



LOSSAN Rail Corridor Agency

Board Meeting

Agenda

Monday, September 15, 2025 at 10:30 a.m.

Meeting Location:

OCTA Headquarters (550 S. Main St., Orange)

Board Members

Fred Jung, OCTA, Chair

Fred Strong, SLOCOG, Vice Chair

Fernando Dutra, Metro

Jewel Edson, NCTD

Katrina Foley, OCTA

Joy Lyndes, SANDAG

Jennifer Mendoza, SDMTS

Paula Perotte, SBCAG

Dana Reed, RCTC

Jess Talamantes, Metro

Jim White, VCTC

Jeanne Cantu, Amtrak, Ex-Officio

LaDonna DiCamillo, CHSRA, Ex-Officio

John Gabbard, SCAG, Ex-Officio

Kyle Gradinger, Caltrans, Ex-Officio

Teleconference Locations:

Omni Seaport

450 Summer St.

Boston, MA

Lemon Grove City Hall

3232 Main Street

Lemon Grove, CA

Encinitas City Hall, Rose Conference Room

505 S. Vulcan Ave.

Encinitas, CA

Goleta City Hall, Room 1

130 Cremona Dr.

Goleta, CA



BOARD MEETING AGENDA

Indian Wells City Hall
44950 Eldorado Dr.
Indian Wells, CA

Accessibility

Any person with a disability who requires a modification or accommodation to participate in this meeting should contact the Los Angeles - San Diego - San Luis Obispo (LOSSAN) Rail Corridor Agency 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 or through the LOSSAN Clerk of the Board's office at: Orange County Transportation Authority Headquarters (OCTA), 600 South Main Street, Orange, California.

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, 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.



BOARD MEETING AGENDA

Call to Order

Roll Call

Pledge of Allegiance

Closed Session

A Closed Session is not scheduled.

Special Calendar

There are no Special Calendar Matters.

Consent Calendar (Items 1 through 4)

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

Recommendations(s)

Approve the minutes of the July 21, 2025 LOSSAN Rail Corridor Agency Board of Director's meeting.

Attachments:

[Minutes](#)

2. Consultant Selection for the Pacific Surfliner Public Relations Services Agreement

Overview

Consultant services are required for professional public relations services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's Pacific Surfliner marketing and communications program. Proposals have been received and evaluated in accordance with the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's procurement procedures for professional and technical services. Board of Director's approval is requested to execute an agreement for these services.

Recommendation(s)

- A. Approve the selection of The Abbi Agency as the firm to provide public relations services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency.
- B. Authorize the Managing Director to negotiate and execute Agreement No. L-5-0001 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and the Abbi Agency, in the amount of \$60,000, to provide public relations



BOARD MEETING AGENDA

for a one-year initial term with two, two-year option terms.

Attachments:

[Staff Report](#)

[Attachment A](#)

[Attachment B](#)

[Attachment C](#)

3. Amendment to Agreement for Preparation of Plans, Specifications, and Estimates for Phase 1 of the Central Coast Layover Facility Project

Overview

On November 15, 2022, the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Directors approved an agreement with HDR Engineering, Inc., to prepare the plans, specifications, and estimates for Phase 1 of the Central Coast Layover Facility project. An amendment to the existing agreement is requested to address unforeseen circumstances, delays, and additional requirements from the Union Pacific Railroad resulting in additional costs.

Recommendation(s)

Authorize the Managing Director to negotiate and execute Amendment No. 3 to Agreement No. L-2-0004 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and HDR Engineering, Inc., in the amount of \$260,200, for additional support in the preparation of plans, specifications, and estimates for Phase 1 of the Central Coast Layover Facility project. This will increase the maximum cumulative obligation of the agreement to a total contract value of \$3,499,168.

Attachments:

[Staff Report](#)

[Attachment A](#)

4. Amendment to Federal Fiscal Year 2024-25 Operating Agreement with Amtrak for the Pacific Surfliner Intercity Passenger Rail Service

Overview

Effective October 1, 2024, the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency entered into an agreement with Amtrak for the continued operation of the Pacific Surfliner intercity passenger rail service for federal fiscal year 2024-25. An amendment is requested to increase the maximum obligation of the agreement for additional net costs associated with updated state funding allocations, costs incurred for the Del Mar Bluffs 5 project, and costs related to the San Clemente rail closure and bus bridge operations.

Recommendation(s)

Authorize the Managing Director to negotiate and execute an Amendment No. 1 to



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Agreement L-4-0021 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and Amtrak for \$3,917,822.

Attachments:

[Staff Report](#)

Regular Calendar

5. Continuation of the Interagency Transfer Agreement with the California Department of Transportation for Administration of the Pacific Surfliner Intercity Passenger Rail Service

Overview

The interagency transfer agreement between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and the California Department of Transportation Division of Rail and Mass Transportation that enables the local administration and management of the state-supported Pacific Surfliner intercity passenger rail service expires on September 30, 2025. The agreement allows for two four-year options for renewal. Both the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and the California Department of Transportation Division of Rail and Mass Transportation seek to exercise the second option term.

Recommendation(s)

Authorize the Managing Director to negotiate and execute the second option term of the Interagency Transfer Agreement between the California Department of Transportation Division of Rail and Mass Transportation and the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency to allow continued local administrative oversight and management for the state-supported Pacific Surfliner intercity passenger rail service for a four-year term beginning October 1, 2025.

Attachments:

[Staff Report](#)

6. Federal Railroad Administration Restoration and Enhancement Grant Agreement

Overview

In January 2025, the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency was awarded \$27,120,364 through the Federal Railroad Administration's Restoration and Enhancement Grant Program. This award provides federal funding to restore three additional daily roundtrips between Los Angeles and San Diego, bringing the Pacific Surfliner service back to pre-pandemic levels and advancing the State's goal of near-hourly service frequency.

The Federal Railroad Administration has indicated its goal of executing a grant



BOARD MEETING AGENDA

agreement for the funding as early as September 30, 2025. Staff are seeking Board of Director's authorization for the Managing Director to execute the grant agreement with the Federal Railroad Administration to ensure access to these funds as soon as possible and the reimbursement of eligible costs already incurred.

Recommendation(s)

Authorize the Managing Director to execute a grant agreement with the Federal Railroad Administration for the Restoration and Enhancement Grant Program in the amount of \$27,120,364, to restore three daily roundtrips between Los Angeles and San Diego for a six-year term.

Attachments:

[Staff Report](#)

7. Federal Fiscal Year 2025-26 Operating Agreement with the National Railroad Passenger Corporation for the Pacific Surfliner Intercity Passenger Rail Service

Overview

To provide continued operation for the Pacific Surfliner intercity passenger rail service as included in the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Annual Business Plan for fiscal years 2025-26 and 2026-27, a new operating agreement must be negotiated with the National Railroad Passenger Corporation. The current agreement with Amtrak will end on September 30, 2025. Staff are seeking to negotiate a one-year operating agreement with Amtrak.

Recommendation(s)

Authorize the Managing Director to negotiate and execute an agreement with the National Railroad Passenger Corporation to provide for the continued operation of the Pacific Surfliner intercity passenger rail service for a term of one year, in an amount not-to-exceed \$59,559,400, for federal fiscal year 2025-26.

Attachments:

[Staff Report](#)

Discussion Items

8. Pacific Surfliner Marketing Update

Overview

Staff will provide an update on marketing efforts.

Attachments:

[Presentation](#)



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9. Temporary Additional Santa Barbara Service Update

Overview

Staff will provide an update on the status on the Santa Barbara service.

10. California Department of Transportation FLIRT H2 Deployment Strategy

Overview

The California Department of Transportation will provide an update on its strategy for the procurement and deployment of zero-emission passenger rail vehicles within the state.

Attachments:

[Presentation](#)

11. Public Comments

12. Managing Director's Report

13. Board Members' Report

14. Adjournment

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

12:30 p.m. on Monday, October 20, 2025

LA Metro
1 Gateway Plaza
Los Angeles, CA



MINUTES

LOSSAN Agency Board of Directors Meeting

Call to Order

The July 21, 2025, meeting of the Board of Directors of the LOSSAN Rail Corridor Agency was called to order by Chair Jung at 10:30 a.m. at the OCTA Headquarters, 550 S. Main, Orange.

Roll Call

The Clerk of the Board conducted an attendance roll call and announced a quorum present as follows:

Directors Present: Fred Jung, OCTA, Chair
Fred Strong, SLOCOG, Vice Chair
Katrina Foley, OCTA
Jeanne Cantu, Amtrak, Ex-Officio
LaDonna DiCamillo, CHSRA, Ex-Officio
John Gabbard, SCAG, Ex-Officio

Via Teleconference: Fernando Dutra, Metro
Jewel Edson, NCTD
Jennifer Mendoza, SDMTS
Paula Perotte, SBCAG
Dana Reed, RCTC
Chris Enegren, VCTC, Alternate
David Perry, Metro, Alternate

Directors Absent: Joy Lyndes, SANDAG
Jess Talamantes, Metro
Jim White, VCTC
Kyle Gradinger, Caltrans, Ex-Officio

Staff Present: Jason Jewell, Managing Director
Andrea West, Clerk of the Board
Allison Cheshire, Clerk of the Board Specialist, Senior
Seema Kulkarni, Summer College Intern
James Donich, General Counsel
LOSSAN Staff

Consent Calendar (Items 1 through 3)

1. Approval of Minutes

A motion was made by Vice Chair Strong, seconded by Director Dutra, and following a roll call vote, declared passed 9-0, to approve the minutes of the June 16, 2025 LOSSAN Rail Corridor Agency Board of Directors' meeting.

Director Foley was not present to vote on this item.



MINUTES

LOSSAN Agency Board of Directors Meeting

2. Semiannual Progress Report of the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency 2025 Work Plan

A motion was made by Vice Chair Strong, seconded by Director Dutra, and following a roll call vote, declared passed 9-0, to receive and file as an information item.

Director Foley was not present to vote on this item.

3. Approval to Release Request for Proposals for Program Management Consultant Services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency

A motion was made by Vice Chair Strong, seconded by Director Dutra, and following a roll call vote, declared passed 10-0, to:

- A. Approve the proposed evaluation criteria and weightings for Request for Proposals 5-4209 to select a firm to provide program management consultant services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency.
- B. Approve the release of Request for Proposals 5-4209 for program management consultant services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency.

Discussion Items

4. Temporary Additiional Santa Barbara Service Update

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

No action was taken on this item.

5. Update on San Clemente Emergency Track Stabilization Efforts

James G. Beil, Executive Director of Capital Programs, provided a presentation on this item.

No action was taken on this item.

6. Public Comments

A written public comment was received from Brian Yanity, and was sent to the Board at 6:52 p.m. on July 20, 2025.



7. Managing Director's Report

Jason Jewell, Managing Director, reported on special events occurring along the corridor.

8. Board Members' Report

Director Perotte reported on funds that were awarded from CalSTA to SBCAG for the US 101 Corridor.

Director Dutra requested an update on interagency planning for the 2028 Olympic games. Managing Director Jewell noted that an update will be provided at a future meeting.

