About the ATL

The ATL in Brief

➤ The ATL is a **regional planning and funding authority** with the purpose of providing a more seamless customer experience across all transit systems in the 13-county ATL region.

➤ The ATL Board has 16 members representing **a wide range of perspectives, geographical, and professional backgrounds.** There are six appointed ATL board members while ten are elected to represent the ATL Districts.

➤ The Board is unified around the **common goal of increasing mobility options for metro Atlantans** through increased coordination of existing services and strategic investments in future expansion, utilizing technology and innovation to maximize return.

ATL Key Functions & Activities

Coordinate Regional Partners

Deliver Innovative and Best Practice Technology

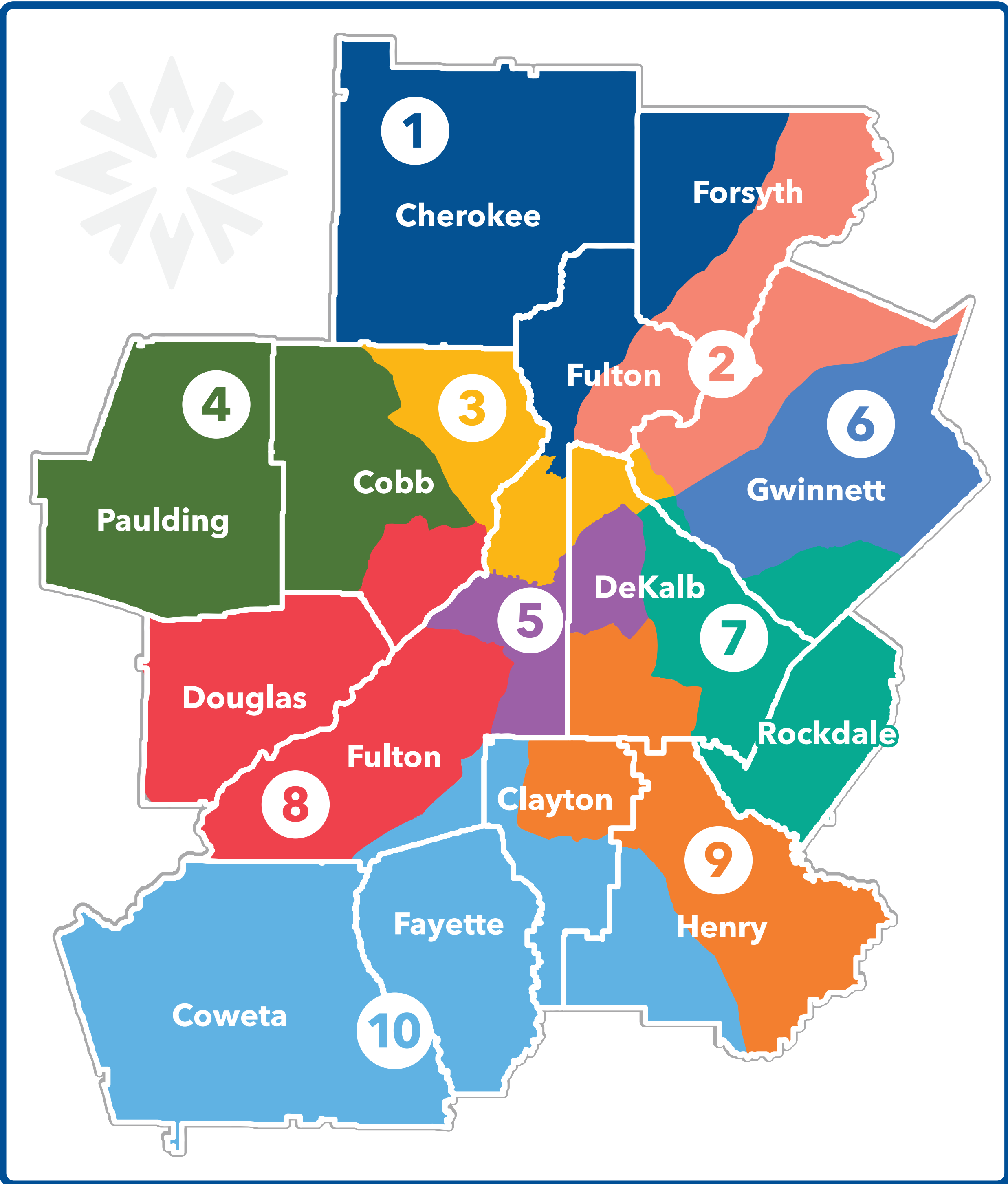Strengthen Regional Transit Planning and Performance

