



# **LOSSAN Rail Corridor Agency**

## **Executive Committee Meeting**

### **Agenda**

**Thursday, November 7, 2024 at 9:00 a.m.**

OCTA Headquarters, 550 South Main Street, Orange, California

#### **Committee Members**

Bryan MacDonald, VCTC, Chair  
Fred Jung, OCTA, Vice Chair  
Fernando Dutra, Metro  
Jewel Edson, NCTD  
Jason Jewell, Managing Director

#### **Teleconference Locations:**

City of Oxnard  
300 West Third Street, 4th Floor  
Oxnard, CA

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

Whittier City Hall  
Admin Committee Room  
13230 Penn St.  
Whittier, 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 listen to audio live streaming of the Board and Committee meetings by clicking the below link:

<https://www.octa.net/About-OCTA/Who-We-Are/Board-of-Directors/Live-and-Archived-Audio/>

### **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**

Director Jung

### **Closed Session**

A Closed Session is not scheduled.

### **Special Calendar**

There are no Special Calendar matters.



## EXECUTIVE COMMITTEE MEETING AGENDA

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### Consent Calendar (Item 1)

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.

#### 1. Approval of Minutes

***Recommendation***

Approve the minutes of the October 3, 2024 Executive Meeting.

***Attachments:***

[Minutes](#)

### Regular Calendar

#### 2. 2025 Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Legislative Program

***Overview***

Annually, the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency adopts a Legislative Program of strategic goals to guide its legislative activities for the upcoming session. The 2025 Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Legislative Program has been prepared for consideration by the Board of Directors.

***Recommendation***

Adopt the 2025 Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Legislative Program.

***Attachments:***

[Staff Report](#)

[Attachment A](#)

[Attachment B](#)

### Discussion Items

#### 3. Proposed 2025 Board and Executive Committee Meetings Calendar

***Overview***

Presented is the proposed 2025 Board of Directors and Executive Committee calendar, depicting the dates and holidays for the year.

***Attachments:***

[Calendar](#)



## EXECUTIVE COMMITTEE MEETING AGENDA

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### 4. Marketing Update for the Fourth Quarter of Fiscal Year 2023-24

#### **Overview**

Staff will provide a summary of marketing activities for the fourth quarter of fiscal year 2023-24.

#### **Attachments:**

[Presentation](#)

### 5. Public Comments

### 6. Managing Director's Report

### 7. Committee Members' Report

### 8. Adjournment

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

**9:00 a.m. on Thursday, February 6, 2025 (subject to approval by the LOSSAN Board)**

OCTA Headquarters  
550 South Main Street  
Orange, California



# **MINUTES**

## **Executive Committee Meeting**

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### **Committee Members Present**

#### **Via Teleconference:**

Bryan MacDonald, Chair  
Fernando Dutra  
Jewel Edson

### **Staff Present**

Andrea West, Clerk of the Board  
Allison Cheshire, Clerk of the Board Specialist, Senior  
James Donich, General Counsel  
LOSSAN Staff

### **In-Person**

Fred Jung, Vice Chair  
Jason Jewell, Managing Director

### **Committee Members Absent**

None

### **Call to Order**

The October 3, 2024 meeting of the Executive Committee meeting was called to order by Chair MacDonald at 9:00 a.m.

### **Roll Call**

The Clerk of the Board conducted an attendance roll call and announced a quorum of the Executive Committee.

### **Consent Calendar (Item 1)**

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

A motion was made by Director Dutra, seconded by Director Edson, and following a roll call vote, declared passed 4-0, to approve the minutes of the July 9, 2024 Executive Committee Special Meeting.

### **Regular Calendar**

#### **2. Annual Business Plan and Budget Assumptions for Fiscal Years 2025-26 and 2026-27**

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

A motion was made by Director Edson, seconded by Director Dutra, and following a roll call vote, declared passed 4-0, to direct staff to incorporate the key assumptions into the development of the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency business plan for fiscal years 2025-26 and 2026-27.



## **Discussion Items**

### **3. Public Comments**

No public comments were received.

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

Jason Jewell, Managing Director, provided a report on the appointment of Chris Orlando, Deputy Managing Director, who begins October 14, 2024.

### **5. Committee Members' Report**

Director Dutra reported that he has "lessons learned" to share from his visit to Paris for the Olympics, and he recently rode Coaster service to an event in San Diego.

Director Edson reported that she recently attended the American Public Transportation Association conference in Anaheim.

### **6. Adjournment**

The meeting adjourned at 9:24 a.m.

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

**9:00 a.m. on Thursday, November 7, 2024**

OCTA Headquarters  
550 South Main Street  
Orange, California

ATTEST

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Andrea West  
Clerk of the Board



**November 7, 2024**

**To:** Members of the Executive Committee

**From:** Jason Jewell, Managing Director

**Subject:** 2025 Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Legislative Program

### **Overview**

Annually, the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency adopts a Legislative Program of strategic goals to guide its legislative activities for the upcoming session. The 2025 Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Legislative Program has been prepared for consideration by the Board of Directors.

