



# **LOSSAN Rail Corridor Agency**

## **Executive Committee Meeting**

### **Agenda**

**Thursday, June 5, 2025 at 9:00 a.m.**

OCTA Headquarters, 550 South Main Street, Orange, California

#### **Committee Members**

Fred Jung, OCTA, Chair  
Fred Strong, SLOCOG, Vice Chair  
Jewel Edson, NCTD  
Dana Reed, RCTC  
Jason Jewell, Managing Director

#### **Teleconference Locations:**

Indian Wells City Hall  
44950 Eldorado Drive  
Indian Wells, CA

Paso Robles City Hall  
1000 Spring St., 2nd Floor  
Paso Robles, CA

Solana Beach City Hall  
635 South Highway 101  
Solana Beach, CA

Any person with a disability who requires a modification or accommodation to participate in this meeting should contact the LOSSAN Clerk of the Board, telephone (714) 560-5676, no less than two business days prior to this meeting to enable LOSSAN to make reasonable arrangements to assure accessibility to this meeting.

#### **Agenda Descriptions**

Agenda descriptions are intended to give members of the public a general summary of items of business to be transacted or discussed. The posting of the recommended actions does not indicate what action will be taken. The Board of Directors may take any action which it deems to be appropriate on the agenda item and is not limited in any way by the notice of the recommended action.

#### **Public Availability of Agenda Materials**

All documents relative to the items referenced in this agenda are available for public inspection at [www.lossan.net](http://www.lossan.net) or through the Los Angeles - San Diego - San Luis Obispo (LOSSAN) Clerk of the Board's office at: Orange County Transportation Authority Headquarters (OCTA), 600 South Main Street, Orange, California.



## EXECUTIVE COMMITTEE MEETING AGENDA

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### Meeting Access and Public Comments on Agenda Items

Members of the public can either attend in-person or access live streaming of the Board and Committee meetings by clicking this link: <https://lossan.legistar.com/Calendar.aspx>

### In-Person Comment

Members of the public may attend in-person and address the Board of Directors regarding any item within the subject matter jurisdiction of the LOSSAN Rail Corridor Agency. Please complete a speaker's card and submit it to the Clerk of the Board and notify the Clerk regarding the agenda item number on which you wish to speak. Speakers will be recognized by the Chair at the time of the agenda item is to be considered by the Board. Comments will be limited to three minutes. The Brown Act prohibits the Board from either discussing or taking action on any non-agendized items.

### Written Comment

Written public comments may also be submitted by emailing them to [lossanclerk@octa.net](mailto:lossanclerk@octa.net), and must be sent by 5:00 p.m. the day prior to the meeting. If you wish to comment on a specific agenda item, please identify the Item number in your email. All public comments that are timely received will be part of the public record and distributed to the Board. Public comments will be made available to the public upon request.

### Call to Order

### Roll Call

### Pledge of Allegiance

### Closed Session

#### 1. Closed Session

##### *Overview*

A Closed Session will be held pursuant to Government Code Section 54957 - Public Employee Evaluation - LOSSAN Managing Director.

### Special Calendar

There are no Special Calendar Matters.

### Consent Calendar (Item 2)

All items on the Consent Calendar are to be approved in one motion unless a Board Member or a member of the public requests separate action or discussion on a specific item.



## EXECUTIVE COMMITTEE MEETING AGENDA

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### 2. Approval of Minutes

#### ***Recommendation(s)***

Approve the minutes of the May 1, 2025 LOSSAN Rail Corridor Agency Executive Committee meeting.

#### ***Attachments:***

[Minutes](#)

### Regular Calendar

There are no Regular Calendar Matters.

### Discussion Items

#### 3. Pacific Surfliner Service Update

##### ***Overview***

Staff will present an update on the Pacific Surfliner Service.

#### 4. Reinstatement of Checked Baggage Service

##### ***Overview***

Staff will give a verbal discussion on the reinstatement of checked baggage service.

#### 5. Temporary Additional Santa Barbara Rail Service

##### ***Overview***

Staff will provide a verbal discussion on the temporary Santa Barbara rail service.

#### 6. Pacific Surfliner Marketing Update

##### ***Overview***

Staff will provide an update on marketing efforts.

