



BUILDING A SMART COUNTY

**Cobb County, Georgia
Sharon Stanley CIO-IT Director**

Cobb County Georgia



Cobb International Airport



Three Major League Teams Call Cobb County Home



Major League Baseball's Atlanta Braves, Major League Soccer's Atlanta United, Major League Lacrosse's Atlanta Blaze



Cobb's Journey of Digital Transformation (Becoming a Smart Community)

- Use of technology to **transform** the way we do business.
- **Strategy:** Drive a data driven decision making culture across the organization and provide citizens with access to information and services any time, any place and on any device.



- Our **Enterprise GIS**, already in use across our organization, was an excellent platform to leverage to connect across our agencies and departments to help us do our work better.

Cobb's Journey of Digital Transformation (Becoming a Smart Community)

- **Location Intelligence** and **ESRI GIS** are playing a pivotal role:
 - How we **Engage** constituents, both citizens and businesses
 - Access to data and data sharing or **collaboration**
 - Big Data and Analytics for **Smarter Decision Making**
 - Building **Executive Support** for Digital Transformation

How Will A Millage Rate Increase Affect Me?

Cobb County 2018 Budget Story

Commissioners Approve FY19 Budget

How could this affect me

- Use the tool below to calculate how different millage rate increases will impact your General Fund Property Tax Bill.
- Select the **Net Taxable Value** from the County General Row in Section C of your Property Notice of Assessment.
- Enter this value in Net Taxable Value Field of the Millage Rate Impact Calculator.
- Select a sample millage rate increase.
- The tool will display the estimated increase in your General Fund Tax Bill.

Millage Rate Impact Calculator

*The taxes calculated here are estimates only, using various millage rates for unincorporated Cobb County.

Use the interactive tools to enter your Net Taxable Value from your Notice of Assessment.

Then select the amount of mills added to the current millage rate to see how much the amount on your yearly property tax bill will change.

The amount represented is a YEARLY increase. If

SAMPLE ASSESSMENT

Account Number	Property ID Number	Area	Tax District	Current Year	Homestead
110-02000-0-000-0		2-0	Unincorporated	2018	YES
Property description: R23 - Residential Lots					
Property address: 1104 Hawth Fls					
100% Assessed Value					
Taxpayer Estimated Value		Previous Year Fair Market Value	Current Year Fair Market Value	Current Year Other Value	
200,120		500,300	580,720	236,288	
40% Assessed Value					
80,048		200,120	236,288	94,512	

Taxing Authority	Other Exempt	Homestead Exempt	Net Taxable Value	Millage	Estimated Tax
County General		52,800	183,488	0.00760	1,240.38
County Bond				0.00130	39.12
County Fire				0.00260	609.41
School General	10,000			0.18900	4,276.84
School Bond				0.00000	0.00
Total County Tax					6,247.33
State Total					0.00

Millage Rate Impact Calculator

Enter your Net Taxable Value from the County General Row in the previous sample assessment, then select the amount of mills added to the current millage rate to see how much the amount your yearly property tax bill will change.

Net Taxable Value: 183,488

Millage Rate Change: 1.8

Yearly Change in General Fund Tax Bill: -\$10.00

Where do my taxes go?

Mills	Yearly Change in General Fund Tax Bill
1.0	-\$10.00
1.1	-\$10.00
1.2	-\$10.00
1.3	-\$10.00
1.4	-\$10.00
1.5	-\$10.00
1.6	-\$10.00
1.7	-\$10.00
1.8	-\$10.00
1.9	-\$10.00
2.0	-\$10.00

Commissioners Approve FY19 Budget

What Will the Increase Mean

During the Town Halls, Chairman Boyce showed this graph of what his proposed millage rate would bring to citizens. Many of the items represent the first steps toward restoring services cut during the recession.

How could this affect me

- Use the tool below to calculate how different millage rate increases will impact your General Fund Property Tax Bill.
- Select the **Net Taxable Value** from the County General Row in Section C of your Property Notice of Assessment.
- Enter this value in Net Taxable Value Field of the Millage Rate Impact Calculator.
- Select a sample millage rate increase.

ADDITIONAL PROGRAMS FOR CONSIDERATION

PUBLIC SAFETY \$15 Million <ul style="list-style-type: none"> - More Police Officers (23) - Body and In-Car Cameras - Animal Services Vehicles - Inmate Medical/Dental expenses 	DEPT. of TRANSPORTATION \$6.8 Million <ul style="list-style-type: none"> - Funding for road repairs and right-of-way maintenance - Much needed resources and equipment 	LIBRARIES \$800,000 (1st of 3 years) <ul style="list-style-type: none"> - Restore Sunday library hours (select locations) and normal hours to pre-recession years at most branches
---	--	---

OTHER MAJOR EXPENSES

- Pension and Healthcare Increases	\$10.30 million
- Vehicle Replacement	\$8.60 million
- Unified Court Management System	\$3.45 million
- Capital Replacement	\$2.00 million
- Non-Profit Organizations	\$850,000
- Accountability Courts	\$500,000

ON-GOING COSTS

\$4.1 Million

- Information Services (system)
- Human Resources (system)
- Police overtime
- Solicitor's Office (court pay for police, library materials, etc)
- Victim Witness Units
- Increased interest for borrowing
- District Attorney's office
- Risk Allocation
- Overtime / Part-Time Costs (Non Law Enforcement)
- DOT Street Lights (General Fund only)