### **Recommendation**

Adopt the 2025 Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Legislative Program.

### **Discussion**

The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency's (Agency) Board of Directors (Board) annually adopts a Legislative Program (Program) that outlines broad policy positions to guide staff when engaging in legislative activities. Official LOSSAN Agency positions not addressed by the Program are brought to the Board for separate action during the legislative sessions of the United States Congress and the California State Legislature. The Board last updated the Program on November 20, 2024.

The 2025 Program outlines principles aligned with the LOSSAN Agency's role while also advancing the goals outlined in the LOSSAN Agency's annual business plan. The Program is organized into four major categories, which are discussed in greater detail below, but can be outlined as follows:

1. Secure Sustainable Funding
2. Implementation of Transportation Policies
3. Connectivity and Integration
4. Infrastructure, Service, Resiliency, and Safety

The 2025 Program is included as a strikethrough version in Attachment A, with a clean copy included as Attachment B. The 2025 Program retains key provisions from the 2024 Program, while also updating and reorganizing the language to reflect the current legislative environment. Staff recommends the following changes:

- Subsection (a) of the Section entitled, “Top Priorities for 2025,” is proposed to be revised. Throughout the LOSSAN corridor there are areas that are at high-risk of failure. Staff continues to support efforts to advance resilient infrastructure. Specifically, streamlined permitting is necessary for these high-risk areas since inclement weather events and ongoing coastal erosion has accelerated the vulnerabilities of the corridor. This principle is not intended to limit support only to permit streamlining.
- Subsection (e) of the Section entitled, “Secure Sustainable Funding,” is recommended to be modified. With cap-and-trade funding set to expire in 2030, staff anticipate legislative discussions taking place next year to extend the program. This principle is to monitor that process and continue to advocate for intercity rail to be an eligible recipient in its next iteration.
- Subsection (e) of the Section entitled, “Secure Sustainable Funding,” is recommended to be revised. Beyond feasibility and funding, implementing zero-emission locomotives must also consider reliability and interoperability. Introducing new forms of locomotive technology has proven to be unreliable in some instances, stressing on-time performance. Additionally, there must also be a consideration of how a zero-emission locomotive functions in terms of interoperability and sharing corridors, especially working with various stakeholders throughout the LOSSAN Rail Corridor.
- Subsection (a) of the Section entitled, “Implementation of Transportation Policies” is proposed to be modified. With the Infrastructure Investments and Jobs Act (IIJA) well underway in terms of implementation, discussions are beginning related to developing the next reauthorization bill for surface transportation. LOSSAN staff will continue to dually prioritize both the implementation of the IIJA while looking toward the next reauthorization to ensure intercity rail is funded and appropriate federal actions are provided.
- Subsection (d) of the Section entitled, “Implementation of Transportation Policies” is proposed to be added. This year, SB 1098 (Chapter 777, Statutes of 2024) was signed into law. This bill creates various reporting requirements examining the LOSSAN Rail Corridor. A part of this requires LOSSAN to be a member of a larger working group to be convened by



the California State Transportation Agency. As a part of this working group, LOSSAN will participate and inform the recommendations in order to share its perspective, ensuring that the recommendations make sense and provide benefit to the corridor as a whole.

- Subsection (c) of the Section entitled, “Connectivity and Integration” is proposed to be revised to incorporate subsection (d) of the same Section. The two principles, which discuss connecting intercity passenger rail services with other transportation services, are largely duplicative of each other; therefore, it made sense to consolidate them to create a streamlined legislative program.
- Subsection (e) of Section IV entitled, “Infrastructure, Service, Resiliency, and Safety Improvements” is proposed to be revised. Specifically, this principle signifies the importance of partnering with the member agencies as well as the state and federal government on adaptation and resiliency efforts to support the coastal rail corridor. Following the rail service suspension that occurred in southern Orange County, and other immediate challenges needing to be addressed along the corridor, further discussions have taken place to prepare and combat the evolving impacts the environment is having on critical transportation infrastructure. The purpose of these revisions is to broaden the scope of solutions that can be identified since the process is evolving.
- Subsection (g) of the Section entitled, “Infrastructure, Service, Resiliency, and Safety Improvements,” is recommended to be removed. Last year, Governor Newsom signed SB 677 (Chapter 407, Statutes of 2023) by Senator Blakespear. This legislation required LOSSAN to identify projects to increase climate resiliency on the corridor and to discuss possible funding options for the projects identified. Since LOSSAN has now implemented this legislation, it no longer needs to be included in the Legislative Program.