#### ***Attachments:***

[Presentation](#)

#### 7. Public Comments

#### 8. Managing Director's Report

#### 9. Committee Members' Report



## EXECUTIVE COMMITTEE MEETING AGENDA

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### 10. Adjournment

The next regularly scheduled meeting of this Committee will be held:

**9:00 a.m. on Tuesday, July, 8, 2025**

OCTA Headquarters  
550 South Main Street  
Orange, California



# **MINUTES**

## **Executive Committee Meeting**

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### **Committee Members Present**

#### **In-Person**

Fred Jung, Chair

Jason Jewell, Managing Director

### **Staff Present**

Andrea West, Clerk of the Board

Allison Cheshire, Clerk of the Board Specialist, Senior

James Donich, General Counsel

LOSSAN Staff

### **Via Teleconference**

Dana Reed

### **Committee Members Absent**

Jewel Edson

Fred Strong

### **Call to Order**

The May 1, 2025, meeting of the Executive Committee meeting was called to order by Chair Jung at 9:00 a.m.

### **Roll Call**

The Clerk of the Board conducted attendance roll call and announced quorum of the Executive Committee was not met.

### **Consent Calendar**

#### **1. Approval of Minutes**

No action was taken due to lack of quorum.

#### **2. Proposed Changes to the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Travel, Conference, and Business Expense Policy**

No action was taken due to lack of quorum.

### **Regular Calendar**

#### **3. Approval of the LOSSAN Rail Corridor Agency Title VI Program Document**

No action was taken due to lack of quorum.

### **Discussion Items**

#### **4. Pacific Surfliner Service Update**

Jason Jewell, Managing Director, provided a report on this item.

No action was taken on this item.



# **MINUTES**

## ***Executive Committee Meeting***

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### **5. Public Comments**

No public comments were received.

### **6. Managing Director's Report**

Jason Jewell, Managing Director, provided an update on service ridership.

### **7. Committee Members' Report**

There were no Committee Members' reports.

### **8. Adjournment**

The meeting adjourned at 9:07 a.m.

The next regularly scheduled meeting of this Committee will be held at:

**9:00 a.m. on Thursday, June 5, 2025**

OCTA Headquarters,  
550 S. Main St.  
Orange, CA.

ATTEST

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Andrea West  
Clerk of the Board