Cobb County Georgia


Cobb County Government

1 2 3 4


Fix issues in your story x Edit x




Enterprise GIS




Tax Parcels




Water Utilities




Open Data



District Lookup



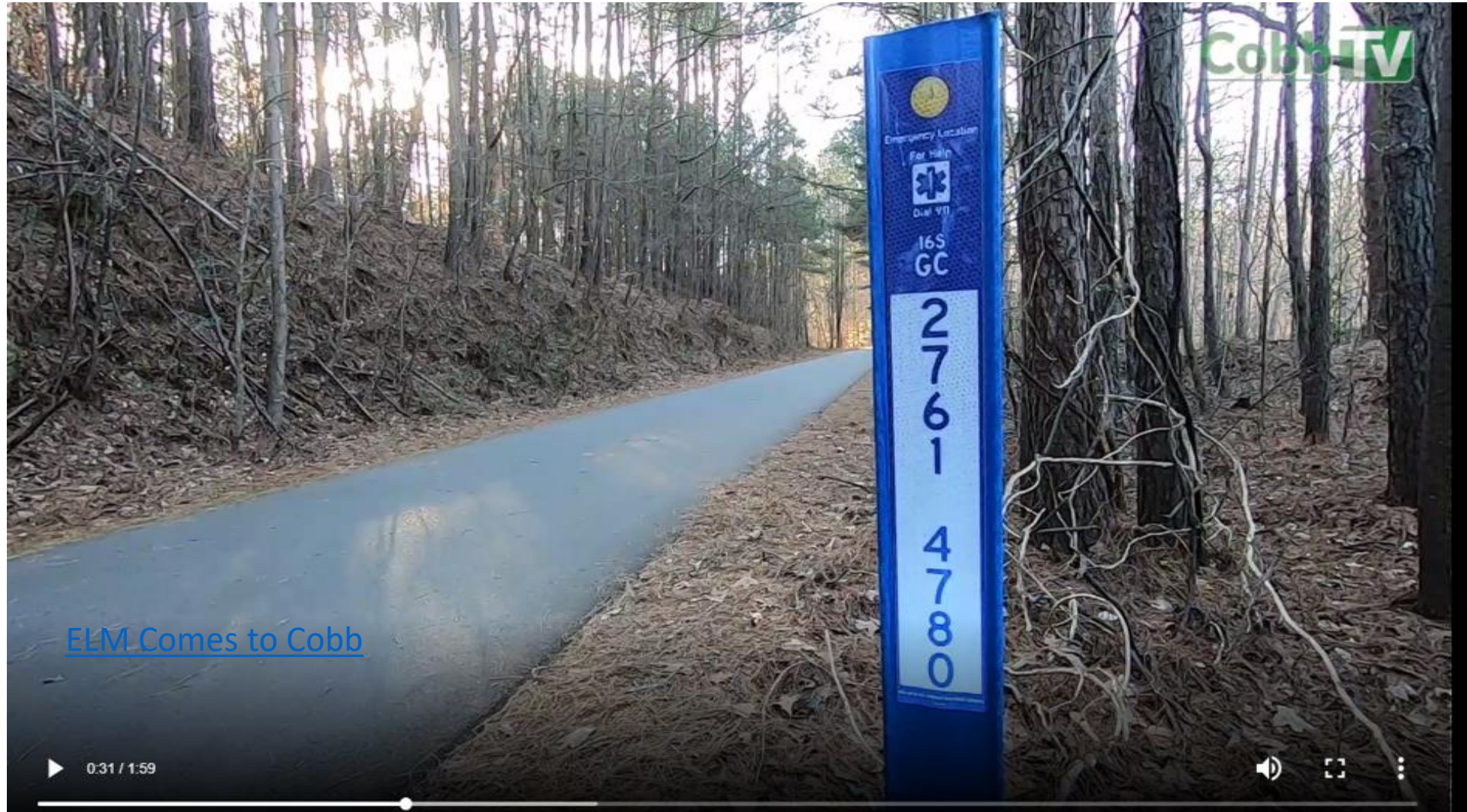
Road Maintenance Work Management



Zoning, Land Use, Petitions



Impacting Lives of Citizens Where they Live, Work and Play

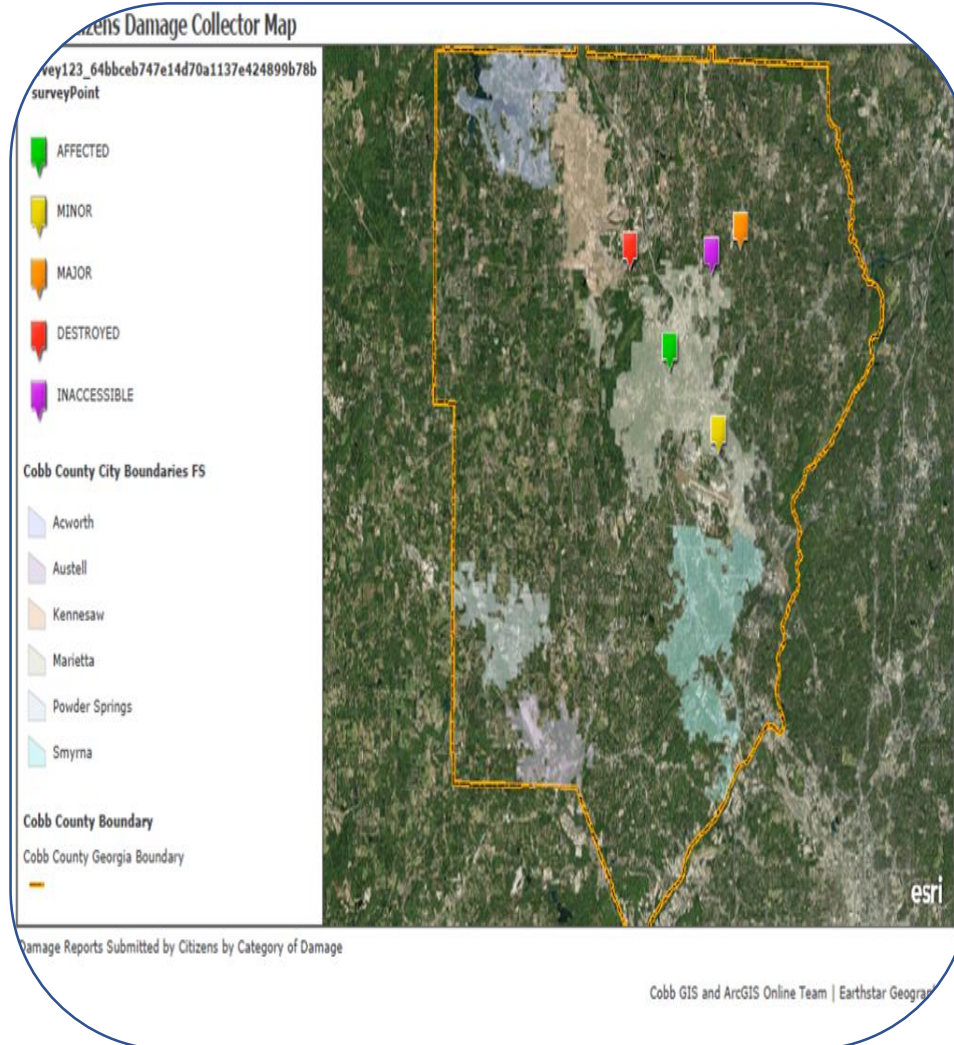


[ELM Comes to Cobb](#)

0:31 / 1:59



EMA Use of Collector and Survey 1,2,3 to Leverage Citizens to Assess Damage Across the County



Damage Assessment Survey for Citizens of Cobb County, GA

Damage Assessment Survey for Citizens of Cobb County, GA

This form has been designed for the citizens of Cobb County to self-report damages to **structures**, such as homes and businesses. This information can be used by officials to summarize damage assessments more quickly after events occur.

For issues such as downed traffic signals, debris in roadway, clogged storm drains or downed trees in the road, please report these issues through the [YourGov](#) portal.

Disclaimer: The information submitted still needs to be verified by emergency management officials before determining whether damage to structures for an event meets or exceeds disaster declaration thresholds. Filling out this form does **not** guarantee assistance, nor is this site continuously monitored. For emergencies requiring immediate attention, please dial 911.

Data gathered will assist officials in prioritizing response and recovery efforts in the hardest hit areas.

THANK YOU for being an engaged member of the community and submitting your information!

*Requires an answer

DATE *

3/28/19

Survey123.arcgis.com/share/64bbceb747e14d70a1137e424899b78b

Cobb Fire and Emergency Services

COBB FIRE x COBB FIRE - Status Board x +

https://cobbcountyga.maps.arcgis.com/apps/opsdashboard/index.html#/81d052e0b20445038ef751e7445a095b

Cobb County Fire & Emergency Services

Incident Status Board

Units Covering Stations

Unit: E2
Station: 30

Last update: a few seconds ago

Out of Service

- AIR54
- E28
- E8
- R51
- R55
- T13
- T52

Last update: a few seconds ago

Active Incidents

Unit	Inc_Type	Location
EA51	ALS FIRE RESPONSE CALL	510 POWDER SPRINGS ST SW
Units Assigned: EA51, METRO2 3/29/2019, 1:13 PM MF-2019-03-29-001 MARIETTA CIFY GOLF CLUB AT THE ENTI EIN PLOT MALE POSS HAVING HEART AT ADDTL CALLER 678-327-4160 CC: 19 CC HEART PROBLEMS / A.I.C.D.		
EA56	ACCIDENT WITH INJURIES EXTRICATION-FIRE	SANDY PLAINS RD NE / SCUFFLEGRT RD NE
Units Assigned: 501, EA14, EA56, METRC SQ52, T14 3/29/2019, 1:08 PM MF-2019-03-29-001 Dup: CAD RESPONSE: 1E, 1R, 1SQ, 1BC CALLER NAME: [REDACTED] CC: 77 CC MOTOR VEHICLE COLLISION DISPATCH L 77D04 (PINNED (TRAPPED		
EA56	ACCIDENT WITH INJURIES EXTRICATION-FIRE	SANDY PLAINS RD NE / SCUFFLEGRT RD NE
Units Assigned: 501, EA14, EA56, METRC SQ52, T14 3/29/2019, 1:08 PM MF-2019-03-29-001 Dup: CAD RESPONSE: 1E, 1R, 1SQ, 1BC CALLER NAME: [REDACTED] N CC: 77 CC MOTOR VEHICLE COLLISION DISPATCH L 77D04 (PINNED (TRAPPED		
E13	FALL NON EMERG BLS	2497 HORSESHOE BEND RD SW
Units Assigned: E13, PUCKT1 3/29/2019, 1:34 PM CF-2019-03-29-001 THINKS DAUGHTER BROKE LEG FROM F		

Last update: a few seconds ago

CF Units Available

- E1
- E11
- E15
- E16
- E17
- E18
- E20
- E23
- E24
- E27
- E3
- E31
- E32
- E34
- E35
- E36
- E37
- E4
- E47
- E48
- E5

