



# POPULAR ANNUAL FINANCIAL REPORT

FISCAL YEAR ENDED SEPTEMBER 30, 2024



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## Cobb County Manager

### Dr. Jackie McMorris

Dear citizens of Cobb County,

We are honored to present Cobb County's Popular Annual Financial Report (PAFR) for the fiscal year ending September 30, 2024. This report represents the ongoing efforts of the County to remain transparent, effective, and engaging. In addition, this report provides an update on the progress we have achieved together and the investments that continue to shape the vibrant community we call home. Cobb County remains steadfast in its commitment to enhancing the quality of life for all residents through investments that align with the County's overarching Strategic Plan by addressing the key outcome areas of public safety, infrastructure, mobility and transportation, community development, and quality of life. These strategic investments ensure that our county remains an excellent place to live, work, and play.

Public safety remains a cornerstone of our mission. We have increased funding to equip our first responders with state-of-the-art tools and training. Community engagement initiatives are fostering stronger relationships between our first responders and residents, further enhancing trust and cooperation. In addition, we have continued to address vacancies in police, fire, and Sheriff's Office by continuing the Step and Grade Program and lateral adjustments. These efforts underscore our unwavering commitment to creating a safe and secure environment for all.

Our infrastructure investments are designed to support the needs of our growing population and sustain the economic vitality of our community. Significant upgrades to our roadways, bridges, drainage, and sidewalks are underway to improve mobility and reduce congestion. We are also advancing water and sewer system enhancements to ensure reliable services for residents and businesses. Through careful planning and strategic partnerships, we are building the foundation for a resilient and thriving Cobb County.

In addition to infrastructure and safety, our public services continue to adapt and expand to meet the diverse needs of our community. From enhancing parks and recreational facilities to establishing emergency shelter funding and creating a new Family Advocacy Center, we are dedicated to fostering an inclusive and supportive environment. Also, we continued our investments in workforce development initiatives, preparing our residents for success and strengthening our local economy.

Cobb County has experienced significant population growth over the past decade, bringing both opportunities and challenges. To address this growth, we initiated new plan review process improvements that help expedite growth. As always, the County strives to balance development with the preservation of our natural and cultural resources. Zoning and land-use policies are being updated to support smart growth while maintaining the unique character of our communities. Our collaborative efforts with regional and state partners are ensuring that infrastructure and public services keep pace with our expanding population. Finally, I am proud to report that Cobb County continues to maintain its AAA bond rating which speaks to the efficiency and effectiveness of the County and is a reflection of our strong fiscal health and prudent financial management. This achievement enables us to secure low borrowing costs for critical projects, maximizing taxpayer value. Our conservative budgeting practices, combined with long-term financial planning, ensure that we remain well-positioned to navigate economic uncertainties while delivering exceptional services.

As we proudly look to the future, I remain confident in our ability to meet the needs of our growing community while preserving the values that make Cobb County a remarkable place to live, work, and play. Thank you for your continued trust and support as we work together to build an even brighter tomorrow.

With gratitude,

A handwritten signature in black ink that reads "Jackie McMorris".

Jackie McMorris, Cobb County Manager







# COBB COUNTY AT A GLANCE

## OUR COMMUNITY

Cobb County, Georgia, located in the north-central part of the state, is part of the vibrant Atlanta metropolitan area. The county is home to several dynamic cities, with Marietta serving as the county seat. Other notable cities are Smyrna, Kennesaw, Acworth, Mableton, Powder Springs, and Austell, each offering its unique charm and community atmosphere. As of 2024, Cobb County's population was estimated at approximately 792,049, reflecting ongoing growth fueled by its thriving economy and desirable living conditions.

