

# 2018 Cobb County Community Profile



**Contents**

Introduction ..... 7

Executive Summary..... 9

Fast Facts..... 11

Community Profile ..... 12

    Population ..... 12

    Asian Community ..... 14

    Bilingual Programs..... 14

    Child Care and After School Programs ..... 16

    Child Protection Programs ..... 17

    Crime Prevention/Intervention Programs ..... 19

    Disabilities and Special Needs Programs ..... 23

    Education Programs ..... 24

    Healthy Children/Babies/Infants..... 28

    Homeless Services..... 29

    Housing Programs ..... 30

        Housing Cost Burdens..... 31

    Immigration/Latino Community ..... 32

    Poverty ..... 33

    Substance Abuse Programs..... 35

    Teen Pregnancy, Sexual Behavior and Abstinence Programs..... 36

    Transportation..... 40

    Workforce Employment Programs..... 40

    Veterans ..... 43

Stakeholder Online Survey Results ..... 47

    Question 1: Rate the Importance of Addressing Issues that Affect Low-Income Residents of Cobb County ..... 47

    Question 2: Is Enough Being Done in the Following Areas to Reduce the Effects of Poverty in Cobb County ..... 49

    Question 3: What Services Do Cobb County Residents Need that are Not Currently Receiving ..... 51

    Question 4: Rate the Following Items as a Barrier to Eliminating Poverty in Cobb County ..... 51

    Question 5: List Other Barriers or Obstacles Keeping Cobb County Residents in Poverty ..... 53

Question 6: Rate the Effectiveness of Strategies in Reducing Poverty.....	53
Question 7: List Other Strategies that May be Effective in Moving Cobb County Residents out of Poverty .....	54
Question 8: How Easy is it for Cobb County Residents Living in Poverty to Use the Current Services and Programs? .....	55
Question 9: What is the One Thing You Would Tell Your Community Leaders.....	55
Question 10: How Many Clients Does Your Organization Serve Annually .....	56
Question 11: Has the Demand for Your Services Exceeded Your Organization’s Capacity to Provide Services .....	57
Question 12: Has Your Organization Received Requests for the Services Discussed Throughout this Survey from Cobb County Residents Who are Currently Employed Full-Time.....	58
Question 13: What Prevented Your Organization from Meeting the Demand for Services ....	58
Client Paper Survey Results .....	61
Question 1: Rate the Importance of Addressing Issues that Affect Low-Income Residents of Cobb County.....	61
Question 2: Is Enough Being Done in the Following Areas to Reduce the Effects of Poverty in Cobb County? .....	63
Question 3: What Services Should Cobb County Offer to Help People Who are Currently Living in Poverty?.....	65
Question 4: How big of a role do the following items play when trying to eliminate poverty in Cobb County? .....	66
Question 5: List Other Barriers or Obstacles Keeping Cobb County Residents in Poverty.....	67
Question 6: Rate the Effectiveness of Strategies in Reducing Poverty.....	68
Question 7: List Other Strategies that May be Effective in Moving Cobb County Residents out of Poverty. ....	69
Question 8: How Accessible are Poverty-Reducing Services and Programs in Cobb County...	70
Question 9: Tell us please, what specifically makes it difficult or very difficult to use these services or programs? .....	70
Question 10: If you only had one thing to tell community leaders about poverty in Cobb County, what would it be? .....	71
Participant Demographics.....	71
Maps.....	73
Appendix 1: Stakeholder Survey Tables.....	88
Appendix 2: Client Survey Tables.....	103

List of Tables and Figures

Tables

Table 1: Population of Cobb County ..... 12

Table 2: Population Characteristics by Percent ..... 13

Table 3: Population Characteristics by Age, Race, and Diversity by Percentage ..... 14

Table 4: Asian Population in Cobb County..... 14

Table 5: Country Origins of Foreign Born Individuals in Cobb County ..... 15

Table 6: Language Profiles ..... 15

Table 7: Children Ready to Start School 2013-2016 ..... 16

Table 8: Stable Self Sufficient Families 2007-2012 ..... 17

Table 9: Stable Self Sufficient Families 2013-2016 ..... 18

Table 10: Substantiated Incidents of Child Abuse and/or Neglect..... 18

Table 11: Substantiated Incidents of Child Abuse and/or Neglect (rate per 1,000 children <18 years of age)..... 18

Table 12: Index Crimes by County ..... 19

Table 13: Crime Statistics by State and County ..... 20

Table 14: Offenses Known to Law Enforcement by City..... 20

Table 15: Strong Communities Index..... 21

Table 16: Family Violence Aggressor by Sex..... 22

Table 17: Weapons Used in Family Violence ..... 22

Table 18: Relationship of Offender to Victim ..... 23

Table 19: Disabilities by Race and Age..... 24

Table 20: Disability Demographics..... 24

Table 21: Educational Attainment for Individuals Age 25 and Over ..... 25

Table 22: Children Succeeding in School ..... 25

Table 23: Children Succeeding in School, Update ..... 26

Table 24: Mothers with Low Education levels..... 27

Table 25: Infant Health ..... 28

Table 26: Healthy Children, 2011..... 28

Table 27: Healthy Children, 2016..... 29

Table 28: Characteristics of Cobb County's Homeless Population in 2017 ..... 29

Table 29: Housing Inventory Counts 2017..... 30

Table 30: Housing Costs 2013..... 32

Table 31: Housing Costs 2016..... 32

Table 32: Hispanic Populations 2014-16..... 33

Table 33: Children Living in Poverty 2012-2016 ..... 33

Table 34: Income by Race and Ethnicity 2012 ..... 34

Table 35: Income by Race and Ethnicity 2016 ..... 34

Table 36: Free and Reduced Lunch 2012-2017 ..... 35

Table 37: Have you used Alcohol/Tobacco/Marijuana in the Past 30 Days? 2015-2016..... 35

Table 38: Have You Used Alcohol/ Tobacco/Marijuana or Other Drug in the Past 30 Days? 2016-2017 .....	35
Table 39: Age of Onset for Illegal Substance Use 2016 .....	36
Table 40: Teen Births Ages 15-19 (rate per 1,000) 2013-2016.....	36
Table 41: Teens Giving Birth to Another Child before Age 20, 2013-2016 .....	36
Table 42: Healthy Children Index 2006-2012 .....	37
Table 43: Healthy Children Index 2013-2016 .....	37
Table 44: Cobb County Birth Data .....	38
Table 45: Cobb County Birth Data by Race and Ethnicity.....	38
Table 46: State and Cobb county Pregnancy Data 2009-2012 .....	39
Table 47: State and Cobb County Pregnancy Data 2013-2016.....	39
Table 48: First Births to mothers age 20 or older 12 Years of education. (percent).....	39
Table 49: Incidence of STD for youth Age 15-19 (rate per 1,000) .....	39
Table 50: Mean Travel Time to Work, Metro Atlanta Counties .....	40
Table 51: Unemployment Ranking by County April 2014.....	41
Table 52: Unemployment Rankings by County, April 2018 .....	41
Table 53: Employment Overview 2014.....	42
Table 54: Employment Overview 2018.....	42
Table 55: Kids County: Stable Self Sufficient Families .....	43
Table 56: Kids Count: Stable Self Sufficient Families: Update .....	43
Table 57: Veteran Population by Service Period 2013 .....	44
Table 58: Veteran Population by Service Period 2016 .....	44
Table 59: Veteran Population by Age .....	45
Table 60: Veteran Population by Race/Ethnicity .....	45
Table 99: How Accessible are Poverty-Reducing Service and Programs to Cobb County Residents Living in Poverty? .....	55
Table 100: Approximately How Many Clients Does Your Organization Serve Each Year?.....	57
Table 101: Has the Demand for Services Exceeded Your Organization's Capacity to Provide Service in the Past Year?.....	57
Table 102: Has your organization received requests for the services discussed throughout this survey from Cobb County residents who are currently employed full-time?.....	58
Table 142: How Accessible are Poverty-Reducing Service and Programs to Cobb County Residents Living in Poverty? .....	70

Figures

Figure 1: Housing Characteristics of Cobb County and U.S. (in percentages)..... 30  
Figure 2: Housing Permits Issued, 2013-2016 ..... 31  
Figure 3: Question 1 Online Survey Results..... 48  
Figure 4: Question 2 Online Survey Results..... 50  
Figure 5: Question 4 Online Survey Results..... 52  
Figure 6: Question 6 Online Survey Results..... 54  
Figure 7: Question 1 Client Survey Results ..... 62  
Figure 8: Question 2 Online Survey Results..... 64  
Figure 9: Question 4 Online Survey Results..... 66  
Figure 10: Question 6 Online Survey Results..... 69

## List of Maps of Cobb County, Georgia

Full page maps, referenced or included in this report, are presented in the maps section. These maps are listed below in the order in which they were referenced in the report. Full page maps were included in the maps section so that information was not lost as might occur if they were only presented in smaller scales able to fit within the report. The demographic maps display information obtained from the 2016 American Community Survey 5 year estimates.

Information about Cobb County is divided among the 120 census tracts. The census tracts are subdivisions of the county and do not cross county lines. The size of each census tract varies, but the relative population of 4,000 people is maintained. The maps depict demographic information in a manner that enables viewers to see geographically where low, moderate, and high concentrations of factors are located. The shaded areas on each map correspond to the legend that is provided on each page.

### List of Maps:

1. Census Tract Population
2. Attainment of High School Degrees or GED
3. Attainment of Bachelor's Degree or Higher
4. Population of Adults 65 Years of Age or Older
5. Percentage of Foreign Born Residents
6. Population of Young Children Under Five Years Old
7. Persons with Disabilities
8. Total Housing Units
9. Total Renter Occupied Housing Units
10. Vacant Housing Units
11. Median Income of Occupied Housing Units
12. Mortgage and Owner Costs Estimate of Owner Occupied Housing Units
13. Population of Individuals Whose Income in the Past 12 Months is Below the Poverty Line
14. Families Below the Poverty Line

### **Introduction**

During the summer and fall of 2018, the Burruss Institute of Public Service and Research at Kennesaw State University conducted a community profile project for the Cobb County Community Development Block Grant (CDBG) office. The community profile project collected data from primary and secondary sources to examine baseline conditions and trends present in Cobb County. The Burruss Institute also completed a community profile project for Cobb County in 2014. This iteration of the project updates data collected in 2014 and includes primary data collected from service providers, individuals receiving services, and stakeholders in Cobb County. The collected data were used to determine changes that occurred in Cobb County since the last community profile was conducted.

The results of the profile submitted in 2014 included information from a wide variety of sources. The same sources were utilized for this iteration of the report whenever possible, and the most recent data available at the time of collection was used. In some instances, data collected in 2014 was no longer reported or the format in which it was gathered had changed. This prevented direct comparisons between the years collected previously and the data currently available.

Secondary sources were utilized to obtain quantitative data related to several demographic profiles of Cobb County. Primary data was collected using online surveys from community stakeholders and paper surveys of clients of service organizations.

The online survey of stakeholders in Cobb County was designed to collect data related to the opinions and experiences of nonprofit leaders and community stakeholders. The online survey included questions designed to ascertain how different types of issues may be negatively affecting residents of Cobb County who are currently living in poverty.

Paper surveys were utilized to collect data from clients receiving services from community nonprofit organizations. The survey of clients was designed to capture the experiences and opinions of the recipients of some of the services provided by nonprofit organizations in Cobb County. The collected paper surveys were returned to the Burruss Institute where they were scanned and aggregated into a complete dataset.

This effort required collaboration from several agencies within the county as well as cooperation amongst stakeholders who were asked to provide information. The combined efforts of this project were used to produce an updated community profile of Cobb County.

Finally, secondary data from the American Community Survey were used to update maps that created during the last iteration of the community profile project. These maps present a visual representation of the geographic distribution of factors in Cobb County. These factors include categories such as population, age, education, disabilities, housing, and economics. Visualizing factors in maps allows for quickly identifying locations where high and low concentrations are located within Cobb County.

## Executive Summary

Cobb County has experienced changes since the last iteration of this report. The economic downturn that was a focus of the last report occurred a decade ago, and communities are no longer under the same pressure to fund their departments. The data that has been collected for this report was collected from the latest available measures. Sources include the U.S. Census, the American Community Survey, and other secondary data repositories. Primary data was derived from online stakeholder and paper client surveys.

Cobb County's population has continued to grow since 2013. The population has increased from 707,500 in 2013 to 755,754 in 2017. Cobb County's median age has increased from 35.9 years to 36.5 years. Cobb County's population consists of 352,083 male citizens and 376,305 female citizens. The average household size is 2.66 persons and the average family size is 3.2 persons. Of the population that is 15 years or older in Cobb County, 50.6% are currently married.

Cobb County leads in educational attainment compared to Georgia. Of Cobb County's population, 91.1% have at least a high school diploma and 43% have attained a bachelor's degree or higher. Comparatively, Georgia's educational attainment rates are 86.4% for a high school diploma and 30.4% for a bachelor's degree or higher. The median household income for Cobb County has increased from \$62,940.00 in 2013 to \$70,947 in 2016. Georgia's median income in 2016 was \$53,559. The percentage of individuals who are below the poverty threshold in Cobb County has decreased from 13.1% in 2013 to 9.6% in 2016. Comparatively, the poverty rate for individuals in Georgia during 2016 was 16.0%. The percentage of residents of Cobb County that do not have health insurance coverage (12.6%) is slightly lower than the percentage of Georgia residents (12.9%) who do not have health insurance coverage.

The results of the stakeholder survey of community service providers indicated that housing was the most important issue facing low-income individuals. Housing was also reported as the issue that has the greatest need for more services in Cobb County. Participants most frequently indicated that unhealthy family environments were a major barrier preventing the elimination of poverty in the county. When asked how well low-income individuals could access services in Cobb County, 50% of participants indicated it should be better. The number one thing community service providers wanted officials to know was that poverty exists in Cobb County.

Surveys of community service clients revealed that housing was also the issue of greatest importance, and homelessness was rated as the issue that most needs more services in Cobb

County. Clients indicated that education strategies were the most effective strategy in reducing poverty. As with the stakeholder survey, clients most frequently indicated that accessing services should be easier. When asked what one thing they would like to tell officials, participants most frequently mentioned homelessness and the high cost of living in Cobb County.

## Fast Facts

### Population

2013 – 2017

- The population of Cobb County increased from 707,500 in 2013 to 755,754 in 2017.

### Diversity

2013 – 2016

- Percentage of Cobb County's population that indicated African American as their race increased from 25.8% to 28.3%.
- Percentage of Cobb County's population that indicated Latino origin as their ethnicity increased slightly from 12.6% to 12.6%.

### Language

2013 – 2016

- Number of Cobb County residents who speak a language other than English increased from 116,822 to 152,517.
- The percent of individuals who speak English less than very well decreased from 38.3% in 2013 to 35.2% in 2016.

### Crime

2013 – 2016

- Incidences of crime increased from 19,671 to 19,909.
- Incidences of family violence decreased from a total of 3,834 to 3,577.

### Housing

2013 – 2016

- Median monthly owner costs of housing units with a mortgage decreased from \$1,645 in 2013 to \$1,534 in 2016.
- Cobb County issued 1,723 building permits in 2016, which is an increase from 1,680 issued in 2013.
- The average rental costs increased from \$974 to \$1,046.

### Poverty

2012 – 2016

- Percentage of children living in poverty decreased from 19.8% to 13.6%.
- Median Household Income increased from \$65,180 to \$70,947.

### Transportation

2013 – 2016

- Average travel time to work increased from 29.6 minutes to 30.7 minutes.

## Community Profile

The information in this section was retrieved from available sources and included the most recent data. In some cases, information that was collected in the previous community profile was no longer available at the time data was collected for the current version. This was often the result of changes made by the source in how data was analyzed or presented. This excluded the possibility of making direct comparisons to previously collected data. However, every effort was made to find suitable sources that matched previously collected data.

### Population

Table 1 presents population estimates for Cobb County selected from Atlanta Regional Commission (ARC) reports. The population estimates provided by the ARC were used because these population estimates were used in the 2009 and 2014 iterations. Using the same source will increase consistency when comparing figures from several years.

**Table 1: Population of Cobb County**

	2010	2011	2012	2013	2014	2015	2016	2017
Cobb County	688,078	693,600	699,500	707,500	717,100	741,334	750,477	755,754

Source: Atlanta Regional Commission

Cobb County has experienced steady gains in population since 2010. The population has grown from 688,078 to 755,754 over the eight-year period. This growth in population represents a nearly 10% increase from 2010. According to data from the American Community Survey, the median age of Cobb County’s citizens was 36.2 years in 2016. The population of Males was 352,083 and Females were 376,305 in 2016. The average household size is 2.66 persons and the average family size is 3.2 persons. Of the population that is 15 years or older in Cobb County, 50.6% are currently married. In Cobb County, 12.6% of residents do not have health insurance coverage.<sup>1</sup>

Table 2 provides further information about population changes that occurred from 2013 to 2016. The number of veterans in the county decreased between 20013 and 2016, and the number of persons with a disability increased slightly from 8.2% of Cobb County’s population to 8.5%. Slight increases occurred in the number of foreign born persons in Cobb County, increasing from 15.3% to 15.7%. The number of Cobb County citizens who were in the work

<sup>1</sup> American Community Survey 2016 5 Year Estimates

force decreased from 71.9% to 70.9%. Those that speak a language other than English at home increased from 20.9% to 21.1%.

**Table 2: Population Characteristics by Percent**

Characteristic	2013		2014		2015		2016	
	Cobb County	National						
High school graduate	91%	86.3%	19.5%	28.0%	19.5%	27.8%	19.0%	27.5%
Bachelor's degree	43%	29.1%	29.0%	18.3%	29.2%	18.5%	29.5%	18.8%
Civilian veterans	8.3%	8.7%	8.4%	8.7%	8.1%	8.3%	7.9%	8.0%
Disabled persons	8.2%	12.3%	8.1%	12.3%	8.4%	12.4%	8.5%	12.5%
Foreign born	15.3%	13%	15.2%	13.1%	15.6%	13.2%	15.7%	13.2%
In labor force	71.9%	63.8%	71.6%	63.9%	71.3%	63.7%	70.9%	63.5%
Speaks Language other than English at home	20.9%	20.9%	20.5%	20.9%	21.1%	21.0%	21.2%	21.1%

Source: American Community Survey U.S. Census Bureau

Map 1 depicts the concentration of people in the county. Map 2 illustrates the number of persons who have obtained a high school diploma, and Map 3 displays the percentage that have a bachelor's degree or higher. Map 4 illustrates the concentration of individuals over age 65. These four maps depict several of the demographic profiles included in the population section of this report.

Table 3 contains information related to the age and race distributions of Cobb County's residents and the changes that occurred between 2015 and 2016. Increases occurred in the percentage of foreign born residents as well as those who identified as African American. Changes in age included a slight increase in the percentage of children under five and a slight decrease in the percentage of persons under 18. Cobb County experienced an increase in the percentage of persons that report Latino origin and persons over the age of 65.

These changes in population demographics were all less than a 5% difference. Many of these changes were mirrored in the population of Georgia's residents. Several of these fluctuations in Cobb County are likely the result of changes in the State's population and not a reflection of factors affecting residents in the county.

**Table 3: Population Characteristics by Age, Race, and Diversity by Percentage**

Characteristic	2015				2016			
	Georgia	Cobb County	Smyrna	Marietta	Georgia	Cobb County	Smyrna	Marietta
Persons under age 5	6.4%	6.5%	8.2%	7.4%	6.5%	6.6%	7.2%	6.9%
Persons under age 18	24.5%	24.6%	N/A	N/A	24.3%	24.5%	N/A	N/A
Percent of Latino origin	9.3%	12.8%	14.2%	16.7%	9.2%	12.9%	14.7%	16.1%
Persons over age 65	12.8%	10.9%	8.7%	10.8%	12.3%	12.6%	8.4%	11.6%
African American	31.3%	26.9%	32.0%	33.6%	31.2%	28.3%	33.7%	31.1%
Asian	3.8%	5.1%	7.3%	2.5%	3.7%	5.0%	6.8%	3.2%
Multi-Racial	2.3%	2.7%	1.9%	2.1%	2.2%	3.5%	1.7%	2.8%
Foreign born	9.8%	15.6%	16.9%	N/A	9.8%	15.7%	17.7%	N/A

Source: American Community Survey U.S. Census Bureau

## Asian Community

Members of Cobb County’s Asian community include individuals who have immigrated to the U.S., refugees, and/or American citizens who report an Asian descent. The number of individuals who identified as Asian in Cobb County increased from 32,541 to 36,668 between 2009 and 2016. An increased number of individuals who identify as Asian Indian, Other Asian, and Japanese occurred over this time span. Decreases in the number of citizens that identify as Korean, Chinese, Filipino, and Vietnamese also occurred during this time. Table 4 presents the Census data pertaining to the ancestry of Cobb County’s Asian population.

**Table 4: Asian Population in Cobb County**

Ancestry	2009-2013		2010-2014		2011-2015		2012-2016	
	Total	%	Total	%	Total	%	Total	%
Asian of any type	32,541	4.7%	34,205	4.8%	35,261	4.9%	36,668	5.0%
Asian Indian	12,619	1.8%	14,101	2.0%	15,848	2.2%	16,381	2.2%
Korean	3,776	0.5%	3,512	0.5%	3,372	0.5%	3,480	0.5%
Chinese	5,453	0.8%	5,270	0.7%	5,466	0.8%	5,305	0.7%
Filipino	2,421	0.3%	2,554	0.4%	2,280	0.3%	2,555	0.4%
Vietnamese	3,492	0.5%	3,570	0.5%	3,062	0.4%	2,968	0.4%
Other Asian	3,787	0.5%	3,898	0.5%	3,963	0.6%	4,778	0.7%
Japanese	993	0.1%	1,300	0.2%	1,270	0.2%	1,201	0.2%

Source: American Community Survey U.S. Census Bureau

## Bilingual Programs

Cobb County was home to 114,206 individuals who were foreign born in 2016. Of those that indicated they were born in another country, 98,800 individuals came to the United States before 2010 and 15,406 after 2010. Individuals that reported they were foreign born include 57.9% of individuals who are not US citizens and 42.1% who are naturalized citizens. Table 5

includes data related to the origin of foreign born individuals living in Cobb County. Map 5 illustrates the concentration of foreign born residents in Cobb County centrally clustered most prevalently in the area around the city of Marietta.

**Table 5: Country Origins of Foreign Born Individuals in Cobb County**

	2014	2015	2016
Country of Origin	%	%	%
Latin America	49.2%	54.2%	49.5%
Asia	25.3%	24.0%	25.8%
Africa	14.6%	11.0%	11.2%
Europe	7.8%	8.6%	11.2%
Northern America	2.8%	2.0%	1.9%
Oceania	0.3%	0.2%	0.4%
Total	100%	100%	100%

Source: American Community Survey U.S. Census Bureau

Table 6 contains data pertaining to the languages spoken by Cobb County’s residents and the changes that occurred between 2013 and 2016. The population of individuals who only speak English increased by nearly 5% from 521,551 to 547,555. The population of those that spoke any language other than English also increased slightly increasing from 19.47% in 2013 to 20.32% in 2016. Spanish language speakers increased in population from 77,769 to 82,857, which represents a small increase from 10.9% to 11.04% of Cobb’s population. Increases in the populations of individuals who spoke other Indo-European languages, Asian/Pacific languages, and languages categorized as “other” also increased slightly, but the increase was less than 1% in each category.

**Table 6: Language Profiles**

Language Spoken	2013 Language Profiles of Cobb County for Population over Age 5			2016 Language Profiles of Cobb County for Population over Age 5		
	Population	Number that Speak English Less than Very Well	Percent that Speak English Less than Very Well	Population	Number that Speak English Less than Very Well	Percent that Speak English Less than Very Well
English Only	521,551	N/A	N/A	547,555	N/A	N/A
Other than English (any other language)	137,723	52,777	38.3%	152,517	53,615	35.2%
Spanish	77,769	35,298	45.4%	82,857	35,095	42.4%
Other Indo-European	31,933	8,783	27.5%	37,367	8,127	21.7%
Asian/Pacific	17,612	7,320	41.6%	19,487	7,854	40.3%
Other	10,409	1,376	13.2%	12,806	2,539	19.9%

Source: American Community Survey U.S. Census Bureau

## Child Care and After School Programs

In Cobb County, 6.6% of the population was under the age of five in 2016. The concentration of Cobb County’s youngest residents is visible in Map 6. Table 7 provides data related to the readiness of children to begin school from the years 2013 to 2017. Of the total number of Cobb County children enrolled in Georgia Pre-K programs, the percentage from low-income families decreased from 51.3% in 2013 to 44.4% in 2017. This percentage was lower in Cobb County compared to the entire state until 2017 when the percentage in Georgia decreased to 30.5% compared to Cobb County’s 44.4% of children from low income families enrolled in Pre-K programs. When considering all eligible children, Cobb County lagged in the percentage of students who were enrolled compared to the state. In Cobb County, less than 50% of eligible children were enrolled in Georgia Pre-K programs, while the state saw a high of 59.4% of eligible children enrolled in 2017. Cobb County had a similar number of care homes rated in Quality Rated compared to the state, and saw an increase from 5% in 2014 to 18% in 2017. Quality Rated is an independent resource that rates programs that provide child care.

**Table 7: Children Ready to Start School 2013-2017**

Kids Count: Children Ready to Start School Index:						
Children from low income families enrolled in Georgia Pre-K programs (percent)	Year	2013	2014	2015	2016	2017
	Cobb	51.3%	47.6%	46.1%	45.4%	44.4%
	Georgia	58.5%	55.1%	53.3%	52.9%	30.5%
Kids Count: Children Ready to Start School in Cobb County*						
Indicator	Year	Cobb		Georgia %		
		Number	%			
Eligible 3 year olds enrolled in Head Start	2013	N/A	N/A	N/A		
	2017	187	N/A	45.4%		
Eligible Children enrolled in Georgia Pre-K program	2013	4,086	42.8%	58.5%		
	2017	4,195	44.4%	59.4%		
*Children from low-income families enrolled in the Georgia Pre-K program	2013	2,098	51.3%	58.5%		
	2017	1,863	44.4%	30.5%		
**Centers and family care homes rated in Quality Rated	2014	19	5%	6%		
	2017	61	18%	27%		
Babies born to mothers with less than 12 years of education	2013	902	10.4%	15.6%		
	2016	901	9.8%	14.5%		

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

(\* The methodology for collecting this data changed in 2014.)

(\*\* Data on out-of-home child care settings is no longer reported. This new category is similar and was used in its place.)

## Child Protection Programs

The rate of substantiated incidents of child abuse and/or neglect decreased in Cobb County from 5.0 per 1,000 in 2012 to 4.1 in 2017. Similarly, the same rate decreased in Georgia from 7.6 in 2012 to 7.0 in 2016. Cobb County also experienced a decrease in the rate of incidents of child abuse (decreasing from 1.8 to 1.6) and child neglect (decreasing from 3.5 to 3.0) from 2012 to 2016. However, children living with a single parent increased from 26.2% in 2012 to 29.0% in 2016. Children who left foster care and were reunited with families or placed with a relative within 12 months also increased from 87.3% to 87.7% from 2012 to 2013. The number of children leaving foster care who are reunified with their families within 12 month is only reported up to 2013. Table 8 includes data pertaining to the period from 2009 to 2012 and Table 9 includes data from the period between 2013 and 2016.

**Table 8: Stable Self Sufficient Families 2008-2012**

Kids Count: Stable Self-Sufficient Families Index:					
Substantiated incidents of child abuse and/or neglect (rate per 1,000)	Year	2009	2010	2011	2012
	Cobb	5.9	4.5	3.9	5.0
	Georgia	8.9	7.6	7.7	7.6
Kids Count: Stable Self-Sufficient Families Index:					
Substantiated incidents of child neglect (rate per 1,000)	Year	2009	2010	2011	2012
	Cobb	4.1	3.2	2.7	3.5
	Georgia	6.7	5.5	5.5	5.2
Kids Count: Stable Self Sufficient Families					
Indicator	Year	Cobb		Georgia Rate - %	
		Number	Rate-%		
Children living with single parent	2008 - 2012	41,722	26.2%	33.2%	
Substantiated incidents of child abuse/neglect (rate per 1,000)	2012	883	5.0	7.6	
Substantiated incident of Child Abuse (rate per 1,000)	2012	316	1.8	3.1	
Child Neglect (rate per 1,000)	2012	620	3.5	5.2	
Children leaving foster care who are reunified with their families or placed with a relative within 12 months of entering foster care	2012	254	87.3%	75.1%	

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

**Table 9: Stable Self Sufficient Families 2012-2016**

Kids Count: Stable Self-Sufficient Families Index:					
Substantiated incidents of child abuse and/or neglect (rate per 1,000)	Year	2013	2014	2015	2016
	Cobb	4.0	7.5	7.6	4.1
	Georgia	7.2	10.2	10.5	7.0
Kids Count: Stable Self-Sufficient Families Index:					
Substantiated incidents of child neglect (rate per 1,000)	Year	2013	2014	2015	2016
	Cobb	2.9	5.5	5.6	3.0
	Georgia	5.0	7.6	8.1	5.4
Kids Count: Stable Self Sufficient Families					
Indicator	Year	Cobb		Georgia Rate - %	
		Number	Rate-%		
Children living with single parent 2012-2016	2012 - 2016	47,370	29.0%	34.6%	
Substantiated incidents of child abuse/neglect (rate per 1,000)	2016	742	4.1	7.0	
Substantiated incident of Child Abuse (rate per 1,000)	2016	296	1.6	2.3	
Child Neglect (rate per 1,000)	2016	547	3.0	5.4	
Children leaving foster care who are reunified with their families or placed with a relative within 12 months of entering foster care	2013	279	87.7%	72.1%	

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

Table 10 includes data relating to the number of substantiated incidents of child abuse and/or neglect. Incidents of child abuse and neglect saw an increase and then rapid decline between 2011 and 2016. As expected, the rate of child abuse and neglect in the state followed a similar pattern from 2011 to 2016 with the exception of 2013 when Cobb and the state experienced a decrease in incidents followed by an increase in 2014. The data pertaining to the rate of child abuse and neglect are presented in Table 11.

**Table 10: Substantiated Incidents of Child Abuse and/or Neglect**

	2011	2012	2013	2014	2015	2016
<b>Cobb</b>	691	883	718	1,354	1,381	742
<b>Georgia</b>	19,164	19,033	17,977	25,350	26,230	17,435

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

**Table 11: Substantiated Incidents of Child Abuse and/or Neglect (rate per 1,000 children <18 years of age)**

	2011	2012	2013	2014	2015	2016
<b>Cobb</b>	7.4	N/A	4.1	3.2	2.7	3.5
<b>Georgia</b>	13.7	N/A	6.7	5.5	5.5	5.2

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

## Crime Prevention/Intervention Programs

Crime is an important factor for all communities to consider. Information about the frequency and types of crimes committed in Cobb County is found in the following section. Index crimes that occurred in Cobb County increased from 2009 to 2016. However, 19,909 crimes were reported in 2016 which is significantly lower than 20,618 from 2015. Table 12 includes the data related to index crimes in Cobb County and surrounding counties.

