



Cobb County...Expect the Best!

COBB COUNTY PUBLIC SERVICES AGENCY ANNUAL REPORT 2014



Our Mission

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

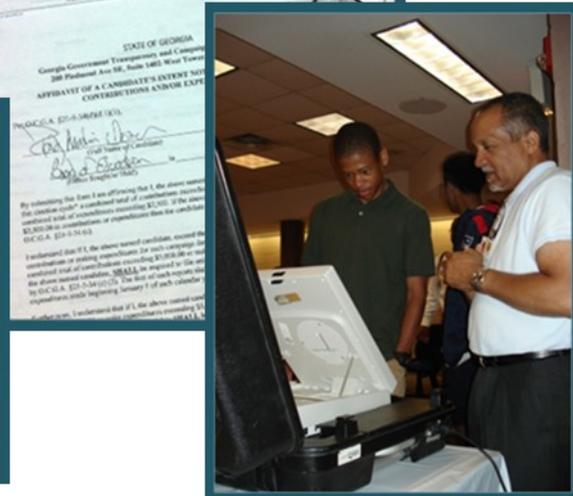
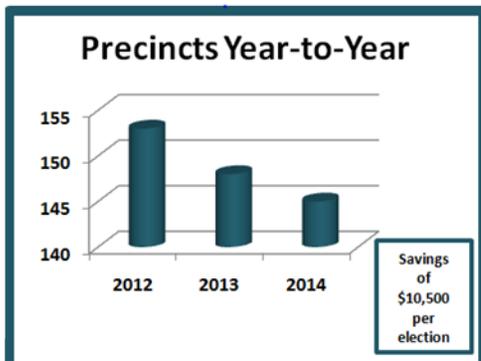
To serve in a coordination/liaison role between Elections and Voter Registration and the Cobb County Board of Commissioners and County Manager.

Elections and Voter Registration

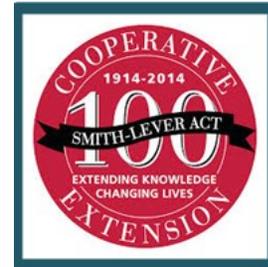
*Annual budget \$2,609,746
19 full-time employees
22 regular part-time employees
89 seasonal employees*

Cobb Elections and Voter Registration had a great year with significant accomplishments and resulting savings.

- Conducted the General Primary, Primary Runoff and General Election: 338,000 voters were processed either on election day, during advanced voting, or by submitting an absentee ballot.
- Completed the first year of receiving and tracking Financial Disclosure Reports for all local filers. Collected \$3,250 in fines for late or missing reports and assessed an additional \$8,750.
- Scanned and cataloged all voter registration applications received prior to 2004.
- Reduced the number of precincts for efficiency from 147 to 143, resulting in a savings of \$10,500 per election.
- Processed 221,000+ transactions in the voter registration system, including new registrations, name or address changes, county-to-county transfers, deletions, and other changes.
- Maintained a database of 460,560 voters.
- Conducted 116 poll worker training classes, through 433+ classroom hours, with 3,242 attendees.
- Provided voter education and registration at six community events.



Extension Services



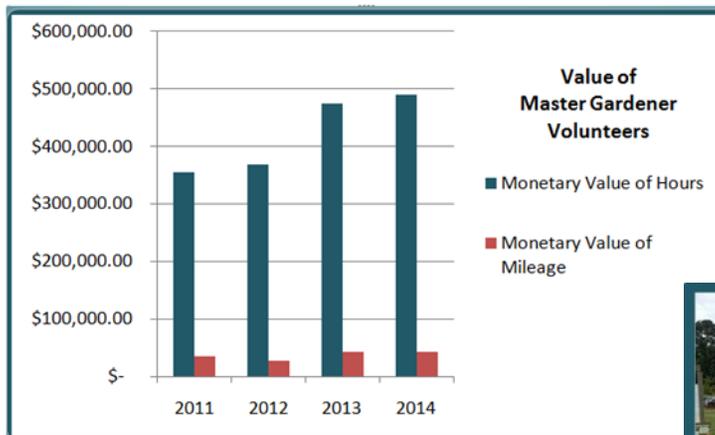
Annual budget \$583,546

14 employees

- 3 employees jointly funded by Cobb County and University of Georgia*
- 1 employee jointly funded by Cobb County, University of Georgia and Cobb County Board of Education*
- 1 state funded employee*
- 2 grant funded employees*

