

Eco-Rapid Transit, formerly known as the Orangeline Development Authority, is a joint powers authority (JPA) created to pursue development of a transit system that moves as rapidly as possible, uses grade separation as appropriate, and is environmentally friendly and energy efficient. The system is designed to enhance and increase transportation options for riders of this region utilizing safe, advanced transit technology to expand economic growth that maximizes ridership 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 Cudahy

City of Downey

City of Glendale

City of Huntington Park

City of Maywood

City of Paramount

City of South Gate

City of Vernon

Burbank-Glendale-Pasadena
Airport Authority

Chair

Zareh Sinanyan
President
Hollywood Burbank Airport
Mayor
City of Glendale

Vice-Chair

Pedro Aceituno
Council Member
City of Bell Gardens

Secretary

Karina Macias
Council Member
City of Huntington Park

Treasurer

Ali Sajjad Taj
Council Member
City of Artesia

Internal Auditor

Cristian Markovich
Council Member
City of Cudahy

Executive Director

Michael R. Kodama

General Counsel

Teresa L. Highsmith

Ex-Officio

William Rawlings
City Manager Representative

AGENDA REPORT

TO: Members of Eco-Rapid Transit

FROM: Michael Kodama, Executive Director

DATE: September 19, 2018

SUBJECT: **PRESENTATION BY EXECUTIVE DIRECTOR REGARDING MEDIA OPPORTUNITIES WITH UNIVISION AND ECO-RAPID TRANSIT**

Public comments on items on the agenda will be taken at the time the item is called and are limited to 3 minutes per speaker

ISSUE

Eco-Rapid Transit staff has had an opportunity to meet with the Univision team and talk about media opportunities. Staff will provide an update and seeks guidance from the Eco-Rapid Transit Board of Directors.

BACKGROUND

Eco-Rapid Transit staff met with the Univision team to discuss how to work together in the corridor.

RECOMMENDATION

It is recommended that the Board:

1. Discuss information presented and offer action items; and/or
2. Receive and file the item