



MARKETING & COMMUNICATIONS COMMITTEE

March 4, 2021

Mark Toro, Chair

Marketing and Communications Committee
Thursday, March 4, 2021
Proposed Agenda

- I. Call to Order and Roll Call – Mark Toro, Chair
- II. Approval of Minutes for November 5, 2020
- III. Approval of Agenda for March 4, 2021
- IV. ATL Regional Branding Architecture Update – Ericka Davis & Ryan Ellis, AECOM
- V. CDC/TSA Mask Mandate Education and Awareness – Ericka Davis
- VI. Adjournment





Ericka Davis, Ph.D.

Ryan Ellis, AECOM

March 4, 2021

ATL REGIONAL BRANDING ARCHITECTURE UPDATE

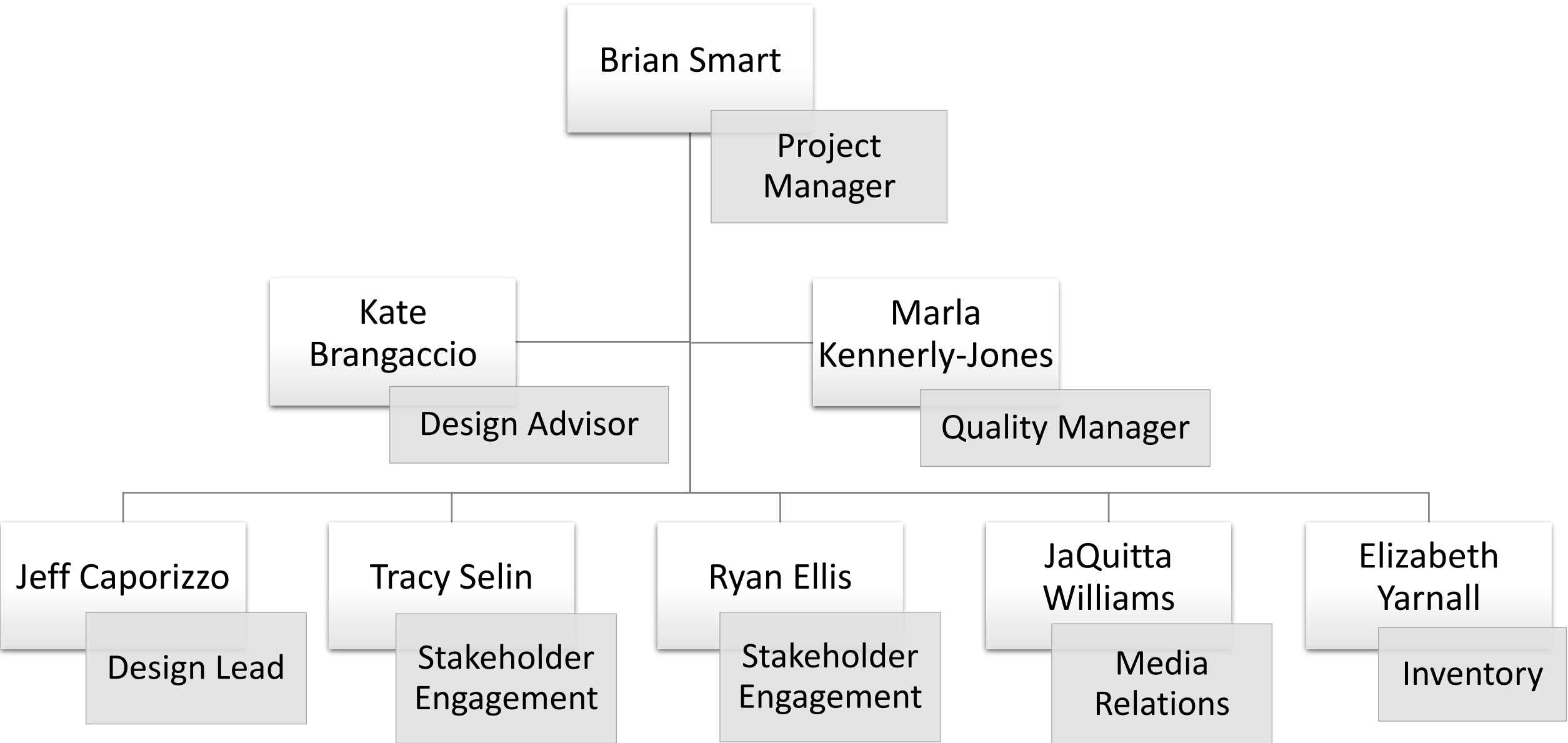
ATL BRANDING DECISIONS

ATL Branding Strategy:

