



COBB COUNTY STRATEGIC PLAN

2023-2028

***Making Cobb County the best
place to live and work***

www.cobbcounty.org

Cobb County Strategic Plan

CONTENTS

Cobb County Board of Commissioners 3

Letter from the Commission Chairwoman 5

County Profile 6

County Mission, Vision, & Core Values 7

Context for Strategic Plan 8

Themes 9

Strategic Outcome Areas..... 10

Community Development11

Economic Development14

Effective & Efficient Government17

Housing & Livability20

Infrastructure23

Mobility & Transportation26

Public Safety29

Quality of Life.....32

Appendix..... 36

Development Timeline 37

Methodology..... 39

Community Engagement Highlights..... 42



COBB COUNTY BOARD OF COMMISSIONERS



LISA CUPID

Lisa Cupid is Commission Chairwoman of Cobb County. She has served on the Cobb Board of Commissioners since 2013. Some of her accomplishments include expanding transit service, improving citizen education and engagement, and advocating for enhanced public safety measures including the use of license plate readers, additional body cameras and implementing a public safety nuisance abatement program. Cupid is known as a strong advocate for the fair treatment of all of Cobb's residents and stakeholders regardless of geographic, demographic, or economic standing.



**KELI GAMBRILL,
DISTRICT 1**

Keli Gambrill has been active in bringing responsible development to West Cobb for the past 13 years with P.L.A.N. (People Looking After Neighborhoods). Keli recently served on the Green Meadows Preserve Friends group, Stout Park Steering Committee and the 2040 Comprehensive Land Use Plan Committee. She has worked for several small businesses here in Cobb County and has a bachelor's degree in accounting and finance.



**JERICA RICHARDSON,
DISTRICT 2**

Commissioner Jerica Richardson represents the eastern part of Cobb County which includes Smyrna, Vinings, East Cobb, Cumberland CID, and other parts of unincorporated Cobb County. Her platform is predicated on the idea that when we are connected, we can empathize, and overcome any challenge. Being a diverse metro county, her primary goal is to use the challenges the county faces to elevate conversations that communities around the country should be having. Such challenges on the horizon include rapid and diverse growth, balancing development demands, environmental stability and technology, discrimination, trust in law enforcement, recession-proofing the community, and long-term wealth gaps and inequality. She believes in working closely with the community and that there are only permanent interests in advancing the public welfare. As a private citizen, Jerica is a Georgia Tech graduate in Biomedical Engineering, and works full time as a Program Manager at Equifax.



COBB COUNTY BOARD OF COMMISSIONERS



**JOANN K. BIRRELL,
DISTRICT 3**

Cobb County District Three Commissioner JoAnn K. Birrell took her oath of office for her fourth term on Dec. 30, 2022. Birrell, a 28-year resident of the county, has previously served in numerous community organizations including as past chair of Keep Cobb Beautiful and the Neighborhood Safety Commission. During her first term, Birrell initiated the Keep it in Cobb Program and established the Canton Road Redevelopment Committee. During her second term, she continued to work on revitalization and economic development opportunities. In her third term, she continued to support our public safety and veterans. She championed the step and grade to eliminate compression in 2020 for public safety and was instrumental in working with the Cobb Veterans Memorial Foundation for awareness and fundraising. Commissioner Birrell also serves as an advisory board member on the Cobb Veterans Memorial Foundation and received the Commander's Award for the Honorary Commanders Class of 2020-2021.



**MONIQUE SHEFFIELD,
DISTRICT 4**

Monique Sheffield serves at the pleasure of residents in South and Southwest Cobb including areas of unincorporated Austell, Smyrna, Marietta, Mableton, and Powder Springs. During her freshman term, Commissioner Sheffield secured funding for SPLOST and other projects in District 4 including the Austell Transportation Transfer Center; the Chattahoochee Riverland Trail; expansion of the South Cobb Regional Library, streetscape and beautification projects, and neighborhood pocket parks. Prior to being elected, the 23-year Cobb resident served on the Cobb County Board of Zoning Appeals. She is a graduate of Cobb 101: Citizens Government Academy, Cobb County's Public Safety Academy, and the Cobb Chamber of Commerce's Leadership Cobb 2023 class. She currently serves on the National Association of Counties' Community Economic Workforce Development and the Economic Mobility Leadership national committee. Commissioner Sheffield has a bachelor's degree in Criminal Justice.



LETTER FROM THE COMMISSION CHAIRWOMAN

Cobb County residents deserve an efficient, effective and responsive government that delivers quality services. They also deserve a Commission focused on making Cobb County the best place to live and work. The county strategic plan was developed with those objectives in mind. Through public surveys, in person meetings and extensive data analysis we believe we have captured the steps we can take as a County to continue to improve our quality of life. Quality of Life is an area of extreme importance noted by its inclusion in the Strategic Plan as both a theme and outcome area. We believe that for Cobb to further improve its citizens quality of life, we must strategically strive toward positive change in the outcome areas that impact families, businesses, and visitors alike. I would like to thank the entire Commission and our staff for the thoughtful work they put into this report. I would also like to thank all Cobb County residents for your contributions to our communities and our county.



Our county's human and physical resources have served as an economic, social, and cultural engine that is helping power the entire State of Georgia. We are recognized as a regional and national leader in community prosperity, home value and strong public safety. Our successes have set a high bar and we have a responsibility to keep raising it. This Strategic Plan outlines ten themes can capture the essence of where we want to go and who we want to be as a County. These themes help define the outcomes we believe will continue our upward trajectory and help make prosperity accessible to anyone who wants it.

