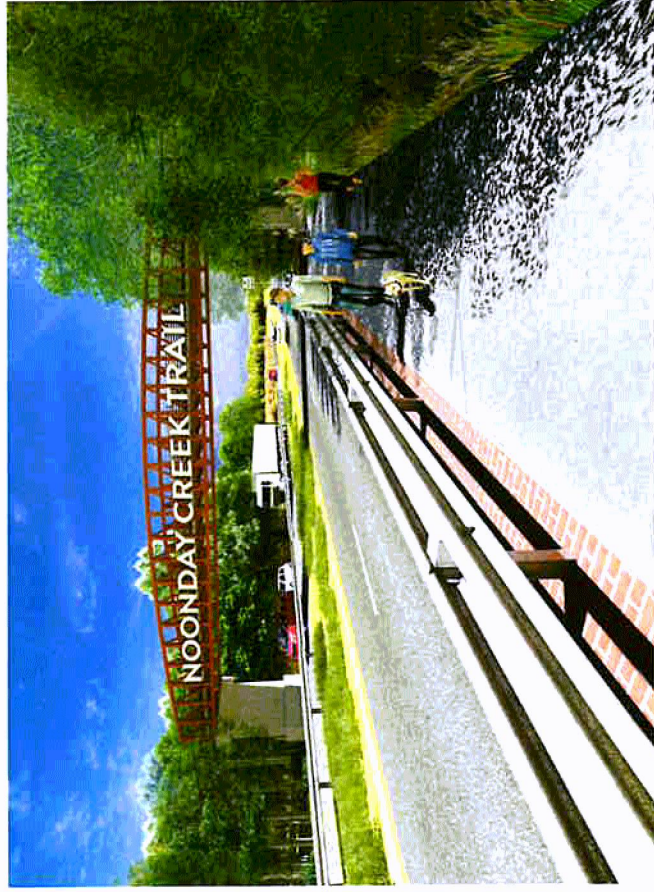


Focused on funding pursuits;
Preliminary engineering to begin Fall 2025

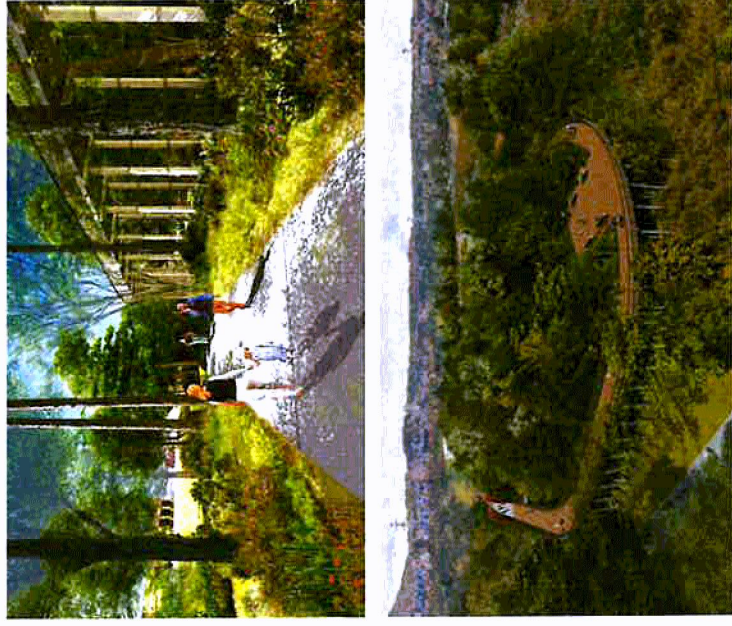




Noonday Creek Trail Pedestrian Bridge



Focused on funding pursuits;
Construction to begin in 2027





Big Shanty Widening

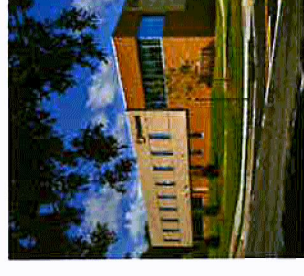
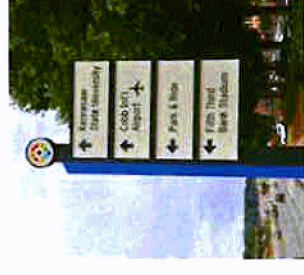
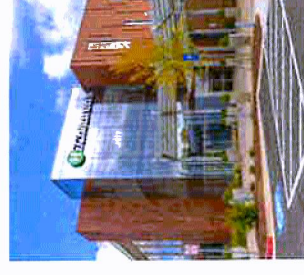
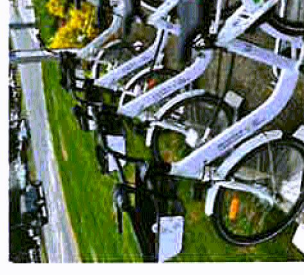
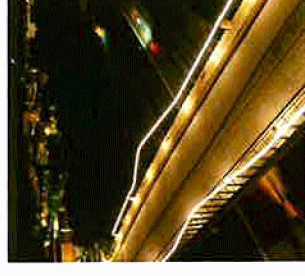
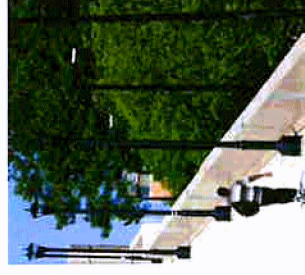


Currently in PE, construction anticipated in 2029