Vice Chair Strong reported that the California Mid-State Fair is underway.

9. Adjournment

The meeting was adjourned at 11:05 a.m. The next regularly scheduled meeting of this Board will be held:

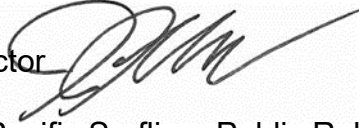
10:30 a.m. on Monday, September 15, 2025

OCTA Headquarters
550 South Main Street
Orange, California



September 15, 2025

To: Members of the Board of Directors

From: Jason Jewell, Managing Director 

Subject: Consultant Selection for the Pacific Surfliner Public Relations Services Agreement

Overview

Consultant services are required for professional public relations services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency's Pacific Surfliner marketing and communications program. Proposals have been received and evaluated in accordance with the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency's procurement procedures for professional and technical services. Board of Director's approval is requested to execute an agreement for these services.

Recommendations

- A. Approve the selection of The Abbi Agency as the firm to provide public relations services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency.
- B. Authorize the Managing Director to negotiate and execute Agreement No. L-5-0001 between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and the Abbi Agency, in the amount of \$60,000, to provide public relations for a one-year initial term with two, two-year option terms.

Discussion

The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) is responsible for marketing the Pacific Surfliner service. The LOSSAN Agency's public relations program aims to boost awareness of the Pacific Surfliner and enhance the brand's credibility. In addition to distributing press releases to print, online, and broadcast media, the LOSSAN Agency pitches stories and develops media contacts across industries such as transportation and tourism. Efforts also include working with bloggers and online influencers to promote visibility and awareness of the Pacific Surfliner. In addition to increasing

the overall presence of the Pacific Surfliner, public relations efforts utilize media monitoring tools to track coverage and identify opportunities to protect and enhance the Pacific Surfliner brand.

The LOSSAN Agency's public relations program has expanded its reach and effectiveness, strengthening visibility for the Pacific Surfliner across target markets. These efforts have been instrumental in communicating schedule adjustments, service alerts, and other essential information to riders through trusted media sources. One of the measures used to determine the effectiveness of public relations efforts is earned media value, which refers to the monetary value of exposure from public relations activities, based on the estimated advertising cost for equivalent coverage by a media outlet. In fiscal year (FY) 2024–25, there were more than 3,900 earned media placements on various outlets about the Pacific Surfliner, generating over \$9.4 million in earned media value.

The current contract for these services is set to expire in October 2025 and does not include additional options to extend the current provider. A new contract will build on the successes of the Public Relations (PR) program and expand growth opportunities. Therefore, the LOSSAN Agency is seeking Board of Directors' (Board) approval for a new contract for public relations support that includes option terms and an updated scope of work (SOW).

The PR services SOW includes the following:

- Develop and implement targeted public relations campaigns to generate featured articles and related publicity.
- Build and maintain relationships with the media on behalf of the LOSSAN Agency. Maintain and update the Pacific Surfliner Media Room and editorial calendar.
- Utilize media monitoring tools to track coverage, provide reporting, and identify opportunities to protect and enhance the Pacific Surfliner brand. Provide consultation for crisis management, as needed.
- Manage media requests, which includes supplying draft responses, draft talking points for interviews, and arranging interview logistics, as needed.
- Plan and execute media events that build positive visibility in key markets. Coordinate group and independent media familiarization (FAM) trips including handling travel arrangements and correspondence with business and tourism partners.

Procurement Approach

The procurement was handled in accordance with the LOSSAN Agency's Board-approved procedures for professional services. Award is recommended to the firm offering the most comprehensive overall proposal considering such factors

as prior experience with similar projects, staffing and project organization, work plan, as well as cost and price.

On June 18, 2025, Request for Proposals (RFP) 5-4136, was issued electronically on CAMM NET. The project was advertised in a newspaper of general circulation on June 18 and June 25, 2025. One addendum was issued to provide responses to written questions related to the RFP.

On July 10, 2025, six (6) proposals were received by the date and time specified in the RFP. One of the proposals was removed from evaluations after declining to retract the submitted contractual exceptions and deviations. An evaluation committee consisting of staff from the Orange County Transportation Authority's Contracts Administration and Materials Management department, as well as LOSSAN Agency staff met to review all proposals received.

The proposals were evaluated based on the following evaluation criteria and weights:

- | | |
|-------------------------------------|------------|
| • Qualifications of the Firm | 20 percent |
| • Staffing and Project Organization | 25 percent |
| • Work Plan | 30 percent |
| • Cost and Price | 25 percent |

Several factors were considered in developing these weightings. Qualifications of the firm were weighted at 20 percent because the successful firm needed to demonstrate a proven track record for meeting similar requirements in previous projects. Project Staffing and organization were weighted at 25 percent as the firm's proposed project team had to demonstrate familiarity with required marketing specializations in terms of knowledge, skills, and experience. Work plan was weighted at 30 percent to emphasize the importance of the firm's approach in meeting the LOSSAN Agency's marketing and communications needs. Cost and price were weighted at 25 percent to ensure the LOSSAN Agency receives the best value for the services provided.

On July 28, 2025, the evaluation committee reviewed all proposals received based on the evaluation criteria and short-listed the three most qualified firms, which are listed below in alphabetical order:

Firm and Location
The Abbi Agency
Headquarters: Reno, Nevada
Project Office: Reno, Nevada

The ACE Agency, Inc. (ACE)
Headquarters: Costa Mesa, California
Project Office: Costa Mesa, California

RockSpark Inc. doing business as RockSpark Communications + Marketing
(RockSpark)

Headquarters: Mission Viejo, California
Project Office: Mission Viejo, California

On August 5, 2025, the evaluation committee conducted interviews with the three short-listed firms. Each interview consisted of a presentation to demonstrate the firm's understanding of the LOSSAN Agency's requirements. The firm's key team members had an opportunity to present each team's qualifications, as well as sample public relations approaches and respond to the evaluation committee's questions. Questions were asked relative to the firm's qualifications and approach to provide public relations services, including work from projects of a similar type, sample initiatives, and the understanding of the SOW.

Based on the evaluation of the written proposals and the information obtained from the interviews, the evaluation committee recommends The Abbi Agency for consideration of the award. The following is a brief summary of the proposal evaluation results.

Qualifications of the Firm

The Abbi Agency has been providing public relations services since 2008 and maintains a staff of over 50 with its primary office located in Reno, Nevada. The firm has extensive experience delivering similar services for government organizations and public agencies, including the New Mexico Tourism Department, Regional Transportation Commission Washoe County, and the LOSSAN Agency, for which it currently handles social media and integrated marketing services. The firm explained how it would leverage existing relationships and campaign experience to increase ridership and elevate brand visibility. The firm also has deep expertise in the travel and tourism sector, supporting clients such as Visit Carmel-by-the-Sea, Aramark Destinations, and Edgewood Tahoe Resort. References noted satisfaction with The Abbi Agency's performance, citing its strategic approach, creativity, and reliability. During the interview, The Abbi Agency demonstrated strong familiarity with Pacific Surfliner branding and provided comprehensive responses regarding its qualifications and past experience in public relations.

ACE has been providing public relations services since 2009 and has a staff of 13 with a central office located in Costa Mesa, California. The firm has prior experience providing similar services for public agencies and municipalities,

including OC Parks, Downtown Santa Monica, and the LOSSAN Agency, for which it currently leads media relations and LinkedIn strategy. The firm also works in the travel and tourism space, offering services to clients such as Visit Laguna Beach, Dana Point Harbor, and Glen Ivy Hot Springs. References confirmed satisfaction with ACE's performance, noting its responsiveness, creative approach, and consistent media results. During the interview, ACE provided clear responses regarding its relevant experience and understanding of Pacific Surfliner's brand and audience.

RockSpark has been providing public relations services since 2020 and operates with a team of three out of its central office in Mission Viejo, California. The firm specializes in communications for California public agencies and has experience working with government clients including the City of Carlsbad, Walnut Valley Water District, and the City of Folsom. RockSpark brings deep expertise in media relations, community engagement, and event planning, with additional strengths in social media and crisis communications. Client references reported a high level of satisfaction with RockSpark's professionalism, media expertise, and measurable results. During the interview, RockSpark demonstrated strong public agency knowledge and provided responses to questions about managing public relations campaigns for transportation services.

Staffing and Project Organization

The Abbi Agency proposed a well-rounded and experienced project team, featuring a mix of strategic leads and execution-focused staff with specialized backgrounds in public relations, travel, and government communications. The proposed project manager has nearly a decade of experience in earned media and strategic outreach and has led campaigns for the New Mexico Tourism Department and Visit Carmel-by-the-Sea. Strategic oversight will be provided by the Vice President of Public Affairs who has over 10 years of experience in complex public affairs projects. The broader team includes senior-level PR professionals, influencer marketing specialists, and a content marketing manager, each with extensive experience in tourism, destination storytelling, and integrated communications. The team is supported by a large agency infrastructure with over 50 employees across four offices. During the interview, the team emphasized that key staff were cross-trained, highly collaborative, and available for the duration of the project.

ACE proposed an experienced project team led by the Chief Executive Officer (CEO), who has nearly 20 years' experience of communication, including extensive work with transportation and tourism clients. The proposed account manager has approximately 10 years of public relations experience, including work with the Kennedy Center and Segerstrom Center for the Arts. The team also includes a digital media manager and an account coordinator with specialized skills in influencer campaigns and destination storytelling. All key staff are based in

Southern California, demonstrated familiarity with the local market, and committed full-time to the project. During the interview, ACE emphasized its hands-on, responsive approach and noted that each account is supported by at least two team members to ensure continuity. The proposed project team is trained across multiple areas to allow for flexibility in addressing unforeseen needs.

RockSpark proposed a senior-level team led by the CEO who has over 20 years of experience in public agency communications and media relations. The individual previously served as communications manager for the City of San Marcos and has led award-winning PR campaigns across Southern California. Additional key staff include a Senior Communications Manager, with a decade of experience in digital communications and government outreach, and an Art Director, who has 15 years of design and social media management experience with municipal and water agency clients. During the interview, RockSpark confirmed that key staff would remain assigned for the duration of the contract and emphasized their public sector experience and journalist background. However, concerns were raised about the team's capacity to handle the project, as only two staff members were assigned, and the proposed project manager indicated that they would be responsible for most of the work while only committing a portion of their time.

Work Plan

The Abbi Agency demonstrated a thorough understanding of the SOW by presenting a structured and detailed work plan addressing all elements of the Pacific Surfliner's public relations and media service's needs. The firm outlined a phased strategy beginning with discovery and immersion, followed by proactive media outreach, FAM trips, media event planning, and monthly reporting. During the interview, The Abbi Agency provided comprehensive responses to the evaluation committee's questions, highlighting its approach to integrate earned media value with its ongoing social and digital marketing work for the Pacific Surfliner.

ACE presented a work plan that addressed elements of the SOW, including media relations, influencer outreach, crisis communication, and event support. The firm demonstrated a clear understanding of the Pacific Surfliner brand and outlined a proactive strategy to build awareness and ridership. The firm's proposal described its work with the LOSSAN Agency and detailed approaches to storytelling and community partnerships. However, the work plan lacked a clearly defined timeline, offered limited detail on FAM trip coordination and follow-up, and did not specify tools for media monitoring or quality control. Integration with other LOSSAN Agency contractors and scalability in response to crises were also not fully addressed.