In 2014, through Cooperative Extension:

- 4-H staff taught Agriscience curriculum in 19 schools, and 81 classrooms monthly.
- 18,833 4-H students participated in 4-H programming focusing on Earth and Life Science, Healthy Lifestyles, Career Preparation, and Financial Literacy.
- 4-H participation increased by 8% to include implementation of Community Clubs and Specialty 4-H Programs.
- 4-H and Horticulture staff collaborated to teach hands-on lesson on “Soil” to 465 sixth grade students at Campbell Middle School.
- Submitted 1,148 soil tests, 63 water samples and 45 plant samples for analysis.
- Horticulture staff outreach equivalent to 16,189 hours, including 53 classes and presentations, daily walk-in consultations, and phone or written consultation.
- Trained pesticide license holders and certified arborists for recertification credits. Horticulture staff presented three trainings for license certifications and individual training for recertification credits.
- Information and/or direct services provided to 6,942 callers/email contacts.
- Cobb County Master Gardeners made 28,846 contacts throughout Cobb County, giving over 22,000 volunteer hours and driving a total of 85,557 miles. The total value of volunteer services rendered was \$532,278.



Extension Services (continued)

- Cobb Extension Master Gardeners honored as a 2014 “Best of Atlanta” winner, chosen by Atlanta Magazine for the annual garden tour and plant sale raising funds to support projects throughout the county.
- Collaborated with YMCA to offer fresh produce to Cobb County residents weekly at 3 different locations in South Cobb. Provided educational materials, food demonstrations and recipe book to participants. Cobb Farm Fresh Market participated in school event with over 200 youth participants.
- Family and Consumer Sciences department coordinated Walk Georgia 8-12 week program with participants logging over 20,000 miles of physical activity in the Spring with a 55.46% increase in amount of time spent on moderate physical activity.
- Family and Consumer Sciences staff conducted classes in the areas of health and healthy lifestyles, chronic disease prevention, food safety and food preservation, and provided resources for parenting, child care, financial resilience and healthy, safe and affordable housing.
- Celebrated 100th anniversary of the signing of the Smith-Lever Act by hosting a “Family and Consumer Sciences Awareness Week” in April, “Horticulture/Agriculture Awareness Week” in July and “4-H Youth Awareness Week” in October in conjunction with National 4-H Week.

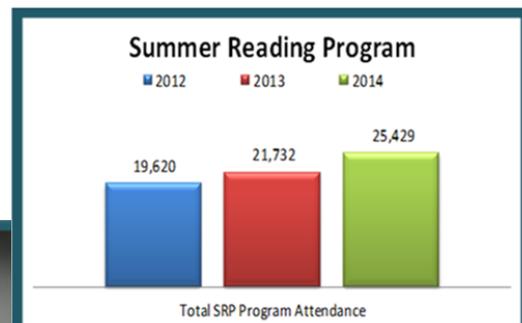
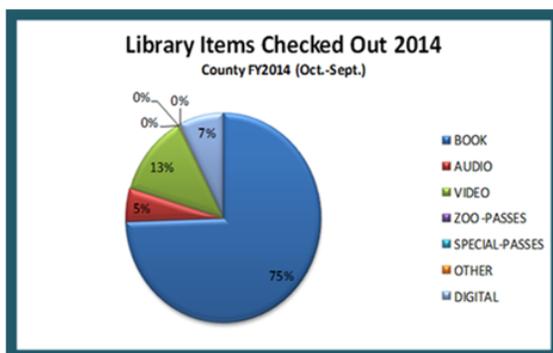


