



TECHNICAL ADVISORY COMMITTEE AGENDA

LOSSAN RAIL CORRIDOR AGENCY TECHNICAL ADVISORY COMMITTEE MEETING

**Thursday, February 5, 2026
1:15 P.M. – 2:45 P.M.**

**Los Angeles County Metropolitan Transportation Authority
Henry Huntington Room, Third Floor
One Gateway Plaza,
Los Angeles, CA 90012**

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.

Written Comment

Written public comments may also be submitted by emailing them to lossantac@octa.net and must be sent 90 minutes prior to the start time of 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 TAC Committee.

If you have any questions regarding this new format or any upcoming meeting plans, please contact Michelle Alonso, LOSSAN Executive Assistant, at 714-560-5415 or malonso@octa.net.

Teleconference Sites

The main location for this meeting is the Los Angeles County Metropolitan Transportation Authority Headquarters, Henry Huntington Room (3rd Floor). Several LOSSAN member agencies will be attending this meeting via teleconference from the following locations:

*Orange County Transportation Authority
Conference Room 1012
600 South Main Street
Orange, CA 92868*

*San Luis Obispo Council of Governments
1114 Marsh St
San Luis Obispo, CA 93401*

*Metropolitan Transit System
1255 Imperial Avenue, Suite 1000
San Diego, CA 92101-7490*

*California Department of Transportation
3390 Lanatt Street
Sacramento, CA 95819*

*RCTC Offices
County Administrative Center
3rd Floor, Conference Room B
4080 Lemon Street
Riverside, Ca 92501*

The public is welcome to attend and testify at any of the LOSSAN member agency locations listed above, all of which are accessible to the public. For more information, please contact LOSSAN Rail Corridor Agency staff, at (714) 560-5598 or e-mail malonso@octa.net, for specific meeting room locations at least 72 hours in advance of the meeting.

TECHNICAL ADVISORY COMMITTEE AGENDA

2026 TECHNICAL ADVISORY COMMITTEE Technical Advisory Committee - Membership Roster

	Member Agencies	Appointee	Alternate
North	San Luis Obispo Council of Governments	Lance Okuno	Tim Gillham
	Santa Barbara County Association of Governments	Aaron Bonfilio	Whitney Rush
	Ventura County Transportation Commission	Aubrey Smith	Claire Grasty
Central	Los Angeles County Metropolitan Transportation Authority	Jay Fuhrman	Michael Cano
South Central	Orange County Transportation Authority	Megan Taylor	Andy Meger
	Riverside County Transportation Commission	Sheldon Peterson	Vacant
South	San Diego Metropolitan Transit System	Christopher Duddy	Brent Boyd
	North County Transit District	Tina McDermott	Khiem Trinh
	San Diego Association of Governments	Danny Veeh	Anna Devers

Call to Order

1. Public Comments

At this time, members of the public may address the Technical Advisory Committee regarding any items within the subject matter jurisdiction of the Technical Advisory Committee, but no action may be taken on off-agenda items unless authorized by law. Comments shall be limited to three (3) minutes per speaker unless different time limits are set by the Chairman subject to the approval of the Technical Advisory Committee.

Consent Calendar

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

2. Approval of Minutes

Kristopher Ryan

Discussion Calendar

3. Draft Annual Business Plan for Fiscal Year 2026-27

Jason Jewell

4. Pacific Surfliner Expanded Service Pilot

Jason Jewell

5. Pacific Surfliner Service Update

Jason Jewell

6. Pacific Surfliner Marketing Update

Alyssa Dowdalls

7. Upcoming Draft Board Agenda Items

Kristopher Ryan

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

9. Technical Advisory Committee Members' Report

10. **Adjournment**

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

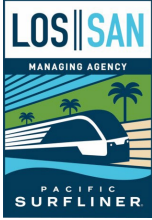
Thursday, March 5, 2026

San Diego Association of Governments

Conference Room: TBD

San Diego, CA 92101

1:30pm



Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency

TECHNICAL ADVISORY COMMITTEE

NOVEMBER 6, 2025, Technical Advisory Committee (TAC) MEETING MINUTES

The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) TAC met on November 6, 2025, at the Los Angeles County Metropolitan Transportation Authority, Henry Huntington Room.