RockSpark proposed a work plan demonstrating public agency experience and understanding of the project SOW. The plan emphasized proactive media outreach, campaign tracking, and strategic communication planning aligned with the LOSSAN Agency's objectives. However, the plan lacked innovative elements and offered limited explanation of how storytelling would support seasonal ridership goals. There was also minimal discussion of coordination with other contractors, multilingual outreach, or tailored crisis response for a transit environment.

Cost and Price

Cost scores were based on a formula which assigned the highest score to the lowest average hourly rate and scored the other proposals' average hourly rate based on their relation to the lowest average hourly rate. The Abbi Agency's proposed hourly rates are deemed fair and reasonable as they are competitive and consistent with prior LOSSAN Agency agreements for similar services.

Fiscal Impact

Marketing services were included in the LOSSAN Agency's FY 2025-26 Annual Business Plan and Board-adopted budget. The \$60,000 anticipated cost for the initial term of this agreement is a not-to-exceed maximum obligation. The actual marketing expenditure programmed for this agreement for future FYs will be adjusted to be consistent with the LOSSAN Agency's Board-approved annual business plan, budget, and funding amounts approved by the California State Transportation Agency.

Summary

Staff are recommending the Board of Directors authorize the Managing Director to negotiate and execute Agreement No. L-5-0001 with The Abbi Agency, in the amount of \$60,000, to provide public relations services for the Pacific Surfliner for a one-year initial term with two, two-year option terms.

Attachments

- A. Review of Proposals RFP 5-4136 Pacific Surfliner Public Relations Services
- B. Proposal Evaluation Criteria Matrix (Short-listed Firms), RFP 5-4136 Pacific Surfliner Public Relations Services
- C. Contract History for the Past Two Years RFP 5-4136 Pacific Surfliner Public Relations Services

Prepared by:



Chris Orlando
Deputy Managing Director
(714) 560-5020

Review of Proposals
RFP 5-4136 Pacific Surfliner Public Relations Services
Presented to LOSSAN Board of Directors - September 15, 2025
6 firms proposed, 3 firms were interviewed, 1 firm is being recommended

ATTACHMENT A

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Weighted Average Hourly Cost
1	87	The Abbi Agency Headquarters: Reno, Nevada Project Office: Reno, Nevada	None	Highest-ranked firm overall. Extensive qualifications and experience providing public relations services. Proposed project manager has extensive experience. Proposed project team is knowledgeable with relevant experience. Proposed a strong work plan that addresses all the requirements of the scope of work. Received positive responses from references. Project experience and samples from the travel and tourism industry. Provided detailed responses to interview questions. Proposed competitive pricing. Received positive responses from references.	\$150
2	79	The ACE Agency, Inc. Headquarters: Costa Mesa, California Project Office: Costa Mesa, California	None	Currently providing public relations services for Pacific Surfliner. Demonstrated an understanding of the scope of work. Proposed project manager has 10 years experience. Proposed project team is cross-trained to provide flexibility for unexpected needs. Demonstrated a clear understanding of travel tourism and hospitality industry. Described approach on expanding efforts on traditional public relations, but also community outreach. Provided detailed responses to the evaluation committee's questions. Received positive responses from references. Proposed lowest weighted average hourly cost.	\$126
3	70	RockSpark Inc. dba RockSpark Communications + Marketing Headquarters: Mission Viejo, California Project Office: Mission Viejo, California	None	Provides public relations services for California public agencies and government clients. Demonstrated an understanding of the scope of work. Proposed a project team of two. Demonstrated a understanding of travel tourism and hospitality industry. Described a structured, four-phased approach, designed to guide the public relations strategy for the Pacific Surfliner. Provided responses to the evaluation committee's questions. Received positive responses from references. Proposed the highest weighted average hourly cost.	\$208

Evaluation Panel:
Internal:
OCTA Contracts Administration and Materials Management (1)
LOSSAN (3)

Proposal Criteria
Qualifications of the Firm
Staffing and Project Organization
Work Plan
Cost and Price

Weight Factors
20%
25%
30%
25%

PROPOSAL EVALUATION CRITERIA MATRIX (Short-Listed Firms)

RFP 5-4136 Pacific Surfliner Public Relations Services

The Abbi Agency					Weights	Overall Score
Eval. Number	1	2	3	4		
Qualifications of Firm	5.0	5.0	5.0	4.5	4	19.5
Staffing/Proj. Organization	4.5	4.5	4.5	4.5	5	22.5
Work Plan	5.0	5.0	4.5	4.5	6	28.5
Cost and Price	3.3	3.3	3.3	3.3	5	16.5
Overall Score	89.0	89.0	86.0	84.0		87

The ACE Agency, Inc.					Weights	Overall Score
Eval. Number	1	2	3	4		
Qualifications of Firm	4.5	4.5	4.5	4.0	4	17.5
Staffing/Proj. Organization	4.5	4.0	4.0	4.0	5	20.6
Work Plan	3.5	3.5	3.5	3.5	6	21.0
Cost and Price	4.0	4.0	4.0	4.0	5	20.0
Overall Score	81.5	79.0	79.0	77.0		79

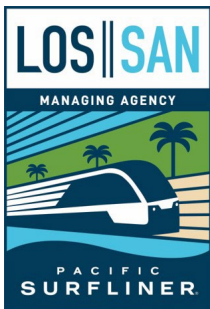
RockSpark Inc. dba RockSpark Communications + Marketing					Weights	Overall Score
Eval. Number	1	2	3	4		
Qualifications of Firm	4.0	4.0	4.0	4.0	4	16.0
Staffing/Proj. Organization	3.5	4.0	4.0	3.5	5	18.8
Work Plan	3.5	4.0	4.0	4.0	6	23.3
Cost and Price	2.4	2.4	2.4	2.4	5	12.0
Overall Score	66.5	72.0	72.0	69.5		70

Range of scores for non-short-listed firms was 51 to 61.

CONTRACT HISTORY FOR THE PAST TWO YEARS


RFP 5-4136: Pacific Surfliner Public Relations Services

Prime and Subconsultants	Contract No.	Description	Contract Start Date	Contract End Date	Subconsultant Amount	Total Contract Amount
The Abbi Agency	L-2-0011	Social Media Marketing Firm	August 22, 2023	July 31, 2026		\$ 661,400
Contract Type: Time and Expense						
Subconsultants:						
None						
The Abbi Agency	L-4-0016	Field Marketing Services	August 14, 2024	June 30, 2027		\$ 1,150,000
Contract Type: Time and Expense						
Subconsultants:						
None						
Total						\$ 1,811,400
The ACE Agency, Inc.	L-2-0002	Pacific Surfliner Public Relations Services	September 1, 2022	October 31, 2025		\$ 176,250
Contract Type: Time and Expense						
Subconsultants:						
None						
Total						\$ 176,250
RockSpark Inc. dba RockSpark Communications + Marketing	N/A	N/A	N/A	N/A		N/A
N/A						
Subconsultants:						
N/A						
Total						\$ -



September 15, 2025

To: Members of the Board of Directors

From: Jason Jewell, Managing Director 

Subject: Amendment to Agreement for Preparation of Plans, Specifications, and Estimates for Phase 1 of the Central Coast Layover Facility Project

Overview

On November 15, 2022, the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Board of Directors approved an agreement with HDR Engineering, Inc., to prepare the plans, specifications, and estimates for Phase 1 of the Central Coast Layover Facility project. An amendment to the existing agreement is requested to address unforeseen circumstances, delays, and additional requirements from the Union Pacific Railroad resulting in additional costs.

Recommendation

Authorize the Managing Director to negotiate and execute Amendment No. 3 to Agreement No. L-2-0004 between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and HDR Engineering, Inc., in the amount of \$260,200, for additional support in the preparation of plans, specifications, and estimates for Phase 1 of the Central Coast Layover Facility project. This will increase the maximum cumulative obligation of the agreement to a total contract value of \$3,499,168.

Discussion

Phase 1 of the Central Coast Layover Facility project (Project) will provide greater system-wide capacity by adding a service and inspection track plus one storage track in the northernmost part of the territory – San Luis Obispo. This will allow for more roundtrips to San Luis Obispo and provide future expansion opportunities north of San Luis Obispo. The Project is located within Union Pacific Railroad (UPRR) territory and requires design reviews by UPRR at each milestone along with adherence to UPRR right-of-entry permitting procedures.

For this design portion of the Project, Agreement No. L-2-0004 was executed on March 1, 2023, with an initial schedule of 14 months to complete the plans, specifications and estimates and fulfill the requirements of the contract. Due to longer than expected design review and right-of-entry permitting processes and requested changes from UPRR, the current anticipated completion date for this design portion of the Project is now October of 2025, a total of 31 months.

In addition to these delays, comments received from UPRR late in the design effort required a change in the Project footprint. This request centered around desired changes by UPRR to the property boundary being considered for the Project. Another design change was required for the proposed drainage system of the facility due to inaccuracies in the city drainage design records. These two changes added additional time and cost to the design portion of the Project.

Procurement Approach

The procurement was conducted in accordance with the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency's (Agency) Board of Directors' (Board)-approved procedures for architectural and engineering services which conform to both state and federal laws. On November 15, 2022, the Board approved an agreement with HDR Engineering, Inc. (HDR) which was issued in the amount of \$3,202,938. This agreement has been previously amended as shown in Attachment A.

LOSSAN Agency staff and HDR have agreed upon the level of effort for the additional required services as described in the Discussion section, and staff found HDR's price proposal, in the amount of \$260,200, to be fair and reasonable relative to the negotiated level of effort and the independent cost estimate. Proposed Amendment No. 3 to Agreement No. L-2-0004, in the amount of \$260,200, is to provide funding for the required level of effort. Amendment No. 3 will bring the total contract value to \$3,499,168.

Fiscal Impact

The proposed Amendment will add \$260,200 to the total contract cost. There is adequate budget authority remaining in the fiscal year 2025-26 budget, therefore no budget amendment is necessary. If approved, the additional cost of this contract would be funded using reprogrammed State Rail Assistance formula funds under account 0085-7519-X2013-DQ8.

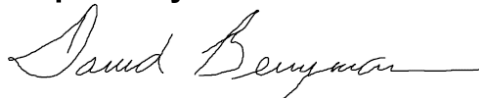
Summary

Staff recommends the Board of Directors authorize the Managing Director to negotiate and execute Amendment No. 4 to Agreement No. L-2-0004 between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and HDR Engineering, Inc. for additional work in the preparation of plans, specifications, and estimates for Phase 1 of the Central Coast Layover Facility project in the amount of \$260,200, for a total contract value of \$3,499,168.