To ensure the maximum applicability of the 2025 Program, the Board may review and amend the Program as legislation or legislative issues arise when deemed appropriate. In addition, to advocate for the Program’s goals and principles effectively, LOSSAN Agency staff will continue to explore and identify opportunities where the legislative resources and expertise of LOSSAN Agency’s member agencies can be leveraged to advance the positions and goals outlined in the Program.

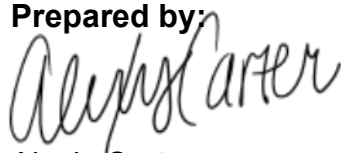
***Summary***

The 2025 Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Legislative Program is presented for consideration and adoption.

***Attachments***

- A. 2025 Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Legislative Program (Strikethrough Version)
- B. 2025 Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Legislative Program (Clean Version)

**Prepared by:**



Alexis Carter  
Government Relations Representative  
(714) 560-5475



20254 Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency  
Legislative Program

**TOP PRIORITIES FOR 20254:**

- a) Continue to ~~explore~~ **support** efforts to advance resilient infrastructure and service improvement projects and programs, including streamlining permitting for high-risk areas in the corridor.
- b) Maximize the share of long-term, sustainable funding sources to support passenger rail operations and capital projects in the Los Angeles – San Diego – San Luis Obispo (LOSSAN) rail corridor, including the continued eligibility for the LOSSAN Rail Corridor Agency (Agency) to compete for state and federal funding.
- c) Support policies and programs that encourage efforts to adjust intercity rail service to meet customer demand and enable future expansion.
- d) Support efforts to further enhance connectivity of regional and intercity rail and local transit services within LOSSAN rail corridor.

**I. SECURE SUSTAINABLE FUNDING**

- a) Support efforts to pursue and maximize the LOSSAN Agency's share of stable, recurring sources of operating and capital funding to support intercity rail operations, equipment and safety needs, and LOSSAN Agency Priority Projects.
- b) Support member agency grant funding requests consistent with the LOSSAN Agency's Legislative Program and annual business plan.
- c) Support the protection of existing revenues and the generation of new revenue sources; maximize flexibility in use of federal and state funds, including emerging funding programs. Advocate for intercity rail as an eligible recipient of any new revenue sources.
- d) Support efforts to lower the current two-thirds voter requirement for special purpose taxes that provide for transportation and quality of life improvements.
- e) Support efforts to apply for the use of SB 1 (Chapter 5, Statutes of 2017) and cap-and-trade funding for LOSSAN Agency priority projects, advocating for intercity rail as an eligible recipient, flexibility in revenue use, and a streamlined allocation process. Monitor discussions related to extending the cap-and-trade program.
- f) Secure emergency preparedness funds through any grant program that funds safety and security activities in order to complete more rail system and passenger protection projects.
- g) Support the development of future federal rail capital investment programs.
- h) Support efforts to apply for federal rail capital matching program funds for LOSSAN Agency priority projects.
- i) Oppose efforts to minimize or reduce the funding commitments that support passenger rail services along the LOSSAN rail corridor.
- j) Support policies and funding that provide for the implementation of the LOSSAN rail corridor wide Strategic Implementation Plan, California State Rail Plan, and other rail improvement plans.
- k) Support expedited project delivery solutions and supplemental funding for priority rail projects, including those related to the 2028 Olympic and Paralympic Games in Los Angeles.
- l) Engage in discussions related to policies and regulations that require the implementation of zero-emission locomotives to ensure technical feasibility, reliability, ~~and~~ adequate funding, and interoperability.
- m) Support policies that encourage the rehabilitation and modernization of the state rail network, such as equipment procurement and zero-emission or energy efficient locomotive technology.



20254 Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency  
Legislative Program

**II. IMPLEMENTATION OF TRANSPORTATION POLICIES**

- a) Support implementation of surface transportation the Infrastructure Investments and Jobs Act (IIJA) legislation and development of the next surface transportation reauthorization bill to ensure adequate funding levels, transit and rail investments, and expedited federal actions are provided.
- b) Support equitable policies in the delivery of passenger rail services, projects, and programs within the LOSSAN rail corridor.
- c) Monitor ~~implementation of Executive Order N-19-19, and any related legislative or regulatory efforts that alter existing transportation investment processes~~ to ensure the LOSSAN Agency remains competitive within existing funding programs and transportation funds are used for their intended purposes.
- d) Support policies and actively engage in discussions to increase transparency and address the deficiencies of the current federal intercity rail cost model, as envisioned in the (IIJA) Infrastructure Investments and Jobs Act.
- e) Participate in and support the working group created by SB 1098 (Chapter 777, Statutes of 2024) in order to share LOSSAN perspective and encourage recommendations that benefit the corridor as a whole.

