



ATL Marketing and Communications Committee

April 16, 2019

ATL Website Update

➤ Jackson Spalding



MARKETING & COMMUNICATIONS UPDATE April 2019

Ericka Davis, ATL Chief Communications Officer

Scheree Rawles, ATL Director of Communications & Media Relations

MARKETING & COMMUNICATIONS UPDATE

Earned Media Third Quarter FY'19 (Late
December thru March 31st)

- ▶ Crafted five press releases
- ▶ **39** media hits including three interviews:
 - Closer Look with Rose Scott on WABE-FM
 - What's Next ATL podcast with Kate Sweeny
 - Atlanta Business Chronicle's BIZ show on WXIA-TV
- ▶ 40 million overall media impressions (print media only)
- ▶ **100%** positive or neutral media sentiment



MARKETING & COMMUNICATIONS UPDATE

Digital Media Third Quarter

► Facebook

- 206 followers / 150% increase *
- 163 posts
- 24K impressions

► Twitter

- 615 followers / 132% increase *
 - 471 tweets
 - 149K impressions
- 89% positive or neutral social sentiment

► Website (launched November 2018)

- 1750 average monthly visitors / 460% increase *
- Launch new website (week of April 15)

* Represents increases since the communications report at the December 14, 2018 Board Meeting

Atlanta-Region Transit Link Authority @ATLTransitLink · Apr 4
Thanks to a grant from the GO! Transit Capital Program administered by the State Road and Tollway Authority (SRTA), @universityofga has a contract to purchase 20 electric buses! The buses will help reduce carbon emissions. Photo courtesy of UGA.
wgauradio.com/news/local/uga...



2 12

The ATL
April 5 at 4:18 PM · 🌐
In the news...It's In DeKalb CEO and The ATL Board Member Michael Thurmond interviewed by WSB-TV. Photo Courtesy of It's In DeKalb
<https://twitter.com/ItsInDeKalb/status/1113107193941934082>



The ATL
April 5 at 4:50 PM · 🌐
Check out this perfect list from Midtown ATL on what you need to know to enjoy your commute!
This spring, get outside and enjoy the fresh air on your commute. Here's our list of 10 essentials for your walking, biking, or transit commute this
<https://t.co/IDRTs6qvNb>



MIDTOWNATL.COM
Ten Essentials For Your Springtime Active Commute
This spring, take advantage of the sunshine and get outside. Read...
5
Like Comment Share

Atlanta-Region Transit Link Authority @ATLTransitLink · Mar 28
Coming up next Saturday in @JonesboroGovt ...@ClaytonCountyGa Commissioner and @ATLTransitLink Board Vice Chair @ClaytonExcels holds a town hall meeting.



Clayton County @ClaytonCountyGa
Join District 3 Commissioner Felicia Franklin-Warner for the Clayton Excels Town Hall Meeting Saturday, April 6, 2019, 10 a.m. – noon at Jim Huie Recreation Center, 9045 Tara Blvd, Jonesboro, GA 30236. #ClaytonStrong

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The ATL
March 27 at 11:53 AM · 🌐
More on MARTA launching a new car-sharing service.
<https://www.bizjournals.com/.../marta-releases-rfq-for-car-sh...> via Atlanta Business Chronicle



BIZJOURNALS.COM
MARTA to launch car-sharing service at 22 rail stations - Atlanta Business Chronicle
The service would be comparable to Zipcar, a car-sharing service now in use at...

14 4 Comments 5 Shares

Like Comment Share



MARKETING & COMMUNICATIONS UPDATE

Community Engagement Third Quarter FY'19 (Late December thru April)

Presentations to 25 organizations engaging elected officials, leadership groups, transportation and transit experts and regional stakeholders including:

Henry County BOC

Leadership Cobb

Southwest Gwinnett Chamber

Douglas County Chamber

Young Professionals in Transportation

South Metro Development Outlook

CMAA Southeast Chapter

Paulding County BOC

Leadership Rockdale

Fayette County Chamber

Atlanta Press Club

Korean American Association of Greater Atlanta

Council for Quality Growth North Fulton Advisory Panel

The Parking and Transportation Association of Georgia

Clayton County BOC

Leadership Sandy Springs

Forsyth County Chamber

ARC Planning Academy

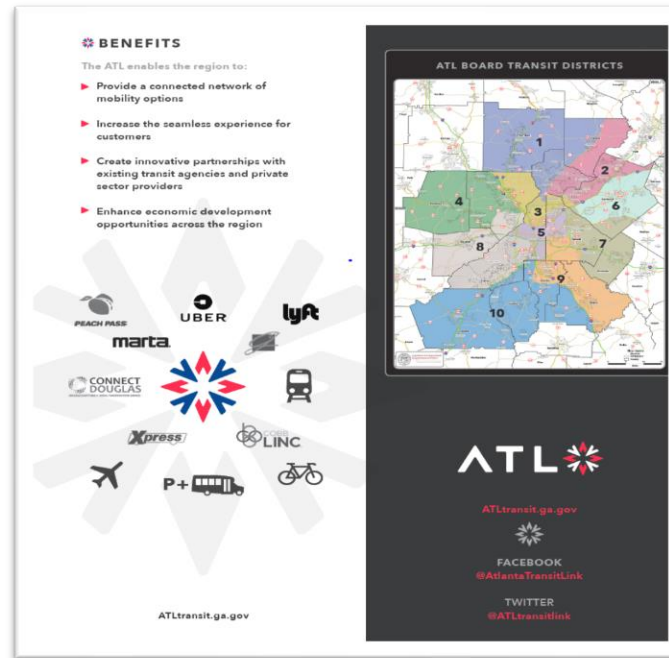


MARKETING & COMMUNICATIONS UPDATE

Internal Branding Impact

► Updated all digital and print collateral including:

