



The Orangeline Development Authority (OLDA) is a joint powers authority (JPA) formed to pursue development of a high speed, grade separated, environmentally friendly and energy efficient transit system in Southern California. The Authority is composed of the following public agencies:

- City of Artesia
- City of Bell
- City of Bell Gardens
- City of Bellflower
- City of Cerritos
- City of Cudahy
- City of Downey
- City of Glendale
- City of Huntington Park
- City of Maywood
- City of Paramount
- City of Santa Clarita
- City of South Gate
- City of Vernon
- Burbank-Glendale-Pasadena Airport Authority

- Chairman
- Frank Quintero
Mayor
City of Glendale
Commissioner
Burbank Glendale Pasadena Airport Authority
- Vice Chairman
- Luis H. Marquez
Council Member
City of Downey
- Secretary
- Maria Davila
Council Member
City of South Gate
- Treasurer
- Michael McCormick
Mayor Pro Tem
City of Vernon
- Auditor
- Scott A. Larsen
Council Member
City of Bellflower
- Executive Director
- Michael R. Kodama
- General Counsel

AGENDA REPORT

TO: Members of the Orangeline Development Authority

FROM: Michael R. Kodama, Executive Director

DATE: January 9, 2013

SUBJECT: UPDATE AND/OR ACTION REGARDING MARKETING AND INVESTMENT OPPORTUNITIES FOR OLDA

ISSUE

OLDA staff has been asked about potential marketing and investment opportunities in the OLDA corridor. OLDA staff will present information and seeks guidance from the OLDA Board on this item.

BACKGROUND

OLDA Board members and OLDA staff are hearing of interest in the corridor, specifically related to potential investment opportunities.

Originally envisioned as a private sector project, planning in the OLDA corridor has changed dramatically in the past few years. This includes:

- OLDA Southern Corridor from Cerritos to Downtown Los Angeles – anticipate approval of the SCAG Alternative Analysis in the upcoming months and a refinement study led by Metro.
- OLDA Northern Corridor from Downtown Los Angeles to Santa Clarita – completion of the Antelope Valley Line Study (March 2012) and on-going studies for high speed rail.

Considering these planning studies led to potential interest into asking OLDA staff to investigate the feasibility of developing marketing materials and examining potential investment opportunities in the OLDA Corridor. It also has included new opportunities to examine land use/transportation issues in the station areas.

FISCAL IMPACT

OLDA senior staff does not believe that this assignment can be allocated to any current OLDA project. Funding for this task would need to come from OLDA General Funds or another funding source. OLDA staff asks for direction regarding reallocation of resources to complete this assignment.

RECOMMENDATION

It is recommended that the Board:

1. Discuss the information presented and/or take action.