**III. CONNECTIVITY AND INTEGRATION**

- a) Continue working with stakeholders on the planning, advocacy, and promotion of existing and future passenger rail service at the federal, state, and local level.
- b) Seek opportunities to support and increase connectivity integration for the LOSSAN rail corridor, including with emerging rail corridors, services, and high-speed rail.
- c) Support efforts to streamline and enhance transit services that provide for first-and-last mile connections to intercity, commuter, and high-speed rail passenger rail services and stations, including policies and programs regarding train to plane connections at local airports.
- ~~d) Support policies and programs that facilitate intermodal connectivity between passenger rail services on the LOSSAN rail corridor and other public transportation systems, including train to plane connections at local airports.~~
- e) Support financially sustainable efforts that would allow for the future extension of service to connect to areas outside of the existing LOSSAN rail corridor, including a financially sustainable access rate.

**IV. INFRASTRUCTURE, SERVICE, RESILIENCY, AND SAFETY IMPROVEMENTS**

- a) Support legislation that encourages smart growth and transit-oriented development, mixed-use development, and joint development opportunities, including improved connectivity to and from rail stations.
- b) Support goods movement initiatives that provide infrastructure and throughput improvements for passenger rail systems, including any additional funding and policy reforms to aid in expediting transportation projects to address supply chain concerns.
- c) Support legislation promoting rail safety and rail security, including efforts to fund and responsibly operate Positive Train Control (PTC), and request federal assistance in considering the fiscal, technological, and logistical challenges faced by entities operating PTC safety technology.
- d) Monitor any administrative reform efforts that may impact rail safety regulatory agencies such as the California Public Utilities Commission.
- e) Support efforts to protect the coastal rail corridor by coordinating with the State and member agencies on developing ~~short-, medium-, and long-term~~ solutions to address the impacts of sea level rise and coastal erosion to ensure long-term viability of the corridor.
- f) Participate in the Senate Subcommittee on LOSSAN Rail Resiliency and the LOSSAN Regional Rail Working Group to help inform the State's perspective on resiliency planning throughout the corridor.
- ~~g) Implement state law that requires the annual business plan to identify climate change related risks in the corridor and funding sources to address these challenges.~~



**2025 Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency  
Legislative Program**

**TOP PRIORITIES FOR 2025:**

- a) Continue to support efforts to advance resilient infrastructure and service improvement projects and programs, including streamlining permitting for high-risk areas in the corridor.**
- b) Maximize the share of long-term, sustainable funding sources to support passenger rail operations and capital projects in the Los Angeles – San Diego – San Luis Obispo (LOSSAN) rail corridor, including the continued eligibility for the LOSSAN Rail Corridor Agency (Agency) to compete for state and federal funding.**
- c) Support policies and programs that encourage efforts to adjust intercity rail service to meet customer demand and enable future expansion.**
- d) Support efforts to further enhance connectivity of regional and intercity rail and local transit services within LOSSAN rail corridor.**

**I. SECURE SUSTAINABLE FUNDING**

- a) Support efforts to pursue and maximize the LOSSAN Agency’s share of stable, recurring sources of operating and capital funding to support intercity rail operations, equipment and safety needs, and LOSSAN Agency Priority Projects.
- b) Support member agency grant funding requests consistent with the LOSSAN Agency’s Legislative Program and annual business plan.
- c) Support the protection of existing revenues and the generation of new revenue sources; maximize flexibility in use of federal and state funds, including emerging funding programs. Advocate for intercity rail as an eligible recipient of any new revenue sources.
- d) Support efforts to lower the current two-thirds voter requirement for special purpose taxes that provide for transportation and quality of life improvements.
- e) Support efforts to apply for the use of SB 1 (Chapter 5, Statutes of 2017) and cap-and-trade funding for LOSSAN Agency priority projects, advocating for intercity rail as an eligible recipient, flexibility in revenue use, and a streamlined allocation process. Monitor discussions related to extending the cap-and-trade program.
- f) Secure emergency preparedness funds through any grant program that funds safety and security activities in order to complete more rail system and passenger protection projects.
- g) Support the development of future federal rail capital investment programs.
- h) Support efforts to apply for federal rail capital matching program funds for LOSSAN Agency priority projects.
- i) Oppose efforts to minimize or reduce the funding commitments that support passenger rail services along the LOSSAN rail corridor.
- j) Support policies and funding that provide for the implementation of the LOSSAN rail corridor wide Strategic Implementation Plan, California State Rail Plan, and other rail improvement plans.
- k) Support expedited project delivery solutions and supplemental funding for priority rail projects, including those related to the 2028 Olympic and Paralympic Games in Los Angeles.
- l) Engage in discussions related to policies and regulations that require the implementation of zero-emission locomotives to ensure technical feasibility, reliability, adequate funding, and interoperability.
- m) Support policies that encourage the rehabilitation and modernization of the state rail network, such as equipment procurement and zero-emission or energy efficient locomotive technology.