Master Plan Vision

- Coordinated 30-year Vision for Economic Growth & Development
- Partners include:
 - Cobb County
 - KSU
 - GDOT
 - Cities
- Proposals due February 4
- Kickoff anticipated late March





Events

February

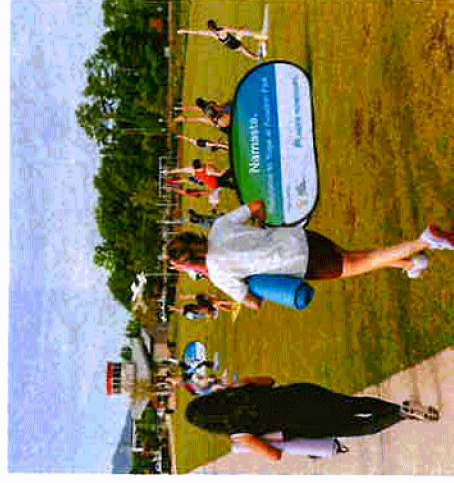
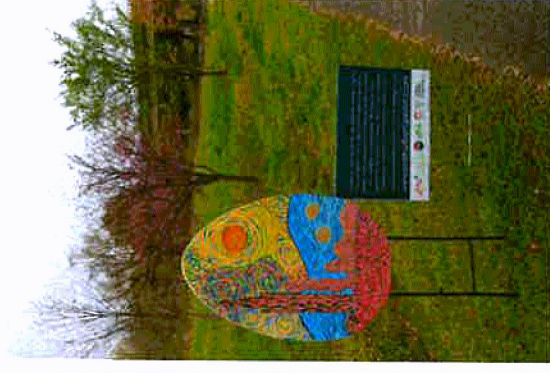
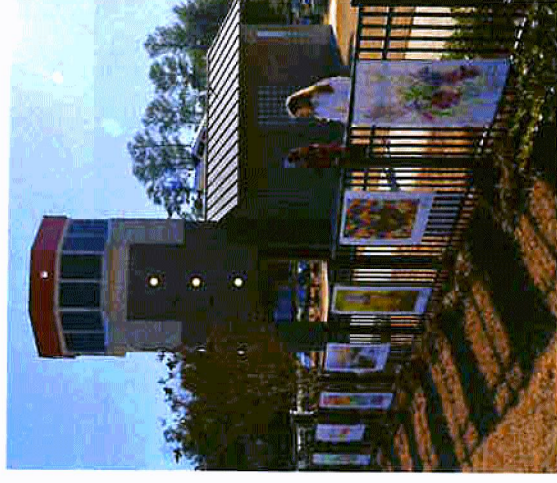
- Fence Art Gallery @ Aviation Park
(installation finished today)

March

- Art Hatch on Noonday Creek Trail
- Noonday Shanty 5/10K 2026

May

- Yoga starts @ Aviation Park





TRAVEL & TOURISM

FIFA WORLD CUP™ Cobb County Update

.....