Last update: a few seconds ago

Active Incident Count

7

Last update: a few seconds ago

ALS Coverage

♥ 77%
10 of 13

*MF Not Included

Last update: a few seconds ago

CF MF

Fire Coverage

🔥 69%
20 of 29

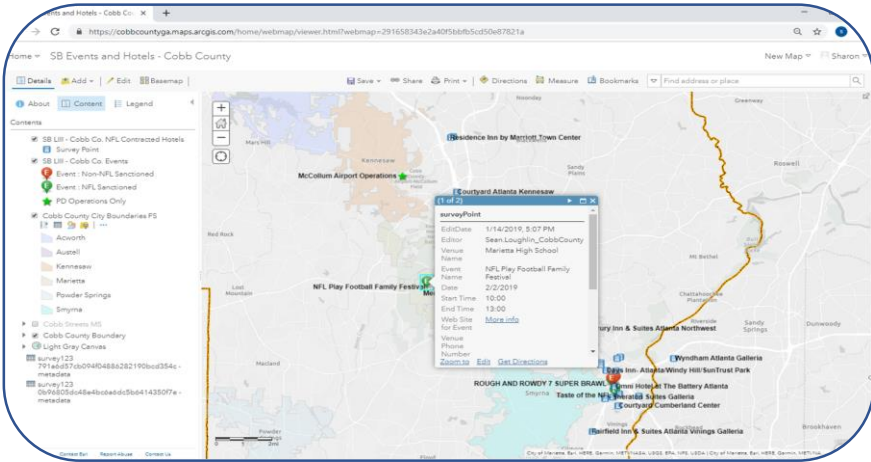
*MF not Included

Last update: a few seconds ago

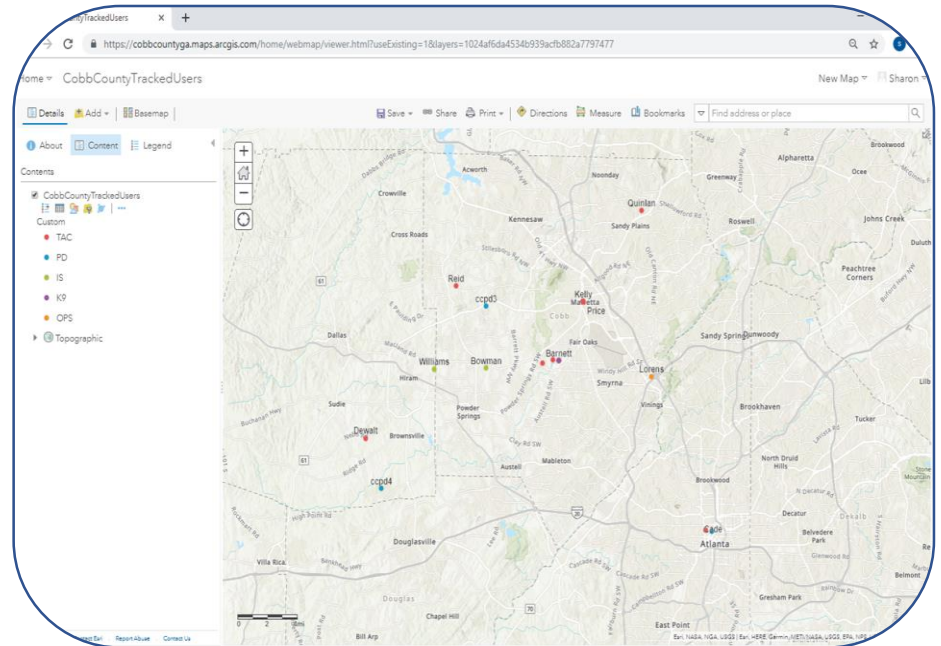
CF MF



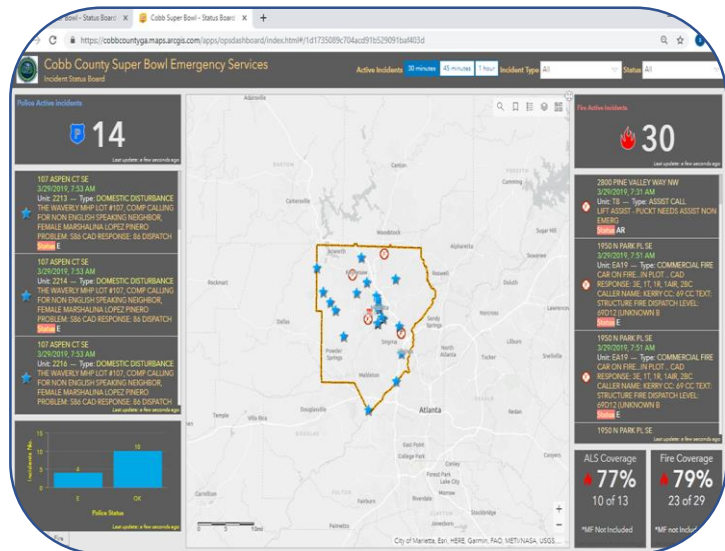
Super Bowl LIII



Local Activity/Event Locations



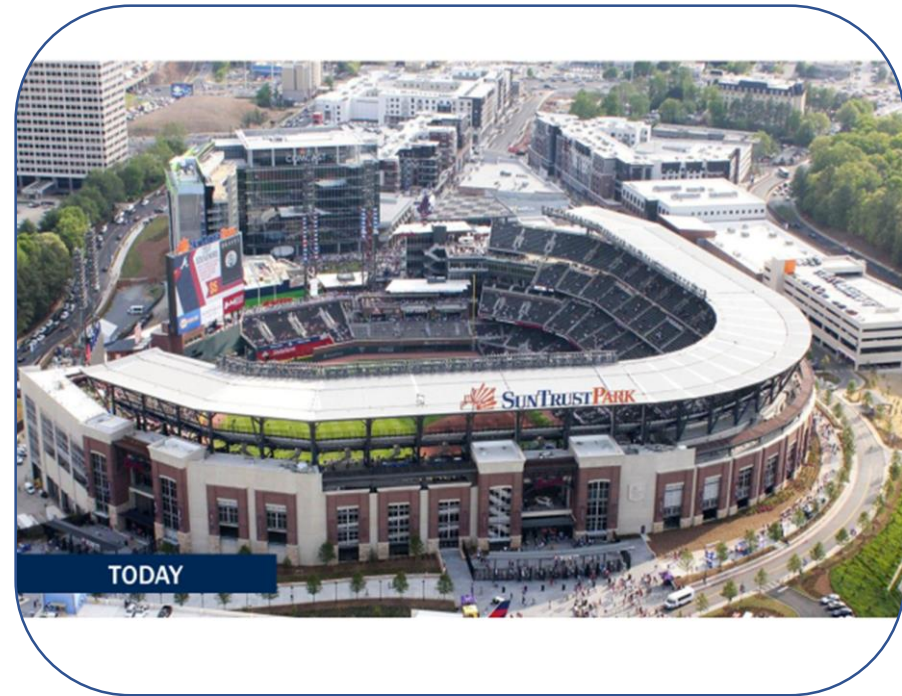
Active Fire and PD Incidents



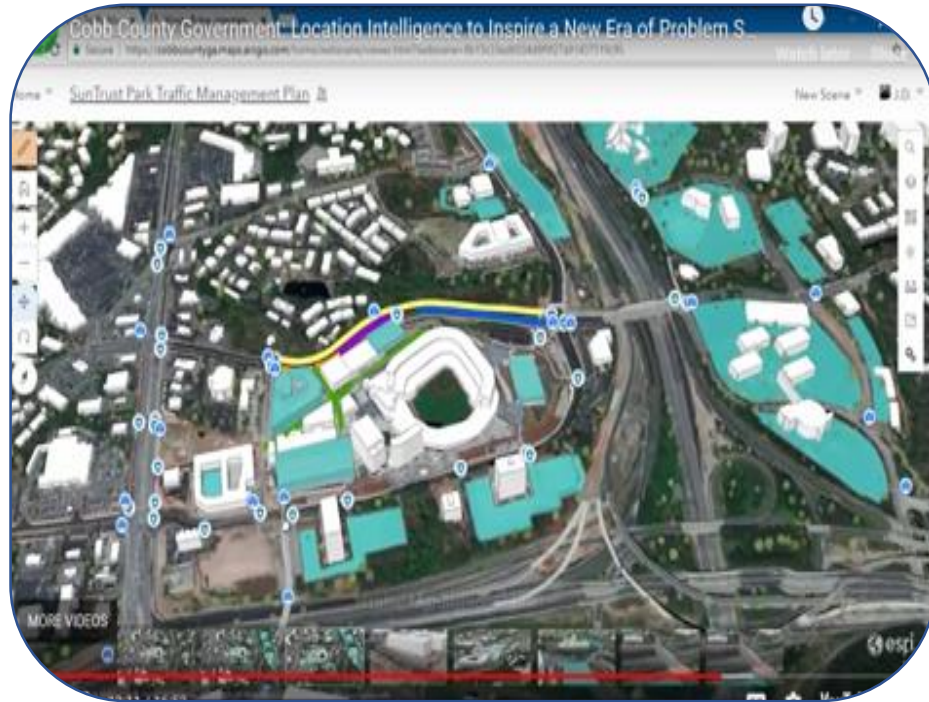
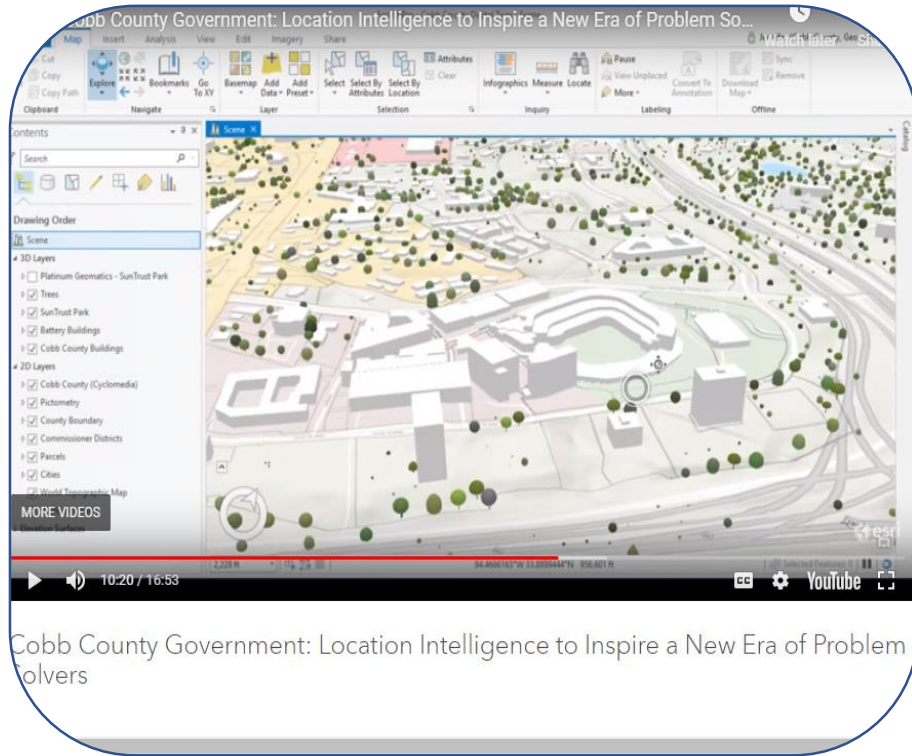
Tracker - Cobb PD Officer Locations



