



ALLIANCE STRATEGIES

Strategic Communication | Engagement
Branded Environments & Experiences

creating meaningful connections

CAPABILITY STATEMENT

ABOUT US

Alliance Strategies is a strategic communications and engagement agency that helps clients achieve their goals on time and within budget. We've helped numerous local governments and agencies connect with their constituents and ensure that citizens are actively involved in decisions that impact their community. Alliance Strategies has been successful in reaching historically under represented populations and delivering insight for informed decisions in support of capital improvement, community development and transportation initiatives throughout the region.

With specialized expertise in public involvement, branding, social marketing and education outreach, our measurement-focused approach creates meaningful connections that engage audiences, cultivate partnerships and move people to act.

DUNS: 116976286 **CAGE:** 89AT8

NAICS: 541613, 54910, 541820, 541810,
561920, 541430 & 54161162

CERTIFICATIONS:

GDOT DBE
GDOT Prequalified Area Class 1.07
MARTA ACDBE
Atlanta AABE, FBE, SBE
Clayton Co MWBE, SLBE
Clayton Co Water Authority SLBE
DeKalb Co LSBE

CORE COMPETENCIES



STRATEGIC COMMUNICATION

- Communication Plans
- Message Development
- Target Identification
- Positioning Strategy
- On-line Presence Management
- Website Development
- Creative Direction
- Social Media Management



COMMUNITY ENGAGEMENT

- Stakeholder Mapping
- Public Opinion Polling
- Meeting Facilitation
- Partnership Cultivation
- Advisory Committee Management
- Environmental Justice Outreach
- Coalition Building
- Public Involvement



BRANDED ENVIRONMENTS & EXPERIENCES

- Event Planning
- Customer Interactions
- Branding
- Signage
- Experiential Design & Marketing
- Project Milestones
- Construction | Hoarding Advertising
- Wayfinding

PAST PERFORMANCES

- 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
- City of Stockbridge Comprehensive Plan Stakeholder Engagement
- Hwy 138 Overlay Public Outreach and Engagement

DIFFERENTIATORS

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

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

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



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