- **External Brand Coordination**
 - Position, brand, and identify the ATL as the regional brand of the collective transit network.
 - Identify process to unify the ATL and fixed transit operators' brands in compliance with the legislation.
- **External Brand Implementation**
 - Adoption by 2022
 - Rollout by 2023 Legislative Deadline



CONSULTANT TEAM





ATL BRANDING INITIATIVE

ATL BRANDING DECISIONS KEY STEPS

- ✓ Engage Partners
- ✓ Identify Brand Benefits & Strategy
- ✓ Determine the Regional Branding Architecture
- ✓ Develop Regional Branding Architecture Implementation Guidance for all Transit Providers
- ✓ Full Board Approval
- ✓ Publish Updated ATL Brand Guide
- ✓ Brand Rollout

BRANDING INITIATIVE: TWO PHASES

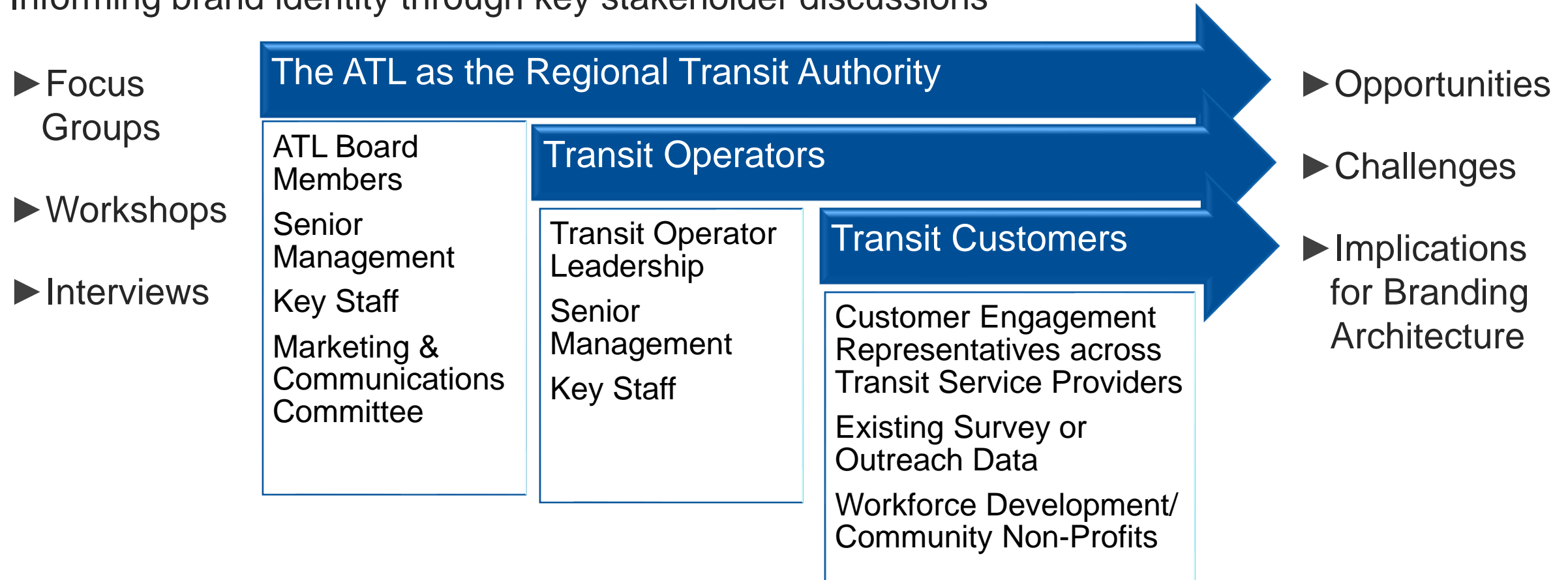
PHASE I: PARTNER ENGAGEMENT

- ▶ Inclusive, thoughtful discussions with ATL Board Members as well as ATL staff, operators, & riders
- ▶ Create unified branding strategy that communicates benefits identified in partner discussions
- ▶ **Deliverables:**
 - One-Page Branding Architecture Statement Memo
 - Documentation of ATL Board discussion of findings



