

ORANGELINE DEVELOPMENT AUTHORITY

AGENDA REPORT

TO: Members of the Orangeline Development Authority

FROM: Michael Kodama, Executive Director *MK*

DATE: October 14, 2009

SUBJECT: **UPDATE RE OLDA WEBSITE AND DEVELOPMENT OF OLDA TWITTER AND BLOG SITE**

OLDA staff continues to update the olda.org website and to develop new and innovative ways to promote the Orangeline Development Authority and high speed transit service. To date, staff has updated the olda.org home page and updated the site's logo. Staff is in the process of updating information on the website.

Staff has also initiated a presence on Twitter as well as created a OLDA blog site. The sites will be updated with timely information and focus on educating our tech savvy followers with up-to-date information regarding high speed rail in Southern California.

RECOMMENDATION

Staff recommends that the Board:

1. Review and discuss the information provided; and
2. Receive and file this report.

The Orangeline Development Authority is a joint powers agency formed to pursue development of a high speed environmentally friendly transit system in Southern California. The Authority is composed of the following public agencies:

- City of Artesia
- City of Bell
- City of Bellflower
- City of Cerritos
- City of Cudahy
- City of Downey
- City of Glendale
- City of Huntington Park
- City of Maywood
- City of Palmdale
- City of Paramount
- City of Santa Clarita
- City of South Gate
- City of Vernon

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