## 2025 Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Legislative Program

### II. IMPLEMENTATION OF TRANSPORTATION POLICIES

- a) Support implementation of the Infrastructure Investments and Jobs Act (IIJA) and development of the next surface transportation reauthorization bill to ensure adequate funding levels, transit and rail investments, and expedited federal actions are provided.
- b) Support equitable policies in the delivery of passenger rail services, projects, and programs within the LOSSAN rail corridor.
- c) Monitor regulatory efforts that alter existing transportation investment processes to ensure the LOSSAN Agency remains competitive within existing funding programs and transportation funds are used for their intended purposes.
- d) Support policies and actively engage in discussions to increase transparency and address the deficiencies of the current federal intercity rail cost model, as envisioned in the IIJA.
- e) Participate in and support the working group created by SB 1098 (Chapter 777, Statutes of 2024) in order to share LOSSAN perspective and encourage recommendations that benefit the corridor as a whole.

### III. CONNECTIVITY AND INTEGRATION

- a) Continue working with stakeholders on the planning, advocacy, and promotion of existing and future passenger rail service at the federal, state, and local level.
- b) Seek opportunities to support and increase connectivity integration for the LOSSAN rail corridor, including with emerging rail corridors, services, and high-speed rail.
- c) Support efforts to streamline and enhance transit services that provide for first-and-last mile connections to intercity, commuter, and high-speed rail passenger rail services and stations, including policies and programs regarding train to plane connections at local airports
- d) Support financially sustainable efforts that would allow for the future extension of service to connect to areas outside of the existing LOSSAN rail corridor.

### IV. INFRASTRUCTURE, SERVICE, RESILIENCY, AND SAFETY

- a) Support legislation that encourages smart growth and transit-oriented development, mixed-use development, and joint development opportunities, including improved connectivity to and from rail stations.
- b) Support goods movement initiatives that provide infrastructure and throughput improvements for passenger rail systems, including any additional funding and policy reforms to aid in expediting transportation projects to address supply chain concerns.
- c) Support legislation promoting rail safety and rail security, including efforts to fund and responsibly operate Positive Train Control (PTC), and request federal assistance in considering the fiscal, technological, and logistical challenges faced by entities operating PTC safety technology.
- d) Monitor any administrative reform efforts that may impact rail safety regulatory agencies such as the California Public Utilities Commission.
- e) Support efforts to protect the coastal rail corridor by coordinating with the State and member agencies on developing solutions to address the impacts of sea level rise and coastal erosion to ensure long-term viability of the corridor.
- f) Participate in the Senate Subcommittee on LOSSAN Rail Resiliency and the LOSSAN Regional Rail Working Group to help inform the State's perspective on resiliency planning throughout the corridor.

# 2025 LOSSAN BOARD AND EXECUTIVE COMMITTEE CALENDAR



JANUARY						
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MAY						
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JULY						
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SEPTEMBER						
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NOVEMBER						
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DECEMBER						
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**LOSSAN Board of Directors regular meeting**  
 Time TBD: Meetings will take place at the OCTA headquarters

**Holidays**

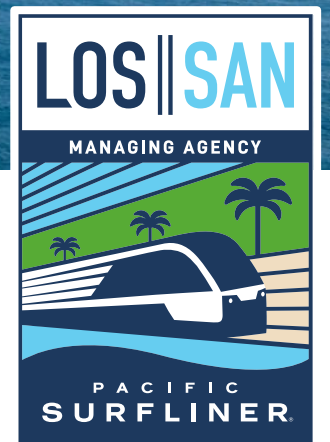
**LOSSAN Executive meeting**  
 9:00 a.m.: Meetings will take place at the OCTA headquarters





# Marketing Update for the Fourth Quarter of Fiscal Year 2023-24

LOSSAN Executive Committee Meeting | November 8, 2024





# Performance Summary (PacificSurfliner.com)

- Quarter 4 (Q4) of fiscal year (FY) 2023-24 saw an increase in revenue derived from PacificSurfliner.com compared to the prior quarter.
- Over 236k qualified sales leads were delivered to Amtrak.com from the booking widget between April and June, resulting in more than \$1.3 million in revenue.