Advance Strategic Transit Investments

Enhance Customer Experience

ATL Districts

1 Cherokee
Forsyth
Fulton
2
3
4 Paulding
Cobb
6 Gwinnett
5
DeKalb
7
Douglas
Rockdale
Fulton
Clayton
8
9 Henry
Fayette
Coweta
10

About the ATL

The ATL's Governing Principles

Economic Development and Land Use

Enhance connectivity and **create access** to employment and activity centers throughout the Atlanta region.
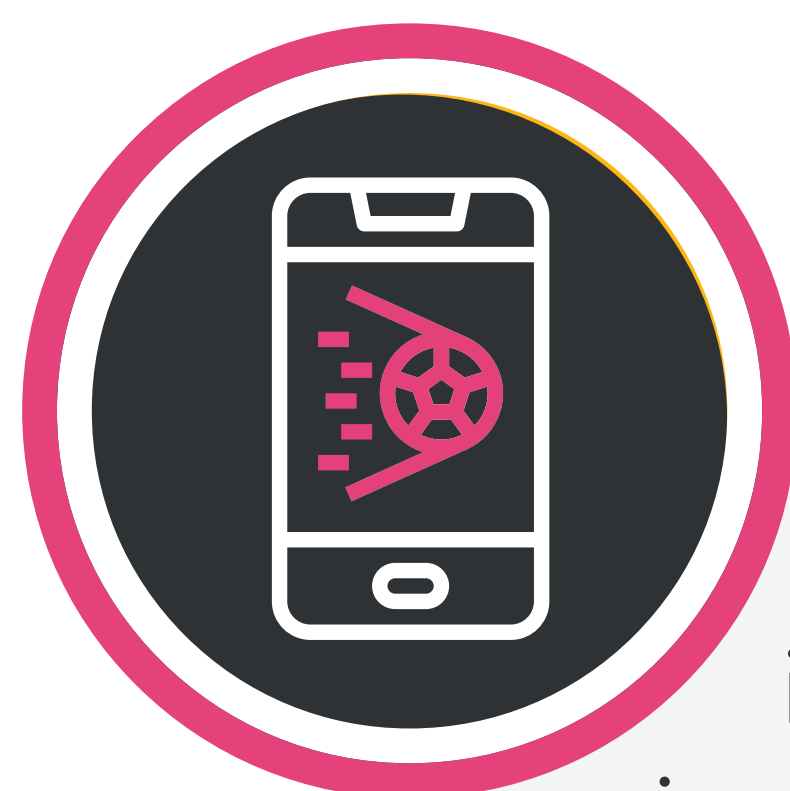
Environmental Sustainability

Offer new and enhanced services as **alternatives to single occupancy vehicle travel** and promote the use of alternative fuels to build **environmentally sustainable communities**.

Equity

Provide services to **improve access and connectivity for low and moderate income communities** and that focus on investments that **better enable day-to-day mobility.**

Innovation

Use technology and innovative solutions to improve **rider experience**, fare collection, **cost savings**, as well as integrate with **emerging transit alternatives** and more.

Mobility and Access

Connect population centers, employment centers, and recreation destinations by using **cross jurisdictional services** to **create regional connectivity.**

Return on Investment

Ensure project financing plans are feasible, sound, and promote **cost-efficient** alternatives for service that enable **regional economic opportunity and growth**.