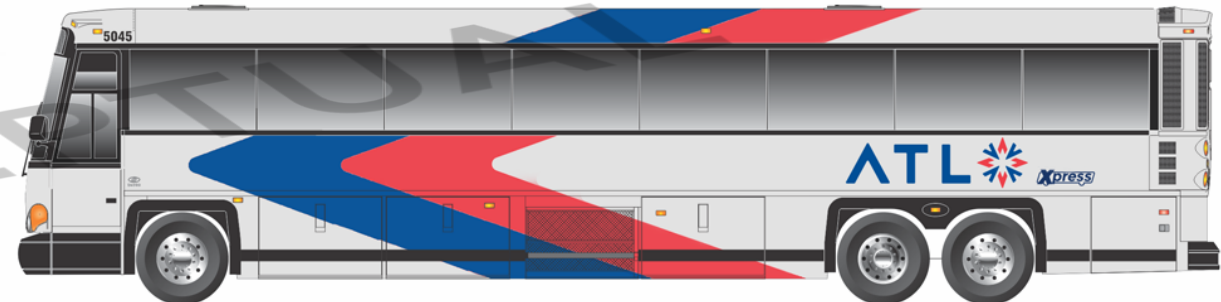
- Website and social channels
- Business cards and name badges
- ATL at a Glance print brochure
- ATL Stakeholder Report e-newsletter
- Presentation templates
- Board presentation template
- Board communication guidelines
- Letterhead and press releases



MARKETING & COMMUNICATIONS UPDATE

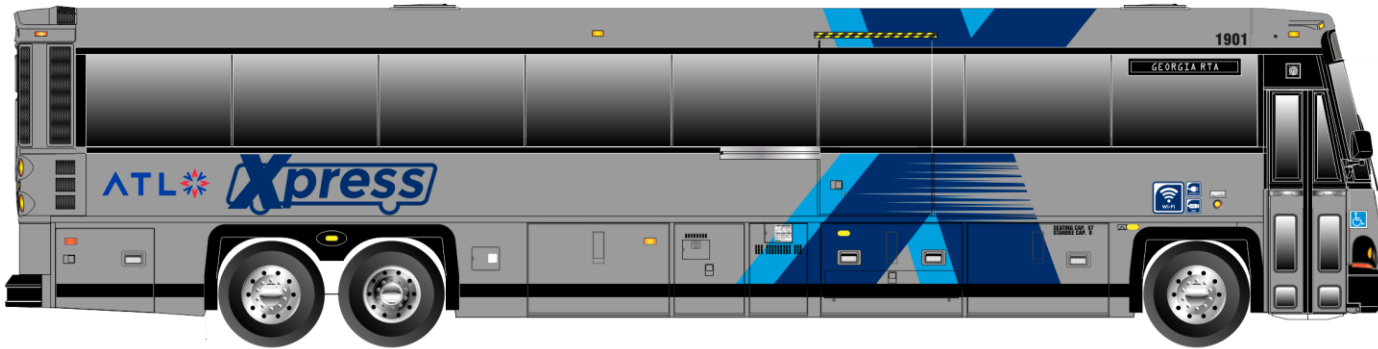
Regional Fixed Transit Operators Communicators Group

- ▶ Feb. 8, 2019 meeting agenda included the following items:
 - Regional transit updates (Xpress, Cobb, Gwinnett, Douglas, ARC, ATL)
 - MARTA update and implementation of the ATL Brand
 - Roundtable discussion on branding regional transit
- ▶ Takeaways & Feedback:
 - Xpress should consider leading the way for regional transit branding with their incoming fleet of new coaches.
 - The majority of the group supported full branding of the ATL versus co-branding for the Xpress initiative
 - MARTA most comfortable with co-branding



MARKETING & COMMUNICATIONS UPDATE

ATL & Xpress Co-Branding Concepts



D4500 ROOF VIEW



GEORGIA REGIONAL
TRANSPORTATION AUTHORITY
SYLINE NUMBER: A24717
DATE: APRIL 8, 2019
CONTACT: JEFF ROBINSON

PRELIMINARY

Proposal #6	(1) D4500CT			
COLOUR	FINISH	NUMBER	HIDING	COLOUR
SILVER METALLIC	B/C	B68985EF	TBA	BASE COLOUR
DIGITAL PRINT ON 180C-120	N/A	PMS 294C	N/A	
DIGITAL PRINT ON 180C-120	N/A	PMS 299C	N/A	
MCI DIGITAL PRINT	N/A	N/A	N/A	

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Current Status of Xpress Co-Branding:

- 77 D4500 Coaches will have this cobranding.
- The pilot bus will be delivered before the end of this month (April).
- The next 76 buses will be put into service starting in early October and spanning into late November.

MARKETING & COMMUNICATIONS UPDATE

Scope of Regional Assets for External Branding Impact

Currently 1,581 vehicles* in the region would be impacted by a rebranding or cobranding initiative including:

CPACS	9
CATS	16
CobbLinc	152
Connect Douglas	70
Xpress	151
GCT	85
Henry County Transit	25
MARTA	1073

* Commuter bus, motor bus, demand response, vanpool, streetcar and heavy rail.





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www.atltransit.ga.gov



ADJOURN