OVERVIEW

- The FIFA World Cup 2026™ will begin on Thursday, June 11, 2026, and the Final Match will be held Sunday, July 19, 2026.
- Atlanta will be hosting eight (8) matches, including semifinal.
- The FIFA World Cup 2026™ is the biggest sporting event in history, with 48 teams and 104 matches across the US, Canada, and Mexico.
- 2026 will be the first time the World Cup will be hosted across three (3) countries and 16 Host Cities.

FIFA WORLD CUP 2026
MATCH SCHEDULE



GROUP STAGE

SPAIN	V	CABO VERDE	JUNE 15 • 12:00 PM ET
DEN/NKO/CZE/IRL	V	SOUTH AFRICA	JUNE 18 • 12:00 PM ET
SPAIN	V	SAUDI ARABIA	JUNE 21 • 12:00 PM ET
MOROCCO	V	HAITI	JUNE 24 • 6:00 PM ET
COO/JAM/NCL	V	UZBEKISTAN	JUNE 27 • 7:30 PM ET

ROUND OF 32

1L	V	3EHIJK	JULY 1 • 12:00 PM ET
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ROUND OF 16

W86	V	W88	JULY 7 • 12:00 PM ET
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SEMIFINAL

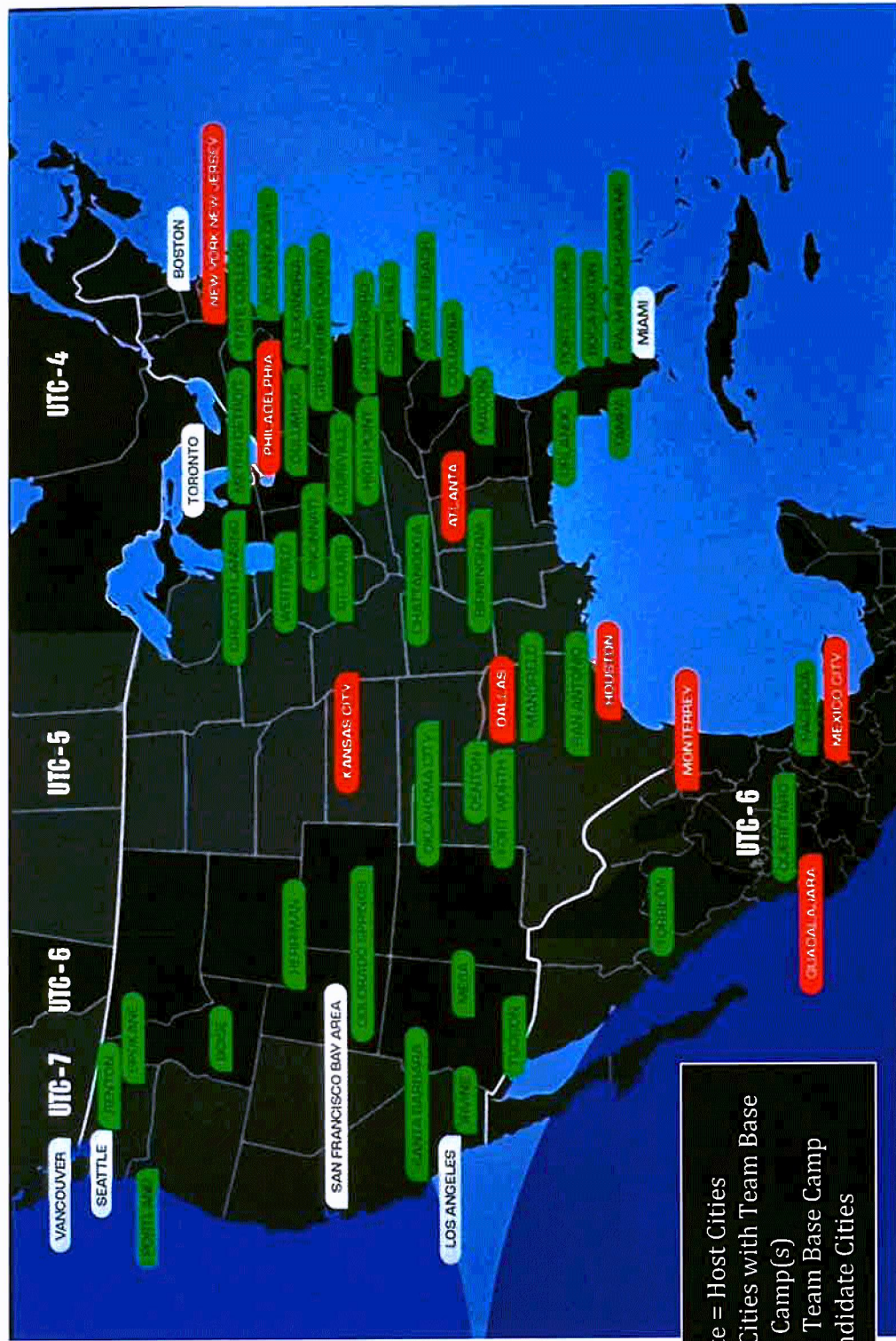
W99	V	W100	JULY 15 • 3:00 PM ET
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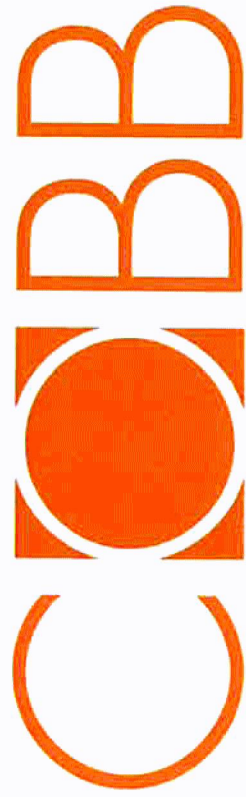
FIFA WORLD CUP 2026