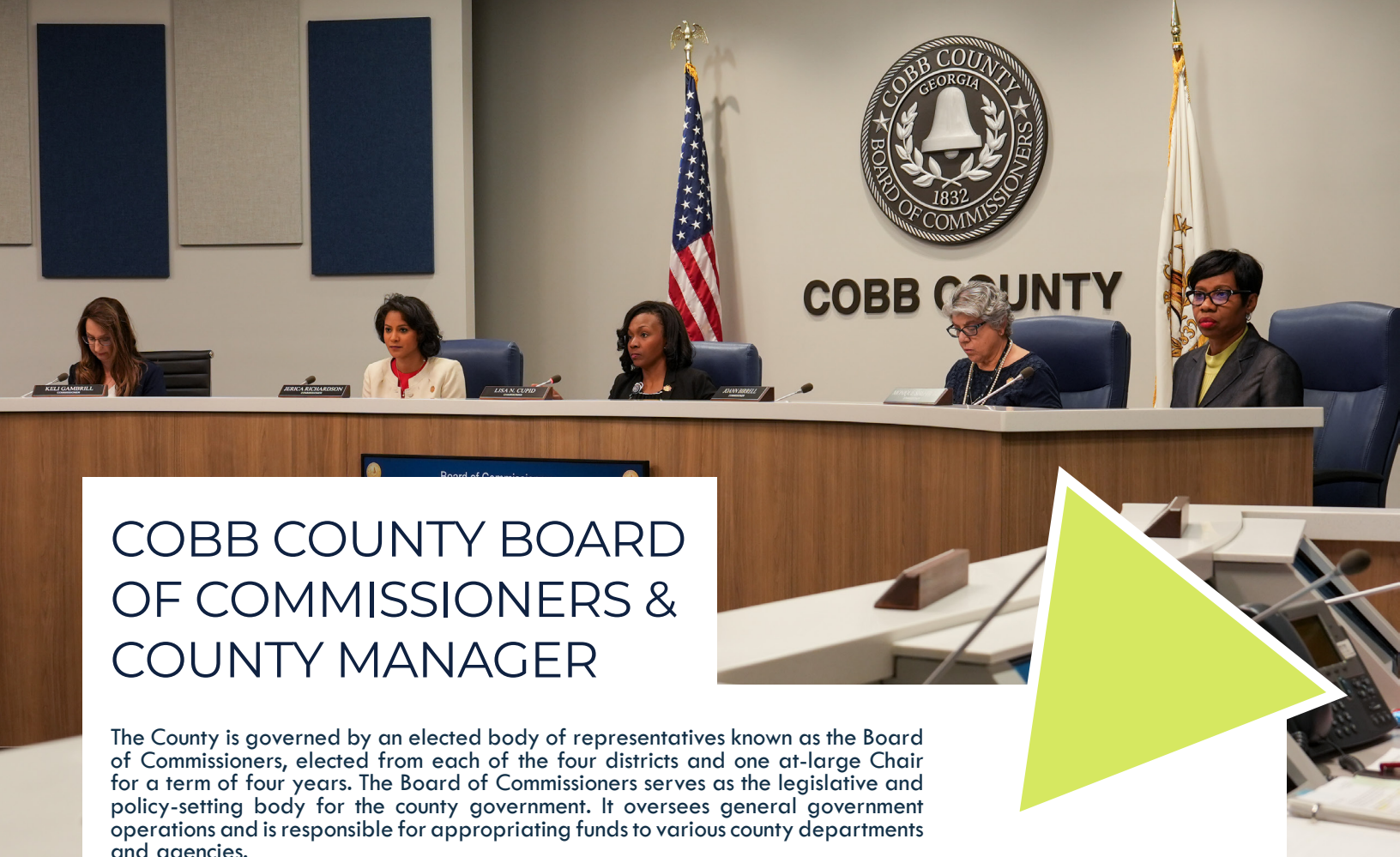
## WHY WE THRIVE

Demographically, Cobb County is diverse and reflective of the broader Atlanta region. Around 51% of the population identifies as White, 28% as African American, and 13% as Hispanic or Latino, with a growing Asian community contributing to Cobb's multicultural fabric. Economically, Cobb County is robust, boasting a median household income of \$97,084—well above both the state and national averages. The county's economy thrives across various sectors, including professional services, healthcare, education, and retail. Major employers in the county include the Cobb County School District, The Home Depot's world headquarters, Lockheed Martin's aeronautical plant, and Wellstar Health System, all of which play a pivotal role in sustaining the county's economic vitality.



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COUNTY ANNUAL REPORT





## COBB COUNTY BOARD OF COMMISSIONERS & COUNTY MANAGER

The County is governed by an elected body of representatives known as the Board of Commissioners, elected from each of the four districts and one at-large Chair for a term of four years. The Board of Commissioners serves as the legislative and policy-setting body for the county government. It oversees general government operations and is responsible for appropriating funds to various county departments and agencies.

The Board's Strategic Plan for 2023–2028 focuses on seven key outcome areas: Community Development, Economic Development, Effective and Efficient Government, Housing and Livability, Mobility and Transportation, Public Safety, and Quality of Life.

Additionally, the Board of Commissioners appoints a County Manager to act as its agent in overseeing the operation of county departments and agencies. The Board also appoints a County Attorney and establishes advisory boards, commissions, and committees that offer county residents opportunities to engage directly in local government.



