

LOSSAN Rail Corridor Agency

Board Meeting Agenda Monday, September 16, 2024 at 1:15 p.m.

Meeting Location:

Orange County Transportation Authority 550 South Main Street, Orange, California

Board Members

Bryan MacDonald, VCTC, Chair
Fred Jung, OCTA, Vice Chair
Fernando Dutra, Metro
Jewel Edson, NCTD
Katrina Foley, OCTA
Caylin Frank, SDMTS
Joy Lyndes, SANDAG
Dana Reed, RCTC
Fred Strong, SLOCOG
Jess Talamantes, Metro
Das Williams, SBCAG
Art Brown, SCAG, Ex-Officio
Jeanne Cantu, Amtrak, Ex-Officio
Kyle Gradinger, Caltrans, Ex-Officio

Teleconference Locations:

California Department of Transportation 3390 Lanatt Street, Room B Sacramento, California

Carpinteria Community Library 5141 Carpinteria Avenue Carpinteria, California

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

County of Orange Hall of Administration 400 West Civic Center Drive Orange, California



Teleconference Locations:

Encinitas City Hall 505 South Vulcan Avenue Encinitas, California

Fullerton City Hall 303 West Commonwealth Avenue Fullerton, California

Indian Wells City Hall 44950 Eldorado Drive Indian Wells, California

McCambridge Park Community Center 1515 North Glenoaks Boulevard Burbank, California

Poway City Hall 13325 Civic Center Drive Poway, California

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

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 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, and must be sent by 5:00 p.m. the day prior to the meeting. If you wish to comment on a specific agenda item, please identify the Item number in your email. All public comments that are timely received will be part of the public record and distributed to the Board. Public comments will be made available to the public upon request.

Call to Order

Roll Call

Pledge of Allegiance

Closed Session

A Closed Session is not scheduled.

Special Calendar

There are no Special Calendar Matters.



Consent Calendar (Items 1 and 2)

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

1. Approval of Minutes

Recommendations(s)

Approve the minutes of July 15, 2024, Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Director's meeting.

Attachments:

Minutes

2. Amendment to Agreement for Social Media Marketing and Passenger Communication Services

Overview

On July 17, 2023, the Board of Directors approved an agreement with The Abbi Agency to provide social media and digital marketing services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's Pacific Surfliner marketing program for a one-year initial term and two, one-year option terms. Board of Directors' approval is requested to exercise the first option term effective October 1, 2024, through July 31, 2025.

Recommendation(s)

Authorize the Managing Director to negotiate and execute Amendment No. 3 to Agreement No. L-2-0011 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and The Abbi Agency, to exercise the first option term of the agreement, effective October 1, 2024, through July 31, 2025, in the amount of \$201,000, to provide continued social media marketing and passenger communication services for the Pacific Surfliner marketing program. This will increase the maximum obligation of the agreement to a total contract value of \$431,000.

Attachments:

Staff Report
Attachment A

Regular Calendar

3. Federal Fiscal Year 2024-25 Operating Agreement with Amtrak for Pacific Surfliner Intercity Passenger Rail Service

Overview

To provide continued operation of the Pacific Surfliner intercity passenger rail service as





included in the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency business plan for fiscal years 2024-25 and 2025-26, a new operating agreement must be negotiated with Amtrak. The current agreement with Amtrak will end on September 30, 2024. Staff is seeking to negotiate a one-year operating agreement with Amtrak

Recommendation(s)

Authorize the Managing Director to negotiate and execute an agreement with Amtrak 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 \$55,053,935, for federal fiscal year 2024-25.

Attachments:

Staff Report

Discussion Items

4. Equipment Update

Overview

Staff will provide an update on the statewide redeployment plan for the state-owned bi-level cars and options for consideration to add equipment to support service growth.

