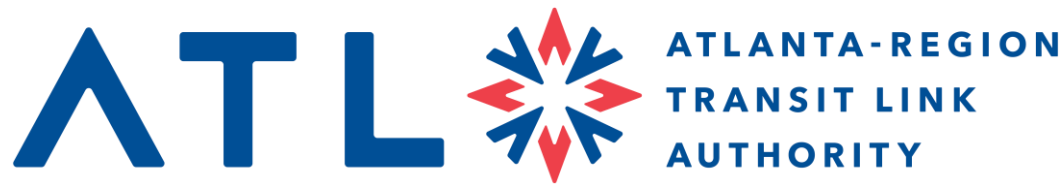


ATL BOARD MEETING WILL BEGIN MOMENTARILY



ATL Board of Directors Meeting

Charlie Sutlive, Chair

February 1, 2024

ATL Board Meeting

Thursday, February 1, 2024

Proposed Agenda

- I. Call to Order
- II. Approval of the Meeting Minutes for December 7, 2023
- III. Approval of the Agenda for February 1, 2024
- IV. Public Comment*
- V. Executive Director's Report
- VI. Committee Reports
 1. Xpress Operations Committee
 - Xpress ZEB Transition Report – **Action Item**
 2. Regional Technology Committee
 - Regional ZEB Transition Report – **Action Plan**
 3. Regional Transit Planning Committee
 - Gwinnett Referendum List – **Action Item**
- VII. Marketing Update for ATL RIDES and Breeze Mobile 2.0 – Tiffany McCall
- VIII. New Business
- IX. Adjournment





Public Comment



Executive Director's Report

General Assembly Update

► Session Schedule

- Began Mon. January 8th
- Crossover Day scheduled for Thurs. February 29th
- Sine Die (final day): scheduled for Thurs. March 28th

► Amended FY24 Governor's Budget Recommendation

- One-time pay supplement of \$1,000 to full-time, benefit eligible State employees
- Eligible ATL employees received the supplement in December 31, 2023 pay check
- This one-time pay supplement was covered with ATL's existing budget (no Board approval needed)

► FY25 Governor's Budget Recommendation

- ATL to receive \$81,825, to provide for a 4% cost-of-living adjustment for state employees not to exceed \$3,000
- ATL to receive a fund reduction of \$2M to reflect efficiencies in commuter bus service
- Georgia Transit Trust Fund recognized at \$32M funding level

Transit Trust Fund Update

► Project Award Agreements

- Informed by GTIB agreements
- Drafts were shared with all project sponsors by end of CY23
- Agreements are in approval process with respective boards
- Anticipate agreements will be fully executed by April

► Progress Reporting

- Will report progress on agreement execution at April meeting
- First quarterly report on project progress will be delivered at June meeting



The graphic features a dark blue and red background on the left. On the right, there is a photograph of a white microtransit bus with red, blue, and yellow accents. The bus has 'RideGwinnett.com' and 'ATL' branding. Text on the graphic includes '2024 PROPOSED BUDGET' in white, '\$500,000' in large red font, and 'TO BROADEN MICROTRANSIT COVERAGE' in dark blue. A series of diagonal lines precedes the word 'TO'.

2024
PROPOSED
BUDGET

\$500,000

////// TO BROADEN
MICROTRANSIT COVERAGE



ARTP Strategic Blueprint

► Next phase in development of the ARTP

- Focus on: cross-county services, customer focus, and competitiveness
- Outline options for investment approaches
- Highlight indicatives, partnerships, etc. necessary for plan implementation

► Status of effort

- RFP issued this week to management consulting firms
- Contract award anticipated by mid-March
- Effort complete by December



