



May 19, 2025

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 marketing and passenger communication 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 second option term effective August 1, 2025, through July 31, 2026.

Recommendation

Authorize the Managing Director to negotiate and execute Amendment No. 4 to Agreement L-2-0011 between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and The Abbi Agency, to exercise the second option term of the agreement, effective August 1, 2025, through July 31, 2026, in the amount of \$230,400, 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 \$661,400.

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. The official Public Surfliner social media channels, which include Facebook, Twitter, Instagram, YouTube, TikTok, and a blog, have become an increasingly important asset to the marketing program through and informing the public about the service, inspiring trips, and driving traffic to PacificSurfliner.com.

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 to promote the Pacific Surfliner as a viable transportation option for destinations along the LOSSAN rail corridor and beyond. The scope of the agreement outlines the responsibilities of The Abbi Agency, which include the following:

- Developing a data-driven, outcome focused, 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 individuals who 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.

The proposed Amendment No. 4 is to exercise the second option term effective August 1, 2025, through July 31, 2026, which will allow The Abbi Agency to continue providing social media marketing and passenger communication services. The budget for this amendment is \$230,400, 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. This will increase the maximum obligation of the agreement to a total contract value of \$661,400.

Fiscal Impact

The amount for the second option term of the agreement is a not-to-exceed maximum obligation and is included in the Fiscal Year (FY) 2025-26 and FY 2026-27 budgets included in the Annual Business Plan. However, the actual marketing expenditure will be adjusted to be aligned with the funding amounts approved by the California State Transportation Agency for the FY.

Summary

Staff recommends the Board of Directors authorize the Managing Director to negotiate and execute Amendment No. 4 to Agreement No. L-2-0011 with The Abbi Agency to exercise the second option term, in the amount of \$230,400, for a total contract value of \$661,400, 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:



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