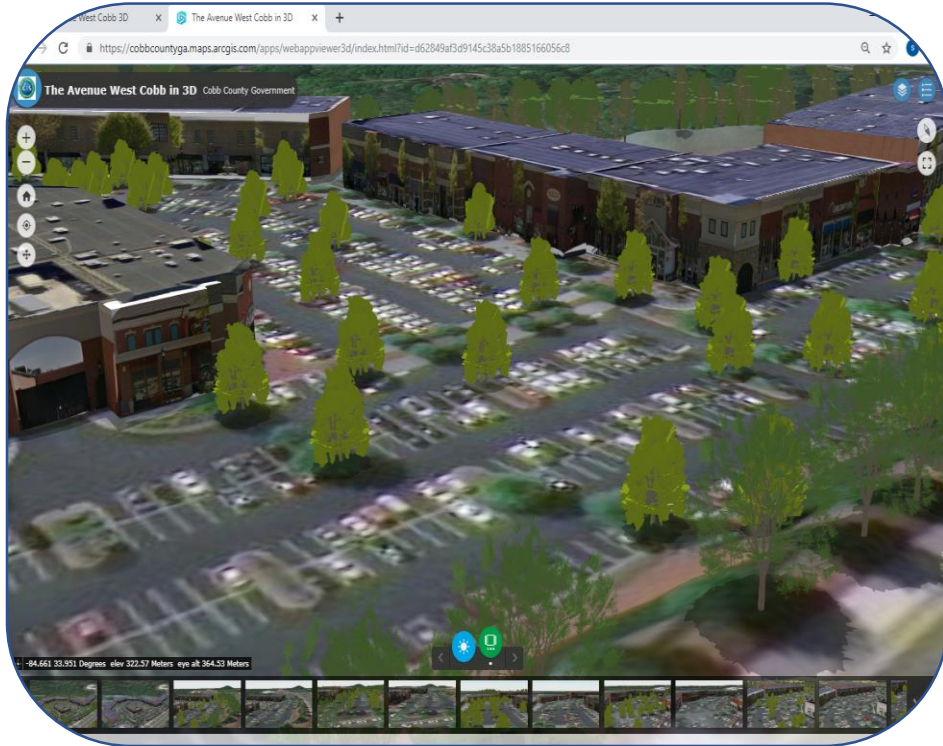
Community Design



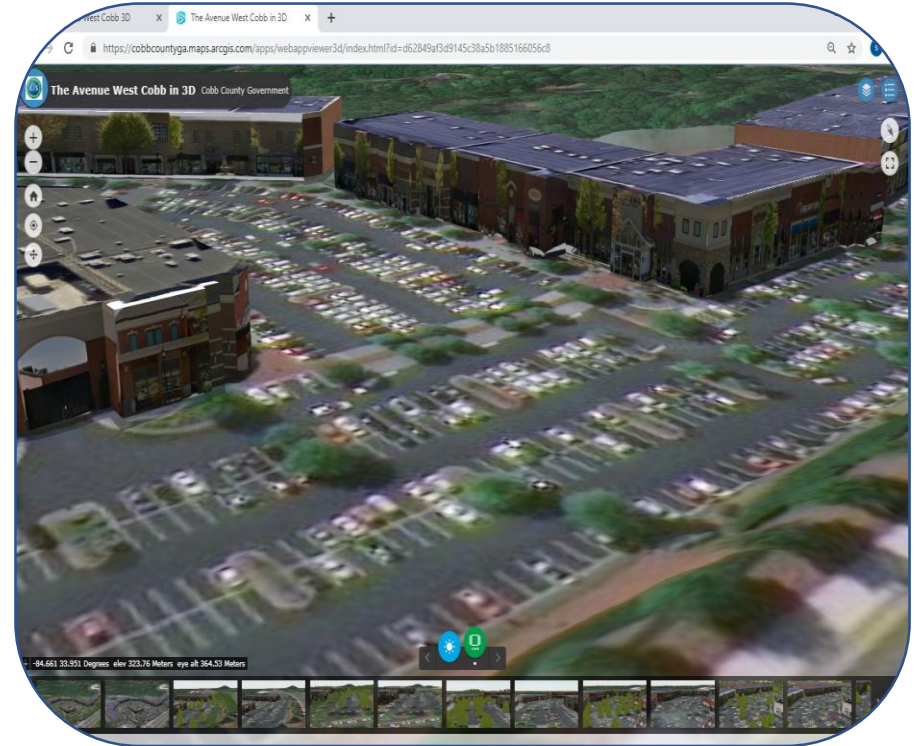
Community Design



Support of Zoning Decisions



View of the Avenue with Existing Trees



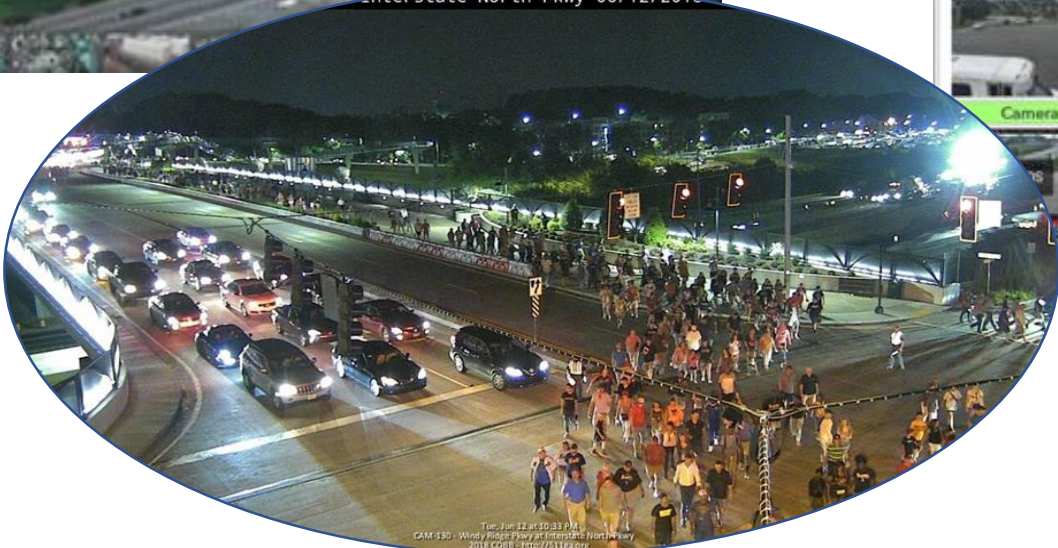
View of the Avenue with Trees Removed, locations still indicated



Data Driven Performance



Analytics and AI Improve Traffic and Pedestrian Flow



Cobb Traffic Management Center



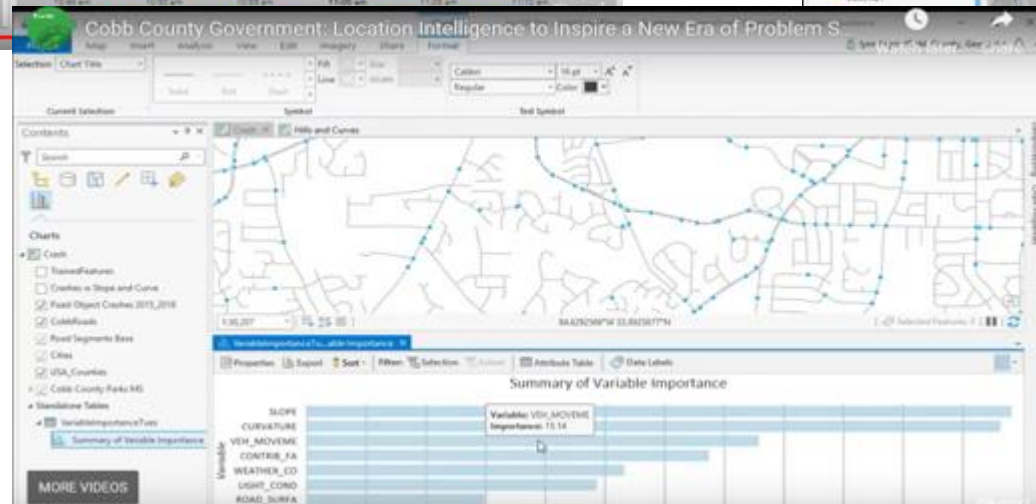
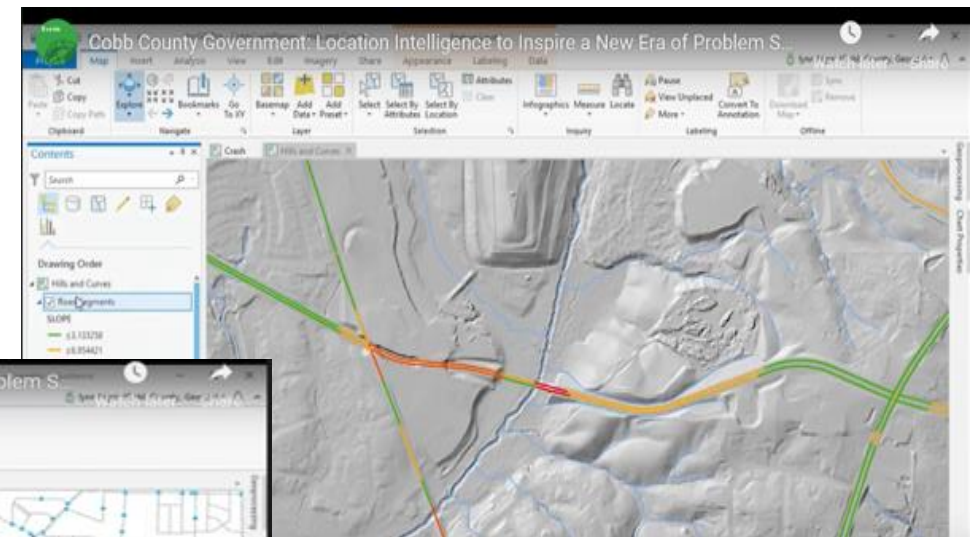
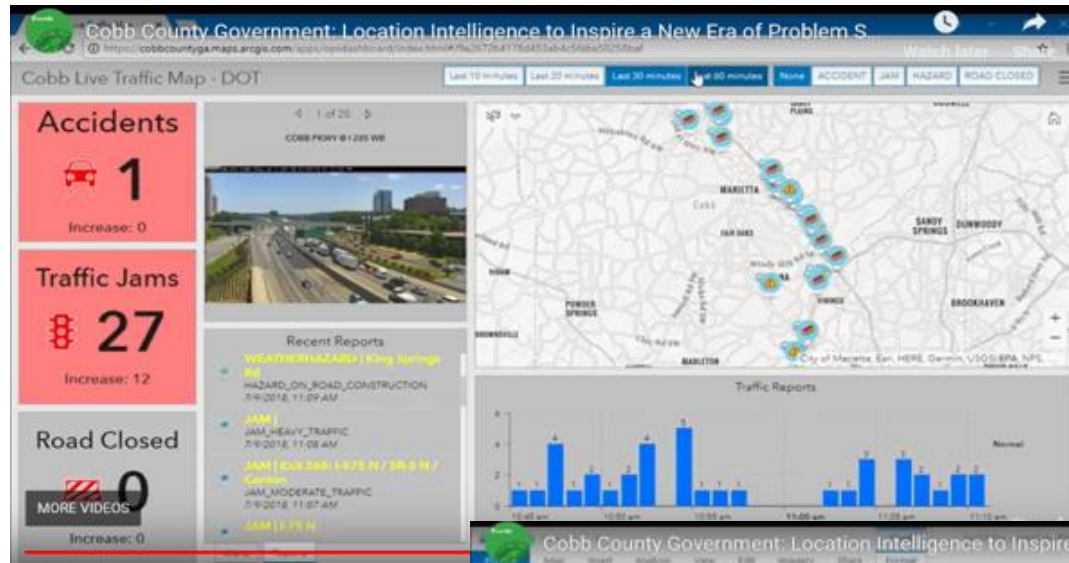
Traffic Cameras



Waze Dashboard



Traffic Management/New Ways of Looking at Accidents



Traffic Management Use of PD and Fire Incidents (In Development)

Cobb Emergency Services Dashboard
Incident Status Board

