



Atlanta Regional Commission
regional impact + local relevance

ARC 2021 ANNUAL REPORT – **COBB COUNTY**

atlantaregional.org

September 2021



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

A \$137.4 million in federal and state transportation funds allocated by ARC to the county. Projects include **access ramps onto I-75 North Managed Lanes**; pedestrian improvements to Kennesaw Mountain Trail; and operating assistance for CobbLINC weekend transit service.

3.1 million fewer miles traveled by the **914 Cobb residents** who participated in the **Georgia Commute Options** program, saving them **\$1.8 million** in fuel and vehicle maintenance costs.



Securing a sustainable future

Cobb County is recertifying as a **Green Community** this year. ARC Sustainability staff also worked one-on-one with Cobb as they prepared the application materials.

33 Cobb students participated in the **Metro Water District's High School Video Contest**.

The **Metro Water District** partnered with **Georgia Public Broadcasting** to create a Live Exploration of Georgia's water systems called **Georgia's Water Live**. Over **79,000 students, teachers and parents** across the region tuned in during the live broadcast, where over **400 questions** were answered.

All data unless specified otherwise is through June 30, 2021.

ARC's COVID-19 RESPONSE

Helping organizations transition to hybrid work environments

Georgia Commute Options (GCO), a program managed by ARC, served a vital role in helping organizations move to telework environments during peak pandemic times. As shelter-in-place orders began to lift in Georgia, GCO began helping companies establish hybrid work environments (continued telework, flexible schedules, and shared spaces), recognizing the strong desire of most employees surveyed to continue teleworking at a higher level than pre-pandemic.



HEALTHY, LIVABLE COMMUNITIES

ARC works to foster vibrant, pedestrian-friendly 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 and abilities

\$2.7 million in state and federal funds allocated by ARC to **Cobb Senior Services** for direct services provided to Cobb residents, including **congregate and home-delivered meals, in-home support services, transportation, case management, and COVID relief funds.**

Making Cobb an even better place to live, work, and play

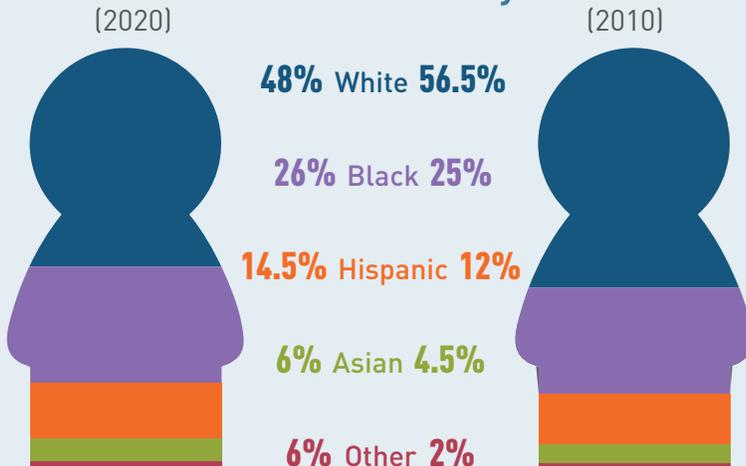
\$100,000 **Livable Centers Initiative** grant to **Sugarloaf Community Improvement District (CID)** to further examine a planned BRT station stop at Sugarloaf Mills and multimodal connection to the Infinite Energy Center, as well as short-term transit enhancements at the existing Park and Ride near Sugarloaf Mills.

BY THE NUMBERS: COBB POPULATION

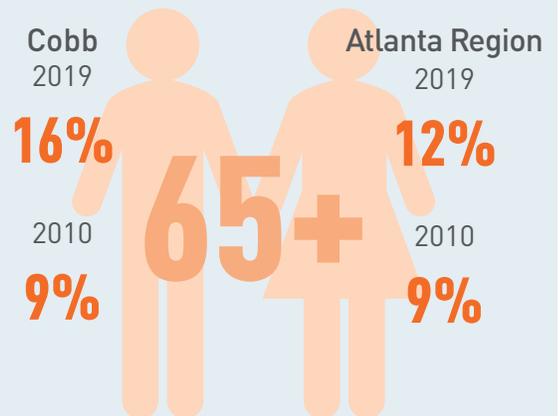
U.S. Census Counts



Race & Ethnicity



Percent of Population 65+



Source: ARC analysis of data from U.S. Census and 2019 ACS 1-year.

COMPETITIVE ECONOMY

ARC works with its regional partners to ensure our economy thrives and remains 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. Through the hard work of volunteer project teams and ARC staff, CATLYST continues to support our region's efforts to ensure the creation of a region that works for everyone. A few highlights of the regional economic development strategy include:



- **CARES Act funding** – To support the implementation of the Competitive Economic Development Strategy specifically to assist communities and sectors impacted by COVID-19, ARC provided a grant to the Airport area communities known as Aerotropolis to develop a Pandemic Response Economic Strategy. Additionally, ARC is also providing technical assistance to local governments to respond to COVID impacts through data analysis, informational forums, and technical studies.
- **Continued Collaborative Marketing** – The Atlanta Regional Marketing Alliance continues to support the efforts of local economic development agencies through combined marketing to site location consultants and real estate brokers as well as sharing best practices to support each county and economic development organization in the Atlanta Region.
- **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

344 Metro Atlanta residents took part in ARC leadership programs, including: Regional Leadership Institute (RLI), Leadership Involvement Networking Knowledge (LINK), Arts Leaders of Metro Atlanta (ALMA), Community Planning Academy (CPA), and Model Atlanta Regional Commission (MARC).

BY THE NUMBERS: COBB ECONOMY

Median Household Income (2019)

\$79,601

Cobb

\$71,742

Atlanta region



Cobb Jobs

(2021)

382,559

(2010)

323,694

Poverty Rate (2019)

8% in Cobb live below poverty level

10% in Atlanta region live below poverty level

Source: ARC analysis of data from 2019 ACS 1-year and JobsEQ, 2021 Q1.

All data unless specified otherwise is through June 30, 2021.



Atlanta Regional Commission

229 Peachtree Street, NE | Suite 100
Atlanta, Georgia 30303

atlantaregional.org