Committee Members in attendance:

Tim Gillham, SLOCOG
Aubrey Smith, VCTC
Jay Fuhrman, Metro
Andy Meger, OCTA
Danny Veeh, SANDAG
Anna Devers, SANDAG
Christopher Duddy, SDMTS

Welcome and Introductions

Mr. James Campbell, LOSSAN Operations Officer, opened the November 6, 2025, LOSSAN Agency TAC meeting and welcomed the TAC members to the Los Angeles County Metropolitan Transportation Authority, Henry Huntington Room.

SPECIAL CALENDAR

2. Proposed 2026 Technical Advisory Committee Meeting Schedule

Motion by Mr. Danny Veh (SANDAG), second by Mr. Jay Fuhrman (Metro). The Committee approved the 2026 Committee Meeting Schedule.

CONSENT CALENDAR

3. Approval of Minutes

Motion by Mr. Aubrey Smith (VCTC), Second by Mr. Andy Meger (OCTA). The Committee approved the Consent items.

DISCUSSION CALENDAR

4. Link Union Station Project Update

Mr. Campbell introduced LA Metro's Scott McConnell, Regional Rail Executive Officer, who provided a PowerPoint presentation on the Link US Project updates. The presentation included the substation layout, the run-thru structure goal, program schedule, and project cost and funding.

Questions ensued regarding possible project impacts. There was no further discussion.

5. Capital Program Update

Mr. Campbell introduced Mr. David Berryman (LOSSAN), who provided a PowerPoint presentation on the current stats and projects along the LOSSAN rail corridor. The presentation included current and completed capital projects.

Questions ensued regarding the structure and funding roles on specific projects. There was no further discussion.

6. Upcoming Draft Board Agenda Items

Mr. Campbell provided a brief overview of the agenda items for the November 17, 2025, LOSSAN Agency Board of Directors' meeting.

Minor clarification questions ensued regarding some agenda items. There was no further discussion.

7. Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Update

Mr. Campbell provided an update on October ridership, the Dodger's World Series Victory parade with strong and high ridership for that day, and the start of the Pacific Surfliner Happy Hour promotion from 8pm to closing, as well as the checked baggage option during the holiday season. Work windows were also mentioned for January.

Minor questions ensued regarding the promotions and ridership. There was no further discussion.

8. Technical Advisory Committee Members' Report

Metro mentioned the LA Dodgers World Series parade, which brought over 300,000 to the parade and another 50,000 to the Dodger stadium, which caused over capacity trains and over 11,000 standees. The situation has definitely caused internal discussion on how to prepare for the upcoming World Cup and LA28 events.

SANDAG mentioned two construction projects along the corridor, a regional plan for a full double track within San Diego County, as well as considering applying for a federal state partnership program. Also, SANDAG mentioned the upcoming 2026 California Passenger Rail Summit in April.

Caltrans mentioned the plan to release Step Two on the corridor ID program soon.

9. Adjournment

The next regularly scheduled meeting of this Committee is scheduled to be held on:

Thursday, February 5, 2026

Los Angeles County Metropolitan Transportation Authority

Henry Huntington Room, Third Floor

One Gateway Plaza,

Los Angeles, CA 90012

1:15pm



Pacific Surfliner Marketing Update

Fiscal Year 2025-26 – First Half (H1) – July - Dec 2025

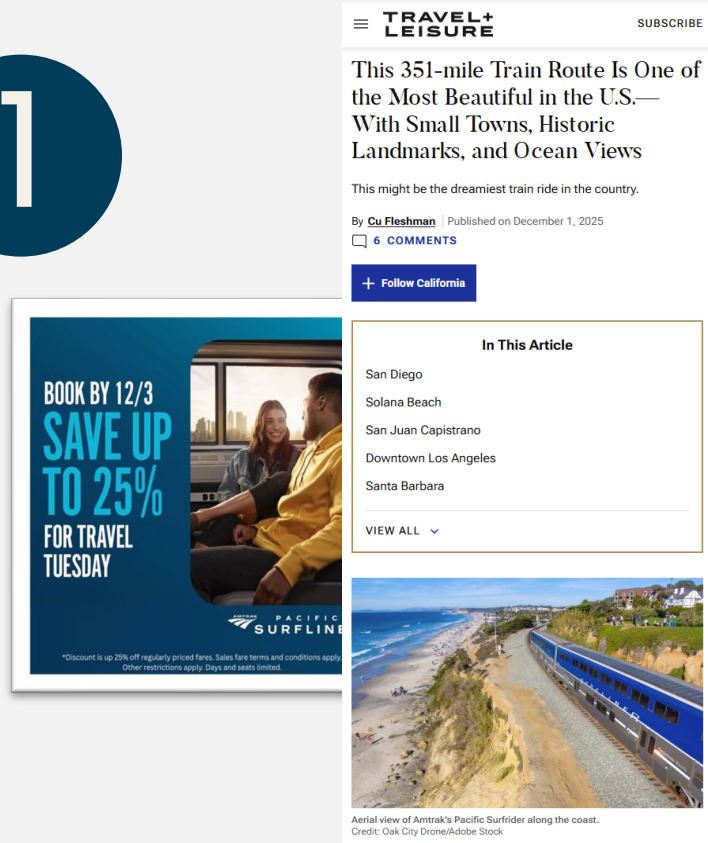
LOSSAN Technical Advisory Committee Meeting | February 5, 2026