Cobb County Manager  
Dr. Jackie McMorris



Deputy County Manager  
James Gisi







**CHAIRWOMAN**  
Lisa Cupid



**DISTRICT 1**  
Keli Gambrell



**DISTRICT 2**  
Jerica Richardson

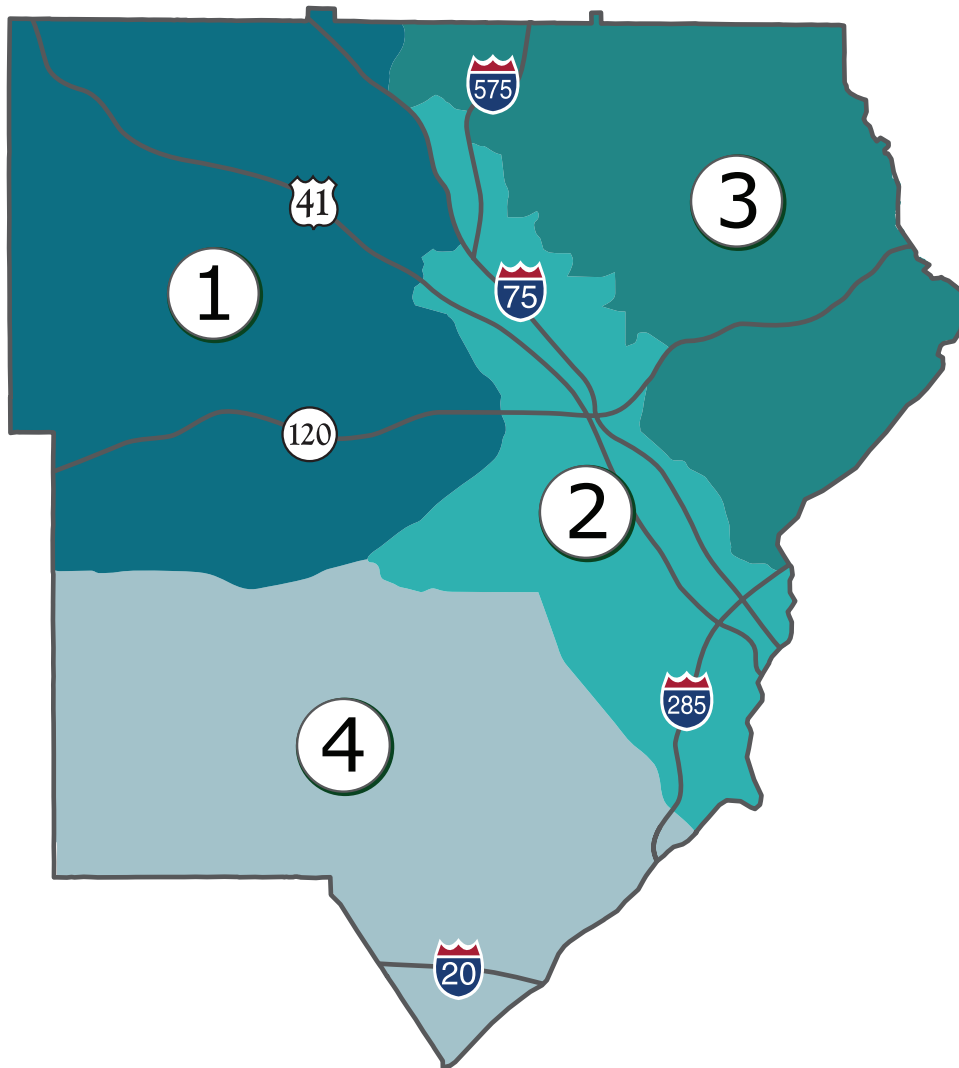


**DISTRICT 3**  
JoAnn K. Birrell



**DISTRICT 4**  
Monique Sheffield

## COBB COUNTY DISTRICTS



The Board of Commissioners (BOC) consists of five members: four commissioners and one commission chair. The Commission Chair is elected by the entire county.

The four commissioner positions are designated as Commissioner District 1, Commissioner District 2, Commissioner District 3, and Commissioner District 4. Only residents within a specific district are eligible to run for election in the respective district. Candidates for Commissioner Districts 1, 2, 3, and 4 are elected only by qualified voters residing within the respective districts. Terms for all positions are four years.

The Commission chair is compensated at an annual rate of \$140,582.87, while district Commissioners are compensated at an annual rate of \$48,411. The BOC holds two regularly scheduled meetings each month: the second Tuesday at 9:00 a.m. and the fourth Tuesday at 7:00 p.m.

# COBB COUNTY'S ECONOMY



Founded in 1832 and covering 340.2 square miles, Cobb County is a growing, dynamic community with approximately 772 thousand residents. The county is known for its beautiful parks and scenery, a strong and diverse business community, thriving neighborhoods, high-quality public services, and a low tax rate.

According to a 2023 study by the Atlanta Regional Commission, Cobb County continues to be one of the fastest-growing counties in the state and Southeast, both in terms of population and employment. Since 2010, smaller households (1-2 people) have grown more than any other household size, adding 15,000 new households. New homes are also getting larger, with an average size of 2,759 square feet. As a result, the median home sale price has increased by 51%. Due to rising home values and increased construction activity, Cobb County boasts a healthy tax digest, which has grown by more than 30% over the past five years.

In 2024, Cobb County celebrated 17 economic development wins, including business relocations and expansions. This resulted in over 930 jobs created or retained and \$136.5 million in new commercial investments.

## • • • Highlights of the year include



The Peach Bowl, Pond & Company, Good to Grow, Atlanta United, Brandsmart, Perimeter Flooring, US Elogistics, Enplas, Osmotica Pharmaceutical, Arylescence, Fortinet, and more.