Attachment

- A. HDR Engineering, Inc., Agreement No. L-2-0004 Fact Sheet

Prepared by:



David Berryman
Capital Program Manager
(714) 560-5681

**HDR Engineering, Inc.
Agreement No. L-2-0004 Fact Sheet**


1. November 15, 2022, Agreement No. L-2-0004, \$3,202,938, approved by the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency (LOSSAN) Board of Directors (Board).
 - To prepare a Plans, Specifications, and Estimate (PS&E) for Phase 1 of the Central Coast Layover Facility in the City of San Luis Obispo to support the corridor-wide service expansion and enhancement goals for the Pacific Surfliner.
2. February 9, 2024, Amendment No. 1 to Agreement No. L-2-0004, \$0, approved by LOSSAN staff.
 - To add subconsultant C Below, Subsurface Imaging, Inc. (C Below) to Agreement and transfer a portion of the potholing services from primary consultant to C Below at a net zero cost.
3. March 14, 2024, Amendment No. 2 to Agreement No. L-2-0004, \$36,030, approved by LOSSAN staff.
 - To add other direct costs for flagging, observation services and permitting costs that were not anticipated at the onset of the Agreement.
4. September 15, 2025, Amendment No. 3 to Agreement No. L-2-0004, \$260,200, pending LOSSAN Board approval.
 - To increase the maximum obligation to account for additional coordination effort due to significant delays in the design review and right of entry permitting processes, as well as additional design effort due to stakeholder changes in the design footprint and improperly mapped existing utilities, leading to a re-design of the proposed storm drain system.

Total committed to HDR Engineering, Inc. after approval of Amendment No. 3 to Agreement No. L-2-0004: \$3,499,168



September 15, 2025

To: Members of the Board of Directors

From: Jason Jewell, Managing Director 

Subject: Amendment to Federal Fiscal Year 2024-25 Operating Agreement with Amtrak for the Pacific Surfliner Intercity Passenger Rail Service

Overview

Effective October 1, 2024, the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency entered into an agreement with Amtrak for the continued operation of the Pacific Surfliner intercity passenger rail service for federal fiscal year 2024-25. An amendment is requested to increase the maximum obligation of the agreement for additional net costs associated with updated state funding allocations, costs incurred for the Del Mar Bluffs 5 project, and costs related to the San Clemente rail closure and bus bridge operations.

Recommendation

Authorize the Managing Director to negotiate and execute an Amendment No. 1 to Agreement L-4-0021 between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and Amtrak for \$3,917,822.

Background

On September 16, 2024, the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency Board of Directors authorized the Managing Director to negotiate and execute an agreement with the National Railroad Passenger Corporation (Amtrak) to provide for the continued operation of the Pacific Surfliner intercity passenger rail service for a one-year term in an amount not-to-exceed \$53,260,160, for federal fiscal year (FFY) 2024-25.

Agreement L-4-0021 was executed for \$52,193,385, reflecting the amount identified in the State of California's (State) initial funding allocation letter dated September 26, 2024 (\$50,693,385 for Amtrak Operations plus \$1,500,000 for Minor Capital).

On February 28, 2025, the State issued a second funding allocation letter providing an additional \$2,477,901 for Amtrak Operations. With this increase, the total available

funding for FFY 2024-25 rose to \$54,671,286 (\$53,171,286 for Amtrak Operations plus \$1,500,000 for Minor Capital). This adjustment brought the allocation closer to LOSSAN's original FY25 Annual Business Plan (ABP) request of \$53,260,160.

Discussion

The increase of \$3,917,821 to Agreement L-4-0021 is driven by three primary factors. First, the State issued a second funding allocation in February 2025, which provided an additional \$2,477,901, for Amtrak operations. Incorporating this allocation ensures that the agreement reflects the updated funding level and remains consistent with the resources approved by the State.

In addition, costs related to the Del Mar Bluffs 5 project are being administered through the Amtrak agreement. Amtrak is providing bus bridge service to maintain continuity of operations, as well as additional staffing resources at the Solana Beach station to support the bus bridges. The estimated cost of these activities for FFY 2024-25 is \$420,330. Although these costs flow through the Amtrak contract, they are fully reimbursed by the San Diego Association of Governments therefore do not require any additional State funds.

Finally, the agreement must also account for the impacts of the San Clemente rail closure that occurred between April and June 2025. During this period, Pacific Surfliner service was suspended through San Clemente due to emergency slope stabilization, requiring bus bridge operations at a cost of \$536,094. These costs were reimbursed in full by the Orange County Transportation Authority. In addition to the bus bridge expenses, LOSSAN experienced reduced ridership and associated revenue losses during the closure, which also contributed to the overall amendment amount.

Summary

Staff recommends the Board of Directors authorize the Managing Director to negotiate and execute Amendment No. 1 to Agreement L-4-0021 with Amtrak, increasing the agreement by an amount not-to-exceed \$3,917,822, to account for updated state funding allocations, Del Mar Bluffs 5 project costs (reimbursed by the San Diego Association of Governments), and costs associated with the San Clemente rail closure (bus bridge costs reimbursed by Orange County Transportation Authority).


Attachment

None.



September 15, 2025

To: Members of the Board of Directors

From: Jason Jewell, Managing Director 

Subject: Continuation of the Interagency Transfer Agreement with the California Department of Transportation for Administration of the Pacific Surfliner Intercity Passenger Rail Service

Overview

The interagency transfer agreement between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and the California Department of Transportation Division of Rail and Mass Transportation that enables the local administration and management of the state-supported Pacific Surfliner intercity passenger rail service expires on September 30, 2025. The agreement allows for two four-year options for renewal. Both the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and the California Department of Transportation Division of Rail and Mass Transportation seek to exercise the second option term.

Recommendation

Authorize the Managing Director to negotiate and execute the second option term of the Interagency Transfer Agreement between the California Department of Transportation Division of Rail and Mass Transportation and the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency to allow continued local administrative oversight and management for the state-supported Pacific Surfliner intercity passenger rail service for a four-year term beginning October 1, 2025.

Background

Senate Bill (SB) 1225, signed into law in September 2012, authorized the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) to assume administrative oversight and management responsibility for the state-supported Pacific Surfliner intercity passenger rail service. On June 29, 2015, the LOSSAN Agency entered into the initial Interagency Transfer Agreement (ITA) with the State of California (State) to formally transfer administrative and management responsibilities to the LOSSAN Agency. The initial ITA was amended on June 30, 2018, to allow the LOSSAN Agency to continue to administer

and manage the State-supported Pacific Surfliner intercity passenger rail service for a period of three years, with two four-year option terms. The first four-year option term was approved by the LOSSAN Agency Board of Directors on June 21, 2021, and executed with a term through September 30, 2025.

Discussion

Recognizing the significant benefits achieved through local administration and management of the State-supported Pacific Surfliner intercity passenger rail service, the State and the LOSSAN Agency desire to continue the respective roles identified in the ITA. Both the LOSSAN Agency and the State wish to exercise the second option term to allow for the LOSSAN Agency to continue administrative and management responsibilities of the Pacific Surfliner intercity passenger rail service. The second option term will begin October 1, 2025, and go through September 30, 2029.

Summary


The Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency is providing effective and efficient management of the state-supported Pacific Surfliner intercity passenger rail service through the interagency transfer agreement. Both the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and the State of California Department of Transportation wish to continue the agreement. Staff are seeking approval from the Board of Directors to negotiate and execute the second option term of the Interagency Transfer Agreement.

Attachment

None.



September 15, 2025

To: Members of the Board of Directors
From: Jason Jewell, Managing Director 
Subject: Federal Railroad Administration Restoration and Enhancement Grant Agreement

Overview

In January 2025, the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency was awarded \$27,120,364 through the Federal Railroad Administration's Restoration and Enhancement Grant Program. This award provides federal funding to restore three additional daily roundtrips between Los Angeles and San Diego, bringing the Pacific Surfliner service back to pre-pandemic levels and advancing the State's goal of near-hourly service frequency.

The Federal Railroad Administration has indicated its goal of executing a grant agreement for the funding as early as September 30, 2025. Staff are seeking Board of Director's authorization for the Managing Director to execute the grant agreement with the Federal Railroad Administration to ensure access to these funds as soon as possible and the reimbursement of eligible costs already incurred.

Recommendation

Authorize the Managing Director to execute a grant agreement with the Federal Railroad Administration for the Restoration and Enhancement Grant Program in the amount of \$27,120,364, to restore three daily roundtrips between Los Angeles and San Diego for a six-year term.

Background

The Pacific Surfliner service was reduced during the COVID-19 pandemic, with three Los Angeles–San Diego roundtrips suspended due to funding constraints and lower ridership demand. Restoring these frequencies has been a long-standing objective of the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) and the State Rail Plan, which calls for near-hourly service between Los Angeles and San Diego. The restoration of these frequencies

is also consistent with the LOSSAN Agency fiscal year 2024-25 and 2025-26 Annual Business Plan.

To support this goal, the LOSSAN Agency requested funding from the Federal Railroad Administration (FRA) in 2024 for both restoration and enhancement (R&E) funding through the R&E Grant Program. The request sought a total of \$66.6 million, which included \$27.1 million for restoration of three daily roundtrips and \$39.4 million for additional service enhancements beyond restoration.

In January 2025, the FRA awarded the LOSSAN Agency \$27,120,364 under the R&E Grant Program to provide the funding necessary to support service restoration for a six-year period beginning in March 2025 and extending through February 2031. The restoration portion was approved for three additional daily roundtrips between Los Angeles and San Diego, while the enhancement portion of the request, which included additional service between San Diego, Goleta, and San Luis Obispo was not awarded. Following the award, LOSSAN staff held an initial meeting with the assigned FRA project manager in February 2025 and established monthly meetings that continue to this day. In March 2025, the FRA approved LOSSAN's categorical exclusion for the National Environmental Policy Act clearance. Since that time, staff has been working with FRA to update and provide the required documents that will be incorporated into the final R&E Grant Agreement (Agreement).

The R&E Grant includes a federal share that decreases over time, requiring a growing state match that has been committed by the State of California Department of Transportation. Federal reimbursement shares are structured as 90 percent in year one, 80 percent in year two, and decreasing incrementally to 30 percent in year six. To support both the restored service levels and future additional service, it will be important for the State to reinvest the savings realized through the LOSSAN Agency grant award into the Pacific Surfliner service.

Discussion

Implementation of the Pacific Surfliner service funded through the R&E Grant Program began with the introduction of the 11th Los Angeles–San Diego roundtrip, which began operation in March 2025, and the 12th roundtrip that followed in June 2025. Under the terms of the grant application, the 13th roundtrip can be implemented as soon as December 2025. The implementation of the 13th roundtrip is contingent upon equipment availability currently under coordination with the State and the other two Joint Power Authority's that oversee intercity rail service. Under the current deployment plan, it is anticipated the equipment resources necessary to support the 13th roundtrip will be available to the LOSSAN Agency by the end of the year, which would allow for the 13th roundtrip implementation starting in January 2026. LOSSAN staff will also be coordinating with necessary stakeholders on train

schedules and operating approvals for implementation during the January 2026 timeframe.

The FRA has indicated that it is prepared to execute the Agreement as early as September 30, 2025. Once executed, the Agreement will be retroactive to March 2025, enabling LOSSAN to secure reimbursement for costs associated with the 11th and 12th roundtrips. Execution of the Agreement will provide the formal authorization needed to access federal funds, reimburse eligible service costs, and ensure LOSSAN remains in compliance with FRA grant requirements.