**Table 12: Index Crimes by County**

County	2009	2010	2011	2012	2013	2014	2015	2016
Bartow	3,877	3,870	4,672	4,274	3,707	5,242	4,300	3,734
Cherokee	3,012	3,465	3,579	3,340	3,153	3,420	3,242	3,311
Clayton	14,628	14,213	14,691	14,486	11,917	13,729	13,260	13,577
Cobb	19,388	18,211	19,079	18,678	19,671	19,340	20,618	19,909
DeKalb	39,510	39,104	38,908	39,287	39,610	42,549	37,078	35,967
Douglas	4,190	4,642	4,445	4,274	4,158	4,076	4,217	5,197
Fulton	67,447	62,015	61,299	60,405	59,331	57,814	55,748	57,987
Gwinnett	25,108	23,298	21,971	20,738	21,007	20,912	20,303	21,412
Henry	5,702	6,503	6,216	6,385	6,210	6,371	6,328	5,903
Paulding	3,515	3,265	3,390	3,190	3,112	3,470	3,567	3,000

Source: Georgia Bureau of Investigation

The number of crimes is an important aspect of determining the effect crime has on a geographic area, but the types of crimes are also important. Table 13 contains data about the types of crimes committed in Cobb County. Larceny was the most prevalent crime in Cobb County during 2013, and the same was true in 2017. The number of murders decreased from 28 in 2013 to 27 in 2017. Crimes involving rape and vehicle theft saw increases between 2013 and 2017. Fewer assaults (1,089) occurred during 2017 in Cobb County than in 2013 (1,141).

**Table 13: Crime Statistics by State and County**

Type of Crime	2013 Crime Statistics		2017 Crime Statistics	
	Cobb County	Georgia	Cobb County	Georgia
Murder	28	554	27	701
Rape	125	1,934	172	2,684
Robbery	665	12,272	601	9,878
Assault	1,141	20,371	1,089	23,258
Burglary	3,865	79,992	2,540	53,930
Larceny	12,590	218,707	13,619	210,997
Vehicle Theft	1,257	26,365	1,537	25,870
<b>Total:</b>	<b>19,671</b>	<b>360,195</b>	<b>19,585</b>	<b>327,318</b>

Source: Georgia Bureau of Investigation

Cities in Cobb County were examined to determine the impact of crime in the city on the county. Table 14 contains data of crimes that were committed and known to law enforcement. This table only includes crimes reported. It is important to recognize that there is a percentage of crime that takes place in every community that is not reported to law enforcement officials. Violent crimes decreased in Marietta and Powder Springs from 2013 to 2016, but increased in Smyrna. Marietta experienced the largest decline in murders decreasing from five in 2013 to one in 2016. Increases in crime occurred with violent crimes in Smyrna increasing from 183 to 196, assault in Smyrna increasing from 98 to 130, and robbery in Powder Springs increasing from 8 to 12.

**Table 14: Offenses Known to Law Enforcement by City**

Offense	2013			2016		
	Marietta	Powder Springs	Smyrna	Marietta	Powder Springs	Smyrna
Total Population	58,893	14,350	53,080	59,516	15,004	57,152
Violent Crime	450	150	183	233	52	196
Murder	5	1	2	1	0	1
Rape	12	8	11	12	2	8
Robbery	127	8	72	117	12	57
Assault	306	133	98	103	38	130
Property Crime	2,499	728	1,742	2,282	268	1,549

Source: FBI Uniform Crime Rate Database

Table 15 includes data from the Strong Communities Index. This index presents information pertaining to the types of crimes those 17 and older commit. Violent crimes in Cobb County decreased from 5.3 in 2011 to 3.8 in 2016. Other crimes also decreased from 2011 to 2016. 2014 saw the lowest rate in other crimes but increased to 24.4 in 2016. The rates of other crimes in Cobb County are inconsistent with the rates of other crimes committed in Georgia. During the time from 2011 to 2016, the rates of other crimes has decreased year-to-year in

Georgia. However, in Cobb County the rates of other crimes declined from 2011 to 2014, but saw an increase in other crimes in 2015 and 2016.

**Table 15: Strong Communities Index**

Kids count: Strong Communities Index							
Crime Rates (ages 17 or older): other crimes (burglaries, etc.) (per 1,000)	Year	2011	2012	2013	2014	2015	2016
	Cobb	27.4	27.1	26.1	21.2	22.1	24.4
	Georgia	36.0	35.4	33.5	32.8	29.6	27.3
Crime rates (age 17 or older): Violent crime (per 1,000)	Year	2011	2012	2013	2014	2015	2016
	Cobb	5.3	4.8	4.4	3.6	3.8	3.8
	Georgia	7.8	7.6	7.2	7.1	6.3	5.7

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

Table 16 contains data related to family violence in Cobb County between 2009 and 2016. Rates of male fatal injury spiked in 2012 (8) but returned to a lower number of incidents (2) in 2013. Female rates of fatal injury stayed constant throughout the time span. Female fatal injuries changed from 2 in 2011 and 2012 to 0 in 2013 and have remained the same. Permanently disabled incidents increased for males from 0 in 2009 to 5 in 2016 with a spike of 14 in 2011. Temporary disabled incidents peaked at 32 for men and 9 for women in 2012 with similar numbers in 2013 then declined in 2014. Both males and females experienced the most incidents of broken bones in 2016 with 16 for males and 6 for females. Gun and knife wound incidents increased for both men and women between 2006 and 2013. Male gun and knife wounds reached a high of 22 in 2012, and female gun and knife wounds reached a maximum of 27 in 2012. Superficial wounds incidents reached its peak in 2012, but by 2016 saw 883 incidents for males and 421 for females. Incidents of property damage increased from 104 in 2009 to 181 in 2016 for males and from 48 to 66 in 2016 for females. Abusive language increased from 288 to 714 for males and from 103 to a high of 293 in 2016 for females. Sexual abuse numbers remained low for female aggressors, peaking at 7 in 2015 but rose from 15 in 2009 to 35 in 2016 for males. The other abuses category decreased in both males and females in 2009 from 2008 and then rose sharply in 2010 where levels stayed consistent through 2016.

**Table 16: Family Violence Aggressor by Sex**

Abuse Type	2009		2010		2011		2012		2013		2014		2015		2016	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Fatal injury	2	1	4	0	3	2	8	2	2	0	2	0	3	0	3	0
Permanently disabled	0	0	0	0	14	1	4	0	4	1	2	1	6	2	5	5
Temporarily disabled	9	2	6	1	9	3	32	9	21	7	5	2	5	1	8	0
Broken bones	8	2	6	2	14	2	8	2	11	3	4	0	7	1	16	6
Gun/knife wounds	19	5	9	16	9	21	22	27	13	24	12	16	15	11	12	21
Superficial wounds	532	263	465	202	1,129	534	1,108	523	1,061	519	944	438	796	430	883	421
Property damage	104	48	78	38	212	95	206	81	221	73	169	76	203	67	181	66
Threats	109	28	85	31	295	91	231	63	224	69	195	82	201	62	203	51
Abusive language	288	103	288	80	642	201	677	240	680	238	527	192	675	262	714	293
Sexual abuse	15	0	11	2	32	6	40	1	40	0	40	2	40	7	35	1
Other abuse	162	65	119	47	433	174	477	195	426	197	416	192	414	188	462	191
<b>Totals</b>	<b>1,248</b>	<b>517</b>	<b>1,071</b>	<b>419</b>	<b>2,792</b>	<b>1,130</b>	<b>2,813</b>	<b>1,143</b>	<b>2,703</b>	<b>1,131</b>	<b>2,316</b>	<b>1,001</b>	<b>2,365</b>	<b>1,031</b>	<b>2,522</b>	<b>1,055</b>

Source: Georgia Bureau of Investigation

The types of weapons used in family violence incidents are presented in Table 17. The hand/fist category was reported the most frequently between 2010 and 2016. Incidences of firearms increased from 18 to 80 during the period between 2009 and 2016. Cutting/knife incidents rose from 42 to a peak of 190 in 2012 then dropping to 125 in 2016. The largest increase in the weapon type used occurred in the hand/fist category where incidents rose from 852 in 2009 to 1,941 in 2016.

**Table 17: Weapons Used in Family Violence**

Weapon types	2009	2010	2011	2012	2013	2014	2015	2016
Firearm	18	17	58	52	58	56	53	80
Cutting/knife	42	59	156	190	136	120	123	125
Hand/fist	852	870	2,253	2,256	2,254	1,837	1,838	1,941
Other weapons	856	546	1,456	1,462	1,391	1,304	1,388	1,441
<b>Totals</b>	<b>1,768</b>	<b>1,492</b>	<b>3,923</b>	<b>3,960</b>	<b>3,839</b>	<b>3,317</b>	<b>3,402</b>	<b>3,587</b>

Source: Georgia Bureau of Investigation

Table 18 depicts the relationship of victims to offenders. Victims were most often assaulted by their present spouse between 2013 and 2016. The number of present spouse relationship victims increased from 345 in 2009 to a high in 2011 of 889 and decreased to 695 by 2016.

Former spouses were responsible for 60 incidents in 2009, peaked at 133 in 2011, and decreased to 87 in 2016. Children accounted for 145 incidents in 2009 and 349 in 2016. Parents were responsible for an increase in incidents from 159 to 371, peaking at 483 in 2011. Stepparent incidents increased from 2009 to 2016 as did stepchildren incidents. Foster children, and foster parent categories remained relatively consistent, with a slight increase in 2015.

**Table 18: Relationship of Offender to Victim**

Relationship	2009 Victims	2010 Victims	2011 Victims	2012 Victims	2013 Victims	2014 Victims	2015 Victims	2016 Victims
Present spouse	345	286	889	840	749	643	650	695
Former spouse	60	35	133	117	94	84	110	87
Child	145	126	307	291	285	301	321	349
Parent	159	109	483	411	418	358	360	371
Stepparent	17	10	37	40	34	38	43	39
Stepchild	10	16	36	33	31	29	24	37
Foster parent	2	1	3	2	2	3	4	2
Foster child	1	0	2	2	4	2	5	2
None of the above	859	563	365	1,376	477	225	178	157
<b>Totals</b>	<b>1,598</b>	<b>1,146</b>	<b>3,923</b>	<b>3,960</b>	<b>2,094</b>	<b>1,683</b>	<b>3,402</b>	<b>3,587</b>

Source: Georgia Bureau of Investigation

In 2016, there were 416 unique youth held in a secure detention facility, 255 at home under supervision, 87 in non-secure residential treatment, and 166 awaiting placement according to the Georgia Department of Juvenile Justice.

## Disabilities and Special Needs Programs

During 2013, approximately 57,824 residents of Cobb County reported some disability. This number increased to approximately 65,791 by the end of 2016. The percentage of persons with disabilities stayed relatively the same in the different categories. The age range with the highest percentage of persons with a disability remained the category of those over 65. Blacks over the age of 65 with a disability decreased from 37.2% to 29.9% between 2013 and 2016.

Information about the demographics of those with disabilities in Cobb County can be found in Tables 19 and 20 as well as Map 7.

**Table 19: Disabilities by Race and Age**

	2013		2016	
	Ages 18-64	Over Age 65	Ages 18-64	Over Age 65
White	6.5%	30.7%	6.8%	30.4%
Black	7.6%	37.2%	7.2%	29.9%
Asian	2.5%	22.9%	3.7%	27.2%
Hispanic	5%	36.2%	5.4%	36.5%

Source: 2000 U. S. Census and 2010 American Community Survey

**Table 20: Disability Demographics**

	Total Population	Persons w/ Disability	%	Total Population	Persons w/ Disability	%
Cobb County	712,969	60,687	8.5%	743,437	65,791	8.8%
Population age 5 to 17	130,099	5,586	4.3%	133,267	6,485	4.9%
Population age 18 to 64 years	463,583	31,200	6.7%	477,989	34,460	13.1%
Population 65 years and older	71,279	23,494	33%	84,103	24,182	65%

Source: American Community Survey U.S. Census Bureau

## Education Programs

In 2016, 91.0% of people 25 years and over in Cobb County had graduated from high school and 45.0% had attained a bachelor’s degree or higher. According to the American Community Survey, the total school enrollment in Cobb County was 203,872. Nursery school and kindergarten enrollment was 26,062 and elementary and high school enrollment was 132,615. College or graduate school enrollment was 56,342. The percentage of individuals who did not complete high school in Cobb County consisted of about 9% of the county’s population from 2013. Table 21 contains data related to educational attainment in Cobb County during this time period.

**Table 21: Educational Attainment for Individuals Age 25 and Over**

Level of Education	2014		2015		2016	
	Number	Percent	Number	Percent	Number	Percent
Less than 9th Grade	19,005	4.1%	19,668	4.2%	20,624	4.3%
Grades 9-12, but no diploma	23,134	5.0%	22,906	4.8%	21,797	4.5%
High School or GED Graduate	90,744	19.5%	92,335	19.5%	91,599	19.0%
Some college, but no degree	95,865	20.6%	96,298	20.3%	96,343	20.0%
Associates Degree	32,978	7.1%	33,500	7.1%	34,510	7.2%
Bachelor's Degree	135,253	29.0%	138,291	29.2%	142,039	29.5%
Graduate or Professional Degree	68,753	14.4%	70,751	14.9%	74,551	15.5%
<b>Total:</b>	<b>436,732</b>	<b>100%</b>	<b>473,749</b>	<b>100%</b>	<b>481,463</b>	<b>100%</b>

Source: American Community Survey U.S. Census Bureau

Tables 22 and 23 include data that measures the success children are having in Cobb County Schools. Indicators of success are presented as a manner of gauging the number of students who are reaching milestone achievements during their educational progression. Cobb County saw an increase in the number of students who were absent from school more than 15 days from 10,277 in 2015 to 11,483 in 2017. In 2015 and 2017, Cobb County students achieved higher rates of proficient learner or above scores on Georgia's Milestones Testing compared to the state. The percentage of Cobb County 8<sup>th</sup> grade students who scored proficient learner or above in English Language Arts assessments decreased significantly from 83.7% to 53.2%. However, these rates are consistent with Georgia's state average.

**Table 22: Children Succeeding in School**

Indicator	Year	Cobb		Georgia %
		Number	%	
Children Absent more than 15 days from school	2015	10,277	8.5%	9.9%
3rd grade students achieving proficient learner or above on Milestones English Language Arts assessment	2015	3,914	46.3%	36.9%
5th grade students achieving proficient learner or above on Milestones English Language Arts assessment	2015	4,384	51.6%	39.4%
5th grade students achieving proficient learner or above on Milestones Mathematics assessment CRCT promotional tests in Math	2015	3,740	43.8%	38.3%
8th grade students achieving proficient learner or above on Milestones English Language Arts assessment	2015	7,071	83.7%	76.0%
8th grade students achieving proficient learner or above on Milestones Mathematics assessment	2015	3,998	47.1%	37.0%
Students who graduate from High School on time	2015	6,932	81.4%	78.8%
Teens who are high school drop outs, ages 16-19	'12-'16	1,712	4.4%	5.2%
Teens who are not in school and not working, ages 16-19	'12-'16	2,483	4.4%	9.1%
High School Graduates who are eligible for the Hope Scholarship	2015	N/A	4.4%	N/A

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

The eighth grade level students meeting CRCT reading and math standards saw similar increases from 91% to 99% and 85% to 92% respectively. The percentage of students who graduated high school on time increased from 76% in 2013 to 83.6% in 2017. The percentage of

teens who dropped out of high school remained consistent between 2013 and 2017. Teens not in school and not working decreased from 7.7% to 6.4%.

**Table 23: Children Succeeding in School, Update**

Indicator	Year	Cobb		Georgia
		Number	%	%
Children Absent more than 15 days from school	2017	11,483	9.4 %	11.2 %
3rd grade students achieving proficient learner or above on Milestones English Language Arts assessment	2017	4,060	47.3%	36.4%
5th grade students achieving proficient learner or above on Milestones English Language Arts assessment	2016	4,320	50.6%	38.8%
5th grade students achieving proficient learner or above on Milestones Mathematics assessment CRCT promotional tests in Math	2017	3923	45.7%	37.2%
8th grade students achieving proficient learner or above on Milestones English Language Arts assessment	2017	4446	53.2%	42.7%
8th grade students achieving proficient learner or above on Milestones Mathematics assessment	2017	2889	42.8%	34.5%
Students who graduate from High School on time	2017	7518	83.6%	80.6%
Teens who are high school drop outs, ages 16-19	2012-16	1712	4.4%	5.2%
Teens who are not in school and not working, ages 16-19	2012-16	2483	6.4%	9.1%

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

The Cobb County School district now educates more than 111,000 students. The school district is the second largest employer in Cobb County with more than 18,000 employees<sup>2</sup>.

### Cobb County School District Fast Facts

- The Cobb County School District enrolled approximately 112,084 students in 2018 and Marietta City Schools enrolled approximately 8,900.
- Between 2014 and 2016, the high school dropout rate per 100 students enrolled was 4.4 in Cobb and 5.2 in Georgia. General Fund Expenditures per pupil were \$7,753 in Cobb and \$7,722 in Georgia.
- Graduation rate has increased from 76.5% in 2013 to 83.8% in 2017 (7% increase)
- Participation in challenging Advanced Placement courses has grown over 247% since 2004
- Transiency rate has decreased from 22.64% in the 2012-2013 school year to 21.47 in the 2016-2017 school year.

<sup>2</sup> Cobb County School District, 2017

- Student performance on the SAT tests increased from an average score of 1515 in 2013 to 1560 in 2016. This is 61 points higher than the state average and 36 points higher than the national average<sup>3</sup>.

## Cobb County School District facilities

- Total Number of Schools – 112
- Elementary Schools – 67
- Middle Schools - 25
- High Schools – 16
- Charter Schools, independently managed – 1
- Special Education Centers – 1
- Adult Education Center – 1
- Performance Learning Center – 1

## Ethnic Breakdown of Students 2017-2018 (Increased diversity from 2013-2014)

- White 37.7%
- Black 30.9%
- Hispanic 21.7%
- Asian 5.6%
- Multi-Racial 3.8%
- American Indian < 1%
- Pacific Islander < 1%

In 2016, the number of babies born to mothers with less than a high school diploma in Cobb County dropped significantly from 11.1% to 9.8%, its lowest rate in five years. Cobb County has consistently outperformed the rest of the state in this category from 2012 to 2016. Table 24 contains data pertaining to this topic.

**Table 24: Mothers with Low Education levels**

Kids Count: Children Ready to Start School Index:						
Babies born to mothers with less than 12 years of education (percent)	Year	2012	2013	2014	2015	2016
	Cobb	11.3%	10.4%	11.6%	11.1%	9.8%
	Georgia	16.8%	15.6%	15.8%	15.3%	14.5%

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

<sup>3</sup> Cobb County School District [www.cobbk12.org](http://www.cobbk12.org) & 2013 Georgia County Guide

## Healthy Children/Babies/Infants

The infant mortality rate for Cobb County remained lower than the state infant mortality rate until 2016 when it increased to 7.4 compared to Georgia’s 6.3. There was a significant decrease in Cobb County in 2012 (4.9 infant deaths per 1,000) compared to 6.7 infant deaths per 1,000 in Georgia for the same year. Table 27 refers to the subject of infant mortality and shows the shift in infant mortality that took place from 2011 to 2016 in Cobb County. Table 25 includes the data for infant mortality rates in Cobb County and Georgia from 2011 to 2016.

**Table 25: Infant Health**

Kids Count: Healthy Children Index:							
Year	2011	2012	2013	2014	2015	2016	
Infant Mortality (rate per 1,000 births)	Cobb	5.4	4.9	6.5	5.9	7.0	7.4
	Georgia	6.8	6.7	7.2	7.7	7.8	6.3

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

The health of Cobb County’s children is the focus of Table 26 and Table 27. Infant mortality rate increased from 2011 to 2016 and the incidence of low birth weight increased from 781 in 2011 to 812 in 2016. The number of children enrolled in Women, Infants, and Child program decreased to 9,462 in 2016 from 21,211 in 2011. Teen deaths increased from 13 in 2011 to 23 in 2016 as did teen deaths by homicide, suicide and accident which increased from 11 to 15.

**Table 26: Healthy Children, 2011**

Indicator	Cobb		Georgia
	Number	Rate-%	Rate-%
Low Birth weight	781	8.2%	9.4%
Infant Mortality (per 1,000)	69	6.1	7.9
Eligible children, birth through age 4, enrolled in WIC	21,211	N/A	N/A
Teen deaths, ages 15-19 (per 100,000)	13	27.2	48.5
Teen deaths, ages 15-19 by homicide, suicide and accident (per	11	23.0	35.8

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

For the indicators presented in Tables 26 and 27, Cobb County rates were below the Georgia rates from 2011 to 2016. The rate of babies born with low birth weight in Cobb County in 2011 and 2016 is lower than the rate in Georgia. This was also true for the infant mortality rate; child deaths, ages 1 - 4; teen deaths, ages 15 – 19; and teen deaths, ages 15 – 19, by homicide, suicide, and accident.

**Table 27: Healthy Children, 2016**

Indicator	Cobb		Georgia
	Number	Rate-%	Rate-%
Low Birth weight	812	8.7%	9.8%
Infant Mortality (per 1,000)	59	6.3	7.4
Eligible children, birth through age 4, enrolled in WIC	9,462	N/A	188,094
Child deaths, ages 1-14 (per 1,000)	18	12.8	18.7
Teen deaths, ages 15-19 (per 100,000)	23	45.6	60.7
Teen deaths, ages 15-19 by homicide, suicide and accident (per 100,000)	15	29.8	45.0

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

## Homeless Services

A county wide point-in-time homeless count conducted in 2017 estimated there were 403 homeless individuals in Cobb County. This is a slight decrease from the 410 estimated homeless individuals in 2013. Of those individuals that were considered homeless, 285 were sheltered and 118 were unsheltered in 2017. The number of individuals who were considered chronically homeless was reported as 53. The number of homeless veterans in Cobb County was reported as 21. The point-in-time count identified nine homeless unaccompanied youth under the age of 25. There were no unaccompanied children (under 18 years old) recorded in the 2017 point-in-time count. Table 28 included data pertaining to Cobb County’s homeless population.

**Table 28: Characteristics of Cobb County's Homeless Population in 2017**

	Count
<b>Total Homeless</b>	403
<b>Sheltered Homeless</b>	285
<b>Unsheltered Homeless</b>	118
<b>Chronically Homeless</b>	53
<b>Homeless Veterans</b>	21
<b>Homeless Unaccompanied Youth (under 25)</b>	9
<b>Homeless Unaccompanied Children (Under 18)</b>	0

Source: 2017 Cobb County Point-in-Time Count

Table 29 includes data related to the number and type of shelter beds available in Cobb County during 2017. Shelter beds in emergency shelters, transitional housing, and safe haven beds totaled 285 in 2017. However, there were no safe haven beds available. There were 42 Rapid re-housing beds available during 2017, and 446 permanent supportive housing beds were utilized to serve the needs of homeless individuals in Cobb County.

Table 29: Housing Inventory Counts 2017

Shelter Bed Types	Count
Total Year-Round beds (ES, TH, SH)	285
Emergency Shelter beds (ES)	151
Transitional Housing beds (TH)	134
Safe Haven beds (SH)	0
Rapid Re-housing beds	42
Permanent Supportive Housing beds	446

Source: 2017 Cobb County Housing Inventory Count Report.

## Housing Programs

According to the 2016 American Community Survey, there were 293,084 housing units in Cobb County and 92.8% of the housing units are occupied. In Cobb County there were 271,975 occupied housing units of which 63.9% are owner-occupied and 36.1% are renter-occupied. There were 21,109 (7.2%) vacant housing units in Cobb County in 2016. By contrast in the U.S., 87.8% of all housing units are occupied of which 63.6% are owner-occupied, 36.4% are renter-occupied, and 12.2% are vacant. Figure 1 depicts the ratio of housing characteristics in Cobb County compared to the U.S in 2016.

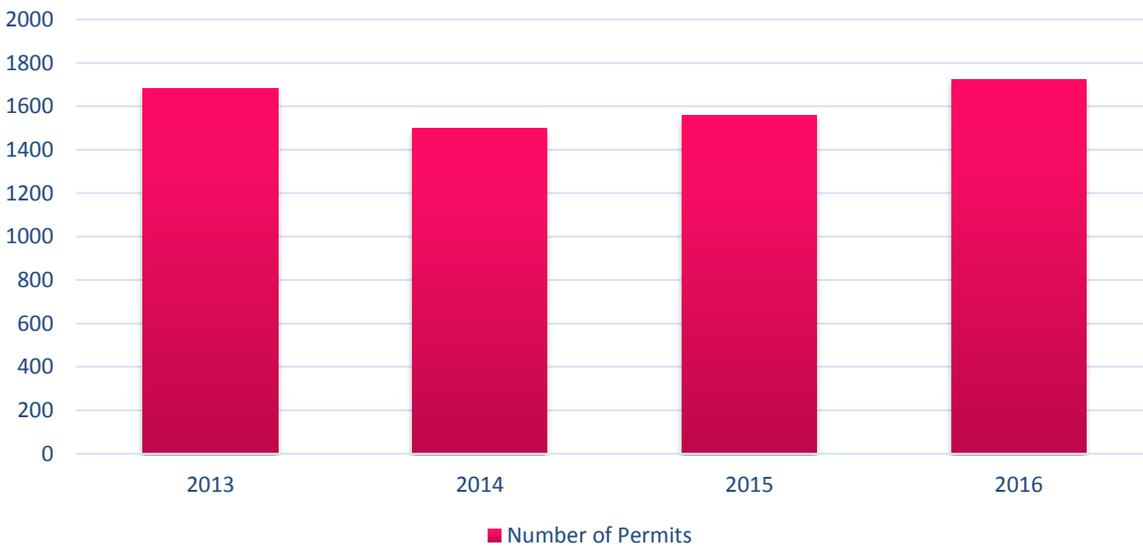
Figure 1: Housing Characteristics of Cobb County and U.S. (in percentages)



The 2016 American Community Survey estimated that the selected monthly owner cost of housing units with a mortgage in Cobb County was \$1,534 (down slightly from \$1,645 in 2013), and renters paid a median cost of \$1,046 which has increased from \$974 in 2013.

According to the US Census Bureau, Cobb County issued 1,723 building permits in 2016, 1,557 permits in 2015, 1,499 permits in 2014 and 1,680 permits in 2013. This is an indication of a progressively increasing return to a strong housing market after the severe housing market decline in which a total of 1,979 building permits were issued during the period of 2008 to 2010. However, the number of permits issued in 2016 is substantially lower than the 5,153 permits issued in 2005. Figure 2 depicts the number of permits issued between 2013 and 2016<sup>4</sup>.

**Figure 2: Housing Permits Issued, 2013-2016**



In 2013, the Housing and Recovery Act (HERA) allocated grant funds to the Neighborhood Stabilization Program (NSP) which allows states and local governments to purchase and redevelop abandoned or foreclosed properties. Under NSP, Cobb County has acquired and rehabilitated a total of 54 single-family homes and a multi-family complex consisting of 238 units, 55 of which are targeted for NSP. Cobb County’s NSP Program has also provided \$561,599.62 in down payment and closing cost assistance to qualified homebuyers<sup>5</sup>.

Housing issues in Cobb County are visualized in three different maps. Map 8 details the concentrations of housing units in Cobb County, and Map 9 illustrates the number of rental occupied housing units. Map 10 depicts the percentage of vacant homes in the county.

### Housing Cost Burdens

In 2016, Cobb County had 271,975 occupied housing units, 173,718 owner occupied units and 98,257 renter occupied units. The percentage of homes that did not have access to telephone

<sup>4</sup> U.S. Census [www.censtats.census.gov](http://www.censtats.census.gov)

<sup>5</sup> Atlanta Regional Commission Report “A Region Responds: Neighborhood Stabilization Program”

service increased to 2.0% compared to 1.7% in 2013. Similarly, a slight increase occurred in the percentage of occupied housing units that did not have access to a vehicle increasing to 3.9% in 2016 from 3.7% in 2013. The percentage of occupied housing units with access to one vehicle was reported as 32.7%, 43.4% had access to two vehicles, and 20.0% had access to three or more vehicles. Tables 30 and 31 include the data referenced in this section. Between 2013 and 2016, the US Census changed its categories for housing costs. The median income of occupied housing units is depicted in Map 11 and the mortgage and ownership costs of owner occupied housing units are detailed in Map 12.

**Table 30: Housing Costs 2013**

Mortgage Costs	Owner Occupied Units	Rent Costs	Renter Occupied Units
No Cash Outlay	40,138	No Rent Paid	2,606
Less than \$300	112	Less than \$200	164
\$300 to \$499	2,225	\$200 to \$299	334
\$500 to \$699	5,510	\$300 to \$499	1,361
\$700 to \$999	15,985	\$500 to \$749	16,792
\$1000 to \$1499	45,123	\$750 to \$999	33,128
\$1500 to \$1,999	30,293	\$1,000 to \$1,499	32,898
\$2000 plus	30,276	\$1,500 or more	9,906
Median Housing Cost	\$1,453	Median Housing Cost	\$967
Total Number of Units	169,662	Total Number of Units	97,189

Source: American Community Survey U.S. Census Bureau

**Table 31: Housing Costs 2016**

Mortgage Costs	Owner Occupied Units	Rent Costs	Renter Occupied Units
No Cash Outlay	40,958	No Rent Paid	2,913
Less than \$500	1,592	Less than \$200	1,925
\$500 to \$999	19,264	\$200 to \$299	40,925
\$1,000 to \$1,499	43,036	\$300 to \$499	40,374
\$1,500 to \$1,999	33,713	\$500 to \$749	8,952
\$2,000 to \$2,499	16,780	\$750 to \$999	2,204
\$2,500 to \$2,999	8,901	\$1,000 to \$1,499	477
\$3,000 plus	9,474	\$1,500 or more	487
Median Housing Cost	\$1,534	Median Housing Cost	\$1,046
Total Number of Units	173,718	Total Number of Units	98,257

Source: American Community Survey U.S. Census Bureau

## Immigration/Latino Community

In 2016, among people at least five years old living in Cobb County 21.2% spoke a language other than English at home, and 56.6% of people who spoke a language other than English at home spoke Spanish. 42.9% of those who spoke Spanish at home reported that they did not

speaking English very well. Table 32 contains data on Hispanic populations in Cobb County for the years 2014, 2015, and 2016. The population of Latino ancestry identifying individuals increased from 88,665 to 91,921 between 2014 and 2016. Of those individuals who indicated Latino Ancestry, 52,569 reported Mexican descent in 2016 which increased from 48,874 in 2014. Individuals reporting Puerto Rican descent and Cuban descent also increased.

**Table 32: Hispanic Populations 2014-16**

Ancestry	2014		2015		2016	
	Population	Percentage	Population	Percentage	Population	Percentage
Hispanic or Latino Population of any type	88,665	100%	90,536	100%	91,921	100%
Mexican	48,874	55.1%	50,817	56.1%	52,569	57.2%
Puerto Rican	7,240	8.2%	8,576	9.5%	9,639	10.5%
Cuban	3,202	3.6%	3,262	3.6%	3,696	4.0%
Other Hispanic or Latino	29,349	33.1%	27,881	30.8%	26,017	28.3%

Source: American Community Survey U.S. Census Bureau

## Poverty

In 2016, 21.2% of children in the United States, 15.3 million, were poor which has decreased from 23.0% (16.4 million) of children living in poverty in 2013. In 2016, a family of four was considered to be living in poverty if their annual income fell below \$24,563. Poverty is not a problem relegated to communities outside of Cobb County's borders. Tables 33, 34, and 35 each contain information pertaining to factors of poverty in Cobb County.