Marketing Activities = Measurable Impact

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

1



Build Awareness

Partnerships, Paid Advertising, and PR Campaigns

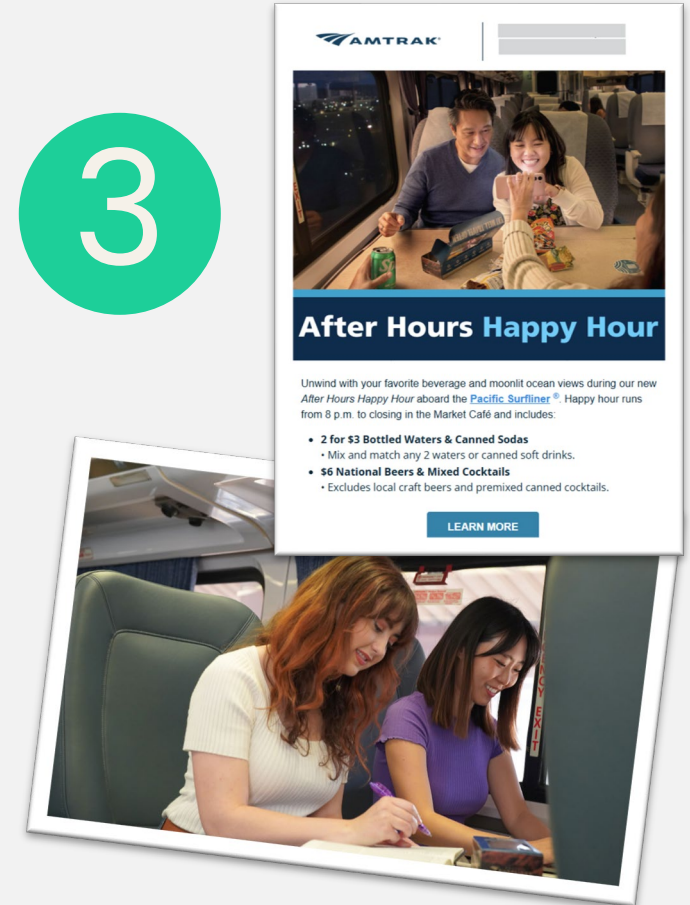
2



Inform Riders

Email, Web, and Organic Social

3



Increase Ridership

Bookings, Clicks to Amtrak.com

Digital Marketing in H1



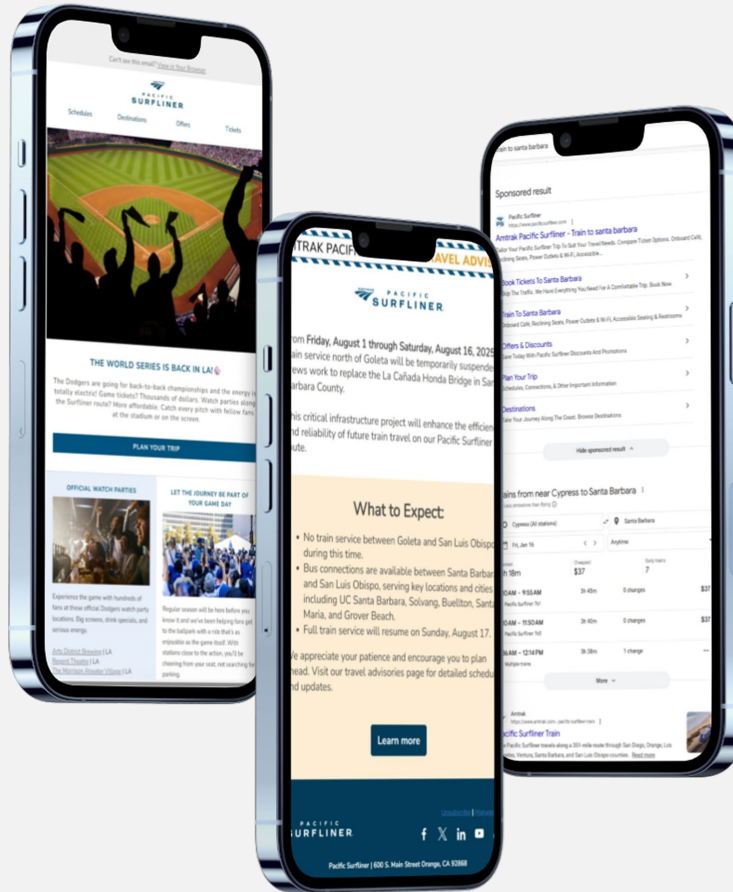
Email performance

4.96K
Unique
Conversions
+911.2%*

9.18K
Email
Sign-ups
+65.8%*

170K
Unique Opens
+123.5%*

5.25K
Unique Clicks
+1.9%*



Paid ad performance

66K
Conversions
+5.5%*

9.9%
Conversion Rate
-23.4%*

10.94%
CTR
+1.7%*

*compared to same period in previous year

Media Coverage & Publicity Value

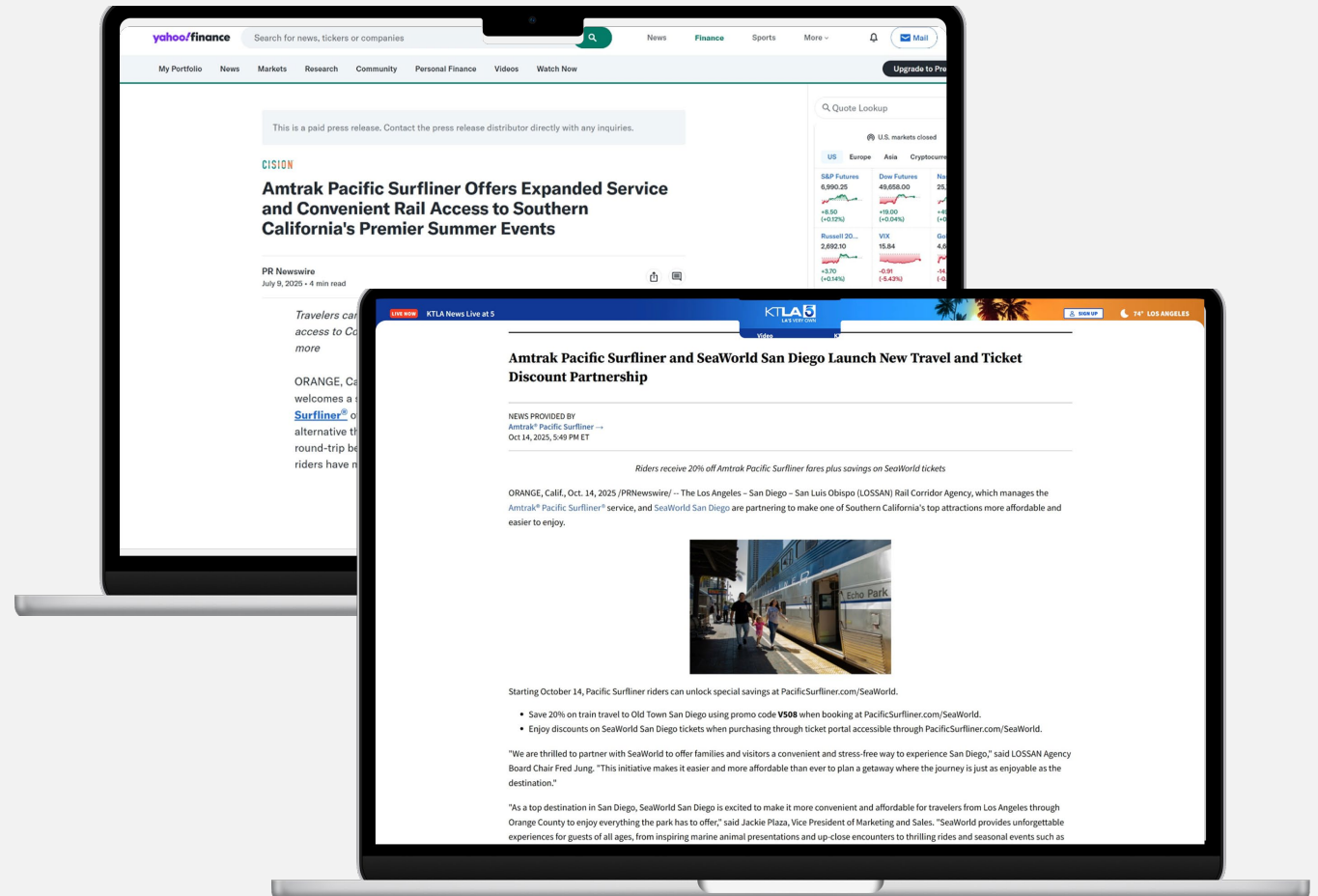