Library Services

Annual budget \$11,783,907
Local funding \$10,796,146
State funding \$987,761.37
112 full-time employees
104 part-time employees

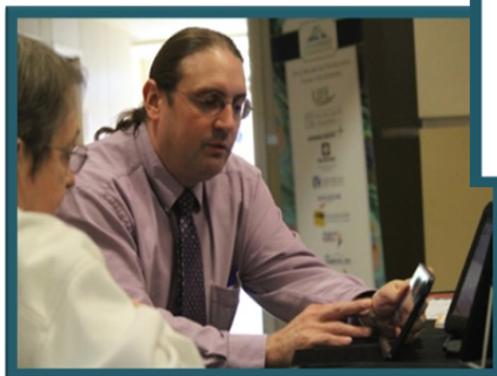
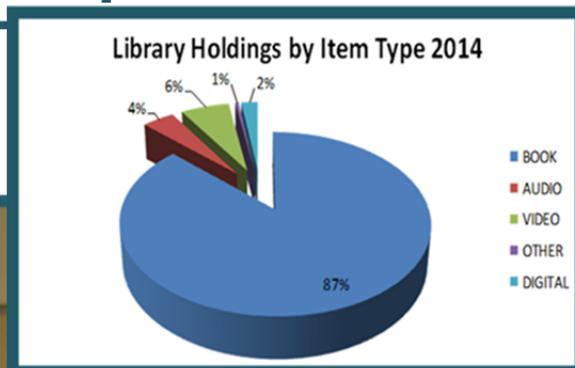
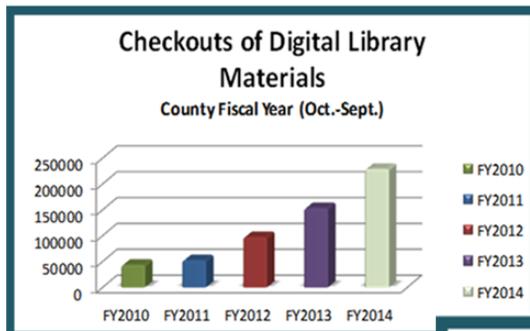
In 2014, our Cobb County Public Library System (CCPLS):

- Circulated almost 3.1 million books, movies, audio books, digital materials, zoo passes, and other resources.
- Summer Reading Program collaboration with Cobb County School District expanded with the addition of Marietta City Schools and Smyrna Public Library, with 9,000 children registering and reading 225,000+ books.
- Introduced the Educator Library Card providing library checkout privileges to Cobb County teachers, including non-resident educators, and others involved in classroom education.
- Outreach team promoted student cards with Marietta City and Cobb County schools during September Library Card Sign-up effort, resulting in an increase of 500 people signing up for library cards compared to September 2013.
- Hosted special reading event featuring Atlanta Braves All-Star first baseman Freddie Freeman and SUBWAY Restaurants' spokesman Jared Fogle, promoting the co-sponsored youth literacy program called Home Run Readers.
- Conducted digital training on basic and advanced computer skills with 900 classes at libraries and 1300 people attending library webinars.
- Library patrons signed up for 2,171 free online continuing education classes by Gale Courses at a cost savings of \$379,925 for patrons versus \$175 per course charge.



Library Services (continued)

- Developed and hosted “Cobb GEMS: Girls in Engineering, Math and Science” with 35+ young women participating through the summer in the pilot program, funded by Cobb Library Foundation and several guest speakers/mentors from area universities and technology companies.
- Provided library services in partnership with Cobb P.A.R.K.S. at the new Windy Hill Therapeutic Community Center, providing special services for Cobb residents with disabilities.
- Presented 137 library programs for special needs patrons attended by 834 patrons.
- Book sales generated \$100,000 in 2014, including \$21,000 brought in at ongoing book sales held at each library location.
- Continued to adapt strategically to the growth of digital engagement by library patrons. Digital downloads in 2014 totaled 229,048, up from 43,620 in 2010.
- Patrons – including many without access to home computers and digital devices – used the public computers at Cobb libraries 240,489 hours in 2014.
- The Cobb Library Foundation donated \$25,000 for the purchase of books and digital resources.