Community Development, Economic Development, Effective & Efficient Government, Housing & Livability, Infrastructure, Mobility & Transportation, Public Safety, and Quality of Life are the areas where we want to focus our time and resources. Within these areas our plan identifies strategic goals we will work toward in the months and years ahead. We are encouraged by the dedication of our citizens, staff, and business and government partners who have lent their voices to this process. Only by gathering that perspective could we have created a plan that will guide us towards our future, and to systematically, and responsibly, deploy the county's resources to incorporate this plan into our operations.

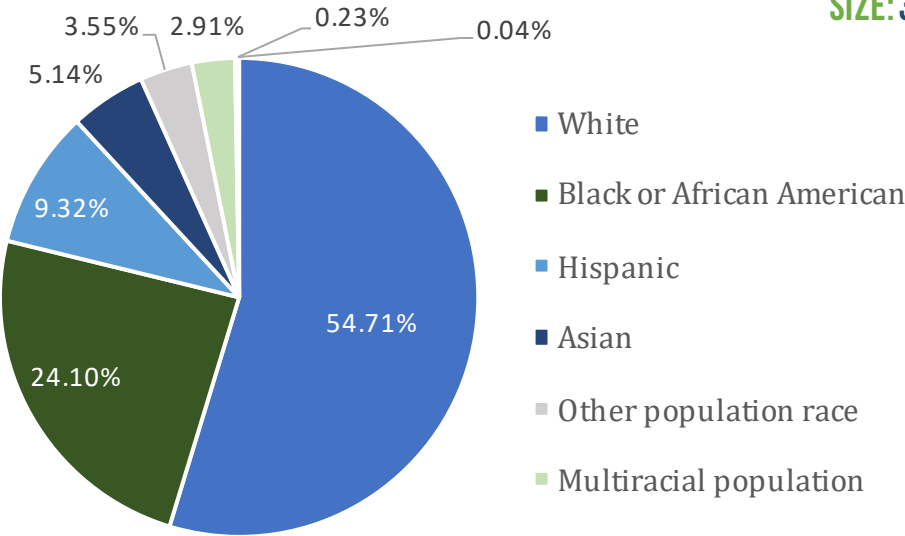
Our county has experienced many changes over the last several years, including a global pandemic that provided countless lessons on personal interaction, the future state of work, and the recognition that challenges cannot be prevented but they can be anticipated. This Strategic Plan will be a catalyst for Cobb County as it continues to adapt to the challenges and opportunities that we are provided. On behalf of the Cobb County Board of Commissioners, I am proud to present this Strategic Plan to be used as a critical guide as we move our county into its future.


Lisa Cupid, CHAIRWOMAN



COUNTY PROFILE

POPULATION BY RACE/ETHNICITY



AVERAGE FAMILY SIZE: 3



MEDIAN GROSS RENT, 2017-2021
\$1,367

MEDIAN HOME VALUE
\$263,150

PER CAPITA INCOME
\$41,480

UNEMPLOYMENT
4%

51.3% OF RESIDENTS ARE FEMALE



48.7% OF RESIDENTS ARE MALE



6.1% OF RESIDENTS ARE UNDER THE AGE OF 5



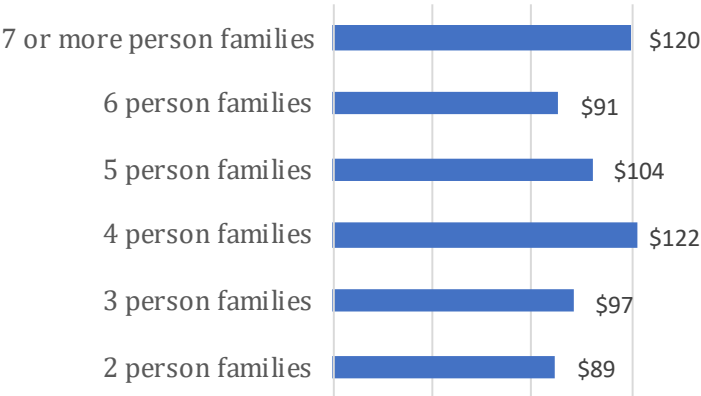
12.3% OF RESIDENTS ARE OVER THE AGE OF 65



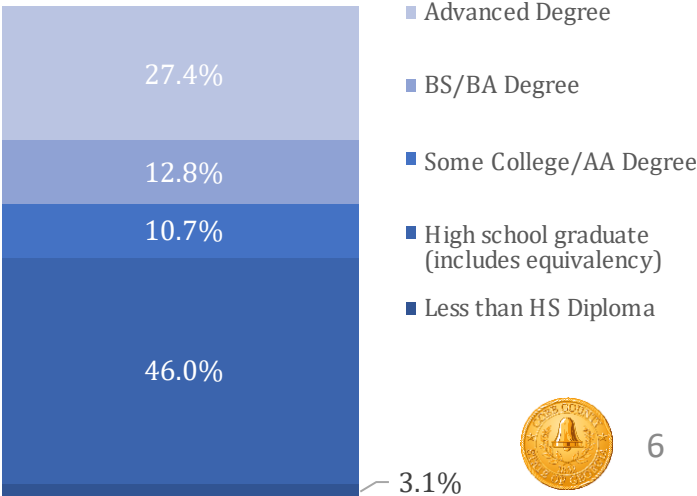
6% OF RESIDENTS <65 HAVE A DISABILITY



MEDIAN INCOME OF HOUSEHOLD BY FAMILY SIZE (THOUSANDS)



EDUCATION OF POPULATION OVER 25 YEARS



All Data is from 2020 Census unless otherwise specified



COUNTY MISSION, VISION, & CORE VALUES



MISSION

“Make Cobb County the best place to live and work through an efficient, effective and responsive government that delivers quality services.”

