



# ALLIANCE STRATEGIES

create meaningful connections

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## Capability Statement

Alliance Strategies creates meaningful connections that engage audiences, advance ideas, and move people to act. Discover how our data-informed **5I** approach can help you harness the power of strategic communications and inclusive outreach to achieve your goals. Whether you're improving an interstate or launching a transit system – we can help. Our team will customize a solution integrating marketing, public relations, advertising, social media, and inclusive engagement to create positive and lasting impact. We've helped companies and government agencies craft powerful messages, promote equitable outcomes, and lead collaborative decisions. From the C-suites to the streets, Alliance Strategies has developed powerful campaigns to reach people, including historically underserved communities. We can do the same for you.

## DIFFERENTIATORS

Our data-informed approach is centered on the **5Is: Intention, Inclusion, Innovation, Insight & Impact.**

We create positive and lasting impact utilizing IAP2 best practices, the international standard for public participation.

We collaborate with clients to define and incorporate mutually agreed upon metrics for success.

## PREVIOUS/CURRENT PROJECTS

- Atlanta Regional Commission Georgia Commute Options
- GDOT Top End Express Lanes
- Downtown Bus Corridor LCI Study
- Clayton County Comprehensive Transportation Plan
- Connect Douglas Fixed Route Bus Service Launch
- Clayton County SPLOST Communications
- Douglas County Multi-Modal Transportation Services Rebranding
- Fulton County Transit Feasibility Study
- City of South Fulton Education and Outreach Campaign
- Douglas County Economic Development Authority Marketing
- City of Stockbridge Comprehensive Plan Stakeholder Engagement
- Hwy 138 Overlay Public Outreach and Engagement
- Elevate Douglas Marketing Communications

**DUNS:** 116976286    **CAGE:** 89AT8    **NAICS:** 541613, 541910, 541820, 541810, 561920, 541430 & 541611

Alliance Strategies offers



### STRATEGIC COMMUNICATIONS

Communication Plans | Message Development  
Target Identification | Positioning Strategy  
Creative Direction | Social Media Management  
Website Development | Online Presence Management | Bilingual Collateral



### COMMUNITY ENGAGEMENT

Stakeholder Mapping | Public Involvement Meeting Facilitation | Partnership Cultivation  
Environmental Justice Outreach | LEP Outreach  
Coalition Building | Public Opinion Polling



### BRANDED ENVIRONMENTS & EXPERIENCES

Customer Interactions | Event Planning  
Branding | Experiential Design & Marketing  
Project Milestones | Advertising | Activations



### TRAINING

Cultural Competence | Media Training  
Travel Training | Voter Outreach | B2B & B2G  
Sales Training

## CERTIFICATIONS:

- GDOT DBE
- GDOT Prequalified Area Class 1.07, 2.10 & 5.4
- MARTA ACDBE
- City of Atlanta AABE, FBE, SBE
- Clayton Co MWBE, SLBE
- Clayton Co Water Authority SLBE
- DeKalb Co LSBE
- ALDOT, GDOT, MDOT, SCDOT, and TxDOT DBE
- City of Atlanta Small Business Development Program Graduate