# Pacific Surfliner Marketing Update

*Fiscal Year 2024-25 - Third Quarter*

LOSSAN Executive Committee Meeting | June 5, 2025



# Performance Summary

## PacificSurfliner.com



Users to  
PacificSurfliner.com



Referral traffic to  
Amtrak.com



Bookings on  
Amtrak.com



Riders

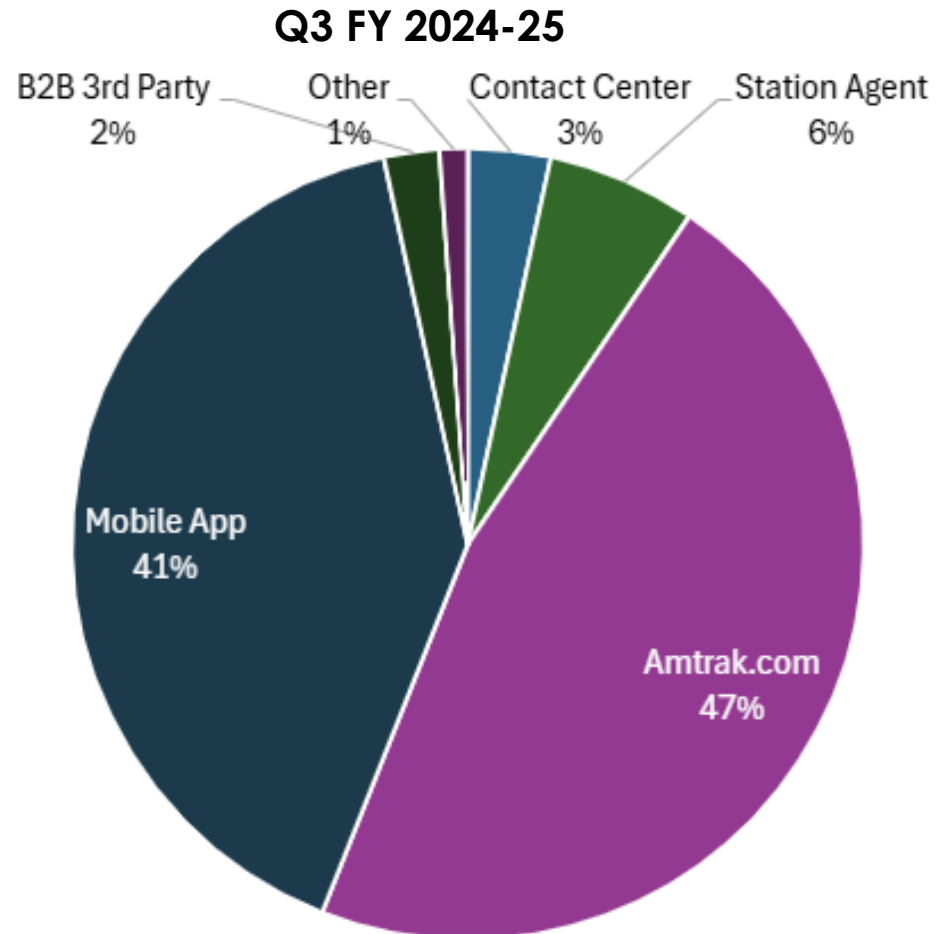


Revenue

	Users to PacificSurfliner.com	Referral traffic to Amtrak.com	Bookings on Amtrak.com	Riders	Revenue
<b>Q3 – FY 25</b> (Jan-Mar)	543,500	130,000	10,964	22,762	\$798,658
<b>Q2 – FY 25</b> (Oct-Dec)	420,000	163,382	16,044	32,077	\$1,069,841
<b>Q1 – FY 25</b> (Jul-Sep)	631,000	274,402	26,734	61,186	\$1,905,473
<b>Q4 – FY 24</b> (Apr-Jun)	612,000	236,292	21,547	47,109	\$1,512,473*



## Revenue by Sales Channel



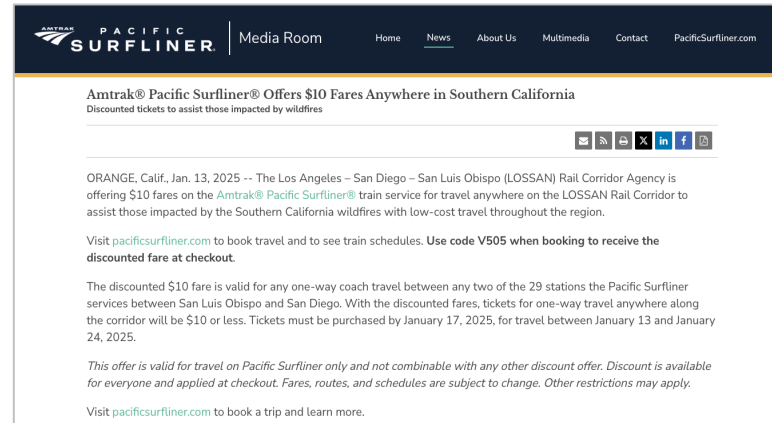
Total Revenue: \$17.17m


# Q3 FY2024-25 Highlights: SoCal Wildfires Assistance

- \$10 special fare anywhere on Pacific Surfliner to support those affected by the SoCal wildfires
- Valid from January 17-24
- Emails, press release, and social media posts
- Ridership: 5,760\*


\*Preliminary, unaudited data from Amtrak

LOS||SAN





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## \$10 Fares Anywhere in Southern California

Pacific Surfliner's special fares to assist those affected by the Southern California wildfires are available for purchase until January 17. One-way tickets are just \$10 for travel on Pacific Surfliner anywhere from San Diego to San Luis Obispo.

Tickets must be purchased by January 17, 2025 and are valid for travel until January 24, 2025. Use code V505 at checkout to book your discounted trip.

For more details, visit [PacificSurfliner.com/Assist](https://pacificsurfliner.com/Assist) or click on the link below.


BOOK NOW


# Q3 FY2024-25 Highlights: Spring Midweek Sale

- Spring sale to increase ridership during low ridership season
- 20% discount on midweek travel
- Valid from March 10 – April 30
- Pacific Surfliner emails
- Press release, digital ads
- Ridership: 4,585\*
- Revenue: \$123,092.35\*

\*Preliminary, unaudited data from Amtrak



[Schedules](#)[Stations](#)[Offers](#)



## Ride Midweek and Save 20% on Pacific Surfliner

Take in the beauty of the Southern California coast this spring! You'll save 20% when you travel Tuesday – Thursday from March 10 – April 30. Grab a window seat and enjoy breathtaking views of pristine beaches, rolling hills, and charming towns.

