



EAST COBB
CITYHOOD



CITY OF EAST COBB

VOTER GUIDE

EAST COBB CITYHOOD:

GIVING RESIDENTS A SAY IN THEIR FUTURE

POPULATION:
59,664

LAND AREA:
25.2 sq miles

HOUSEHOLDS:
18,232

BUSINESSES:
2,137

TAX DIGEST:
91% Residential
9% Commercial

LOCAL CONTROL

With a population of 766,000 residents, Cobb County has become one of the largest counties in the nation. Because of its large population and large unincorporated areas, county services are being spread too thin, and local decisions are made by five county commissioners spread throughout Cobb County. **By voting YES for East Cobb, you are allowing your neighbors and community to decide how your tax dollars are spent.**

LOCAL ZONING

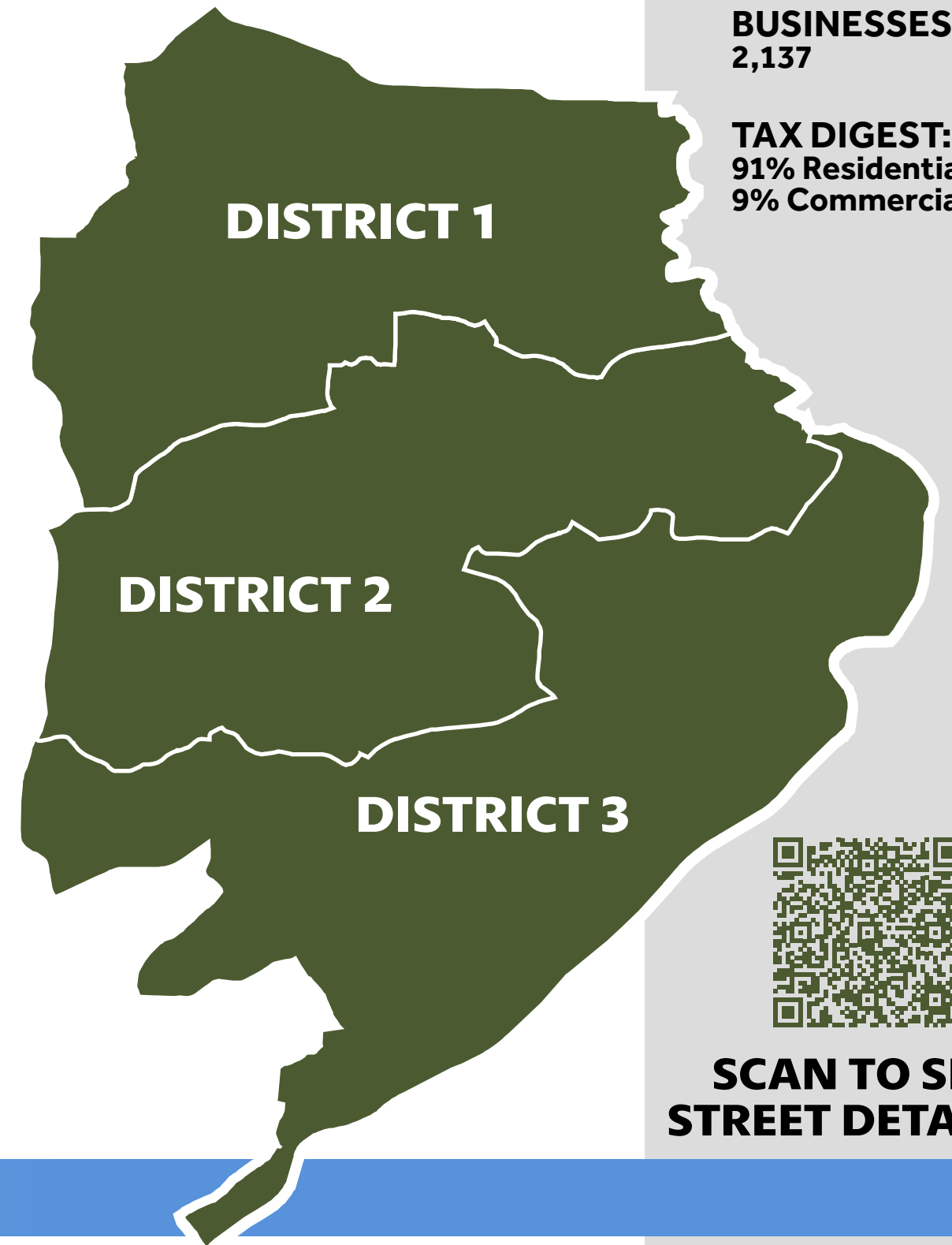
Currently, zoning decisions and cases on East Cobb are heard by the Board of Commissioners. Only one of the commissioners currently live in the proposed boundaries of East Cobb; residents have very little representation to serve as their voice. Additionally, most county commissioners making zoning decisions impacting the proposed city live fifteen to twenty miles away from East Cobb. **By voting YES for East Cobb, you support local zoning cases being decided locally by a community appointed planning commission and city council.**