**Table 33: Children Living in Poverty 2012-2016**

	2012	2013	2014	2015	2016
Cobb	19.8%	18.0%	17.8%	16.4%	13.6%
Georgia	27.3%	26.7%	26.3%	24.7%	23.1%

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

Between 2012 and 2016, the number of children living in poverty decreased from 19.8% to 13.6% of all children in Cobb County. Tables 34 and 35 include information about the racial composition of cities within Cobb County and median income. The median income within Cobb County increased from \$65,180 in 2012 to \$70,947 in 2016. Powder Springs enjoyed the highest median household income in 2012 of \$58,365, and saw that median income increase to \$64,895 in 2016. Powder Springs maintained the highest median income of the four selected cities in Cobb County.

Racial demographics have stayed relatively the same between 2012 and 2016 with the most noticeable difference being a decline in the population of Black residents in Austell from 61.8% in 2012 to 54.6% in 2016. Powder Springs’ racial composition has maintained a fairly even split between Black (44.7%) and White (48.5%) in 2016 with only a slight increase in the White population. Overall, Cobb County’s racial diversity changed very little during the time span, but small increases in minority group percentages were present.

**Table 34: Income by Race and Ethnicity 2012**

2012 U.S. Census, Cobb County, GA including unincorporated cities							
	Total Population	Median Household Income	White	Black	Asian	Other	Hispanic
Austell	6,676	\$43,031	32.7%	61.8%	0.6%	4.1%	9.2%
Marietta	57,451	\$45,014	54.8%	31.8%	3.1%	8.0%	20.1%
Powder Springs	14,027	\$58,365	46.6%	46.3%	0.1%	3.3%	10%
Smyrna	51,466	\$56,886	54.5%	30.5%	6.6%	6.9%	15%
<b>Cobb County</b>	<b>691,820</b>	<b>\$65,180</b>	<b>63.2%</b>	<b>25.1%</b>	<b>4.5%</b>	<b>5%</b>	<b>12.2%</b>

Source: American Community Survey, U.S. Census Bureau

Map 13 depicts the population of individuals whose income was at or below the poverty line in the previous year, and Map 14 illustrates the concentration of families living at or below the poverty line in Cobb County.

**Table 35: Income by Race and Ethnicity 2016**

2016 Cobb County, GA including unincorporated cities							
	Total Population	Median Household Income	White	Black	Asian	Other	Hispanic
Austell	32,397	\$50,046	41.1%	54.6%	0.8%	2.6%	10.0%
Marietta	125,618	\$53,542	61.7%	28.1%	4.0%	4.1%	11.0%
Powder Springs	40,634	\$64,895	48.5%	44.7%	1.8%	3.0%	8.0%
Smyrna	60,366	\$57,530	55.4%	31.4%	4.4%	6.4%	13.7%
<b>Cobb County</b>	<b>728,388</b>	<b>\$70,947</b>	<b>61.8%</b>	<b>27.8%</b>	<b>5.0%</b>	<b>3.5%</b>	<b>9.3%</b>

Source: American Community Survey, U.S. Census Bureau

From 2012 to 2017, Cobb County experienced steady declines in the number of students eligible to receive free or reduced price meals with only a slight increase in 2016. In 2012, 45.39% of students qualified while 42.42% of students qualified in 2016. This is different from Georgia as the percentage of students eligible to receive free or reduced price meals has slightly increased from 2012 to 2016 in the state. Table 36 includes data on the percentages of students who are eligible to received reduced price meals at school.

**Table 36: Free and Reduced Lunch 2012-2017**

Kids Count: Strong Communities Index						
	2012	2013	2014	2015	2016	2017
Cobb	45.39%	45.32%	44.83%	44.09%	44.46%	42.42%
Georgia	59.59%	61.96%	62.18%	62.29%	61.71%	60.58%

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

## Substance Abuse Programs

Substance abuse data is presented in Tables 37 through 39. These tables contain information pertaining to the prevalence of drug and alcohol abuse amongst school aged children in Cobb County. These metrics are important to track, as early onset of using drugs, alcohol, and tobacco are indicators of future substance dependency.

**Table 37: Have you used Alcohol/Tobacco/Marijuana in the Past 30 Days? 2015-2016**

Grade	Alcohol Use	Tobacco Use	Marijuana Use
6th	9%	6%	0%
7th	8%	3%	2%
8th	5%	3%	.9%
9th	9%	6%	4%
10th	7%	3%	0%
11th	9%	3%	1%
12th	32%	16%	10%

Source: Georgia Student Health Survey (GSHS) 2008- 2009

Table 38 and 39 each present data about the percentage of particular age groups that indicated they have used drugs, alcohol, or tobacco in the past 30 days. Use of alcohol and tobacco both decreased amongst all grade levels during the 2015-2016 period to the 2016-2017 period.

**Table 38: Have You Used Alcohol/ Tobacco/Marijuana or Other Drug in the Past 30 Days? 2016-2017**

Grade	Alcohol Use	Tobacco Use	Marijuana Use
6th	3.1%	3.1%	1%
7th	8.4%	1.4%	4.2%
8th	16.0%	5.6%	6.6%
9th	5.8%	3.4	2.3%
10th	16.1%	10.2%	10.2%
11th	18.8%	10.1%	7.2%
12th	27.1%	6.7%	16.9%

Source: Georgia Student Health Survey II (GSHS) 2016-2017

**Table 39: Age of Onset for Illegal Substance Use 2016**

Year	Alcohol Use	Tobacco Use	Other Drug Use (Marijuana)
2008-2009	13 years old	14 years old	14 years old
2016-2017	12 years old	12 years old	13 years old

Source: Georgia Student Health Survey (GSHS) 2016- 2017

## Teen Pregnancy, Sexual Behavior and Abstinence Programs

In 2017, Cobb County had a total of 536 teenage pregnancies (age 10-19) which has decreased from 775 teenage pregnancies reported in 2012. Pregnancies by age are as follows: 9 for 10-14 years of age, 113 for 15-17 years of age and 414 for 18-19 years of age<sup>6</sup>.

Table 40 includes data on the rate of births to mothers between the ages of 15 and 19. Cobb County saw the highest rate in 2013 at 17.7 and the rate declined to a low of 13.2 in 2016. Georgia experienced a similar decrease declining from 30.3 in 2013 to 23.5 in 2016.

**Table 40: Teen Births Ages 15-19 (rate per 1,000) 2013-2016**

	2013	2014	2015	2016
Cobb	17.7	16.1	15.1	13.2
Georgia	30.3	28.3	25.5	23.5

Source: Annie E. Casey Foundation, www.kidscount.org

Mothers that give birth to another child before the age of 20 decreased in Cobb County from 17.9% in 2013 to 12.5% in 2015 then increased to 17.9% in 2016. Georgia has experienced a steady decrease and 2016 is the first year Cobb County’s rates have been above Georgia’s rates. Table 41 contains the data related to this topic.

**Table 41: Teens Giving Birth to Another Child before Age 20, 2013-2016**

	2013	2014	2015	2016
Cobb	17.9%	15.5%	12.5%	17.9%
Georgia	18.4%	17.6%	17.2%	17.1%

Source: Annie E. Casey Foundation, www.kidscount.org

The Healthy Children Index provides information about births that occurred in Cobb County during 2012. This information is contained in Table 42; updated data for this index is included in Table 43. The rate of teen births has steadily declined between 2006 and 2016. The decrease was lowest in 2016 at 13.2 compared to the highest rate of 38.6 in 2006.

<sup>6</sup> Georgia Department of Public Health, www.oasis.state.ga.us

**Table 42: Healthy Children Index 2006-2012**

Kids Count: Healthy Children Index: Teen Births, ages 15-19 (rate per 1,000 births)							
	2006	2007	2008	2009	2010	2011	2012
Cobb	38.6	36.9	31.5	27.3	24.0	23.2	19.1
Georgia	53.7	53.3	49.9	46.7	41.3	37.9	33.6

Indicator	Year	Cobb		Georgia
		Number	Rate - %	Rate - %
First births to mothers age 20 or older with 12 years of education	2012	3,006	86.7%	76.2%
Teen Pregnancies, ages 15-17 (per 1,000)	2012	217	14.6	21.3
Teen births, ages 15-19 (per 1,000)	2012	450	19.1	33.6
Teens giving birth to another child before age 20	2012	85	19.0%	20.2%
Incidence of STD for youth, ages 15-19 (per 1,000)	2012	861	17.9	28.5

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

**Table 43: Healthy Children Index 2013-2016**

Kids Count: Healthy Children Index: Teen Births, ages 15-19 (rate per 1,000 births)				
	2013	2014	2015	2016
Cobb	17.7	16.1	15.1	13.2
Georgia	30.3	28.3	25.5	23.5

Indicator	Year	Cobb		Georgia
		Number	Rate - %	Rate - %
First births to mothers age 20 or older with 12 years of education	2016	3,351	89.7%	80.8%
Teen Pregnancies, ages 15-17 (per 1,000)	2016	134	8.6	14.4
Teen births, ages 15-19 (per 1,000)	2016	325	13.2	23.5
Teens giving birth to another child before age 20	2016	58	17.9%	17.1%
Incidence of STD for youth, ages 15-19 (per 1,000)	2016	1,193	23.7	29.8

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

In 2016, Georgia was ranked 17<sup>th</sup> in the nation for having a relatively higher rate of teen births. This ranking has remained relatively consistent since 2005. Nationally, the teen birth rate was 40.5 births per 1,000 for females 15 to 19 years old in 2005 compared to 20.3 in 2016. Although there have been declines in teen birth rates nationally and among all races, geographic, socioeconomic, racial, and ethnic disparities still exist. Southern and Southwestern states continue to have higher teen birth rates than Northern and Eastern states.<sup>7</sup>

Teen pregnancies resulted in premature births 47 times in 2012 and 28 times in 2017. Fetal deaths in teen pregnancies occurred 8 times in 2012 and decreased to 5 times in 2017. Low weight births also decreased from 40 to 30 over the same time period. Very low weight births remained the same at 6 between 2012 and 2016. The number of mothers with less than a

<sup>7</sup> Centers for Disease Control and Prevention

twelfth grade education also decreased from 187 to 151 over the same time period. Table 44 includes data related to this topic.

**Table 44: Cobb County Birth Data**

	2012		2017	
	Number of Births	Rate - Percent	Number of Births	Rate - Percent
<b>Total Births (rate per 1000)</b>	457	9.6%	330	6.5%
<b>Premature live births</b>	47	10.3%	28	8.5%
<b>Fetal deaths &amp; fetal mortality rate</b>	8	17.2%	5	14.9%
<b>Low weight births</b>	40	8.8%	30	9.1%
<b>Very low weight births</b>	6	1.3%	6	1.8%
<b>&lt; 12th Grade Education</b>	187	42.5%	151	46%

Source: Georgia Department of Public Health, Oasis Report, [www.oasis.state.ga.us](http://www.oasis.state.ga.us)

Teen pregnancies were more prevalent amongst Black mothers in 2012, 202 teen pregnancies occurred amongst Black teen mothers. That number dropped to 114 in 2017. The number of births for Hispanic of any race teen mothers increased from 129 in 2012 to 141 in 2017. The number of White, non-Hispanic teen mothers decreased from 94 in 2012 to 62 in 2017 and the number of teen mothers in the Not Hispanic, all races category decreased from 323 to 187. Table 45 includes data from these categories.

**Table 45: Cobb County Birth Data by Race and Ethnicity**

Source: Georgia Department of Public Health, Oasis Report, [www.oasis.state.ga.us](http://www.oasis.state.ga.us)

	2012		2017	
	Number of Births	Rate-Per 1,000 Girls	Number of Births	Rate-Per 1,000 Girls
<b>White, Not Hispanic</b>	94	4.2%	62	2.8%
<b>Black, Not Hispanic</b>	202	14.2%	114	7.5%
<b>Other, Not Hispanic</b>	27	7.3%	10	5.4%
<b>Hispanic, All Races</b>	129	17.8%	141	15.2%
<b>Not Hispanic, All Races</b>	323	8.0%	187	4.5%

Births in Cobb County decreased from 2009 to 2012. A total of 50,499 pregnancies were reported during that time period in Cobb County. The opposite is true for the period between 2013 and 2016. An increase in pregnancies occurred between 2013 and 2016. The most (12,978) reported pregnancies occurred in 2009 and the least (12,048) occurred in 2013. Tables 46 and 47 contain data relevant to this section.

**Table 46: State and Cobb county Pregnancy Data 2009-2012**

	2009		2010		2011		2012		Total	
	Number	Rate								
Georgia	176,636	55.6	169,517	53.1	167,025	52.2	163,761	50.9	676,939	211.8
Cobb	12,978	20.4	12,539	18.1	12,594	18.7	12,388	16.3	50,499	73.5

Source: Georgia Department of Public Health, Oasis Report, [www.oasis.state.ga.us](http://www.oasis.state.ga.us)

**Table 47: State and Cobb County Pregnancy Data 2013-2016**

	2013		2014		2015		2016		Total	
	Number	Rate								
Georgia	161,709	50.2	163,144	50.3	163,912	50.2	165,723	50.5	654,488	201.2
Cobb	12,048	49.9	12,438	50.6	12,338	49.8	12,379	49.7	49,203	200

Source: Georgia Department of Public Health, Oasis Report, [www.oasis.state.ga.us](http://www.oasis.state.ga.us)

The percentage of births to mothers age 20 or older was highest in 2016 at 89.7% of pregnancies after steady increases that occurred between 2011 and 2016. Table 48 includes the data used in this section.

**Table 48: First Births to mothers age 20 or older 12 Years of education. (percent)**

Kids Count: Stable Self-Sufficient Families Index:						
	2011	2012	2013	2014	2015	2016
Cobb	83.8%	86.7%	88.7%	87.4%	87.2%	89.7%
Georgia	73.7%	76.2%	77.8%	78.3%	79.2%	80.8%

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

Table 49 depicts the prevalence of STDs amongst youth age 15 to 19. The prevalence of STDs in Cobb County has increased slightly from 2011 to 2016. Slight increases and decreases are present from year to year. The highest prevalence occurred in 2016 at 23.7 youths per 1,000, and the lowest at 16.1 which occurred in 2013. Despite the increase in the prevalence of STDs between 2013 and 2016, Cobb County's youth remain well below statewide STD prevalence rates.

**Table 49: Incidence of STD for youth Age 15-19 (rate per 1,000)**

Kids Count: Stable Self-Sufficient Families Index:						
	2011	2012	2013	2014	2015	2016
Cobb	22.0	17.9	16.1	19.6	20.8	23.7
Georgia	31.6	28.5	25.2	25.9	27.0	29.8

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

## Transportation

The average travel time to work for Cobb County residents increased from 29.6 to 30.7 minutes between the period of 2013 and 2016. Cobb County also decreased from the 11<sup>th</sup> longest commute time to the 13<sup>th</sup> longest of Metro Atlanta counties. Paulding County had the longest average commute in both years, with the time increasing from 36.9 to 37.7 minutes. Floyd County residents enjoyed the shortest commute time in both years. Table 50 contains data pertaining to Cobb County’s average travel time and several other counties in the Metro Atlanta area for comparison purposes.

**Table 50: Mean Travel Time (in minutes) to Work, Metro Atlanta Counties**

2013		2016	
1. Paulding County	36.9	1. Paulding County	37.7
2. Cherokee County	31.8	2. Henry County	33.4
3. Douglas County	30.8	3. Barrow County	32.6
4. Rockdale County	32.5	4. Rockdale County	30.8
5. Gwinnett County	31.5	5. Cherokee County	33.5
6. Henry County	33.1	6. Gwinnett County	32.4
7. DeKalb County	30.8	7. Newton County	31.4
8. Coweta County	30.2	8. Fayette County	31.7
9. Newton County	31.3	9. Douglas County	32.2
10. Clayton County	29.4	10. DeKalb County	33.7
11. Cobb County	29.6	11. Coweta County	30.7
12. Fayette County	31.0	12. Forsyth County	31.5
13. Bartow County	32.9	13. Cobb County	30.7
14. Forsyth County	30.2	14. Clayton County	30.3
15. Fulton County	26.8	15. Bartow County	27.6
16. Hall County	26.1	16. Carroll County	28.0
17. Floyd County	21.5	17. Fulton County	27.6
18. Barrow County	27.6	18. Hall County	26.4
19. Carroll County	27.5	19. Floyd County	22.1

Source: American Community Survey, U.S. Census Bureau

According to the 2016 American Community Survey, among workers age 16 and over in Cobb County, 79.6% drove to work alone, 8.7% carpooled, 1.1% took public transportation, 1.1% walked and 1.8% used other means. The remaining 7.7% work from home and do not travel to work. Fifty-seven percent of Cobb County’s residents worked within the county in 2013, and 41.2% traveled outside the county for work.

## Workforce Employment Programs

Cobb County enjoyed the lowest unemployment rate in April of 2014 of the 12 nearby counties listed in Table 51. By 2018, Cobb County’s unemployment rate had decreased to 2.8%. The time

between these two measures marks the recovery Cobb County has experienced since the economic downturn of 2008. Tables 51 and 52 include data pertaining to unemployment during April of 2014 and 2018 in Cobb County and surrounding counties.

**Table 51: Unemployment Ranking by County April 2014**

Rank Order Unemployment Rate in Georgia by Percent April 2014	
By County	Percentage
1. Bartow	8.3%
2. Clayton	7.4%
3. Rockdale	7.3%
4. Douglas	6.8%
5. Paulding	6.7%
6. Fulton	6.6%
7. Henry	6.4%
8. DeKalb	6.1%
9. Cherokee	6.1%
10. Fayette	5.9%
11. Gwinnett	5.8%
12. Cobb	5.3%

Source: United States Department of Labor

**Table 52: Unemployment Rankings by County, April 2018**

Rank Order Unemployment Rate in Georgia by Percent September 2018	
By County	Percentage
1. Clayton	4.0%
2. Rockdale	3.6%
3. Henry	3.5%
4. Douglas	3.4%
5. Fulton	3.3%
6. DeKalb	3.3%
7. Bartow	3.1%
8. Fayette	2.9%
9. Gwinnett	2.9%
10. Paulding	2.8%
11. Cobb	2.8%
12. Cherokee	2.6%

Source: Georgia Department of Labor

Of the counties listed above, Cherokee County experienced the lowest unemployment rate in April 2018 at 2.8% while Clayton County had the highest at 4.7%. Cobb County's unemployment rate for April 2018 was 2.8%.

Since the economic crisis, the nation's overall unemployment rate has been declining. Likewise, Georgia and the metro Atlanta area have seen falling unemployment rates. In April 2014, the nation's unemployment rate was 6.1%; Georgia's unemployment rate was 6.7% (neither are seasonally adjusted), and the unemployment rate in the metro Atlanta area was 6.5% (seasonally adjusted). Compared to 2014, unemployment rates for Georgia in 2018 have decreased dramatically.

Cobb County had an unemployment rate calculated at 6.1% by the Georgia Department of Labor in April 2014. This amount is significantly greater compared to the decreased unemployment rate of 3.1% calculated in May of 2018. Tables 53 and 54 contain data on the employment of Cobb County's citizens.

**Table 53: Employment Overview 2014**

	Labor Force	Employment	Unemployment Number	Unemployment Rate
Cobb County	376,670	353,826	22,844	6.1%
Georgia	4.74 million	4.42 million	320,129	6.7%
United States	154 million	147 million	6.92 million	5.9%

Source: Georgia Department of Labor, Workforce Information & Analysis, April 2014

**Table 54: Employment Overview 2018**

	Labor Force	Employment	Unemployment Number	Unemployment Rate
Cobb County	431,877	418,690	13,187	3.1%
Georgia	5.1 million	4.9 million	215,536	4.2%
United States	161 million	155 million	6.1 million	3.8%

Source: Georgia Department of Labor, Civilian Labor Force Estimates, May 2018

For September 2018, Cobb County is reported as having 430,670 workers in the labor force with 12,013 unemployed. The unemployment rate was 2.8%, which places Cobb County among several other counties that have comparatively lower unemployment rates. Cobb County's unemployment rate is lower than the national unemployment rate of 3.7% experienced in the same period.

According to a Georgia Department of Labor report on Georgia Employment and Wages, the average weekly wage in 2017 for Cobb County was \$1,025 which is slightly above the state average weekly wage of \$1,027. The major divisions of the employment sectors in Cobb County are as follows: Goods-producing at 12.7%; Service-Producing at 77.4%; Government at 9.7%; and Unclassified Industries at 0.3%<sup>8</sup>.

The data in Table 55 provides insight into the prevalence of households receiving food stamps and children living in families where no parent is in the labor force. During 2011, households with children that received food stamps numbered 28,332 in Cobb County. During the period between 2008 and 2012, the percentage of children living in families where no parent was in the work force was 4.2%.

**Table 55: Kids County: Stable Self Sufficient Families**

Indicator	Year	Cobb		Georgia
		Number	%	%
Eligible households, with children, receiving food stamps	2011	28,332	N/A	N/A
Children living in families where no parent is in the labor force	2008-2012	7,161	4.2%	8.2%

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

During 2013, the last year data was reported, the number of eligible households with children that received food stamps decreased to 21,243. The percentage of children living in homes where no parent has full-time, year round employment was 4.7%. This was less than the 8.5% of families in Georgia where a child lived and no parent has full-time, year round work. This data is reported in Table 56.

**Table 56: Kids Count: Stable Self Sufficient Families: Update**

Indicator	Year	Cobb		Georgia
		Number	%	%
Eligible households, with children, receiving food stamps	2013	21,243	N/A	N/A
Children living in families where no parent has full-time, year round employment	2012-2016	8,130	4.7%	8.5%

Source: Kids Count, Annie E. Casey Foundation, [www.kidscount.org](http://www.kidscount.org)

## Veterans

The HUD-Veterans Affairs Supportive Housing (HUD-VASH) program combines Housing Choice Voucher (HCV) rental assistance for homeless veterans with case management and clinical

<sup>8</sup> Georgia Department of Labor, Georgia Employment & Wages: 2013 Averages report

services provided by the Department of Veterans Affairs (VA). Every year since 2008, HUD and VA have awarded HUD-VASH vouchers based on geographic need and Public Housing Agency (PHA) administrative performance<sup>9</sup>.

Veteran’s Administration Supportive Housing (VASH) vouchers distributed through the City of Marietta Housing Authority accounted for 132 permanent housing beds for homeless veterans.

Cobb County was home to 41,838 veterans in 2013. That number increased to 43,432 in 2016. Gulf War veterans in Cobb County contributed most to this increase with 9,514 Gulf War veterans in 2013 and 21,712 Gulf War veterans in 2016. Veterans whose service occurred during Vietnam increased from 13,246 in 2013 to 13,902 in 2016. Decreases occurred in the remainder of the groups. Veterans that served in Korea decreased from 2,578 to 2,236 and WWII veterans decreased from 1,530 to 736. Tables 57 and 58 contain data regarding the number of veterans from specified time periods that live in Cobb County.

**Table 57: Veteran Population by Service Period 2013**

2013 Veteran Service by Period of Service in Cobb County		
Service Period	Number	Percent
Gulf War (9/2001 or later)	2,577	12%
Gulf War (8/1990 to 8/2001)	6,937	20.4%
Vietnam	13,246	33.6%
Korea	2,578	6.7%
World War II	1,530	4.0%
Non-Conflict Period or Unknown	7,124	20.9%

Source: 2006 American Community Survey U.S. Census Bureau 33992

**Table 58: Veteran Population by Service Period 2016**

2016 Veteran Service by Period of Service in Cobb County		
Service Period	Number	Percent
Gulf War (9/2001 or later)	8,422	19.4%
Gulf War (8/1990 to 8/2001)	13,290	30.6%
Vietnam	13,902	32.0%
Korea	2,944	6.8%
World War II	899	2.1%
Non-Conflict Period or Unknown	N/A	N/A

Source: US Census Bureau, 2016 American Community Survey

The number of veterans in each age range in Cobb County decreased between 2014 and 2016 for every age range except those that are 55-64. This age group increased from 18.2% to 21.9%.

<sup>9</sup> US Department of Housing and Urban Development, [www.hud.gov](http://www.hud.gov)

This pattern is following a similar trend in the increasing number of senior citizens in the United States. Data presented in Table 59 includes information pertaining to the age of veterans that live in Cobb County.

**Table 59: Veteran Population by Age**

Veteran Service by Age in Cobb County						
Age	2014		2015		2016	
	Number	Percent	Number	Percent	Number	Percent
18-34	N/A	9.1%	3,118	7.6%	3,900	9.0%
35-54	N/A	30.6%	11,129	27.2%	13,207	30.4%
55-64	N/A	18.2%	9,568	23.4%	9,523	21.9%
65-74	N/A	24.0%	9,374	22.9%	9,694	22.3%
75 or older	N/A	18.2%	7,701	18.8%	7,108	16.4%

Source: US Census Bureau, American Community Survey

Cobb County’s veteran population is predominately comprised of White identifying individuals. The percent of white identifying soldiers decreased from 68.1% in 2014 to 65.7% in 2015, then increased to 68% in 2016. This group comprised the vast majority of veterans in the county for each year. The percent of African American identifying veterans followed an opposite pattern with an increase in veterans from 27.3% in 2014 to 29.0% in 2015, then a decrease to 27.5% in 2016. The percentage of Hispanic identifying veterans saw an increase from 3.1% in 2014 to 4.2% in 2016. Table 60 includes data pertaining to the race/ethnicity of veterans in Cobb County.

**Table 60: Veteran Population by Race/Ethnicity**

2006 Veteran Service by Race/Ethnicity						
Race/Ethnicity	2014		2015		2016	
	Number	Percent	Number	Percent	Number	Percent
White	N/A	68.1%	26,872	65.7%	29,587	68%
Black	N/A	27.3%	11,870	29.0%	11,955	27.5%
Asian		1.2%	519	1.3%	601	1.2%
Hispanic of any race	N/A	3.1%	1,980	4.8%	1,807	4.2%

Source: US Census Bureau, American Community Survey

# Stakeholder Survey Results Section



## Stakeholder Online Survey Results

The second phase of the 2018 Cobb County Community Profile project consisted of an online survey sent to organizations that receive CSBG funding or provide services to low-income residents of Cobb County. A total of 115 individual email contacts were generated from a list of organizations provided by the Cobb County Community Development Block Grant office. These individuals were identified as contacts for their organizations or as stakeholders in the community because they have unique perspectives on the issues facing organizations that serve low-income residents of Cobb County. Emails were sent to these individuals on October 4, 2018 asking them to complete an online survey. The emails contained a unique uniform resources locator (URL) address so that only the intended recipient could complete the survey. This ensured that the URL address could not be sent to other individuals and additional surveys could not be completed by potential participants who were outside of the sample.

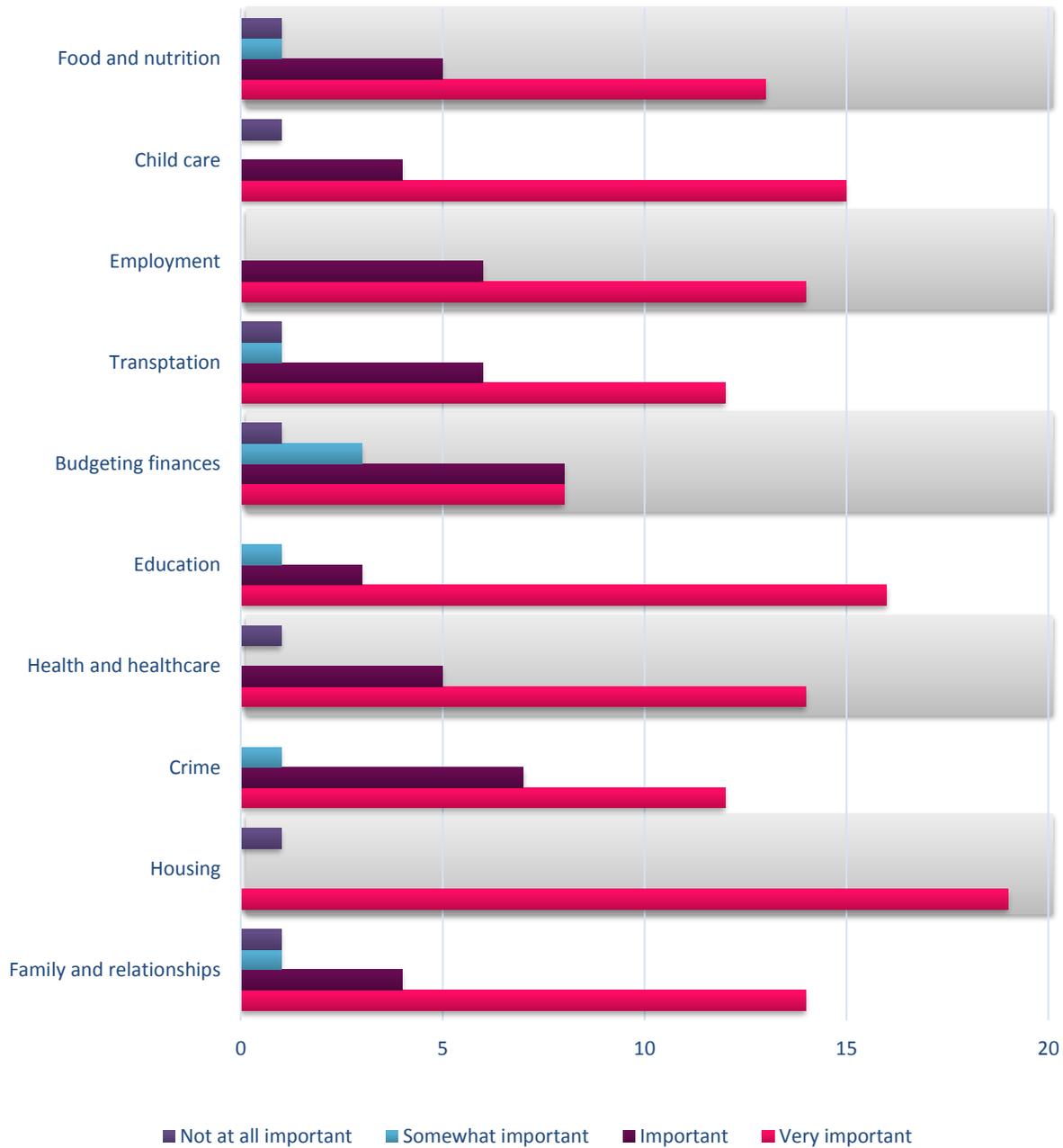
Once the original email was sent, recipients were eligible to complete the survey for an extended period of time. Reminder emails were sent to recipients who had not completed the survey after one week and again two weeks after receiving the original email. The survey was closed on November 1, 2018, and any individual who was sent an email but had not completed the survey was no longer able to participate in the study. At the conclusion of the survey time period, 20 individuals had completed the survey. At total of 115 individuals received invitations to complete the survey. The 20 completed surveys represent a response rate of 17.39%. The response rate of this survey is within the typical response rate of 10%-20% online surveys generally produce.

The results of the online survey are provided below. The response to questions one, two, four, and six are presented in an individual table for each issue, barrier, or strategy to provide a more detailed analysis of selections participants reported for each of these categories.

### **Question 1: Rate the Importance of Addressing Issues that Affect Low-Income Residents of Cobb County**

The first question of the online survey asked participants to select the appropriate response concerning the importance of several issues that affect low-income residents. Participants rated a total of ten issues: Family and Relationships, Housing, Crime, Health and Healthcare, Education, Budgeting Finances, Transportation, Employment, Childcare, and Food and Nutrition. The results of Question 1 are presented in Figure 3.