Attachments:

Presentation

- 5. Public Comments
- 6. Managing Director's Report
- 7. Board Members' Report
- 8. Adjournment

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

1:00 p.m. on Monday, October 21, 2024

North County Transit District 810 Mission Avenue Oceanside, California



Call to Order

The July 15, 2024, regular meeting of the Board of Directors (Board) of the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency was called to order by Chair MacDonald at 12:18 p.m. at the Los Angeles County Metropolitan Transportation Authority, 1 Gateway Plaza, Los Angeles, California.

Roll Call

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

Directors Present: Bryan MacDonald, VCTC, Chair

Fernando Dutra, Metro Jewel Edson, NCTD Joy Lyndes, SANDAG

Andy Pease, SLOCOG, Alternate

Jess Talamantes, Metro Art Brown, SCAG, Ex-Officio Jeanne Cantu, Amtrak, Ex-Officio

Via Teleconference: Fred Jung, OCTA, Vice Chair

Katrina Foley, OCTA Caylin Frank, SDMTS Dana Reed, RCTC Das Williams, SBCAG

Directors Absent: Fred Strong, SLOCOG

LaDonna DiCamillo, CHSRA, Ex-Officio Kyle Gradinger, Caltrans, Ex-Officio

Staff Present: Jason Jewell, Managing Director

Sahara Meisenheimer, Clerk of the Board Specialist

Gina Ramirez, Assistant Clerk of the Board David Aguirre, Employee Rotation Program Cassie Trapesonian, Assistant General Counsel

LOSSAN Staff

1. Closed Session

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

There was no report out on this item.



Consent Calendar (Items 2 through 6)

2. Approval of Minutes

A motion was made by Director Edson, seconded by Director Dutra, and following a roll call vote, declared passed 11-0, to approve the minutes of June 17, 2024, Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Director's meeting.

3. Semi-Annual Progress Report of the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency 2024 Work Plan

A motion was made by Director Edson, seconded by Director Dutra, and following a roll call vote, declared passed 11-0, to receive and file as an information item.

4. Amendment to Agreement for Public Relations Services

A motion was made by Director Edson, seconded by Director Dutra, and following a roll call vote, declared passed 11-0, to Authorize the Managing Director to negotiate and execute Amendment No. 3 to Agreement No. L-2-0002 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and The ACE Agency, Inc. to exercise the second option term of the agreement, effective September 1, 2024, through August 31, 2025, in the amount of \$60,000, to provide continued public relations services to the Los Angeles - San Diego – San Luis Obispo Rail Corridor Agency for the Pacific Surfliner marketing program. This will increase the maximum obligation of the agreement to a total contract value of \$146,250.

5. Amendment to Agreement for Pacific Surfliner Website Design and Development

A motion was made by Director Edson, seconded by Director Dutra, and following a roll call vote, declared passed 11-0, to authorize the Managing Director to negotiate and execute Amendment No. 4 to Agreement No. L-2-0008 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and Nansen LLC, to exercise the first option term of the agreement, effective August 1, 2024, through May 15, 2026, in the amount of \$596,300, to provide website design and development services. This will increase the maximum cumulative payment obligation to a total contract value of \$970,050.



6. Agreement for Pacific Surfliner Field Marketing Services

A motion was made by Director Edson, seconded by Director Dutra, and following a roll call vote, declared passed 11-0, to:

- A. Approve the selection of The Abbi Agency to provide field marketing services for the Pacific Surfliner marketing program.
- B. Authorize the Managing Director to negotiate and execute Agreement No. L40001 between the Los Angeles San Diego San Luis Obispo Rail Corridor Agency and the Abbi Agency, in the amount of \$550,000, for a one-year initial term with two, two-year option terms.

Discussion Items

7. Amtrak Police Department Update

Sam Dotson, Chief of Police, Amtrak, provided a report on this item.

No action was taken on this item.

8. Los Angeles – San Diego – San Luis Obispo Rail Corridor Coastal Resiliency Update

Dan Phu, Program Manager, Project Development, Orange County Transportation Authority, and Danny Veeh, Rail Planning Program Manager, San Diego Association of Governments, provided a presentation on this item.

