

2016



*Cobb County...Expect the Best!*

# Cobb County Public Services Agency Annual Report



# OUR MISSION

To provide direction, planning, and management for county departments which implement educational, leisure, and quality of life programs and services for all county residents.

# OUR DEPARTMENT

The Public Services Agency is directly responsible for oversight and general guidance of the Public Library System, the University of Georgia Extension Service, Parks, Recreation and Cultural Affairs, Cobb Senior Services, and Government Service Centers. This managerial responsibility specifically ensures compliance with the Board of Commissioners' and county manager's policies.

Agency duties also include providing information to the county manager and the Board on departmental issues and activities. We assist in the formulation and execution of policies by the Board which govern department operations. The agency director also functions as a conduit between the Board of Commissioners and the Board of Elections and Voter Registration. The agency director is responsible to the county manager.

## EXECUTIVE STAFF

Dr. Jackie McMorris  
*Director, Public Services Agency*

Kathy Davis  
*Government Services Administrator*

Janine Eveler  
*Director, Elections & Registration*

Jessica Gill  
*Director, Senior Services*

Jimmy Gisi  
*Director, Parks, Recreation & Cultural Affairs*

Helen Poyer  
*Director, Public Library System*

Hope Warren  
*Director/County Extension Coordinator*



*Cobb County...Expect the Best!*



# ELECTIONS AND VOTER REGISTRATION

*FY16 Budget \$2,859,239*

*20 full-time employees*

*22 regular part-time employees*

*89 seasonal employees*

Cobb Elections and Voter Registration had a very busy year with significant accomplishments:

- Conducted four major elections: the Presidential Primary, General Primary, Primary Runoff and General Election.
- Processed 607,606 voters either on election day, during advanced voting or with a mail-in ballot.
- Processed 332 Financial Disclosure Reports from 61 local officials and candidates.
- Maintained a database of 500,000 voter records requiring 205,043 transactions in 2016, including new registrations, name or address changes, county-to-county transfers, deletions of ineligible voters and other changes.
- Tested and prepared nearly 5,000 voting units and 2,230 electronic poll books.
- Provided training to over 5,200 poll workers during 656 hours of on-site classes.
- Offered a record 11 early voting locations in the General Election with 823 hours of voting.
- Presented voter education and election information to many civic and community groups.



# EXTENSION SERVICES

FY16 Budget \$557,368

17 employees

In 2016, through Cooperative Extension:

- 4-H staff taught an AgriScience curriculum in 18 schools and led 73 meetings in classrooms/clubs in Cobb County and Marietta City schools.
- 26,318 students participated in 4-H programming focusing on the Earth and Life Science, Healthy Lifestyles, Career Preparation and Financial Literacy, a 9% increase in overall participation.
- Offered *out-of-classroom* experiences for youth including leadership development, public speaking, healthy lifestyles and workforce development.
- Submitted 1,642 soil tests for analysis (a 3 percent increase over 2015), 61 water samples and 46 plant samples for disease analysis by the University of Georgia.
- Horticulture staff outreach totaled 22,002 interactions to include 57 classes and presentations, daily walk-in consultations and phone or written consultations, as well as 176 on-site consultations (a 30 percent increase).
- Cobb County Master Gardeners made in excess of 35,913 contacts through the county, giving over 20,180 volunteer



hours and driving a total of 77,732 miles. The total value of volunteer services rendered by these individuals reached a total of \$504,239.