Committee Reports

Xpress Operations Committee

- Xpress ZEB Transition Report – **Action Item**



ACTION ITEM

Regional Technology Committee

- Regional ZEB Transition Report – **Action Item**



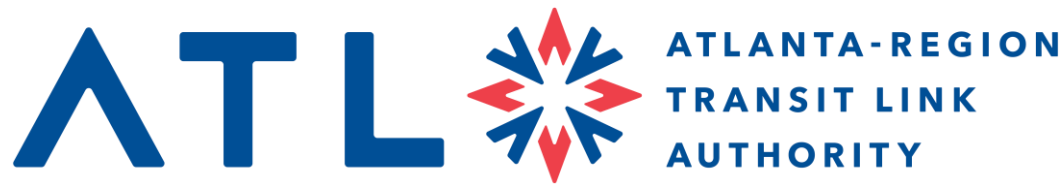
ACTION ITEM

Regional Transit Planning Committee

- Gwinnett Referendum List – **Action Item**



ACTION ITEM



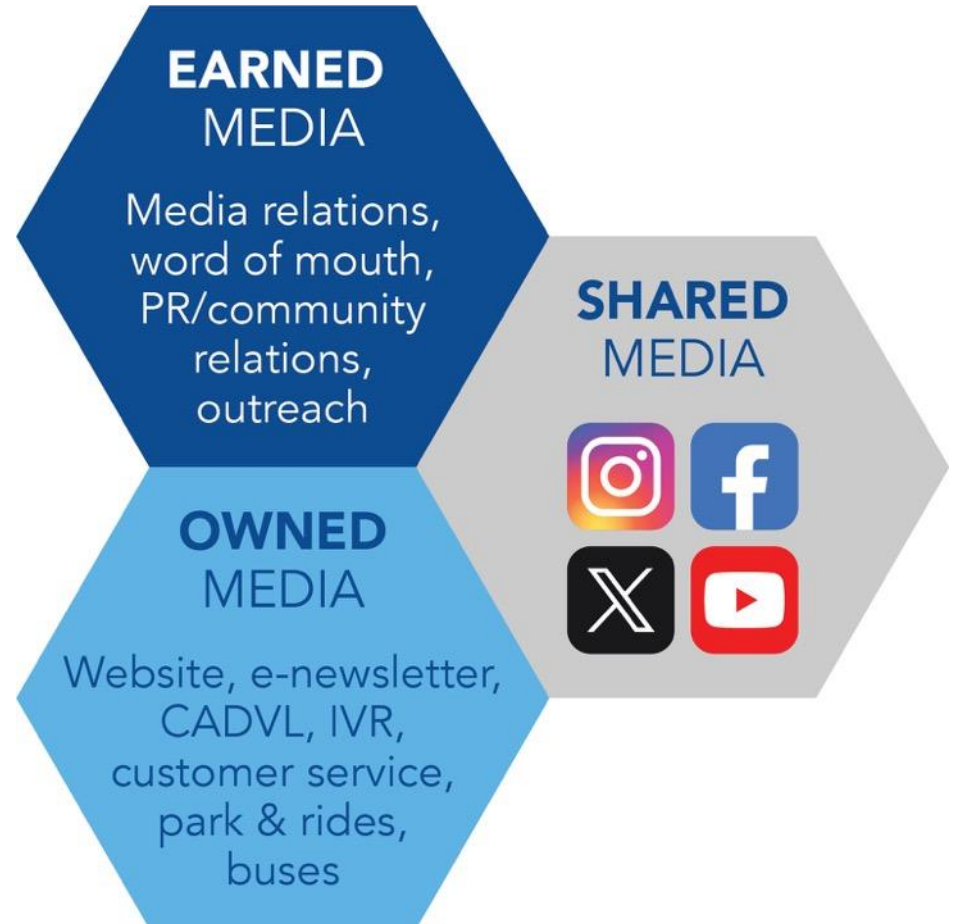
ATL RIDES & Breeze 2.0 Mobile Apps Comms Launch Update

Presented by Tiffany McCall
Director of Communications & Media Relations

February 1, 2024

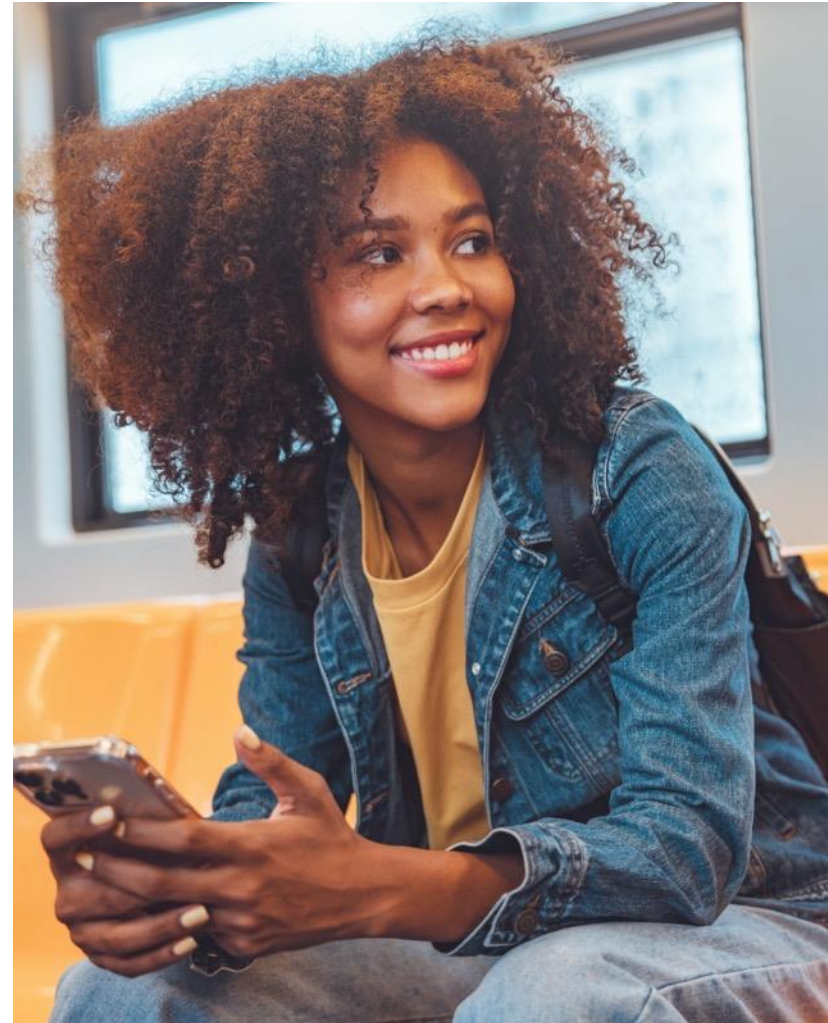
Multi-channel Communications Approach For Both Mobile Apps

- ▶ Today's media environment requires a multi-channel, integrated approach to effectively reach audiences.
- ▶ Communications centered around the PESO (Paid, Earned, Shared, Owned) model.
- ▶ Paid media is when you pay to market your organization to get it in front of an audience--essentially advertising.
- ▶ We relied on three of the PESO "channels" to communicate.