Public comments were received via email and provided to the Board Members prior to the meeting from the following:

- Richard Plush
- Karen Potts
- Lisah Nicholson
- Cynthia Hill
- Gregg Rolfsmeyer
- Angelina Neglia
- Cindi Clemons
- Dave Clemons

No action was taken on this item.

9. Public Comments

There were no public comments.



10. Managing Director's Report

Jason Jewell, Managing Director, reported that an update would be sent to the Board Members due to time constraints.

11. Board Members' Report

There were no Board Member's reports.

12. Adjournment

The meeting was adjourned at 2:45 p.m.

The next regularly scheduled Board meeting will be held:

1:15 p.m. on Monday, September 16, 2024Orange County Transportation Authority
550 South Main Street
Orange, California



September 16, 2024

To: Members of the Board of Directors

From: Jason Jewell, Managing Director

Subject: Amendment to Agreement for Social Media Marketing and

Passenger Communication Services

Overview

On July 17, 2023, the Board of Directors approved an agreement with The Abbi Agency to provide social media and digital marketing services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency's Pacific Surfliner marketing program for a one-year initial term and two, one-year option terms. Board of Directors' approval is requested to exercise the first option term effective October 1, 2024, through July 31, 2025.

Recommendation

Authorize the Managing Director to negotiate and execute Amendment No. 3 to Agreement No. L-2-0011 between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and The Abbi Agency, to exercise the first option term of the agreement, effective October 1, 2024, through July 31, 2025, in the amount of \$201,000, to provide continued social media marketing and passenger communication services for the Pacific Surfliner marketing program. This will increase the maximum obligation of the agreement to a total contract value of \$431,000.

Discussion

The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) is responsible for marketing the Pacific Surfliner service to enhance public awareness of the service and increase ridership and revenue.

On July 17, 2023, the LOSSAN Agency's Board of Directors (Board) approved an agreement with The Abbi Agency to provide social media marketing and passenger communication services for the purpose of enhancing public awareness of the service. The official Pacific Surfliner social media channels which include Facebook, Twitter, Instagram, YouTube, TikTok, and a blog have

become an increasing important asset to the marketing program through informing the public about the service, inspiring trips, and driving traffic to PacificSurfliner.com. These services have helped to grow and enhance the Pacific Surfliner social media program, allowing digital platforms to further support marketing program goals and position the Pacific Surfliner as a preferred transportation option.

The social media and digital marketing services scope of work includes the following:

- Developing a data-driven, outcome focused, and social media marketing plan to reach and influence target audiences, leveraging the appropriate channels for each.
- Managing the official Pacific Surfliner social media accounts.
- Developing content, such as blog articles, social posts, advertisements, and videos.
- Interacting with individual show post about the Pacific Surfliner online.
- Strategically planning out social media campaigns to drive website traffic to PacificSurfliner.com.
- Planning, producing, placing, and optimizing paid media.
- Engaging with influencers (individuals on social media with large followings) and partners to increase exposure of the Pacific Surfliner.
- Building reports to inform on the performance of the program and identify opportunities for growth.

Procurement Approach

The procurement was handled in accordance with the LOSSAN Agency's Board-approved procedures for professional services. On July 17, 2023, the LOSSAN Agency's Board approved the award of the agreement with The Abbi Agency to provide social media marketing and passenger communication services for the LOSSAN Agency's Pacific Surfliner marketing program. The original agreement was awarded on a competitive basis and includes a one-year initial term with two, one-year option terms to provide social media marketing and passenger communication services in the amount of \$200,000. This agreement has been previously amended as shown in Attachment A.

Amendment No. 2 extended the initial term of the agreement through September 30, 2024. The proposed Amendment No. 3 is to exercise the first option term through July 31, 2025, which will allow The Abbi Agency to continue providing social media marketing and passenger communication services. The budget for this amendment is \$201,000, which is based on current and

anticipated efforts for social media marketing and passenger communication services. In accordance with the current agreement, the option term rates will remain the same as originally negotiated.