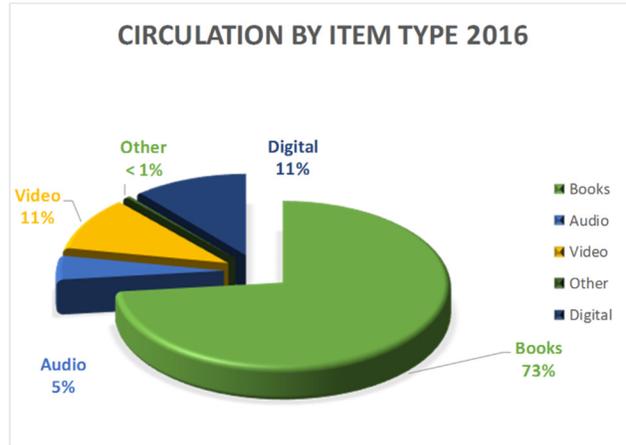
- Plant a Row for the Hungry is one of five community gardens that are supported by Cobb Master Gardeners. Plant a Row produced over 3,000 pounds of fresh, organic produce to be delivered directly to Cobb Family Resources.
- Family and Consumer Sciences staff conducted classes in the areas of health and healthy lifestyles, chronic disease prevention, food safety and food preservation as well as providing resources for parenting, childcare, financial resilience and healthy, safe and affordable housing reaching a total of 4,024 households, a 5 percent increase over the previous year.



# LIBRARY SYSTEM

16 Libraries  
 FY16 Budget \$11,119,751  
 123 full-time employees  
 124 part-time employees

Cobb County Public Libraries are a top destination in the county with more than 1.8 million patron visits in 2016 - and nearly three million items were checked out in the year.

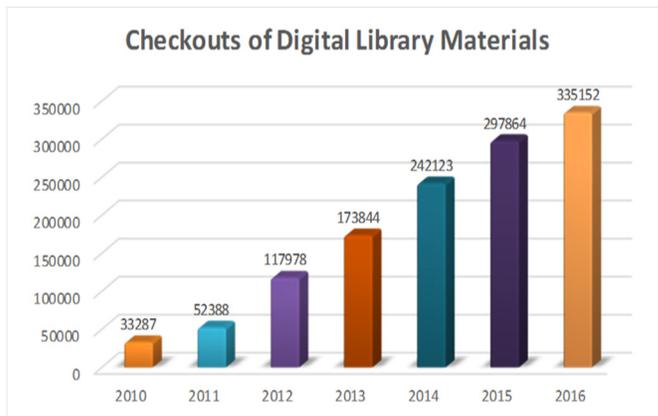


In 2016 the CCPL:

- Checked out more than 335,000 digital library items, a 22 percent annual increase.
- Received Board of Commissioner approval of \$23,202,167 for 2016 SPLOST library projects.
- Received a state grant for \$2,000,000 towards the East Marietta Library and Cultural Arts Center project, which began construction in September.



- Underwent a major renovation at Sibley Library and installed new carpet at Stratton Library.
- Presented more than 4,000 library-sponsored programs that drew more than 115,000 people in attendance, an increase of 20 percent in programs from 2015.
- Hosted community organizations and groups meetings in the free meeting rooms, staging more than 2,700 programs, a 34 percent increase over the previous year.



- Collaborated with the Cobb and Marietta school districts and the Smyrna Public Library for the Summer Reading Program, reaching school age children to address the “summer slide” with fun reading activities.
- Launched “Connect Cobb” offering free Internet connection to allow Cobb library patrons without home internet connectivity to access job search information, homework assignments, download eBooks and more using portable Wi-Fi hotspots procured with a major grant from T-Mobile.