PHASE I: PARTNER ENGAGEMENT PROCESS BEGINS MARCH 2021

Informing brand identity through key stakeholder discussions



PHASE I: POTENTIAL ATL BRAND BENEFITS

1. Collaborative approach to regional transit infrastructure planning and development
2. Regional transit investment to maximize funding resources
3. Service performance accountability for regional transit
4. Unified wayfinding through regional signage
5. Communicates consistency for services that extend beyond one county / area and will be operated by multiple providers
6. Increases ease of use for customers
7. Creates loyal customers with consistent delivery of branded services
8. Seamless connected payment options (Mobile ticketing, Breeze)
9. Seamless trip planning across fixed transit operators
10. Universal transfers



BRANDING INITIATIVE: TWO PHASES

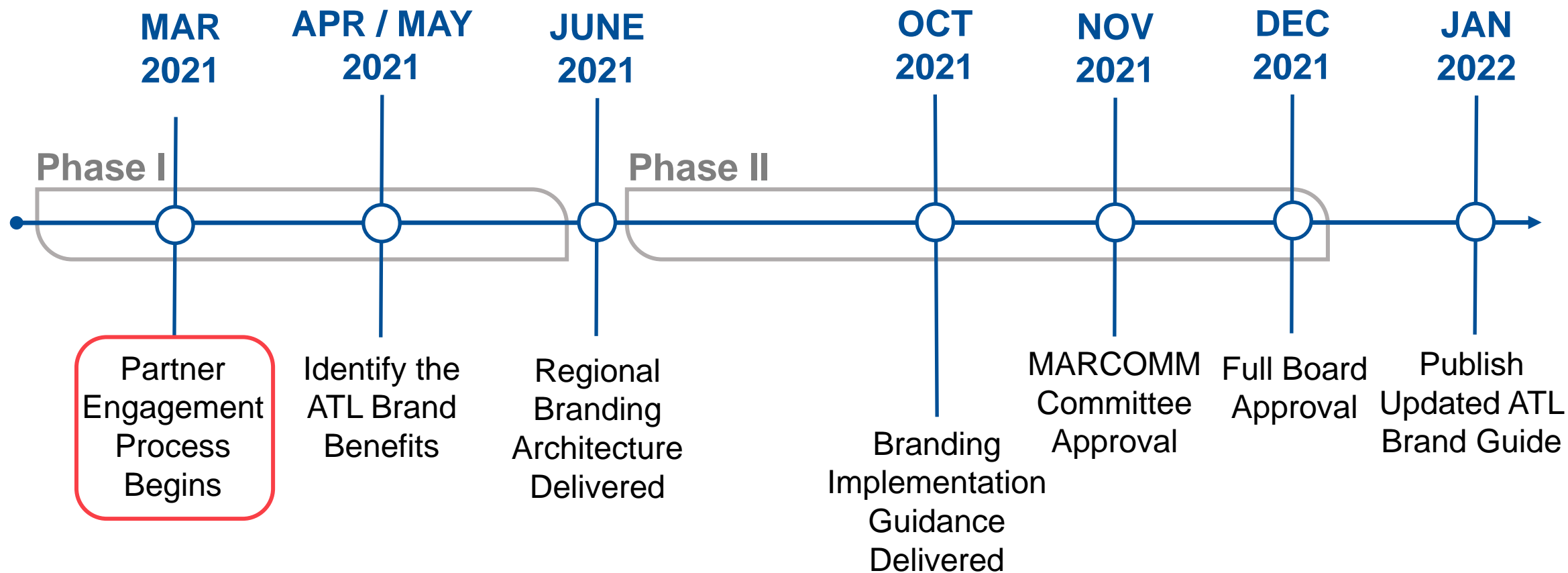
PHASE II : IMPLEMENTATION GUIDANCE

- ▶ Conduct regional asset inventory to document current branding
- ▶ Develop implementation guidance (how, what, where and when) which serves branding strategy & follows architecture identified with stakeholders in Phase I
- ▶ Closely collaborate with ATL Board Members and key contacts in local government to refine the brand guidance
- ▶ **Deliverables:**
 - Inventory of Assets
 - Proposed Graphics
 - Operator-specific Guidebooks for Implementation

Branding Architecture Examples



TENTATIVE TIMELINE





Thank you. Questions?



Ericka Davis, Ph.D.

March 4, 2021

CDC/TSA MASK MANDATE EDUCATION &
AWARENESS OVERVIEW

CDC/TSA MASK MANDATE TIMELINE

JAN 21, 2021

President Joe Biden issued an Executive Order



JAN 31, 2021

The Transportation Security Administration issues Security Directive



JAN 29, 2021

The Centers for Disease Control and Prevention issues order that requires face masks to be worn by all travelers while on public transportation effective February 1, 2021 at 11:59 PM.