Summary

Staff requests the Board of Directors authorize the Managing Director to negotiate and execute Amendment No. 3 to Agreement No. L-2-0011 with The Abbi Agency to exercise the first option term, in the amount of \$201,000, for a total contract value of \$431,000, for continued social media marketing and passenger communication services for the Pacific Surfliner marketing program.

Attachment

A. The Abbi Agency, Agreement No L-2-0011 Fact Sheet

Prepared by: Kristopher Ryan

Chief Finance Officer

714-560-5409

The Abbi Agency Agreement No. L-2-0011 Fact Sheet

- 1. July 17, 2023, Agreement No. L-2-0011, \$200,000, for a one-year initial term and two, one-year option terms approved by the Board of Directors (Board).
 - Agreement to provide social media and digital marketing services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency's Pacific Surfliner marketing program.
 - One-year initial term effective August 22, 2023, through July 31, 2024, with two, one-year option terms.
- 2. January 11, 2024, Amendment No. 1 to Agreement No. L-2-0011, \$15,500, approved by the Contracts Administration and Materials Management Department (CAMM).
 - To revise the scope of work and the price summary sheet to add job functions.
- 3. July 31, 2024, Amendment No. 2 to Agreement No. L-2-0011, \$14,500, approved by CAMM.
 - To extend the term of the Agreement for an additional two months, effective August 1, 2024, through September 30, 2024.
- 4. September 16, 2024, Amendment No. 3 to Agreement No. L-2-0011, \$201,000, pending approval by the Board.
 - To exercise the first option term of the agreement, effective October 1, 2024, through July 31, 2025.

Total committed to The Abbi Agency under Agreement No. L-2-0011: \$431,000.



September 16, 2024

To: Members of the Board of Directors

From: Jason Jewell, Managing Director

Subject: Federal Fiscal Year 2024-25 Operating Agreement with Amtrak for

Pacific Surfliner Intercity Passenger Rail Service

Overview

To provide continued operation of the Pacific Surfliner intercity passenger rail service as included in the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency business plan for fiscal years 2024-25 and 2025-26, a new operating agreement must be negotiated with Amtrak. The current agreement with Amtrak will end on September 30, 2024. Staff is seeking to negotiate a one-year operating agreement with Amtrak.

Recommendation

Authorize the Managing Director to negotiate and execute an agreement with Amtrak 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 \$55,053,935, for federal fiscal year 2024-25.

Background

On September 18, 2023, 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 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 \$53,867,079, for federal fiscal year (FFY) 2023-24. Agreement L-4-0004 was executed for \$48,046,482, and is effective October 1, 2023, through September 30, 2024. The lower cost incorporated into the executed Agreement was primarily the result of changes to the Passenger Rail Investment and Improvement Act (PRIIA) 209 rates and cost methodology, approved by the State-Amtrak Intercity Passenger Rail Committee after September 18, 2023.

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, 2024, through September 30, 2025. The recommendation for a single year contract is to ensure the continuity of the Pacific Surfliner service at the current service levels of 10 round trips between Los Angeles and San Diego, with the anticipated increase to 12 round trips during the third quarter of the fiscal year, utilizing equipment anticipated to be deployed from northern to southern California. The LOSSAN Agency will 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 further service restoration planning. Future service modifications, including the capacity for additional service, are currently being reviewed for feasibility, additional equipment availability, and funding. 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 2024-25 not-to-exceed agreement amount of \$55,053,935, is consistent with the Board approved FY 2024-25 budget included within the Annual Business Plan for the operation of Pacific Surfliner intercity rail service and \$500,000 for minor capital projects funding. Funding for minor capital projects has historically been approved by Caltrans for \$500,000 annually. LOSSAN Agency staff has been coordinating with Caltrans, Amtrak, CCJPA, and SJJPA on refining forecast estimates for FFY 2024-25. LOSSAN Agency staff will bring back to the Board any agreement or budget amendments necessary 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, 2024. 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 \$55,053,935 for federal fiscal year 2024-25.