**Figure 3: Question 1 Online Survey Results**



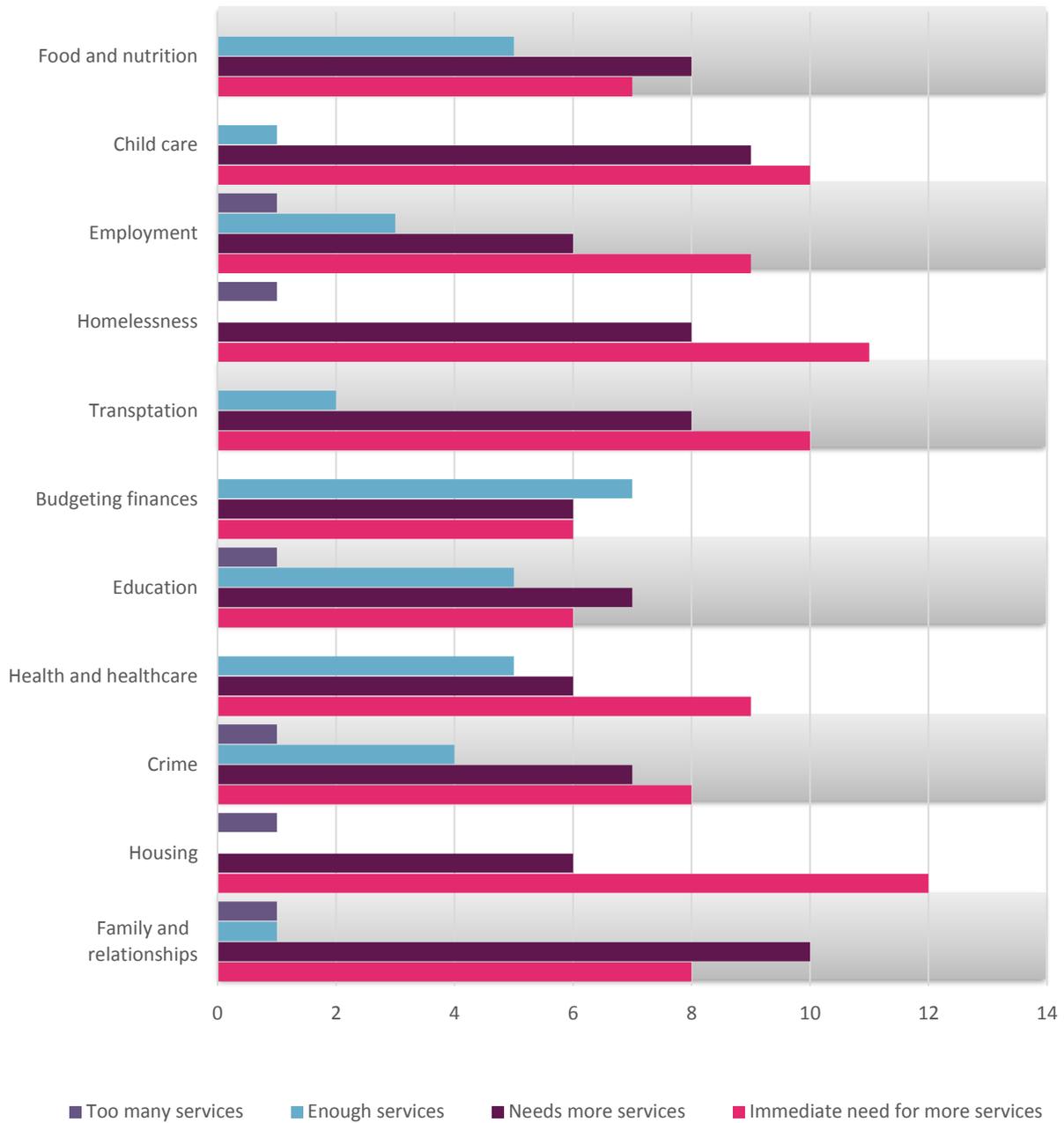
The data in Figure 3 presents the results of the first question of the survey. Housing was the response most frequently reported issue as “very important” concerning issues that affect poverty in Cobb County. Respectively, Education and Childcare were the second and third issues most frequently reported as “very important.” Each issue received more “very important” responses than any other response choice, except in the case of Budgeting

Finances, which received nearly the same number of “very important” responses as “important.” With the one exception, responses to the “very important” category heavily outweighed all other response options. Budgeting Finances received the fewest number of “very important” responses of all issues in Question 1. More detailed information pertaining to each issue presented in Question 1 is presented in Tables 61 through 70 located in Appendix 1.

### **Question 2: Is Enough Being Done in the Following Areas to Reduce the Effects of Poverty in Cobb County**

Participants were asked whether the current level of service for several areas was adequate to reduce the effects of poverty in Cobb County. Eleven issues were presented as possible issues that may affect low-income residents. These include the 10 previously discussed issues and a new area of focus, specifically Homelessness. The results of the responses participants reported for Question 2 are presented in Figure 4.

**Figure 4: Question 2 Online Survey Results**



Participants reported that Housing was the issue with the most “immediate need for more services.” Education and Budgeting Finances were both reported by the fewest number of participants as “immediate need for more services.” The issue of Family and Relationships was reported as “needs more services” by 10 participants. This was the most frequently indicated issue at the “needs more services” level. Homelessness and Child Care had the highest ratings at the “immediate need for more services” and the “needs more services” levels combined. Comparatively, Budgeting Finances was seen as having “enough services” in place in Cobb County. Tables 71 through 81 detail the responses of participants for each issue presented in Question 2 and are located in Appendix 1.

### **Question 3: What Services Do Cobb County Residents Need that are Not Currently Receiving**

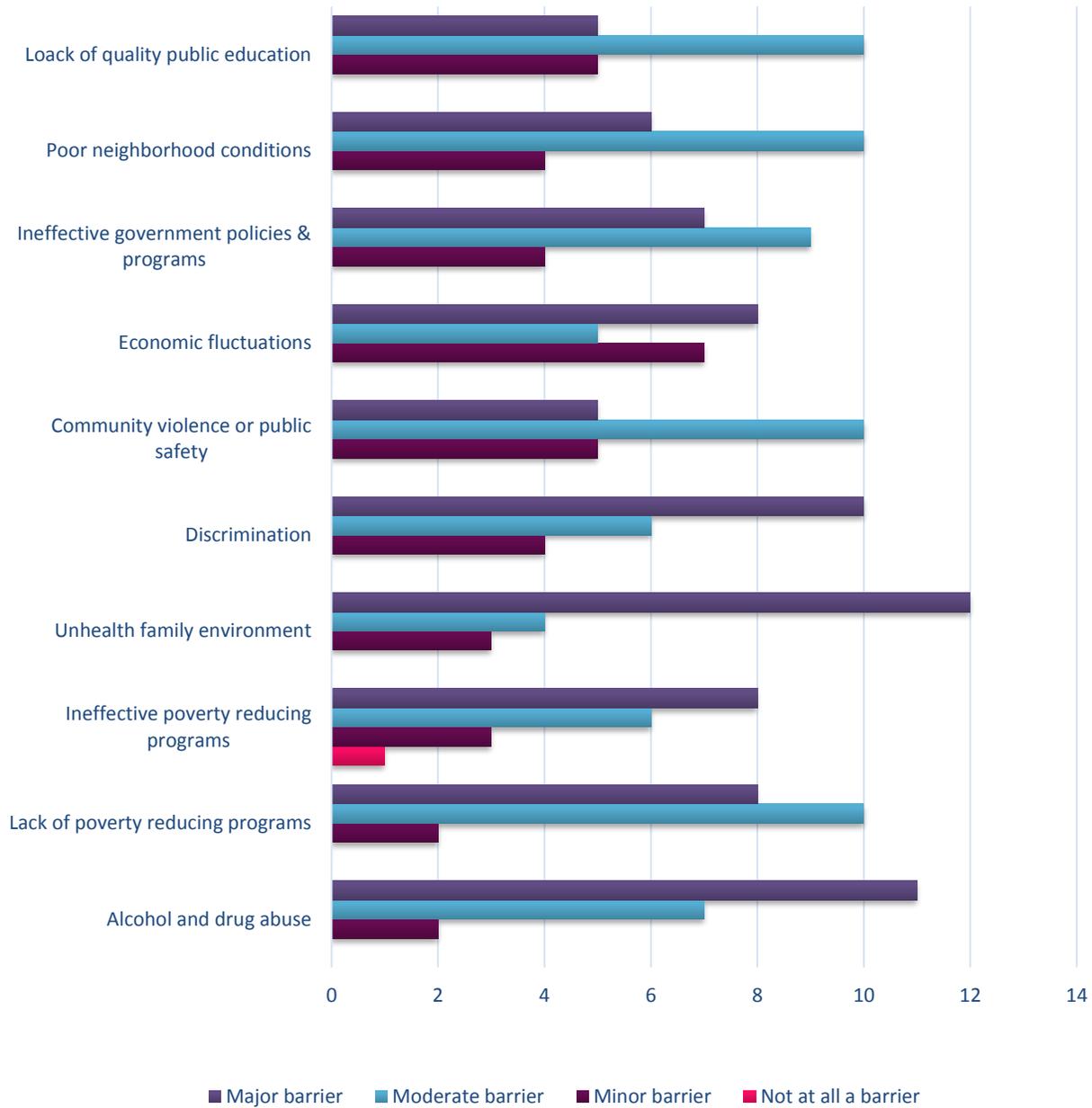
Question 3 asked participants to list other services Cobb County residents living in poverty need that they are not currently receiving. Responses varied, but certain themes did present themselves from the responses participants supplied. A need for case managers or assistance navigating programs was one service that was reported as lacking in the county. Response indicated that providing these services would allow those in need to quickly find resources and determine what they qualify for in terms of services. Other responses include a need for mental health services, mentorship, tutoring, and social support services.

Single responses reported in Question 3 included employment and education services, more opportunities, and help healing from abuse and trauma. Responses also included education on abuse so that the cycle could be broken, and arts and cultural enrichment. Finally, a single participant suggested that more collaboration among the service organizations in Cobb County would be beneficial in reducing the duplication of services and maximize the resources in the county leading to an increase in the services that are available to those in need.

### **Question 4: Rate the Following Items as a Barrier to Eliminating Poverty in Cobb County**

Question 4 asked participants to indicate the extent to which items were barriers to eliminating poverty in Cobb County. This question presented 10 items as possible barriers for consideration by participants. Figure 5 details the responses generated by participants in the online survey.

**Figure 5: Question 4 Online Survey Results**



An Unhealthy Family Environment was the barrier reported most frequently as a “major barrier” in eliminating poverty. This result indicates that participants felt that an unhealthy family environment was the biggest barrier to reducing poverty in Cobb County. However, both Alcohol and Drug Abuse and Lack of Poverty Reducing Programs had the highest ratings as “moderate” and “major” barriers put together. Five of the barriers presented to participants were mostly reported as a “moderate barrier,” including Lack of Poverty Reducing Programs,

Community Violence or Public Safety, Ineffective Government Policies and Programs, Poor Neighborhood Conditions, and Lack of Quality Public Education. Economic fluctuations was the issue most frequently reported as “not at all a barrier.” Tables 82 through 91 detail the responses of participants for each issue presented in Question 4 and are located in Appendix 1.

### **Question 5: List Other Barriers or Obstacles Keeping Cobb County Residents in Poverty**

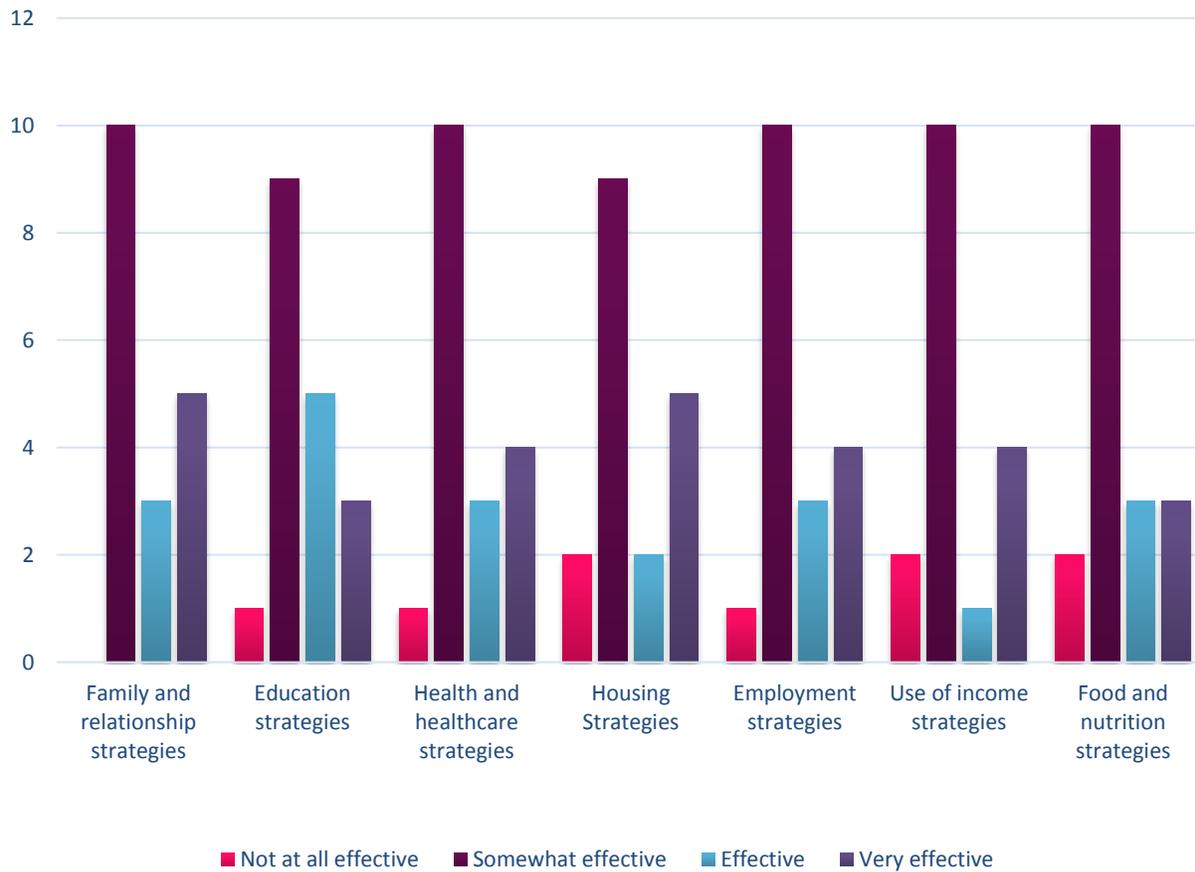
Question 5 asked participants to list any other barriers or obstacles that keep Cobb County residents in poverty that were not presented in Question 4. Two participants indicated similar barriers. These barriers include a lack of cooperation between service agencies and duplication of services that exist in the county. Each participant considered these barriers that were having negative effects on those in need within the county.

Several participants reported barriers that were not reported by other participants. These barriers included a lack of education on lifestyle changes for individuals to take care of themselves. Reported barriers also included a lack of programs that help individuals heal from childhood trauma, abuse, or addiction. A lack of healthcare options was reported as a barrier. Participants also indicated that barriers exist because those in need do not have the knowledge or resources to access help that is available. Public transportation was reported as lacking. Transiency was another barrier reported by a single participant. Finally, one participant reported that those in need are not able to seek out and accept jobs to make ends meet.

### **Question 6: Rate the Effectiveness of Strategies in Reducing Poverty**

Question 6 asked participants to determine the effectiveness of strategies designed to reduce poverty in Cobb County. This question presented seven strategies for participants to consider. Participants mostly indicated that the strategies were “somewhat effective.” Family and Relationships Strategies and Housing Strategies each received five selections of “very effective,” and were the strategies that were most often rated at that level. However, very few participants indicated any strategies were “very effective.” Poverty Reducing Strategies and Food and Nutrition Strategies were least reported as “very effective” compared to all strategy options participants were asked to consider. Figure 6 presents the reported responses for Question 6. Responses to individual strategies are presented in Table 92 through Table 98 and are located in Appendix 1.

**Figure 6: Question 6 Online Survey Results**



## Question 7: List Other Strategies that May be Effective in Moving Cobb County Residents out of Poverty

Question 7 asked participants to list strategies not presented in Question six that may be effective to help Cobb County residents to move out of poverty. Several responses were reported, and themes included work or employment, healthcare, and specific programs. Individual responses that related to work or employment included the need for an adequate minimum wage, work programs for food stamp recipients, and incentives for individuals who receive entitlement support to work. Healthcare related responses included programs to help healing from childhood trauma, abuse, and addiction. Other healthcare related topics included affordable healthcare for children and more mental health services. Responses relating to specific programs included programs to educate those in need about financial independence. Responses also included coordination of strategies for neighborhood-based community centers.

Finally, public transportation as a need to help families secure resources was listed as a strategy to help residents move out of poverty.

## Question 8: How Easy is it for Cobb County Residents Living in Poverty to Use the Current Services and Programs?

Question 8 asked participants how easy it is for Cobb County residents who are living in poverty to use the current poverty-reducing services and programs. Participants were asked to indicate whether services were “very difficult,” “difficult,” “needs to be easier,” or “easy” to use. Table 99 lists the response participants reported for this question.

**Table 61: How Accessible are Poverty-Reducing Service and Programs to Cobb County Residents Living in Poverty?**

	Frequency	Percent
Very difficult	3	5%
Difficult	6	30%
Needs to be easier	10	50%
Easy	1	5%
Total	20	100%

The most frequently reported response indicates that programs and services designed to reduce poverty “needs to be easier” to use/access for residents of Cobb County living in poverty. Based on Table 102, 10 (50.0%) participants comprised the majority of respondents that indicated “needs to be easier” was the appropriate response to this question. Six (30.0%) participants reported the response “difficult” and three (15.0%) indicated the response “very difficult” was most appropriate. Only one (5.0%) participant indicated that services to reduce poverty were “easy” for residents living in poverty to use/access.

## Question 9: What is the One Thing You Would Tell Your Community Leaders

Question 9 asked participants to list the one thing they would tell community leaders about poverty if given the opportunity. The major theme present in the majority of the responses to this question relate to the existence of poverty in Cobb County. Participants indicated that the level of poverty in the county is understated, that it does exist, and that it should not be hidden away. Participants reported that the existence of poverty must be addressed in Cobb County before anything can be done to effectively reduce poverty.

After recognizing that poverty exists in Cobb County, several themes were also present in the responses of participants. One such theme was that there are enough resources within the

county to provide adequate services to reduce poverty. Several responses indicated that reducing poverty was not a priority for county officials. Comments also centered on the distance that exists between those in poverty and those with the ability to help. Respondents also stated that officials should make resources more available so that programs that attempt to reduce poverty to scale and reach more people.

Education was another theme prevalent in the responses to question nine. Participants indicated that disparities exist in the educational system, and mention that this leads to generational poverty because children do not receive the education necessary to work at a decent job. Several responses focused on the challenges those without an education face and how it results in a detriment to their lives.

Inclusiveness was another theme present in participant's responses. Responses included including services for individuals that may not fit a particular minority group. Inclusiveness was also mentioned as a need for services that should be provided to all races and genders.

Responses that did not fit into a particular theme included a need for the county to support more services, a need for more affordable housing, and that more prison cells is not the answer. One participant responded that work is a key factor in reducing poverty, but only with adequate wages. Several participants indicated particular areas that should be a focus for more funding. These areas include mental health, child care, and homeless services.

### **Question 10: How Many Clients Does Your Organization Serve Annually**

Participants were asked to list how many clients their organization serves each year in Question 10. There were a varying number of responses to this question. The range of reported clients served each year extended from zero to 16,000. The results of this question are presented in Table 100.

**Table 62: Approximately How Many Clients Does Your Organization Serve Each Year?**

	Frequency	Percent
0	1	5%
20	1	5%
100	1	5%
120	1	5%
175	1	5%
200	1	5%
210	1	5%
220	1	5%
300	2	10%
700	1	5%
2000	1	5%
2500	1	5%
3000	1	5%
3500	1	5%
4000	1	5%
8500	1	5%
14000	1	5%
16000	1	5%
Not Answered	1	5%
<b>Total</b>	<b>20</b>	<b>100%</b>

## Question 11: Has the Demand for Your Services Exceeded Your Organization’s Capacity to Provide Services

Participants were asked in Question 11 whether the demand for services has exceed your organization capacity to provide services in the past year. The results of the participants’ responses are visible in Table 101.

**Table 63: Has the Demand for Services Exceeded Your Organization's Capacity to Provide Service in the Past Year?**

	Frequency	Percent
Yes	12	60%
Unsure	3	15%
No	4	20%
Not answered	1	5%
<b>total</b>	<b>20</b>	<b>100%</b>

The majority of participants, 12 (60.0%), indicated that their organization capacity to deliver services was unable to meet the public’s demand for those services in the last year. Only four

(20.0%) reported that their organization was able to meet the demands placed on their organization. Three (14.0%) reported that they were unsure whether their organization was able to meet the demand for services their organization experienced in the last year.

## **Question 12: Has Your Organization Received Requests for the Services Discussed Throughout this Survey from Cobb County Residents Who are Currently Employed Full-Time**

Participants were asked whether their organizations received requests for the services discussed throughout this survey from Cobb County residents who are currently employed full-time. Table 102 provides the response participants reported for this question.

**Table 64: Has your organization received requests for the services discussed throughout this survey from Cobb County residents who are currently employed full-time?**

	Frequency	Percent
Yes	14	70%
Unsure	3	15%
No	2	10%
Not answered	1	5%
total	20	100%

Most participants, 14 (70.0%), indicated that their organizations received requests for relevant services from Cobb County residents who are currently employed full-time. Only two (10.0%) reported that their organization did not receive requests for services from full-time employed residents. Three (14.0%) reported that they were unsure whether they received requests for services from these types of residents.

## **Question 13: What Prevented Your Organization from Meeting the Demand for Services**

Participants were asked in Question 12 to list what prevented their organization from meeting the demand from clients they experienced in the previous year. The overwhelming response was funding. Respondents indicated that they were lacking funds due to difficulty in fundraising, lack of funding from government agencies, and lack of donations. The disparity between the services demanded by clients and the available funding led participants to indicate they were unable to provide services because they could not hire more manpower, could not afford to send clients to programs, or could not afford resources necessary to provide the organization's service.

Participants also mentioned that shortages in volunteers limited the services they could provide. In-kind donations were also reported as a cause for why an organization failed to meet the demand of its clients. Awareness of the issue was reported by participants as another cause limiting the services the organization could provide.

# Client Survey Results Section



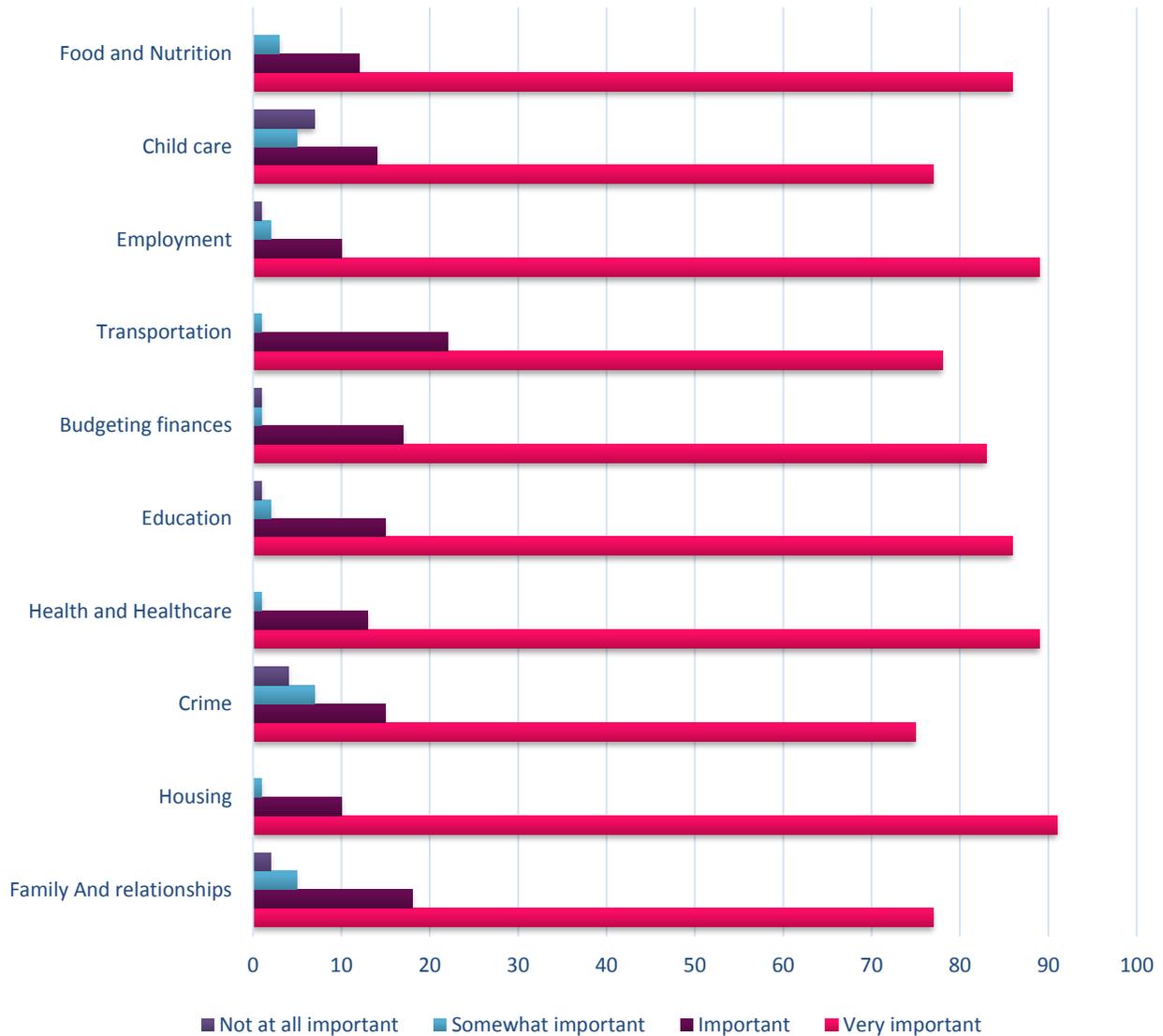
## Client Paper Survey Results

To assess the impact poverty has on the residents of Cobb County, paper surveys were distributed to nonprofit service organizations in Cobb County. Clients who received some form of assistance from these organizations were provided with a paper survey as they arrived. Clients completed the surveys. Completed surveys were collected by the organizations, and returned all collected surveys to the Cobb County CDBG office where they were then sent to the Burruss Institute. The surveys asked participants questions regarding their experiences and how poverty issues affected their lives. A total of 104 surveys were collected different organizations and returned to the Burruss Institute. The surveys were scanned and added to a dataset that was then analyzed. The results of the analysis of the survey responses are presented in this section.

### **Question 1: Rate the Importance of Addressing Issues that Affect Low-Income Residents of Cobb County.**

Question 1 asked participants to rate how important they felt it was to deal with issues that affect low-income residents of Cobb County. Participants were asked to rate ten different issues using a scale from “not at all important,” “somewhat important,” “important,” and lastly “very important.” Figure 7 depicts the reported ratings for the ten categories for Question 1.

**Figure 7: Question 1 Client Survey Results**

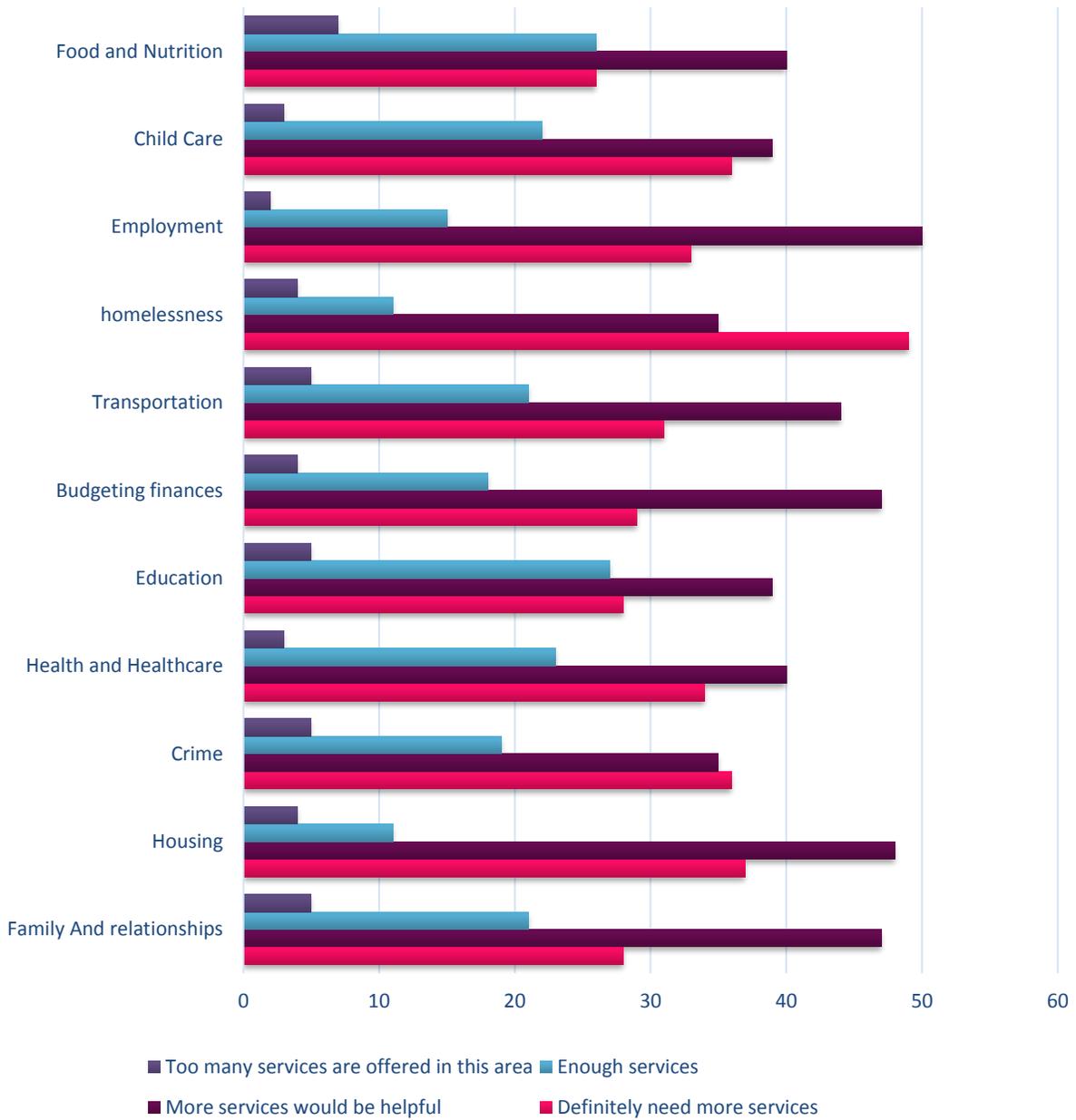


In terms of issues that affect low-income residents, housing was most frequent response reported as “very important” by 91 (87.5%) participants. Of the categories reported as “very important,” Health and Healthcare and Housing were each reported by the second most frequently as “very Important” by 89 (85.5%) participants. Education and Food and Nutrition were each the next most frequent category rated “very important” by 86 (82.7%) participants. Budgeting finances was the next most frequent category rated “very important” by 83 (79.8%) participants. Finally, the categories of Transportation (78, 75%), Childcare (77, 74.1%), Family and relationships (77, 74.1%), and Crime (75, 72.1%) were reported as “very important” by participants. Each issue presented in Question 1 is reported individually in Tables 103 through Tables 112 and is located in Appendix 2.