P.A.R.K.S.

77 properties, 5490 total acres and 206 buildings
Annual budget \$23,162,143
169 full-time employees
457 part-time employees



The department hosted 7 million unique visits with the assistance of 77 volunteer organizations and 20,000 volunteers.

Administration:

- Business management: Revenue reconciliation and recording at 29 facilities and two golf courses.
- Annual budget/revenue of \$3,691,048.
- Annual cell tower revenue of \$980,000.
- Human Resources management responsible for 169 full time and 457 part time positions.

Operations Division

Zone Operations:

- General and specific maintenance for athletic fields; includes turf management, dragging and lining of infields, safety inspections and infield/field renovations.
- General and specific maintenance for park amenities and common areas; includes building maintenance, restroom maintenance, tennis and multi-use courts, playgrounds, trails, pavilions, and general grounds and landscape maintenance.
- Replaced 17 playgrounds with new up-to-date play systems.
- Replaced 24 wood poles with new concrete poles and new wiring at athletic fields and tennis courts.
- General and specific maintenance for Special Use Facilities; includes Jim Miller Park, Silver Comet Trail, Mable House Amphitheatre, dog parks, BMX course, archery range, radio controlled air field and disc golf course.



Indoor Maintenance:

- Management of service contracts for HVAC, building security, pest control, fire safety, plumbing and electrical.
- Event support for 60+ special events supplying set-up of tents, chairs, tables, stages and sound systems.
- Assisted county's Information Services Department with installation of high speed internet at 30+ park buildings.
- Scheduled community service hours for individuals requiring court ordered community service.

P.A.R.K.S. (continued)

Operations Division (continued)

Equipment Management:

- 1,724 repair requests with 191 being for other county departments.
- Fuel delivery to various parks and properties throughout the county.
- New key and key replacements for park employees and facility construction.
- Annual vehicle inspections on all department fleet vehicles.

Land Unit:

- Installed 290,000 square feet of sod at various fields throughout the county.
- Implemented new field design, construction and installation of “Cobb Trees” at county facilities.
- Implemented landscaping and irrigation system design, installation and repairs.

Construction Unit:

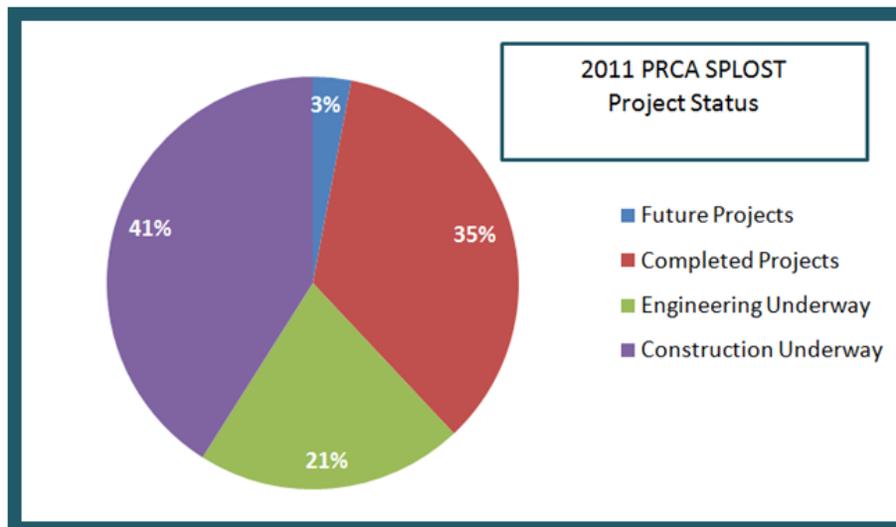
- Management of 2011 P.A.R.K.S SPLOST program and projects.
- Design/build of small structures and additions of park buildings.
- Drafted bid documents and contracts for large construction projects (parks and buildings).
- Completed painting, finished carpentry, and emergency repairs due to vandalism and weather damage.