ATL RIDES Mobile App Education & Awareness Launch Objectives

- ▶ **Increase awareness** of the ATL RIDES mobile app among existing and future transit customers, including trip-planning features
- ▶ Drive **acceptance, adoption, and usage** of the ATL RIDES app among existing and future transit customers
- ▶ Foster goodwill among existing customers surrounding **increased trip-planning** functionality and customer service
- ▶ Facilitate awareness, education and adoption of consistent messaging among ATL **stakeholders and transit partners**



ATL RIDES Launch – Earned Media (Press Release)



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MEDIA OUTLETS



Office of Communications & Engagement
245 Peachtree Center Avenue, Suite 2200 • Atlanta, GA 30303

Ericka B. Bayonne
Chief Communications Officer
404-893-3004 office
404-226-9339 cell
ebayonne@arta.ga.gov

Tiffany L. McCall
Communications & Media Director
404-893-3025 office
470-249-7531 cell
tmccall@arta.ga.gov

For Immediate Release:
October 5, 2023

**Atlanta-region Transit Link Authority (ATL) Launches Georgia's
First Regional Transit Trip-Planning App
ATL RIDES Enables Customers to Plan Trips Across Metro Atlanta**

ATLANTA – Today, the Atlanta-region Transit Link Authority (ATL) announced the launch of ATL RIDES – the state's first regional transit trip planning app. The new technology will enable customers to travel across 13 counties via six transit agencies – Xpress, MARTA, Ride Gwinnett, [CobbLinc](#), Connect Douglas and Cherokee Area Transportation System (CATS) – using just one app to plan their trip.

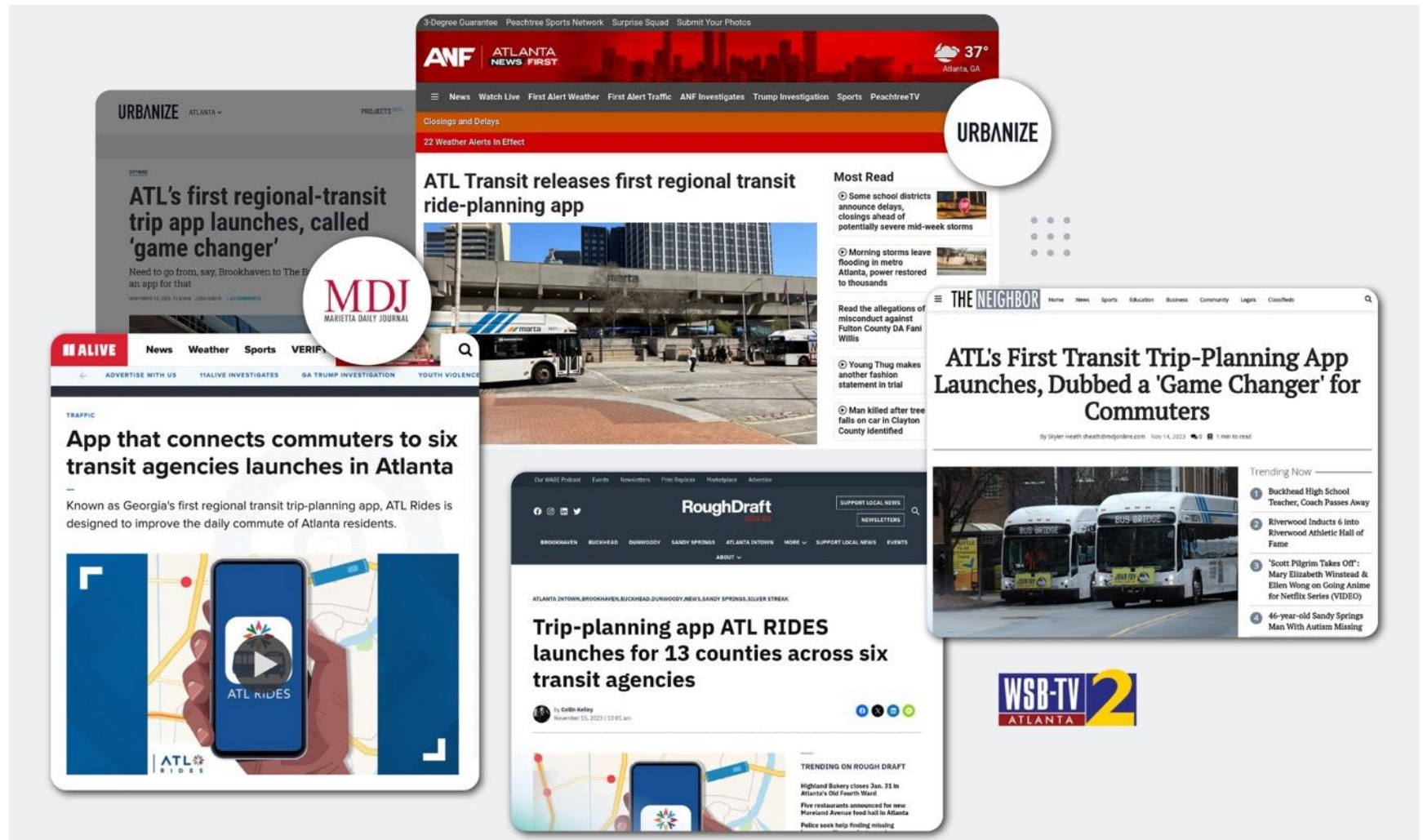
"The development of ATL RIDES is the culmination of the strong partnership between these six transit agencies in the Metro area," said Jannine Miller, Executive Director of the ATL. "Getting this app off the ground required tremendous coordination behind the scenes. And we're not stopping here. You can expect to see more efforts like this in the future as we come together to solve the region's transportation challenges."

With the app, travelers will now be able to plan a trip from Buckhead to the Battery, Mableton to Midtown, Austell to the Airport or South Cobb to Stone Mountain – cross-county/cross-agency trips that in the past have been difficult to schedule.







In addition, unlike similar apps such as Google Maps, ATL RIDES provides the most current route information directly from the transit agencies and real-time vehicle arrival information, enabling riders to see when their next bus or train will reach their location. Travelers with disabilities can also select a setting for wheelchair-accessible routes. [Future plans](#) call for the addition of micro-mobility, such as scooter share and bike share, and on-demand services such as paratransit.