Active Incidents 30 minutes 45 minutes 1 hour Incident Type All Status All

Police Active incidents

21

Last update: a few seconds ago

- CEDARCREST RD NW / GOVERNORS TOWNE DR NW
8/8/2019, 9:18 AM
Unit: 1217 --- Type: TRAFFIC STOP
FL 28'S LANW35 BLK FORD EDGE
Status AR
- AUSTELL RD SW / EAST-WEST CONN SW
8/8/2019, 9:16 AM
Unit: 2217 --- Type: TRAFFIC STOP
WHITE CLR ON SUSP TARGET PLOT (CO/2217)
Status AR
- AUSTELL RD SW / EAST-WEST CONN SW
8/8/2019, 9:16 AM
Unit: 2210 --- Type: TRAFFIC STOP
WHITE CLR ON SUSP TARGET PLOT (CO/2217)
Status E
- TRICKUM RD NE / SANDY PLAINS RD NE
8/8/2019, 9:16 AM
Unit: 7423 --- Type: TRAFFIC VIOLATOR
Status OK
- TRICKUM RD NE / SANDY PLAINS RD NE
8/8/2019, 9:16 AM
Unit: 7420 --- Type: TRAFFIC VIOLATOR
Status OK

4.47 COBB PKWY CC Last update: a few seconds ago

Incidents No.