As part of the grant conditions, LOSSAN must maintain compliance with Title VI of the Civil Rights Act of 1964. The Agency adopted its Title VI policy on May 19, 2025, and staff are coordinating with the FRA to ensure full adherence to all applicable requirements, including public access to policies and complaint procedures.

Board of Directors' (Board) authorization to execute the Agreement will allow LOSSAN to finalize the obligation of federal funds, continue restoring service to pre-pandemic levels, and align with the State's broader rail planning goals.

Summary

The FRA awarded the LOSSAN Agency \$27,120,364 in January 2025 through the R&E Grant Program to restore three daily Los Angeles – San Diego roundtrips. Implementation began earlier this year with the 11th and 12th roundtrips, and a 13th roundtrip is planned for January 2026, pending equipment availability. The FRA is aiming to execute the R&E Grant Agreement as early as September 30, 2025, with retroactive coverage to March 2025. Staff recommend that the Board of Directors authorize the Managing Director to execute an R&E Grant Agreement with the FRA.


Attachment

None.



September 15, 2025

To: Members of the Board of Directors

From: Jason Jewell, Managing Director 

Subject: Federal Fiscal Year 2025-26 Operating Agreement with the National Railroad Passenger Corporation for the Pacific Surfliner Intercity Passenger Rail Service

Overview

To provide continued operation for the Pacific Surfliner intercity passenger rail service as included in the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Annual Business Plan for fiscal years 2025-26 and 2026-27, a new operating agreement must be negotiated with the National Railroad Passenger Corporation. The current agreement with Amtrak will end on September 30, 2025. Staff is seeking to negotiate a one-year operating agreement with Amtrak.

Recommendation

Authorize the Managing Director to negotiate and execute an agreement with the National Railroad Passenger Corporation to provide for the continued operation of the Pacific Surfliner intercity passenger rail service for a term of one year, in an amount not-to-exceed \$59,559,400, for federal fiscal year 2025-26.

Background

On September 16, 2024, the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) Board of Directors (Board) authorized the Managing Director to negotiate and execute an agreement with the National Railroad Passenger Corporation (Amtrak) to provide for the continued operation of the Pacific Surfliner intercity passenger rail service for a one-year term in an amount not to exceed \$53,260,160, for federal fiscal year (FFY) 2024-25. Agreement L-4-0021 was executed for \$52,193,385, and is effective October 1, 2024, through September 30, 2025. The lower executed amount reflected the State's initial funding allocation at the time of contract execution, which was less than the total originally authorized by the Board.

Discussion

To continue providing Pacific Surfliner intercity rail service, staff are recommending the Board authorize the Managing Director to negotiate and execute a one-year operating agreement, effective October 1, 2025, through September 30, 2026. The recommendation for a single year contract is to ensure the continuity of the Pacific Surfliner service at the current service levels of 12 round trips between Los Angeles and San Diego, with the anticipated increase to 13 round trips later in the fiscal year, utilizing equipment anticipated to be deployed from northern to southern California. The LOSSAN Agency will also continue to coordinate with Amtrak, the California Department of Transportation (Caltrans), Capitol Corridor Joint Powers Authority (CCJPA) and San Joaquin Joint Powers Authority (SJJPA) on future service modifications, including the capacity for additional service. Any amendments necessary to the Amtrak operating agreement to allow for a further increase in service levels during the year will be brought to the Board for approval, along with any budget amendments as needed.

The FFY 2025-26 not-to-exceed agreement amount of \$59,559,400, is consistent with the Board-approved FY 2025-26 Budget included within the Annual Business Plan (ABP) for the operation of Pacific Surfliner intercity rail service and \$1,000,000, for minor capital projects funding. As outlined in the ABP, funding awarded to the LOSSAN Agency through the Federal Railroad Administration Restoration and Enhancement Program is expected to cover \$4,859,000 of the total operating budget for this federal fiscal year. Funding for minor capital projects has historically been approved by Caltrans annually. LOSSAN Agency staff has been coordinating with Caltrans, Amtrak, CCJPA, and SJJPA on refining forecast estimates for FFY 2025-26 and will bring back to the Board any agreement or budget amendments necessary to remain consistent with funding levels approved by the State.

Summary

The current operating agreement to provide Pacific Surfliner intercity passenger rail service is set to expire September 30, 2025. To continue to provide safe, reliable, and efficient intercity passenger rail service on the Los Angeles – San Diego – San Luis Obispo rail corridor, a new operating agreement with Amtrak is necessary. Staff is recommending a one-year agreement be negotiated and executed with Amtrak in an amount not-to-exceed \$59,559,400, for federal fiscal year 2025-26.

Attachment

None.



Pacific Surfliner Marketing Update

Fiscal Year 2024-25 – Fourth Quarter – April, May, June 2025

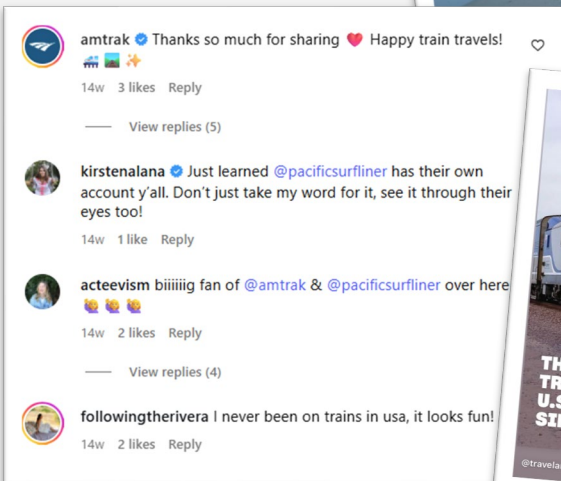
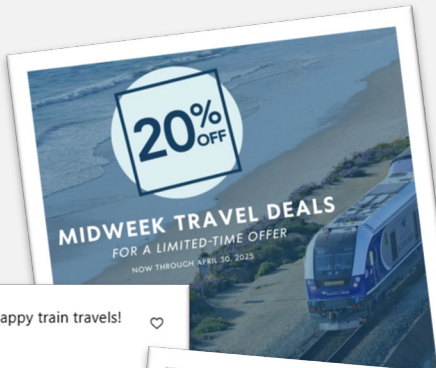
LOSSAN Board of Directors Meeting | September 15, 2025



Marketing Activities = Measurable Impact

LOSSAN's marketing objectives support ridership, build partnerships, and strengthen public trust.

1



Build Awareness

Influencer Partnerships, Paid Advertising, and PR Campaigns

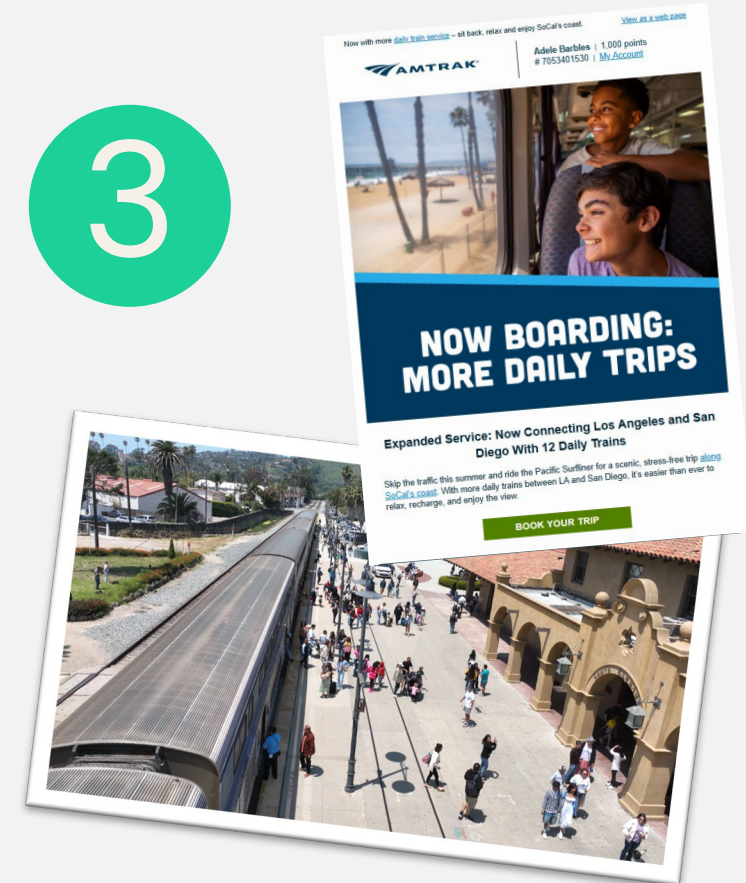
2



Inform Riders

Email, Web, and Organic Social

3



Increase Ridership

Bookings, Clicks to Amtrak.com

Q4 2025 Ridership and Revenue

Marketing drives growth across revenue and ridership.

Ridership

Q4 2025 24,594

Q4 2024 47,109

Compared
to Q3 2025

+8%

Compared
to Q4 2024

-91.6%

Revenue

Q4 2025 \$787,624

Q4 2024 \$1,312,471

Compared
to Q3 2025

+11.1%*

Compared
to Q4 2024

-66.6%

Q4 Highlights at a Glance

This quarter, the marketing team launched 6 campaigns to support key organizational goals, **increasing ridership by 8% and driving approximately 36% more online traffic** to the booking page.

Ridership impact

24,594

+8.0%*

Revenue

\$787,624

+11.1%*

Traffic to Amtrak.com

176,703

+35.9%*

Publicity Value

\$1.38M

+21.1%*

Email Subscribers

30,329

+6.3%*

Net Social Audience
Growth

6,243

+16.6%*

*compared to previous quarter

Marketing Q4 2025 Highlights

Marketing is a core growth driver and communications engine.