MATCH SCHEDULE

GROUP STAGE MATCHES

Match	Day	Time	Team 1	Team 2	Score
1	June 11	19:00	USA	MEX	1-0
2	June 11	22:00	CAN	MEX	0-0
3	June 12	19:00	USA	CAN	1-0
4	June 12	22:00	MEX	USA	0-0
5	June 13	19:00	USA	MEX	1-0
6	June 13	22:00	CAN	MEX	0-0
7	June 14	19:00	USA	CAN	1-0
8	June 14	22:00	MEX	USA	0-0
9	June 15	19:00	USA	MEX	1-0
10	June 15	22:00	CAN	MEX	0-0
11	June 16	19:00	USA	CAN	1-0
12	June 16	22:00	MEX	USA	0-0
13	June 17	19:00	USA	MEX	1-0
14	June 17	22:00	CAN	MEX	0-0
15	June 18	19:00	USA	CAN	1-0
16	June 18	22:00	MEX	USA	0-0
17	June 19	19:00	USA	MEX	1-0
18	June 19	22:00	CAN	MEX	0-0
19	June 20	19:00	USA	CAN	1-0
20	June 20	22:00	MEX	USA	0-0
21	June 21	19:00	USA	MEX	1-0
22	June 21	22:00	CAN	MEX	0-0
23	June 22	19:00	USA	CAN	1-0
24	June 22	22:00	MEX	USA	0-0
25	June 23	19:00	USA	MEX	1-0
26	June 23	22:00	CAN	MEX	0-0
27	June 24	19:00	USA	CAN	1-0
28	June 24	22:00	MEX	USA	0-0
29	June 25	19:00	USA	MEX	1-0
30	June 25	22:00	CAN	MEX	0-0
31	June 26	19:00	USA	CAN	1-0
32	June 26	22:00	MEX	USA	0-0
33	June 27	19:00	USA	MEX	1-0
34	June 27	22:00	CAN	MEX	0-0
35	June 28	19:00	USA	CAN	1-0
36	June 28	22:00	MEX	USA	0-0
37	June 29	19:00	USA	MEX	1-0
38	June 29	22:00	CAN	MEX	0-0
39	June 30	19:00	USA	CAN	1-0
40	June 30	22:00	MEX	USA	0-0
41	July 1	19:00	USA	MEX	1-0
42	July 1	22:00	CAN	MEX	0-0
43	July 2	19:00	USA	CAN	1-0
44	July 2	22:00	MEX	USA	0-0
45	July 3	19:00	USA	MEX	1-0
46	July 3	22:00	CAN	MEX	0-0
47	July 4	19:00	USA	CAN	1-0
48	July 4	22:00	MEX	USA	0-0
49	July 5	19:00	USA	MEX	1-0
50	July 5	22:00	CAN	MEX	0-0
51	July 6	19:00	USA	CAN	1-0
52	July 6	22:00	MEX	USA	0-0
53	July 7	19:00	USA	MEX	1-0
54	July 7	22:00	CAN	MEX	0-0
55	July 8	19:00	USA	CAN	1-0
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57	July 9	19:00	USA	MEX	1-0
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65	July 13	19:00	USA	MEX	1-0
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70	July 15	22:00	CAN	MEX	0-0
71	July 16	19:00	USA	CAN	1-0
72	July 16	22:00	MEX	USA	0-0
73	July 17	19:00	USA	MEX	1-0
74	July 17	22:00	CAN	MEX	0-0
75	July 18	19:00	USA	CAN	1-0
76	July 18	22:00	MEX	USA	0-0
77	July 19	19:00	USA	MEX	1-0
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84	July 22	22:00	MEX	USA	0-0
85	July 23	19:00	USA	MEX	1-0
86	July 23	22:00	CAN	MEX	0-0
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88	July 24	22:00	MEX	USA	0-0
89	July 25	19:00	USA	MEX	1-0
90	July 25	22:00	CAN	MEX	0-0
91	July 26	19:00	USA	CAN	1-0
92	July 26	22:00	MEX	USA	0-0
93	July 27	19:00	USA	MEX	1-0
94	July 27	22:00	CAN	MEX	0-0
95	July 28	19:00	USA	CAN	1-0
96	July 28	22:00	MEX	USA	0-0
97	July 29	19:00	USA	MEX	1-0
98	July 29	22:00	CAN	MEX	0-0
99	July 30	19:00	USA	CAN	1-0
100	July 30	22:00	MEX	USA	0-0