Police Status	Count
Null	1
AR	4
E	7
OK	9

Last update: a few seconds ago

Showing 1

COBB PKWY AT HERODIAN WAY

LOCATION COBB PKWY AT HERODIAN WAY

Photo Link <http://cdn.511ga.org/cameras/COBB-CAM-052.jpg>

Feed URL cdn.511ga.org/cameras/COBB-CAM-052.jpg

Image 1

Fire Active Incidents

3

Last update: a few seconds ago

- 8/8/2019, 8:56 AM
Unit: E8 --- Type: POLICE RELATED BLS-FIRE CALLERS GRANDSON 24YO IS ON DRUGS ON [REDACTED] HE CALLED COMP AND WANTS HER TO COME THERE ... CALLER DOESNT FEEL SAFE
Status AR
- 8/8/2019, 8:56 AM
Unit: T19 --- Type: COMMERCIAL FIRE ALARM
[REDACTED] 1 ENGINE CALLER
NAME: LIFE PROTECTION OPER 205 CC: 52 CC
TEXT: ALARMS DISPATCH LEVEL: 52C03 (COMMERCIAL/INDUSTRIAL)
Status AR
- 8/8/2019, 9:16 AM
Unit: METRO5 --- Type: AMBULANCE ONLY CALL FEMALE UTI CC: 26 CC TEXT: SICK PERSON [REDACTED]
CONSCIOUS, BREATHING. PROBLEM: WEAK CAD RESPONSE: AMBU DISPATCH
Status D

Last update: a few seconds ago

ALS Coverage

62%

8 of 13

Fire Coverage

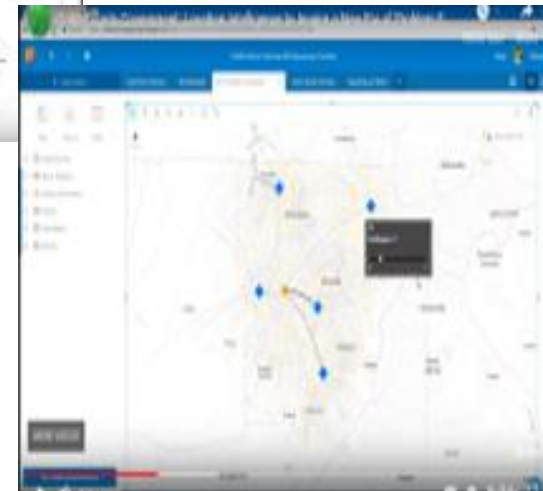
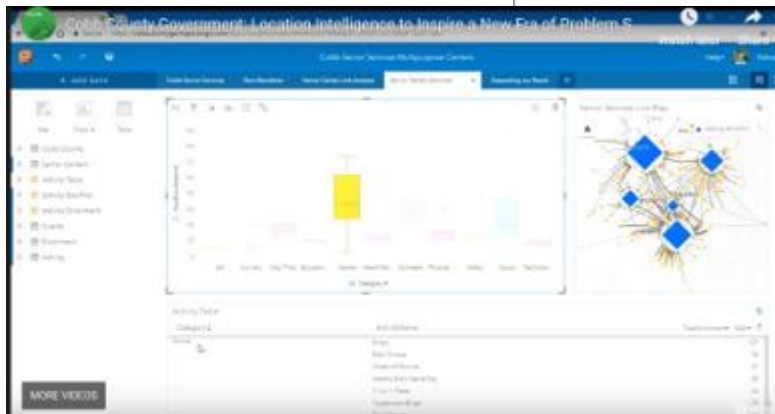
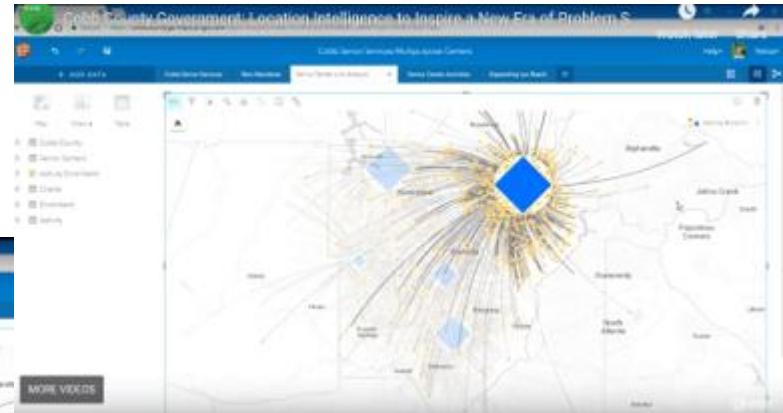
86%

25 of 29

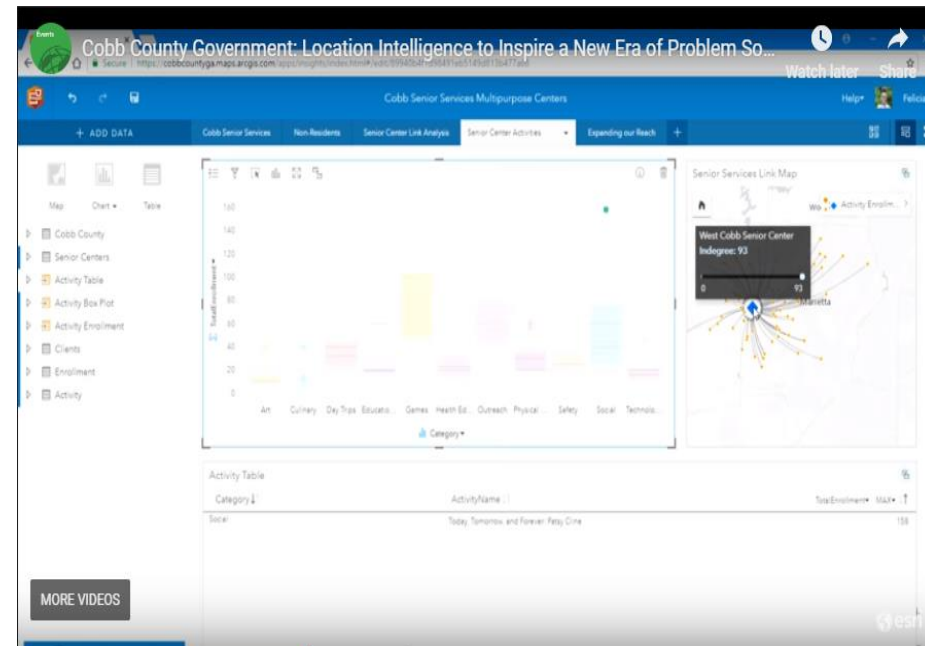
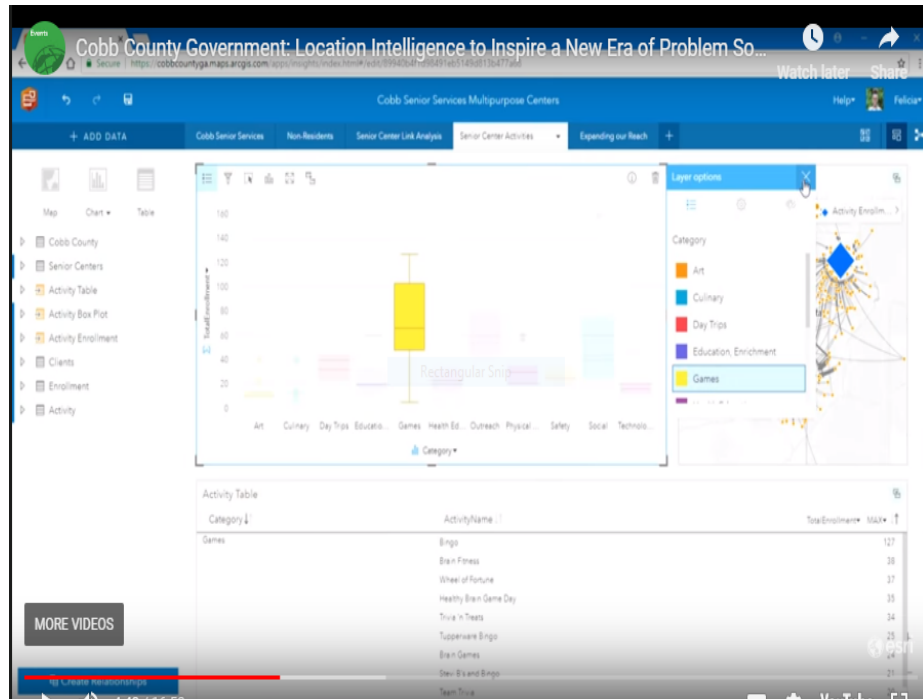
*MF Not Included *MF not Included