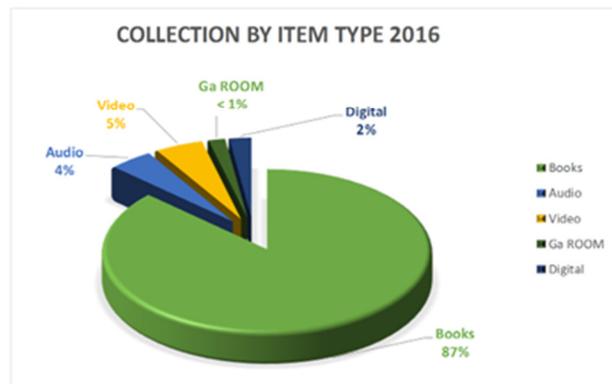
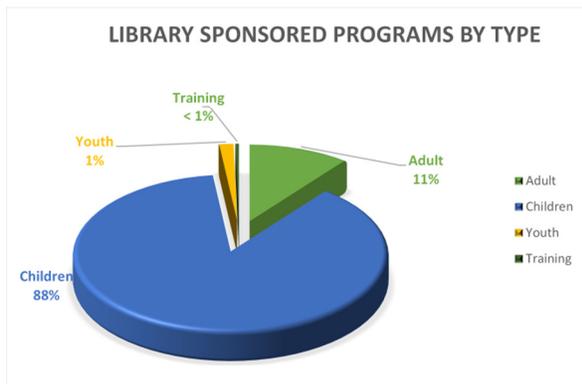
## LIBRARY SYSTEM (CONTINUED)

- Launched the Dream, Dare, Discover Virtual Reality Art Program to introduce youth and young adults to experience being creative in a virtual environment with VR equipment obtained under a federal grant.
- Introduced female students, ages 11 to 17, to engineering, math and science through Cobb GEMS, the Library System's summertime program, which expanded into five libraries in 2016 and reached 115 young women with the help of a \$24,000 donation from the Cobb Library Foundation.
- Spread the message of the value of early reading for young children with the 1,000 Books B4 Kindergarten program.



**GEMS**

- Awarded the Georgia Genealogical Society's 2016 Outstanding Contribution to the Field of Genealogy Award for library's Georgia Room located in the Switzer Library.



# P.A.R.K.S.

## ***Parks, Arts, Recreation, Keep Cobb Beautiful, Solid Waste***

*77 properties, 5,169 total acres and 206 buildings*

*FY16 Budget/expenditures: \$21,478,505*

*FY16 Budget/revenue: \$4,687,423*

*FY16 cell tower revenues: \$1,168,150*

*174 full-time employees, 465 part-time positions*

### **Special Events:**

- Eggstravaganza, Cobb County's largest egg hunt, took place on March 26 at the Al Bishop Softball Complex with over 1,500 children participating.
- Cheer Loud/Cheer Proud! The Ultimate CheerFest 2016 with more than 2,500 cheer participants and their parents, family and friends filled the Cobb County Civic Center on Nov. 6. This recreation team cheerleading competition is for ages 5-15.
- The 17th Annual Fall Festival of Fun was held on Oct. 31, sponsored by Cobb P.A.R.K.S., Cobb County Public Safety, Safe Kids Cobb County and Cobb County 4-H. More than 1,200 children were provided a safe alternative to the traditional trick-or-treat in their neighborhoods.
- Seven Springs Water Park hosted its first ever Dive-In Movie Night.
- Sunset in the PARKS - a new free movie series was presented by P.A.R.K.S. in partnership with local businesses in five locations across the county. Overall attendance was estimated at 2,500.

### **Sporting Events:**

- Legacy Showcase Exposure Tournament at four Cobb parks with 168 teams from California to New York and 360 college coaches.
- USA/ASA Softball Junior Olympic Cup Invitational Tournament in July with 64 of the country's top rated girl's fastpitch teams.
- 18th Annual USA/BMX Dixieland National BMX Competition with more than 1,000 participants from 28 states.
- Georgia Recreation and Park Association State Qualifying Swim Meet with more than 1,100 participants.
- 38 tennis tournaments were hosted at the Cobb tennis centers with more than 2,100 participants.
- Four competitive gymnastic meets including March Madness meet with 475 participants and the National Special Olympics Gymnastics meet with 135 athletes.



## P.A.R.K.S. (CONTINUED)

### Arts:

- Mable House Barnes Amphitheatre had a very successful season, welcoming 35,000 guests to 40 events during their April to November season. Total revenue for the amphitheatre increased by 11.5%.
- The Art Station served 2,500 people through gallery events and community outreach in addition to 1,410 gallery visitors.
- The Black Box Theater at The Art Place served 8,000 patrons through various theater events and productions in addition to 1,500 recital attendees.