TRAVEL & TOURISM

Cobb County Engagement Opportunities

.....

WHAT IS A PUBLIC VIEWING PARTY:

- Public viewing refers to organized gatherings where people watch live FIFA World Cup 2026™ matches together. It is a global framework that falls under FIFA's Media Partnership Rights program and occurs in every country. FIFA must maintain consistency across all markets while adapting to local nuances and protecting the rights of media partners (FOX & Telemundo).
- Anyone can apply for a public viewing license, including public authorities, local businesses, bars, restaurants, community groups, brands, FIFA commercial partners, media, etc.



PUBLIC VIEWING PARTIES: CATEGORIES OF PUBLIC VIEWING PARTIES



Non-Commercial:

These events do not generate revenue for the organizer. They are typically free to attend and exist purely for community engagement.

Examples include screenings in bars, restaurants, hotels (as part of their usual service), and small community gatherings.

- This includes small-scale community-driven events for under 1000 people, without financial benefit to the organizer.
 - No License
 - No Fee

Special Non-Commercial:

Larger non-commercial events, with over 1,000 people, are held in spaces including but not limited to community centers, schools, and universities.

- No commercial benefits for the organizer.
- These require FIFA review and a license from the Media Partner (FOX, Telemundo).
 - License required
 - Fee required
 - Technical Cost

Commercial Events:

Events involving a commercial element such as sponsorships, admission fees, or any other financial benefit (Ticket sales or entry fees, sponsorship or branding from companies, and any direct or indirect monetization linked to the event).

- Require FIFA review and a license from the Media Partner (FOX, Telemundo).
 - License required
 - Fee Required
 - Technical Cost

PUBLIC VIEWING PARTIES: COSTS AND RESPONSIBILITIES



- **Guidelines:** Additional framework exclusive to FWC26 host cities, issued by FIFA, outlining their host city rights, branding, and commercial flexibility.
- **Regulations:** FIFA will provide legal documents for a **worldwide** consistent framework.
 - Protection of intellectual property and media rights.
 - Attachment of the license to ensure compliance with regulations.
- **Technical Cost:** Separate from license fee.
 - Costs are set by the media partners (FOX, Telemundo).
 - Cost and requirements will depend on the event scale and setup.
 - The media partner (FOX, Telemundo) may require advanced technical infrastructure.
- **Permits:** Any other third parties whose consent, permission, or license may be required for hosting a public viewing party.
 - The exhibitor is responsible for permits.
 - Proof of compliance is required for the license.
 - FIFA, FIFA media partners (FOX, Telemundo), and the host committee are **NOT** responsible for organizing or issuing these permits.