### **Question 2: Is Enough Being Done in the Following Areas to Reduce the Effects of Poverty in Cobb County?**

Participants were asked to rate whether enough was being done in 11 categories to reduce the effects of poverty in Cobb County. Participants rated each category on a scale from “Definitely need more services,” “more services would be helpful,” “Enough services,” to “too many services offered in this area.” The results of Question 2 are summarized in Figure 8.

**Figure 8: Question 2 Online Survey Results**



The collected responses indicated that participants felt homelessness was the area that needed the most attention to reduce the effects of poverty in Cobb County. Homelessness was the most frequent category rated as “definitely need more services,” as rated by 49 (47.1%) participants. Crime was reported as “definitely need more services” by 36 (34.6%) participants. In the remaining nine categories, the response of “more services would be helpful” was reported more often than the other response choices. Tables 116 through 127 detail the responses to each category presented in Question 2 and are located in Appendix 2.

### **Question 3: What Services Should Cobb County Offer to Help People Who are Currently Living in Poverty?**

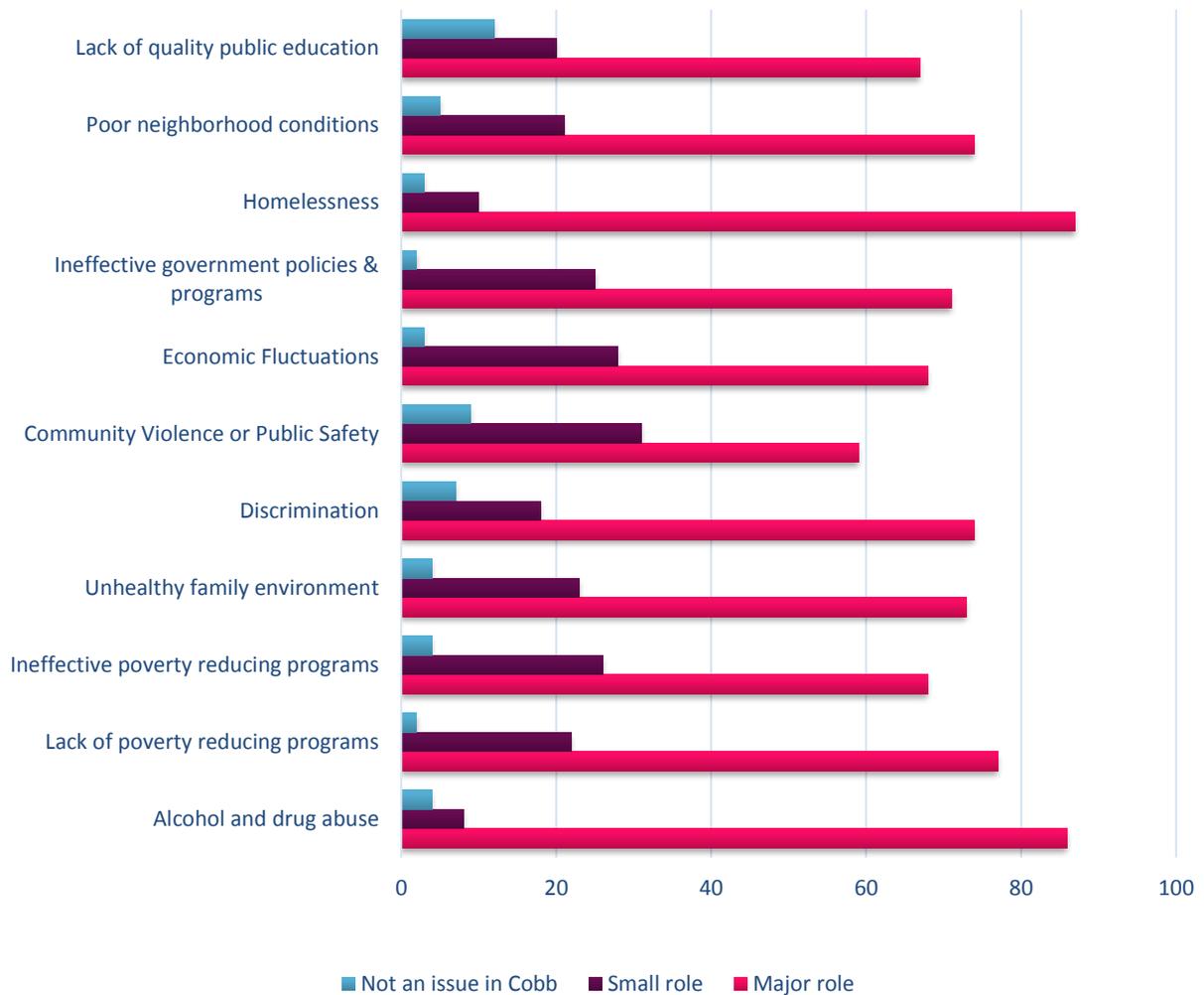
Question 3 asked participants what services Cobb County should implement to help its low-income residents. Of the 104 participants, 51 chose to respond to this question. The open-ended question generated many different responses that resulted in identifying key themes clients felt deserved more services in the county. The most frequently reported responses related to the issue of housing. Of the 51 participants who responded, fifteen (29.4%) discussed housing as an area deserving more services. Comments associated with housing included suggestions to provide more shelter and housing options for those that were already homeless and assistance with housing or rent for those struggling to maintain their current housing option. Other major themes included a need for more services related to jobs. Nine (17.6%) participants of the 51 who chose to respond offered suggestions for services related to job placement services, more opportunities for higher paying jobs, and job training. Further themes emerged including a need for more services related to Child Care, Services Information, and general statements stating more services are needed. These three categories were each mentioned in six (11.8%) participants’ comments. Suggestions related to these categories included more services offering child care or services for children, a need for more outreach to let individuals know what services are available, and statements regarding that those living in poverty need more help in Cobb County.

Other themes were present in the responses of participants, but they were reported less frequently. These themes include a need for more services in areas related to Aging, Mental Health, Food, Healthcare, and Transportation. Comments mentioned by a single person included statements that it was too difficult to prove where they lived, that applicants for services are deemed unqualified and denied services, and a statement that help is needed.

## Question 4: How big of a role do the following items play when trying to eliminate poverty in Cobb County?

Question 4 asked respondents to determine how big of a role certain issues play when trying to eliminate poverty in Cobb County. The question presented 11 items as issues for consideration by the respondents. Figure 9 shows the results of the answers participants reported.

**Figure 9: Question 4 Online Survey Results**



Homelessness was the issue that had the highest frequency of respondents indicating that it played a major role in eliminating poverty. Of the 104 participants, 87 (83.7%) reported Homelessness played a major role when trying to eliminate poverty. Alcohol and Drug Abuse

was the second most frequently reported issues rated as playing a “major role” in eliminating poverty. Eighty-six (82.7%) participants rated this issue as a “major role.” A Lack of Poverty Reducing Programs was rated as playing a major role in eliminating poverty by 77 (74%) of participants. Poor Neighborhood Conditions and Discrimination each were rated as a “major role” by 74 (71.2%) of participants respectively. Seventy-three (70.2%) participants indicated that Unhealthy Family Environment played a “major role” in eliminating poverty, while 71 (68.3%) participants indicated Ineffective Government Policies and Programs played a “major role” in eliminating poverty. Economic Fluctuations and Ineffective Poverty Reducing Programs were each reported by 68 (65.4%) participants as an area that played a “major role” in reducing poverty. Sixty-seven (64.4%) participants reported a Lack of Quality Public Education as a factor that played a “major role” in reducing poverty. Finally, Community Violence or Public Safety was rated as playing a “major role” in reducing poverty by 59 (56.7%) participants. Issues presented in Question 4 are independently reported in Table 124 through Table 134 located in Appendix 2.

### **Question 5: List Other Barriers or Obstacles Keeping Cobb County Residents in Poverty.**

The fifth question asked participants “Other than the issues listed above, what other barriers or obstacles keep Cobb county residents in poverty.” Out of the 104 participants, forty responded to this question.

Common themes among the responses were identified. Of the forty responses collected, 14 (35%) focused on issues related to finances and jobs. Statements related to this theme discussed the lack of high paying jobs or jobs for people with little or no education. Participants also mentioned that stagnant pay was an issue as the cost of rent had increased. As one participant wrote “rent keep going up but the pay stay the same.” Housing and Homelessness issues were reported by 8 (20%) of the responding participants. These statements indicated that the lack of affordable housing and lack of support for homeless individuals were barriers that kept residents in poverty.

The themes of Drug Use, Education, a Need for Help, and Criminal Justice were each mentioned by three (7.5%) participants respectively. Respondents stated that access to drugs in their community was an issue, that a lack of education and job skills hindered residents, that there was a need for more help, and that issues related to interactions with law enforcement and the criminal justice system were all factors that acted as barriers keeping residents in poverty. Issue reported by single participants included lack of support for mental health issues, a need for HIV awareness and treatment, a need for child care assistance, a lack of community events for

children, a need for services for victims of rape, and a lack of services that allow individuals to become self-sufficient.

### **Question 6: Rate the Effectiveness of Strategies in Reducing Poverty**

The sixth question asked participants to rate how effective certain strategies are at reducing poverty. The results of this question are included in Figure 10. The question presented seven issues for respondents to rate. Education Strategies were most frequently rated as “very effective” with 33 (31.7%) participants indicating this response. Food and Nutrition strategies were reported as “effective” by 32 (30.8%) participants, which was the most frequent item to be receive this rating. Employment was the highest rated for the “somewhat effective” level of response reported by 30 (28.8%) participants. Health and Healthcare Strategies was the issue that was most frequently rated “not at all effective” as indicated by twelve (11.5%) participants. The results of question 6 are detailed in Tables 138 through Tables 144 which are located in Appendix 2.

**Figure 10: Question 6 Online Survey Results**



## Question 7: List Other Strategies that May be Effective in Moving Cobb County Residents out of Poverty.

Respondents were next asked to list the needs of Cobb County residents (others than those listed in Question 6) that are not being addressed. Twenty-two participants responded to this question. Of the participants that chose to respond to this question, ten (45.5%) mentioned housing or homelessness as an area that needs to be addressed. Four participants mentioned issues related to finances. Responses related to finances included subjects such as affordability, employment, or struggling to balance renting. The remaining responses were reported by two or fewer participants. These issues include the need for a no-kill shelter, HIV awareness and

treatment, free medical clinic, a need for childcare, transportation, adult education, help for single mothers, and two participants indicated “do not know.”

## Question 8: How Accessible are Poverty-Reducing Services and Programs in Cobb County

Question 8 asked participants how accessible are poverty-reducing services and programs are for Cobb County residents living in poverty. The results of this question are summarized in Table 142. The most frequently reported answer was “Possible but definitely needs to be easier” with 34 (32.7%) participants indicating this response. Of the 104 respondents, 22 (21.2%) indicated “difficult” as their response, and 16 (15.4%) chose to report “very difficult.” Fourteen participants reported accessing poverty-reducing services as “easy” and four participants reported that it was “very easy.”

**Table 65: How Accessible are Poverty-Reducing Service and Programs to Cobb County Residents Living in Poverty?**

	Frequency	Percent
No response	14	13.5%
Very difficult	16	15.4%
Difficult	22	21.2%
Possible, but definitely needs to be easier	34	32.7%
Easy	14	13.5%
Very easy	4	3.8%
Total	104	100%

## Question 9: Tell us please, what specifically makes it difficult or very difficult to use these services or programs?

Question 9 asked what specifically makes it difficult for participants to use poverty-reducing services and programs. Of the 104 participants, 49 gave a response to this question. Eleven (22.4%) respondents reported that transportation was the biggest issue, with one participant detailing gas as an issue and another mentioning the bus route limitations. The next most frequently reported theme, reported by nine (18.4%) respondents, was a lack of communication about what services are available. Participants report not knowing what services are available in addition to not being able to find transportation to access those services. Details within the theme of lack of communication included a lack of advertising, inaccurate contact information, and one participant specifically mentioned the Division of

Family and Children Services (DFCS) not returning calls. Two respondents mentioned being denied services because they did not live in the correct municipality. Six participants reported a lack funding and resources as an issue that makes it difficult to access services. Participants stated that funding for these programs is below the level where they believed was adequate, programs do not have specific resources, and participants mentioned not qualifying for services. An example of a specific need that is not met includes services that provide resources for families.

### **Question 10: If you only had one thing to tell community leaders about poverty in Cobb County, what would it be?**

The final question asked participants what one thing they would like to tell community leaders about poverty in Cobb County. Of the 104 participants, 58 responded to this question. The most frequently reported theme focused on the topic of homelessness and the cost of living issues. Seventeen (29.3%) participants mentioned either homelessness, housing, shelter, rent, or the cost of living as the factors that they would like to tell community leaders of Cobb County. One of the standout responses for this question was “the high cost of living is nothing like the cost of living high.” Another response to this question about poverty merely wrote, “It exists here.” There were also responses detailing the respondents’ experiences with poverty. One participant stated, “It’s rough and it feels like there’s no way out.” Nine (15.5%) participants also said thank you, one saying “Keep helping and don't think that everyone who came in don't want to work. It is hard out there.” Others say “it’s a community issue.” One said, “Lack of access to affordable health care is killing parents leaving their children to face mental health and poverty issues.” Finally, one participant mentioned “unnecessary arrests instead of substance abuse treatment has destroyed many.”

### **Participant Demographics**

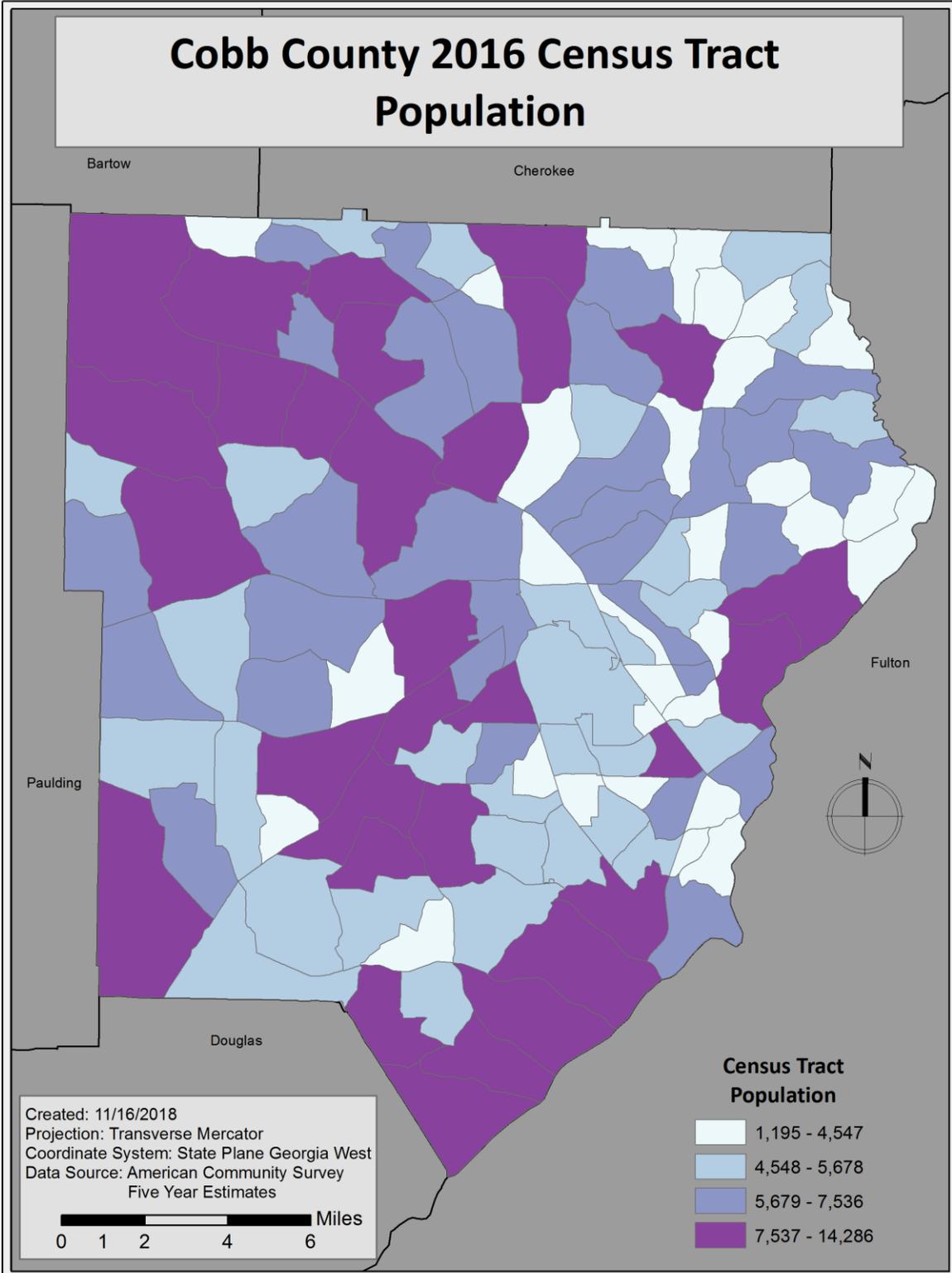
The final section of the survey asked participants questions to collect demographic data. These questions collected data related to the race, gender, educational attainment, veteran status, Hispanic status, age and level of income. The results of these questions are presented in Appendix 2.

# Maps Section

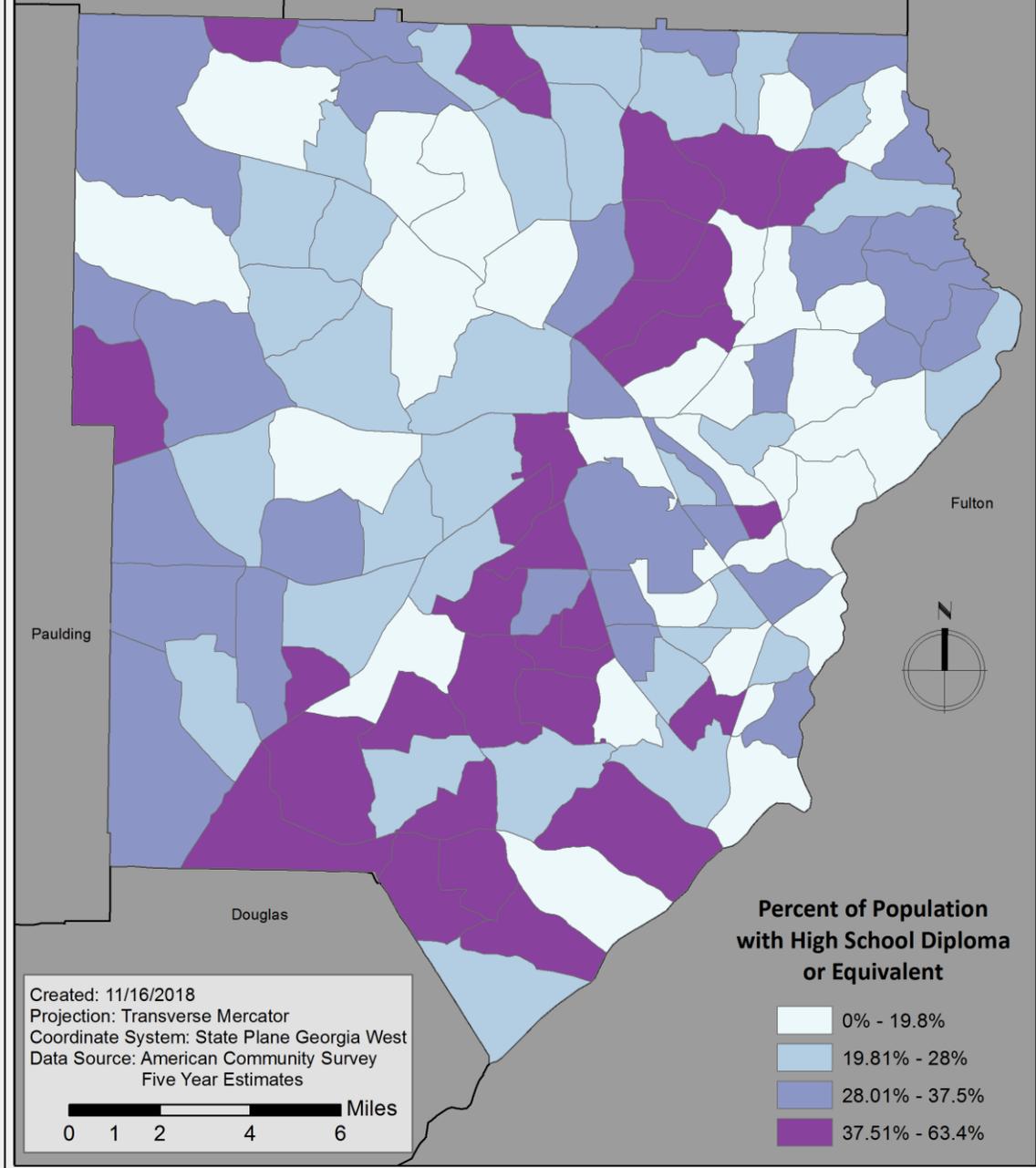


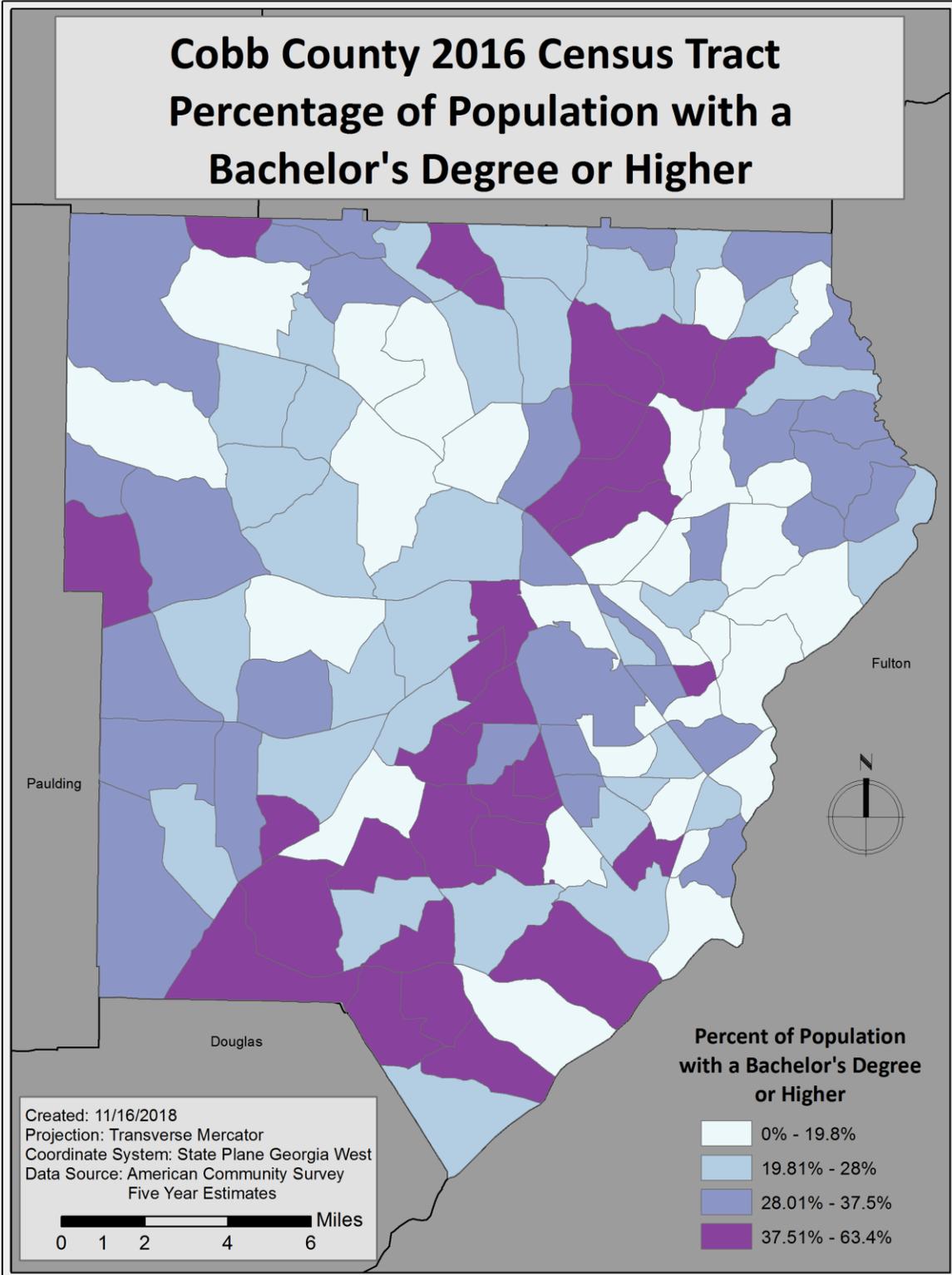
### Maps

The maps presented on the following pages include data from the 2016 American Community Survey Five Year Estimates. The maps are in numerical order from Map 1 to Map 14 and referenced in the text of the report. The maps are projected in Universal Transverse Mercator and utilize the State Plane Georgia West coordinate system. The data in each map were classified based on the quantiles of the distribution and divided into one of four classes. The data in the maps are presented in raw values or percentages where applicable.

