



Agenda Planning Request Form

SR 25-525, Att.3.



Instructions

Complete this form for any new or amended Agenda Planning (AP) Request. Each request requires the endorsement of **at least three (3) Directors** (including the requestor). Directors are limited to a **maximum of fifteen (15)** AP requests per calendar year, with no more than two requests made per meeting. AP requests are non-transferrable to any other Director and any “unused” AP requests shall not be carried over to the next calendar year. Requests for presentations by individuals or organizations outside of AC Transit are excluded from the AP request limit.

Prior to making a request, Directors shall make their best effort to discuss the item with the General Manager, a member of his/her Executive Staff or appropriate Board Officer in advance of the Board meeting at which the request will be made.

AP Request Forms are due to the District Secretary no later than 5:00 p.m. on the Wednesday one week prior to the scheduled Board meeting in order for the form to be included in the agenda packet. Email completed forms to districtsecretary@actransit.org

Information

Director's Name: Jean Walsh		Meeting Date the AP Request will be presented: October 2024
This Request is:	<input type="checkbox"/> New <input checked="" type="checkbox"/> Amended	Include in the GMs Report: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Type:	<input checked="" type="checkbox"/> Action <input type="checkbox"/> Briefing	Expected Staff Report Due Date (if known):
Discussed w/ GM, Board Officer or Exec Team Member: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		

Item Description: (Please be thorough. Attach additional information if needed.)

The Board requests that the administrative regulation and/or media policy under development include:

- Guiding principles, emphasizing values such as transparency, honest communication, and public service
- Media request response time guidelines
- Recommendations for reporting structure to ensure collaboration and coordination with relevant internal teams and messaging alignment across the agency
- Process for identifying and distributing relevant media coverage to the Board and key stakeholders
- Strategies for briefing/prepping Board members to achieve message accuracy and consistency
- Board and staff training on media policy
- Best practices from other public agencies

To inform the development of this media policy, the Board requests a media analysis for 2024, to include:

- Proactive media outreach and engagement conducted, including press releases issued, topics covered, and earned media generated as a result
- Key media coverage of AC Transit, with sentiment analysis (positive, negative, neutral) and breakdown by outlet
- Key themes and narratives covered
- Strategies for disseminating positive stories about the District and increasing media coverage of AC Transit and issues facing the transit industry

Purpose:

To ensure communication through the media is timely, accurate, consistent and effective.

What will be accomplished/desired outcome:

The public will be better informed about AC Transit and issues facing the transit industry.

For Office Use Only

Information on requested additions by Board Members:

Click or tap here to enter text.

Concurrence By: ☐ Beckles ☐ Walsh ☐ Syed ☐ McCalley ☐ Shaw ☐ Young ☐ Peoples

Tracking Number (if applicable): Click or tap here to enter text.