### Natural Resources, Keep Cobb Beautiful, Solid Waste:

- The Natural Resources Unit hosted 234 programs, reaching out to 34 schools and 6 regional libraries. Events included a fishing rodeo at Lost Mountain Park in July.
- Keep Cobb Beautiful programs included Bring One for the Chipper with 19,525 trees collected and mulched; Adopt a Mile with 700+ volunteers and 28,000+ lbs. of trash collected; Dig 'n the Dirt program involved over 18,000 students and gave grant awards to 13 schools; hosted two Community Recycling Events that collected 1,350+ gallons of latex/oil paint, 16,379 lbs. of electronics, and 23,000+ lbs. documents for shredding. Keep Cobb Beautiful had 27 total events in 2016 with total benefits to the county of \$998,415.



- Solid Waste took in a total of 633 tons of recyclable materials (papers, aluminum, cardboard, glass & plastic), a 2.65 percent drop from last year. The vegetative waste recovery center processed 21,150 tons of debris, a 13 percent increase over 2015.

## P.A.R.K.S. (CONTINUED)

### Registration

	Enrolled	Classes Offered
Aquatics	3,040	541
Art	4,761	596
Day Camp	2,675	64
Gymnastics	3,732	599
Team Sports	4,455	47 leagues
Tennis	2,485	702
Therapeutics	2,136	88
<b>TOTAL</b>	<b>23,284</b>	<b>2,637</b>

### Facility Rentals

	Permits	Revenue
Recreation & Community Centers	1,284	\$116,643.00
Civic Center	19	\$47,352.00
Jim R. Miller Park	62	\$112,844.00
Jennie T. Anderson	2	\$8,730.00
Mable House Barnes Amphitheatre	24	\$42,463.00

#### 2011 SPLOST Update:

- \$83,500,000 was allocated for park improvements, of which 93 percent of the projects are completed, 4 percent are in construction, 2 percent are in the design/engineering phase and 1 percent is designated as a future project.
- Some major projects completed in 2016 included:
 

• Cobb County Civic Center Renovation and Expansion	\$5,628,000
• Sweat Mountain Park Renovation	\$1,388,097
• Wild Horse Creek Park Renovation and Improvements	\$1,862,871
• Jim R. Miller Park	\$804,205
• Fair Oaks Tennis Center	\$844,601
• Sweetwater Tennis Center	\$844,601
• Paving and striping projects in several parks	Completed in 25 parks

#### 2016 SPLOST Update:

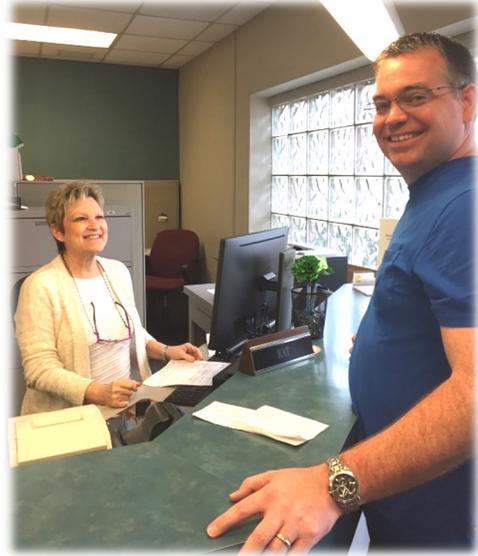
- \$77,508,779 is allocated for park improvements. Monies will fund new facilities, joint city/county projects, begin development of some of the properties purchased through the 2006 Parks Bond, conversion of Bermuda grass multi-purpose fields to artificial turf surfaces at Hubert Soccer Complex (4 fields) Mud Creek Soccer Complex (3 fields) and Terrell Mill Park (1 field), development of a comprehensive master plan for the P.A.R.K.S. Department, construction of a major exhibit hall at Jim R. Miller Park and construction of a new P.A.R.K.S. administrative building. (This list is not comprehensive; list provides examples of future projects.)

