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

December 14, 2018
ATL Communications Activity Update
Ericka Davis, CCO
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

@ATLLTransitLink
Direct Recipient Status
Chris Tomlinson
Interim Executive Director
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
Timeline for FTA Direct Recipient Status Approval:

<table>
<thead>
<tr>
<th>Action</th>
<th>Agency</th>
<th>Estimated Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATL Compilation/Development of Required New Grantee Documents</td>
<td>ATL</td>
<td>30 Days</td>
</tr>
<tr>
<td>FTA Review Period: New Grantee Documents</td>
<td>FTA</td>
<td>30 days</td>
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<tr>
<td>ATL Response to FTA Review Comments</td>
<td>ATL</td>
<td>30 Days</td>
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<tr>
<td>Approval of Legal/Technical/Financial/Civil Rights Requirements</td>
<td>FTA</td>
<td>14 Days</td>
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<tr>
<td>Transit Award Management System (TrAMS) Access Documentation Development</td>
<td>ATL</td>
<td>14 Days</td>
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<tr>
<td>TrAMS System Access Documentation Processing</td>
<td>FTA</td>
<td>14 Days</td>
</tr>
<tr>
<td>Confirmation of New Grantee Process Completion</td>
<td>FTA</td>
<td>14 Days</td>
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<tr>
<td><strong>Total Estimated Time:</strong></td>
<td></td>
<td><strong>~5 Months</strong></td>
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Executive Director’s Report
Chris Tomlinson
ATL Board of Directors Meeting

December 14, 2018