Key Performance Indicators

696,595
Website Sessions

+27.1%*

469K
New Users

+29.3%*

248,722
Clicks to Amtrak.com
from Pacific Surfliner

+63.8%*

9.4%
Referral revenue from
PSL to Amtrak.com

+7.5%*

7.9%
Ad Click-through-rate

+31.9%*

58.4K
Ad Conversions

+1,315.5%*

4,110
Email Conversions

+137.4%*

3,398
Email Sign-ups

+60.1%*

4,701,041
Social Impressions

+50.3%*

90,034
Social Engagements

+89.0%*

Digital Marketing in Q4

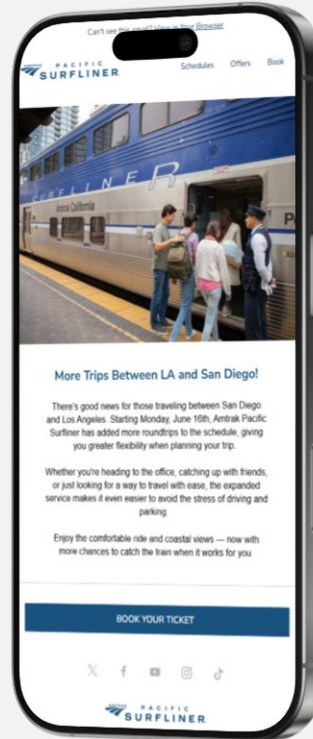


Email performance

2.77K
Unique Conversions
+212.9%*

113K
Unique Opens
+10.2%*

5.89K
Unique Clicks
+6.6%*

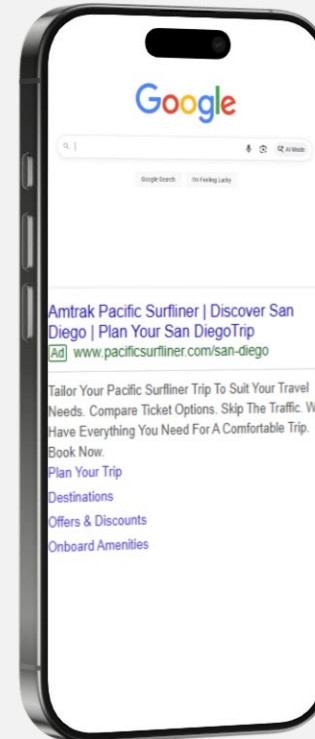


Paid ad performance

58.4K
Conversions
+1,315.5%*

20.7%
Conversion Rate
+891.3%*

7.9%
CTR
+31.9%*



Media Coverage & Publicity Value

In Q4 2025, LOSSAN boosted public visibility and trust through earned media tied to major press announcements including service expansion and the Disneyland Resort train wrap.

1,078
Stories in the press

6.47 billion
Earned media
impressions

\$1.38 million
Publicity value

2
Press releases

LOCAL NEWS

Pacific Surfliner unveils Disney-themed railcar, park discounts

LOCAL NEWS

Pacific Surfliner unveils Disney-themed railcar, park discounts

By [Raj Bhatnagar](#)
Published: Jun 20, 2025 / 11:28 AM PST
Updated: Jun 26, 2025 / 12:16 AM PST

SHARE

A new Disneyland-themed railcar for Amtrak's Pacific Surfliner has been unveiled on the 70th Anniversary of the "Happiest Place on Earth."

The limited time train wrap features famous Disney characters, including Mickey Mouse and Goofy, alongside silhouettes of its Anaheim theme parks.

The Los Angeles - San Diego - San Luis Obispo (LOSSAN) Rail Corridor Agency today announced that the Amtrak® Pacific Surfliner® train service has added more daily roundtrips between Los Angeles and San Diego, offering

"We are thrilled to be part of the Disneyland Resort 70th Anniversary," LOSSAN Agency Chair and City of Fullerton Mayor Fred Jung, "taking the Pacific Surfliner to one of the most iconic and beloved destinations makes magical memories start the moment you board."

The service expansion provides more transportation options between San Diego and Los Angeles - just in time for summer travel," said LOSSAN Agency Chair and City of Fullerton Mayor Fred Jung. "It is the next step in restoring Pacific Surfliner service and creating more

Amtrak Pacific Surfliner Adds 12th Roundtrip Between San Diego and Los Angeles

Amtrak Pacific Surfliner Adds 12th Roundtrip Between San Diego and Los Angeles

PR Newswire
June 11, 2025 - 3 min read

New afternoon and evening trains between Los Angeles and San Diego offer travelers more flexibility along the Southern California coast

ORANGE, Calif., June 11, 2025 /PRNewswire/ -- The Los Angeles - San Diego - San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) today announced that the Amtrak® Pacific Surfliner® train service has added more daily roundtrips between Los Angeles and San Diego, offering

flexibility and convenience along the Southern California coast. The expanded Pacific Surfliner schedule

provides more transportation options, providing better service for both business and leisure passengers along the busiest intercity passenger rail route in the nation.

"This service expansion provides more transportation options between San Diego and Los Angeles - just in time for summer travel," said LOSSAN Agency Chair and City of Fullerton Mayor Fred Jung. "It is the next step in restoring Pacific Surfliner service and creating more



Amtrak Pacific Surfliner Adds 12th Roundtrip Between San Diego and Los Angeles

"This service expansion provides more transportation options between San Diego and Los Angeles - just in time for summer travel," said LOSSAN Agency Chair and City of Fullerton Mayor Fred Jung. "It is the next step in restoring Pacific Surfliner service and creating more

As Seen In...

Pacific Surfliner in the news



AFAR



**TRAVEL+
LEISURE**

Parade



April 24, 2025

[Not Every Amtrak Route Is Scenic— But These 8 Train Rides Are Truly Worth It.](#)

April 28, 2025

[10 amazing places to stop along Amtrak's Pacific Surfliner route](#)

May 6, 2025

[This solo traveler traveled all over the U.S. Over 30 Days Using a Single \\$499 Amtrak Pass Here's How.](#)

May 11, 2025

[7 of the biggest travel trends to watch for summer 2025, According to Getaway Guru Samantha Brown.](#)

June 28, 2025

[Our favorite way to get to Disneyland just got happier.](#)