# GOVERNMENT SERVICE CENTERS

*FY16 Budget \$379,494  
6 full-time employees  
2 locations—East Cobb and South Cobb*

In 2016, our employees:

- Handled 272,066 business transactions (1.23 percent increase from 2015)
- Collected \$19,581,623 in County revenue (5.28 percent increase from 2015)
  - Business Licenses—processed 2,988 applications, \$836,515 in revenue collected
  - Water Bills—processed 8,684 water bills, \$440,890 in revenue collected
  - Tag Renewals—processed 5,997 bills, \$511,061 in revenue collected
  - Property Tax—processed 8,472 bills, \$17,789,455 in revenue collected
  - Homestead Exemptions—processed 8,113 applications



The Government Service Centers have played a major role in bringing government services closer to county residents for over 25 years, offering a variety of business tasks or to receive information about various county services.



# SENIOR SERVICES

*FY16 Budget \$3,936,114*

*46 full-time employees, 43 part-time employees*

Cobb Senior Services is proud of its 2016 accomplishments and continues to provide the region's premier senior and active adult programs.

- 566 volunteers donated their time and talents to Cobb Senior Services.
- 13 members of the *Metro Atlanta Retired Senior Volunteer Program (RSVP)*, a senior-to-senior educational program, provided 35 presentations and programs.
- CSS provided 50,993 round-trip rides to senior neighborhood centers, medical facilities and grocery stores.
- Through the Cobb Freedom and Mobility voucher programs, 571 clients were served and traveled 57,574 miles.
- Information and Referral specialists provided assistance to 5,007 callers seeking information or services.
- Approximately 51,491 meals were delivered on 23 routes to seniors in need through the *Meals on Wheels* program and volunteers drove 7,614 miles to deliver these meals to seniors.
- CSS provided 25,033 lunches within our three Neighborhood Centers.
- 166 people participated in Health & Wellness classes such as Tai Chi, A Matter of Balance, Diabetes Self-Management Program, and Chronic Disease Self Management.



- Hosted 3rd Annual Aging by Design Summit series in April 2016. Approximately 500 attendees and 84 exhibitors gathered at Roswell Street Baptist Church for the Aging by Design Summit, hosted by Cobb Senior Services in partnership with WellStar Health System. Attendees received valuable information and access to products and services for seniors, and also had the special opportunity to hear a powerful keynote address by special guest speakers Coach Vince and Barbara Dooley.
- The Board of Commissioners approved \$2,701,580 in Senior Services SPLOST projects.

## SENIOR SERVICES (CONTINUED)

# Cobb Senior Services 2016 Customer Satisfaction Survey

### Personal Care

100%



of Personal Care clients say the service is effective in helping in their every day life

### Share the Care

93%



of Share the Care clients say they have a clearer understanding of how to get the services they need

### Transportation

53%



of Transportation clients say they would never be able to attend their Senior Center or appointments if Transportation was not available

### Nutrition Services

93%



of Home Delivered Meals clients say that the program helps them to eat healthier foods

92%



look forward to receiving Home Delivered Meals because someone comes to talk to them

### Case Management

97%



of Case Management clients say that the services help them continue to live at home

94%



say that their situation is better because of their Case Manager's help

### Homemaker

91%



of Homemaker clients say the service helps them continue to live at home

### Neighborhood Centers

Austell • Marietta • North Cobb

87%



of Neighborhood Centers clients say that Congregate Meals help them to improve their health