In H1 2025-26, LOSSAN boosted public visibility and trust through earned media tied to major press announcements including the press release promoting of our 12th roundtrip between LA and San Diego and our partnerships.

22,700
Stories in the press

20.7 billion
Earned media
impressions

\$13.6 million
Publicity value

5
Press releases



As Seen In...

Pacific Surfliner in the news



7/9/25

Amtrak Pacific Surfliner Adds More Service As Summer Events Heat Up

8/27/25

14 Family-Friendly Road Trips From Los Angeles for Labor Day Weekend

9/5/25

Amtrak Pacific Surfliner Promotes Safe Practices Around Tracks During Rail Safety Month

9/19/25

10 Train Routes That Will Take You Straight to a National Park

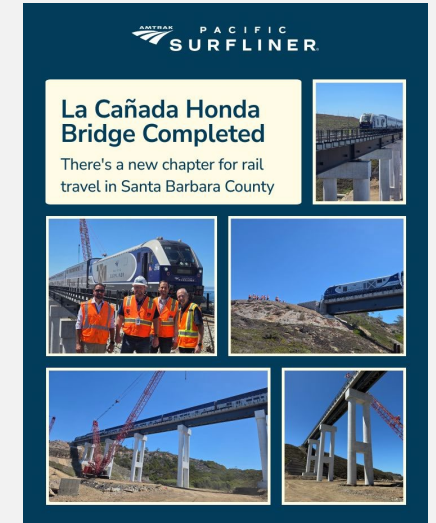
11/5/25

7 Dreamy Coastal Train Rides, From California to the Amalfi Coast

12/1/25

This 351-mile Train Route Is One of the Most Beautiful in the U.S.