Role of GIS Insights in Enhancing the Lives of Cobb's Senior Adults



Role of GIS Insights in Enhancing the Lives of Cobb's Senior Adults



Role of GIS Insights in Enhancing the Lives of Cobb's Senior Adults - Transportation

Fixed Route: transporting older adults to Neighborhood Senior Centers

Demand Response: transporting older adults to medical facilities, social service agencies, pharmacies, and grocery stores by appointment

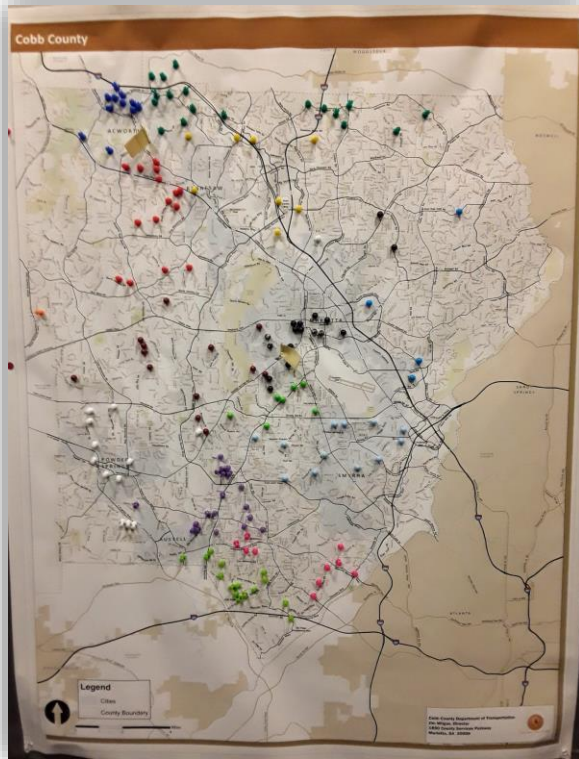
20 routes ran daily

- 17 fixed routes
- 4 demand response routes

47,000 rides annually in 2018



Enhancing the Lives of Cobb's Senior Adults – Old Way of Transporting



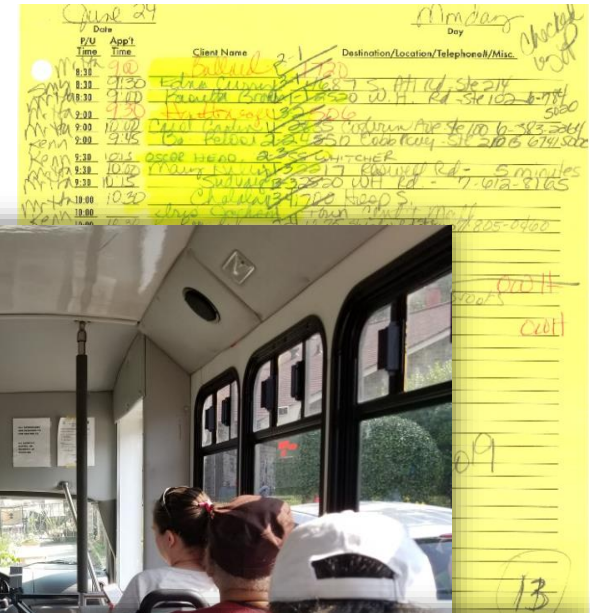
Cobb Senior Services
Daily Route Sheet
Printed: 6/25/2019 1:27:55 PM

DRIVER: _____ DRIVER SIGNATURE: _____ VAN #: _____
 DEPARTURE TIME: _____ DEADHEAD DEPARTURE TIME: _____ DEADHEAD MILEAGE OUT: _____
 RETURN TIME: _____ DEADHEAD MILEAGE IN: _____

DATE: 6/24/2019
 Route Group: DR: Marietta
 Route: MAR-DR3

PIU TIME	APPT TIME	DROP OFF TIME	CLIENT NAME - ID & ADDRESS	DESTINATION NAME & ADDRESS	TYPE	WICHAIR	VALIDATION INFORMATION	MILEAGE	
								PIU	MILEAGE DIO
1			Bethy Williams - (#12121), 5000 Main Street, Apt 2505, Smyrna 30082 770-111-2222		Senior Svcs bus brings me.	No	CANCELLATION NO SHOW COMPLETE		
2			Ernestine Lewis - (#56891), 1202 N Thomas Ln, Marietta 30008 770-222-3333		Senior Svcs bus brings me.	No	CANCELLATION NO SHOW COMPLETE		
3			Eric Clayton - (#6927), 5686 Ivan Allen, Bldg C, Unit 6, Smyrna 30008 470-444-5555		Senior Svcs bus brings me.	No	CANCELLATION NO SHOW COMPLETE		
4			Georgette Harmon - (#56789), 1105 Johnson Ridge Rd, Marietta 30060 678-555-8888		Senior Svcs bus brings me.	No	CANCELLATION NO SHOW COMPLETE		
5			Helen Smythe - (#12356), 5650 Bamba Way, Apt 5C, Smyrna 30080 470-777-5555		Senior Svcs bus brings me.	No	CANCELLATION NO SHOW COMPLETE		
6			Martha Brent - (#5723), 476 Bob Ross Hwy, Bldg E, Unit 8, Marietta 30060 770-888-9999		Senior Svcs bus brings me.	No	CANCELLATION NO SHOW COMPLETE		

SERVtracker by Accessible Solutions, Inc. Version 10.34c 1 of 2 P



Static Routing: assigned at time of onboarding

Paper route sheets

Lack of Navigation

Senior Services Transportation 2.0



Workforce

- Vehicle location
- Communication from base
- Reduced data entry

The screenshot displays the Workforce application interface. The top navigation bar includes the Workforce logo, the current project name 'Cobb Workforce Prototype', and user information 'Resources RH Rob'. The main interface is divided into a left sidebar and a right map area. The sidebar contains a search bar, filter options, and a list of 20 selected assignments. The map area shows a route with numbered stops (1-12) and a 'C. Freeman Poole Center' location. The bottom of the interface has tabs for 'Assignments' and 'Workers'.

My Projects > Cobb Workforce Prototype

Resources RH Rob

Assign - Filter by type, location or ID + Assignments

Zoom Cancel Priority Due Date

20 of 20 selected

- ✓ Marietta Fixed
431 Commerce Park Dr; Transportation Center Transportati...
15 days ago
- ✓ Marietta Fixed
3729 Casteel Park Dr SW; Bernice Maxwell Transportation ...
15 days ago
- ✓ Marietta Fixed
3005 Coffman Ct SW; Delia Jones Transportation Center - ...
15 days ago
- ✓ Marietta Fixed
1976 Devore Dr NW; Juanita Hayes Transportation Center ...
15 days ago
- ✓ Marietta Fixed
1198 Wilburn Dr SW; Elease Baxter Transportation Center ...
15 days ago
- ✓ Marietta Fixed
1248 Shannon Way; Victoria Richards Transportation Cent...
15 days ago
- ✓ Marietta Fixed
1150 Powder Springs St; Marietta Center Transportation C...
15 days ago
- ✓ Marietta Fixed
None; None; None; Transportation Center - Marietta - Route1

