

# BOARD IN CRISIS

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**Transit Board Administrators Seminar** //



# Key Presentation Take-Aways

- Board member reportedly failed to pay for healthcare premiums for insurance provided by RTA.
  - Board worked with outside legal counsel and outside crisis management firm on a plan to address the issue.
  - Board requested accused board member's resignation and launched a full investigation.
  - Board identified a board spokesperson to speak at press conference and address all media questions.



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## Crisis Team Advice

- Tell the Truth!
- Tell It First!
- Tell It All!



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## Words of Wisdom

“Birds are entangled by their feet and men by their tongues.”