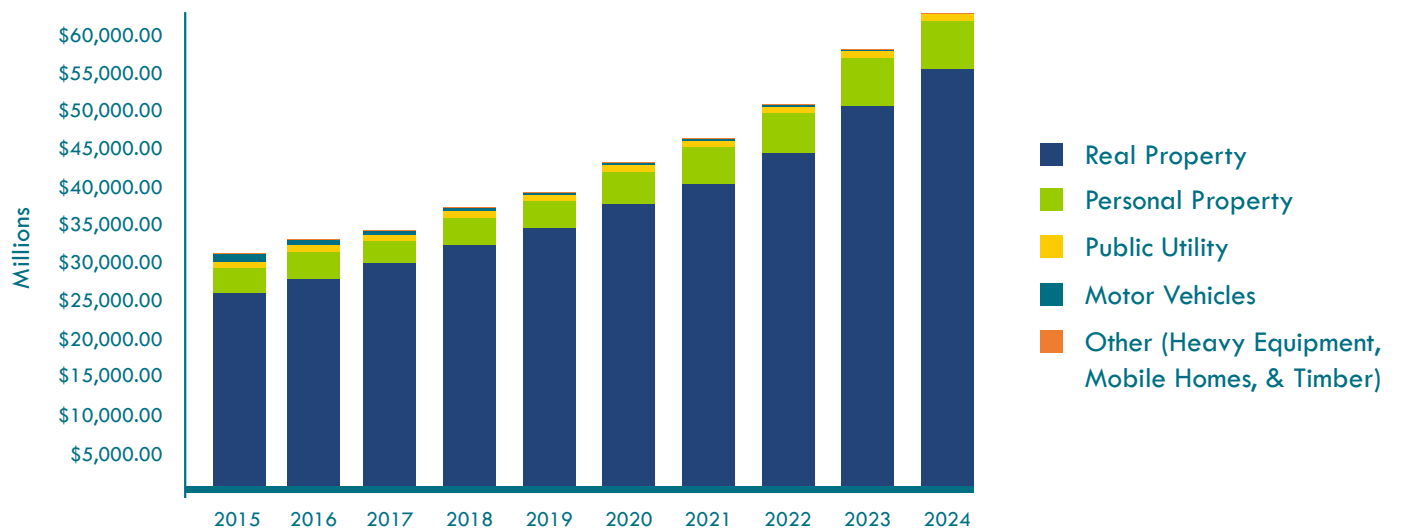


# COBB COUNTY TAXES

The County's largest revenue source is property tax. In FY 2024, property tax revenue and the tax digest continued to grow, with General Fund property tax revenue increasing by approximately \$31.6 million from FY 2023. Property tax includes both real and personal property. Real property is assessed annually at 100% of its fair market value, with the assessment date set as January 1. The increase in real and personal property taxes was driven by growth in assessment values. Key factors contributing to the increase include the revaluation of existing commercial and residential properties, new construction, and revenue generated from personal property taxes on equipment and inventory.

In July 2024, the Board of Commissioners set the County's property tax rates for FY 2024. The Board approved keeping the FY 2024 rates unchanged from the previous year. The total County tax rates have remained flat since 2018.

## ... GROSS DIGEST BY PROPERTY TYPE - 10 YEAR HISTORY



# Cobb County Tax Year 2024

## PRINCIPAL PROPERTY TAX PAYERS

Taxpayer	Tax Amount	40% Accessed Value	School General
GEORGIA POWER COMPANY*	\$19,497,101	\$657,013,533	\$12,102,339
THE HOME DEPOT INC	\$8,612,231	\$260,832,654	\$4,656,857
PIEDMONT GALLERIA LLC	\$6,623,120	\$176,146,804	\$3,293,945
WALTON COMMUNITIES LLC	\$4,911,028	\$165,637,729	\$2,861,731
ATLANTA BRAVES	\$4,138,179	\$113,935,845	\$2,130,600
COBB EMC*	\$4,041,000	\$136,779,337	\$2,486,510
LOCKHEED MARTIN CORPORATION	\$3,836,911	\$141,189,360	\$2,640,241
MID AMERICA APARTMENTS LP	\$3,716,625	\$123,358,030	\$2,306,795
AT&T CORPORATION*	\$3,692,605	\$127,923,840	\$2,240,635
CUMBERLAND MALL LLC	\$3,337,980	\$91,897,306	\$1,718,480
<b>Total</b>	<b>\$62,406,779</b>	<b>\$1,994,714,438</b>	<b>\$36,438,135</b>

\*Amount includes Public Utility

## COBB COUNTY GOVERNMENT BY THE NUMBERS



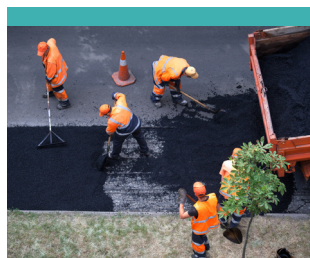
### GENERAL GOVERNMENT

1,334 Employees  
759,734 Vehicle Tags Issued  
29 Fleet Service Bays



### PUBLIC SAFETY

2,371 Employees  
9 Police Stations  
373,277 Police Service Calls  
29 Fire Stations  
99,261 Fire/EMS Service Calls