FEB 2, 2021

Effective February 2, 2021, Xpress Transit services mandates masks for all Xpress commuters riding and waiting or disembarking transit at our Park and Ride lots and bus stops.



PLAN OBJECTIVES

- ▶ Increase education and awareness of the TSA/CDC mask mandate among existing and future transit customers.
- ▶ Drive acceptance, adoption and usage of masks among existing and future transit customers.
- ▶ Foster positive interaction between existing customers and transit operators surrounding volunteer compliance of TSA/CDC mandate.
- ▶ Facilitate awareness, education and adoption of consistent messaging among Xpress stakeholders and transit partners



PLAN & MESSAGING STRATEGIES

- Leverage multi-channel communications
- Educate existing customers
- Reinforce the value of Xpress as safe, reliable, and convenient
- Establish consistent messaging internally and externally

CAMPAIGN APPROACH & TARGET AUDIENCES

Campaign Goal: Educate existing customers about the Mask Mandate and how to comply.
Drive acceptance, adoption and usage of masks among future and existing transit customers.

Campaign Approach: Friendly (encourage voluntary compliance), formal (it's the law), diverse, informative, engaging, interactive

Campaign Message: *Mask Up 2 Board Up*

Primary Audience:

- ▶ Current and Future Xpress/Transit customers

Secondary Audience:

- ▶ General Public
- ▶ Fixed Transit Operators
- ▶ Media

MULTI-CHANNEL COMMUNICATIONS APPROACH

Today’s media environment requires a multi-channel, integrated approach to effectively reach audiences within a short period of time. Communications around the Mask Up 2 Mandate Campaign and the TSA/CDC Mask Mandate relied on three “channels” to achieve stated communications goals.

Owned Media Website, blog, newsletter, CADVL, IVR, customer service.	Earned Media Media relations, word of mouth, PR/community relations, outreach	Shared Media Social media channels: Facebook, Twitter, YouTube
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MASK UP 2 BOARD UP – OWNED MEDIA

Face Coverings Mandatory for Xpress Commuters Beginning February 2, 2021 [Click Here](#)

COMMUTER TOOLS · SERVICE ALERTS · ROUTES · EMPLOYER TOOLS · ABOUT

West Peachtree closure impacts routes 411, 412, 414, 423, 431, 440/441, 453, 463, 476, 483 until further notice, click here for more information

MASK UP

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BOARD UP

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Click to read more

MASKS

REQUIRED

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MASKS

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MASK UP 2 BOARD UP

MASKS REQUIRED

Mask that Meet Requirements	Masks that DO NOT meet Requirements
Cloth masks made with two or more layers of a breathable fabric that is tightly woven. Masks must be secured to the head with ties, ear loops, or elastic bands that go behind the head and fit snugly but comfortably against the side of the face.	Masks worn in a way that does not cover both the mouth and or that do not fit properly (large gaps, too loose)
Masks can be either manufactured or homemade.	Face shields or goggles (face shields or goggles may be worn to supplement a mask that meets above required attributes).
Masks made of a solid piece of material without slits, exhalation valves or punctures.	Scarves, ski masks, balaclavas or bandannas.
Masks can be reusable or disposable.	Shirt or sweater collars (e.g., turtleneck collars) pulled up over the mouth and nose.
Clear masks or cloth masks with a clear plastic panel to facilitate communication with people who are hearing impaired or others who need to see a speaker's mouth to understand speech.	Masks made from loosely woven fabric or that are knitted, i.e., fabrics that let light pass through.
Masks can have inner filter pockets.	Masks made from materials that are hard to breathe through (such as vinyl, plastic or leather).
Medical masks and N-95 respirators fulfill the requirements of the order.	Masks containing slits, exhalation valves or punctures.

Face masks required on Xpress and at all stops.
TSA requires proper wearing of face masks, per federal law. Face masks are to be worn at all times. Failure to comply will result in denial of boarding or removal, and may result in penalties.

Se requiere el uso de mascarillas en Xpress y en todas las paradas de autobus.
Por la ley federal, TSA requiere el uso de mascarillas. Las mascarillas se deben usar todo el tiempo. El incumplimiento resultara en la denegación o remoción del embarque, y puede resultar en sanciones.