Attachment

None.



Pacific Surfliner Equipment Update

LOSSAN Board of Directors Meeting | September 16, 2024

Pacific Surfliner Equipment

- The Pacific Surfliner service has been utilizing bi-level cars since 2000
- 39 custom Surfliner cars were purchased new by Amtrak and 10 cars by the California Department of Transportation (Caltrans) between 1998-2001 for specific use on the Pacific Surfliner service
- Over the years, as ridership grew, additional cars were needed to lengthen trainsets and add more service
- The additional cars were leased from Amtrak's long-distance bi-level Superliner and regional single-level Horizon fleets

Pacific Surfliner Equipment Reduction

March 2020 - ridership dropped significantly due to the COVID-19 pandemic.

Level of service was reduced 50-percent

Fleet size was reduced 29percent

E	Feb 2020	May 2021	May 2024	
Locomotives	SC-44 Charger	14	14	14
	GE P-40 / P-42 Genesis	4	-	-
Amtrak Long- Distance Bi-Levels	Superliner Coach	15	8	9
	Superliner Coach / Baggage	4	-	-
	Superliner Sightseer Lounge	1	1	1
Single-Level	Horizon	16	-	-
	Amfleet	1	-	-
	Surfliner Coach / Baggage	11	11	11*
Surfliner Di Levele	Surfliner Coach	18	21	21*
Surfliner Bi-Levels	Surfliner Café	10	10	10
	Surfliner Business Class	10	10	10
	Total Locomotives	18	14	14
TOTALS	Total Cars	86	61	62

^{* 1} coach / baggage and 2 coaches are currently out of service due to a vehicle strike in December 2023.



California Intercity Passenger Car History

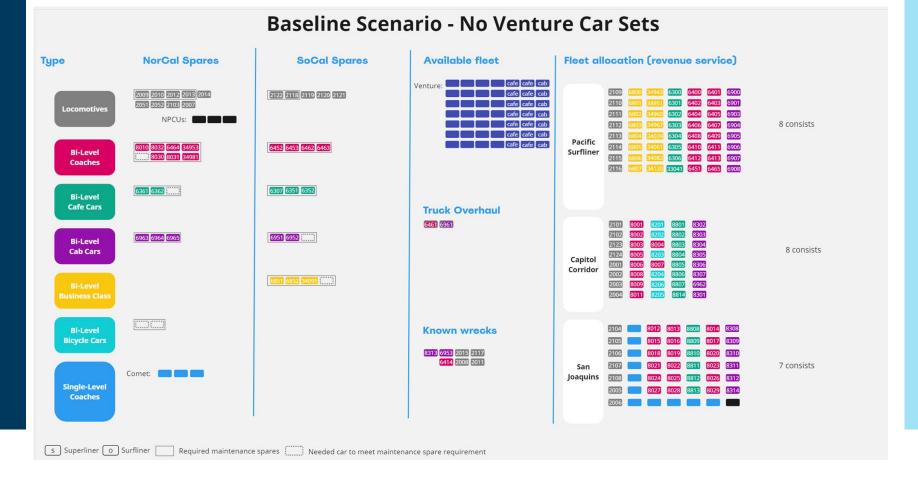
There has been a need for additional equipment since before to the COVID pandemic

In 2017, Caltrans placed an order for seven 7-car trainsets of the new Siemens, single-level Venture cars.

- Various issues have delayed deployment by several years.
- First coach cars began going into revenue service in December 2023
- Cab cars are not anticipated to be in service until fall 2024
- Food service cars are not expected to be in service until July 2025.



A fleet redeployment plan for the existing Surfliner and California 1 bi-level equipment was developed in originally in 2022 and was updated earlier in 2024.





The update made to the plan in 2024 was to account for delays, as well as several additional overhaul projects and equipment work that was not included in the original plan prepared in 2022.

