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ARC Web Site Wins Award, Expands Online Offerings



(ATLANTA – Jan. 12, 2007) The Public Relations Society of America/Georgia Chapter recently bestowed its top Phoenix Award for Web site excellence to the Atlanta Regional Commission (ARC). The award comes as www.atlantaregional.com continues to improve its content, add to its video library and expand its interactive mapping systems. The site was recognized for its easy-to-use format, clear messaging and personalization features.

ARC unveiled its new Web site in 2006 and it offers visitors the opportunity to personalize their visit to focus on a specific geographic area or topic of interest, a robust search function, easier access to all of the agency's documents for downloading, regularly updated economic and demographic data, an interactive mapping system and an online calendar of events and opportunities for involvement in regional planning efforts.

The successful launch of www.atlantaregional.com and 10 other new or redesigned sites helped boost the number of unique hits on ARC's family of Web sites to nearly 1.2 million in 2006, a 25 percent increase.

ARC's Web site offers several features designed to provide users with an easier, quicker way to research regional issues, including:

VIDEOS: ARC's quarterly public affairs television show, "The Shape of Things to Come," can be viewed from the site. In addition, the site offers two new videos that celebrate 60 years of regional planning and capture the visions from regional leaders on the future of the region, along with a timeline of regional planning milestones and a demographic profile of the region.

In addition, the site also includes six video segments that focus on a variety of ARC initiatives, including workforce development, Global Atlanta Works, water conservation, the Southern Regional Accessibility Study and two corridor studies.

INTERACTIVE MAPPING: Using ARC's Geographic Information Systems (GIS) data, visitors can create and view interactive displays of regional transportation plans, water data and greenspace. A new feature catalogues the region's greenspace and allows users to search for greenspace in their area by querying several fields including county, zip code or nearest city. In addition, projects in the region's short- and long-range transportation blueprints are included so residents can find out more about plans that impact their neighborhood and commute. Also, users can produce maps at any scale that show stream segments along the Ocmulgee, Coosa, Chattahoochee and Flint river basins and their maximum daily load for certain pollutants and state water quality standards.

INFORMATION CENTER: All ARC data, documents, maps, publications, reports and newsletters are available in one place and searchable by keyword, topic or type. Users can also opt-in to receive publications via email.

CALENDAR: Users can search online for upcoming meetings and events by keyword or date and view events in a traditional calendar format or through a new list function.

TALK TO ARC: Stakeholders can offer feedback and questions through a Contact Us form available from every page on the site, as well as sign up to receive ARC newsletters, publications and updates.

The Phoenix Awards is a competition designed by PRSA/GA to recognize projects and programs that demonstrate excellence in the public relations profession in Georgia.

Visit www.atlantaregional.com for more information. For more information about PRSA, go to www.prsageorgia.org.

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The Atlanta Regional Commission is the official planning agency for the 10-county Atlanta region, including Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale counties as well as the City of Atlanta and 65 other municipalities. *The Atlanta Regional Commission serves as a catalyst for regional progress by focusing leadership, attention and planning resources on key regional issues.*