Stay Healthy. Stay Secure.
Manténgase sano.
Manténgase Seguro.
tsa.gov/coronavirus

ATL

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MASK UP 2 BOARD UP – EARNED MEDIA

Objective

Utilize earned media to educate existing and future customers on the TSA/CDC Mask Mandate.

Recommended Earned Media Strategy

- Develop and disseminate press releases to provide information on the TSA/CDC mask mandate and highlight the safety measures that have been implemented by Xpress in the past and currently.

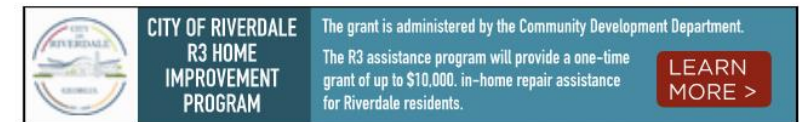
Face coverings now mandatory for Xpress commuters

Wednesday, Feb 3, 2021 at 9:44 AM

By Pamela Miller for the AJC



Advertisement



The Atlanta-Region Transit Link Authority recently announced that face coverings are now mandatory for all Xpress commuters, according to a press release.

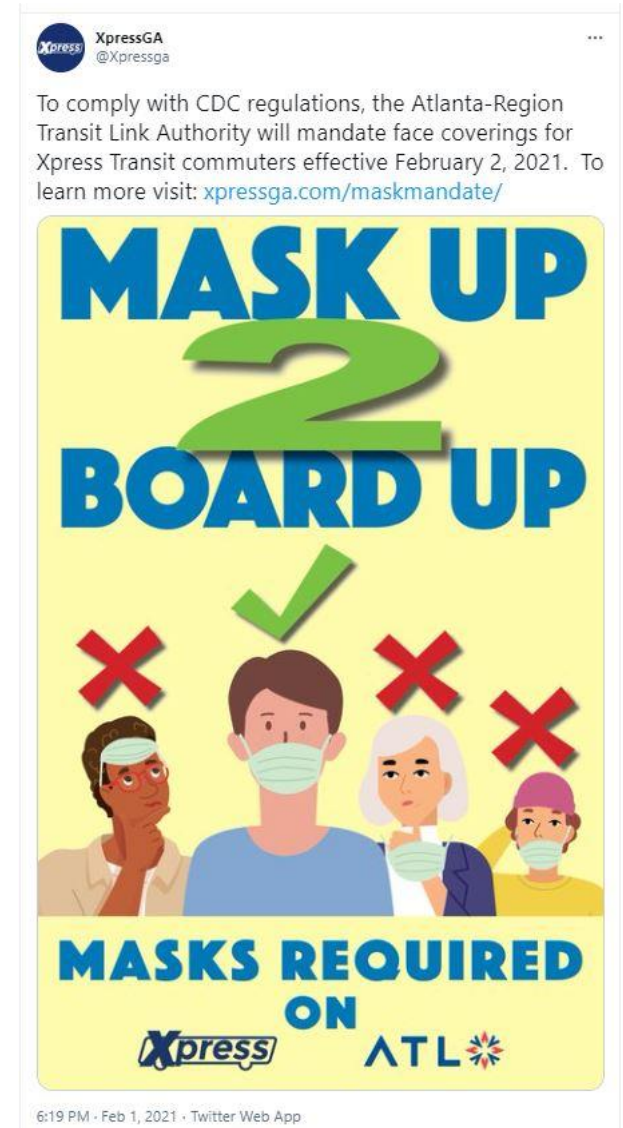
MASK UP 2 BOARD UP – SHARED MEDIA

Objective

Utilize Xpress's existing consumer-facing social media platforms to educate existing and future Xpress customers.

Recommended Social Media Strategy

- ▶ Implement social media posts across Xpress's four primary consumer-facing platforms: Facebook, Twitter, YouTube and Instagram (with LinkedIn as needed).
- ▶ Following initial push, implement a publishing cadence of regular posts promoting *Mask Up 2 Board Up* including calls-to-action that encourage users to wear their masks to prevent the spread of COVID-19.
- ▶ Utilize the hashtag #MASKUP2BOARDUP to establish continuity between promotion posts.



MEASUREMENT

The primary measure of success will be the overall compliance of customers to the mask mandate.

Metrics to evaluate tactics' success will also include:

Tactics	Media Outreach	Social Media	Website	E-Newsletter
Metrics	7 million+ Impressions	1,162 Impressions	1,406 Views	1,641 Opens 26 Link Clicks