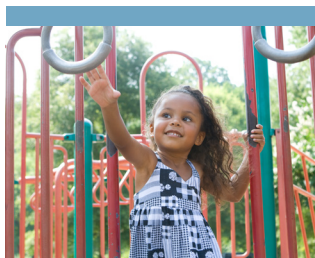
### PUBLIC WORKS

182 Employees  
113 Miles of Road Resurfacing  
2,417 Miles of Roads  
1,312 Miles of Sidewalks



### HEALTH AND WELFARE

46 Employees  
6 Senior Service Facilities  
4,852 Child Support Cases



### CULTURE AND RECREATION

319 Employees  
56,232 Golf Rounds Played  
90 Parks  
15 Libraries



### HOUSING AND DEVELOPMENT

113 Employees  
12,881 Building Permits Issued  
5 HUD Homes Built



### WATER

370 Employees  
198,573 Water Accounts  
3,080 Miles of Water Mains  
2,782 Miles of Sewer



### SOLID WASTE AND BEAUTIFICATION

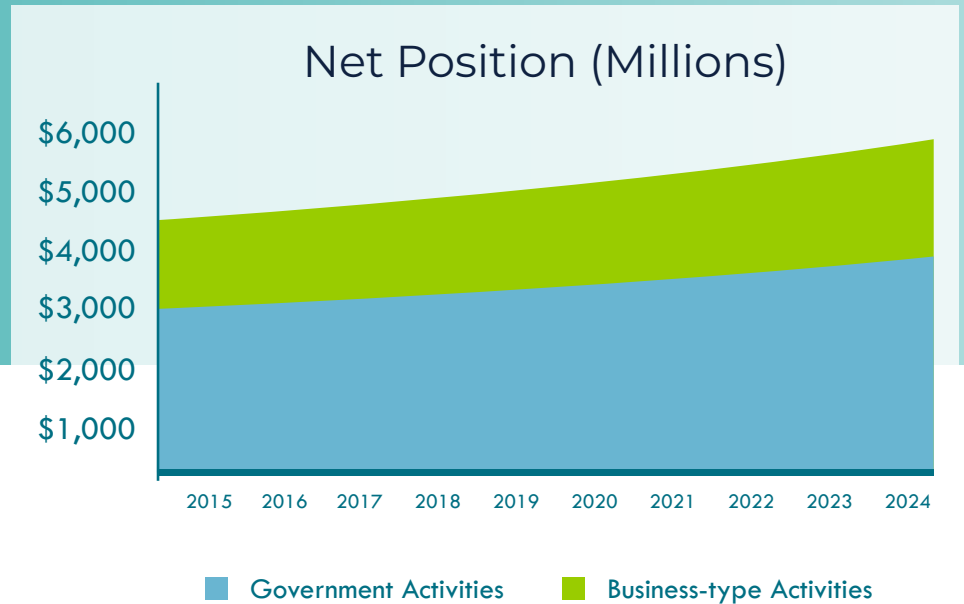
10 Employees  
3 Landfills



# FUND BALANCE & NET POSITION

The Government-wide financial statements provide a broad overview of the County's operations, similar to the financial reporting of a private-sector business. These statements offer both short-term and long-term information about the County's financial position, which helps assess the economic condition at the end of the fiscal year. They are prepared using the flow of economic resources measurement focus and the accrual basis of accounting, meaning they account for all revenue and expenses related to the fiscal year, even if the cash has not yet been received or paid.

The Statement of Net Position presents information on all of the County's assets, deferred outflows of resources, liabilities, and deferred inflows of resources, with residual of all other elements reported as net positions. Over time, increases or decreases in net position can serve as a useful indicator of whether the County's financial position is improving or deteriorating.



The Net Position for both has experienced growth every year since 2017, with a combined ten-year growth exceeding \$1.12 billion. This increase in net position indicates that the County's financial position has improved.

The net investment in capital assets—such as land, buildings, equipment, and infrastructure (roads, bridges, water lines, and sewer lines)—minus any related debt still outstanding from acquiring those assets, represents the largest portion of the County's Net Position, totaling \$5.9 billion (net of accumulated depreciation and debt). The net investment in capital assets increased by over \$76.5 million in fiscal year 2024, primarily due to water and sewer line capital contributions.

The County uses these capital assets to provide services to its citizens; therefore, these assets are not available for future spending.



# FUND BALANCE & NET POSITION



## FUND FINANCIAL STATEMENTS

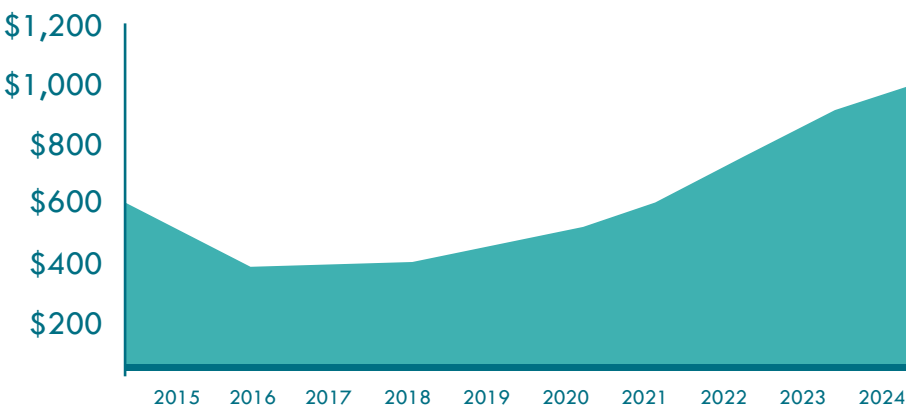
The County presents two types of financial statements: the government-wide statements, as discussed previously, and the fund financial statements. The fund financial statements focus on individual parts of the County government, providing more detailed information about the County’s operations than the government-wide statements. All of the County’s funds can be categorized into three groups: governmental funds, proprietary funds, and fiduciary funds. It is important to note that these categories use different accounting methods and should be interpreted accordingly.

## NON-MAJOR GOVERNMENTAL FUNDS

Most of the basic services provided by the County are financed through non-major governmental funds. Unlike government-wide statements, non-major governmental fund statements use the flow of current financial resources measurement focus and the modified accrual basis of accounting. These statements offer a detailed short-term view of the County’s finances, helping to determine whether there will be adequate financial resources available to meet the County’s current needs.

The Governmental Fund statements include four major funds: the General Fund, Fire District Fund, ARPA Fund, and SPLOST Fund. Additionally, these statements include all other non-major governmental funds

Fund Balance - Government Funds (Millions)



Fiscal Year (Millions)	General Fund	Fire District Fund	SPLOST Fund	Non-Major Governmental Funds	Total Governmental Funds
2023	\$322	\$91	\$322	\$165	\$900
2024	\$354	\$107	\$360	\$174	\$995



# FUND BALANCE & NET POSITION

## GOVERNMENTAL FUNDS

Governmental fund balances are categorized into five categories:

1. Non-spendable: Funds that cannot be spent because they are not in spendable form or are legally or contractually required to remain intact.
2. Restricted: Funds to be used only for specific purposes based on constraints placed by external parties, legislation, or constitutional provisions.
3. Committed: Funds to be used only for a specific purpose based on constraints imposed by formal action of the Board of Commissioners.
4. Assigned: Funds that the government designates to be used for specific purposes.
5. Unassigned: Residual fund balance available for any purpose, at the end of each fiscal year, for appropriation by the Board of Commissioners.