Additional responsibilities of the Park Operations Division include being a key component of the emergency response team for weather emergencies.

Recreation Services Division

Tennis Program:

- Managed six tennis centers and 13 satellite centers, which include 122 courts with 441 teams and 5,310 league players (largest number in Georgia).
- Hosted 45 tennis tournaments at the six tennis centers for all age groups and levels of play with 2,400+ competing.
- 594 instructional classes were offered with 1,941 participants registered generating \$127,182 in revenue.
- Repaired and resurfaced Wallace Park and Nickajack Park tennis courts and multi-purpose courts at a cost of \$112,000 with funding received from cell tower leases in Cobb parks.



P.A.R.K.S. (continued)

Recreation Program Unit:

- Planned and coordinated special events throughout the County including the Fall Festival and the 7th Annual Ultimate CheerFest.
- Offered eight weeks of summer day camp at four locations, enrolling 2,329 participants, realizing \$135,953 in revenue.
- Special events/programs held at individual recreation centers included:
 - Fair Oaks Recreation Center
 - * Back to School Bash servicing 350 families with school supplies and book bags.
 - * Operation Giving Back servicing 35 families in the Fair Oaks Community with gifts for Christmas.
 - * Beyond the Books After School Program provided tutoring, dance, step, guitar lessons, piano (electric keyboards) and karate to 40 participants.
 - * Parent's Night Out After School Showcase – Program participants from the Beyond the Books Program showcased talents they learned to their parents.
 - Fullers Recreation Center
 - * Pickle Ball was introduced to the senior community, currently serving 120 seniors multiple days per week.
 - Ron Anderson Recreation Center
 - * Back to School Bash providing 600 book bags to the Powder Springs Community families.
 - South Cobb Recreation Center
 - * Partnered with V-103 and CBS Radio to host Summer Block Party, a youth and family event celebrating safe summer behavior and activities with approximately 300 community members.
 - * Partnered with M.U.S.T. Ministries and Square Work Lodge #596 for Thanksgiving Food Giveaway to collect food and donated to 50 families.
 - * Partnered with Austell Task Force and Toys for Tots for Toy Drive assisting 450 families in the community.
 - * Partnered with Count Me In, Austell Task Force, Boys and Girls Club to provide a special program celebrating MLK Day with 250 people participating.
 - Ward Recreation Center
 - * Partnered with the West Cobb Kiwanis during summer camp to implement “Grandparents in Camp” program.
 - * 100 people attended the Annual Jingles and Jammies holiday tradition that included breakfast, gingerbread house crafts, Santa’s wish list, a professional holiday performance by a local theater group and ended with a visit and pictures with Santa.
 - Therapeutic Recreation Program
 - * Opened the Windy Hill Community Center to serve people with disabilities. This refurbished County facility is unique as a joint venture with the Library System. Library staff is working with Therapeutic Recreation staff to meet the needs of individuals with disabilities.
 - * Offered a new day program, “The Ambassadors Day Program,” serving 8-13 students, Tuesday – Thursday, 9:00 a.m. – 4:00 p.m.
 - * Provided 47 special events and programs with 2,779 registrants and 2,580 attending events.
 - * Held six weeks of summer day camp, Camp Horizon, with 970 participants.
 - * Provided Social Club activities for special needs individuals, 85 activities with 1,460 registered.



P.A.R.K.S. (continued)

Recreation Program Unit (continued)

Thompson Community Center

- * 67 rentals with 5,207,415 attendees, and 5,112 participants in classes offered.