Press Release

ATL RIDES Launch – Earned Media (Pitched Digital, Print, Radio, Tv)



ATL RIDES Launch – Secured Placements

	Outlet	Internet	Print	Radio	TV
	WSB	✓	⊘	✓	✓
	Northside Neighbor	✓	✓	⊘	⊘
	Marietta Daily Journal	✓	✓	⊘	⊘
	UrbanGeekz	✓	⊘	⊘	⊘
	Douglas County Sentinel	✓	✓	⊘	⊘
	CBS46 (WGCL)	✓	⊘	⊘	✓

ATL RIDES Launch – Shared Media (Social)



SOCIAL MEDIA PLATFORMS



ATL & Xpress



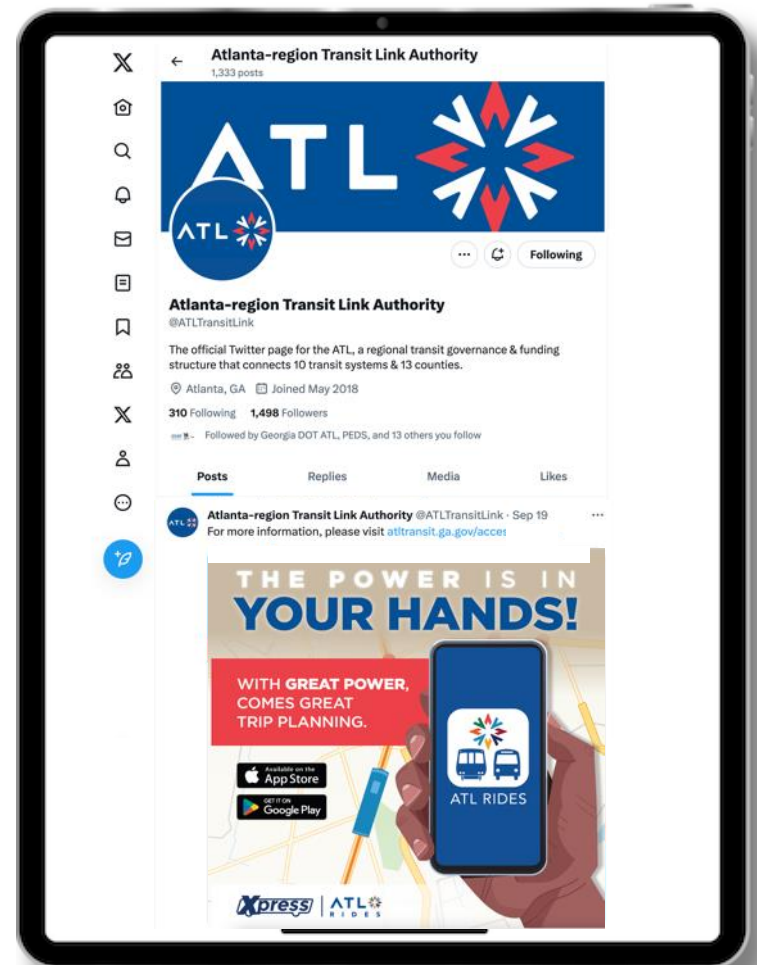
ATL & Xpress



Xpress

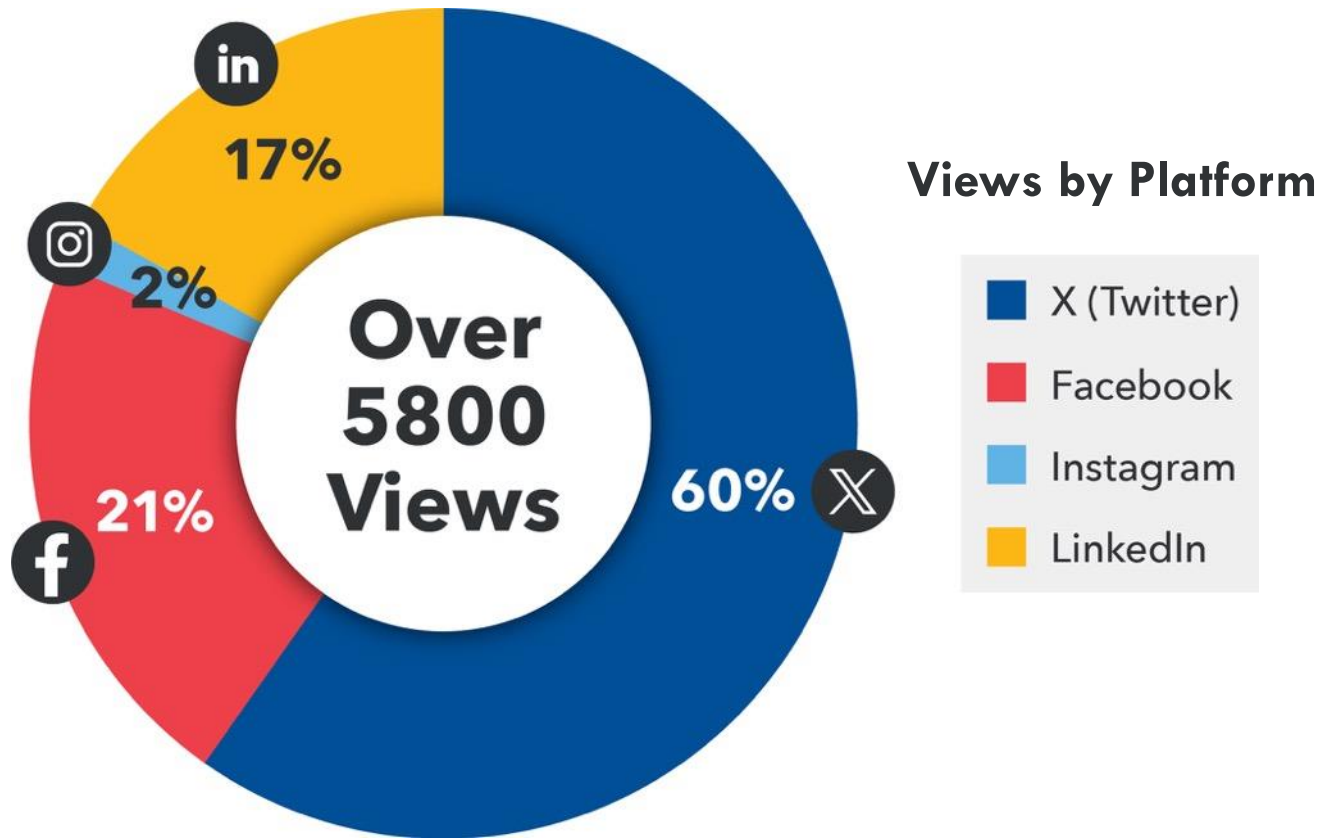


ATL

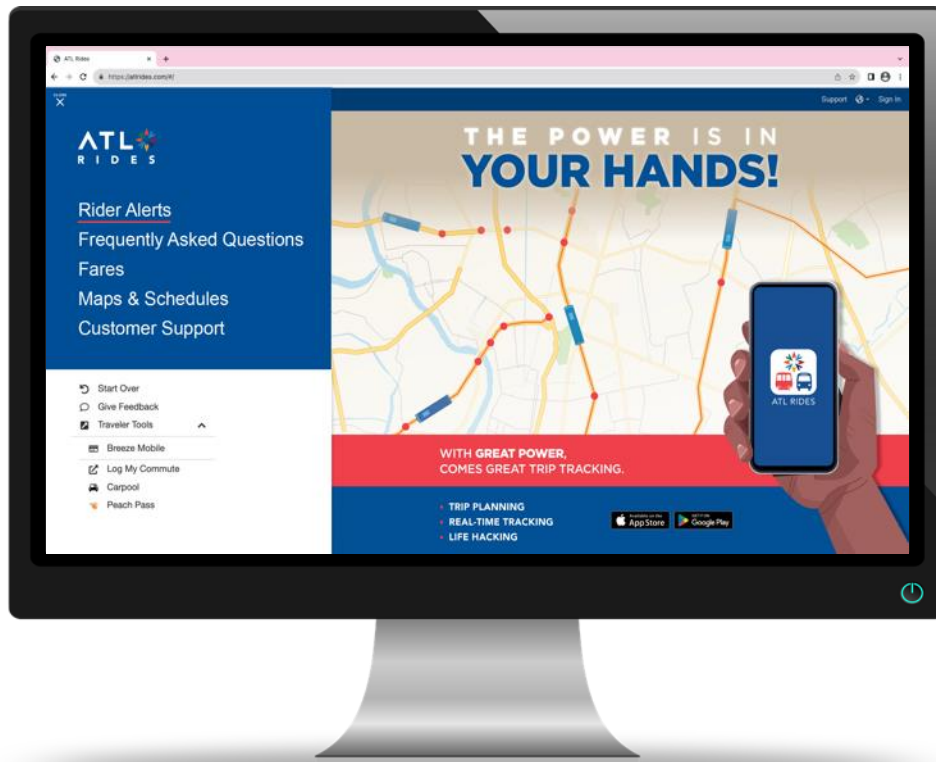


Social Media/Twitter

ATL RIDES Launch – Social Media

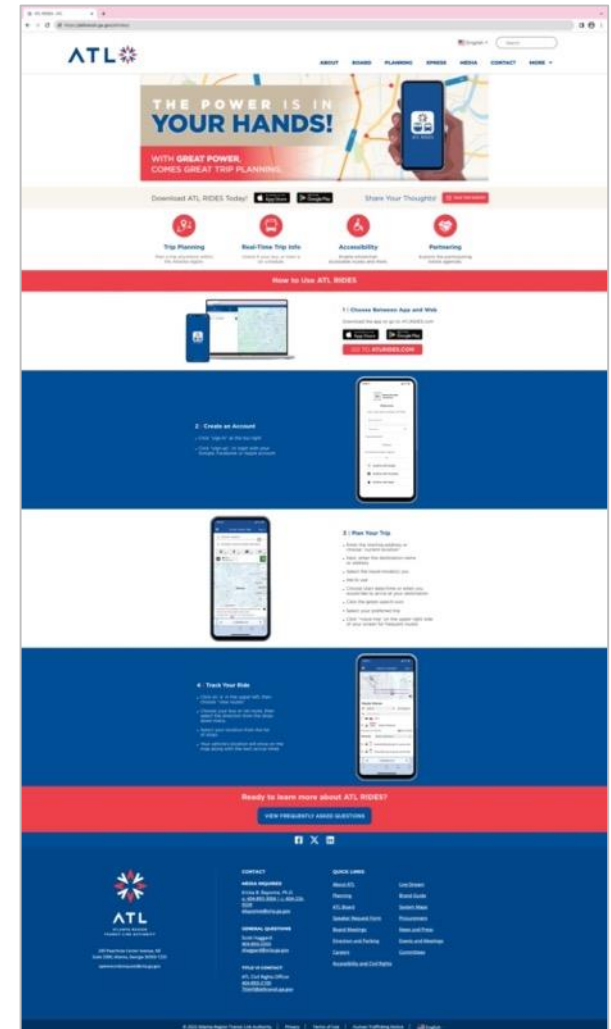


ATL RIDES Launch – Owned Media (Website)