Users to PacificSurfliner.com



Referral traffic to Amtrak.com



Bookings on Amtrak.com



Riders



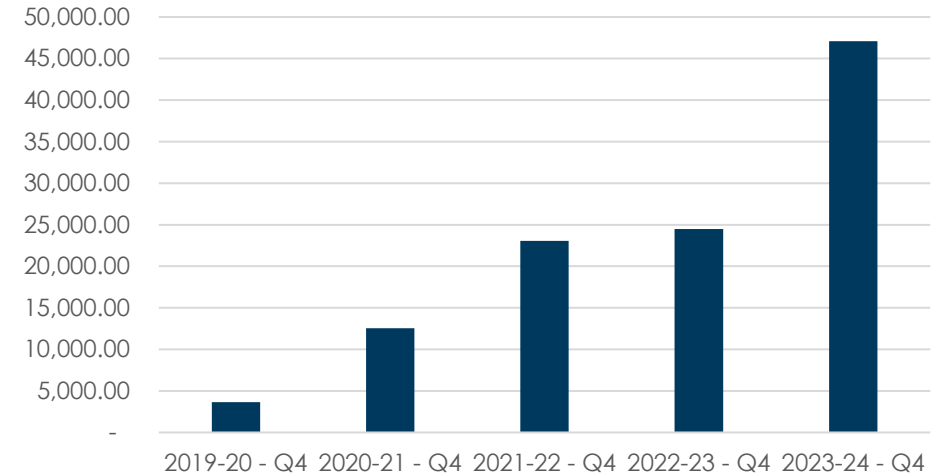
Revenue

	Users to PacificSurfliner.com	Referral traffic to Amtrak.com	Bookings on Amtrak.com	Riders	Revenue
<b>Q4 – FY 24</b> (Apr-June)	612,000	236,292	21,547	47,109	\$1,312,471
<b>Q3 – FY 24</b> (Jan-Mar)	410,000	146,919	10,753	21,628	\$701,726

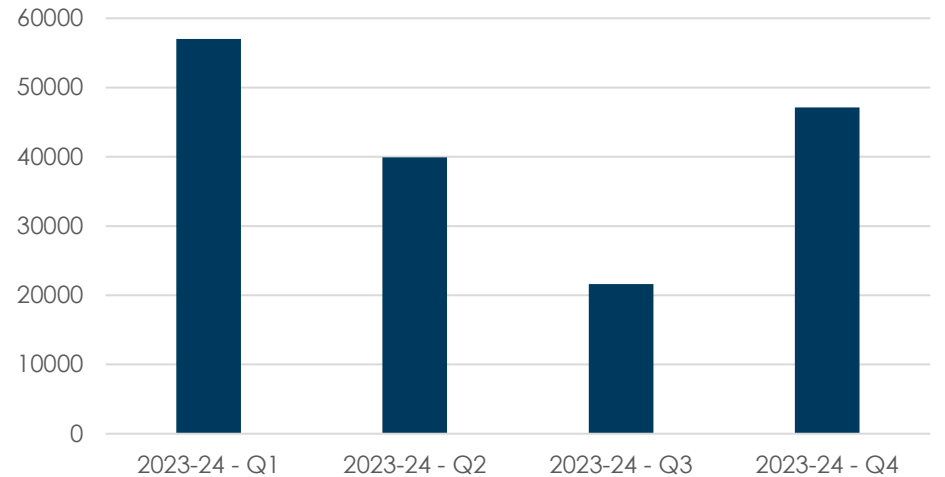
# Performance Over Time (from online bookings)

April to June	Referral to Amtrak.com	Bookings	Ridership (from online Bookings)	Revenue (from online Bookings)
2019-20 - Q4	23,972	2,004	3,655	\$114,237
2020-21 - Q4	61,423	7,284	12,544	\$507,745
2021-22 - Q4	108,577	10,885	23,069	\$726,770
2022-23 -Q4	149,903	10,874	24,493	\$752,201
<b>2023-24 -Q4</b>	<b>236,292</b>	<b>21,547</b>	<b>47,109</b>	<b>\$1,312,471</b>

Q4 Ridership Year-over-Year



Past Year Ridership



# Wonderfront Music & Arts Festival

- Downtown San Diego, May 10-12
- Promotion: Save 20% on train travel to San Diego and 10% on event tickets

**22%**

Ridership  
Increase\*

**8%**

Promotional  
Code Usage

\* Based on station arrivals during event days vs. 6-month average



# California Strawberry Festival

- Ventura Fairgrounds, May 18-19
- Promotion: Kids ride free - up to three children ride free with each paying adult
- Onboard rack cards & 3 video collaborations

**86%**

Ridership  
Increase\*

**37%**

Promotional  
Code Usage

\* Based on station arrivals during event days vs. 6-month average





# X Games 2024

- Ventura Fairgrounds, June 28-30
- Promotion: Save 15% on admission and train travel to Ventura
- Extra weekend service added to schedule
- Train wrap, eblast, social posts, onboard rack cards, ad in program

**39%**

Ridership  
Increase\*

**21%**


Promotional  
Code Usage

\* Based on station arrivals during event days vs. 6-month average




# LAist Campaign


- Radio and digital ad campaign
- Ran from May 27 to July 7
- Placements:
  - 125+ aired radio spots
  - 122K+ display ad impressions
  - Dedicated [eBlast newsletter](#) to 150K subscribers

VIEW ONLINE  [DONATE](#)

*From time to time, we send you messages such as this one from our underwriting partners. Our newsroom is not involved in their creation or messaging. These occasional messages help to support our independent journalism.*

THIS MESSAGE IS FROM





*Amtrak Pacific Surfliner*

Treat yourself to a journey along the coast unlike any other. The [Amtrak® Pacific Surfliner®](#) is one of the most scenic train routes in the country, traveling through landscapes that deliver sweeping views of sparkling ocean waters, rolling hills, rocky mountain passes, and more. But the views are not the only thing that make the Pacific Surfliner the ideal way to travel through Southern California.

