

ATL Board of Directors Meeting  
December 14, 2018

# Purpose and Intent of HB 930

Representative Kevin Tanner  
Senator Brandon Beach

# ATL Board of Directors Meeting

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# ATL Communications Activity Update

Ericka Davis, CCO



# **THE ATLANTA-REGION TRANSIT LINK AUTHORITY**

Office of Communications & Engagement Update

# ATL Communications Stand Up to Date

## Media Relations

- Coordination of 17 media interviews and development of two press releases
  - +2.6 million impressions from media interviews
  - Total of 145 articles published (2/23-11/26/18)

## Digital Communications

- Developed and launched webpage and website:  
<https://atltransit.ga.gov/>
  - Analytics of webpage housed on SRTA website (launched in June) -- 2,648 visitors.
  - Google analytics on the new ATL website (launched 11/21/2018) -- 312 visitors

## Public Outreach

- Executive Director & External Affairs conducted 48 presentations throughout the region





# ATL Communications Stand Up to Date

## Social Media Communications

- Established Social Media Presence May 2018
- Facebook: The ATL- 82 followers
- Twitter: @ATLTransitLink -265 followers

## Graphic Design & Print Communications

- Creation of Informational Brochure
- 100 brochures provided to Cobb Chamber
- 200 brochures provided to Women in Transportation, Atlanta Chapter
- Brochures also provided at presentations
- Creation of template and graphic design for presentations
- Creation of graphic design for business cards/stationary
- Development of Quarterly "Stakeholder Report" e-Newsletter-First Edition on October 2018



# Stay Connected with the ATL



Visit our website at  
<https://atltransit.ga.gov/>

Follow us on Social Media:



**@AtlantaTransitLink**



**@ATLTransitLink**



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Direct Recipient Status  
Chris Tomlinson  
Interim Executive Director

# ATL Application for FTA Direct Recipient Status

## Requirements for becoming an FTA Direct Recipient include:

### Legal Capacity

- Documentation that the ATL has appropriate legal authority and approval from its Board to be a direct recipient
  - *Opinion of Counsel*
  - *Authorizing Board Resolution*

### Technical Capacity

- Documentation that the ATL has the capacity to properly carry out grant applications and manage Federal grants

### Financial Capacity

- Documentation that the ATL as a new grantee can provide match and manage any federal funds appropriately

### Civil Rights Requirements

- Documentation showing ATL's compliance with all applicable civil rights statutes and implementing regulations

# ***ATL Application for FTA Direct Recipient Status***

## **Timeline for FTA Direct Recipient Status Approval:**

<b>Action</b>	<b>Agency</b>	<b>Estimated Time</b>
<i>ATL Compilation/Development of Required New Grantee Documents</i>	<i>ATL</i>	<i>30 Days</i>
<i>FTA Review Period: New Grantee Documents</i>	<i>FTA</i>	<i>30 days</i>
<i>ATL Response to FTA Review Comments</i>	<i>ATL</i>	<i>30 Days</i>
<i>Approval of Legal/Technical/Financial/Civil Rights Requirements</i>	<i>FTA</i>	<i>14 Days</i>
<i>Transit Award Management System (TrAMS) Access Documentation Development</i>	<i>ATL</i>	<i>14 Days</i>
<i>TrAMS System Access Documentation Processing</i>	<i>FTA</i>	<i>14 Days</i>
<i>Confirmation of New Grantee Process Completion</i>	<i>FTA</i>	<i>14 Days</i>
<b>Total Estimated Time:</b>		<b>~5 Months</b>

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# Executive Director's Report

## Chris Tomlinson



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