## Governmental Funds Financial Analysis of Fund Balance Fiscal Year 2024

Fiscal Year 2024	General Fund	Fire District Fund	ARPA Fund	SPLOST Fund	Non-Major Governmental Funds	Total
Non-spendable	\$3,218,389	\$8,253,185	-	-	\$223,559	\$11,695,133
Restricted	\$2,297,813	\$98,909,338	-	\$360,265,448	\$92,457,199	\$553,929,798
Committed	\$19,758,274	-	-	-	\$14,131,088	\$33,889,362
Assigned	\$2,837,751	-	-	-	\$66,645,064	\$69,482,815
Unassigned	\$325,795,202	-	-	-	(\$5)	\$325,795,197
<b>Total Fund Balances</b>	<b>\$353,907,429</b>	<b>\$107,162,523</b>	<b>-</b>	<b>\$360,265,448</b>	<b>\$173,456,905</b>	<b>\$994,792,305</b>

2023 Total Fund Balances	\$322,085,306	\$90,712,951	-	\$322,156,340	\$164,975,513	\$899,930,110
Change	\$31,822,123	\$16,449,572	-	\$38,109,108	\$8,481,392	\$94,862,195

The General Fund's Unassigned Fund Balance has increased each year since 2017, with an increase of \$160.6 million since 2020.



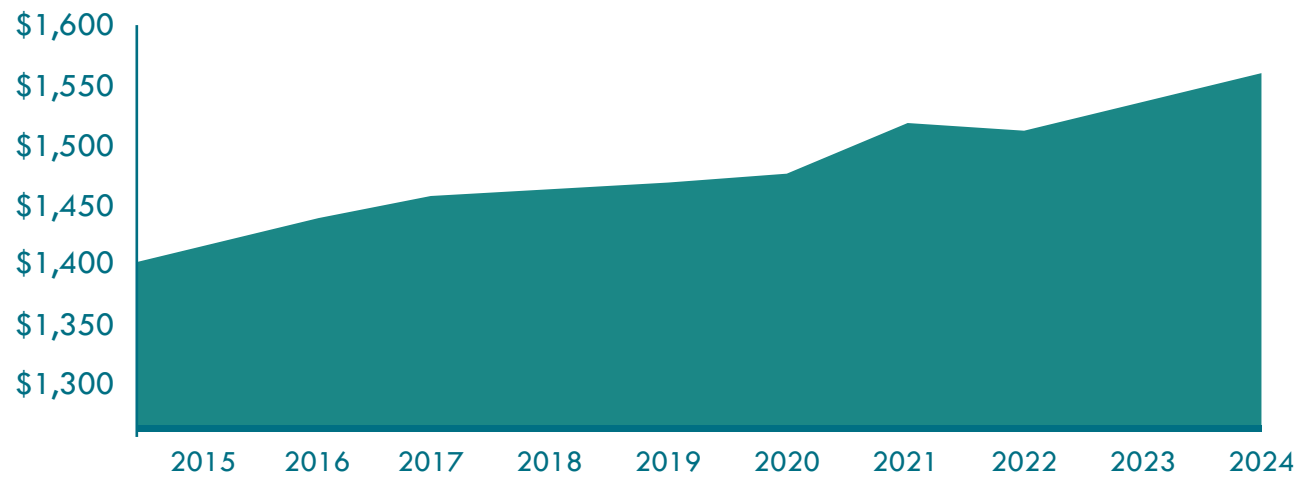
# FUND BALANCE & NET POSITION

## PROPRIETARY FUNDS

The activities of the County that provide services to the general public on a user-charge basis, or that require periodic determination of revenues for public policy, are accounted for as Proprietary Funds.

The Proprietary Fund statements include one major fund, the Water and Sewer Fund, as well as other non-major enterprise funds.

Net Position - Total Proprietary Funds (Millions)



Business-type activities increased the County's net position by \$31.4 million, accounting for 14.3% of the total growth in net position in FY 2024. The overall growth in net position for business-type activities over the past ten years has been approximately 14.1%, while expenses have increased by 50.3% during the same period.

The Water and Sewer Fund's net position accounts for over 89.1% of the total net position for proprietary funds. The fund experienced a change in net position of \$32.2 million in FY 2024, largely due to \$21.9 million in capital contributions.

# FISCAL YEAR 2024 FINANCIAL RESULTS

## GENERAL FUND SUMMARY

The General Fund is the primary operating fund of the County. At the end of the 2024 fiscal year, the General Fund's total fund balance increased to \$353.9 million, an increase of \$31.8 million from the previous fiscal year. Revenues grew by \$23.8 million (9.6%), while operating expenditures rose by \$29.7 million (9.5%). Taxes accounted for the largest increase in revenues.

At the end of FY 2024, the unassigned fund balance of the General Fund stood at \$325.8 million. As a measure of the General Fund's liquidity, it may be helpful to compare both the unassigned fund balance and total fund balance to total fund expenditures. The unassigned fund balance represents 57.7% of total General Fund operating expenditures, and the total fund balance represents 62.7% of the same amount.

## FIRE DISTRICT FUND SUMMARY

The Fire District Fund accounts for the operation of the fire department within the County. Of the total fund balance, \$98.9 million is reported as restricted for special programs, with \$8.3 million in nonspendable fund balance for prepaid items. The fund balance increased by \$16.5 million during the current fiscal year, largely due to a \$19.1 million increase in tax revenues. This increase reflects a healthy digest and rising real estate values. Only property owners in areas served by the Cobb Fire Department pay property taxes into this fund. These additional tax revenues help fund the acquisition of fire vehicles and apparatus, fire equipment, and personal services. While total assets increased by \$18.5 million, total liabilities rose by \$0.6 million.

## SPLOST FUND SUMMARY

The SPLOST Fund accounts for the financial resources generated by the 2011, 2016, and 2022 one-percent Special Purpose Local Option Sales Taxes. These funds were approved by voter referendum for public safety and transportation projects, as well as parks, recreation, cultural affairs, and support services. At the end of the current fiscal year, the SPLOST Fund reported a fund balance of \$360.3 million, which is restricted for specific construction and capital outlay projects. With continued economic growth, revenues continue to outpace expenditures, and in FY 2024, revenues exceeded expenditures by \$30 million.

