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Alameda Corridor Transportation Authority

June 14, 2018

To:	Governing Board
From:	Connie Rivera, Director of Government and Community Relations <i>Connie Rivera</i>
Subject:	<i>Media Relations Presentation (INFORMATION)</i>

Discussion:

At its April 2018 meeting, the Governing Board requested an update at a future meeting from Ek, Torres & Molina (ETM), ACTA's Media Relations consultant. ETM will give a presentation at the June 14, 2018 meeting.

The selection of ETM and the ACTA/ETM Agreement were approved by the Board on June 8, 2017. ETM's services under the Agreement assist ACTA staff with media relations as needed, and include activities such as:

1. Providing data to the media and public on general matters relative to goods movement in the region and ACTA's role;
2. Reporting specific ACTA activities, including operational and financial performance, current bond ratings and debt structuring; and
3. Interacting with the media in the event of an accident or emergency along or impacting the Corridor.

Required services also include providing weekly press clippings on port and goods movement matters, supporting crisis communication, drafting and issuing press releases, and coordinating media coverage for ACTA's annual emergency drill. ETM provides Spanish language support through their sub-contractor Milagro Strategy Group, an SBE-certified firm.

Services to Date

To date, ETM has:

- Provided ACTA with weekly goods movement news clips,
- Coordinated responses to certain media inquiries,
- Coordinated management support relative to incidents along the Corridor,



- Coordinated media outreach (both in English and Spanish) for the annual Emergency Drill recently conducted in March 2018, and provided on-site support.

ETM has also worked closely with ACTA staff to update/develop and formalize ACTA's Incident Communication Plan that identifies the roles and responsibilities of ACTA staff and consultants in order to ensure consistent flow of information and public messaging during incidents. The document includes sample draft messages and press releases for a variety of incident types.

ETM is also currently assisting ACTA staff in revamping existing ACTA message publications to be shared with, and strengthen relationships with, its government and community partners.