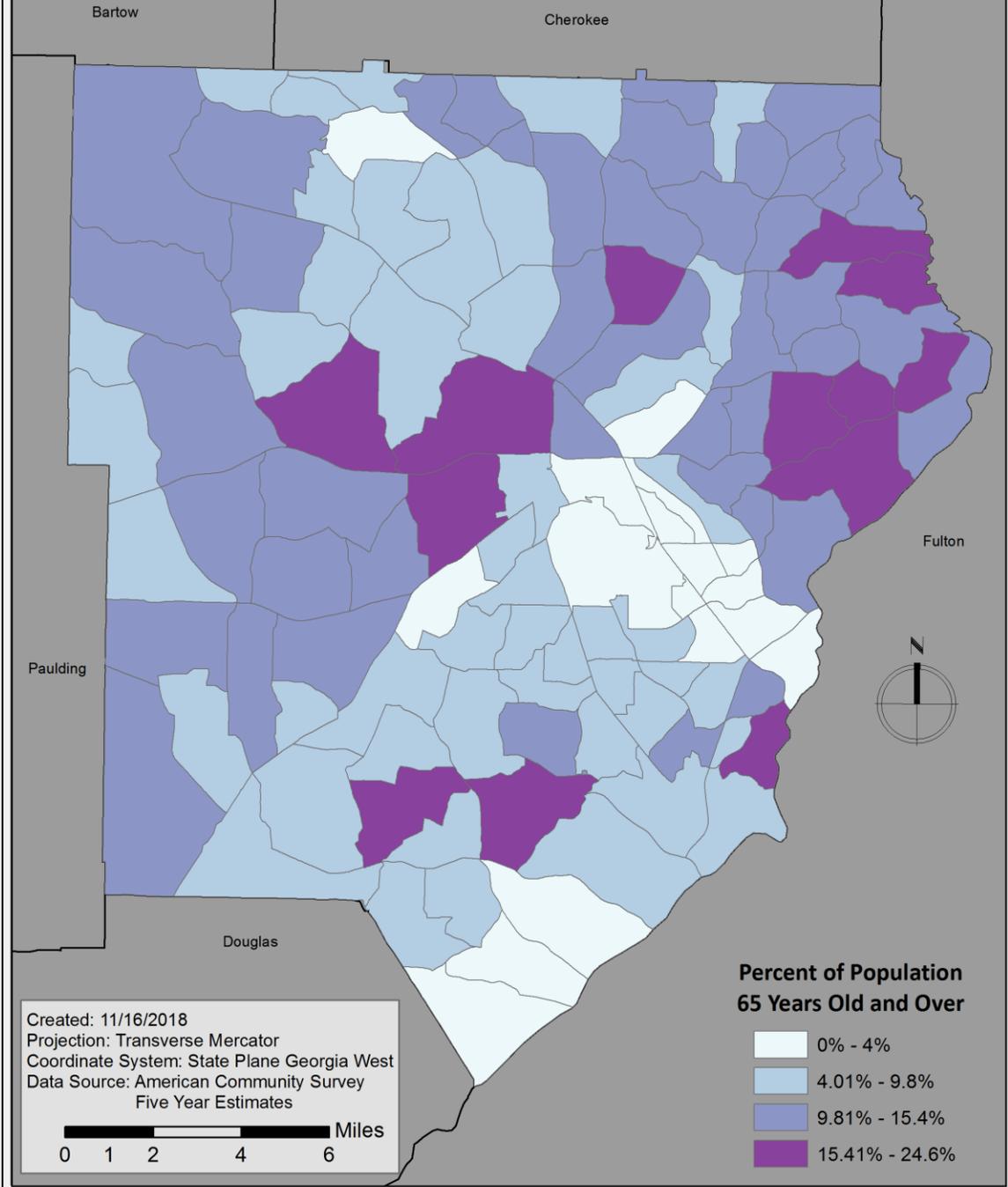


### Cobb County 2016 Census Tract Percentage of Population with a High School Diploma or Equivalent

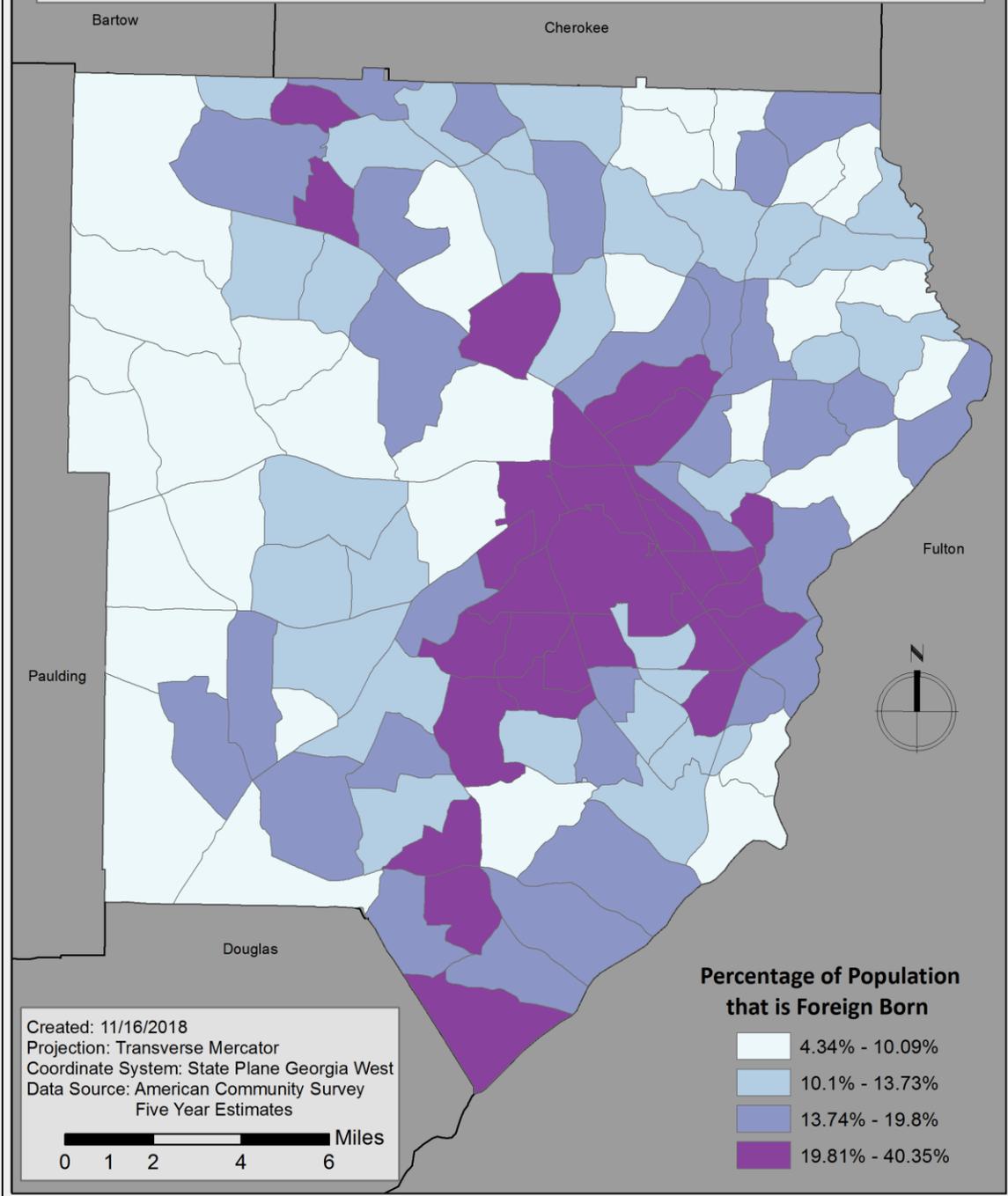




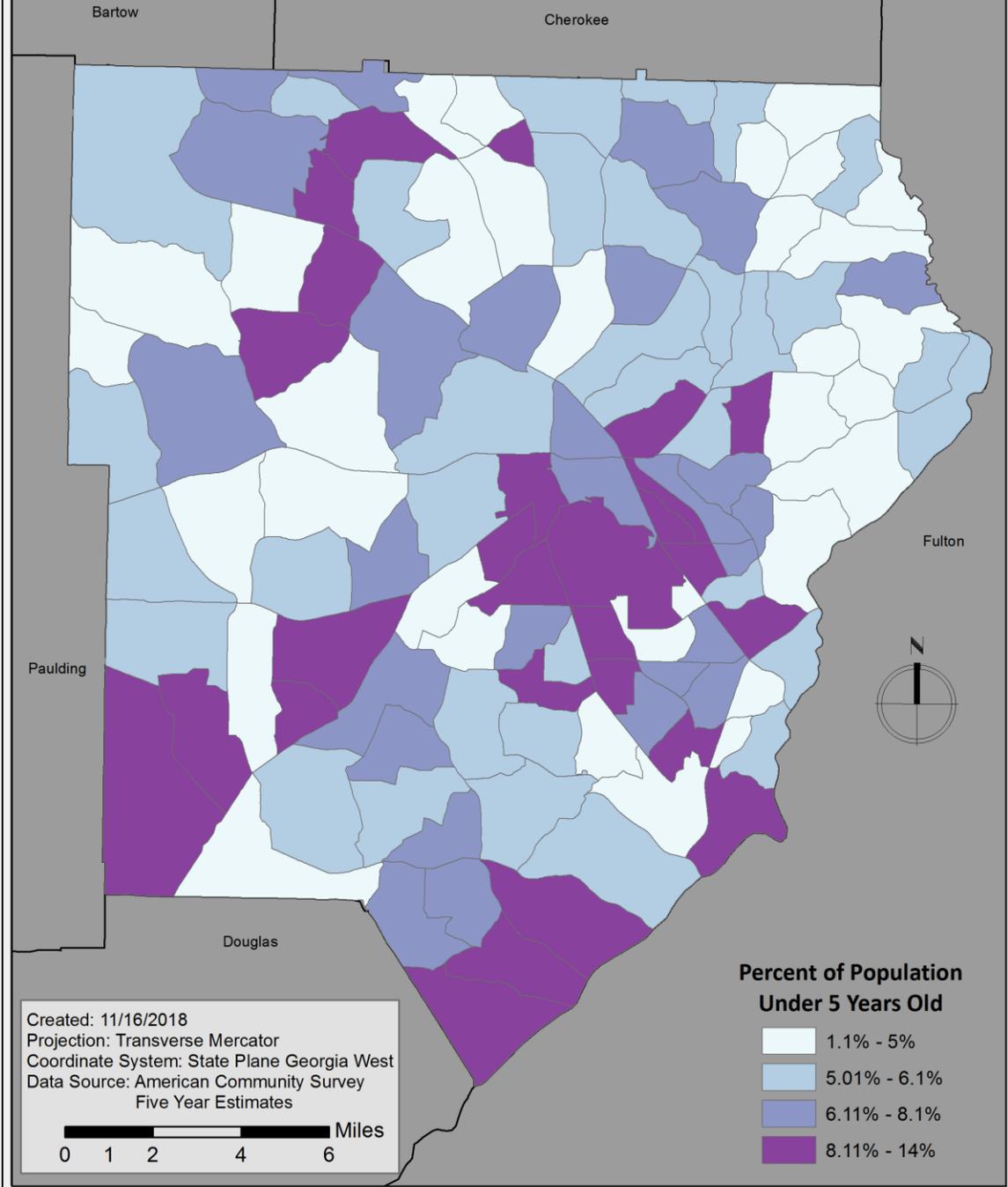
# Cobb County 2016 Census Tract Percentage of Population 65 Years Old and Over



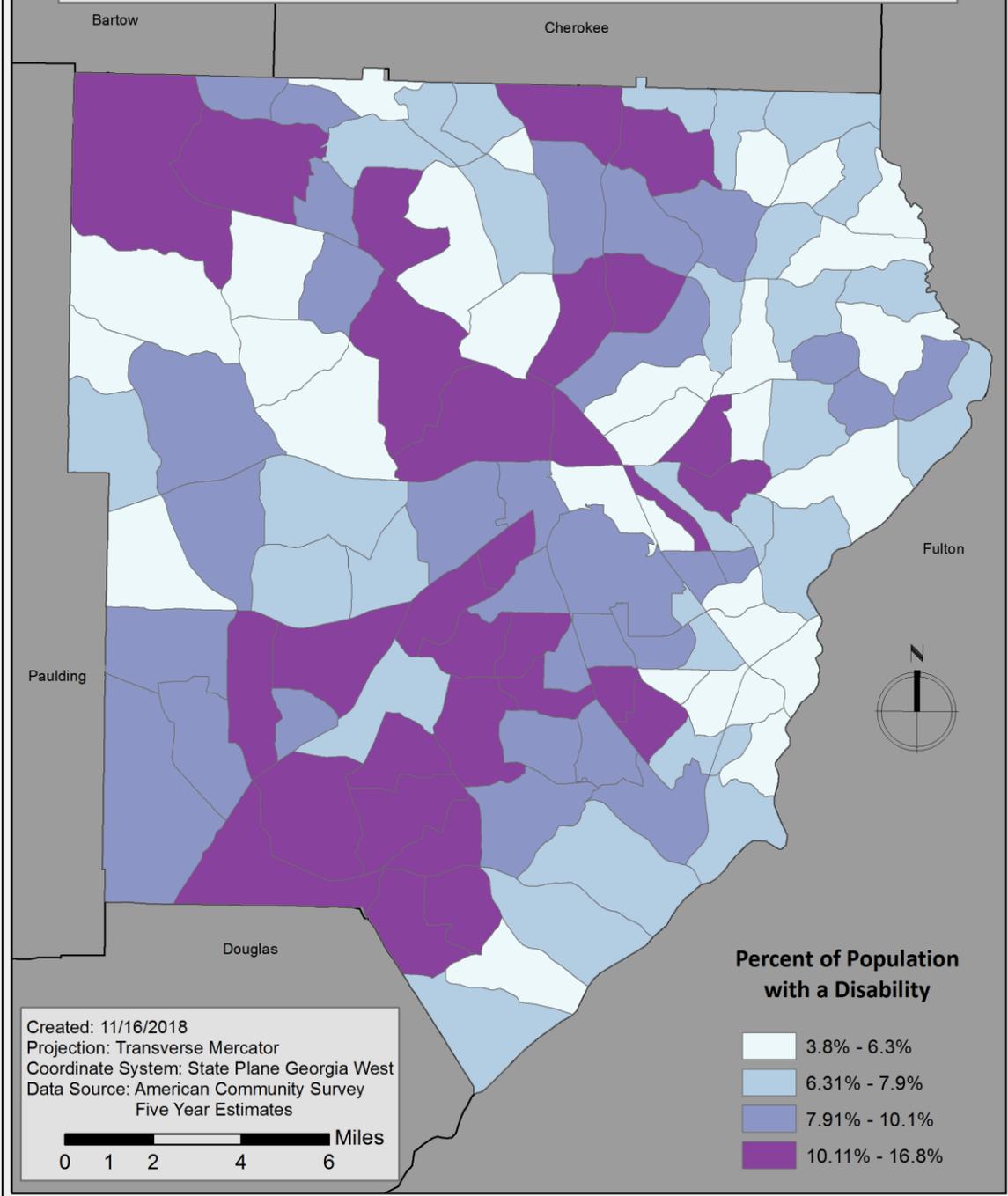
# Cobb County 2016 Census Tract Percentage of Population that is Foreign Born

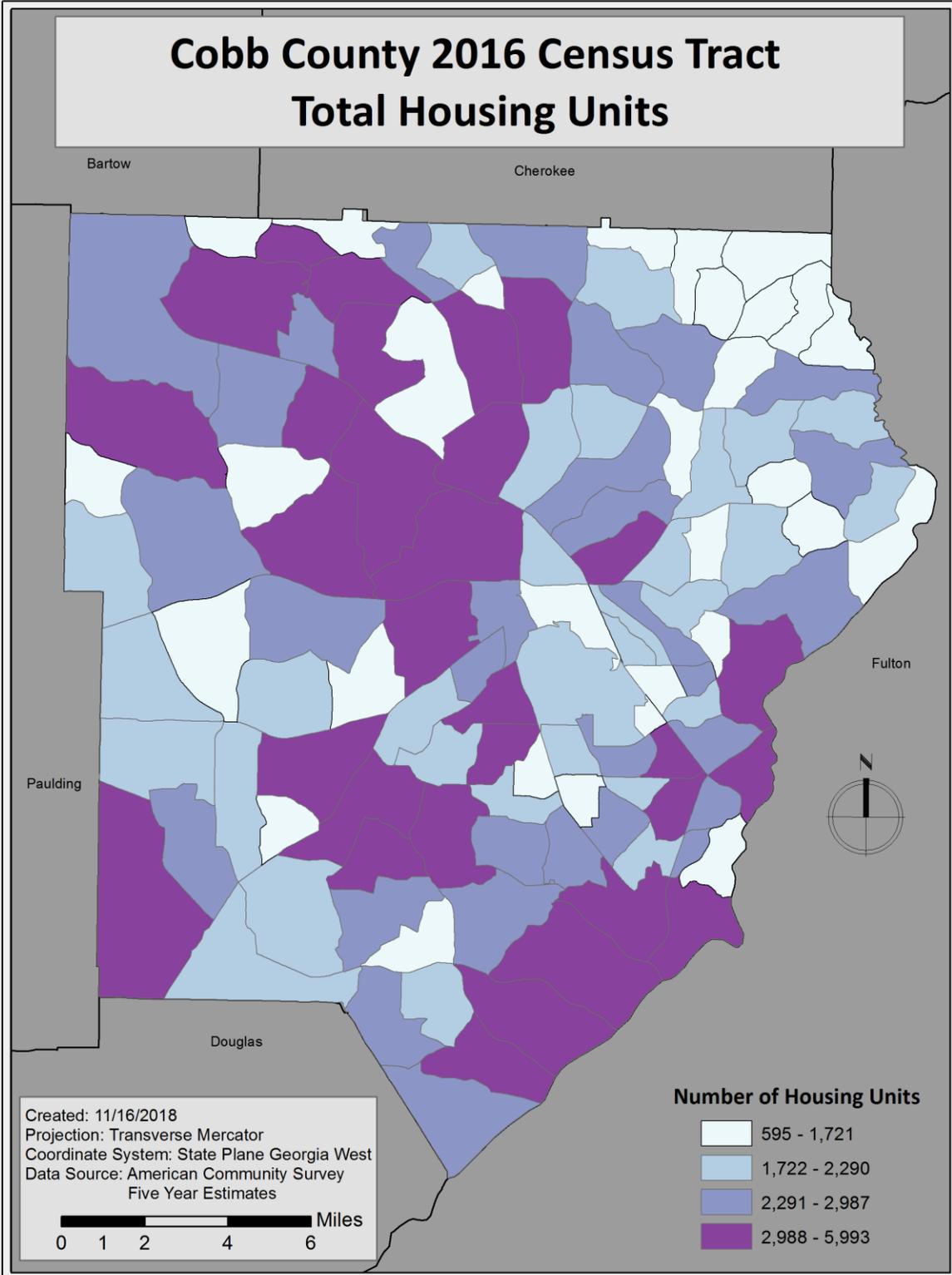


# Cobb County 2016 Census Tract Percentage of Population Under 5 Years Old

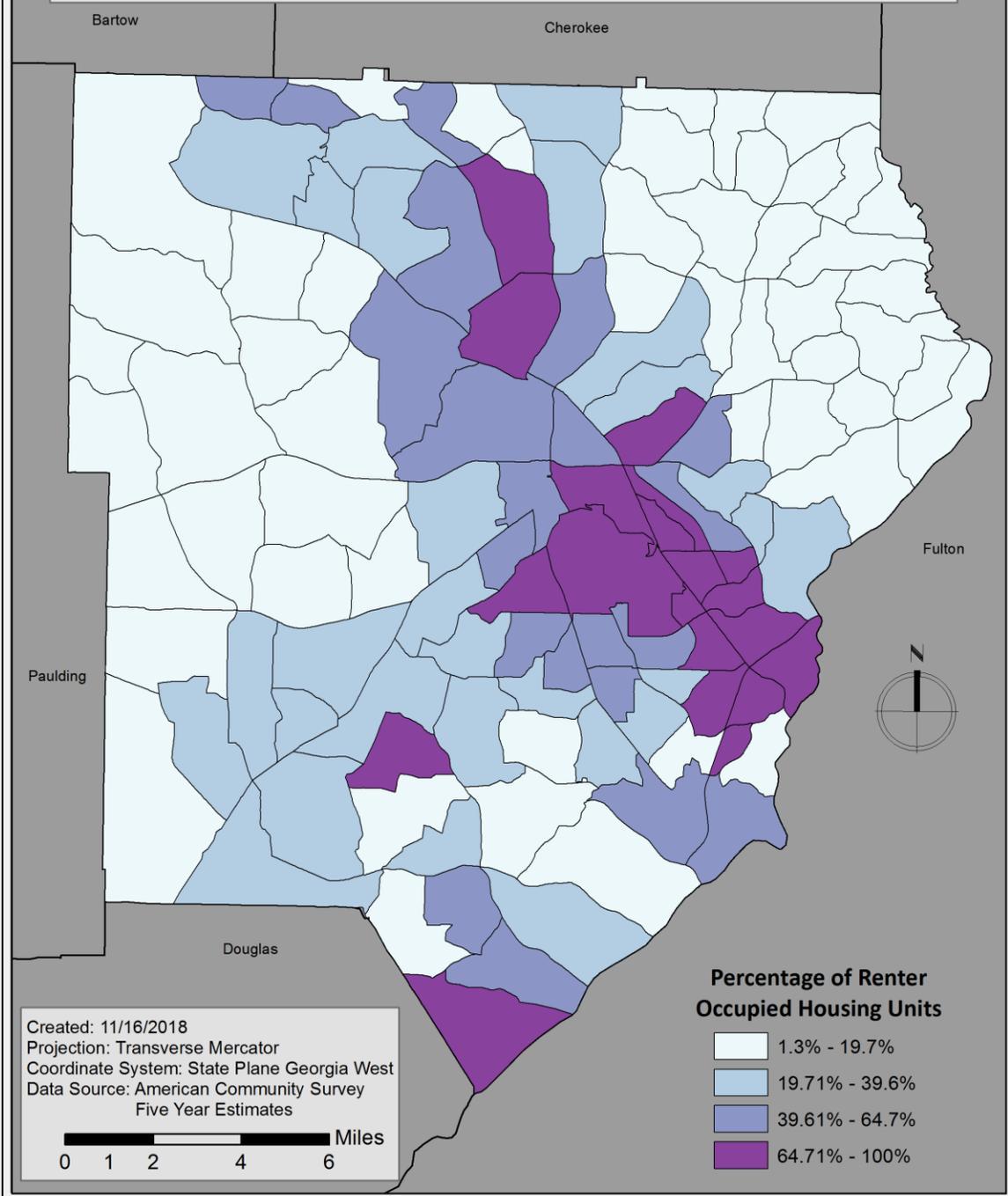


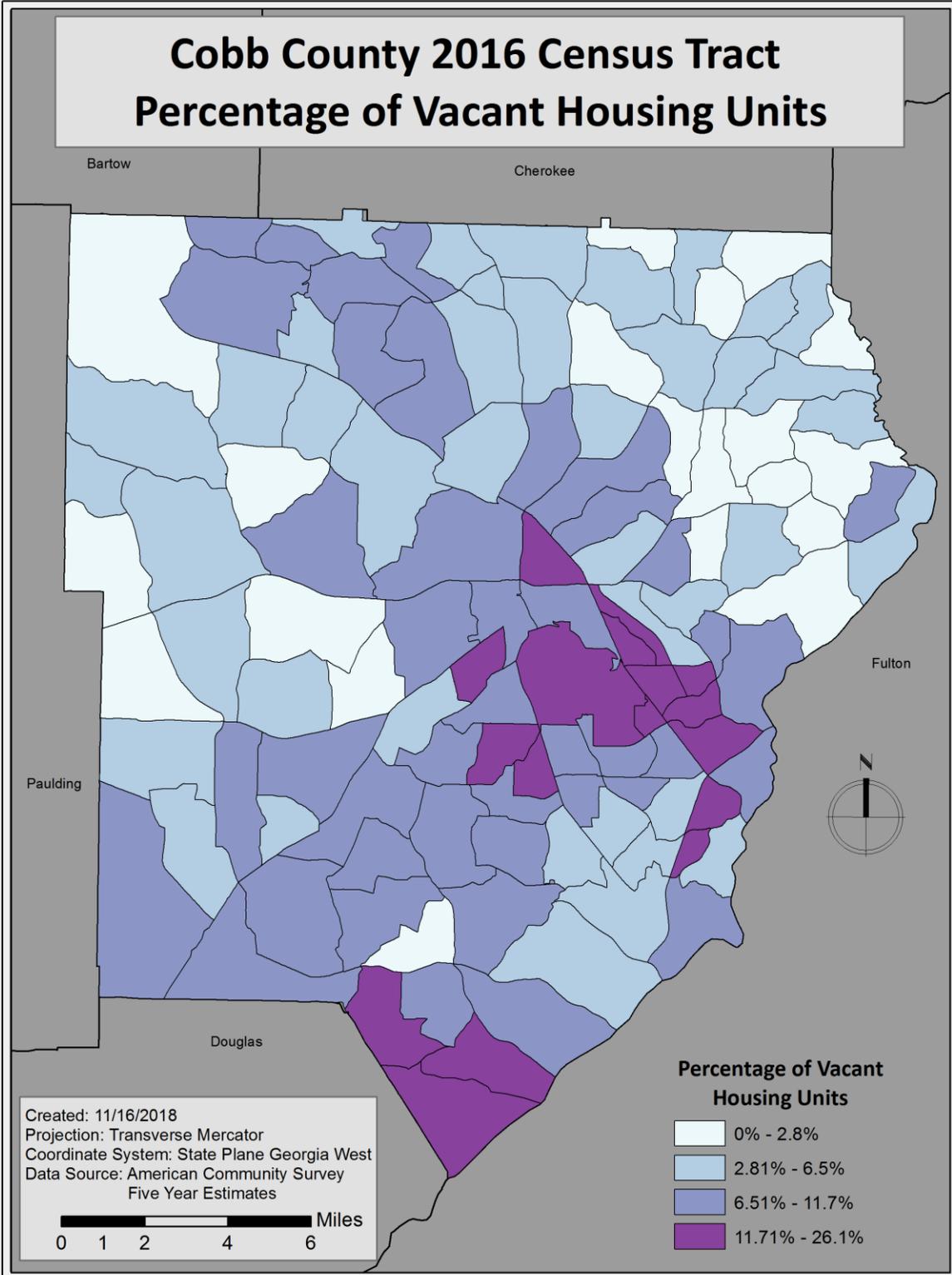
# Cobb County 2016 Census Tract Percentage of Population with a Disability

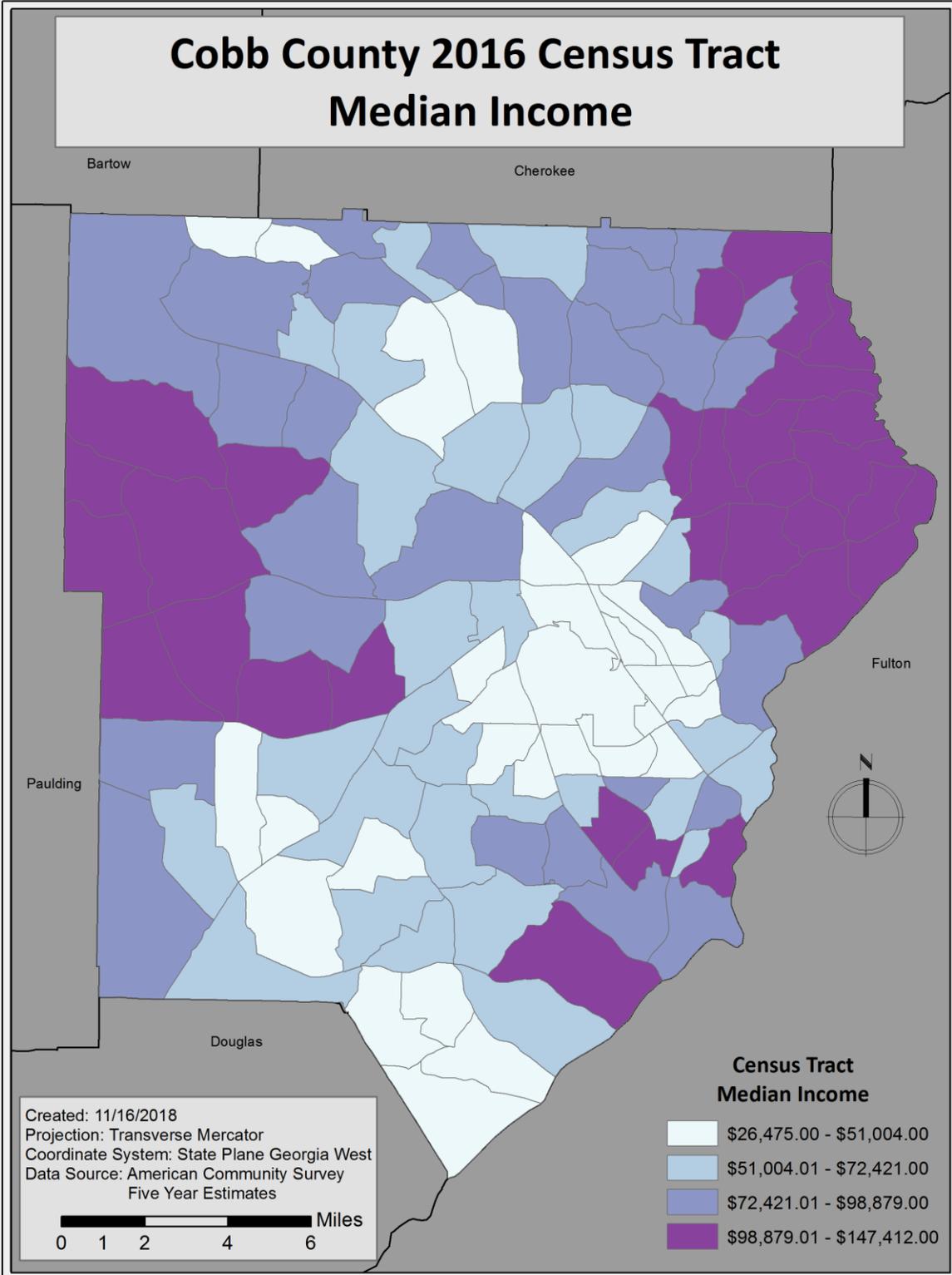


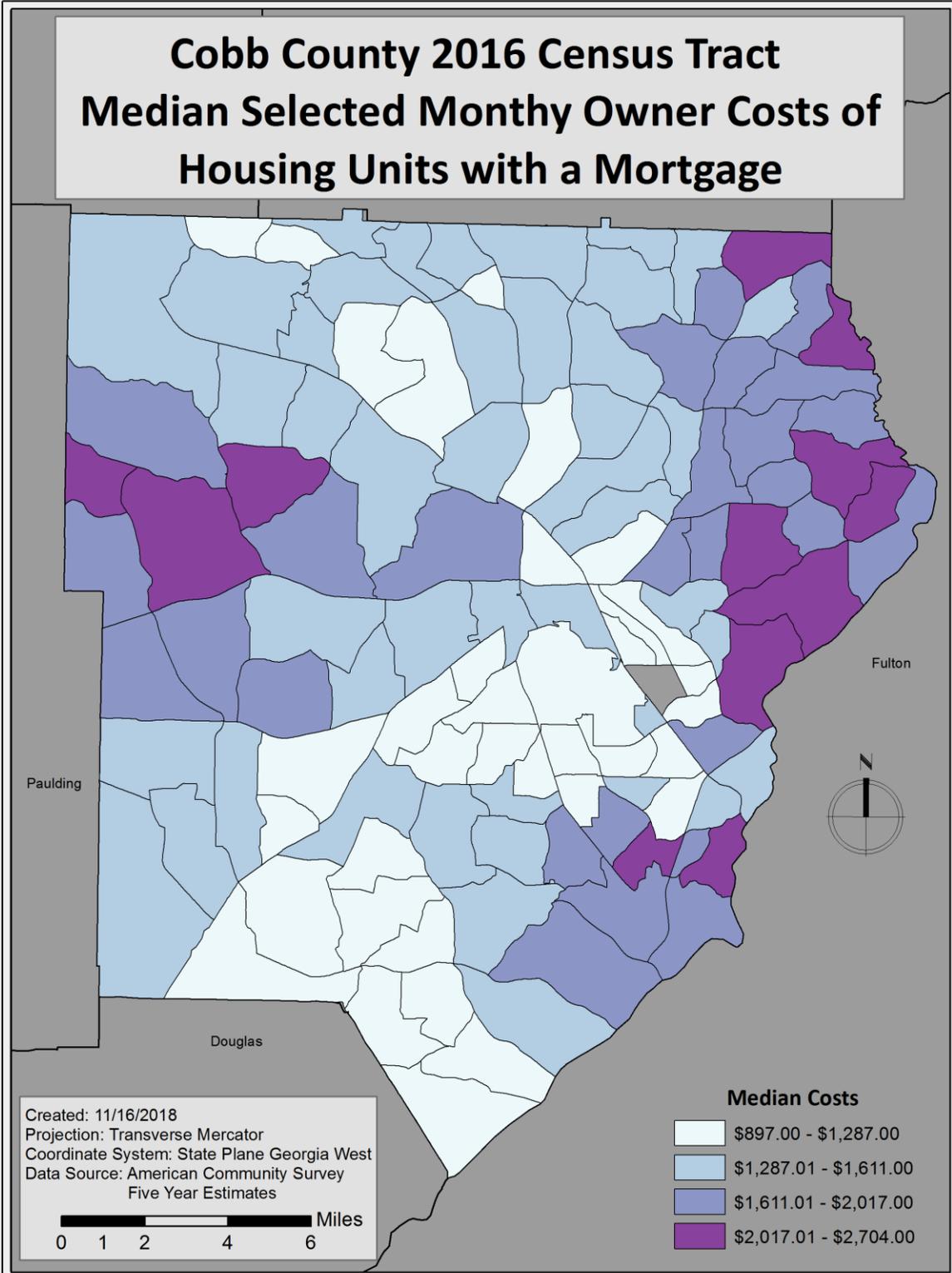


# Cobb County 2016 Census Tract Percentage of Renter Occupied Housing Units

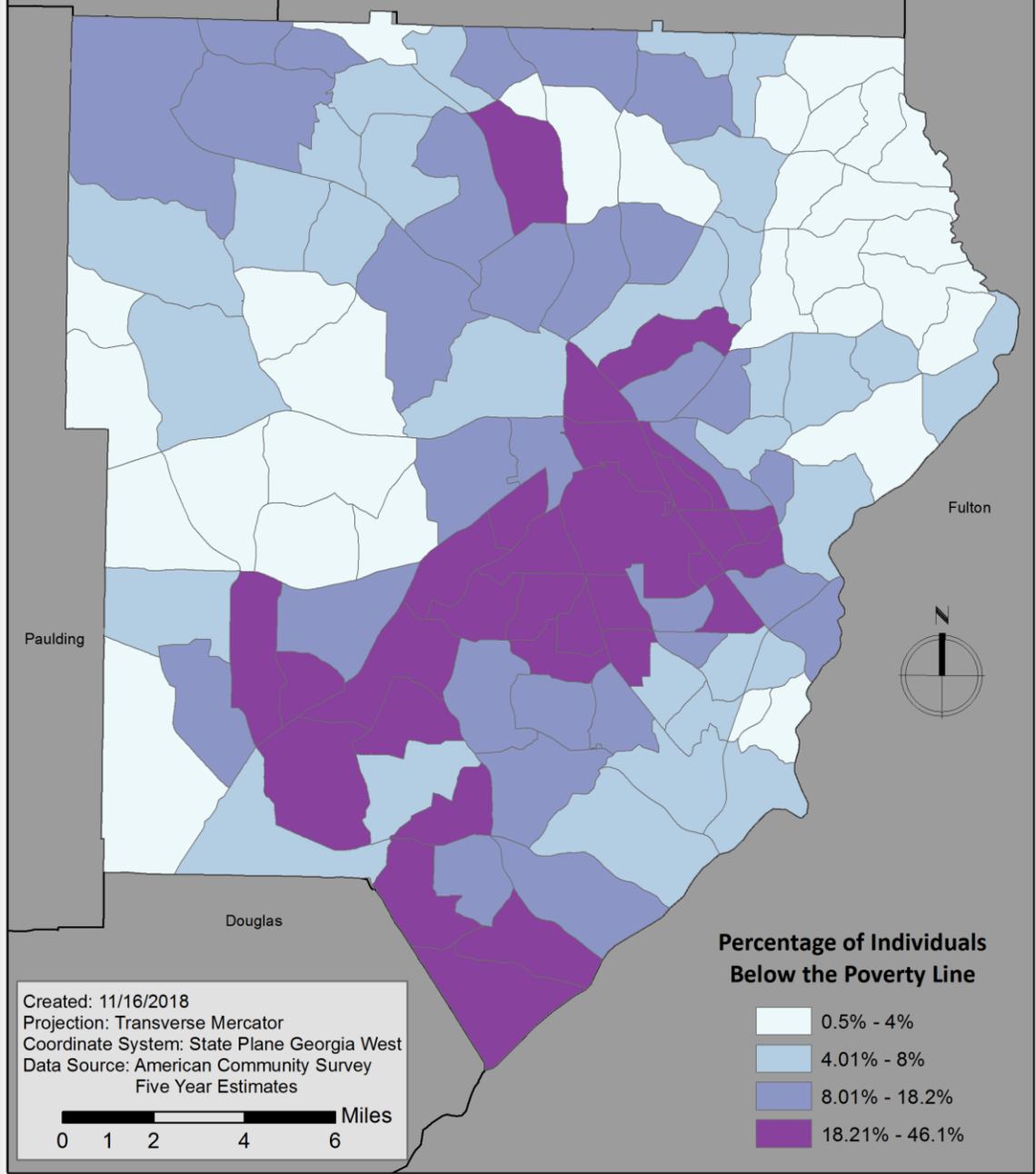




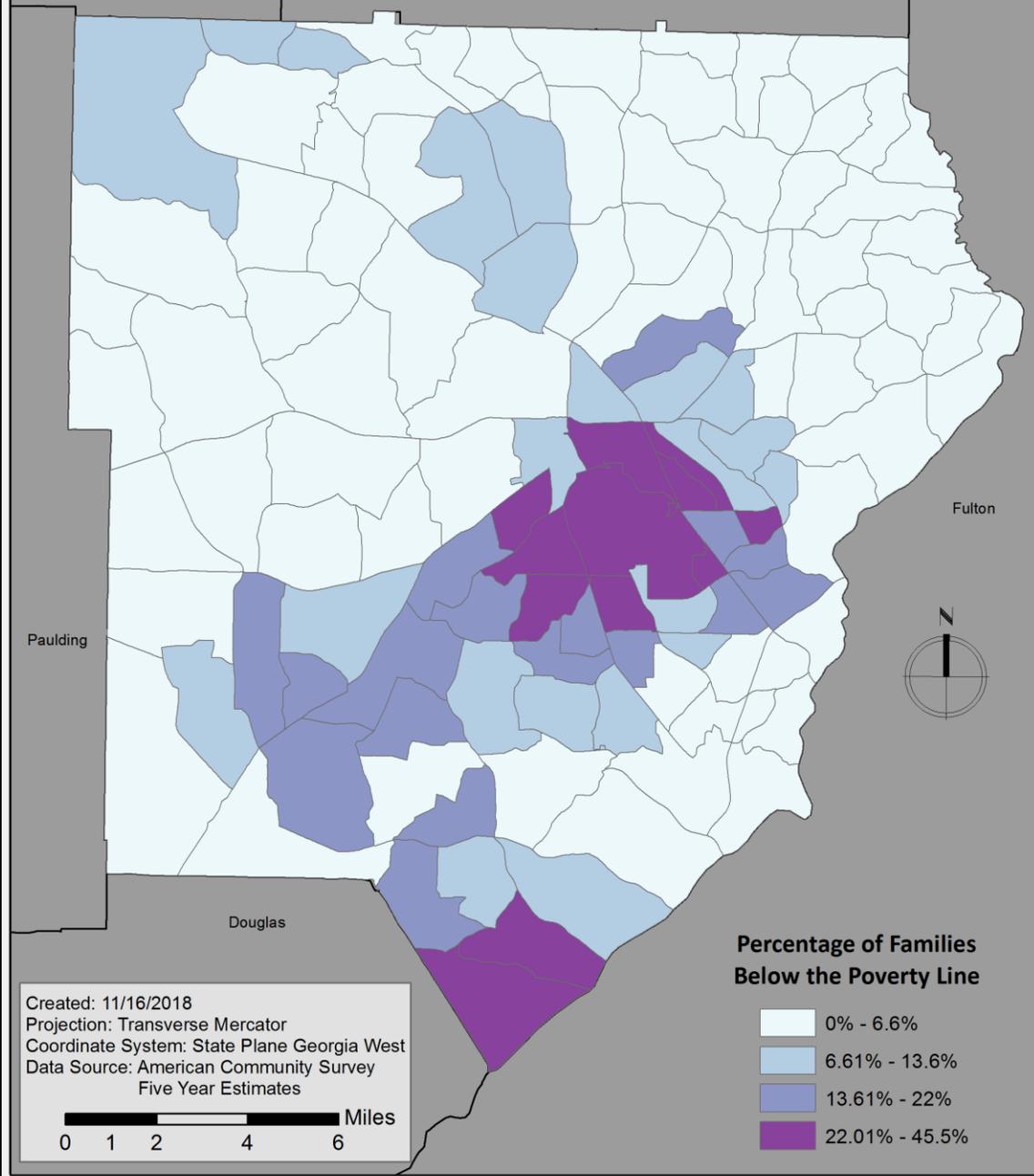




### Cobb County 2016 Census Tract Percentage of Individuals Whose Income in the Past 12 Months was Below the Poverty Line



