Atlanta Regional Commission

ARC Website Update

October 2023

ARC Strategy Alignment

- The website refresh project will support the **One Great Region** goal: **Regional services delivered with operational excellence and efficiency.**

- **The objectives of this site refresh are:**
  - To apply ARC's new brand to the website to communicate its One Great Region strategy.
  - To more effectively communicate ARC's critical business information and improve the user-experience for site visitors.

  The objectives will be accomplished through a strategic, data-driven website design process.

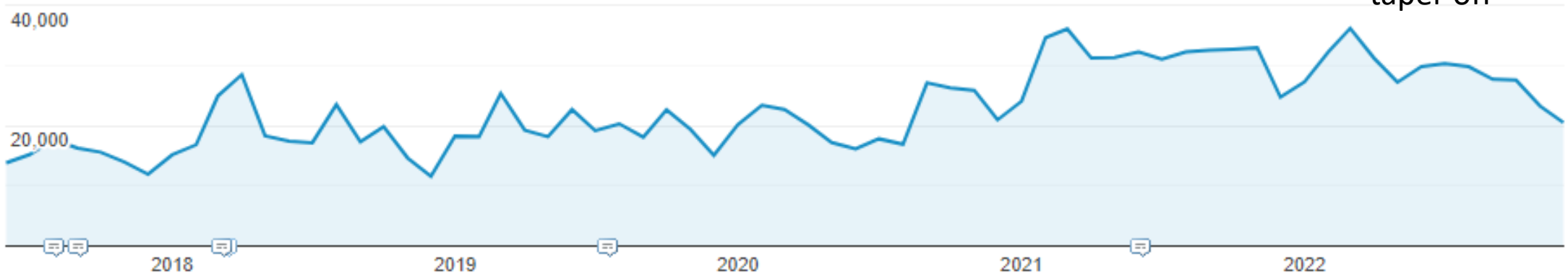
- **What this refresh is not**, is a complete redesign or re-thinking of the ARC website.

Visits Since Last Redesign

Press release regarding formation of the ATL

Integration of WNATL & TARP sites

AT&T Credit Card Charge inquiries taper off

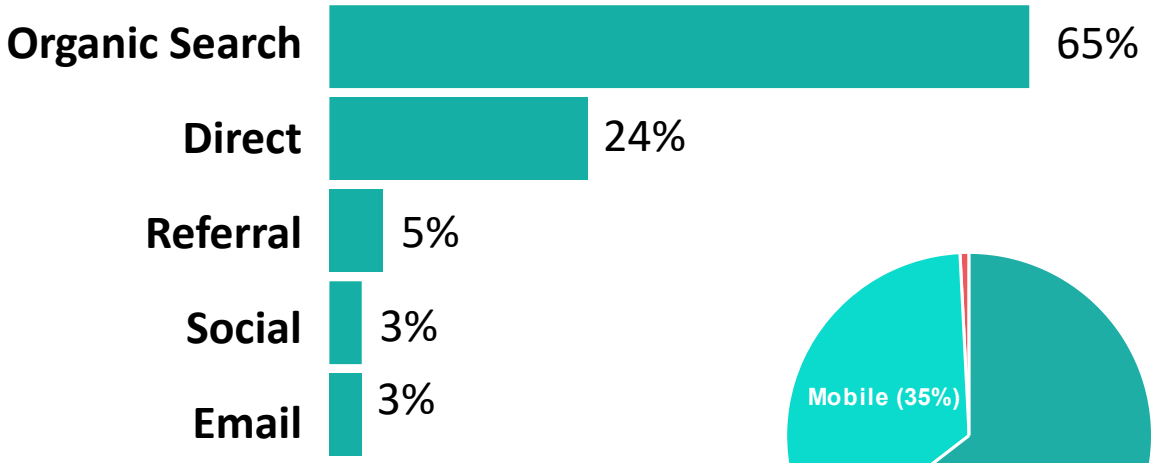


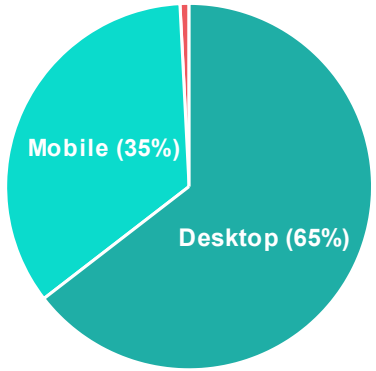
224,903	236,326	254,478	375,475	342,799
Visits in 2018	Visits in 2019	Visits in 2020	**Visits in 2021**	Visits in 2022

A Glimpse at Traffic in 2023: Jan – September

271,324
Visits

170,671
Visitors





13% of visits started on the homepage

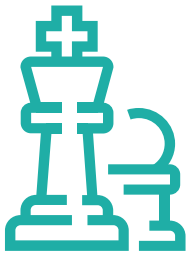
44% of social traffic came from LinkedIn
38% came from Facebook and 13% from Twitter.