This mission statement serves as the cornerstone of the County’s work; the goal for all initiatives, services, and events to ensure that the county becomes the best place for residents and workers as a result of government operations.



VISION

“Cobb County is a thriving, innovative, and safe community that enhances quality of life for the well-being of all.”

This vision statement was forged through collaboration with staff and county leadership on multiple levels, through benchmarking methods, and analysis of data insights from community members.



CORE VALUES

COMMITMENT is the grit and grind it takes to keep progressing toward our goals and initiatives. It includes dedication and determination, even in the face of adversity. It is servant leadership at its core.

DIVERSITY brings all of us together in support of a common goal regardless of our differences. Diversity is the springboard for inclusiveness. Diversity is being invited to the party and inclusiveness is being asked to dance.

INTEGRITY ensures the public that they can trust us to operate the county effectively, efficiently, prudently, and with the highest ethical standards.

TEAMWORK welcomes and brings varied perspectives to the table. It enables us to work collaboratively in the best interest of the county.



CONTEXT FOR STRATEGIC PLAN

- Recommendations for this plan are strategic, and not documented at the project level, to provide the board with maximum flexibility in charting its utilization.
- Suggested Strategies listed in this plan are non-exhaustive and will be examined with balanced consideration from the board and relevant stakeholders. It is the Cobb County Board's discretion on what strategic recommendations to adopt and implement. Outcome areas represent parallel priorities and are not prioritized.
- All Suggested Strategies listed in this plan are dependent on the availability of county resources, both financial and workforce.
- Some of the Suggested Strategies listed in this plan will require Cobb County to partner and collaborate with federal, state, and local agencies and relevant organizations at the project level; Cobb County is committed to collaboration and supporting all necessary entities to achieve these goals while recognizing jurisdictional responsibilities and limitations.
- Not all Suggested Strategies imply net-new initiatives. Some county activities have already been initiated which currently support these newly defined goals and success indicators.
- Suggested Strategies are a reflection of the comprehensive collection and aggregation of county leadership, agency perspective, and citizen-based voices.



THEMES

Strategic themes were developed through consideration of elements uncovered in the Strategic Plan Project's discovery phase, such as challenges, enablers, community values, and other components of the strategic assessment work. Themes can be used to develop and connect goals and strategic actions.

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.



STRATEGIC OUTCOME AREAS

The following 8 Outcome Areas were developed through theme analysis and represent the issues of greatest importance to the Cobb County community. They were developed based on extensive stakeholder input and data analysis and were refined through iterative workshops. Each goal statement was created through joint commissioner collaboration.



COMMUNITY DEVELOPMENT

Cobb County is a place where land use policy and resources are used to thoughtfully and strategically develop and preserve communities, natural, and historical assets.



ECONOMIC DEVELOPMENT

Cobb County is a place where people and businesses have an opportunity to thrive economically.



EFFECTIVE & EFFICIENT GOVERNMENT

Cobb County is a place where leaders are transparent, collaborative, and efficient in offering services and making data-driven decisions in managing resources.



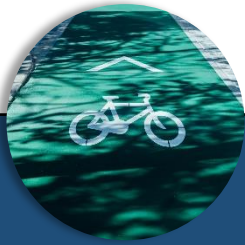
HOUSING & LIVABILITY

Cobb County is a place where people have access to a variety of housing options.



INFRASTRUCTURE

Cobb County is a place where facilities and innovative systems support effective county services and sustainable growth.



MOBILITY & TRANSPORTATION

Cobb County is a place where people and goods safely reach destinations efficiently through a well-maintained and connected network of roads, sidewalks, trails, and transit.



PUBLIC SAFETY

Cobb County is a place where all people feel safe to live, work, play and visit.