93%



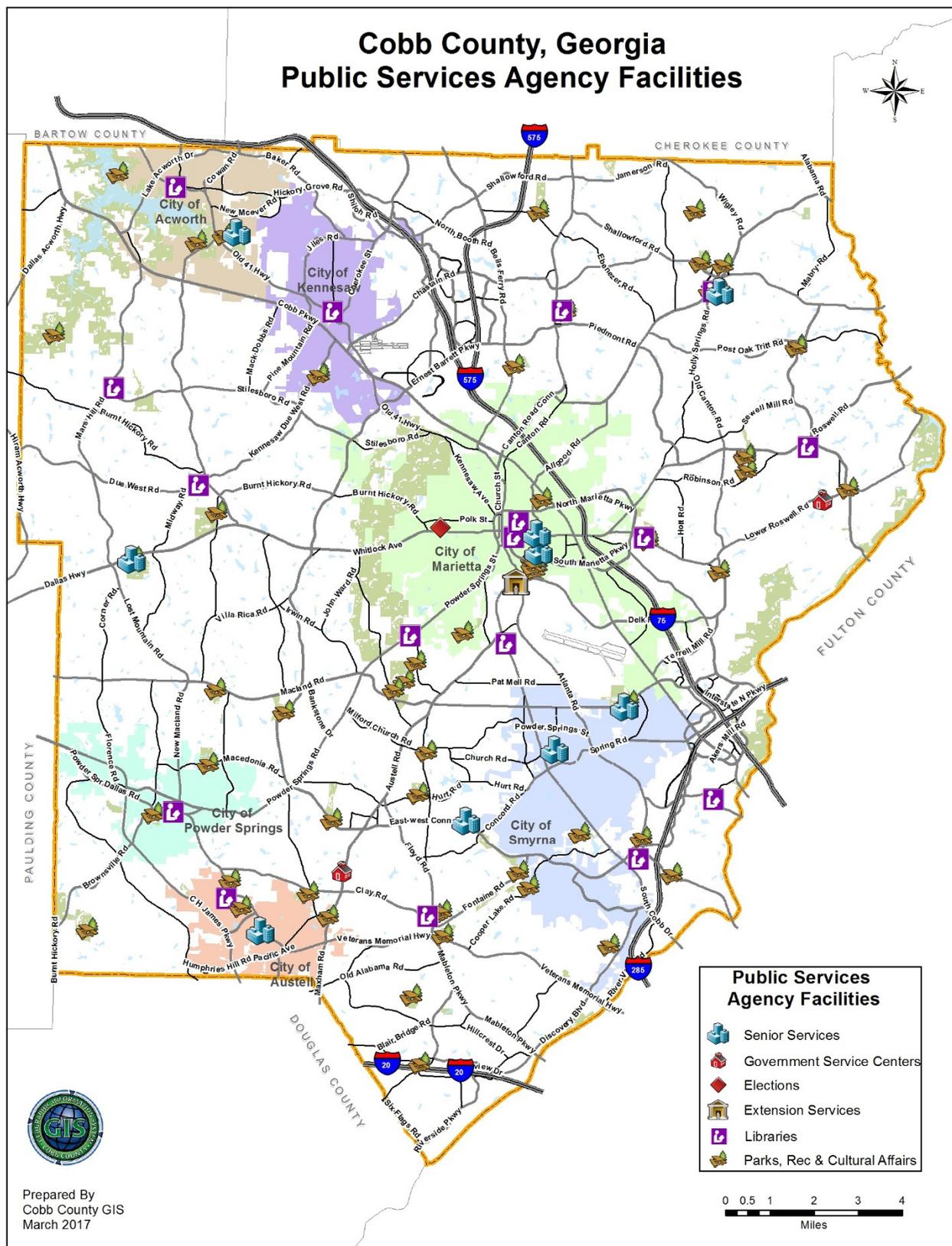
say that health and wellness activities are "very important" or "extremely important"

*Bingo*



is the most popular activity

# Cobb County, Georgia Public Services Agency Facilities



Prepared By  
Cobb County GIS  
March 2017

**Public Services Agency Facilities**

-  Senior Services
-  Government Service Centers
-  Elections
-  Extension Services
-  Libraries
-  Parks, Rec & Cultural Affairs