PUBLIC VIEWING PARTIES: SPONSORSHIP, BRANDING, FOOD AND BEVERAGE:-

- **Sponsorship:** is **ONLY** permitted for commercial events.
 - Non-commercial events cannot charge entry fees or raise funds in any way that creates a direct financial benefit linked to the match.
 - Sponsors must be local and must not compete with FIFA's commercial partners.
 - All sponsorships require FIFA approval.
 - All public viewing parties must comply with official regulations to protect FIFA's media and commercial partners and prevent unauthorized commercial associations with the tournament.
- **Branding and Commercial Cleanliness:**
 - No unauthorized branding should be placed near screens to protect FIFA's intellectual property, FIFA commercial, and media partners.
 - Event names must not suggest official FIFA association or endorsement.
 - Events can only describe the screening in an editorial context.
- **Food and Beverage:**
 - Sales of food and beverages, including alcohol, are permitted
 - Competitor brands of FIFA's commercial partners must use unbranded packaging.
 - Promotional activities or advertising by competing brands are not permitted.

PUBLIC VIEWING PARTIES: APPLYING FOR A PUBLIC VIEWING LICENSE

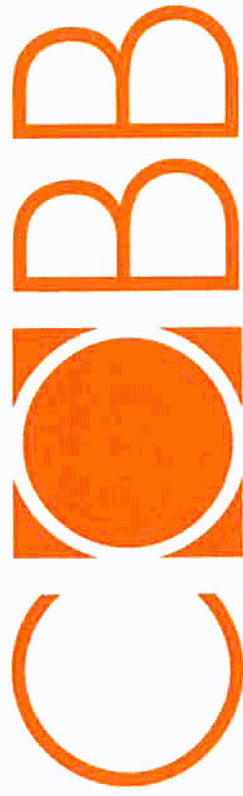
- Applying for a Public Viewing License:
 - The Public Viewing portal is expected to open in Q4 of this year.
 - All requests must be submitted via the FIFA Public Viewing Portal, where organizers will need to provide detailed event information, including:
 - Location
 - Capacity
 - And Commercial Aspects
 - Each request must comply with ALL FIFA regulations before it will be considered for approval.
 - Once submitted, the request will go through a review process involving FIFA and the relevant Media Partner (FOX, Telemundo) to determine the next steps.
 - There is no set time frame for how long the approval process will take.





Watch Party Support

- Liaison to the Atlanta Host Committee assisting with FIFA portal submissions
- Cobb County Permitting Assistance
- Marketing
- Coordination with Public Safety



TRAVEL & TOURISM

Marketing/Sales

- Host: FWC26 Cobb County Community Meetings
- Official visitor information resource
- Hospitality resource liaison
 - Translation into top internationally recognized languages & education on travel patterns
- Secondary brand
- FIFA branded street pole banners
- Community stakeholder education
- What to do on Non-Match Days
- Support Showcase Atlanta: venue/small business directory