Top 10 Pages
Homepage (11%)
About the Atlanta Region (5%)
GSMM (3%)
Employment at ARC (2%)
About ARC (2%)
MTP Update (1%)
Procurement (1%)
TIP (1%)
Career Resource Centers (1%)
2023 State of the Region (1%)

Top 10 Google Search Queries that Brought Traffic to the ARC Website

1. Atlanta Regional Commission
2. Georgia Stormwater Management Manual
3. Atlanta Counties
4. ARC
5. Metro Atlanta Counties
6. Metro Metropolitan Area
7. Metro Atlanta
8. Counties in Atlanta
9. Atlanta Population 2022
10. Atlanta Regional Commission Jobs

Strategic Web Design Process

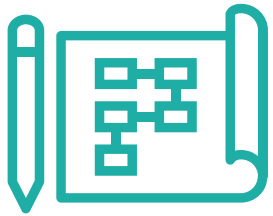


STRATEGY

What does the organization want to get out of the site?

What do our users want to get out of the site?

Deliverables
Site Strategy Document



SCOPE & STUCTURE

What content and functionality are required to meet our strategy

How will the content and functionality fit together?

Deliverables
Content plan, Functional specs, Site map

SKELETON

What components will enable people to use the site?

How should the page-level information be organized?

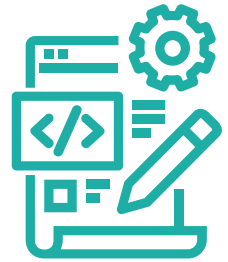
Deliverables
Site wireframes

STYLE

What colors, fonts, and image styles will be used to enhance our messages?

What brand standards need to be considered?

Deliverables
Site design comps



PRODUCTION

It all comes together:

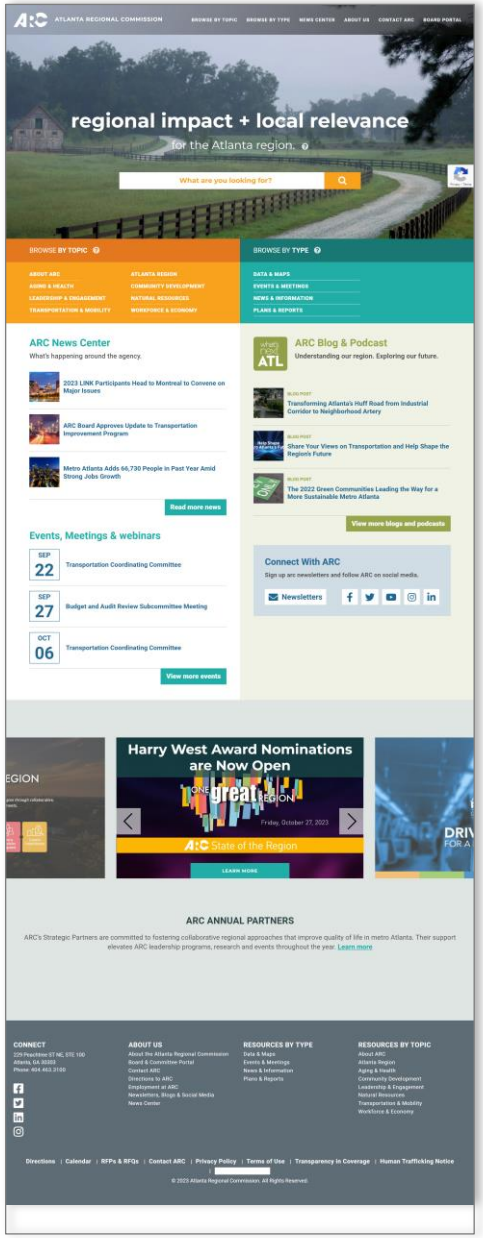
Graphic production, Web and CMS development, final copy editing, browser and device testing, and launch.

Deliverables
Final, test site files, Admin manual, Admin training session.

Refresh Priority Areas

The Creative and Digital Media Department held two focus groups across the agency. Based on this feedback and the external survey results, the following will serve as priority areas for the refresh:

- Develop plan to improve content management and integrity
- Rethink site architecture that is based on the target audience’s needs and vernacular
- Improve site search capabilities
- Design new interface and templates for the homepage, topic landing pages, and the main content pages.
- Finalize the design and execution of the document library.
- Improve site accessibility.
- Develop a new site interface and page templates that embody ARC's revamped brand messaging and visual persona.


