

# ALAMEDA-CONTRA COSTA TRANSIT DISTRICT



## STAFF REPORT

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**MEETING DATE:** 9/28/2022

**Staff Report No.** 22-533

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**TO:** AC Transit Board of Directors  
**FROM:** Michael A. Hursh, General Manager/Chief Executive Officer  
**SUBJECT:** Board Policy 457 Amendments

### ACTION ITEM

**AGENDA PLANNING REQUEST:** ☐

**RECOMMENDED ACTION(S):**

Consider approving non-substantive amendments to Board Policy 457 - Sponsorship and Naming Rights.

Staff Contact:  
Beverly Greene, Executive Director of External Affairs, Marketing & Communications

**STRATEGIC IMPORTANCE:**

Goal - Financial Stability and Resiliency  
Initiative - Financial Efficiency and Revenue Maximization

This policy provides a channel for the District to generate additional operating revenue, ensuring continued financial resiliency while extending the agency's public visibility and brand.

**BUDGETARY/FISCAL IMPACT:**

There is no budget impact posed by the amendments to this Board Policy.

**BACKGROUND/RATIONALE:**

The Sponsorship and Naming Rights Board Policy was adopted by the Board of Directors in June 2016, and provides a framework by which the District could enter into an agreement with an organization for a mutually beneficial sponsorship-based co-marketing opportunity. Any organization interested in sponsoring an existing or planned AC Transit service or real estate asset must meet the requirements outlined by the policy prior to engaging in sponsorship negotiations and prior to agreement approval. All agreements must be approved by the General Manager and General Counsel before final Board approval.

Staff has reviewed the existing policy and determined that only minor changes are needed-namely an edit to Section C, requirement 5 that indicates a need for a sponsor to have had previous sponsorship contractual experience. Staff is recommending the word sponsorship be removed, as there are likely well qualified and synergistic organizations with an interest in sponsorships, but with no prior sponsorship experience. The second recommended edit in Section F, Sponsorship and Naming Rights Notification and Reporting, is a simple grammar change-Advertising Age changed its name to AdAge in 2017, and the policy will now reflect that

change.

**ADVANTAGES/DISADVANTAGES:**

The proposed amendments are minor and do not present any disadvantages. Removing the requirement of a satisfactory record of sponsorship contractual performance will enable more organizations to be considered as sponsors.

**ALTERNATIVES ANALYSIS:**

Staff considered leaving the requirement of sponsorship contractual performance intact, but after determining it was not a legal or procurement requirement, opted to increase opportunity for sponsorships by removing the clause.

**PRIOR RELEVANT BOARD ACTION/POLICIES:**

Board Policy 457 - Sponsorship and Naming Rights

**ATTACHMENTS:**

1. Amended Board Policy 457 - Sponsorship and Naming Rights

**Prepared by:**

Nichele Laynes, Marketing and Communications Director

**Approved/Reviewed by:**

Beverly Greene, Executive Director of External Affairs, Marketing & Communications

Linda A. Nemeroff, Board Administrative Officer/District Secretary

Jill A. Sprague, General Counsel/Chief Legal Officer