H1 Campaigns and Promos



June – August

**Disneyland
Resort 70th
Anniversary
Celebration**

Jul. 18–Sep.7

**Del Mar
Races**

Jul. 24–27

Comic-Con

Jul. 30–Aug. 10

**Ventura
County Fair**

Aug. 1–17

**Honda Bridge
Construction/
Reopening**

Campaigns and Promos in H1



Sept. 20-21

**Rail Safety
Month/
TrainFest
2025**



Sept. 27-28

**Goleta
Lemon
Festival**



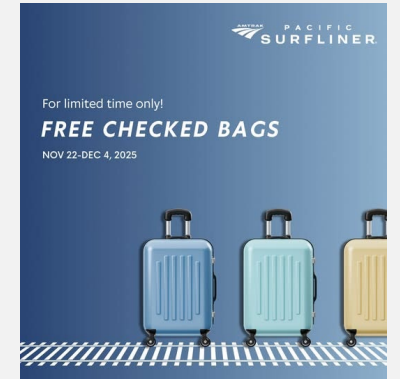
Oct. 14

**Happy Hour
After Hours**



Oct. 14

**SeaWorld
Partnership**



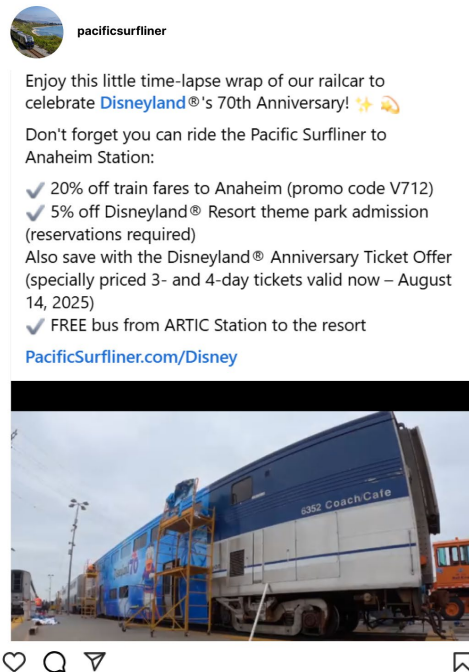
Nov. 26-Jan. 1

**Holiday
Travel
Advisories**

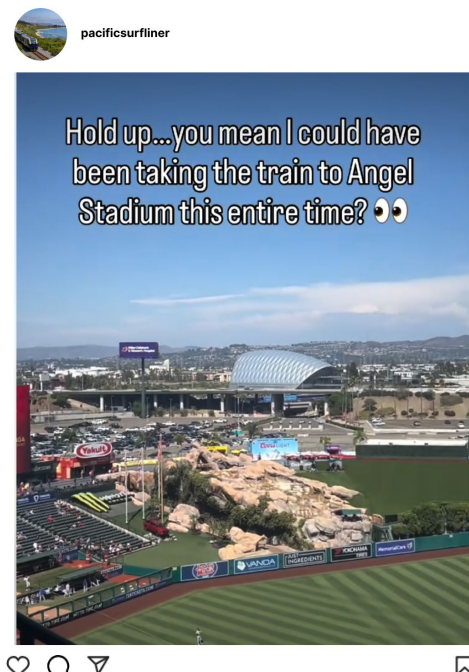
Social Media in H1

Top performing posts

Reach: 103K
Likes/Reactions: 1.7K
Comments:
Shares: 52



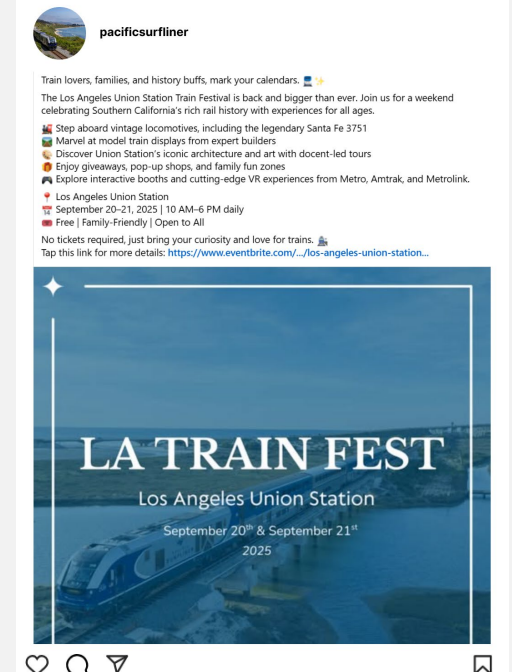
Reach: 34.6K
Likes/Reactions: 1.2K
Comments:
Shares: 111