LOCAL REPRESENTATION

A City of East Cobb gives the community the opportunity to elect local leaders to serve their interests, manage tax dollars locally, and lay out a strategic vision for the future of the city. The City of East Cobb will also ensure all areas of the city are equally represented by creating two council posts for three individual districts. **By voting YES for East Cobb, you are allowing your local neighbors, friends, and leaders to serve as your voice in local government.**

LOCAL SERVICES

The City of East Cobb will provide the services most critical to us, through local representation. Cityhood will include Public Safety (police, fire, and 911), municipal court services, planning and zoning, code enforcement, community development, and parks & recreation. **By voting YES for East Cobb, you will have a greater say and voice in how your local community is run.**



**SCAN TO SEE
STREET DETAIL**

FINANCIAL FEASIBILITY

In 2021, Georgia State University conducted a comprehensive study to determine if cityhood was feasible for residents of East Cobb. *The analysis concluded that the proposed City of East Cobb is feasible and will operate at a surplus.*

NO NEW PROPERTY TAXES

A Vote for East Cobb is a vote to improve quality of life, services, and representation. A vote for East Cobb cityhood does not impact residents' total property tax millage rate. The property tax millage rate levied by Cobb County today will be the same. When the city is incorporated, your Cobb County tax bill will be reduced, and the difference will go to the City of East Cobb, resulting in tax neutrality. Under the City of East Cobb charter, tax increases are limited to one mill (e.g. \$1.00 for each \$1,000 of assessment). Any increase greater than one mill would require voter approval.

EXISTING HOMESTEAD EXEMPTIONS

If passed, residents of East Cobb will still be able to retain and keep their existing homestead exemptions for their portions of school and county taxes and **senior homestead exemptions WILL remain in place.**

SALES TAX (SPLOST) DOLLARS

If incorporated, residents of East Cobb will still receive their share of tax dollars generated by the one percent sales tax. By voting to incorporate, residents will not lose any current or future road dollars and, in fact, will better allocate where those dollars are spent.

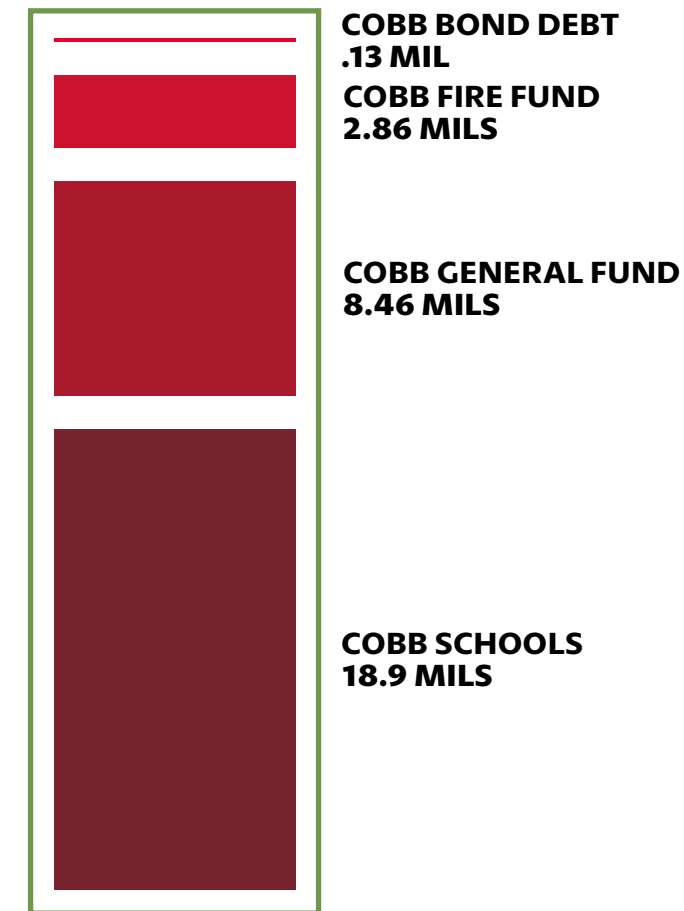
COBB COUNTY SCHOOLS

East Cobb incorporation will not impact school attendance zones, school board member representation, or the Cobb County School District taxes in any way. Cobb County has some of the best schools in the country and this will not change.