ATLANTA REGIONAL COMMISSION
regional impact + local relevance
for the Atlanta region.
What are you looking for?
BROWSE BY TOPIC
BROWSE BY TYPE
ARC News Center
What's happening around the agency.
2023 LINK Participants Head to Montreal to Convene on Major Issues
ARC Board Approves Update to Transportation Improvement Program
Metro Atlanta Adds 66,730 People in Past Year Amid Strong Jobs Growth
Read more news
Events, Meetings & webinars
SEP 22 Transportation Coordinating Committee
SEP 27 Budget and Audit Review Subcommittee Meeting
OCT 06 Transportation Coordinating Committee
View more events
ARC Blog & Podcast
Understanding our region. Exploring our future.
Transforming Atlanta's Huff Road from Industrial Corridor to Neighborhood Artery
Share Your Views on Transportation and Help Shape the Region's Future
The 2022 Green Communities Leading the Way for a More Sustainable Metro Atlanta
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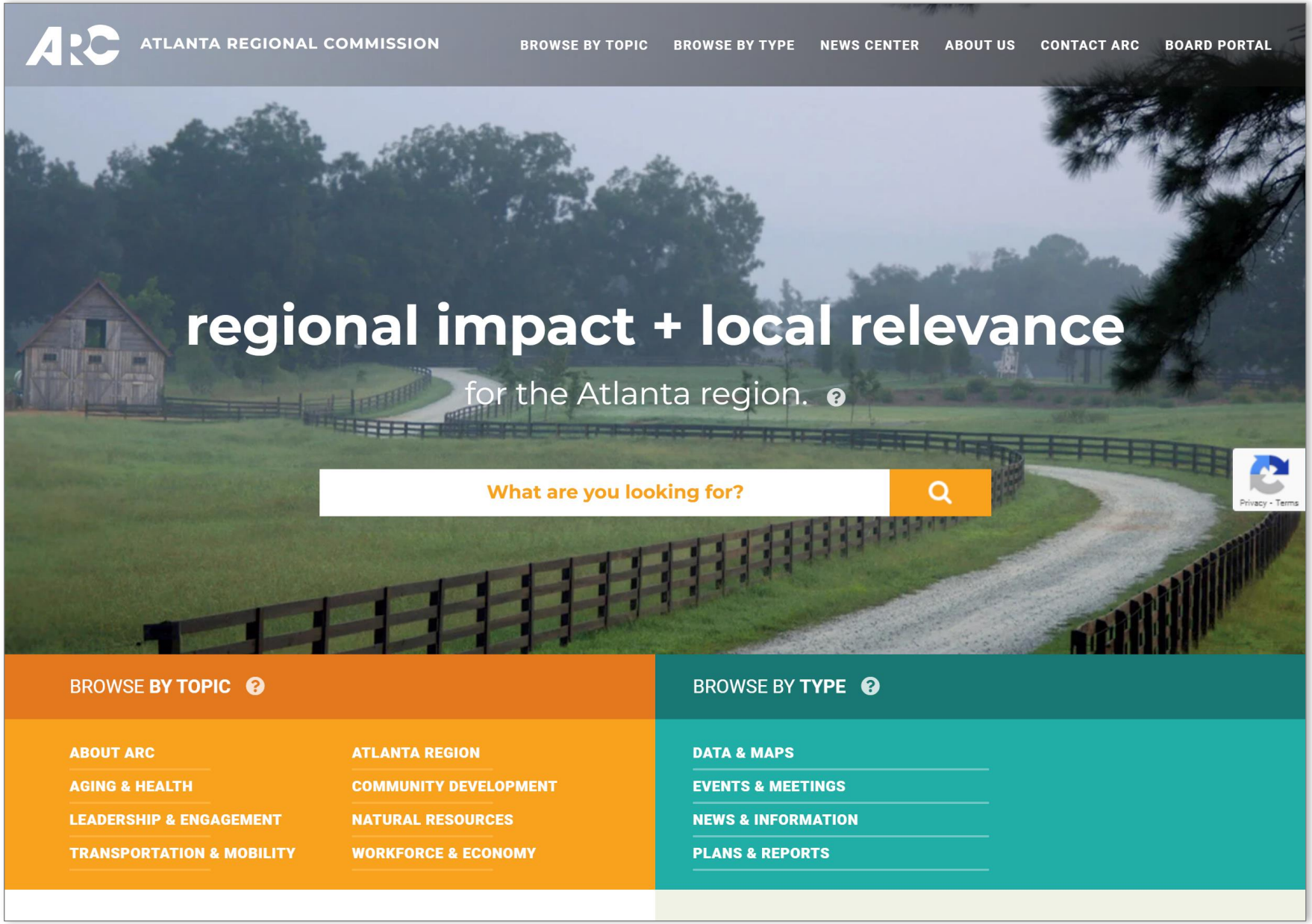
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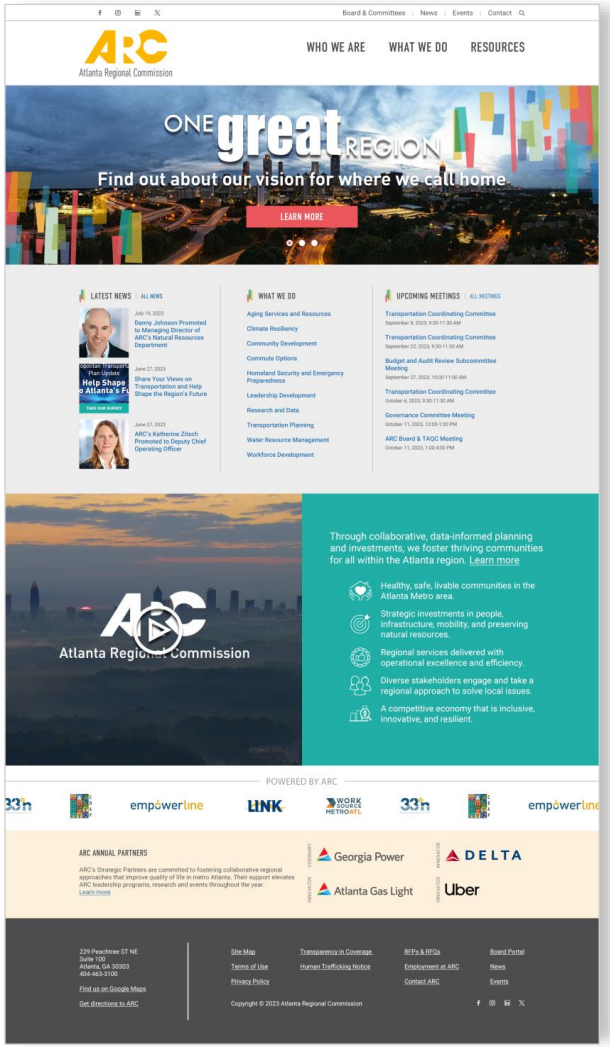
LEADERSHIP & ENGAGEMENT
