



Atlanta Regional Commission

# ARC 2023 ANNUAL REPORT **COBB COUNTY**

November 2023

**Our Vision**

ONE **great** REGION

[atlantaregional.org](http://atlantaregional.org)

# ARC's Mission

*Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.*



## Goal

**Strategic investments** in people, infrastructure, mobility, and preserving natural resources.

## Improving Mobility in Cobb

**\$260 million** in federal and state funds allocated by ARC through 2028 to improve transportation across Cobb County. Key projects include:

- 🎯 **South Barrett Parkway Reliever** – A four-lane road will be built between Barrett Parkway and Barrett Lakes Boulevard in North Cobb, near the I-75/I-575 split, to ease congestion and improve safety in the area.
- 🎯 **CobbLinc Buses** – CobbLinc will replace 12-year-old diesel-fueled buses with cleaner-burning compressed natural gas vehicles, utilizing funds from the federal Carbon Reduction Program.
- 🎯 **Chattahoochee River Trail** – This pilot project consists of 1.7 miles of paved and unpaved multi-use trails between Mableton Parkway and the Georgia Power Easement near Veterans Memorial Blvd. The project is part of the proposed Chattahoochee RiverLands, a 100-mile network of greenways and parks designed to connect metro Atlanta communities to the river.

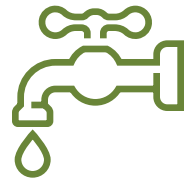


**2.3 million** fewer miles traveled by the **772 Cobb residents** who participated in the **Georgia Commute Options** program, saving them **\$1.5 million** in fuel and vehicle maintenance costs.



## Securing a Sustainable Future

The **Metropolitan North Georgia Water District**, which is managed by ARC, adopted an update to the Water Resources Management Plan that **improves the Atlanta region's resilience** to droughts by enhancing conservation education efforts and enabling the region's water providers to enforce state-issued drought restrictions. An effective early response could mitigate the need for more stringent watering restrictions during a severe drought.



## Goals



**Healthy, safe, livable communities** in the Atlanta Metro area.



**Strategic investments** in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.



**Diverse stakeholders engage** and take a regional approach to solve local issues.



**A competitive economy** that is inclusive, innovative, and resilient.







## Goal

Healthy, safe, livable communities in the Atlanta Metro area.

### Improving Quality of Life for Metro Atlanta Residents of All Ages and Abilities

**\$2.9 million** in federal and state funds to **Cobb Senior Services** for direct services provided exclusively to Cobb residents, including:

-  Congregate and home-delivered meals
-  In-home support services
-  Transportation
-  Case management



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

## \$100,000 Livable Centers Initiative Grant

to the **Cumberland Community Improvement District** for the **Cumberland CID Creative Placemaking Plan**, which seeks to create a strategic plan that identifies opportunities for placemaking initiatives while promoting pedestrian safety and local art. Through collaborative public-private partnerships, the plan will work to activate underutilized public and private open spaces to bring members of the community together through the arts.



## Mountain to River Trail

The **City of Marietta** will work with the Georgia Conservancy to conduct a trail activation study for the Mountain to River Trail that links Kennesaw Mountain National Battlefield to the Chattahoochee River National Recreation Area and beyond. The study, part of ARC's **Community Development Assistance Program** aims to reinvigorate access to Marietta Square and use creative art installations and other amenities that encourage greater use of the trail.

### Percent of Population 65+

**13%**

in the 11-county region

**14%**

in Cobb

### Housing

**50%**

of renters pay 30% or more of their income on housing

**33%**

of residents rent their homes

## Values

Excellence | Integrity | Equity



## Goal

A **competitive economy** that is inclusive, innovative, and resilient.



## Securing a Competitive Economic Future

ARC has updated the region's **Comprehensive Economic Development Strategy (CEDS)**, which aims to foster economic prosperity across metro Atlanta with an emphasis on equity, resiliency, and addressing the needs of the region's underserved communities. CEDS strategies include:

- Positioning equity as the foundation for regional and local economic development initiatives
- Fostering business innovation by supporting the development of small and mid-sized businesses
- Ensuring the global and national competitiveness of metro Atlanta's economy
- Building on previous CEDS success to promote the economic resiliency and prosperity of all residents

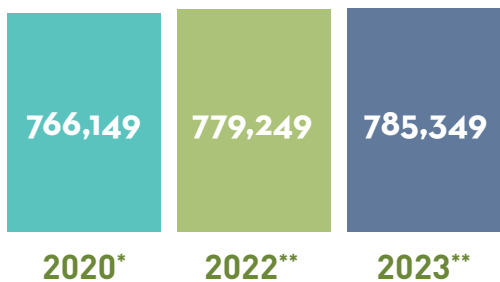


### The CEDS plan detailed several action steps, including:

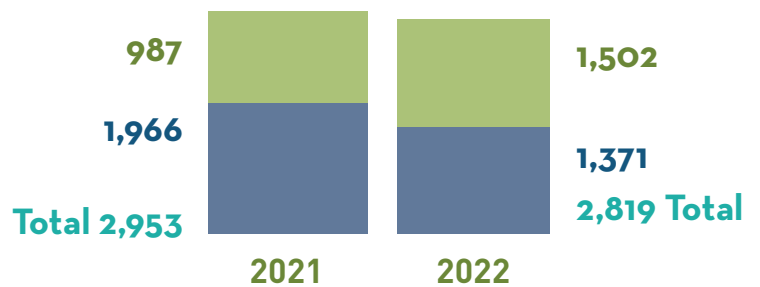
- Supporting the implementation of Aerotropolis Atlanta's Blueprint 2.0, which aims to catalyze the communities around Hartsfield-Jackson Atlanta International Airport
- Creating an inventory of assets in the region's creative sectors, such as art, music, film, gaming, digital, software, fashion, and sports
- Updating local and state procurement regulations to facilitate access and participation of small and minority businesses
- Streamlining permitting, development, and other regulatory processes at the local level to meet changing business needs



### Cobb Population



### Cobb Building Permits



Multi-Family Single Family

\*U.S. Census, \*\*ARC Population Estimates