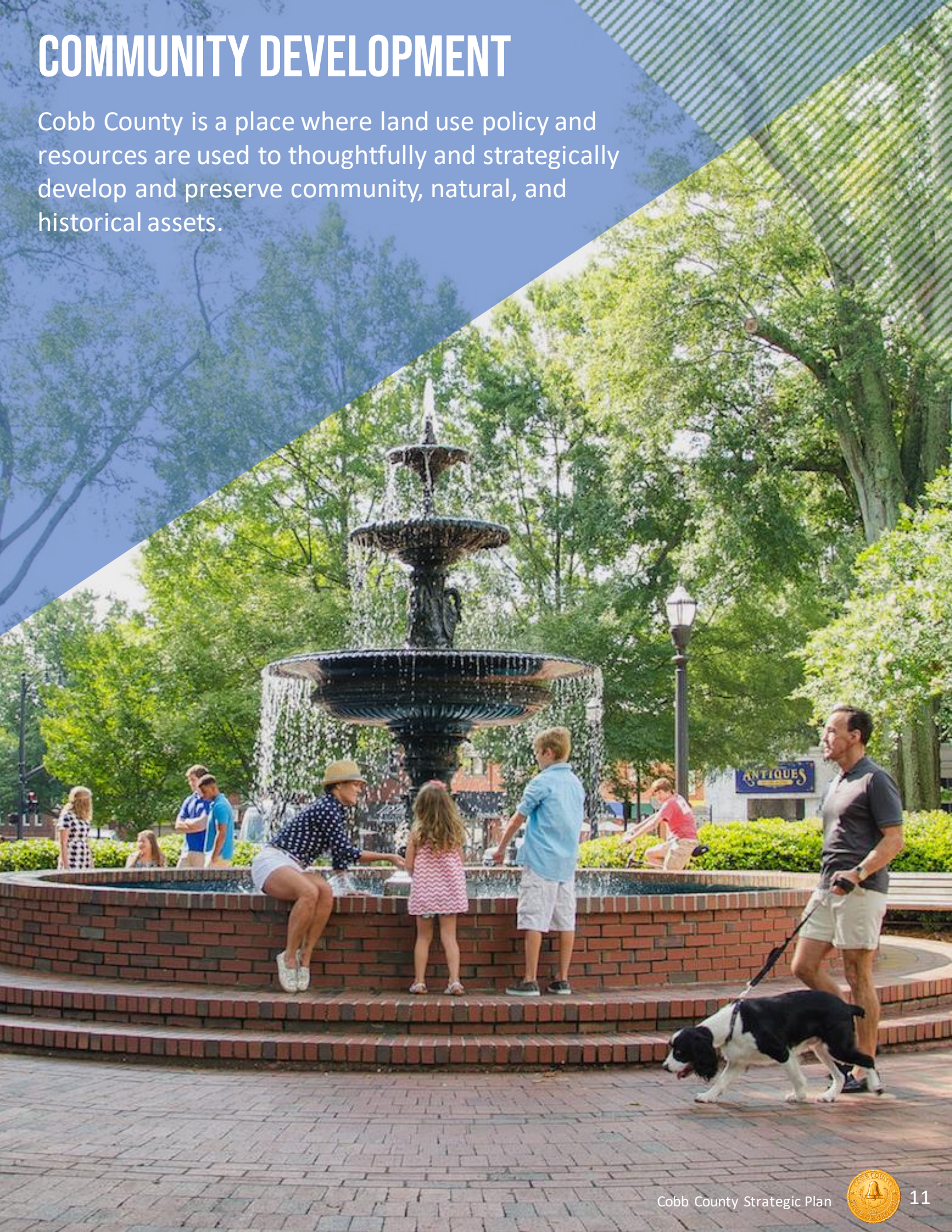
QUALITY OF LIFE

Cobb County is a place where all residents, businesses and visitors have access to resources and opportunities that contribute to a high quality of life.



COMMUNITY DEVELOPMENT

Cobb County is a place where land use policy and resources are used to thoughtfully and strategically develop and preserve community, natural, and historical assets.



COMMUNITY DEVELOPMENT

INTRODUCTION

As identified by the goal statement, the Community Development outcome area is designed to address the strategic development of land use policy and resources. The purpose is so the Cobb communities remain preserved despite growth. One of the most important priorities to Cobb County is creating an environment that provides an enjoyable living experience for its residents. Developing a physical environment that meets their needs, preserves greenspace and protects historic assets is key to accomplishing this goal.

With county-wide population and development growth, The County must consider how to simultaneously accommodate growth and development while maintaining the greenspace and visual appeal of the county. These objectives can be achieved by Cobb County strategically utilizing and preserving county-owned property through proper zoning and involving builders in development planning.

KEY SUCCESS INDICATORS

- 
- ✓ Greenspace Preservation
 - ✓ Streamlined Community Development Processes
 - ✓ Sustainable Development



COMMUNITY DEVELOPMENT

STRATEGIES FOR ACHIEVING SUCCESS INDICATORS

Greenspace Preservation

- ✓ Conduct a comprehensive inventory and assessment of existing greenspaces, identifying areas of ecological significance and community value
- ✓ Implement land use policies and zoning regulations that prioritize greenspace preservation and urban growth boundaries
- ✓ Set a county-wide greenspace acreage goal and then designate specific areas as protected greenspaces, natural reserves, or greenbelts to ensure long-term preservation
- ✓ Collaborate with County stakeholders to identify, record, and protect valued scenic and open space resources

Streamlined Community Development Processes

- ✓ Enhance efforts to communicate and streamline code enforcement activities across the County
- ✓ Explore adapting existing procedures to improve efficiency of public engagement in community development

Sustainable Development

- ✓ Create a county-wide sustainability plan that includes environmental assessments, protection of Cobb's natural resources, and efforts to reduce carbon footprint
- ✓ Consider leveraging vulnerability assessments to identify new development's impacts, threats and risks to critical county systems
- ✓ Leverage data to identify resource gaps to enable strategic development
- ✓ Support the efforts of the Cobb Sustainability department to identify climate risks and impacts associated with development



ECONOMIC DEVELOPMENT

Cobb County is a place where people and businesses have an opportunity to thrive economically.



ECONOMIC DEVELOPMENT

INTRODUCTION

Cobb County is a leader in Georgia for the growth and development of economic opportunities for its citizens. The outcome area of Economic Development addresses this as it includes the prioritization of sustainable growth and meeting the critical development needs of the County. There is a clear desire to increase the presence of shopping districts, restaurants, and entertainment sources to foster a well-rounded and flourishing community.

The county must consider how to strategically attract new businesses to the county to drive economic growth, tourism, and job opportunities across all districts. Simultaneously, the county must encourage revitalization of abandoned and unoptimized strip plazas to encourage new development sources to take root as well as support and accelerate the growth of our small, local businesses.

KEY SUCCESS INDICATORS

- 
- ✓ **Attracting & Retaining Businesses**
 - ✓ **Economic Empowerment & Upward Mobility**
 - ✓ **Enhanced Collaboration & Strengthened Partnerships**



ECONOMIC DEVELOPMENT

STRATEGIES FOR ACHIEVING SUCCESS INDICATORS

Attracting & Retaining Businesses

- ✓ Regularly inventory, evaluate and address the needs of businesses throughout the County
- ✓ Proactively encourage business investment by addressing identified issues that stifle business attraction and expansion in the County
- ✓ Work with organizations and institutions to host business networking events and industry-specific conferences to connect local companies with potential partners
- ✓ Identify and promote industry clusters that align with the County's strengths and assets to attract related business and foster innovation.