TAX IMPACT TO YOU

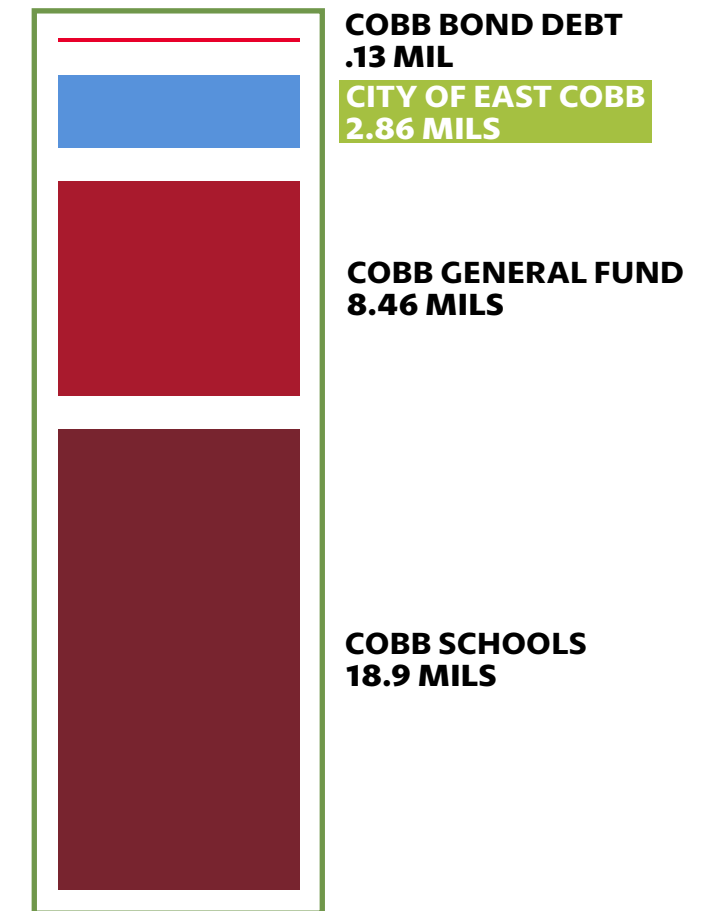
Currently, residents of unincorporated East Cobb pay a millage rate of 30.35 on their property taxes. Property tax values are calculated at 40% of assessed value and \$30.35 is billed for every \$1,000 of assessed value.

TODAY



TOTAL MILLAGE
30.35

WITH A CITY



TOTAL MILLAGE
30.35

NO TAX INCREASE

CITY SERVICES PROVIDED

LOCAL GOVERNMENT, NOT MORE GOVERNMENT.

By voting YES for East Cobb Cityhood, you are not voting to create more government. You are voting to bring the government you pay tax dollars to closer to you.

If approved by voters on May 24th, East Cobb will be the eleventh city created since 2005. In that time, ten cities have incorporated in the metropolitan Atlanta area, with a combined population of roughly 600,000 residents. People have chosen to incorporate because county governments have grown too large and lack the bandwidth to provide adequate local representation.

The City of East Cobb offers you and your neighbors an opportunity to keep decisions and tax dollars local. Additionally, a City of East Cobb offers neighbors and you opportunities to serve in various roles ranging from mayor, city council, and multiple citizen panels that will oversee the operations and functions of the city.

You will vote for all seven representatives – one mayor and six council members - versus two of five (40%) representatives you vote on in Cobb County today.

PLANNING AND ZONING

All planning and zoning cases will be heard in front of locally elected council members and a mayor, not the Cobb County Board of Commissioners. The city will also create a comprehensive land use plan, drafted by residents, and then ratified by the mayor and council members. Additionally, appointed panels such as a Planning Commission and Design Review Board will give residents the opportunity to serve the community in shaping its future.

CITY ADMINISTRATION

The City of East Cobb will have a dedicated administration staff overseeing all city departments and run by a city manager. Additionally, the city will have a city finance director, city attorney, and city clerk.

CODE ENFORCEMENT

The city will have a code enforcement department enforcing zoning laws, regulations, and city ordinances. The city will have a Code Enforcement panel consisting of residents to oversee cases and issues.

FIRE PROTECTION

When incorporated, East Cobb will have a fire department. The fire department will operate from two existing fire stations which are within the current boundaries of the proposed city. It is estimated that homeowners' insurance rates will not change after incorporation and we will continue with the same excellent fire coverage.

ELECTED OFFICIALS

Under the city charter, East Cobb will have one mayor elected at-large and six council members from three districts, two from each district. Council members will be voted for by City of East Cobb voters and each council member must reside in his or her district.

POLICE PROTECTION

East Cobb cityhood allows for the creation of a municipal police department. Currently, the officer per resident ratio with the Cobb County Police Department is roughly 1:1,085. The feasibility study found that an East Cobb police department will improve that ratio to 1:840. By having better coverage, the city's police can provide improved community policing and assured response times.

MUNICIPAL COURT

With cityhood, East Cobb will run and maintain an independent court system. Cases heard will range from traffic offenses, DUI, misdemeanors, and code enforcement offenses. The mayor and city council will appoint the chief judge.

PARKS AND RECREATION

Cityhood will allow for a municipal parks and recreation department.

VOTE YES FOR EAST COBB CITYHOOD



- ✓ **LOCAL CONTROL**
- ✓ **IMPROVED SERVICES**
- ✓ **CITIZEN GUIDED ZONING**
- ✓ **NO NEW PROPERTY TAXES**