



ORANGELINE DEVELOPMENT AUTHORITY

AGENDA REPORT

The Orangeline Development Authority is a joint powers agency formed to pursue deployment of the Orangeline High Speed Maglev 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

Chairman

Bruce Barrows
Mayor Pro Tem
City of Cerritos

Vice Chairman

Marsha McLean
Councilmember
City of Santa Clarita

Treasurer

Mike McCormick
Councilmember
City of Vernon

General Counsel

Yvette M. Abich Garcia, Esq.
Colantuono & Levin, PC

Interim Executive Director

Art Gallucci
City Manager
City of Cerritos

TO: Members of the Orangeline Development Authority
FROM: Art Gallucci, Interim Executive Director
DATE: March 11, 2009
SUBJECT: REVISION OF ORANGELINE DEVELOPMENT AUTHORITY LETTERHEAD

INFORMATION

In July 2006, the Orangeline Development Authority Board discussed issuing a contract to MBI Media to develop a logo design and wording to identify the Orangeline project. As part of this discussion, the consultant emphasized that the name should identify what the project is, what it does, and where it goes. At this meeting, the Board determined that using "maglev" in addition to Orangeline (i.e., Orangeline Maglev) would distinguish the project from the Metro Orange Line busway and begin the process of educating the public on the use of maglev technology for a high-speed transit system.

Attachment A is a copy of the current letterhead that was developed, including the description of the Orangeline Development Authority:

The Orangeline Development Authority is a joint powers agency formed to pursue deployment of the Orangeline High Speed Maglev system in Southern California. The Authority is composed of the following public agencies:

(Member cities listed)

Subsequently, at the February 11, 2009 Orangeline Development Authority meeting, there was discussion on the Authority letterhead. Discussion centered on the fact that the Authority should be technology neutral and environmentally friendly, rather than using the current wording that identifies only maglev technology for the Orangeline system. Board members expressed concerns that the continued use of "maglev" may negatively affect the perception others have of the viability of this system, as well as, impair Orangeline's potential for funding.

This item is being brought to the Board so that a new, more accurate, description of the Authority may be developed by the Board and used on the letterhead. Attachment B is a draft letterhead that incorporates the following suggested changes:

1. Remove the words on top of Orangeline graphic: ORANGELINE HIGH SPEED MAGLEV
2. Change Authority description to read as follows (removed language is identified with ~~strike through~~/new language is identified with underline):

*The Orangeline Development Authority is a joint powers agency formed to pursue ~~deployment~~ development of ~~the Orangeline~~ a high speed Maglev technology neutral transit system in Southern California. The authority is composed of the following public agencies:*

*(Member cities listed)*

### **RECOMMENDATION**

The following is recommended to the Orangeline Development Authority:

1. Develop a description of the Orangeline Development Authority that will accurately describe the mission of the Authority; and
2. Approve such wording to be used on the Authority letterhead.



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## Current OLDA Letterhead



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## Proposed Wording For New OLDA Letterhead

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