# Communications

- **Passenger:**
  - Del Mar Phase 5 Project
  - Planned Track Closures
  - R2R Blackout Dates
- **Press Releases:**
  - Amtrak Pacific Surfliner Adds Additional Trains for X Games Ventura 2024. May 30, 2024
  - Explore Southern California This Summer with Amtrak Pacific Surfliner: Tips & Tricks for Travelers
- **In the Media:**
  - Sand takes increasing role to protect rail line in San Clemente, California – Trains Online, May 5, 2024
  - 7 Scenic Train Trips On The West Coast Worth Trying This Summer – The Travel, May 11, 2024
  - Revealed: The Most Scenic Train Journey In Your State – MSN, June 21, 2024

## Amtrak Pacific Surfliner Adds Additional Trains for X Games Ventura 2024

Partnership Provides Convenient and Scenic Train Travel Options for Action Sports Fans



The Amtrak® Pacific Surfliner® will add two extra trains per day from Friday, June 28 through Sunday, June 30, 2024, to accommodate the expected increase in travelers for the highly anticipated X Games Ventura 2024 event. This is the second annual partnership between the Pacific Surfliner, the X Games, Ventura County Coast, and the Ventura Visitors and Convention Bureau (Visit Ventura) to support sustainable travel to the event.



Photo Courtesy of Amtrak® Pacific Surfliner®

"The success of last year's partnership underscored the immense potential for long-term synergy between our organizations. With our Ventura stop located just steps away from all the action, Pacific Surfliner is an easy choice to avoid traffic, while enjoying the scenic views of the coastline. The Corridor Agency Board of Directors is proud to support sustainable mobility options for our customers."



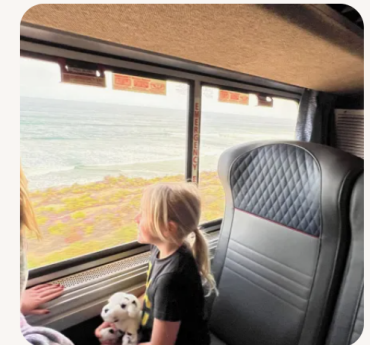
The App Pregnancy Ages & Stages Family Life Travel Shopping Entertainment Gift Cards

Sign up Log in

Family Travel Tips & Inspiration

With 29 stations from San Diego to San Luis Obispo, the Pacific Surfliner offers an ideal travel option for families. Additionally, the M&T commemorates the X Games.

## We Tried Amtrak's Pacific Surfliner & Here's Why It's the Perfect Family Getaway



Melissa Heckscher

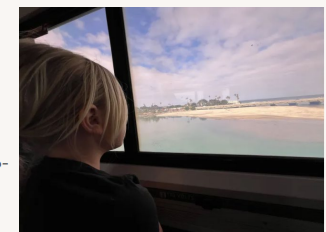
Avoiding the CA freeways is a major win.

By Melissa Heckscher May 22, 2024

LA is known for a lot of things: Sunny weather. Towering palm trees. Hollywood. And freeways.

Consequently, driving out of town for a SoCal staycation—the whole, 10-to-the-110-to-the-405 thing— is sometimes more hassle than it's worth. Especially when you've got little ones strapped in for the ride.

Enter Amtrak's Pacific Surfliner. A 351-mile train service that runs between San Diego and San Luis Obispo, this coast-hugging train is for travelers who love a scenic road trip but don't want to deal with the actual road. It's basically Pacific Coast Highway, without the harrowing drive.





# Pacific Surfliner Newsletter

- Subscription-based newsletter highlighting service offerings and regional events
- Distributed monthly
- 21,226 total recipients

**46.7%**  
Open Rate

**4.6%**  
Click Rate

AMTRAK  
PACIFIC  
SURFLINER

Schedules Destinations Offers Tickets

ENJOY A TASTE OF SUMMER AT THE CALIFORNIA STRAWBERRY FESTIVAL 🍓

Join strawberry-lovers from far and wide at the annual California Strawberry Festival located in Ventura County! Enjoy strawberry-flavored treats, live music, arts & crafts booths and more, all while supporting the local community.