Web Page

atltransit.ga.gov/atlrides



Landing Page

ATL RIDES Launch – Owned Media

PARK & RIDES



Park & Ride Poster

50

POSTERS

Installed at Park & Rides

RETAIL CENTERS/BUSES

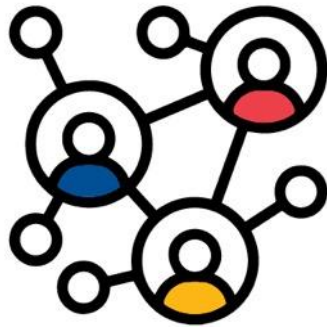


Hang Tag (Buses) /Rack Card (Retail Center)

3,500

**RACK CARDS/ HANG TAGS
Distributed**

ATL RIDES Launch – Owned (Email Marketing)



**Over
6200
Recipients**



**2355
Emails
Opened**

Higher vs. Benchmark



**579
Click-
throughs**

Higher vs. Benchmark

ATL RIDES LAUNCH – OWNED (EMAIL MARKETING)

ATL RIDES Launch – Final Steps

Media Kits For Agency Partners

- ▶ Press Release - External
- ▶ Elevator Pitch - Internal/External
- ▶ Talking Points
- ▶ Social Media
- ▶ Web Slider
- ▶ On-Board Monitor
- ▶ Hang Tag
- ▶ Rack Card
- ▶ Poster
- ▶ Timeline



Breeze Mobile 2.0 App Launch – Education & Awareness Launch Objectives

► Overall Goal:

- Supplement MARTA campaign
- Provide as seamless a transition as possible
- Improve the customer experience
- Demonstrate regional leadership

► Targets: MARTA, Xpress, Ride Gwinnett & CobbLinc

- Customers
- Operators
- Executive teams/admin staff
- Board/stakeholders



Breeze Mobile 2.0 App Launch – Earned Media (Press Release)

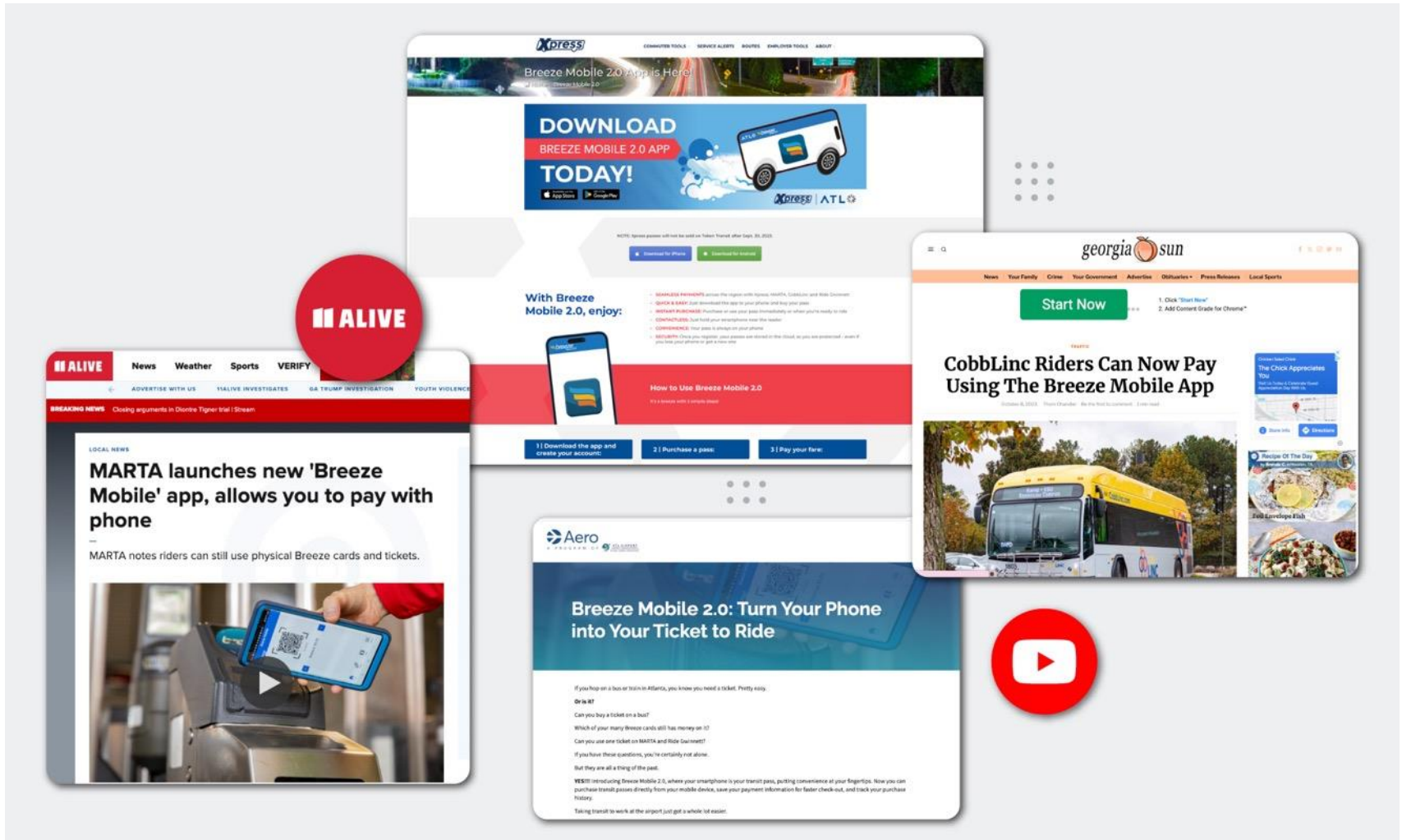


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MEDIA OUTLETS



Press Release

Breeze Mobile 2.0 App Launch – Earned Media (Digital, Print, Radio, TV)



Breeze Mobile 2.0 App Launch – Shared Media (Social)