Reach: 22K
Likes/Reactions: 2K
Comments:
Shares: 113



Reach: 20K
Likes/Reactions: 201
Comments:
Shares: 38



Influencer Partnerships in H1

Pacific Surfliner partnered with **three influencers** to showcase how taking the Pacific Surfliner is an easy, convenient, and enjoyable transportation option for SoCal travelers.



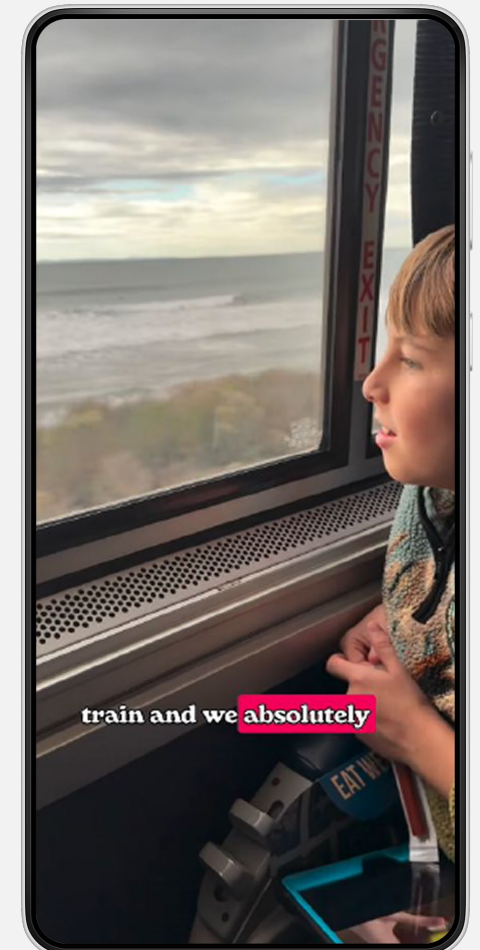
Courtney Quinn
[@colormemagic](#)

Views: 23.5K
Likes: 1.6K
Shares: 278



Lexi Stephens
[@lexiswinelist](#)

Views: 22.7K
Likes: 724
Shares: 331



Allison Rafie
[@magicfamilyadventures](#)

Views: 219.6K
Likes: 7.7K
Shares: 2.3K

Here's what we're working on



13th Roundtrip
(January 26)

Bike Influencer
(February)

Endless Journey
(March)

Travel Companion
(Aug 1-16)

FIFA World Cup
(May-July)

**Jackalope Block
Party**
(May)

YOUR TICKET TO

Endless Escapes

SAN LUIS
OBISPO

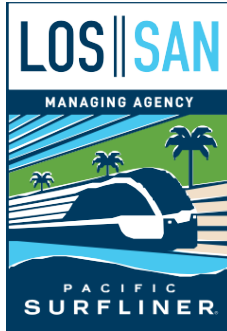


*Wherever you're headed,
the journey is half the fun.*

SAN
DIEGO

AMTRAK
PACIFIC
SURFLINER®

Questions?



**Los Angeles – San Diego – San Luis Obispo
Rail Corridor Agency**

DRAFT

**Upcoming Agenda Items
Board of Directors Meeting
February 17, 2026**

- Election of Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Directors Vice Chair
- Selection of Executive Committee Members for Calendar Year 2026
- Salute to Outgoing Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board Members
- Semi-annual Work Plan Update
- Amendment to North County Transit District On-Time Performance Agreement
- Draft Annual Business Plan
- Fiscal Year 2024-25 Annual Financial Statement Audit
- Pacific Surfliner Expanded Service Pilot
- Pacific Surfliner Service Update
- Pacific Surfliner Marketing Update