Special Olympics GA – Cobb

- * Hosted Special Olympics GA 22nd Annual Indoor Winter Games serving 3,000 athletes, coaches, volunteers, and spectators.
- * Provides 14 athletic sports competitions with 4,762 athletes participating.
- * Hosted Special Olympics Spring Games at Larry Bell Complex with 420 athletes, coaches, volunteers and spectators.
- * Hosted the Master Bowling Competition with 90 athletes competing.
- * Hosted Special Olympics GA-Cobb Softball Tournament with 13 teams and 340 athletes participating.

Jim R. Miller Park

- * Contracted for 111 events and had an activity in it 230 days in 2014. Events featured included: 3 Rodeos, 7 dog shows, North Georgia State Fair, Yaarab Shrine Circus, Kennesaw Kennel Club All Breed Dog Show, Homeland Security Training, Car Shows, Scouting Events, Consignment Sales, Musical Events, and Saint Thomas Catholic Church Festival.



Aquatics/Gymnastics Unit:

Mountain View Aquatic Center

- * Offered 189 swim lesson classes with 1,020 participants.
- * Hosted 20 swim meets including 9 high school meets, 10 USA Swim Club meets and the Georgia Recreation and Park Association State Qualifying meet.
- * Hosted the Dara Torres Voices of Meningitis Event, which was awarded the Outstanding Program for the Georgia Recreation and Park Association Aquatic Section in 2014.
- * Introduced Water Yoga program.

Central Aquatic Center

- * Offered 197 swim lesson classes with 1,117 participants.
- * Hosted 28 swim meets.
- * Offered 557 aquaerobics classes with 4,637 participants.

West Cobb Aquatic Center

- * West Cobb Aquatic Center was closed for eight months for renovation. During the time the facility was open, 110 swim lesson classes were offered with 546 participants; water aerobic registrations totaled 392.

Powder Springs Outdoor Pool

- * The outdoor pool realized a total of 3,697 participants.

Gymnastics program offered 540 classes with 3,244 students registered.

- * Gymnastics hosted 5 gymnastics meets with 1,131 competitors.



P.A.R.K.S. (continued)

Cultural Affairs

- The Art Station at Big Shanty partnered and collaborated with the following organizations:
 - * City of Acworth
 - * Kennesaw State University (KSU) Sports & Recreation Park
 - * 20 different Cobb County schools
 - * Five different Cobb County libraries
 - * Cobb Senior Services
 - * Cobb County Transition Academies
 - * KSU Zukerman Museum
 - * Junior League of Cobb/Marietta
 - * Kennesaw Business Association for special events and programs
- Mable House Barnes Amphitheatre
 - * Hosted 38 events, representing a 15% increase, with total attendance by 34,000 visitors, a 35% increase.
 - * Expanded the Free Movie Series from 4 nights to 6 nights and secured a sponsorship with 104.7 The Fish radio station. The movie series had a 175% increase in attendance with an average attendance of 650 patrons. The movie series included Frozen, Monster University, Cloudy with a Chance of Meatballs 2, Despicable Me 2, Rise of the Guardians and Lego Movie. The Movie Series is funded from sponsorship dollars and has no funding from Cobb County.
 - * Hosted new events from 104.7 The Fish radio station as well as The Governor's Office Red Ribbon Kickoff Event for the State of Georgia.
- Mable House Art Center (MHAC)
 - * Partnered with the South Cobb Arts Alliance to sponsor a new program, Food Truck events, and brought in 2,000+ patrons to the venue.
 - * Achieved record sales and attendance for The Theatre Project Spring and Fall shows. Ticket sales surpassed \$13,000 for the three shows.
 - * The Storytelling Festival held on historic Mable House grounds was attended by 3,000+ patrons, representing the highest attendance ever on the property for this annual event. New workshops and activities, such as Cigar Box Guitars, were introduced.
 - * Georgia State University partnered with MHAC and Friends of the Mable House to complete a master plan on historic preservation. The master level class researched and presented findings to preserve and restore the historic house and the outbuildings located on the property.
- The Art Place – Mountain View
 - * Celebrated their 22nd year of operation serving more than 70,000 students, patrons or guests in the visual and ceramic classes and art camps, outdoor concerts, theatre rentals, gallery exhibits, workshop and holiday events.
- Jennie T. Anderson Theatre
 - * ETC/Prompt camp ran for three weeks at capacity with individuals placed on waiting lists. At the conclusion of the three week camp, campers performed for an audience of 250.
 - * The 2014 Encore Series was the most popular to date with sold out shows. The line up for the 2014 series was: Les Miserables (by Pebblebrook High School), The Four Preps, Mel Tillis, B J Thomas, Jim Stafford and The Lennon Sisters.
 - * Hosted the Atlanta Lyric Theatre for the first time, with 90% of their shows being sold out with waiting lists.