## ARPA FUND SUMMARY

The ARPA Fund accounts for the financial resources provided by the U.S. Department of the Treasury to eligible local governments through the American Rescue Plan Act of 2021 (ARPA). This legislation provides critical relief to help governments support the public health response and lay the foundation for a strong and equitable economic recovery. In addition to helping state, local, and Tribal governments address revenue losses due to the crisis, it enables them to cover costs incurred while responding to the public health emergency and provides support for recovery efforts, including assistance to households, small businesses, nonprofits, impacted industries, and essential workers.

Project expenses for FY 2024 include: \$7.9 million for Community Health projects, \$4.6 million for County Infrastructure, \$12.7 million for Economic Development projects, \$3.7 million for Public Safety projects, and \$9 million for Support Services. An additional \$15.7 million was spent on building renovations, DOT Surface Transportation Projects, fresh food distribution, and consulting services for the management and oversight of the funds. All funds must be obligated by December 31, 2024, and expended by December 31, 2026.

## LONG-TERM DEBT

As of September 30, 2024, Cobb County had a total of \$515.4 million in outstanding long-term debt, excluding interest expense. Of this amount, \$430.1 million consists of revenue bonds (net of bond premium).





## CAPITAL IMPROVEMENTS

To remain competitive in a global economy and ensure continued economic growth, Cobb County must address its public infrastructure needs, including transportation, air travel, water supply, wastewater treatment, and waste disposal. To meet these challenges and improve quality of life, Cobb developed the Capital Plan, which consists of two components: the Capital Replacement Schedule (CRS) and the Capital Improvement Program (CIP). The CRS is a management tool that anticipates and plans for the County's capital replacement needs over a 20-year horizon, focusing on replacing existing facilities and equipment. This proactive approach allows for long-term infrastructure planning. The CIP, on the other hand, identifies the need for new capital items or projects. Additionally, Cobb County utilizes the 2040 Comprehensive Plan, a long-term policy document that shapes the County's development over a 20-year planning period. It is updated every five years and includes a Future Land Use Map that determines the most suitable types of development for each area. To accommodate timely, small-scale adjustments to the plan, an annual amendment process runs from October to January, culminating in a final public hearing. In FY 2023, funding was allocated to begin a countywide Facilities Condition Assessment. This assessment will evaluate the condition and functionality of buildings and infrastructure, ensuring they are suitable for their intended purposes.

### County-Owned Transit System

Cobb County's bus service continues to meet its goal of providing residents with a safe, reliable, attractive, and cost-effective public transportation system. The system includes ADA-accessible fixed-route and commuter buses, as well as demand-responsive paratransit vehicles. CobbLinc transports passengers within the County and connects directly to the Metropolitan Atlanta Rapid Transit Authority (MARTA) system at key rail stations. The County owns all transit vehicles, transfer centers, park-and-ride lots, and operating facilities, while a private service provider manages the day-to-day operations and maintenance of the system. In 2024, CobbLinc riders took nearly 1.2 million trips. Cobb also replaced 12 paratransit buses and launched a new ADA-accessible microtransit service. This service replaces the existing Flex Service with an Uber-like model, enabling customers to request rides via a smartphone app within a single, larger geographic zone.

### SPLOST Projects

Every project funded by the 2011, 2016, and 2022 SPLOSTs is designed to improve the quality of life in Cobb County by maintaining, enhancing, and upgrading County parks, transportation infrastructure, public safety, libraries, senior services, judicial, and public health facilities.

### SPLOST – Transportation

With the 2016 and 2022 SPLOST programs proceeding on schedule, improvements to Cobb County's transportation system continue to progress. The 2016 SPLOST program includes 306 transportation projects, all of which are either underway or completed. By the end of FY 2024, 100% of the 2016 SPLOST Transportation projects had been started or completed, with 97% in the completed or construction phase, with 3% in the design/engineering phase. The 2022 SPLOST program features 242 transportation projects, with 141 completed, 36 in construction, and 65 in the preconstruction phase.







## SPLOST Transportation Projects Completed in 2024

- Chattahoochee River Trail, Phase 1
- James Road over Pine Creek - Bridge Replacement
- Mack Dobbs Road
- Mars Hill Road at Fords Road
- Old Alabama Road at Pebblebrook High School
- Twenty-eight Drainage System Improvement Projects
- Seven Resurfacing Contracts
- Seven Traffic Management, Traffic Signal, and Planning Projects
- Six Sidewalk Projects

## Projects Started/In Progress (Construction Phase) in 2024

- Lower Roswell Road
- Old Floyd Road at Veterans Memorial Highway
- South Barrett Reliever, Phase 3
- Atlanta Road Bridge over CSX Railroad
- Silver Comet Trail Connector
- Big Shanty Road at Hidden Forest Court
- Ewing Road Sidewalk
- Mableton Parkway Pedestrian Improvements, Phase 2
- Riverside Parkway at White Road
- Ten Resurfacing Contracts

## SPLOST – Public Safety

- **Fire Station 29 (2016 SPLOST)** is scheduled to close on the property on December 5, 2025.
- **Fire Training:** Phase 2 is approximately 80% complete, with plans to finish by the end of April 2025.
- **Fire Station 12:** Site work has started, the property has been cleared, and currently waiting on the building permit. It is scheduled to be completed in February 2026.



## SPLOST – Public Services

Funding for these projects will be used to improve parks, libraries, and senior centers, benefiting the citizens of Cobb County.