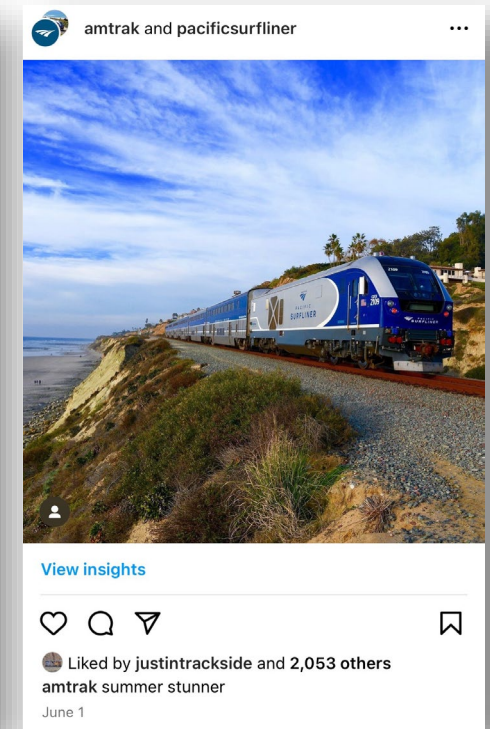
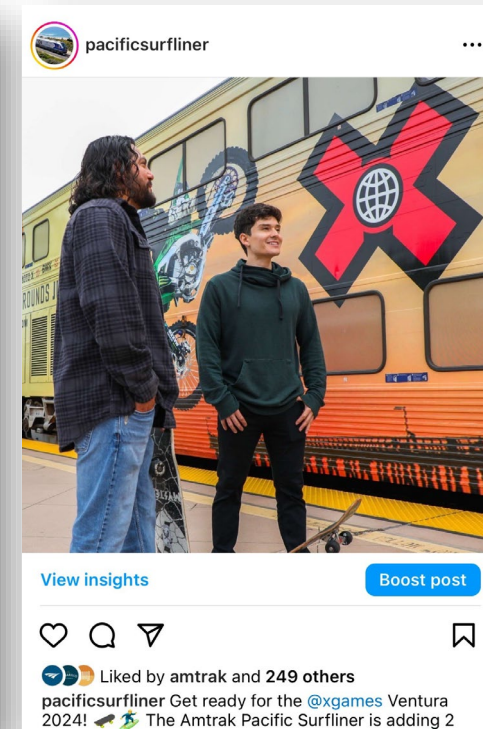
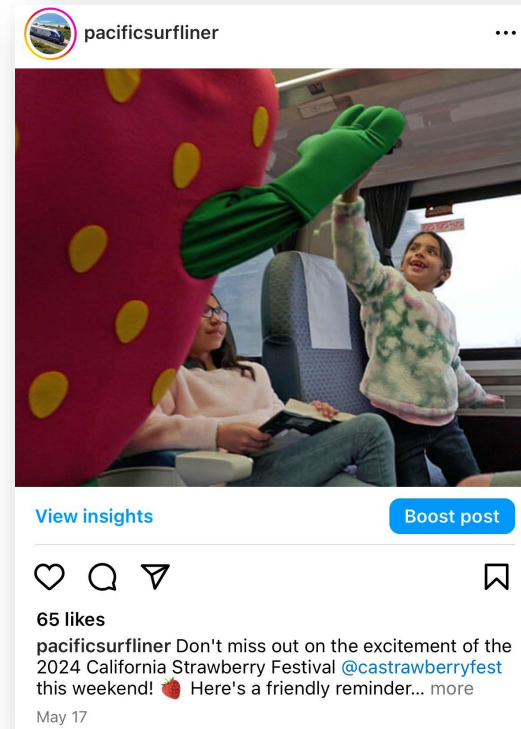
We'll even sweeten the deal: if you ride the Pacific Surfliner to the festival, up to three children ride free with each paying adult!

CLAIM THIS SWEET DEAL




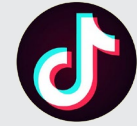


# Social Media – Q4

- **55 posts, 18,248 likes, 1,974 comments**
- Content examples:
  - Del Mar Track Closure
  - Strawberry Festival
  - X Games
  - Bringing pets on board
  - Taking train to Padres games
  - Celebrate Pride Month
  - Upgrading to Business Class
  - Santa Barbara Solstice Festival



# Social Media Metrics – Q4

Platform	Total Followers	New Followers	Engagement*	Link Clicks
	52,900	390	11,800	22,600
	23,300	2,200	17,600	1,100
	17,900	459	N/A	N/A
	1,494	119	7,270	15

\*Engagement: Shares, comments/replies, likes, video views, etc.

# Quarter 1 FY2023-24

- Summer Events
  - Del Mar Races
  - Comic-Con
- Summer Travel Tips
- Rail Safety Month
- Powered by Sustainable Fuel signs
- Sparks Partnership
- Angels Partnership

Questions?