P.A.R.K.S. (continued)

Natural Resource Unit/Keep Cobb Beautiful/Solid Waste and Recycling Division

- Established ongoing sponsorship of the Natural Resources Unit and Keep Cobb Beautiful programs from TAG Grinding Services in an amount of \$25,500 year to date.
- Secured a sponsorship in the amount of \$6,100 from Advanced Disposal Services for the Natural Resources Unit.
- 300 Hunting permits issued for the West Cobb Corps Property.
- 133 educational programs were presented to school children at 31 school locations and park sites, reaching 5,282 students, including Bird'n Butterfly-a-thon, Outdoor Romping and Creek Stomping, Winter Woods Adventure and the Outdoor Adventure Festival.
- Keep Cobb Beautiful, working with Cobb Trees, planted 122 trees.
- 23 community recycling events held with a total of 1500 cars present. The events collected 2,250 gallons of paint, 20,554 pounds of electronics, 6.5 tons of shredded document material and 3,700 pounds of textile collection.
- Annual Bring One for the Chipper event collected 19,000 trees.
- Keep Cobb Beautiful received the 2014 Keep Georgia Beautiful Affiliate Award for the category of 200,000+ population.
- Solid Waste transfer station handled 146,854 transactions with 164,865 tons of materials recycled.
- Vegetative Waste handled 33,084 transactions with 43,615 tons of material processed.



Senior Services

Annual budget \$3,808,811.21
92 employees

Cobb Senior Services is proud of its 2014 accomplishments and continues to provide the region's premier senior and active adult programs.

- Volunteers donated over 17,488 hours to Cobb Senior Services, valued at \$394,354.
- Provided 47,383 round-trip rides to senior neighborhood centers, medical facilities and grocery stores.
- Worked with Care Transition coaches at Atlanta Regional Commission (ARC) to help reduce recidivism of patients returning to the hospital. Through this partnership with ARC and social workers at designated hospitals, we were able to provide frozen meals and medical transportation to 238 seniors leaving the hospital.
- Information & Referral provided assistance to 4,416 callers seeking information or services.
- Delivered approximately 50,271 meals, on 5,271 routes, to homebound clients through the *Meals on Wheels* program.
- CSS celebrated May 15, 2014 as *Meals on Wheels* Day in Cobb County. County and city elected officials participated in this celebration with our MOW volunteers, delivering meals to homebound clients.
- Senior Centers:
 - * Hosted 55 exercise classes with 36,795 participants.
 - * Hosted 141 health and wellness seminars with 3,996 participants.
 - * Offered 33 day trips with 1,403 participants.
- Received CDBG funding for FY2014/2015 allocated for the purchase of two 13-passenger vehicles to provide transportation to medical facilities and grocery stores for Cobb residents age 60 and above.
- Conducted inaugural *Aging by Design* Summit series.
 - * Approximately 500 people attended the various events.
 - * On April 28, 2014, approximately 300 Atlanta area residents, business leaders and community leaders gathered at the Cobb Galleria Center for the *Aging by Design* Summit, hosted by Chairman Tim Lee in partnership with WellStar Health System. Attendees received valuable information relating to *Housing, Transportation and Urban Design; National Perspective on Elder Abuse; Caregiving and Alzheimer's*.