- **Gritters Library Renovation and Expansion:**  
The completion of this project will promote literacy, education, workforce development, civic engagement, and health and wellness.
- **Cobb PARKS:**
  - 98% of the 2011 SPLOST projects have been completed.
  - 92% of the 2016 SPLOST projects have been completed.

Some of the PARKS SPLOST Public Service projects completed in 2024 include:

### 2016 SPLOST:

- Stout Park Phase 1 Master Plan Construction
- Terrell Mill Park Netting





## 2022 SPLOST

- Hurt Road and Shaw Park Renovations
- Ebenezer Downs Property LVT Installation in the main house
- Subsurface Infrastructure Improvements at Big Shanty
- Electrical and Lighting Upgrades at Hubert and Mud Creek Soccer Complexes
- Building Renovations and Improvements:
  - Gymnasium floor replacements at South Cobb, Fair Oaks, Ron Anderson, and Fullers Park Recreation Centers
  - Pool marcite replacements and painting at Mountain View, Central, and South Cobb Aquatic Centers
  - Structural repairs at Mountain View Aquatic Center
- Mechanical Dehumidification System Replacements at Mountain View, West Cobb, and South Cobb Aquatic Centers
- Parks and Facility Signage at multiple locations
- Technology, Life Safety, and Security Improvements on the Silver Comet Trail and at multiple park locations

Committed to serving its residents, Cobb County continues to implement forward-thinking programs, enhance public services, and develop essential infrastructure while safeguarding the community's rich history, culture, and natural resources.

## Unified Development Code

The goal of the Unified Development Code (UDC) project is to produce a document that encourages and enables development and redevelopment, in identified centers while preserving the unique character of the County's more rural areas, protecting existing neighborhoods, conserving natural and historic resources, supporting economic development, and providing opportunity for a variety of housing types.

The UDC will be set out in a way that easily organizes standards and regulations so that citizens, developers, county staff, and decision-makers know what is expected of any development proposal. Completing this rewrite with guidance from the Comprehensive Plan Update will help ensure that moving forward, the County's policies and regulations work hand in hand.



## Family Advocacy Center

The Board of Commissioners approved the Cobb Family Advocacy center in 2023. The Center began operation in 2024. The Cobb FAC is designed to address barriers faced by victims, by locating critical service providers under one roof, with a coordinated intake process. The FAC provides a central location for law enforcement, criminal justice, and state agencies, as well as non-profit organizations, to meet the wide and varied needs of victims of domestic violence, sexual assault, child abuse, elder abuse, stalking, and human trafficking. The goal of the FAC is to provide a seamless process for victims and families as they navigate the process and get the assistance they need, without having to recount their abuse numerous times.



## County Infrastructure Highlights

Phase 3 of the South Barrett Reliever is under construction and will provide an alternate route around Barrett Parkway, one of the busiest corridors in the Town Center area. The Reliever is expected to decrease traffic during peak hours by 22% by constructing a new roadway from the Costco area, over Interstate 75, to Roberts Court by Home Depot. The road will also have bike lanes and crosswalks. The project is estimated to cost more than \$36 million and is anticipated to be completed by the end of 2025.

The extension of the Silver Comet Trail along Atlanta Road, between Plant Atkinson Road and the Chattahoochee River, is currently under construction. The project includes rehabilitating the Atlanta Road Bridge over CSX Railroad, rebuilding the traffic signals at Plant Atkinson Road and Nifda Boulevard, and repaving Atlanta Road. Once completed, the project will provide a multi-use trail for pedestrians and cyclists to travel between the Silver Comet Trail and the City of Atlanta. The project is estimated to cost \$7.8 million and is anticipated to be completed by Summer 2025.



## Microtransit Pilot Program

Starting in October 2024, CobbLinc launched a new on-demand transit service, CobbLinc Go, to serve an area generally bounded by Austell Road, Macland Road, and New Macland Road/Austell Powder Springs Road. Between 7a.m. and 7p.m., Monday to Friday, the public may use the CobbLinc app or call 770-427-4444 to schedule a ride. CobbLinc Go will provide door-to-door service after paying a fare of \$2.50. If applicable, riders headed in the same direction will be grouped together. Wheelchair-accessible vehicles are also available. The service is part of a two-year pilot microtransit program to enhance public transportation in Austell, Powder Springs, and South Cobb.

## MAINTAINING OUR AAA STATUS

In July of 2024, Fitch Ratings, Moody's Investors Service, and Standard & Poor's (S&P) Global Ratings affirmed Cobb County's AAA/Aaa/AAA ratings for the twenty-eighth consecutive year. These are the highest ratings available from each of these agencies, enabling the County to borrow at competitive rates and ensuring efficient use of tax revenues.

The rating agencies highlighted the following attributes of the County:

- Healthy finances supported by revenue growth and strong budget management
- Long-term liabilities lower than those of comparably rated counties
- Financial resilience demonstrated by ample budgetary flexibility
- Strong reserve levels
- Economic expansion driven by ongoing business investment
- Central and desirable location within the growing Atlanta Metropolitan Statistical Area (MSA)

As of September 30, 2024, the County had zero general obligation debt outstanding.



## MAJOR UPCOMING EVENTS

Cobb County is the proud host of the 2025 MLB All-Star Game, Home Run Derby, All-Star Village and several other ancillary events as part of that exciting weekend. Atlanta is one of 16 cities chosen to host the 2026 FIFA World Cup. The matches will bring a large economic boost to the area. Atlanta is also going to be host for the Super Bowl LXII in 2028.







**Cobb County Government**  
**Finance Department**

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