Campaigns and Promos Launched in Q4



April 28–June 7
San Clemente Track Closure and Reopening



May 16–18
Wonderfront Festival



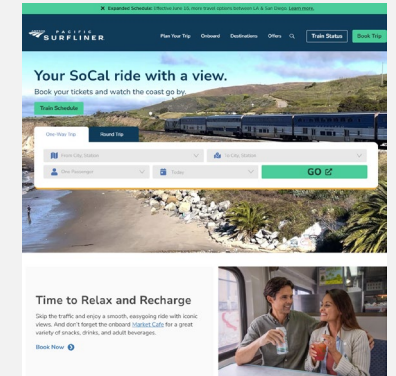
May 17–18
Strawberry Festival



June 16
Disney Train Wrap



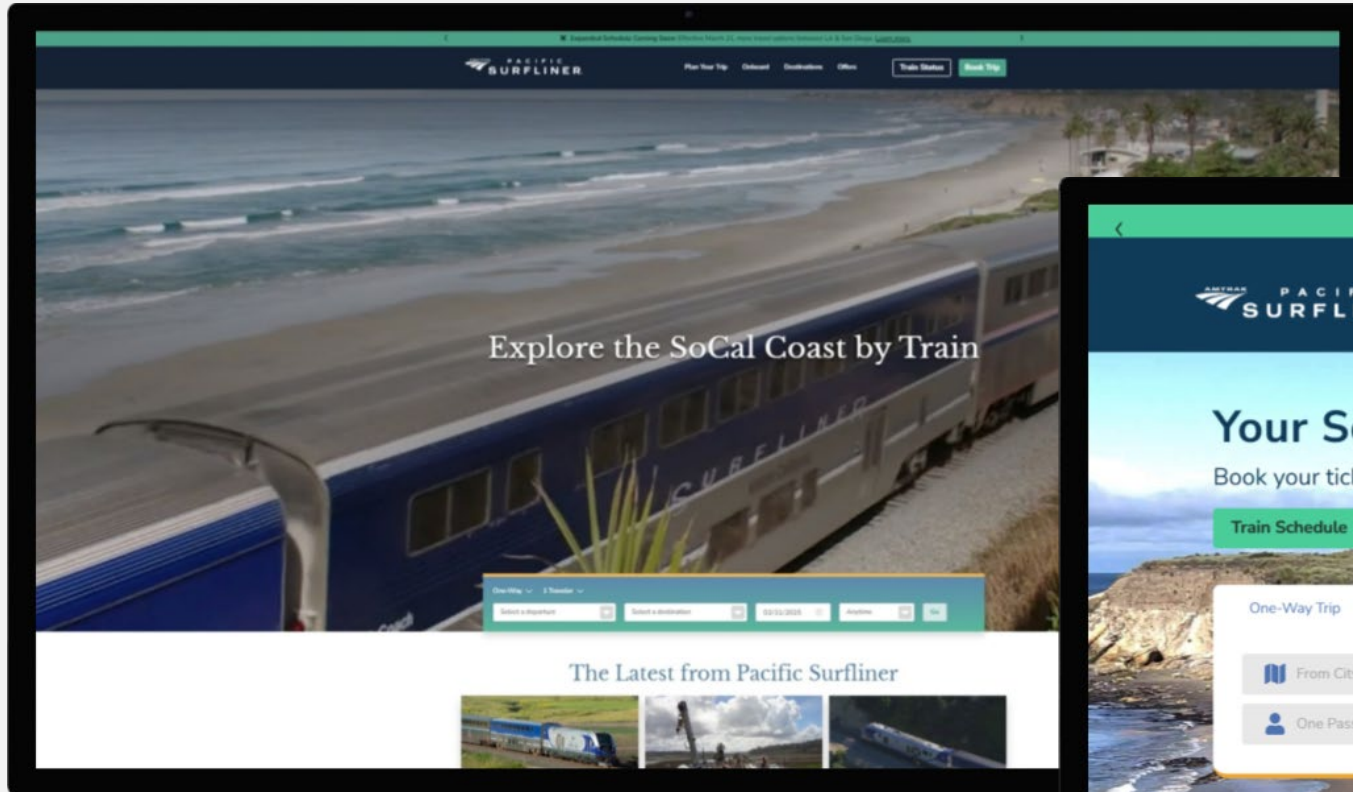
June 16
12th Round Trip



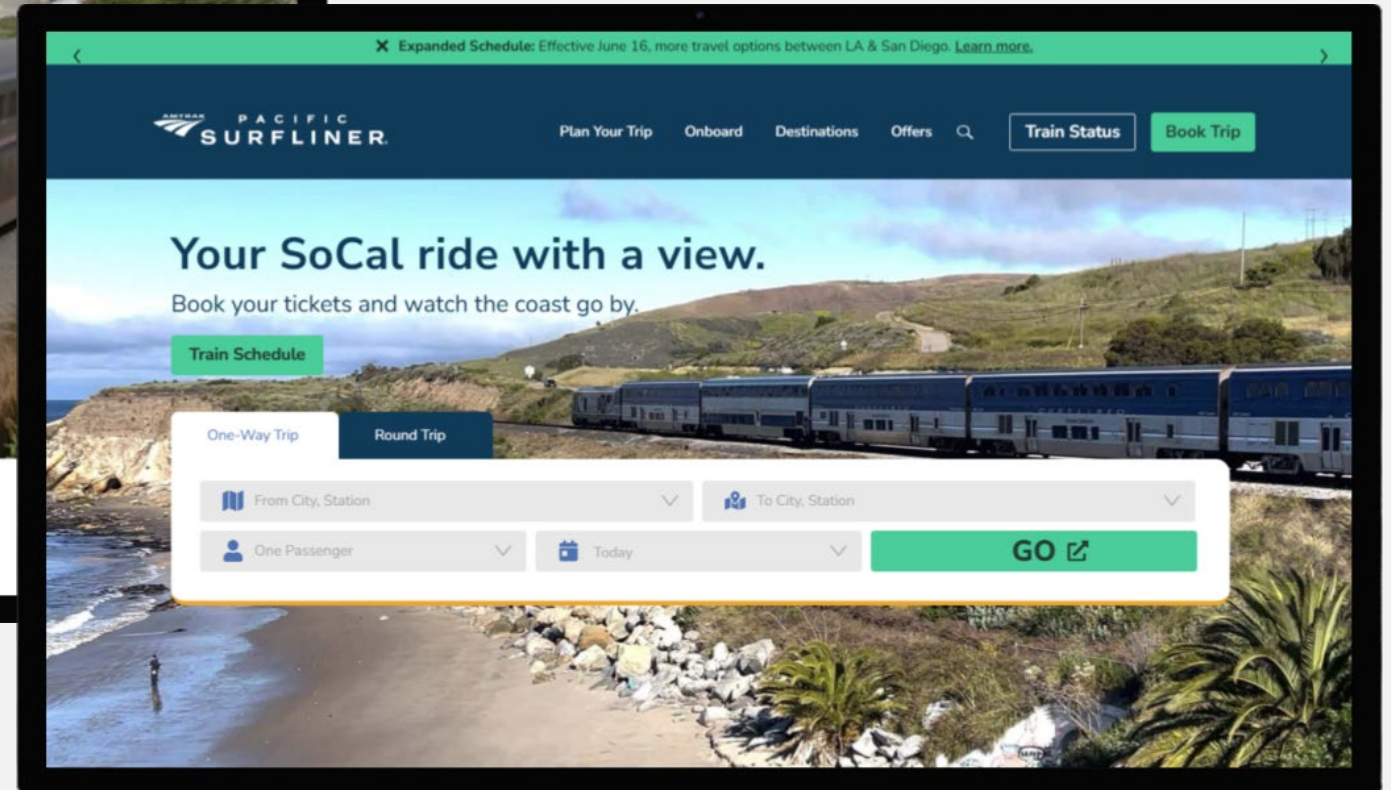
June 20
Website Landing Page Refresh

Website Landing Page Refresh

Landing page update to improve accessibility and support user conversions.



Before



After

Social Media in Q4

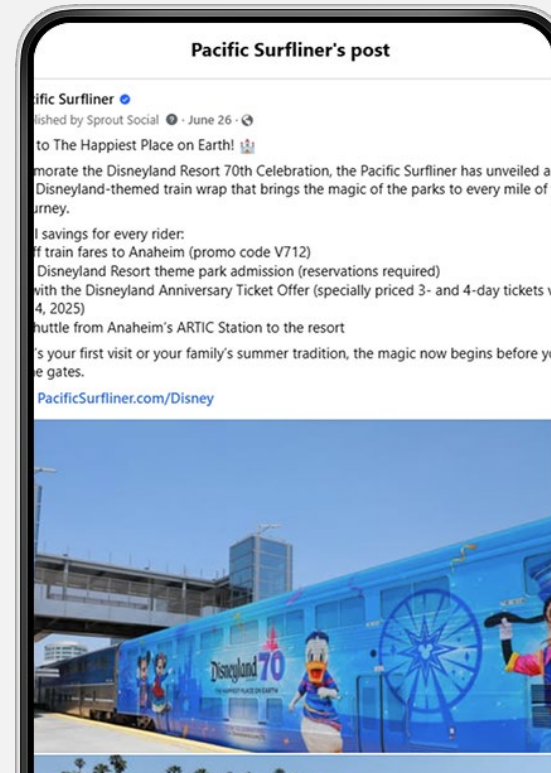
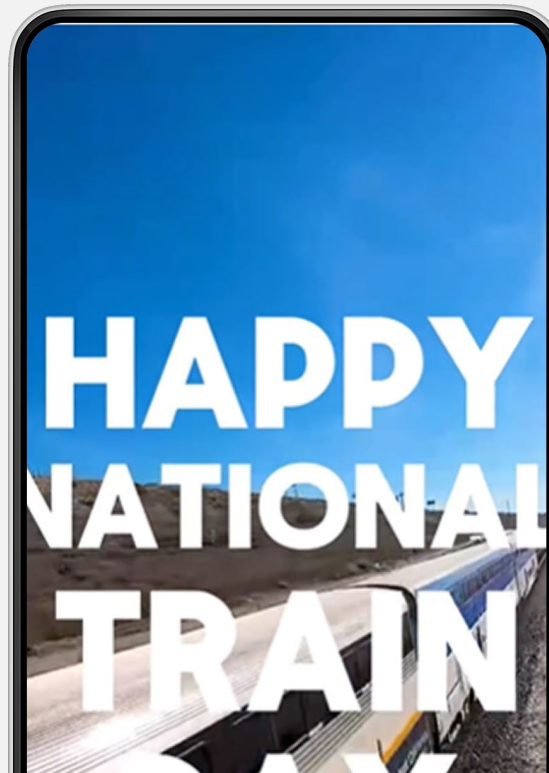
Top performing posts

Reach: 76.4K
Likes/Reactions: 803K
Comments: 37
Shares: 52

Reach: 70K
Likes/Reactions: 2.5K
Comments: 105
Shares: 495

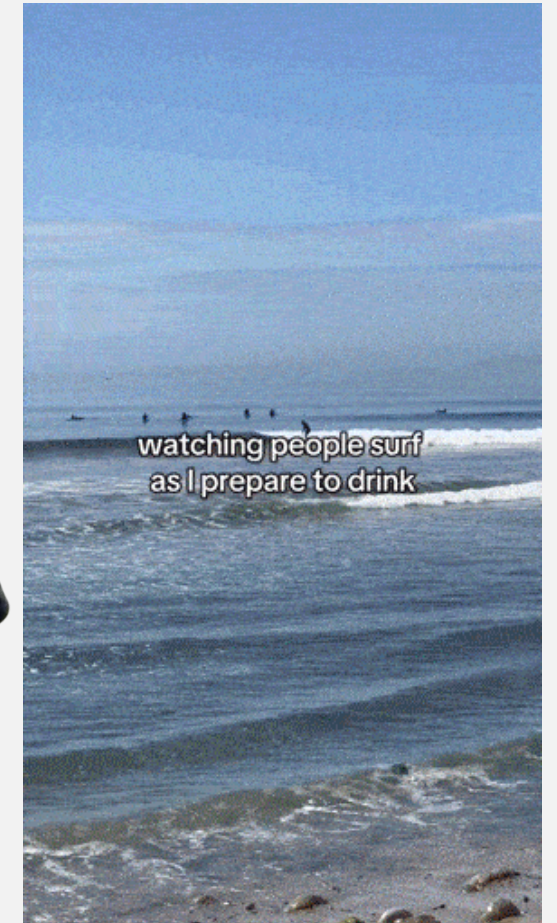
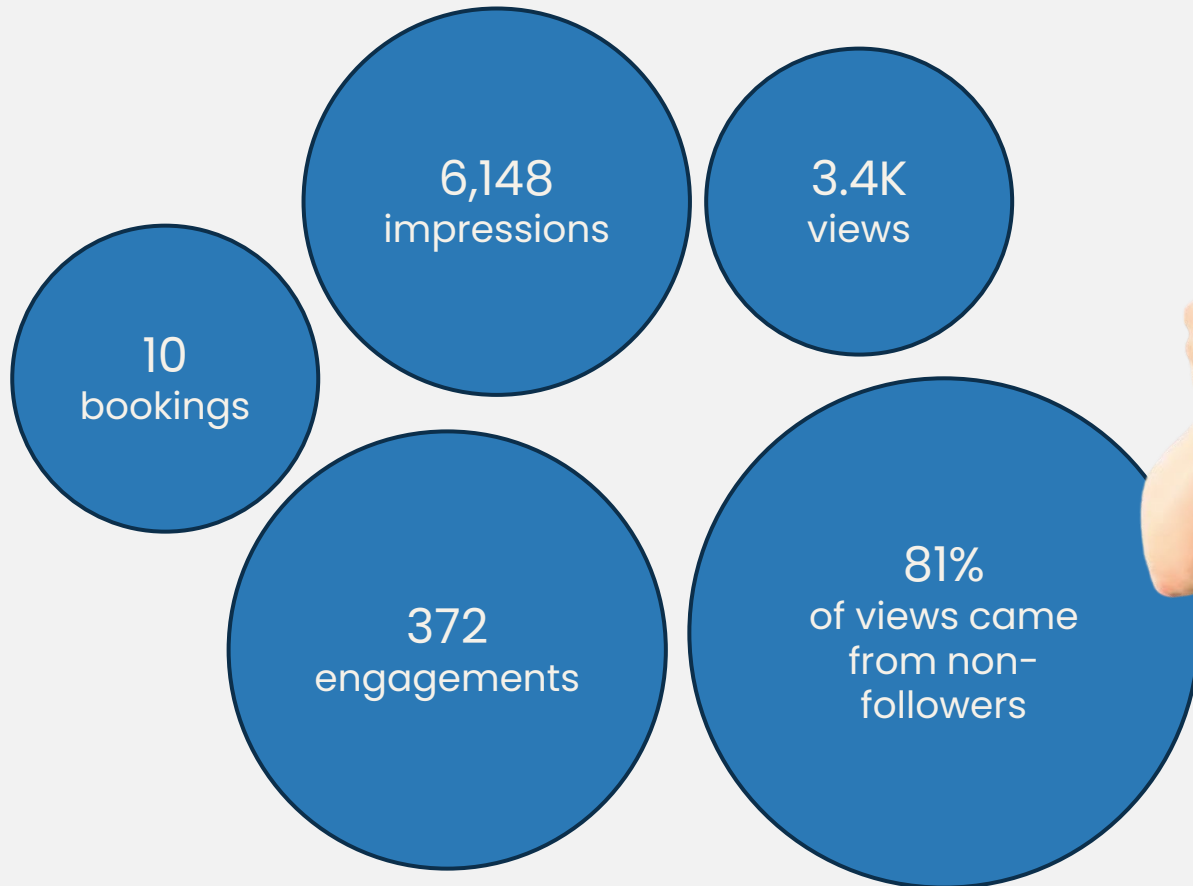
Reach: 64.7K
Likes/Reactions: 570K
Comments: 54
Shares: 72

Reach: 57.9K
Likes/Reactions: 4K
Comments: 44
Shares: 83



Q4 Influencer Impact

Pacific Surfliner partnered with **craft beer influencer Russell Hainline** to showcase car-free getaways to brewery-rich destinations like Moorpark and Ventura. The collaboration promoted rail travel as a scenic, convenient option for weekend escapes while supporting local breweries and regional tourism.



Here's what we're working on for next quarter

**Del Mar Races
Opening Day**
(July 18)



San Diego Comic-Con
(July 23-27)



**Ventura County
Fair**
(July 30-Aug 10)



**Honda Bridge
Closure**
(Aug 1-16)



**Disney Influencer
Activation**
(Aug 4)



**SeaWorld
Partnership**
(Aug 1-16)



Rail Safety Month
(September)



Questions?