Assignments Workers

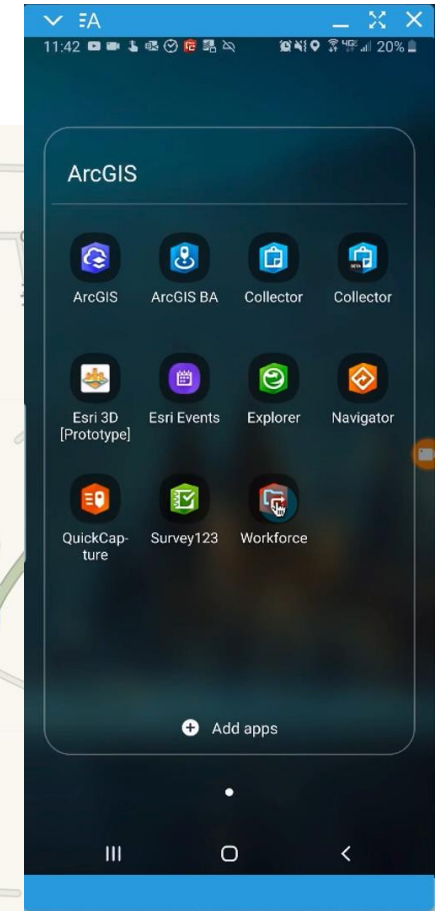
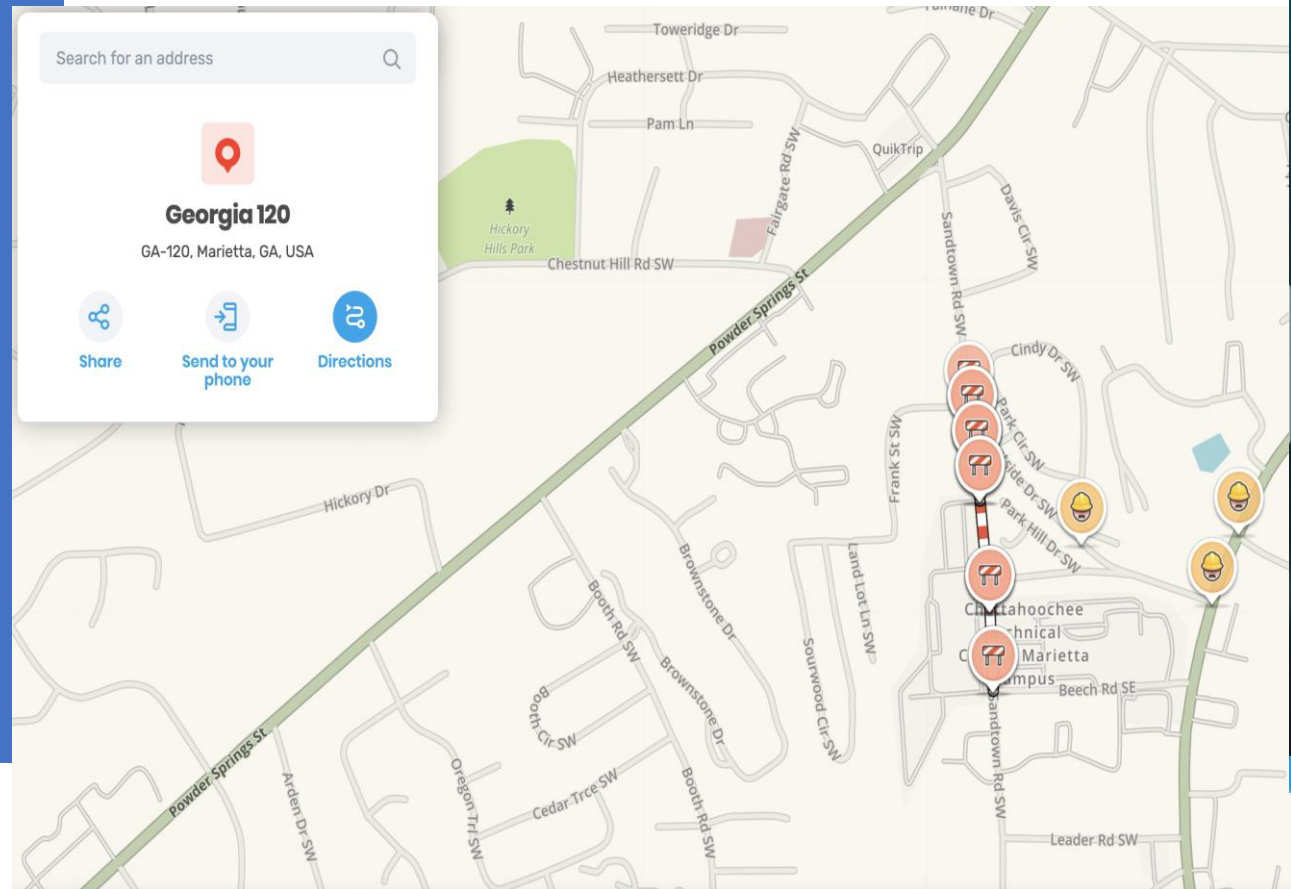
Clustering

esri 25

Senior Services Transportation 2.0

Waze Integration

- Real time traffic data
- Road conditions
- Cobb County closures



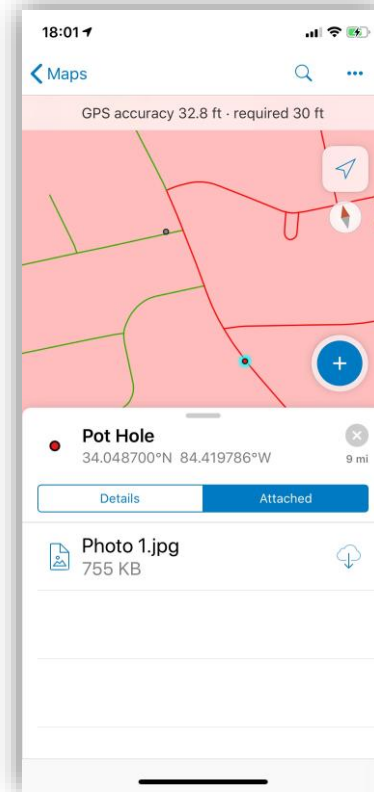
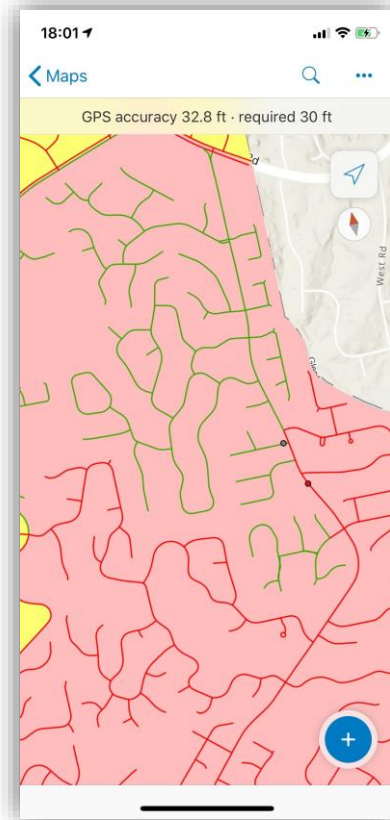
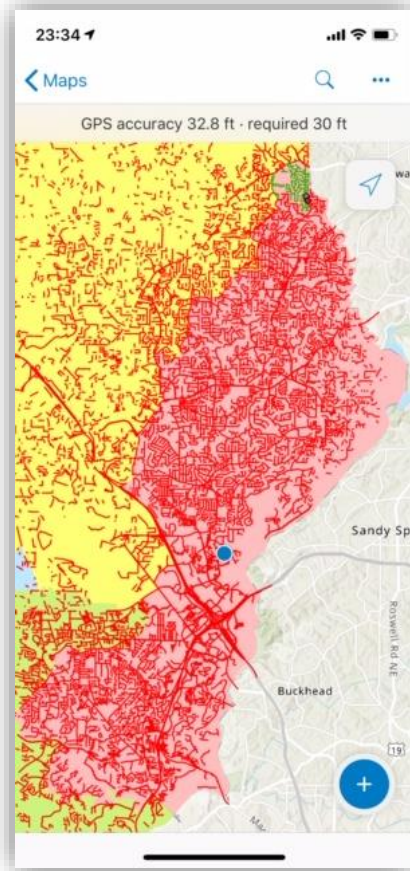
Building Executive Support 2018 ESRI International User Conference



- Police Chief
- Public Safety Director
- County Commissioner
- and 5 other Department Directors



Commissioner Documents District Road Conditions



What's Next?