So sit back, relax, and enjoy the ride. Your wallet will thank you.


[BOOK NOW](#)




# Q3 FY2024-25 Highlights: Expanded Service

- 11<sup>th</sup> roundtrip train added to schedule between LA and San Diego
- Combined with 20% discount on midweek travel
- Began March 31
- Pacific Surfliner and Amtrak Guest Rewards emails
- Digital ads



[Schedules](#)[Stations](#)[Offers](#)



### Save 20% Midweek – Now More Trains Between L.A. & San Diego!

Starting today, March 31st, there are [more travel options between Los Angeles and San Diego!](#) A new southbound Train 566 will depart Los Angeles Union Station daily at 8:10am. A new northbound Train 579 will also depart Downtown San Diego daily at 1:01pm.

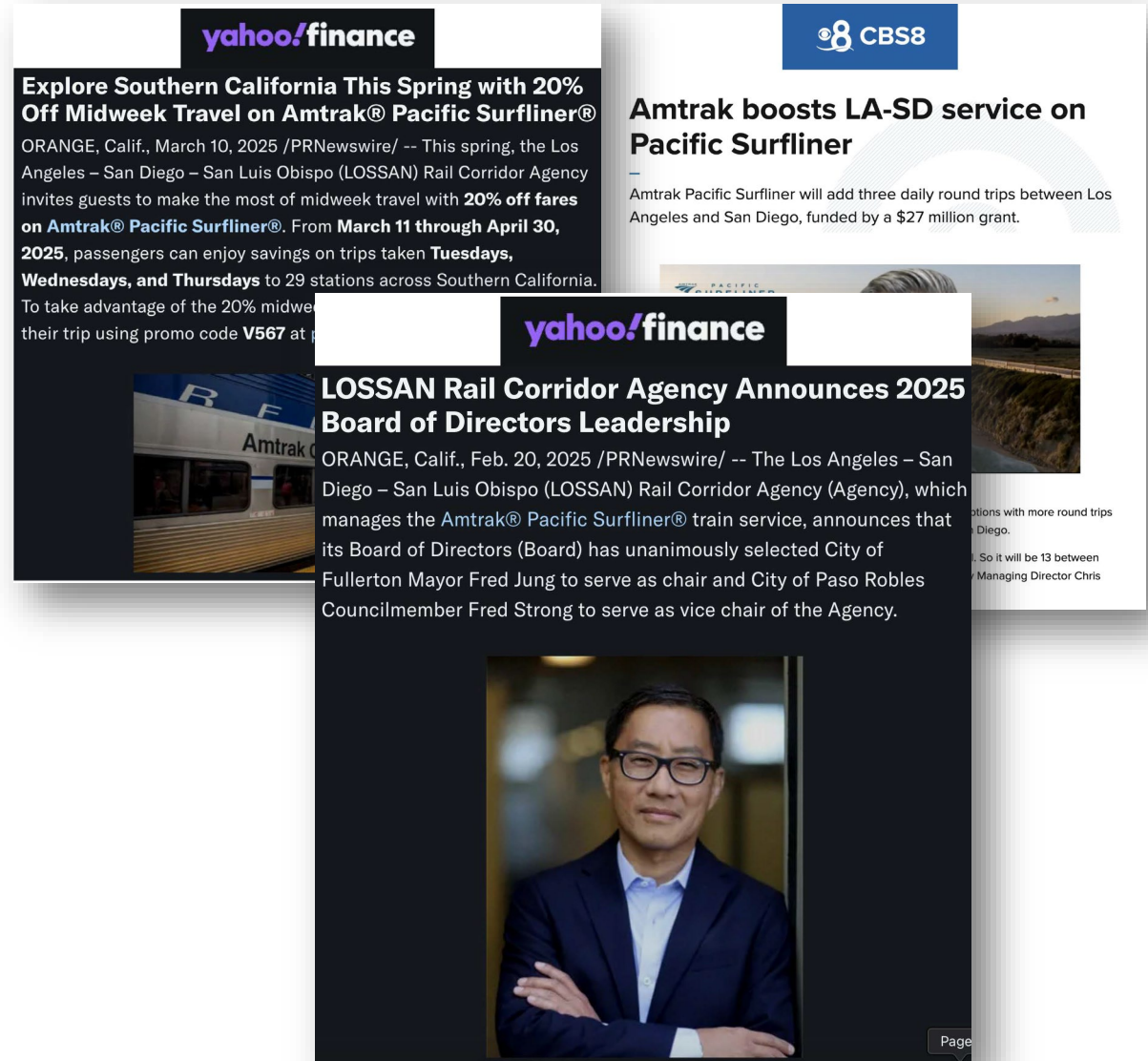
The best part? SAVINGS! Now through April 30th, enjoy [20% off midweek](#) fares when traveling on Tuesdays, Wednesdays, or Thursdays. Just use Promo Code V567 at checkout.