Economic Empowerment & Upward Mobility

- ✓ Continue to support entrepreneurship in the County by developing tax incentives and adapting relevant policy
- ✓ Provide opportunities for wealth creation and human investment through the identification and accessibility of entry level jobs in the County
- ✓ Expand programs to provide opportunities for workforce development and lifelong learning as well as workforce pathway programs for youth and young adults
- ✓ Collaborate with educational institutions to expose students to emerging industries and potential job opportunities
- ✓ Cooperate with partners to identify and prepare the workforce for in-demand skills

Enhanced Collaboration & Strengthened Partnerships

- ✓ Encourage strategic development activities that address resource needs across the County
- ✓ Work with relevant companies and organizations to proactively examine and assess the local infrastructure's capacity for new development and plan for influx
- ✓ Lead the planning efforts to develop a county-wide vision for economic development that aligns the mission and vision of economic development stakeholders in the County



EFFECTIVE & EFFICIENT GOVERNMENT

Cobb County is a place where leaders are transparent, collaborative, and efficient in offering services and making data-driven decisions in managing resources.



EFFECTIVE & EFFICIENT GOVERNMENT

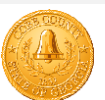
INTRODUCTION

Stakeholder engagement activities routinely recognized that county leadership has an opportunity to demonstrate collaboration and transparency to their constituents and the citizens of Cobb County. The outcome area of Effective & Efficient Government strives to prioritize the inter-entity partnerships with neighboring organizations and systems to combine resources and time, better serving the residents and visitors of Cobb. A major priority within this outcome area is also ensuring adequate county staffing levels with well trained and skilled resources.

Additionally, it addresses the need for elected leadership to work towards clearly defined ways of working, to confirm policy and operational tasks are owned by the correct parties. Moving forward, the county must plan to promote cohesion, collaboration, and transparency, choosing to prioritize the needs of everyone.

KEY SUCCESS INDICATORS

- 
- ✓ Customer & Employee Satisfaction
 - ✓ Data-Driven Governance
 - ✓ Efficient Public Services
 - ✓ Financial Sustainability
 - ✓ Sufficient County Staffing Levels



EFFECTIVE & EFFICIENT GOVERNMENT

STRATEGIES FOR ACHIEVING SUCCESS INDICATORS

Customer & Employee Satisfaction

- ✓ Establish feedback channels such as surveys and complaint systems to gather input from residents and employees alike
- ✓ Prioritize employee appreciation initiatives to recognize and reward employee achievements to boost morale and motivation
- ✓ Continue to engage with residents through community meetings, town halls, and advisory boards to involve them in decision-making processes

Data-Driven Governance

- ✓ Hold county departments and programs accountable for service delivery through performance metrics, key performance indicators, and regular evaluations
- ✓ Collect and publish purpose-driven data based on strategic priorities
- ✓ Establish and implement a governance structure for the implementation of the strategic plan

Efficient Public Services

- ✓ Enhance transparency by providing clear and accessible information about government activities, budgets and decision-making processes
- ✓ Simplify procedures and optimize processes to improve efficiency and responsiveness across all departments
- ✓ Evaluate the current and projected demand for county services
- ✓ Identify and develop a plan to address demand gaps in service delivery

Financial Sustainability

- ✓ Evolve the budgeting process to utilize an outcome-based funding model
- ✓ Explore and deploy a mix of options to increase financial resources for the County

Sufficient County Staffing Levels

- ✓ Use data to identify attrition and retention trends for initiative planning
- ✓ Ensure compensation packages are competitive with the job market to attract and retain top talent



HOUSING & LIVABILITY

Cobb County is a place where people have access to a variety of housing options.



HOUSING & LIVABILITY

INTRODUCTION

Housing is critical to ensure Cobb County delivers on their mission to be the “the best place to live...”. Cobb County is home to a wide variety of living communities. Therefore, while constructing our identified strategies this variability was considered to ensure the diverse needs of Cobb residents are addressed. The goal of these strategies is to promote equitable access to reasonably priced housing, regardless of housing type.

The county must achieve a balance between preserving the history and culture of existing neighborhoods while also allowing the development of newer communities. Simultaneously, the needs must be addressed of those in upper, middle, and low-income citizens to ensure that, regardless of background, they are supported by the county. It is also critical that the county takes a proactive approach considering how pursued development will impact the surrounding infrastructure, schools, and transportation system.

KEY SUCCESS INDICATORS



Adequate Quantity & Availability of Housing Types



Increased Attainable & Quality Housing Options



Preventing & Addressing Homelessness



HOUSING & LIVABILITY

STRATEGIES FOR ACHIEVING SUCCESS INDICATORS

Adequate Quantity & Availability of Housing Types

- ✓ Evaluate and adapt land use policies that promote inclusionary zoning and a variety of housing options across the County
- ✓ Encourage mixed-income housing developments to create well-round housing communities
- ✓ Ensure the County's Unified Development Code enables a variety of housing types
- ✓ Consider possible incentives for developers to build housing communities that accomplish the desired outcome such as preserved greenspace.

Increased Attainable & Quality Housing Options

- ✓ Plan for inclusive senior housing options to accommodate the needs and desires of the aging population
- ✓ Review and adapt building codes to consider energy-efficient construction and renovations to pose lower utility cost for residents
- ✓ Identify and implement strategies to attain a county-wide attainable housing goal
- ✓ Consider implementing rent stabilization policies to protect Cobb County tenants
- ✓ Develop and publish a county Housing dashboard as well as County Land Banking Authority

Preventing & Addressing Homelessness

- ✓ Establish transitional housing programs to assist individuals and families in transition from emergency shelters to stable housing
- ✓ Collaborate with public and private partners to establish a Cobb County Homeless Housing Fund (CCHHF) that constructs housing projects and provides support to unhoused citizens
- ✓ Offer down payment assistance programs and homeownership education to help individuals purchase homes



INFRASTRUCTURE

Cobb County is a place where facilities and innovative systems support effective county services and sustainable growth.