FLIRT H2 Deployment

LOSSAN Agency Board Meeting

September 15, 2025

Caltrans has purchased new FLIRT H2 trainsets to strengthen zero-emission passenger rail capabilities in California



Zero-emission multiple unit procurement

- California is investing in 10 zero-emission FLIRT H2 trainsets
- These trainsets will modernize the fleet and reduce emissions, driving the State to be an innovation leader in zero-emission mobility
- Procurement is progressing as planned
- Delivery of initial trainsets scheduled for 2027-28
- Focus must now shift to the infrastructure required to support FLIRT trainsets in operation

The FLIRT is a hydrogen/battery-powered multiple unit designed for regional and intercity travel

Key facts, final configuration still pending



Fleet size: 10 trainsets ordered, ability to exercise 19 options



Propulsion: PEM Hydrogen Fuel Cell + Battery Hybrid



Seats: 200 – 220 (with a spacious seat pitch¹) at 320 ft. vehicle length per trainset. Two trainsets can operate together.



Boarding height: ~24" (610mm)



Amenities: Vending options, bike storage





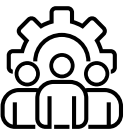

Accessibility: 2 accessible restrooms, vending access, 4 wheelchair spaces and transfer seating per trainset

(1) 35 1/2" compared to 30" commonly found on airlines



FLIRT H2 deployment corridors were evaluated. LOSSAN South identified as preferred candidate for testing and initial service

Decision/assessment framework

Constraints & Show Stoppers <i>Which corridors can the FLIRT H2 operate on?</i>		Operations	Evaluated corridor feasibility : range, fueling logistics, supply chain, and service capacity
		Infrastructure	Assessed infrastructure readiness : future timeline, civil compatibility, and maintenance facilities
		Organization	Reviewed access and organizational factors : track access for testing, agency readiness, and commercial viability
Benefits <i>Which corridor benefits most from FLIRT operations?</i>		Value-add	Measured broadier impact : passenger experience, environmental benefits, and State alignment



Corridor selection

LOSSAN SOUTH

Demonstrates the optimal balance of:

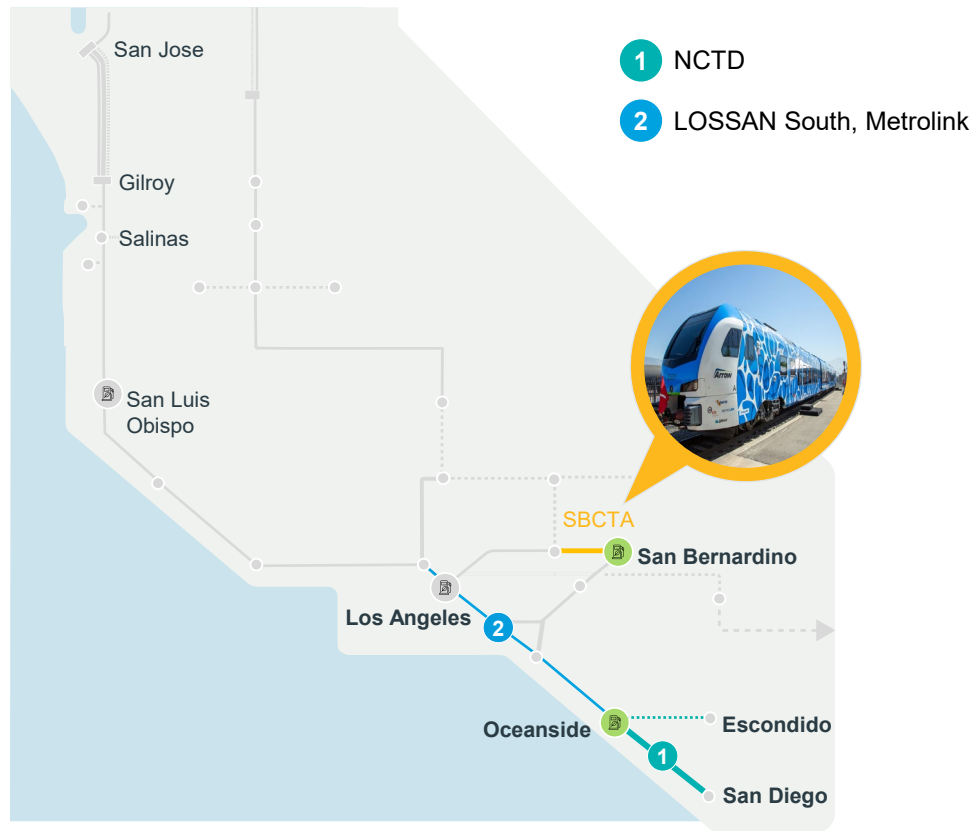
- Implementation feasibility,
- Operational readiness,
- Demand growth,
- Strategic benefits, and
- Visibility opportunities with the 2028 Olympics¹

(1) Dependent on delivery and testing schedule

Testing and Piloting FLIRTs on the LOSSAN Corridor

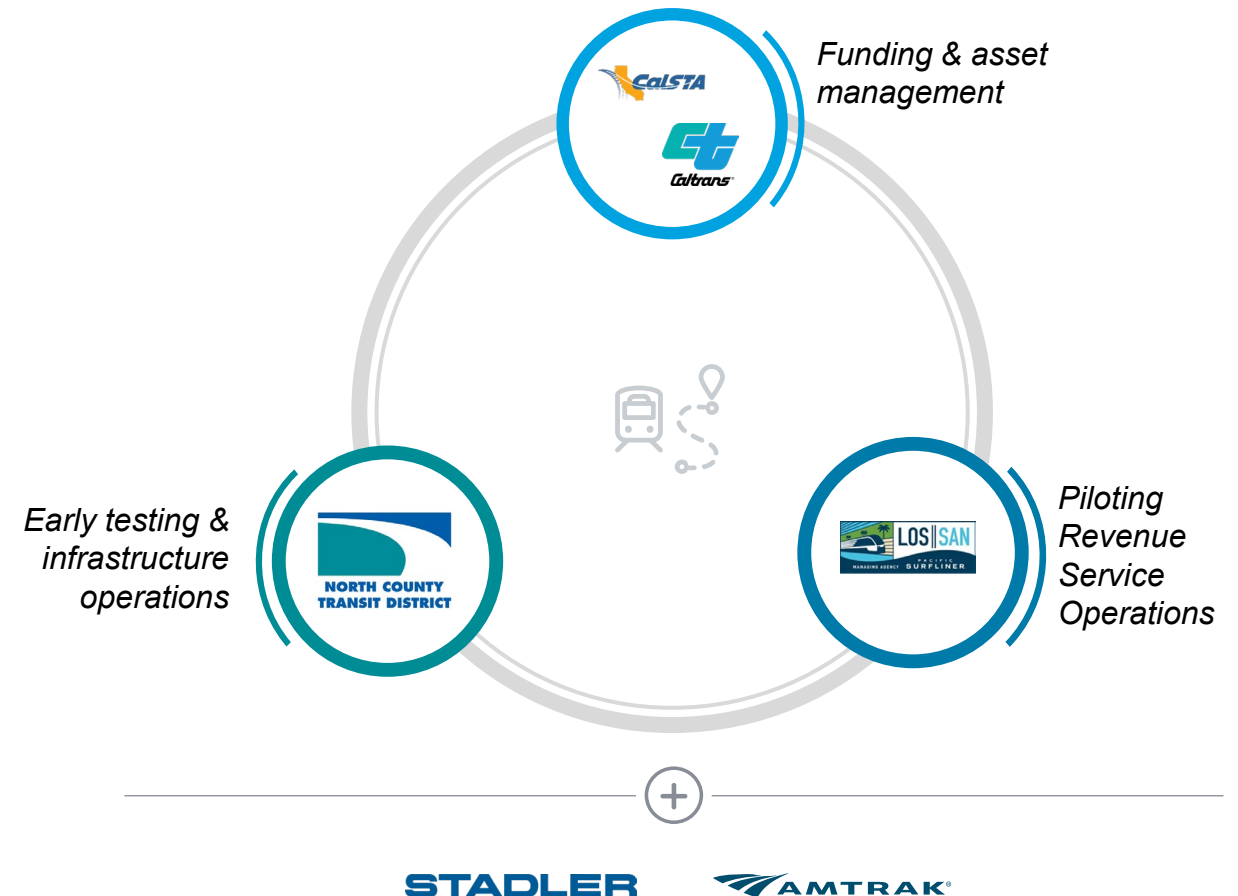
Preliminary

Potential H2 network expansion and FLIRT deployment



Time frame: ■ Existing ■ 1 Phase 1 ■ 2 Phase 2

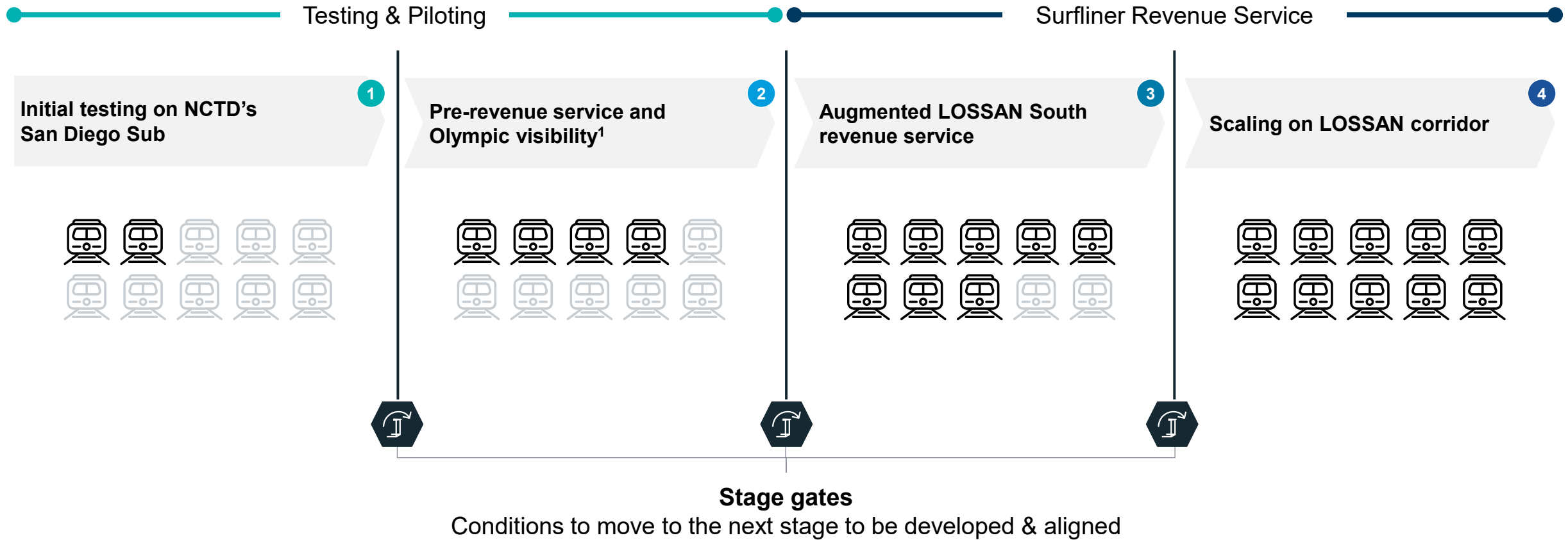
Key partners for deployment success



The FLIRT deployment would be carried out in three phases across two stages – (1) testing and piloting and (2) Surfliner revenue service

Preliminary

Potential deployment phasing



(1) Dependent on delivery and testing schedule