Discover all SoCal has to offer with Pacific Surfliner. 🌞

EXPLORE SOCAL

# Q3 FY2024-25: Communications

- **In the Media:**
  - 1,370 media mentions
  - Impressions: 6 million
- **Publicity value:** \$1.14 million
- **Press Releases (4):**
  - **Jan 13, 2025:** LOSSAN Rail Corridor Agency Awarded \$27 Million to Increase Amtrak Pacific Surfliner Train Service
  - **Jan 13, 2025:** Amtrak Pacific Surfliner Offers \$10 Fares Anywhere in Southern California
  - **Feb 20, 2025:** LOSSAN Rail Corridor Agency Announces 2025 Board of Directors Leadership
  - **Mar 10, 2025:** Explore Southern California This Spring with 20% Off Midweek Travel on Amtrak Pacific Surfliner





# Q3 FY2024-25: Social Media Influencer – Winter Campaign


- Seasonal influencer partnership campaign
- Theme: Daytrip Date from San Juan Capistrano to Old Town San Diego
- Influencers: Nadia & Jeremy Sry
- 15% discount shared through their social channels
- IG: 27.6K views, 872 likes, 41 comments, 419 shares, 313 saves
- TikTok: 4.3K views, 167 likes, 4 comments, 23 shares, 24 saves



# Q3 FY2024-25: Social Media



10.8K Views

 pacificsurfliner Hello 2025! 🎉

It's nice to see you: we're the Pacific Surfliner. Come ride with us in our bio.


📍: @coasterjosh

#amtrak  
#amtrakpacificsurfliner  
#pacificsurfliner

20w



15.2K Views

 pacificsurfliner We still can't get over it, either ✨

Thanks to @it.s.cristina for sharing your journey with us.

#amtrak  
#traintravel  
#pacificsurfliner

6w



896K Views

 entertainmentandstyle and 4 others  
Maksym Rzeminski, Rzeminski Chamber Orchestra • Liz on Top of the ...


 entertainmentandstyle • SoCal's Most Enchanting Tea Experience welcomes spring! NEW Spring Tea Alert at The Tea House on Los Rios


💖 Storybook feels at a charming hidden gem straight from Wonderland

You, me, and Tea? Yes, please! Share this reel with a friend and save it for later!



22.1K Views

 castrawberryfest and 2 others  
Katrina Leskanich • Walking on Sunshine (2019 Rerecording)

 castrawberryfest Start your visit to the California Strawberry Festival on the right track! 🍓 Enjoy a relaxing hassle-free ride on @metrolink or @pacificsurfliner to the Ventura Train Station, then take a short walk across the street to the Festival entrance.


Plan your trip 📍 link in bio


#californiastrawberryfestival #californiastrawberryfest

4w



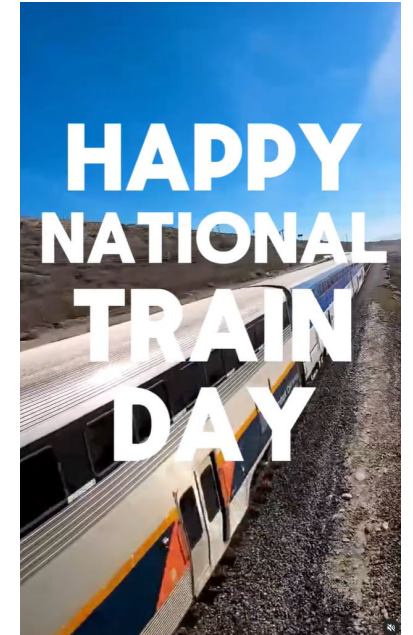
22.4K Views

 pacificsurfliner  
Original audio




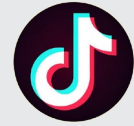
 pacificsurfliner It's our day today, baby! Happy #NationalTrainDay