# Cobb County 2016 Census Tract Percentage of Families Whose Income was Below the Poverty Line



## Appendix 1: Stakeholder Survey Tables

### Question1

Table 61 includes the results of how participants rated the first issue, Family and Relationships, presented in Question 1. Participants most frequently indicated that the “very important” response was most applicable when asked whether Family and Relationships were important issues that affect low-income residents. A total of 14 (70.0%) participants indicated the “very important” response for this question. The “important” response was indicated by four (20.0%) participants, and each of two (10.0%) participants respectively reported the “somewhat important” and the “not at all important” responses were most applicable.

**Table 66: Importance of Addressing Issue that Affect Low-Income Residents - Family and Relationships**

	Frequency	Percent
Not at all important	1	5%
Somewhat important	1	5%
Important	4	20%
Very important	14	70%
Total	20	100%

The second issue posed to participants in the first question asked participants to indicate the importance of Housing as it related to affecting low-income residents. Table 62 presents the frequency with which participants indicated each response. Of all ten issues, Housing was most frequently reported as “very important.” Nineteen (95.0%) respondents reported the “very important” response and one (5.0%) respondent reported the “not at all important” response.

**Table 67: Importance of Addressing Issues that Affect low-Income Residents - Housing**

	Frequency	Percent
Not at all important	1	5%
Very important	19	95%
Total	20	100%

The third issue, highlighted in Table 63, asked participants to rate the importance of Crime as an issue affecting low-income residents. Twelve (60%) participants indicated that the “very important” response was most appropriate, and was the most frequently reported response for this issue. Seven (35.0%) participants reported the “important” response level and one (5.0%) reported the “somewhat important” response level.

**Table 68: Importance of Addressing Issues that Affect low-Income Residents - Crime**

	Frequency	Percent
Somewhat important	1	5%
Important	7	35%
Very important	12	60%
Total	20	100%

Participants were next asked the importance of Health and Healthcare as an issue that affects low-income residents in Cobb County as the fourth issue in question 1. As reported in Table 64, the “very important” response level was reported by 14 (70.0%) participants, and was the most frequently reported response for this issue. Five (25.0%) participants reported the “important” response, and one (5.0%) reported the “not at all important response” to this question.

**Table 69: Importance of Addressing Issues that Affect low-Income Residents - Health and Healthcare**

	Frequency	Percent
Not at all important	1	5%
Important	5	25%
Very important	14	70%
Total	20	100%

The next issue in question 1 asked participants to indicate the importance of Education as an issue that affects low-income residents. Table 65 shows that sixteen (80.0%) participants indicated the issue was “very important,” which was the most frequently reported response for this issue. Education was the second most frequently issue rated “very important” of the 10 issues. Three (15.0%) participants indicated that the issue was “important” and one (5.0%) reported that it was “somewhat important.”

**Table 70: Importance of Addressing Issues that Affect Low-Income Residents - Education**

	Frequency	Percent
Somewhat important	1	5%
Important	3	15%
Very important	16	80%
Total	20	100%

Budgeting Finances was the issue that participants were next asked to indicate its importance in affecting low-income residents. Table 66 includes the participants’ responses for this issue. Two sets of eight (80%) participants each indicated that the issue was “very important” and “important.” Three (15.0%) participants chose the “somewhat important” response and one (5.0%) participant chose the “not at all important” response.

**Table 71: Importance of Addressing Issues that Affect Low-Income Residents – Budgeting Finances**

	Frequency	Percent
Not at all important	1	5%
Somewhat important	3	15%
Important	8	40%
Very Important	8	40%
Total	20	100%

Participants were then asked to indicate the importance of Transportation as an issue affecting low-income residents. As detailed in Table 67, the “very important” response was reported most frequently. Twelve (60.0%) participants reported this response level. Six (30.0%) reported the “important” response, one (5.0%) reported the “somewhat important” level, and one (5.0%) reported the “not at all important” level.

**Table 72: Importance of Addressing Issues that Affect low-Income Residents - Transportation**

	Frequency	Percent
Not at all important	1	5%
Somewhat important	1	5%
Important	6	30%
Very important	12	60%
Total	20	100%

The results of participants’ responses to the importance of Employment as an issue that affects low-income residents is presented in Table 68. “Very important” was reported by 14 (70%) participants, and six (30.0%) participants reported that this issue was “important.”

**Table 73: Importance of Addressing Issues that Affect low-Income Residents - Employment**

	Frequency	Percent
Important	6	30%
Very important	14	70%
Total	20	100%

The issue of Child Care as it relates to its effect on low-income residents was addressed in the next section of Question 1. As noted in Table 69, 15 (70.0%) respondents reported that Child Care is a “very important” issue. Childcare received the second highest ratings in this response category among the 10 issues. Four (20.0%) participants reported that the issue was “important,” and one (5.0%) reported that the issue was “not at all important.”

**Table 74: Importance of Addressing Issues that Affect Low-Income Residents - Child Care**

	Frequency	Percent
Not at all important	1	5%
Important	4	20%
Very important	15	75%
Total	20	100%

For the final issue presented in Question 1, participants were asked to indicate the importance of Food and Nutrition as a concern affecting low-income residents. Table 70 includes the results of this question. The most frequently reported response of “very important” was rated by 13 (65.0%) participants. Five (25.0%) participants reported the issue was “important,” one (5.0%) participant reported the issue was “somewhat important,” and one (5.0%) participant reported that the issue was “not at all important.”

**Table 75: Importance of Addressing Issues that Affect low-Income Residents - Food and Nutrition**

	Frequency	Percent
Not at all important	1	5%
Somewhat important	1	5%
Important	5	25%
Very important	13	65%
Total	20	100%

## Question 2

The first issue presented in Question 2 asked participants to indicate whether enough was being done about issues concerning Family and Relationships in Cobb County. The most frequently reported response of “need more services” was reported by 10 (50.0%) participants. Eight (40.0%) reported that there was an “immediate need for more services” and one (5.0%) indicated that “enough services” were already in place concerning this issue. Table 71 includes participants’ responses to this question.

**Table 76: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Family and Relationships**

	Frequency	Percent
Immediate need for more services	8	40%
Needs more services	10	50%
Enough services	1	5%
Too many services	1	5%
Total	20	100%

The second issue presented in Question 2 asked participants whether enough was being done to reduce the effects of poverty concerning the issue of Housing. The data in Table 72 includes participants' responses to this issue. An "immediate need for more services" was reported by 12 (60.0%) participants and was the most frequently reported response for this issue. Six (30.0%) participants reported "needs more services" was the most appropriate response for this question, and one (5.0%) indicated that "enough services" was the most appropriate response concerning this issue.

**Table 77: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Housing**

	Frequency	Percent
No response	1	5%
Immediate need for more services	12	60%
Needs more services	6	30%
Too many services	1	5%
Total	20	100%

The next issue presented in Question 2 asked participants to indicate if enough was being done to reduce the effects of poverty concerning the issue of Crime. The results collected from participants to this question are presented in Table 73. Eight (40%) participants indicated "immediate need for more services" as the most appropriate response. Seven (35.0%) participants chose the "needs more services" option, four (20.0%) chose the "enough services" option, and one (5.0%) chose the "too many services" option as the most appropriate responses for this issue.

**Table 78: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Crime**

	Frequency	Percent
Immediate need for more services	8	40%
Needs more services	7	35%
Enough services	4	20%
too many services	1	5%
Total	20	100%

Health and Healthcare were the issue presented in the next part of question 2. Nine (45.0%) participants reported that an "immediate need for more services" was the most appropriate response. This response was most frequently reported for this issue. Six (30.0%) participants indicated "needs more services" and five (25.0%) reported "enough services" as the most appropriate response. Responses reported by participants to this question are presented in Table 74.

**Table 79: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Health and Healthcare**

	Frequency	Percent
Immediate need for more services	9	45%
Needs more services	6	30%
Enough services	5	25%
Total	20	100%

The next issue focused on Education and whether enough was being done to reduce its effect on poverty. An “immediate need for more services” was indicated by six (30.0%) participants; “needs more services” was reported by seven (35.0%) participants; five (25.0%) reported there were “enough services” and one (5.0%) reported “too many services” concerning this issue. Table 75 includes data on the response indicated by participants to this question.

**Table 80: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Education**

	Frequency	Percent
No response	1	5%
Immediate need for more services	6	30%
Needs more services	7	35%
Enough services	5	25%
Too many services	1	5%
Total	20	100%

Budgeting Finances was presented as an issue for participants to indicate whether enough was being done to reduce the effects of poverty, and the results are contained in Table 76. Seven (35.0%) participants reported “enough services” as the most appropriate response. “Needs more services” was reported by 6 (30.0%) participants and an “immediate need for more services” was reported by 6 (30.0%) participants as the most appropriate response.

**Table 81: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County – Budgeting Finances**

	Frequency	Percent
No response	1	5%
Immediate need for more services	6	30%
Needs more services	6	30%
Enough services	7	35%
Total	20	100%

The next issue presented in Question 2 presented Transportation as an issue, and asked participants to indicate whether enough was being done in regard to the issue in order to reduce the effects of poverty. Table 77 includes the responses reported by participants. Ten (50.0%) participants chose “immediate need for more services,” which was the most frequently response for this issue. Eight (40.0%) participants indicated that “needs more services” was the most appropriate response, and two (10.0 %) reported “enough services” were in place concerning this issue.

**Table 82: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Transportation**

	Frequency	Percent
Immediate need for more services	10	50%
Needs more services	8	40%
Enough services	2	10%
Total	20	100%

The issue of Homelessness as an issue to be considered whether enough was being done to reduce the effects of poverty was presented in the next section of Question 2. As noted in Table 78, “immediate need for more services” was reported by 11 (55.0%) participants, which was the most frequently reported response for this issue. Eight (40.0%) participants indicated “needs more services” as their response. Hence, Homelessness (along with Child Care) had one of the highest ratings at the “immediate need for more services” and the “needs more services” levels put together. One (5.0%) reported “enough services” concerning this issue.

**Table 83: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County – Homelessness**

	Frequency	Percent
Immediate need for more services	11	55%
Needs more services	8	40%
Enough services	1	5%
Total	20	100%

The issue of Employment was presented as the next issue in Question 2. Participants indicated whether enough was being done to reduce the effects of poverty in the area of Employment. The most frequently reported response, “immediate need for more services,” was reported by nine (45.0%) participants. Six (30%) reported “needs more services” as their response; three (9.3%) reported “enough services;” and one indicated “too many services exist concerning this issue. Table 79 includes the responses indicated by participants to this issue.

**Table 84: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Employment**

	Frequency	Percent
No response	1	5%
Immediate need for more services	9	45%
Needs more services	6	30%
Enough services	3	15%
Too many services	1	5%
Total	20	100%

The issue of Child Care as an issue to be considered whether enough was being done to reduce the effects of poverty was presented in the next section of Question 2. As noted in Table 80, “immediate need for more services” was reported by 10 (50.0%) participants, which was the most frequently reported response for this issue. Nine (45.0%) participants indicated “needs more services” as their response. Child Care (as with Homelessness) had the highest ratings at the “immediate need for more services” and the “needs more services” levels put together. One (5.0%) reported “enough services” concerning this issue.

**Table 85: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County – Child Care**

	Frequency	Percent
Immediate need for more services	10	50%
Needs more services	9	45%
Enough services	1	5%
Total	20	100%

The final issues presented in Question 2 asked participants to determine whether enough was being done to reduce the effects of poverty concerning the issue of Food and Nutrition. The results of this question are presented in Table 81. Eight (40.0%) participants reported the “needs more services” response for this question. This was the most frequently reported response concerning this issue. Seven (35.0%) participants indicated that an “immediate need for more services” was most applicable, and five (25.0%) participants reported the “enough services” response concerning this issue.

**Table 86: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Food and Nutrition**

	Frequency	Percent
Immediate need for more services	7	35%
Needs more services	8	40%
Enough services	5	25%
Total	20	100%

### Question 3

The responses to the first issues indicated by participants are presented in Table 82. Alcohol and Drug Abuse was the first issue presented to participants as whether it was a barrier to eliminating Poverty in Cobb County. This issue was most frequently reported as a “major barrier” by 11 (55.0%) participants. Seven (35.0%) participants reported it as a “moderate barrier” while “minor barrier” was reported by two (10.0%) participants.

**Table 87: Barrier to Eliminating Poverty in Cobb County - Alcohol and Drug Abuse**

	Frequency	Percent
Minor barrier	2	10%
Moderate barrier	7	35%
Major barrier	11	55%
Total	20	100%

The next subject of Question 4 asked participants whether a Lack of Poverty Reducing Programs was a barrier to reducing poverty. Ten (50.0%) participants indicated that it was a “moderate barrier.” This was the most frequently reported response. Eight (40.0%) participants indicated that it was a “major barrier.” A “minor barrier” was indicated by two (10.0%) participants. The results of participants’ responses are included in Table 83.

**Table 88: Barrier to Eliminating Poverty in Cobb County - Lack of Poverty Reducing Programs**

	Frequency	Percent
Minor barrier	2	10%
Moderate barrier	10	50%
Major barrier	8	40%
Total	20	100%

Ineffective Poverty Reducing Programs was the subject of the next section of Question 4. Table 84 includes the responses participants reported for this issue. Eight (40.0%) participants indicated it was a “major barrier.” This was the most frequently reported response. Six (30.0%) participants reported it was a “moderate barrier”, three (15.0%) believed it was a “minor barrier,” and one (5.0%) believed it was “not at all a barrier.”

**Table 89: Barrier to Eliminating Poverty in Cobb County - Ineffective Poverty Reducing Programs**

	Frequency	Percent
No response	2	10%
Not at all a barrier	1	5%
Minor barrier	3	15%
Moderate barrier	6	30%
Major barrier	8	40%
Total	20	100%

The next section of Question 4 asked participants whether Unhealthy Family Environments are a barrier to eliminating poverty. The results are presented in Table 85. The most frequently reported response of “major barrier” was indicated by 12 (60.0%) participants. Among the other barriers, an Unhealthy Family Environment was the barrier reported most frequently as a “major barrier” in eliminating poverty. Other responses included 4 (20.0%) participants that indicated “moderate barrier” and 3 (15.0%) participants that indicated “minor barrier.”

**Table 90: Barrier to Eliminating Poverty in Cobb County - Unhealthy Family Environment**

	Frequency	Percent
No response	1	5%
Minor barrier	3	15%
Moderate barrier	4	20%
Major barrier	12	60%
Total	20	100%

Discrimination was the subject of the next section of Question 4, and the results are presented in Table 86. Participants reported “major barrier” as the most frequent response. This response was indicated by 10 (50.0%) participants. A “moderate barrier” was reported by six (30.0%) participants, and four (20.0%) participants indicated a “minor barrier.”

**Table 91: Barrier to Eliminating Poverty in Cobb County – Discrimination**

	Frequency	Percent
Minor barrier	4	20%
Moderate barrier	6	30%
Major barrier	10	50%
Total	20	100%

The next section of Question 4 asked participants whether Community Violence or Public Safety is a barrier to eliminating poverty. This subject was most frequently reported as a “moderate barrier” by 10 (50.0%) participants. Five (25.0%) participants indicated it was a “minor barrier,” and five (25.0%) also indicated it was a “major barrier.” Table 87 includes the results of participants’ responses to this issue.

**Table 92: Barrier to Eliminating Poverty in Cobb County - Community Violence or Public Safety**

	Frequency	Percent
Minor barrier	5	25%
Moderate barrier	10	50%
Major barrier	5	25%
Total	20	100%

Economic Fluctuations as a barrier to reducing poverty was the subject of the next section of Question 4, and the results are presented in Table 88. Eight (40.0%) participants reported “major barrier” as the most frequent response. Five (25.0%) participants reported it as a “moderate barrier,” while seven (35.0%) indicated it was a “minor barrier.” Among other barriers, Economic fluctuations was the issue most frequently reported as “not at all a barrier.”

**Table 93: Barrier to Eliminating Poverty in Cobb County - Economic Fluctuations**

	Frequency	Percent
Minor barrier	7	35%
Moderate barrier	5	25%
Major barrier	8	40%
Total	20	100%

Question 4 continued by asking participants whether Ineffective Government Policies and Programs were barriers to eliminating poverty. The results of this question are presented in Table 89. Nine (45.0%) participants indicated this was a “moderate barrier.” This was the most frequently reported answer for this topic. A “major barrier” was indicated by seven (35.0%) participants and four (20.0%) indicated a “minor barrier.”

**Table 94: Barrier to Eliminating Poverty in Cobb County - Ineffective Government Policies & Programs**

	Frequency	Percent
Minor barrier	4	20%
Moderate barrier	9	45%
Major barrier	7	35%
Total	20	100%

Poor Neighborhood Conditions comprised the next subject of Question 4, and the results are presented in Table 90. The “moderate barrier” response was the most frequent response, and was reported by 10 (50.0%) participants. “Major barrier” was the second most frequent response reported by six (30.0%) participants. “Minor barrier” was reported by 4 (20.0%) participants.

**Table 95: Barrier to Eliminating Poverty in Cobb County - Poor Neighborhood Conditions**

	Frequency	Percent
Minor barrier	4	20%
Moderate barrier	10	50%
Major barrier	6	30%
Total	20	100%

The last subject of Question 4 asked participants whether a Lack of Quality Public Education was a barrier to eliminating poverty in Cobb County. The most frequent response for this subject was “moderate barrier” reported by 10 (50.0%) participants. Five (25.0%) participants indicated it was a “major barrier,” and five (25.0%) also reported it was a “minor barrier.” Table 91 includes the results of this question.

**Table 96: Barrier to Eliminating Poverty in Cobb County - Public Education**

	Frequency	Percent
Minor barrier	5	25%
Moderate barrier	10	50%
Major barrier	5	25%
Total	20	100%

## Question 6

The results of the first strategy presented in Question 6 are presented in Table 92. Participants were asked whether Family and Relationship Strategies were effective poverty-reducing strategies in Cobb County. The majority of participants, 10 (50.0%), indicated that this strategy was “somewhat effective.” Three (15.0%) participants indicated the strategy was “effective,” while five (25.0%) participants reported that the strategy was “very effective.”

**Table 97: Effectiveness of the Poverty-Reducing Strategies in Cobb County - Family and Relationship Strategies**

	Frequency	Percent
No response	2	10%
Somewhat effective	10	50%
Effective	3	15%
Very Effective	5	25%
Total	20	100%

Education Strategies were the subject of the next section of Question 6, and results are presented in Table 93. Nine (45.0%) participants indicated the strategy was “somewhat effective.” This was the most frequently reported response for this strategy. Five (25.0%)

thought the strategy was “effective,” three (15.0%) reported “very effective,” and one (5.0%) reported the strategy was “not at all effective.”

**Table 98: Effectiveness of the Poverty-Reducing Strategies in Cobb County - Education Strategies**

	Frequency	Percent
No response	2	10%
Not at all effective	1	5%
Somewhat effective	9	45%
Effective	5	25%
Very effective	3	15%
Total	20	100%

Health and Healthcare strategies were the topic of the next section of Question 6. Table 94 includes the results of participants’ responses to this issue. Half of the participants, 10 (50.0%) indicated that the strategy was “somewhat effective” as a poverty-reducing strategy. Three (15.0%) reported the strategy was “effective,” and four (20.0%) participants reported the strategy was “very effective,” and one (5.0%) indicated “not at all effective” as the most appropriate response.

**Table 99: Effectiveness of the Poverty-Reducing Strategies in Cobb County – Health and Healthcare Strategies**

	Frequency	Percent
No response	2	10%
Not at all effective	1	5%
Somewhat effective	10	50%
Effective	3	15%
Very effective	4	20%
Total	20	100%

Question 6 continued by asking participants whether Housing Strategies were effective poverty-reducing strategies. Nine (45.0%) participants indicated that the strategy was “somewhat effective.” Five (25.0%) participants indicated the strategy was “very effective” and three (15.0%) participants reported the strategy was “effective.” One (5.0%) reported the strategy was “not at all effective.” Table 95 includes the results of this question.

**Table 100: Effectiveness of the Poverty-Reducing Strategies in Cobb County - Housing Strategies**

	Frequency	Percent
No response	2	10%
Not at all effective	2	10%
Somewhat effective	9	45%
Effective	2	10%
Very effective	5	25%
Total	20	100%

Employment Strategies were presented to participants as the subject of the next section of Question 6, and the results are included in Table 96. Half of the participants, 10 (50.0%), indicated the strategy was “somewhat effective” in Cobb county. Three participants (15.0%) reported the strategy as “effective” and four (20.0%) participants viewed it as “very effective” respectively. One (5.0%) participant indicated the strategy was “not at all effective.”

**Table 101: Effectiveness of the Poverty-Reducing Strategies in Cobb County - Employment Strategies**

	Frequency	Percent
No response	2	10%
Not at all effective	1	5%
Somewhat effective	10	50%
Effective	3	15%
Very effective	4	20%
Total	20	100%

The Use of Income Strategies was the subject of the next section of question six, and Table 97 includes the participants’ responses. Again, half of the participants, 10 (50.0%), indicated the strategy was “somewhat effective.” Four (20.0%) participants reported the strategy was “very effective” and one (5.0%) participant indicated the strategy was “effective.” Two (10.0%) indicated the strategy was “not at all effective.”

**Table 102: Effectiveness of the Poverty-Reducing Strategies in Cobb County - Use of Income Strategies**

	Frequency	Percent
No response	3	10%
Not at all effective	2	10%
Somewhat effective	10	50%
Effective	1	5%
Very effective	4	20%
Total	20	100%

Finally, Question 6 asked participants whether Food and Nutrition Strategies in Cobb County were effective at reducing poverty. Ten (50.0%) again indicated that these strategies were “somewhat effective.” Three (15.0%) participants reported that the strategies were “effective” and three (15.0%) reported it as “very effective.” Finally, two (10.0%) participants indicated that these strategies were “not at all effective” at reducing poverty within Cobb County. The results of this question are presented in Table 98.

**Table 103: Effectiveness of the Poverty-Reducing Strategies in Cobb County - Food and Nutrition Strategies**

	Frequency	Percent
No response	2	10%
Not at all effective	2	20%
Somewhat effective	10	50%
Effective	3	15%
Very effective	3	15%
Total	20	100%

## Appendix 2: Client Survey Tables

### Question 1

The first category participants were asked to rate in Question 1 was how important it is to address Families and Relationships as a issue affecting low-income residents. Respondents most frequently indicated the issue was “very important.” A total of 77 (74.1%) respondents chose “very important” from the available answer choices. “Important” was chosen by 18 (17.3%) participants, “somewhat important” was selected by five (4.8%) and two participants (1.9%) reported “not at all important.” Table 103 includes participant responses to this question.

**Table 104: Importance of Addressing Issue that Affect low-income residents - Family and Relationships**

	Frequency	Percent
No response	2	1.9%
Not at all important	2	1.9%
Somewhat important	5	4.8%
Important	18	17.3%
Very important	77	74.1%
Total	104	100%

The second issue respondents were asked to rank in importance as it pertains to low-income residents of Cobb County was Housing. Table 104 contains the results of how participants rated this issue. The response most frequently reported was “very important” by 91 (87.5%) participants. The response chosen with the second highest frequency was “important” by 10 (9.6) respondents, and one (1%) participant indicated “somewhat important.”

**Table 105: Importance of Addressing Issue that Affect low-income residents – Housing**

	Frequency	Percent
No response	2	1.9%
Not at all important	0	0
Somewhat important	1	1%
Important	10	9.6%
Very important	91	87.5%
Total	104	100%

The third issue asked participants to indicate how important it is to address Crime as an issue that affects low-income residents of Cobb County. The responses that participants gave are represented in Table 105. The most frequently reported response was “very important” in which 75 (72.1) participants made this their selection. Fifteen (14.4%) participants selected “important”; seven (6.7%) reported “somewhat important,” and four (3.8%) indicated “not at all important” as their response.

**Table 106: Importance of Addressing Issue that Affect low-income residents - Crime**

	Frequency	Percent
No response	3	2.8%
Not at all important	4	3.8%
Somewhat important	7	6.7%
Important	15	14.4%
Very important	75	72.1%
Total	101	97.1%

The fourth issue, included in Table 106, asked participants to rate how important it is to address Health and Healthcare as an issue that affects low-income residents of Cobb County. The “very important” response was indicated by 89 (85.6%) respondents, and was the response most frequently reported. Thirteen (12.5) participants reported the “important” level of response and one (1%) chose the “somewhat important” response.

**Table 107: Importance of Addressing Issue that Affect low-income residents - Health and Healthcare**

	Frequency	Percent
No Response	1	0.9%
Not at all important	0	0
Somewhat important	1	1%
Important	13	12.5%
Very important	89	85.6%
Total	104	100%

The fifth issue posed to respondents in Question 1 asked them to indicate the importance of Education as an issue that affects low-income residents. The responses are presented in Table 107, where “very important” was the response level that was indicated the most frequent. Out of 104 respondents, 86 (82.7%) reported “very important,” 15 (14.4%) indicated that it was “important”, two (1.9%) chose “somewhat important,” and one (1%) indicated “not at all important.”

**Table 108: Importance of Addressing Issue that Affect low-income residents - Education**

	Frequency	Percent
Not at all important	1	1%
Somewhat important	2	1.9%
Important	15	14.4%
Very important	86	82.7%
Total	104	100%

Respondents in the next section were asked to indicate the importance of Budgeting Finances as an issue affecting low-income residents, and the responses are included in Table 108. The most frequently recorded response, selected by 83 (79.8%) participants, was “very important.” Seventeen (16.3) participants indicated that the appropriate response was “important,” and “somewhat important” and “not at all important” were both indicated by a single (1,1%) participant.

**Table 109: Importance of Addressing Issue that Affect low-income residents - Budgeting Finances**

	Frequency	Percent
No response	2	1.9%
Not at all important	1	1%
Somewhat important	1	1%
Important	17	16.3%
Very important	83	79.8%
Total	104	100%

Transportation was the next issue participants were asked to indicate what level of importance they felt applied in regards to issues facing low-income residents. Of the 104 respondents, 78 (75%) reported “very important.” Twenty-two (21.2%) chose reported “important” and one (1%) participant indicated “somewhat important.” The results of this section are included in Table 109.

**Table 110: Importance of Addressing Issue that Affect low-income residents - Transportation**

	Frequency	Percent
No response	3	2.8%
Not at all important	0	0
Somewhat important	1	1%
Important	22	21.2%
Very important	78	75%
Total	104	100%

Next, participants were asked to indicate the importance of employment in regards to how it affects low-income residents of Cobb County. Table 110, which details the results of this question, shows that 89 (85.6%) participants reported the “very important” response level as the best response for this issue. Ten (9.6%) participants reported “important” as their response, two (1.9%) selected the “somewhat important” response, and one (1%) participant indicated the issue was “not at all important.”

