ARC works closely with local governments and community partners in Cobb County to improve quality of life and secure future success. This report measures progress in Cobb in the three long-range goals of the Atlanta Region’s Plan: providing World-Class Infrastructure, fostering Healthy, Livable Communities, and developing a Competitive Economy.

**WORLD-CLASS INFRASTRUCTURE**

ARC works with its regional partners to develop and maintain world-class infrastructure, including a transportation network that improves mobility, and a sustainable supply of clean water.

**Improving Mobility in Cobb**

- **$160 million** in federal and state transportation funds allocated by ARC to the county. Projects include: building a Barrett Parkway reliever by widening Shiloh Valley Drive/Greers Chapel Drive from two to four lanes and extending it across I-75; and construction of a 2.6-mile trail network along Mableton Parkway, part of a larger project to connect the Silver Comet Trail to the Chattahoochee River.

- **3.3 million** fewer miles traveled by the 2,598 Cobb residents who participated in the Georgia Commute Options program, saving them **$1.9 million** in fuel and vehicle maintenance costs.

**Securing a Sustainable Future**

- **232** elementary school students in Cobb County and City of Marietta participated in the Wonders of Water Children’s Water Festivals.

The Metro Water District held its seventh annual Water Drop Dash 5k Race and Family Water Festival.

Green Communities staff met with the City of Smyrna to help develop a strategy for achieving certification.

**BY THE NUMBERS: COBB COMMUTING**

- **42%** of employed Cobb residents work outside of Cobb County.

- **381,798** total workers living in Cobb.

- **21 million** average daily vehicle miles traveled.

Source: ARC analysis of data from U.S. Census, GDOT.
HEALTHY, LIVABLE COMMUNITIES

ARC works to foster vibrant, walkable communities and supports healthy living and aging by offering a range of services for older people and individuals with disabilities.

Improving Quality of Life for Cobb Residents of All Ages & Abilities

$2.1 million in state and federal funds to Cobb Senior Services for direct services provided exclusively to Cobb residents, including congregate and home-delivered meals, in-home support services, transportation, and case management.

Making Cobb an Even Better Place to Live, Work, and Play

$150,000 Livable Centers Initiative grant provided to Town Center CID for a study focusing on creating a walkable entertainment area along the Chastain Road corridor, including consideration of multi-use trail connections, alternative transportation opportunities, traffic calming, last mile connectivity, and sense of place.

ARC’s Community Development staff provided technical assistance, as well as planning, training, and facilitation services to the City of Kennesaw.

BY THE NUMBERS: COBB POPULATION


Race & Ethnicity

(2018) 51.5% White 56.5%
27.5% Black 25%
13% Hispanic 12%
5.5% Asian 4.5%
2.5% Other 2%

(2010) 56.5% White 51.5%
25% Black 27.5%
12% Hispanic 13%
4.5% Asian 5.5%
2% Other 2.5%

Percent of Population 65+

Cobb
2018 12%
2010 9%

Metro Atlanta
2018 12%
2010 9%

Source: ARC analysis of data from U.S. Census
COMPETITIVE ECONOMY

ARC works with its regional partners to ensure our economy remains thriving and competitive.

Planning for a Stronger, More Competitive Economy

ARC’s CATLYST program is a 5-year effort designed to improve regional competitiveness and collaboration throughout the 10-county region and the City of Atlanta. Through the hard work of volunteer project teams and ARC staff, CATLYST will ensure that metro Atlanta has good jobs, a well-trained workforce, and the regional collaboration needed to invigorate economic growth. CATLYST has launched three work programs:

- **Ramping up Regional Marketing Alliance** – CATLYST continues to convene the Atlanta Regional Marketing Alliance and support the group’s efforts to make an even greater economic impact across the region. Through the work of this collaborative group, two regional marketing events were held and the Metro Atlanta Opportunity Zone Prospectus was created (www.metroatlantaOZ.com).

- **Analyzing Root Causes of Disconnected and Displaced Workers** – Through a collaborative effort, CATLYST is supporting a team in exploring the barriers that prevent people from finding meaningful employment and identifying approaches to ease the pathways to good jobs.

- **Identifying Effective Affordable Housing Strategies** – CATLYST continues to support a multi-disciplinary team in creating a regional strategy designed to increase the availability of quality, affordable housing. For more information and the latest updates on the strategy, visit AtlantaRegionalHousing.org.

Cultivating Leaders to Meet the Region’s Challenges

28 Cobb County residents took part in ARC leadership programs, including Regional Leadership Institute (RLI), Arts Leaders of Metro Atlanta (ALMA), Model Atlanta Regional Commission (MARC), and Leadership Involvement Networking Knowledge (LINK) trip.

BY THE NUMBERS: COBB ECONOMY

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<tbody>
<tr>
<td>$75,654</td>
<td>400,040</td>
<td>9% in Cobb live below poverty level</td>
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<tr>
<td>$65,381</td>
<td>323,694</td>
<td>14% in metro Atlanta live below poverty level</td>
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Source: ARC analysis of data from U.S. Census