#amtrak  
#traintravel  
#pacificsurfliner

2w



# Q3 FY2024-25: Social Media Metrics

Platform	Total Followers	New Followers	Engagement Rate*	Link Clicks
	60,350	4,595	0.9%	1,110
	24,707	710	5.3%	N/A
	17,687	23	6%	301
	1,615	1	3.3%	N/A

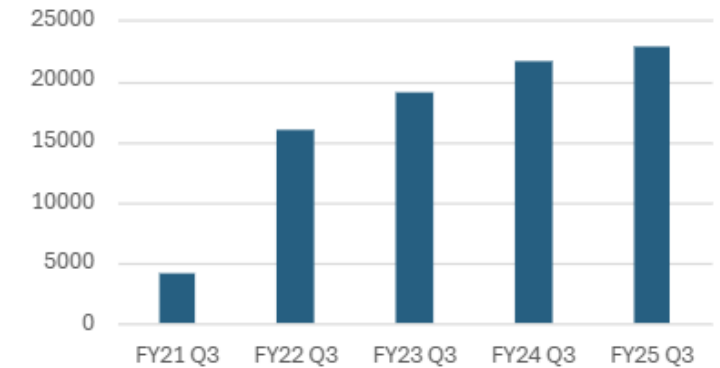
\*Engagement rate: Shares, comments/replies, likes, video views, etc., out of total followers.



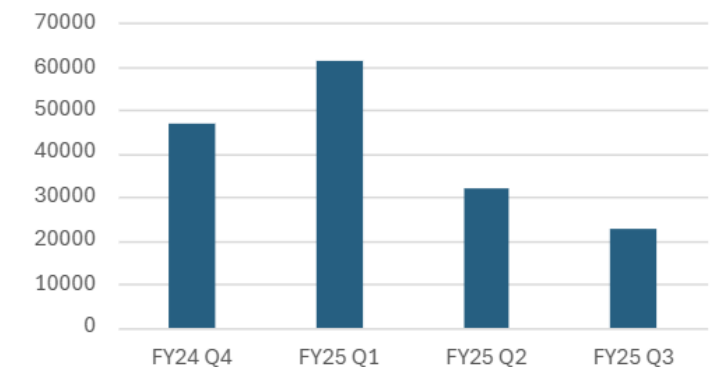
# Q3 FY2024-25: Overall Performance (from online bookings)

January to March	Referral to Amtrak.com	Bookings	Ridership (from online Bookings)	Revenue (from online Bookings)
2020-21 – Q3	24,218	2,169	4,112	125,706
2021-22 – Q3	75,634	7,904	15,899	497,360
2022-23 – Q3	126,436	9,342	19,026	589,390
2023-24 –Q3	146,919	10,753	21,628	701,726
<b>2024-25 –Q3</b>	<b>274,402</b>	<b>10,964</b>	<b>22,762</b>	<b>\$798,658</b>

Q3 Ridership Year-over-Year




Past Year Ridership




# Q3 FY2024-25: Pacific Surfliner Email Newsletter

Month	Total Average Recipients	Average Open Rate	Average Click Rate
Q3 FY2024-25	29,461	47.48%	2.56%




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**IT'S OFFICIALLY TANDEM TIME** 🚲

Grab your tandem bike and explore the SoCal coast on two wheels, together, using the Pacific Surfliner's brand new tandem bike racks! All you have to do is make a free reservation for your bike when you book your train trip. Click below to learn more.

PEDAL TO THE METAL




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**CATCH FEELINGS, NOT TRAFFIC** 💕

This Valentine's Day, let the Pacific Surfliner be your wingman. From beachside escapes to artsy adventures, we've got everything a couple of lovebirds need to thrive. Roll into romance with our blog on 5 incredible date ideas across SoCal!

RIDE THE LOVE TRAIN



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Spring break students

**STUDENTS SAVE 15%** 🍎

Are you a student? Consider riding the Pacific Surfliner to all your upcoming Spring Break adventures! Students 25 and under save 15% with code **V353** at checkout.

AN A+ DEAL



## Q4 FY2024-25 Initiatives

- Spring Event Promotions
- Social Media Influencer Effort – Spring Campaign
- Emergency San Clemente Track Closure Reopening
- Service Restoration – 12<sup>th</sup> Roundtrip
- Strategic Partnerships
- Website Updates and Travel Companion
- Summer Event Promotions



# QUESTIONS?