**Table 111: Importance of Addressing Issue that Affect low-income residents - Employment**

	Frequency	Percent
No response	2	1.9%
Not at all important	1	1%
Somewhat important	2	1.9%
Important	10	9.6%
Very important	89	85.6%
Total	102	98.1%

Child care was the next issue addressed in Question 1 and its results are presented in Table 111. Here, participants were asked to rate the importance of Child care as an issue that affects low-income residents. The most frequently indicated level of response was “very important” which was reported by 77 (74%) respondents. Fourteen (13.5%) respondents reported the “important” response, five (4.8%) indicated that it was somewhat important, and seven (6.7%) respondents reported the “not at all important” response was most applicable.

**Table 112: Importance of Addressing Issue that Affect low-income residents - Child Care**

	Frequency	Percent
No response	1	0.9%
Not at all important	7	6.7%
Somewhat important	5	4.8%
Important	14	13.5%
Very important	77	74%
Total	103	99%

The last issue addressed in Question 1, which is presented in Table 112, asked participants how important is it to address Food and Nutrition as it affects low-income residents of Cobb County. Eighty-six (82.7%) respondents indicated the “very important” response, which had the highest frequency. Twelve (11.5%) respondents reported the “important” response and three (2.9%) reported the “somewhat important” response.

**Table 113: Importance of Addressing Issue that Affect low-income residents - Food and Nutrition**

	Frequency	Percent
No response	3	2.8%
Not at all important	0	0
Somewhat important	3	2.9%
Important	12	11.5%
Very important	86	82.7%
Total	101	97.1%

## Question 2

The first issue presented in Question 2 asked participants to rate whether current level of services were adequate concerning Family and Relationships as an area to reduce the effects of poverty in Cobb County. Table 113 details the responses given by participants. The most frequently indicated level of response given by participants was the “more services would be helpful” level with 47 (45.2%) of participants indicating this responses. The second most frequent response was “definitely more services” which garnered 28 (26.9) responses. Twenty-one (20.2%) participants indicated “enough services” and five (4.8%) participants indicated “too many services are offered in this area” as their response to this question.

**Table 114: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Family and Relationships**

	Frequency	Percent
No response	3	2.9%
Definitely need more services	28	26.9%
More services would be helpful	47	45.2%
Enough services	21	20.2%
Too many services are offered in this area	5	4.8%
Total	104	100%

The second issue raised in Question 2 dealt with determining if enough was being done to address Housing as an issue affecting those in poverty. Results from this section are presented in Table 114. Participants reported the “more services would be helpful” response most frequently. This response was reported by 48 (46.2%) of the participants. The “definitely need more services” response was indicated by 37 (35.6%) of participants. Eleven (10.6%) participants indicated “enough services” as their response, and four (3.8%) reported that “too many services are offered in this area.”

**Table 115: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Housing**

	Frequency	Percent
No response	4	3.8%
Definitely need more services	37	35.6%
More services would be helpful	48	46.2%
Enough services	11	10.6%
Too many services are offered in this area	4	3.8%
Total	104	100%

Next, respondents were asked to determine if enough is being done to address Crime as an issue in order to reduce the effects of poverty. By a slim margin, the most frequently indicated level of response was “definitely needs more services” indicated by 36 (34.6%) participants. The second most frequent response was “more services would be helpful” reported by 35 (33.7%) participants. Nineteen (18.3%) participants selected “enough services,” and five (4.8%) reported that there are “too many services offered in this area.” Table 115 includes the results of participants’ responses to this issue.

**Table 116: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Crime**

	Frequency	Percent
No response	9	8.7%
Definitely need more services	36	34.6%
More services would be helpful	35	33.7%
Enough services	19	18.3%
Too many services are offered in this area	5	4.8%
Total	104	100%

Next, participants were asked if enough was being done to address poverty effects stemming from issues related to Health and Healthcare, and the results are presented in Table 116. Of the 104 respondents, 40 (38.5%) indicated the “more services would be helpful” level of response, 34 (32.7%) reported, “definitely needs more services.” Additionally, 23 (22.1%) participants reported that there were “enough services” and three (2.9%) indicated “too many services are offered in this area.”

**Table 117: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Health and Healthcare**

	Frequency	Percent
No response	4	3.8%
Definitely need more services	34	32.7%
More services would be helpful	40	38.5%
Enough services	23	22.1%
Too many services are offered in this area	3	2.9%
Total	104	100%

Table 117 includes the results of participants’ ratings of Education as whether the current level of services were enough to reduce the effects of poverty in Cobb County. Participants most frequently indicated (39, 37.5%) “More services would be helpful.” Twenty-eight (26.9%) participants reported “definitely need more services” response level, while 27 (26%)

participants indicated “enough services.” Five (4.8%) participants reported “too many services are offered in this area” as the most appropriate response.

**Table 118: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Education**

	Frequency	Percent
No response	5	4.8%
Definitely need more services	28	26.9%
More services would be helpful	39	37.5%
Enough services	27	26%
Too many services are offered in this area	5	4.8%
Total	104	100%

Budgeting Finances was the next issue respondents were asked to rate in terms of whether enough was being done to reduce the effects of poverty. The most frequently indicated response was “more services would be helpful” which was reported by 47 (45.2%) participants. “Definitely need more services” was indicated by 29 (27.9%) participants followed by 18 (17.3%) participants who indicated there were “enough services,” and four (3.8%) participants who reported “too many services are offered in this area.” Table 118 presents the results of participants’ ratings of this issue.

**Table 119: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Budgeting Finances**

	Frequency	Percent
No response	6	5.8%
Definitely need more services	29	27.9%
More services would be helpful	47	45.2%
Enough services	18	17.3%
Too many services are offered in this area	4	3.8%
Total	104	100%

The next issue presented in Question 2 asked participants to indicate whether enough was being done to reduce the effects of poverty in the area of transportation. Table 119 includes the results of participants’ responses. The most frequently reported response “More services would be helpful” was indicated by 44 (42.3%) respondents. The second most frequently given response with 31 (29.8%) participants reported was the “Definitely need more services” level of response. Twenty-one (20.2%) indicated that there were “enough services” and five reported that there are “Too many services are offered in this area.”

**Table 120: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Transportation**

	Frequency	Percent
No response	3	2.9%
Definitely need more services	31	29.8%
More services would be helpful	44	42.3%
Enough services	21	20.2%
Too many services are offered in this area	5	4.8%
Total	104	100%

The issue of homelessness was the next issue presented in Question 2, the results of which are summarized in Table 120. When asked if enough was being done to reduce the effects of poverty concerning this issue, 49 (47.1%) participants reported that this issue “definitely need more services.” Additionally, 35 (33.7%) participants indicated that “more services would be helpful.” Eleven (10.6%) responded indicated that there were “enough services,” and four (3.8%) reported, “too many services are offered in this area” in regards to Homelessness.

**Table 121: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Homeless**

	Frequency	Percent
No response	5	4.8%
Definitely need more services	49	47.1%
More services would be helpful	35	33.7%
Enough services	11	10.6%
Too many services are offered in this area	4	3.8%
Total	104	100%

The next issue examined in Question 2 asked participants if enough was being done to address the issue of Employment in regards to its effect on low-income residents of Cobb County. The most frequent response indicated by 50 (48.1%) participants was the “more services would be helpful” rating. The “definitely need more services” rating was reported by 33 (31.7%) participants. Fifteen (14.4%) participants indicated “enough services,” and two (1.9%) reported, “Too many services are offered in this area.” Table 121 presents the results of this question.

**Table 122: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Employment**

	Frequency	Percent
No response	4	3.8%
Definitely need more services	33	31.7%
More services would be helpful	50	48.1%
Enough services	15	14.4%
Too many services are offered in this area	2	1.9%
Total	104	100%

Child care was the next issue participants were asked to rate whether enough was being done to reduce the effects of poverty. The results of participants' responses are presented in Table 122. "More services would be helpful" was the most frequent rating, reported by 39 (37.5%) participants. Thirty-six (34.6%) participants indicated "definitely need more services," and 22 (21.2%) participants indicated that there were presently "enough services" concerning Child Care. Three (2.9%) participants reported "too many services are offered in this area" as the most appropriate response.

**Table 123: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Child Care**

	Frequency	Percent
No response	4	3.8%
Definitely need more services	36	34.6%
More services would be helpful	39	37.5%
Enough services	22	21.2%
Too many services are offered in this area	3	2.9%
Total	104	100%

Finally, participants were asked to rate Food and Nutrition as an issue of whether enough was being done to reduce the effects of poverty on Cobb County residents. The results from this question are summarized in Table 123. The most frequently indicated response to this issue was the "More services would be helpful" level of response. Forty (38.5%) participants reported this response. Twenty-six (25%) participants reported that this issue "definitely need more services." Twenty-six (25%) participants reported that "enough services" were offered, and 7 reported that there are "too many services are offered in this area."

**Table 124: Is Enough Currently Being Done to Reduce the Effects of Poverty in Cobb County - Food and Nutrition**

	Frequency	Percent
No response	5	4.8%
Definitely need more services	26	25%
More services would be helpful	40	38.5%
Enough services	26	25%
Too many services are offered in this area	7	6.7%
Total	104	100%

#### Question 4

Question 4, detailed in Table 124, participants were asked to rate how big of a role does Alcohol and Drug Use play when trying to eliminate poverty in Cobb County. “Major role” was the response level with the highest frequency of responses. Of the 104 participants, 86 (82.7%) chose this level of response. Eight (7.7%) indicated that it played a “small role” and four (3.8%) reported that it was “not an issue in Cobb.”

**Table 125: How big of a role does \_\_\_\_\_ play when trying to eliminate poverty in Cobb County - Alcohol and Drug use**

	Frequency	Percent
No response	6	5.8%
Major role	86	82.7%
Small role	8	7.7%
Not an issue in Cobb	4	3.8%
Total	104	100%

Lack of Poverty Reducing Programs was the focus of the next issue in Question 4. Participants were asked to rate the role Lack of Poverty Reducing Programs played in ameliorating poverty in Cobb County. Participants’ responses to this issue are presented in Table 128. The level of response with the highest frequency reported by participants indicated that this plays a “major role” when trying to eliminate poverty in Cobb County. A total of 77 (74%) of respondents indicated this level of response. Additionally, 22 (21.2%) participants reported that it played a “small role” and 2 (1.9%) reported that it was “not an issue in Cobb.” The results of this issue are summarized in Table 125

**Table 126: How big of a role does \_\_\_\_\_ play when trying to eliminate poverty in Cobb County - Lack of Poverty Reducing Programs**

	Frequency	Percent
No response	3	2.9%
Major role	77	74%
Small role	22	21.2%
Not an issue in Cobb	2	1.9%
Total	104	100%

When asked about the role Ineffective Poverty Reducing Programs played when trying to eliminate poverty in Cobb County, 68 (65.4%) indicated that it played a “major role.” This was the most frequently reported response level. Twenty-six (25%) participants indicated this played a “small role, and four (3.8%) indicated that this was “not an issue in Cobb.” Table 126 details participants’ responses to this issue.

**Table 127: How big of a role does \_\_\_\_\_ play when trying to eliminate poverty in Cobb County - Ineffective Poverty Reducing programs**

	Frequency	Percent
No response	6	5.8%
Major role	68	65.4%
Small role	26	25%
Not an issue in Cobb	4	3.8%
Total	104	100%

The next issue presented in Question 4 was Unhealthy Family Environment. For this issue, 73 (70.2%) participants indicated that it played a “major role” when trying to eliminate poverty from Cobb County. Additionally, 23 (22.1%) participants indicated that it played a “small role” and four (3.8%) indicated it is “not an issue in Cobb.” The results for this issue are summarized in Table 127.

**Table 128: How big of a role does \_\_\_\_\_ play when trying to eliminate poverty in Cobb County - Unhealthy Family Environment**

	Frequency	Percent
No response	4	3.8%
Major role	73	70.2%
Small role	23	22.1%
Not an issue in Cobb	4	3.8%
Total	104	100%

Discrimination was the next issue presented in this question. According to Table 128, which details participants' responses, 73 (70.2%) participants reported that this issue plays a "major role" when trying to eliminate poverty in Cobb County. Twenty-three (22.1%) participants indicated this played a "small role." Additionally, four (3.8%) participants reported that was "not an issue in Cobb."

**Table 129: How big of a role does \_\_\_\_\_ play when trying to eliminate poverty in Cobb County - Discrimination**

	Frequency	Percent
No response	4	3.8%
Major role	73	70.2%
Small role	23	22.1%
Not an issue in Cobb	4	3.8%
Total	100	96.2%

When asked how big of a role Community Violence or Public Safety play when trying to eliminate poverty in Cobb County, the most frequently reported response was "major role." Out of 104 responses, 59 (56.7%) participants indicated this level of response. Additionally, 31 (29.8) participants reported that it played a "small role," and nine (8.7%) indicated that it was "not an issue in Cobb." Details of this issue are included in Table 129.

**Table 130: How big of a role does \_\_\_\_\_ play when trying to eliminate poverty in Cobb County - Community Violence or Public Safety**

	Frequency	Percent
No response	5	4.8%
Major role	59	56.7%
Small role	31	29.8%
Not an issue in Cobb	9	8.7%
Total	104	100%

The subject of Economic Fluctuations was the focus of the next section of Question 4, which is presented in Table 130. When trying to eliminate poverty in Cobb County, 68 (65.4%) participants indicated that this issue plays a "major role." This is the most frequently indicated response to this question. The response with that was reported the second most frequent was "small role," indicated by 28 (26.9%) participants. Additionally three (2.9%) chose the "not an issue in Cobb" level of response.

**Table 131: How big of a role does \_\_\_\_\_ play when trying to eliminate poverty in Cobb County – Economic Fluctuations**

	Frequency	Percent
No response	5	4.8%
Major role	68	65.4%
Small role	28	26.9%
Not an issue in Cobb	3	2.9%
Total	104	100%

Ineffective Government Policies was the next issue raised in Question 4. For this section, 71 (68.3%) participants indicated that this played a “major role” when trying to eliminate poverty in Cobb County. This response has the highest reported frequency, as detailed in Table 131. “Small role” was reported by 25 (24%) participants, and two (1.9%) participants indicated that this is “not an issue in Cobb.”

**Table 132: How big of a role does \_\_\_\_\_ play when trying to eliminate poverty in Cobb County - Ineffective Government Policies and Programs**

	Frequency	Percent
No response	6	5.8%
Major role	71	68.3%
Small role	25	24%
Not an issue in Cobb	2	1.9%
Total	104	100%

Table 132 represents the results of the next issue presented in Question 4, Homelessness. Here, 87 (83.7%) participants indicated this issues played a “major role” in eliminating poverty in Cobb County. Ten (9.6%) participants reported that Homelessness played a “small role” and three (2.9%) responded that it was “not an issue in Cobb.”

**Table 133: How big of a role does \_\_\_\_\_ play when trying to eliminate poverty in Cobb County - Homelessness**

	Frequency	Percent
No response	4	3.8%
Major role	87	83.7%
Small role	10	9.6%
Not an issue in Cobb	3	2.9%
Total	104	100%

Question 4 next focused on Poor Neighborhoods. The results are presented Table 133. This issue was reported as playing a “major role” by 74 (71.2%) participants when trying to eliminate

poverty in Cobb County. “Small role” was indicated by 21 (20.2%) participants, and five (4.8%) reported that it was “not an issue in Cobb.”

**Table 134: How big of a role does \_\_\_\_\_ play when trying to eliminate poverty in Cobb County - Poor Neighborhood Conditions**

	Frequency	Percent
No response	4	3.8%
Major role	74	71.2%
Small role	21	20.2%
Not an issue in Cobb	5	4.8%
Total	104	100%

The final issue participants were asked in Question 4 concerned the role the Lack of Quality Public Education plays when trying to eliminate poverty in Cobb County. Participants most frequently indicated this played a “major role.” Sixty-seven (64.4%) participants reported that the Lack of Quality Public Education plays a “major role” in eliminating poverty. Additionally, twenty (19.2%) respondents reported this played a “small role,” and twelve (11.5%) indicated this was “not an issue in Cobb.” Table 134 details the results of participants’ responses to this question.

**Table 135: How big of a role does \_\_\_\_\_ play when trying to eliminate poverty in Cobb County - Lack of Quality Public Education**

	Frequency	Percent
No response	5	4.8%
Major role	67	64.4%
Small role	20	19.2%
Not an issue in Cobb	12	11.5%
Total	104	100%

## Question 6

The first issue presented in Question 6 asked respondents to determine how effective Family and Relationship Strategies are in reducing poverty. Table 135 presents the results for this question. The most frequently given response was “somewhat effective” indicated by 26 (25%) participants. Additionally, 25 (24%) respondents indicated the “effective” level of response. Twenty-three (22.1%) participants reported that the strategies were “effective” and 19 (18.3%) reported “don’t know.” The response with the lowest frequency, with only four (3.8%) participants giving this response, was “not at all effective.”

**Table 136: Please let us know how effective you think these programs are - Family and Relationship Strategies**

	Frequency	Percent
No response	7	6.7%
Not at all effective	4	3.8%
Somewhat effective	26	25%
Effective	25	24%
Very effective	23	22.1%
DK	19	18.3%
Total	104	100%

The second issue participants were asked to rate in Question 6 focused on the effectiveness of Education Strategies. As stated in Table 136, a total of 33 (31.7%) participants indicated these strategies as “very effective.” Twenty-seven (26%) participants rated these strategies as “effective,” and 20 (19.2%) reported “somewhat effective” as the most applicable response. “Don’t know” garnered eleven (10.6%) of the participants response, and “not at all effective” was indicated by nine (8.7%) participants.

**Table 137: Please let us know how effective you think these programs are - Education Strategies**

	Frequency	Percent
No response	4	3.8%
Not at all effective	9	8.7%
Somewhat effective	20	19.2%
Effective	27	26%
Very effective	33	31.7%
DK	11	10.6%
Total	104	100%

Next, participants were asked to rate the effectiveness of Healthcare Strategies in reducing poverty. This issue received the highest number of participants (12, 11.5%) that indicated these strategies were “not at all effective” of all issues presented in Question 6. Thirty (28.8%) participants indicated these strategies were “very effective,” while 27 (26%) found these strategies “somewhat effective.” Twenty (19.2%) participants found these strategies “effective” and eleven (10.6%) reported “don’t know.” The results of this question are presented in Table 137.

**Table 138: Please let us know how effective you think these programs are - Health and Healthcare Strategies**

	Frequency	Percent
No response	4	3.8%
Not at all effective	12	11.5%
Somewhat effective	27	26%
Effective	20	19.2%
Very effective	30	28.8%
DK	11	10.6%
Total	104	100%

The next issue presented to participants asked how effective Housing Strategies are in Cobb County in reducing poverty. Here, 28 (26.8%) participants reported them as “somewhat effective”. This is the most frequently indicated level of response for this question, as shown in Table 138. The “very effective” rating was indicated by 26 (25%) participants. Additionally, 24 (23.1%) participants reported the “effective” rating, twelve (11.5%) reported “don’t know” and nine (8.7%) indicated the “not at all effective” rating was the appropriate response.

**Table 139: Please let us know how effective you think these programs are - Housing Strategies**

	Frequency	Percent
No response	5	4.8%
Not at all effective	9	8.7%
Somewhat effective	28	26.9%
Effective	24	23.1%
Very effective	26	25%
DK	12	11.5%
Total	104	100%

When asked how effective employment strategies are in Cobb county, respondents most frequently reported “somewhat effective, which was indicated by 30 (28.8%) participants. Twenty-six (25%) participants indicated the “very effective” rating. Additionally, 25 (24%) participants responded that they were “effective.” Nine (8.7%) indicated that these strategies are “not effective at all” and eight (7.7%) reported they “Didn’t know.” The details for this section are included in Table 139.

**Table 140: Please let us know how effective you think these programs are - Employment Strategies**

	Frequency	Percent
No response	6	5.8%
Not at all effective	9	8.7%
Somewhat effective	30	28.8%
Effective	25	24%
Very effective	26	25%
DK	8	7.7%
Total	104	100%

The Use of Income Strategies was the subsequent issue raised in Question 6. The results for this section are presented in Table 140. The most frequently reported response the rating of “effective.” This response was chosen by 26 (25%) participants. Twenty-five (24%) respondents indicated that these strategies are “very effective,” and 23 (22.1%) indicated that they are “somewhat effective.” Fifteen (14.4%) answered “don’t know,” and 10 indicated that these strategies are “not at all effective.”

**Table 141: Please let us know how effective you think these programs are - Use of Income Strategies**

	Frequency	Percent
No response	5	4.8%
Not at all effective	10	9.6%
Somewhat effective	23	22.1%
Effective	26	25%
Very effective	25	24%
DK	15	14.4%
Total	104	100%

The last issue raised in Question 6 asked how effective Food and Nutrition Strategies are at reducing poverty in Cobb Count. The response given with the highest frequency was “effective” which was chosen by 32 (30.8%) participants. An additional 31 (29.8%) participants reported rated these strategies as “very effective.” Nineteen (18.3%) participants indicated that these strategies are “somewhat effective.” Nine (8.7%) participants reported the “don’t know,” and eight (7.7%) participants indicated these strategies are “not effective at all.” The results of this question are presented in Table 141.

**Table 142: Please let us know how effective you think these programs are - Food and Nutrition Strategies**

	Frequency	Percent
No response	5	4.8%
Not at all effective	8	7.7%
Somewhat effective	19	18.3%
Effective	32	30.8%
Very effective	31	29.8%
DK	9	8.7%
Total	104	100%

### Participant Demographics

Below are tables that contain the response to demographic questions presented to participants who completed the paper survey. The categories include race, gender, education attainment, veteran status, Hispanic or Latino descent, age, and income.

Race	Frequency	Percent
No response	3	2.8%
Black / African American	66	63.5%
White / Caucasian	24	23.1%
Multi-Ethnic	9	8.7%
Other (specify)	2	1.9%
Total	104	100.0%

Gender	Frequency	Percent
No response	2	1.9%
Male	24	23.1%
Female	78	75%
Total	104	100%

Education	Frequency	Percent
No response	4	3.8%
Less than high school	11	10.6%
High school diploma or GED	41	39.4%
Some college or Associate degree	35	33.7%
College graduate	13	12.5%
Total	104	100%

Veteran Status	Frequency	Percent
No response	12	11.5%
Yes	6	5.8%
No	86	82.7%
Total	104	100%

Hispanic/Latino	Frequency	Percent
No response	12	11.5%
Yes	4	3.8%
No	88	84.6%
Total	104	100%

Age	Frequency	Percent
No response	3	2.9%
18-24	11	10.6%
25-34	29	27.9%
35-44	29	27.9%
45-54	15	14.4%
55-64	14	13.5%
65 and over	3	2.9%
Total	104	100%

Income	Frequency	Percent
No response	3	2.9%
under \$10,000	56	53.8%
\$10,000-\$11,999	3	2.9%
\$12,000-\$13,999	8	7.7%
\$14,000-\$15,999	3	2.9%
\$16,000-\$17,999	7	6.7%
\$18,000-\$19,999	4	3.8%
\$20,000-\$21,999	5	4.8%
\$22,000-\$24,999	5	4.8%
\$25,000 and over	10	9.6%
Total	104	100%

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# CNA Evaluation Report

December 2018

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## Introduction

The purpose of this report is to ensure that the recent Community Needs Assessment issued to Cobb County CDBG by Kennesaw State University is compliant with all CSBG/ROMA requirements and provides the entity with adequate information to build a strong Strategic Plan.

All recommendations are provided based on experience and expertise of SA Howell, LLC with guidance issued by the Office of Community Services (OCS), Community Action Partnership, National Association of State Community Services Programs (NASCS), and Association of Nationally Certified ROMA Trainers (ANCRT).

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# Evaluation Summary

## 1. Frequency

Organizational Standards 3.1 requires organizations to conduct a Community Needs Assessment no longer than once every 3 years. The completion of this document, once approved by the Tri-partite Board, will satisfy this requirement until Fiscal Year 2021.

## 2. Report Publication

Once approved by the Tri-Partite Board, the organization is expected to share the report with local partner organizations, other sectors, and the community at large in order to fully meet the requirements of Organizational Standard 3.1. As the report has not yet been completed for formal approval, this item was not considered applicable during the review. It should, however, be noted as a necessity by the organization.

## 3. Poverty Prevalence related to specific demographics

### a. Gender

We were unable to identify any data elements concerning poverty and its prevalence related to gender as required in Standard 3.2. This is a compliance concern that must be included in the document.

### b. Age

While we did identify some data elements in this category, it was limited to child poverty. There was no data identified for any other age range. Depending on the auditor, this could potentially be an audit concern.

### c. Race/Ethnicity

The report adequately documented the prevalence of poverty related to race/ethnicity. This item is not a compliance concern at this time.

## 4. Geographic Location

While the report does identify the geographic location of the region assessed, it does not specifically identify municipalities included in the region. This is not an area of high risk for audit findings, however, it should be noted that state offices are trained to look for this element when reviewing Community Assessments by the National Association of Community Services Programs (NASOSP).

## 5. Quantitative Data Inclusion

Also known as statistical or numerical data, quantitative data is a mandated element of Community Needs Assessments in Organizational Standard 3.3. During annual compliance reviews, state monitors are instructed to consider the relevance of the data collected, the quantity of the data collected, and how the data is reported back to the community when reviewing this element.

During the evaluation, we identified a large amount of quantitative data, meeting the basic requirements of the standard. It should be noted, however, that state auditors are trained to look for specific elements in this category. A list of these items are listed on the following page along with our evaluation results.

Two primary data elements were identified as missing. We recommend the document be updated to include more information concerning local employers and agency services/ client demographics.

Data Element	Reported
Local crime statistics	Yes
Graduation rates	Yes
School readiness	Yes
School performance	Yes
Employer data	No
Employment data	Yes
Childcare provider data	Survey Data Only
Public benefit usage	Yes
Agency services and client demographics	No

**6. Quantitative Data Sources**

While it is very unlikely that the data sources used would result in a finding, it should be noted that state auditors are trained to look for a specific list of sources during their review. A list of these items are documented below for your consumption. As the majority of the statistics were produced without using these sources, our primary recommendation is to modify the document to include agency data.

Data Source	Utilized
Community Commons (Community Action Partnership Assessment Tool)	No
U.S. Census (ACS/SAIPE)	Yes
U.S. Department of Labor	Yes
National Center for Educational Statistics	No
U.S. Department of Housing and Urban Development	No
U.S. Department of Health and Human Resources	No
National Low-Income Housing Coalition	No
Local Surveys	Yes
Agency Data (CSBG IS Survey/Easytrak Data)	No

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7. **Qualitative Data**

Qualitative data, often referred to as descriptive or narrative data, is used in assessment reports to augment the numerical data. These opinions and observations offer a rich picture and help provide valuable insight into the depth and breadth of the issues. This data type is mandated in Organizational standard 3.3, and is expected to be presented and reported in the actual words of the respondents. Otherwise, summarized qualitative data is considered to be quantitative in nature.

During our evaluation we found little evidence of collected qualitative data, none of which was presented in the manner instructed by the national network. The organization may wish to consider modifying the document to include more defined qualitative data to ensure compliance and allow for a better understanding of local community needs.

8. **Qualitative Data Collection Methods**

According to national guidance, information can be collected in a variety of ways. While not all methods need to be employed in the assessment process, monitors are encouraged to look for inclusion of at least two of the three methods. As only one method was utilized during the process, the organization may wish to consider conducting a focus group or a number of interviews to allow for adequate qualitative data in the document.

a. **Surveys**

During the evaluation we identified that several open-ended questions were included in the surveys distributed to both stakeholders and customers.

Adequate data was provided concerning the distribution and collection methods. While a copy of the survey tool was not included in the final document, all questions were listed along with response data. The results of the qualitative questions, however, were presented in a quantitative against national guidance.

b. **Interviews**

We were unable to identify any evidence of one-on-one interviews with local leaders, elected officials, partnering organization staff, board members, or agency staff.

c. **Focus Groups**

Focus groups are small-group discussions guided by a leader that focuses on specific topics. The group composition and discussion replanted to create an environment where participants are free to talk openly and express their opinions. While not mandated in itself, these settings can yield valuable information in a relatively short time.

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**9. Qualitative Data Sources**

According to Organizational Standards 1.1, 1.2, and 2.2, the Community Assessment must include data from specific populations. While data was collected from key sectors of the community, the type of organization was not listed, thus placing the organization at a high risk for audit findings. It is our recommendation that a list of participating organizations be obtained by the original contractor so that this can be included in the final document.

Data Source	Participation
Low-income individuals	Yes, clients only
Community-based organizations	Not specified
Faith-based organizations	Not specified
Private sector	Not specified
Public sector	Not specified
Educational institutions	Not specified

**10. Data Analysis**

Organizational Standard 3.3 indicates that not only should information be collected (as described in the previous sections), but also analyzed to ensure organizational leaders are able to understand the data and formulate an effective response. State monitors are instructed to review each Community Assessment for the presence of an analysis, comparison of qualitative and quantitative data, and an explanation of the methodology used to analyze the data.

While some basic generalization of quantitative data was identified in narratives throughout the document, the overall analysis was rather weak in our professional opinion. As qualitative data was extremely limited and presented only in a quantitative manner, we were unable to identify any comparisons between the two types of data. Finally, we were unable to locate any evidence of the methodology used to analyze the data. This should be documented to some degree.

**11. Community Resources**

Although not specifically documented in Organizational Standards, monitors are trained to ensure that every Community Assessment includes a list of resources that are currently available and/or being developed in the community. This is a vital element in the construction of the document, as it allows the organization to identify service duplications and gaps.

**12. Customer Satisfaction Data**

Organizational Standard 6.4 mandates organizations to collect customer satisfaction data as a part of the Community Assessment process. During our evaluation, no evidence of this data was identified.

**13. Key Findings**

According to Organizational Standard 3.4 the Community Needs Assessment should include key findings on the causes and conditions of poverty in the community assessed. This section should a summary of the document analysis, complete with a prioritized list of community needs that are identified as Family, Agency and/or Community.

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During the evaluation, an Executive Summary was identified that included a general summary of the community profile. It was, however, very limited and out of compliance with federal requirements associated with Organizational Standards and Results Oriented Management and Accountability (ROMA) principles. It is our opinion that this section represents an audit risk and, as written, will make the strategic planning process more difficult than necessary.

**14. Board Approval**

Organizational Standard 3.5 states that the Community Assessment must be approved by the Tri-Partite Board of Directors. This element is pending completion of the document and assembly of the governing/ advisory body.

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# Recommendations

Although we found a broad range of concerns associated with the document, a number of items could impact organizational compliance and should be addressed prior to submission to state auditors. Please review each item carefully and consider how these items may best be resolved. Modifications can be made to the original document or via addendum.

## 1. Quantitative Data

- The prevalence of poverty as it relates to gender
- The prevalence of poverty as it relates to age
- Local employer data
- Agency data (demographics/services)
- Customer satisfaction

## 2. Qualitative Data

- Obtain a list of all community organizations participating in surveys to ensure all mandated types are included. Based on the data received, additional guidance may be required.
- Either (1) interview a variety of customers or (2) conduct 2-3 focus groups and document specific statements in the final product.

## 3. Community Resources

- Include a list of community resources to the document

## 4. Revise the Executive Summary

- Revise the Executive Summary to reflect prioritized needs, tabled as family, agency or community. The document should also state the process used to analyze the data

## 5. Final Touches

- Obtain approval by the organization's Board of Directors/Advisors
- Publish the document online or email it to relevant community partners