INTRODUCTION

The infrastructure of the county serves as the foundational framework for the operational and functional responsibilities of Cobb County. As an outcome area, infrastructure serves to address the concerns regarding stormwater management, technological innovation, and lastly, capital and facility improvements. As the county continues to develop and a significant portion of the stormwater infrastructure is reaching the end of its useful life, stormwater management has become an area of increasing concern. Additionally, there are opportunities to innovate the current operations through technological advancements to better serve the citizens and allow for staff efficiency.

The county must prioritize investments in and consider policy changes regarding county infrastructure. There is a need to discover a balance between premier budget management and functional capital improvements.

KEY SUCCESS INDICATORS

- 
- ✓ Enhanced Technology Infrastructure
 - ✓ Long-Term Infrastructural Investments
 - ✓ Prioritized Capital Improvements
 - ✓ Resilient Stormwater Infrastructure

STRATEGIES FOR ACHIEVING SUCCESS INDICATORS

Enhanced Technology Infrastructure

- ✓ Support enhancing and investing in cutting-edge technologies that improve the County's efficiency
- ✓ Explore options to streamline constituent service request data and improve the customer experience
- ✓ Evaluate and assess opportunities to consolidate disparate county systems and integrate siloed data
- ✓ Expand efforts to foster a culture of cybersecurity within the County

Long-Term Infrastructural Investments

- ✓ Prioritize sustainability, growth, and service accessibility in a long-term capital improvement plan for the County
- ✓ Examine space utilization across County facilities for future workforce and facilities planning
- ✓ Assess and pursue opportunities to embrace hybrid work where feasible

Prioritized Capital Improvements

- ✓ Develop capital improvement plan that prioritizes the upgrade and modernization of outdated county infrastructure
- ✓ Identify and evaluate funding options to support short and long-term capital infrastructure improvements

Resilient Stormwater Infrastructure

- ✓ Develop long-term investment strategies for an aging stormwater system
- ✓ Evaluate and address barriers to repairing and replacing failing stormwater infrastructure
- ✓ Develop a stormwater maintenance policy to clearly define Cobb Water, Cobb DOT, and property owner responsibilities for maintaining stormwater drainage systems



MOBILITY & TRANSPORTATION

Cobb County is a place where people and goods safely reach destinations efficiently through a well-maintained and connected network of roads, sidewalks, trails, and transit.



MOBILITY & TRANSPORTATION


INTRODUCTION

With the rapid growth of Cobb County, the transportation needs have also increased. The Cobb County Data Dashboards revealed that the county is primarily car dependent. Residents and visitors alike require the use of vehicles to reach employment, healthcare, and food sources. There is a particular need for mobility options that offer multiple ways to access all areas of the county. This includes walkability, bike-friendly roads, and public transit access. This outcome area also includes roads and traffic concerns; it is evident that roads must be maintained and interconnected to promote smooth transit.

The county must accommodate for the needs of those across the four districts ensuring they have access to reliable transportation. Additionally, Cobb County should set out to ensure efficiency across the county so residents, visitors, and goods can arrive at their destinations in a timely manner.

Implementation of the proposed strategies in the Cobb County Strategic Plan will also be fully aligned with recommendations outlined in the CobbForward Comprehensive Transportation Plan (CTP).

KEY SUCCESS INDICATORS

- 
- ✓ **Enhanced Mobility & Connectivity**
 - ✓ **Enhanced Transportation Infrastructure**
 - ✓ **Proactively Address Transportation Safety**
 - ✓ **Reduced Travel Delays**



MOBILITY & TRANSPORTATION

STRATEGIES FOR ACHIEVING SUCCESS INDICATORS

Enhanced Mobility & Connectivity

- ✓ Support long-term investments that prioritize connectivity across the County such as transportation hubs that connect different modes of transit, making it easier for citizens to transfer between buses, car, bike, and walking
- ✓ Continue to prioritize and develop multi-modal transportation network that includes public transit, roadways, cycling lanes, and pedestrian pathways

Enhanced Transportation Infrastructure

- ✓ Align County and federal transportation priorities to maximize funding resources and grant opportunities
- ✓ Collaborate with private sector companies to fund and implement transportation and connectivity projects
- ✓ Continue to enhance and optimize Cobb Linc transit routes based on demand
- ✓ Prioritize addressing the lack of transportation infrastructure (i.e., bus stops) where needed

Proactively Address Transportation Safety

- ✓ Identify and publish county-wide transportation safety-related goals and success metrics
- ✓ Collaborate with Department of Transportation to implement longer hold times at traffic lights to allow pedestrians to cross safely.
- ✓ Regularly maintain and upgrade transportation infrastructure to extend its lifespan and enhance safety

Reduced Travel Delays

- ✓ Implement traffic calming measures, synchronized traffic lights, and congestion pricing to improve traffic flow and reduce congestion
- ✓ Increase resources and investments for the Traffic Management Center
- ✓ Implement Transportation Demand Management strategies such as carpooling incentive, telecommuting, and remote work programs to reduce single-occupancy vehicle trips or lower need for daily commutes and decrease congestion



PUBLIC SAFETY

Cobb County is a place where all people feel safe to live, work, play and visit.



INTRODUCTION

Throughout the stakeholder engagement activities, public safety was clearly defined as an area of priority and concern for nearly all of stakeholders. Public Safety encompasses the Cobb County Police, Cobb Fire, and emergency services. Stakeholders engaged expressed a need to dedicate resources, both funding and staff, to ensure a preservation of services.