TRANSPORTATION & MOBILITY
ATLANTA REGION
COMMUNITY DEVELOPMENT
NATURAL RESOURCES
WORKFORCE & ECONOMY
BROWSE BY TYPE
DATA & MAPS
EVENTS & MEETINGS
NEWS & INFORMATION
PLANS & REPORTS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Healthy, safe, livable communities in the Atlanta Metro area.
Strategic investments in people, infrastructure, mobility, and preserving natural resources.
Regional services delivered with operational excellence and efficiency.
Diverse stakeholders engage and take a regional approach to solve local issues.
A competitive economy that is inclusive, innovative, and resilient.
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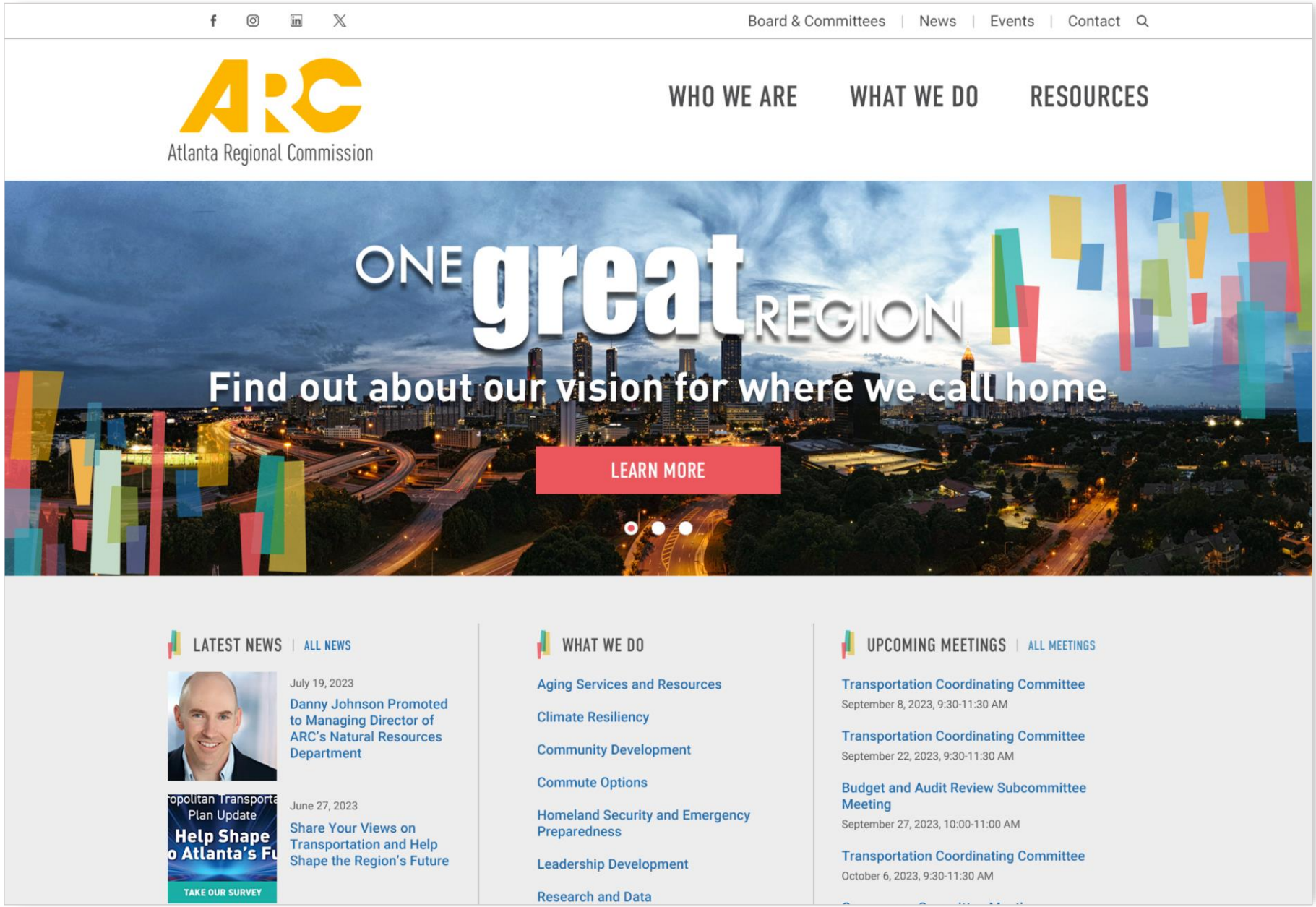
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June 27, 2023
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Community Development
Commute Options
Homeland Security and Emergency Preparedness
Leadership Development
Research and Data
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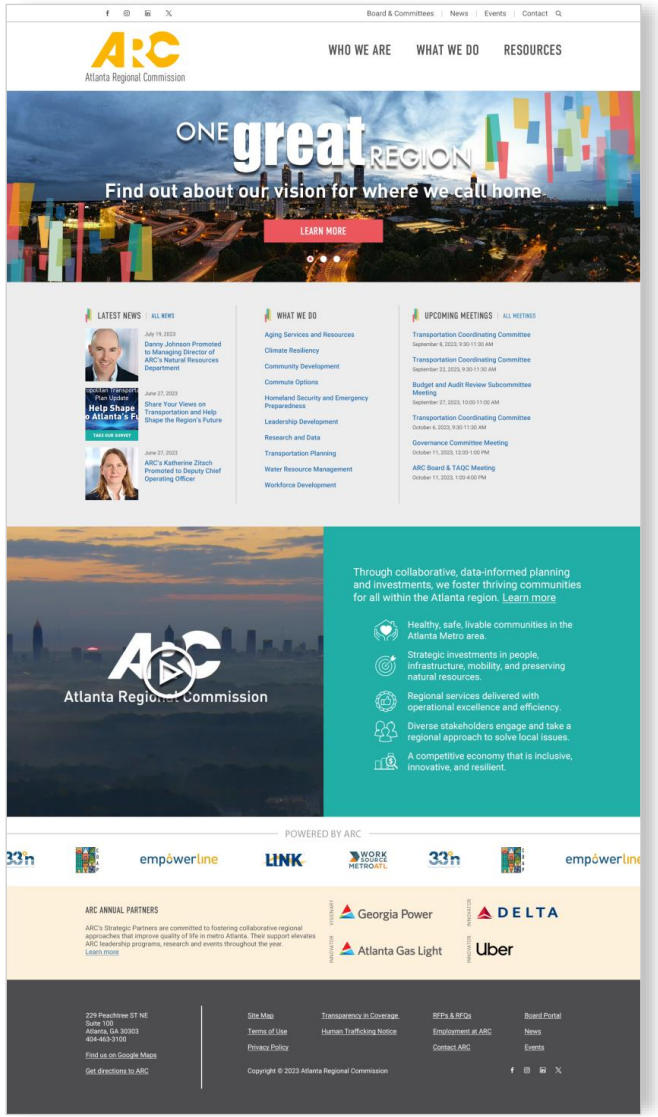
Transportation Coordinating Committee
September 8, 2023, 9:30-11:30 AM
