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### **Atlanta-Region Transit Link Authority (ATL) Holds First Board Meeting** *Board Adopts Bylaws and New Agency Logo*

The Atlanta-Region Transit Link Authority (ATL) Board of Directors held its inaugural meeting today beginning the next phase of transit for the region. The [16-member board](#) is comprised of six members appointed by state officials with the remaining members elected by local delegations to represent [10 transit districts](#) across a [13-county region](#). Board members are a mix of local business leaders and elected officials who will take a renewed look at transit planning and funding to improve coordination, integration and efficiency throughout the region.

State Senator Brandon Beach and State Representative Kevin Tanner, co-authors of HB930, the legislation that created the ATL, attended and provided remarks on this historic occasion.

“This is an important first step in an exciting process to move our region forward,” said State Sen. Brandon Beach, Chair of the Senate Transportation Committee.

State Rep. Kevin Tanner, Chair of the House Transportation Committee added, “We’ve got the right people on the board to foster collaboration across the region to drive connectivity and economic development.”

Under the direction of Chair Charlie Sutlive (appointed by Gov. Nathan Deal) and in coordination with ATL Interim Executive Director Chris Tomlinson, the Board addressed and unanimously approved the following initial action items:

- Adoption of Bylaws
- The ATL Board Communications Protocol
- Authorization to seek Federal Transit Administration Direct Recipient Status
- 2019 Board Meeting Calendar
- The ATL Logo and Brand Adoption

“The Board is committed to being inclusive and wants to collaborate with our regional partners and transit riders,” said Charlie Sutlive, ATL Board Chair. “The newly adopted ATL logo was created with a variety of stakeholder input, including qualitative and quantitative research, and a full creative process.”

That research included surveying some 500 transit riders with varying ethnicities, incomes and ridership usage, representing the 13 ATL counties.

The design of the logo resembles both a star and a compass providing clarity and guidance to transit riders. A full description and downloadable version of the design can be found on the ATL website at <http://atltransit.ga.gov/>.

“The new design is for agency use and provides a starting point for discussion and future decisions around regional transit branding,” explained Chris Tomlinson, ATL Interim Executive Director. “These decisions will be shaped by future conversations between the ATL board, regional partners and transit stakeholders.”



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Per HB 930, after January 1, 2019, any newly acquired MARTA transit asset worth more than \$250,000 must display the ATL brand. The Board will continue to work closely with all regional transit partners to determine how best to incorporate the ATL brand.

The next meeting of the Atlanta-Region Transit Link Authority (ATL) Board of Directors is scheduled for January 24, 2019.

### **About the Atlanta-Region Transit Link Authority**

*The ATL was established by HB 930 to provide coordinated transit planning and funding for the metro Atlanta region. The ATL is responsible for developing a Regional Transit Plan, as well as identifying and prioritizing the projects and initiatives required to develop region-wide transit. The ATL is also charged with creating a unified regional transit system brand. The population of metro Atlanta is growing rapidly — projected to add an additional 2.5 million residents by 2040. The ATL is a critical step towards more efficient and effective transit and mobility in the region. For more information on The ATL, visit <https://atltransit.ga.gov/> and follow us [Twitter](#) and [Facebook](#).*