As it stands, 911 Emergency Communications has the highest vacancy rate and poses the highest threat to the county not upholding the standard of safety. The county must dedicate time, resources, and policies to ensure that Cobb County continues to be the safe community that draws individuals to live and visit.

Beyond resources and funding, Cobb County must also prioritize creating a sense of collaboration and partnership with members of the community and our Public Safety departments. Implementation of the proposed strategies in the Cobb County Strategic Plan will also be fully aligned with recommendations outlined in the 911 Needs Assessment and Strategic Plan.

KEY SUCCESS INDICATORS

- ✓ **Effective Administration of Justice**
- ✓ **Proactively Address Crime & Safety**
- ✓ **Reliable & Secure Public Safety Infrastructure**



STRATEGIES FOR ACHIEVING SUCCESS INDICATORS

Effective Administration of Justice

- ✓ Use data to improve the streetlighting infrastructure across the County and prioritize expanding access in areas of need to deter crime
- ✓ Invest in attracting and retaining high-quality public safety staff
- ✓ Provide social justice measures that address matters of diversity, education, food security, and healthcare
- ✓ Continue to strengthen relations and trust between law enforcement and the community

Proactively Address Crime & Safety

- ✓ Prioritize investments in modern public safety technologies such as surveillance cameras and license plate recognition systems to improve crime detection
- ✓ Provide active shooter training and conduct drills annually for employees and vulnerable populations
- ✓ Leverage partnerships to scale existing community policing initiatives and programs that build trust and cooperation between law enforcement and residents, fostering open communication and collaboration.

Reliable & Safe Public Safety Infrastructure

- ✓ Support public safety capital improvement initiatives to continue providing high quality and direct safety services
- ✓ Develop evacuation plans for public buildings and conduct evacuation drills annually
- ✓ Install security cameras, alarm systems, and access control within County buildings



QUALITY OF LIFE

Cobb County is a place where residents, businesses and visitors have access to resources and opportunities that contribute to a high quality of life.



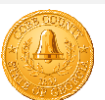
QUALITY OF LIFE

INTRODUCTION

Quality of Life was identified as a strategic outcome area to emphasize the importance of maintaining a County-wide standard in alignment with Cobb County's Vision Statement. This area strives to prioritize the County's role as an influencer to improve the social determinants of health (i.e., neighborhood and physical environment, education, community and social context, and health care) across the County, to confirm that citizens and visitors alike have access to high quality services and resources that meet basic needs, and foster belonging, community connectedness, and cultural respect. Cobb strives for all people to experience a high quality of life. This focus is intended to ensure Cobb County continues to support and pursue collaborative partnerships with stakeholders working to ensure Cobb maintains its reputation as a great place to live, work, play and raise a family.

KEY SUCCESS INDICATORS

- 
- ✓ Healthy People & Sustainable Environment
 - ✓ High-Quality & Accessible County Services
 - ✓ Improved Educational Outcomes
 - ✓ Support for Cultural & Recreational Activities



QUALITY OF LIFE

STRATEGIES FOR ACHIEVING SUCCESS INDICATORS

Healthy People & Sustainable Environment

- ✓ Support the physical and mental health of the community through collaborative partnerships access to quality healthcare facilities and services
- ✓ Identify opportunities for public/private partnerships (PPP) that seek to improve and promote health to synergize efforts and deliver services in Cobb
- ✓ Support efforts to provide Countywide senior programming, inclusive of enhanced transportation options

High-Quality & Accessible County Services

- ✓ Conduct thorough assessments to identify current program viability as well as gaps in access to resources and service delivery
- ✓ Build cohesion amongst community leaders, organizations, and influencers who can amplify, support and encourage participation in Countywide programs and initiatives
- ✓ Gather demographic and socio-economic data to develop an advisory group reflective of the County to assist in achieving the strategies that address the specific needs of the County

Improved Educational Outcomes

- ✓ Enhance voter education to inform citizens about early voting, referenda, sample ballots, and registration.
- ✓ Support youth enrichment programs that foster civic engagement and encourage a greater understanding of local government
- ✓ Evaluate existing methods of informing residents about available resources and services and seek ways to improve gaps or limitations in community with them

Support for Cultural & Recreational Activities

- ✓ Seek community input to understand the types of recreational activities and artistic experiences that residents desire
- ✓ Ensure recreation centers, libraries and amenities are equitably accessible and desirable across the County to support programs that enhance quality of life
- ✓ Facilitate partnerships to support the efforts of the arts community and organize festivals, art exhibitions, and performances that promote diversity and experiences in Cobb





DEVELOPMENT TIMELINE

Over the course of 7 months the Cobb County Manager’s office and the Board of Commissioners sponsored The Comprehensive Strategic Planning project. The project timeline consisted of diverse activities to gather critical information from various stakeholders, identify themes, and develop strategies. The exhaustive timeline is included below:

SEPTEMBER 13TH: Project Kick-off: The project steering committee, also known as the “tri-chairs” and the Accenture project team met to discuss project expectations, outputs, and plans.

SEPTEMBER 27TH -OCTOBER 3RD: Board of Commissioner Discovery Interviews: The project team met with each commissioner to learn of their vision, priorities, and goals for the county.

OCTOBER 10TH-12TH: County Focus Group Interviews: County staff, Superior and State Court representatives, and the school system superintendents, each attended focus groups to discuss the strengths and challenges of the county. They also mentioned aspects they believe should be prioritized.

OCTOBER 20TH: District 1 Listening Session: The project team openly invited residents of District 1 to attend the session and share what they desire to continue, stop, and start in the county. Residents also shared their vision for the county.

