

MARTA
Getting the Word Out: Effective Popular Reporting
A presentation for the
Government Finance Officers Association

- I. Welcome
- II. Short introduction about MARTA
- III. Getting the Word Out: Effective Popular Reporting
 - a. Annual Financial Report
 - b. Popular vs. Comprehensive
 - c. Visual aids
 - a. Samples of actual MARTA CAFR and PAFR – use FY 2005
- IV. Why do we do the Popular Annual Financial Report?
 - a. Convey financial and non-financial data to target audience
 - b. Opportunity to present financial data that are understandable by a non-financial person
 1. Visual aid on slide
 - a. You do not want to create confusion
 - b. Or misinterpretation
 - c. Headline News
 2. Financial data – tips in order to avoid the above
 - a. Sample from slides
 1. From a GAAP prepared Statement of Net Assets presented in the CAFR
 2. To a simple 10-Year trend of Net Assets with Graphs and Short Analysis
 3. From a GAAP prepared Statement of Revenues and Expenses
 4. To a 10-Year trend of your Primary Source of Revenue or Total Expenses
 3. Non-financial data
 - a. Who we are
 - b. What services we provide
 - c. Impact to community
 - d. Accomplishments/progress over the past year
 - e. Future plans - What are our major upcoming projects?
 - f. Tell your story from your own perspective
 - g. The glass is half full – current challenges
- V. How do we make it happen?
 - a. Planning
 1. Deadline
 2. Resources
 3. Know what we are good at
 4. Back up plan
- VI. The Pre-requisite/requisite
 - a. Complete Audited Financial Statements - CAFR
 - b. Make sure financial information in the PAFR ties up with the CAFR
 - c. Make sure the narrative flows well
 - d. What we do differently –making it interesting
 1. Slide showing CAFR and PAFR – the theme
 - e. Be guided by GFOA Requirements
- VII. Finally, the MARTA PAFR (browsed)
- VIII. Closing reminder – Prepare with the GFOA Award in mind