ATL Website Update

➢ Jackson Spalding
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 Sweeney
  ➢ 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

► 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
**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:

<table>
<thead>
<tr>
<th>Henry County BOC</th>
<th>Paulding County BOC</th>
<th>Clayton County BOC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadership Cobb</td>
<td>Leadership Rockdale</td>
<td>Leadership Sandy Springs</td>
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<tr>
<td>Southwest Gwinnett Chamber</td>
<td>Fayette County Chamber</td>
<td>Forsyth County Chamber</td>
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<tr>
<td>Douglas County Chamber</td>
<td>Atlanta Press Club</td>
<td>ARC Planning Academy</td>
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<td>Young Professionals in Transportation</td>
<td>Korean American Association of Greater Atlanta</td>
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<td>South Metro Development Outlook</td>
<td>Council for Quality Growth North Fulton Advisory Panel</td>
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<tr>
<td>CMAA Southeast Chapter</td>
<td>The Parking and Transportation Association of Georgia</td>
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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
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.
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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