NOVEMBER 3RD: Survey Launch: The custom self-administered stated measure survey launched across the county to gain any input and ensure a diversity of voices were heard.

NOVEMBER 15TH: District 3 Listening Session: The project team openly invited residents of District 3 to attend the session and share what they desire to continue, stop, and begin in the county. Residents also shared their vision for the county.

NOVEMBER 16TH: District 4 Listening Session: The project team openly invited residents of District 4 to attend the session and share what they desire to continue, stop, and begin in the county. Residents also shared their vision for the county.



NOVEMBER 30TH: Community Visioning Workshop #1: Community leaders were invited to attend the 4-hour workshop to engage in interactive activities designed to gain contributions about the strategic direction of the county.

DECEMBER 5TH: Community Visioning Workshop #2: Community leaders were invited to attend the 4-hour workshop to engage in interactive activities designed to gain contributions about the strategic direction of the county.

DECEMBER 8TH: District 1 p.2 Listening Session: To increase turnout, the project team was requested to host an additional session. Residents of District 1 again were asked to share what they desire to continue, stop, and begin in the county. Residents also shared their vision for the county.

DECEMBER 15TH: District 2 Listening Session: The project team openly invited residents of District 2 to attend the session and share what they desire to continue, stop, and begin in the county. Residents also shared their vision for the county.

JANUARY 13TH: Survey Close: The county-wide survey was closed to allow for an adequate amount of time for analyses of the results.

JANUARY 18TH–26TH: BOC Strategic Review Sessions: The project team met with each commissioner individually to share the outputs of the project to date and gain their feedback.

FEBRUARY 1ST–3RD: BOC Retreat: The project team presented the survey results and key data dashboards to the retreat attendees. The strategic vision statement for the county as well as the goal statements for each outcome area were developed at this time.

FEBRUARY 24TH: Community Roundtable: Leaders of the Cobb Community were invited to share their input and feedback regarding the strategic outcome areas to ensure the proposed strategies accurately addressed the community they serve.

FEBRUARY 27TH–28TH: Working Groups: County staff members met to discuss feasible strategies to solve the challenges of the county and meet the goals of each outcome area.



The Cobb County Strategic Plan project organized development into two major phases:
DISCOVERY and DESIGN.

DISCOVERY PHASE

The discovery phase was comprised of stakeholder engagement activities and dashboard development. To help guide this phase, key research questions were developed.

Primary and secondary sourced research method sources led to exploration and analysis which allowed for each question to be addressed. The research questions for both data analysis and stakeholder engagement questions are listed below:

DATA ANALYSIS: RESEARCH QUESTIONS

Benchmarking: *How does Cobb County Compare to peer counties across key indicators?*

Sociodemographic: *What does the socio-demographic landscape across the County look like?*

Access: *How accessible are services across the county?*

Industry & Talent: *What does Cobb County's local job market and talent fulfillment look like?*

Housing: *What is the housing mix across the county?*

Public Services: *Based on services usage, what does Cobb County's participation look like across those services considered most critical?*

STAKEHOLDER ENGAGEMENT RESEARCH QUESTIONS

Mission: *How is Cobb performing against the County mission?*

Core Values: *How is Cobb performing against the County's core values?*

Current State: *What are the County's key strengths, weaknesses, opportunities, and threats?*

Future Priorities: *What are the most important and relevant focus areas for Cobb County to prioritize over the next 5 years?*

INPUTS & APPROACH

To effectively answer the research questions and attain inclusive engagement, an integrated and diverse set of methods were deployed. The inputs used in the discovery phase are as follows:

- Interviews
- District Listening Sessions
- County-wide survey
- Community Workshops
- Cobb County Data (County-provided and publicly available data)



The approach used in the discovery phase is as follows:

1. Categorical assignments were made for all sessions and interview questions, to allow for ease of analysis and clearly defined descriptions for each insight.
2. Using the interview engagement methods, strategic questions were posed as guiding principles for the creation of Cobb data dashboards
3. The insights were then evaluated to determine which streamlined theme they aligned with.
4. The collection of insights were then categorized and quantified to identify outcome areas.

DESIGN PHASE

The design phase is the compilation of the insights found in the discovery phase. The design phase leveraged several stakeholders and data accumulation to create a strategic vision, goals, and outcomes for Cobb County.

INSIGHTS REPORT

The results of the insights collected during the discovery phase were compiled and presented to county leadership. The insights report was sorted via stakeholder engagement, data analysis and SWOT (strengths, weakness, opportunities, and threats) findings.

VISION DOCUMENT

As a result, a series of vision-based information were developed with the key outcome of creating a vision statement to be used for the Strategic Plan. The statement received multiple levels of feedback from county leadership and was ultimately finalized at the Board of Commissioners Retreat.

INPUTS & APPROACH

To effectively create strategic recommendations which address the key research insights, an innovative and agile set of methods were deployed throughout the planning project's design phase.

The inputs used in the design phase are as follows:

- Board of Commissioner Retreat Discussions
- Interviews
- Cobb Leadership Working Groups
- Community Roundtable Discussions



The approach used in the design phase is as follows:

1. Based on the County Insights Report suggestions, key strategic themes, goals, and outcomes were developed as a foundation for the strategic plan.
2. The themes, goals, and ideal outcomes evolved from feedback from multiple, diverse stakeholder groups.
3. Following the envisioning of the strategic goals and outcomes a feasibility assessment was conducted through leadership working groups.
4. The feedback from the diverse inputs were compiled and put into strategic recommendations and goals. These are the proposed strategies of the strategic plan.



COMMUNITY ENGAGEMENT HIGHLIGHTS



*5,191 insights if survey included