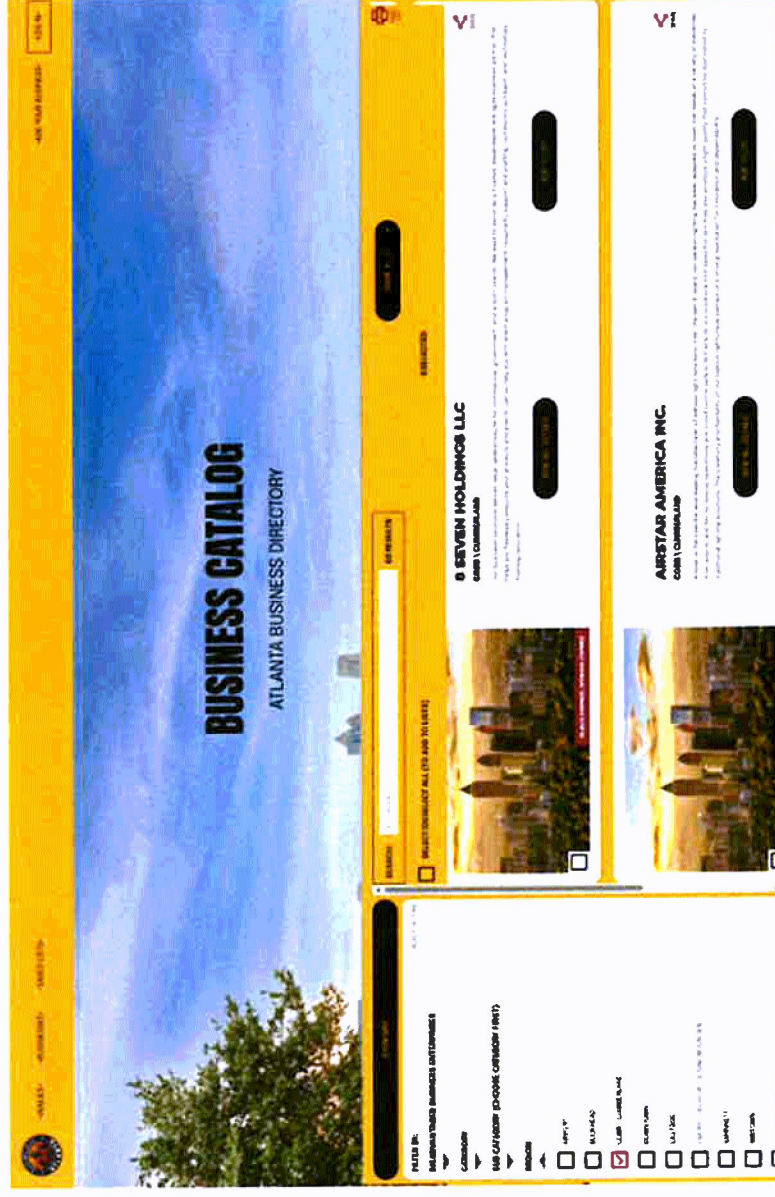
SHOWCASE ATLANTA VENUE CATALOG

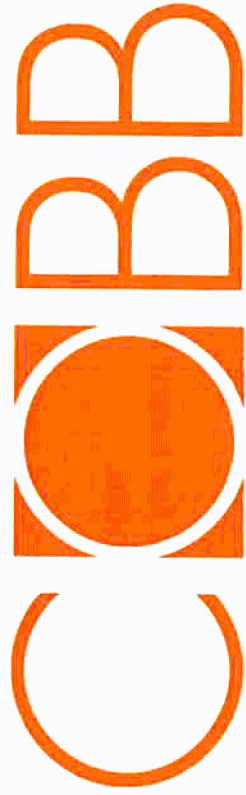
- Easy search tool to area venues/restaurants for hospitality & entertainment needs.
- Filters to area of town, capacity, amenities & more.
- Photos, maps, venue specs, etc.



SHOWCASE ATLANTA BUSINESS CATALOG

- Local business directory for all event production suppliers/vendor needs.
- Filters for event supplier type and more.
- Enhanced search for diverse/minority suppliers.





TRAVEL & TOURISM

Community Partners

- Atlanta Braves & The Battery Atlanta
- Atlanta Host Committee: Atlanta Sports Council, Atlanta Convention & Visitors Bureau, Showcase Atlanta
- Atlanta United FC
- CID: Cumberland, Marietta, Town Center Cities
- Cobb Chamber of Commerce, Select Cobb
- Cobb County Government, PARKS, DOT, Police, Fire & Emergency Services, Public Safety, Sheriff's Office, International Airport, Solicitor's Office
- Cobb Marietta Coliseum & Exhibit Hall Authority
- Craft Beverage Makers
- Georgia Hotel Lodging Association: Cobb Hotel Council
- Kennesaw State University
- Mayor Dickens Office of Violence Reduction (MOVOR)
- Piedmont Office Realty Trust
- Additional partners continue to be added

LOOKING AHEAD 2026 KEY DATES

FEBRUARY 2026

Teams notified of Base Camp
selections

FEBRUARY 5, 2026

Final FIFA World Cup 2026™ ticket
lottery announcement

MARCH 2026

Final teams earn birth into FIFA World
Cup 2026™ Tournament

SPRING 2026

USA National Team Announcement

JUNE 15, 2026

Atlanta's First Match

Source: Atlanta Host Committee