This included:

- Adjustment to reflect further delay in Venture car deployment
- Truck and door overhaul programs necessary for the state-owned bi-level cars to remain in SOGR
- Extensive rebuilding of some bi-level cars due to incidents that have occurred over the past two years, which have taken some cars out of service

As Venture trainsets enter service, equipment will be redeployed to the Pacific Surfliner

No. of Venture Sets in Revenue Service		0	2	3	4	6	7
Equipment Type		Baseline (Oct 2023)	Phase 1 (Apr 2024)	Phase 2 (Oct 2024)	Phase 3 (Dec 2024)	Phase 4 (Jun 2025)	Phase 5 (Dec 2025)
Locomotives	SC-44 Charger	14	14	14	14	14	14
	GE P-40 / P-42 Genesis	-	-	-	-	-	-
	NPCU ^{2,3}	-	2	2	2	2	2
Amtrak Long- Distance Bi-Levels	Superliner Coach	9	9	10	11	11	11
	Superliner Coach / Baggage	-	-	-	-	-	-
	Superliner Sightseer Lounge	1	1	1	1	1	1
Single-Level	Horizon	-	-	-	-	-	-
	Amfleet	-	-	-	-	-	-
	Comet Coach ³	-	7	7	7	7	7
California Bi-Levels	California 1 Coach	-	-	-	-	1	3
	Surfliner Coach / Baggage	11 ¹	11 ¹	11 ¹	13 ¹	141	141
	Surfliner Coach	211	211	211	221	231	231
	Surfliner Café	10	10	10	10	11	12
	Surfliner Business Class	10	10	10	10	10	10
TOTALS	Total Locomotives	14	16	16	16	16	16
	Total Cars	62	69	70	74	78	81

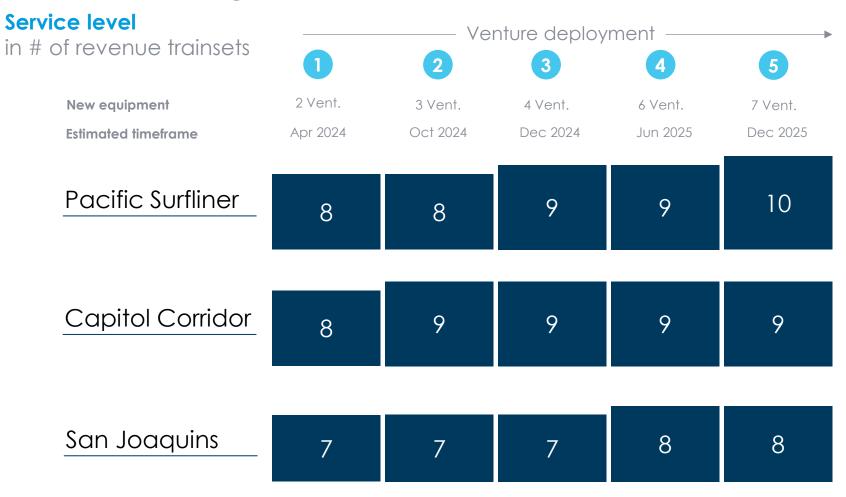
¹ One cab and two coaches are out of service due to wreck damage



² Non-Powered Control Unit

³ Special event use only

Deployment of Venture cars enables an increase of four trainsets – enough to restore pre-pandemic service levels





Equipment Needs for Service Growth

Options for expanding service and capacity beyond pre-pandemic service is limited in the near-term (2025-2030).

Options being considered include:

- Evaluate the feasibility of procuring additional trainsets of the new Siemens, single-level Venture cars
- Lease Amtrak equipment again as cars become available
- Utilize available state-owned single-level Comet cars







Equipment Needs for Service Growth

Options for expanding service and capacity beyond pre-pandemic service is limited in the longer-term (2030+).

Options being considered include:

- Develop specifications for a new bi-level procurement that can support state's zero emission goals
- Identify segments of corridor where procured ZEMU's can operate to meet demand



QUESTIONS?

