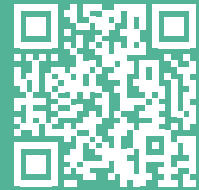


What is Cobb County's **Mobility SPLOST**?

The Mobility Special Purpose Local Option Sales Tax (MSPLOST), appearing on November's General Election ballot, proposes a 1-cent sales tax to invest in Cobb County's transit system and supportive infrastructure over the next 30 years. This initiative aims to improve the county's transit infrastructure with a focus on safety, flexibility, and reliability tailored to meet the specific needs of our growing community and local economy.



MSPLOST Project List Goals:

- **Community Tailored Transit** - Supports Cobb's projected growth, current and future land use patterns, and local economy with a variety of mobility investments that provide safe, flexible and reliable service options.
- **Expanding Opportunities**- Expands mobility access to jobs and key destinations throughout the county.
- **Inclusive Access** - Focuses on increasing access to vulnerable and transit dependent communities, currently underserved by the existing system
- **Economic Vitality** - Implements transit investments to sustain and support Cobb's current and future economy
- **Countywide Service Enhancements** – Enhances the transit customer experiences with investments to increase speed, reliability and safety
- **Planned Investment** – Guided by incremental and sustainable investment, supported by approved comprehensive planning efforts

CHANGING TRANSIT FUNDING IN COBB COUNTY

Currently, CobbLinc is funded primarily through local property tax revenues, with additional funding from federal sources, grants, and user fares. If Cobb County residents vote in favor of the proposed MSPLOST referendum in November, MSPLOST could generate an estimated \$11 billion.

WHAT IS COBB'S TRANSIT PLAN?

Cobb's future is guided by multiple countywide planning efforts including the **Comprehensive Transportation Plan** and the **Comprehensive Land Use Plan**. If MSPLOST is approved, the project list outlines proposed transit efforts that have projected service enhancements beginning within the first 5 to 10 years.

WHAT'S ON THE NOVEMBER BALLOT?

The MSPLOST language, as approved by Cobb County Board of Commissioner (June 2024), will appear on November's General Election ballot as follows:

Shall a special 1 percent sales and use tax be imposed in the special district consisting of Cobb County for a period of time not to exceed thirty years and for the raising of funds for transit and transit supportive projects? These projects will be as defined in O.C.G.A. § 48-8-269.40, and will be inclusive of the approved project list within the Atlanta-Region Transit Link Authority Regional Transit Plan (ARTP).

If imposition of the tax is approved by the voters, such vote shall constitute approval of the issuance of general obligation debt of Cobb County in the principal amount not to exceed \$950,000,000 for the above purpose.

If the MSPLOST is approved by voters, the MSPLOST will ensure that the cost of Cobb County Transit is shared by all consumers who purchase goods within the county. This shift would distribute the funding responsibility across all residents, businesses, and non-residents (including commuters and tourists). Additionally, increased transit funding provided through dedicated financial streams like the proposed MSPLOST enhances Cobb County's ability to secure matching funds, making us more competitive for federal capital grant programs.

If the MSPLOST is rejected by voters, Cobb County will, for the foreseeable future, continue to operate CobbLinc with local property taxes as the primary revenue source, supplemented by standard federal funds and customer fares.



IMPORTANT DATES TO REMEMBER

- **Early Voting Period:**
October 15 – November 1
- **General Election:**
November 5, 2024

Be sure to visit
www.cobbcounty.org/elections
for additional voter information,
key dates and election details.

MSPLOST Project List

- **73 Miles** of Bus Rapid Transit
- **34 Miles** of Arterial Rapid Transit
- **325 Miles** of Expanded Local, Commuter, and Rapid Transit
- **6** New/Enhanced Transit Facilities
- **100%** Countywide Microtransit Coverage
- **Increased Paratransit Service**
- **\$1 Billion** investment in Transit Supportive Projects
- **Transportation Technology**