SOCIAL MEDIA PLATFORMS



ATL &
Xpress



ATL &
Xpress



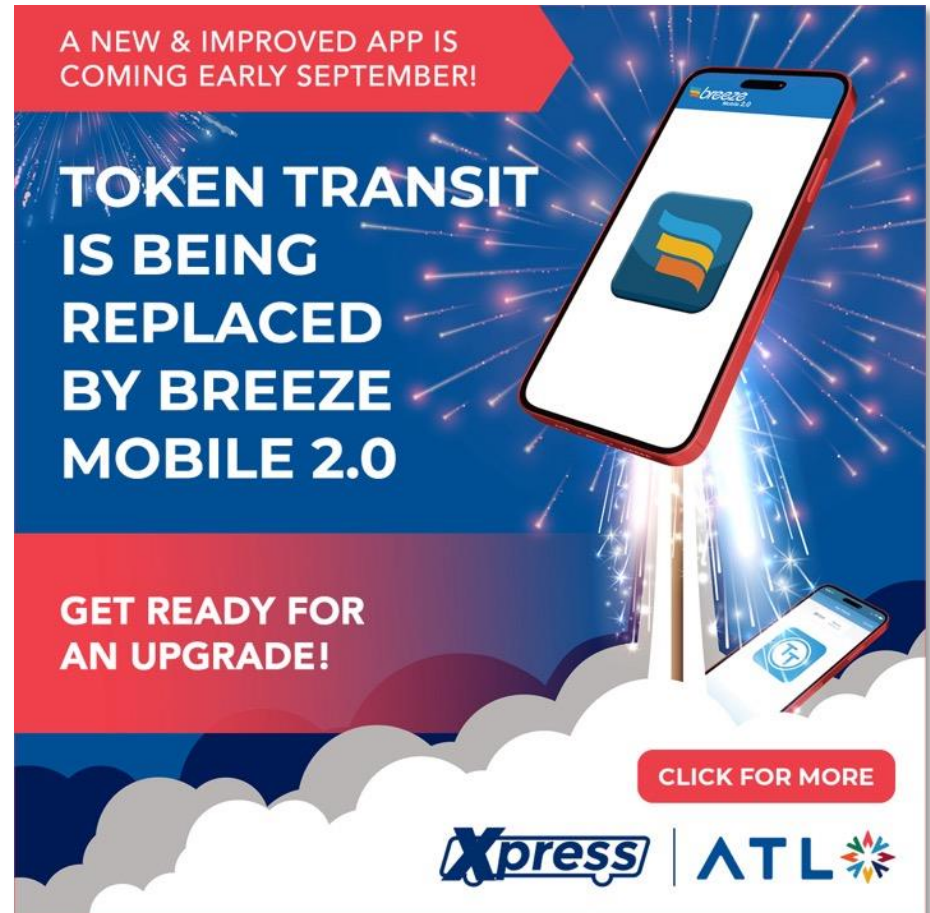
Xpress



ATL

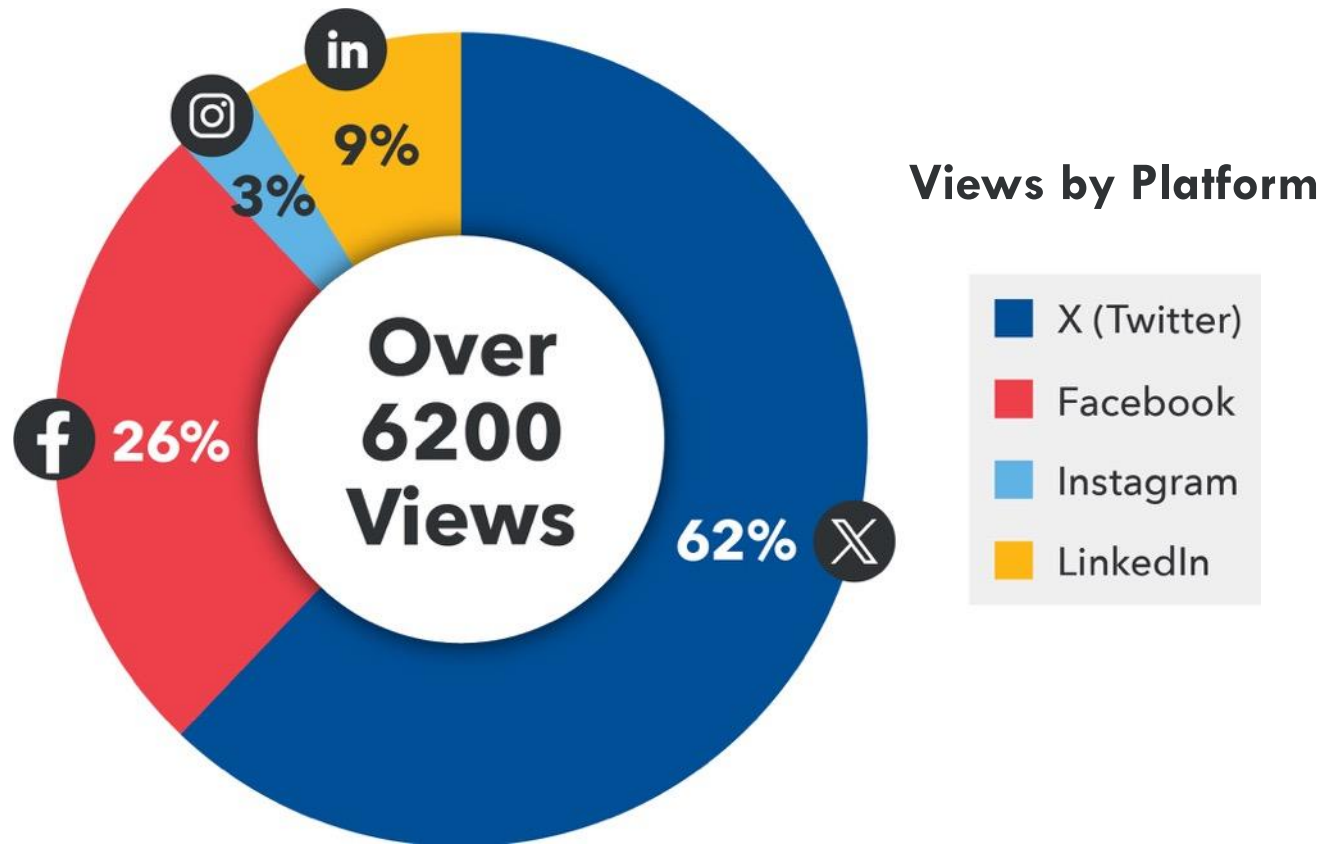


YouTube



Digital Asset

Breeze Mobile 2.0 App Launch – Results: Xpress Social Media

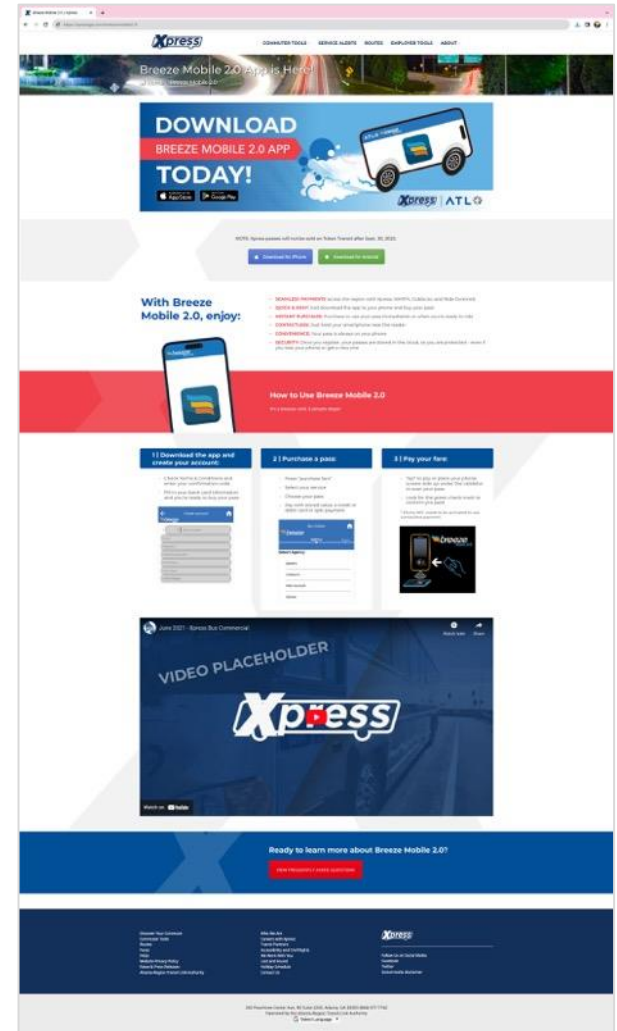


Breeze Mobile 2.0 App Launch – Owned Media (Website)



Web Page

xpressga.com/breeze-mobile

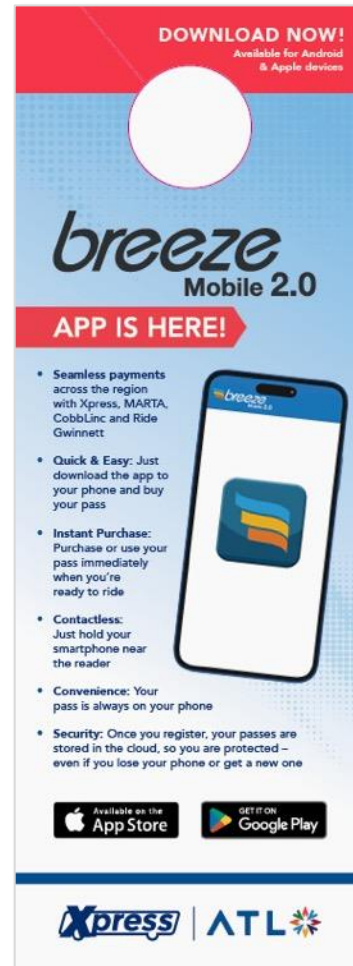


Landing Page

Breeze Mobile 2.0 App Launch – Owned Media (Park & Rides/Buses)



Shelter Poster

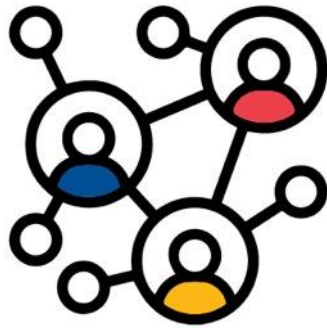


Hang Tag

50
POSTERS
Installed at
Park & Rides

3,500
**RACK CARDS/
HANG TAGS**
distributed

Breeze Mobile 2.0 App Launch – Owned (Email Marketing)



**Over
6200
Recipients**



**2355
Emails
Opened**

Higher vs. Benchmark



**579
Click-
throughs**

Higher vs. Benchmark

Breeze Mobile 2.0 App Launch – Results: Overall Metrics To Evaluate Audience Engagement

Tactics	Media Outreach	Social Media	Website	E-Newsletter
ATL RIDES October 2023	11.4M Impressions	5,800 Impressions	5,146 Traffic	2,355 Opens 579 Link Clicks
Breeze Mobile 2.0 October 2023 - ATL May 2023 - MARTA	82.5M Impressions	6,200 Impressions	7,525 Traffic	2,355 Opens 579 Link Clicks



Thank You!



New Business



ADJOURN