Transportation Coordinating Committee
September 22, 2023, 9:30-11:30 AM
Budget and Audit Review Subcommittee Meeting
September 27, 2023, 10:00-11:00 AM
Transportation Coordinating Committee
October 6, 2023, 9:30-11:30 AM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Leadership Development
Research and Data
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Water Resource Management
Workforce Development
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Transportation Coordinating Committee
Governance Committee Meeting
ARC Board & TAQC Meeting
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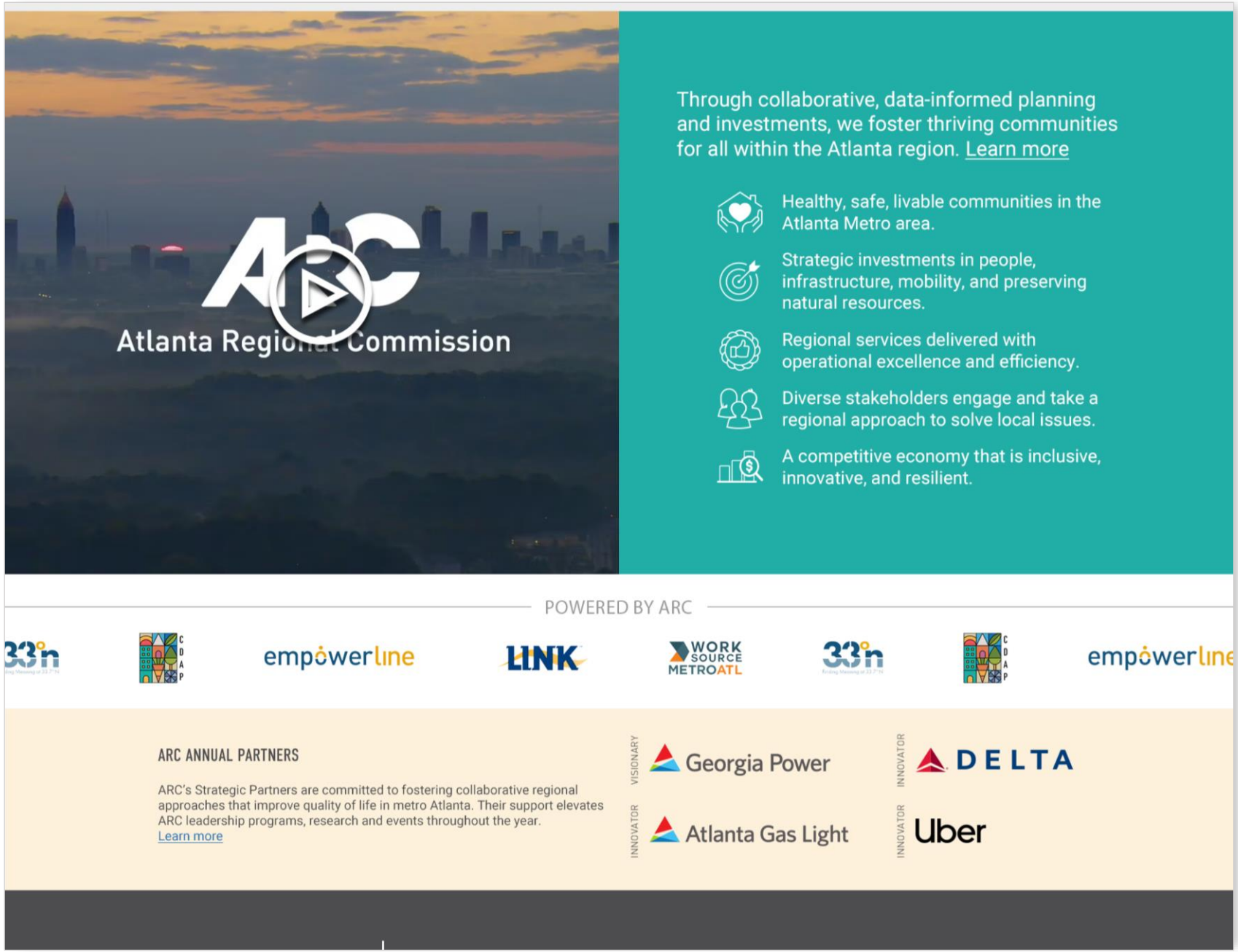
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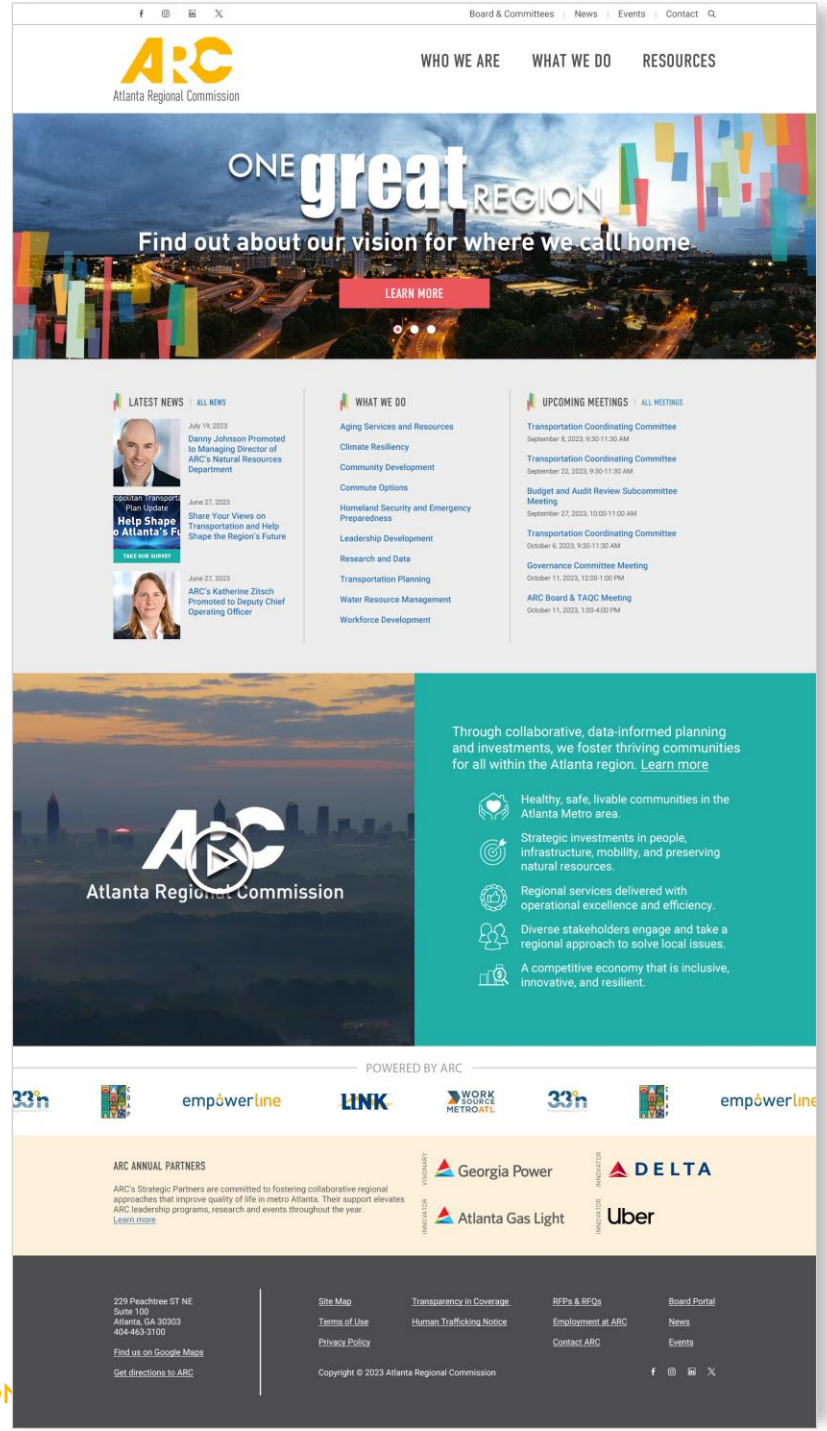
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October 11, 2023, 1:00-4:00 PM
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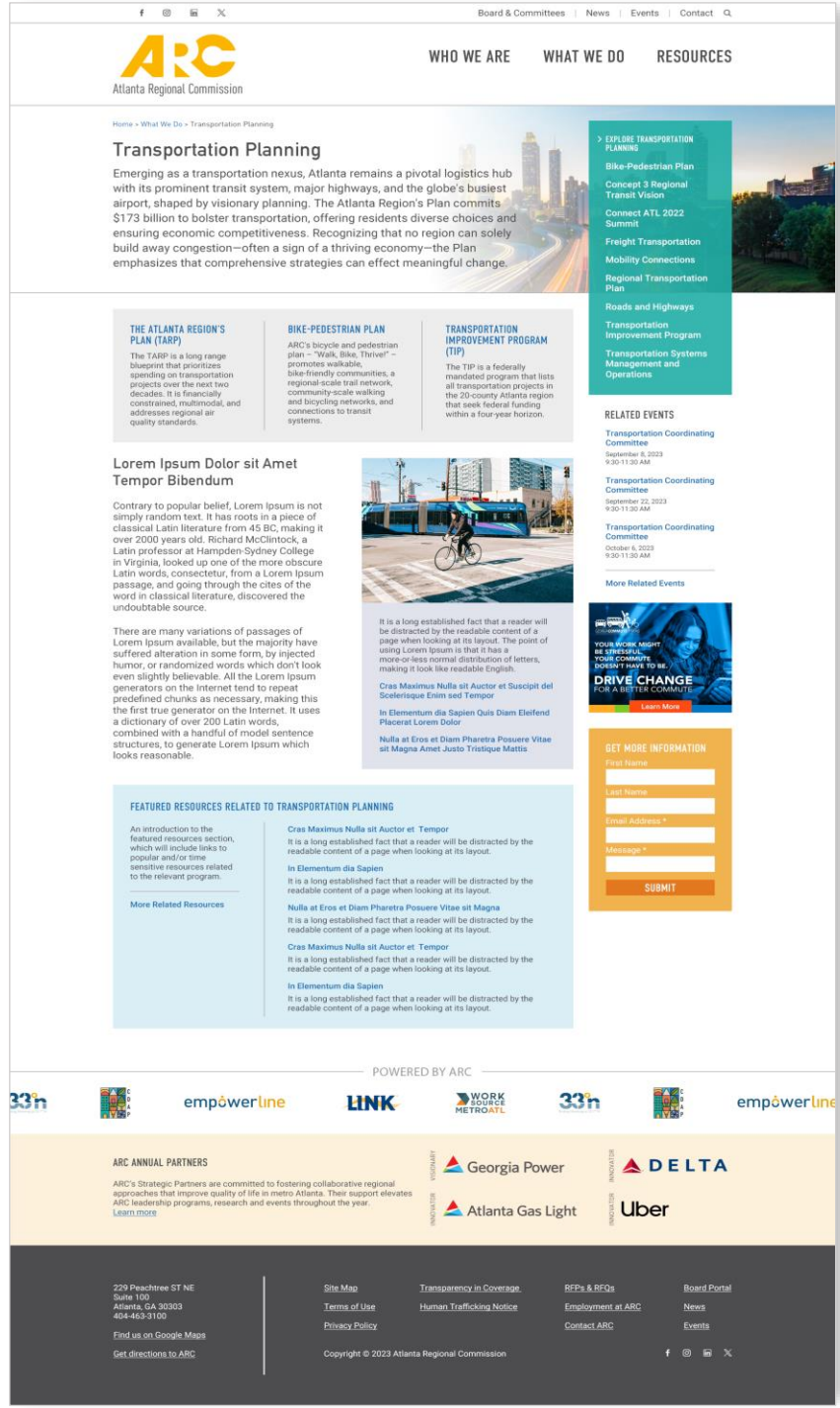
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Transportation Planning
Emerging as a transportation nexus, Atlanta remains a pivotal logistics hub with its prominent transit system, major highways, and the globe's busiest airport, shaped by visionary planning. The Atlanta Region's Plan commits $173 billion to bolster transportation, offering residents diverse choices and ensuring economic competitiveness. Recognizing that no region can solely build away congestion—often a sign of a thriving economy—the Plan emphasizes that comprehensive strategies can effect meaningful change.
EXPLORE TRANSPORTATION PLANNING
Bike-Pedestrian Plan
Concept 3 Regional Transit Vision
Connect ATL 2022 Summit
Freight Transportation
Mobility Connections
Regional Transportation Plan
Roads and Highways
Transportation Improvement Program
Transportation Systems Management and Operations
THE ATLANTA REGION'S PLAN (TARP)
The TARP is a long range blueprint that prioritizes spending on transportation projects over the next two decades. It is financially constrained, multimodal, and addresses regional air quality standards.
BIKE-PEDESTRIAN PLAN
ARC's bicycle and pedestrian plan – "Walk, Bike, Thrive!" – promotes walkable, bike-friendly communities, a regional-scale trail network, community-scale walking and bicycling networks, and connections to transit systems.
TRANSPORTATION IMPROVEMENT PROGRAM (TIP)
The TIP is a federally mandated program that lists all transportation projects in the 20-county Atlanta region that seek federal funding within a four-year horizon.
Lorem Ipsum Dolor sit Amet Tempor Bibendum
Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source.
There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humor, or randomized words which don't look even slightly believable. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable.
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, making it look like readable English.
Cras Maximus Nulla sit Auctor et Suscipit del Scelerisque Enim sed Tempor
In Elementum dia Sapien Quis Diam Eleifend Placerat Lorem Dolor
Nulla at Eros et Diam Pharetra Posuere Vitae sit Magna Amet Justo Tristique Mattis
FEATURED RESOURCES RELATED TO TRANSPORTATION PLANNING
An introduction to the featured resources section, which will include links to popular and/or time sensitive resources related to the relevant program.
More Related Resources
Cras Maximus Nulla sit Auctor et Tempor
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.
In Elementum dia Sapien
It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.
Nulla at Eros et Diam Pharetra Posuere Vitae sit Magna
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Design Update Project Timeline

	Milestone	Expected Delivery
★	~~**Begin strategy phase**~~	~~**3/17/23**~~
	~~Deliver strategy document~~	~~3/31/23~~
	~~Approve strategy~~	~~4/7/23~~
★	~~**Begin scope, structure, and skeleton phases [COMBINED] scope and structure phase**~~	~~**6/7/23**~~
	~~Deliver content plan, functional specs, site map, and wireframes~~	~~6/20/23~~
	~~Approve content plan, functional specs, site map, and wireframes~~	~~7/6/23~~
★	~~**Begin style phase**~~	~~**7/7/23**~~
	~~Deliver design comps~~	~~7/21/23~~
	~~Approve design comps~~	~~9/18/23~~
★	**Begin production**	**9/18/23**
	Deliver beta site (short-term updates only)	10/19/23
★	**Approve beta site for launch (short-term updates only)**	**10/19/23**

ONE great REGION

Questions?

Atlanta Regional Commission