



# **LOSSAN Rail Corridor Agency**

## **Board Meeting**

### **Agenda**

**Monday, July 15, 2024 at 12:15 p.m.**

#### **Meeting Location:**

Los Angeles County Metropolitan Transportation Authority  
1 Gateway Plaza  
Los Angeles, 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  
LaDonna DiCamillo, CHSRA, Ex-Officio  
Kyle Gradinger, Caltrans, Ex-Officio

#### **Teleconference Locations:**

Carpinteria Library  
5141 Carpinteria Ave.  
Carpinteria, California

County Administration  
400 Civic Center Drive  
Santa Ana, California

Fullerton City Hall  
303 W. Commonwealth Ave.  
Fullerton, California

Indian Wells City Hall  
44950 Edorado Drive  
Indian Wells, California



## **BOARD MEETING AGENDA**

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### **Teleconference Locations:**

Poway City Hall  
13325 Civic Center Drive  
Poway, California

1411 Marsh Street, Suite 109  
San Luis Obispo, 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](http://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/>



## **BOARD MEETING AGENDA**

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### **In-Person Comment**

Members of the public may attend in-person and address the Board of Directors regarding any item within the subject matter jurisdiction of the LOSSAN Rail Corridor Agency. Please complete a speaker's card and submit it to the Clerk of the Board and notify the Clerk regarding the agenda item number on which you wish to speak. Speakers will be recognized by the Chair at the time of the agenda item is to be considered by the Board. Comments will be limited to three minutes. The Brown Act prohibits the Board from either discussing or taking action on any non-agendized items.

### **Written Comment**

Written public comments may also be submitted by emailing them to [lossanclerk@octa.net](mailto:lossanclerk@octa.net), and must be sent by 5:00 p.m. the day prior to the meeting. If you wish to comment on a specific agenda item, please identify the Item number in your email. All public comments that are timely received will be part of the public record and distributed to the Board. Public comments will be made available to the public upon request.

### **Call to Order**

### **Roll Call**

### **Pledge of Allegiance**

### **Closed Session**

#### **1. Closed Session**

##### ***Overview***

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

### **Special Calendar**

There are no Special Calendar Matters.



## BOARD MEETING AGENDA

### Consent Calendar (Items 2 through 6)

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.

#### 2. Approval of Minutes

##### ***Recommendation(s)***

Approve the minutes of the June 17, 2024, Los Angeles - San Diego - San Luis Obispo - Rail Corridor Agency Board of Director's Meeting.

##### ***Attachments:***

[Minutes](#)

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

##### ***Overview***

On February 20, 2024, the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Directors approved the 2024 Work Plan, which highlighted the key initiatives that would be undertaken in support of the 2023 Strategic Plan goals. As part of the implementation of the 2024 Work Plan, progress reports on a semi-annual basis, as well as at year-end, that capture the status of the tasks being done in support of the annual work plan will be provided to the Board of Directors. This semi-annual progress report provides an update on activities in support of the 2024 Work Plan from January 2024 through June 2024.

##### ***Recommendation(s)***

Receive and file as an information item.

##### ***Attachments:***

[Staff Report](#)

[Attachment A](#)

[Attachment B](#)

#### 4. Amendment to Agreement for Public Relations Services

##### ***Overview***

On August 15, 2022, the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Directors approved an agreement with The ACE Agency, Inc., to provide public relations services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency 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 September 1, 2024, through August 31, 2025.





## BOARD MEETING AGENDA

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### ***Recommendation(s)***

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.

### ***Attachments:***

[Staff Report](#)

[Attachment A](#)

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

### ***Overview***

On March 31, 2023, the Board of Directors approved an agreement with Nansen LLC to provide website design and development services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency for a one-year initial term and two, two-year option terms. Board of Directors' approval is requested to exercise the first option term effective August 1, 2024, through May 15, 2026.

### ***Recommendation(s)***

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.

### ***Attachments:***

[Staff Report](#)

[Attachment A](#)

## **6. Agreement for Pacific Surfliner Field Marketing Services**

### ***Overview***

On March 18, 2024, the Board of Directors approved the release of a request for proposals for field marketing services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency. Proposals have been received and evaluated in accordance with the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's procurement



## BOARD MEETING AGENDA

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procedures for professional and technical services. Board of Directors' approval is requested to execute an agreement for these services.

### ***Recommendation(s)***

- 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.

### ***Attachments:***

[Staff Report](#)

[Attachment A](#)

[Attachment B](#)

[Attachment C](#)

## **Regular Calendar**

There are no Regular Calendar matters.

## **Discussion Items**

### **7. Amtrak Police Department Update**

#### ***Overview***

The Amtrak Vice President, Corporate Security & Chief of Police, will provide a verbal update on Amtrak Police Department's Ongoing Efforts on the Corridor.

### **8. Los Angeles - San Diego - San Luis Obispo Rail Corridor Coastal Resiliency Update**

#### ***Overview***

Coastal Resiliency along the Los Angeles - San Diego - San Luis Obispo Rail Corridor is a topic that has elevated to the top of discussion at the regional, state, and national levels. Staff will provide an update on the latest challenges being faced by coastal erosion and the efforts underway to ensure the resiliency of the rail corridor in the future.

### ***Attachments:***

[Presentation](#)

### **9. Public Comments**



## BOARD MEETING AGENDA

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**10. Managing Director's Report**

**11. Board Members' Report**

**12. Adjournment**

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

**1:15 p.m. on Monday, September 16, 2024**

OCTA Headquarters  
550 South Main Street  
Orange, California



# MINUTES

## LOSSAN Agency Board of Directors Meeting

### Call to Order

The June 17, 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 1:15 p.m. at the Orange County Transportation Authority Headquarters, 550 South Main Street, Orange, California.

### Roll Call

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

Directors Present: Fernando Dutra, Metro  
Jewel Edson, NCTD  
Katrina Foley, OCTA  
Fred Strong, SLOCOG  
Art Brown, SCAG, Ex-Officio

Via Teleconference: Bryan MacDonald, VCTC, Chair  
Fred Jung, OCTA, Vice Chair  
Caylin Frank, SDMTS  
Joy Lyndes, SANDAG  
Dana Reed, RCTC  
Jess Talamantes, Metro  
Das Williams, SBCAG

Directors Absent: Jeanne Cantu, Amtrak, Ex-Officio  
LaDonna DiCamillo, CHSRA, Ex-Officio  
Kyle Gradinger, Caltrans, Ex-Officio

Staff Present: Jason Jewell, Managing Director  
Allison Cheshire, LOSSAN Clerk of the Board  
Sahara Meisenheimer, Clerk of the Board Specialist  
David Aguirre, Employee Rotation Program  
James Donich, General Counsel  
LOSSAN Staff

### Consent Calendar (Items 1 through 9)

#### 1. Approval of Minutes

A motion was made by Director Reed, seconded by Vice Chair Jung, and following a roll call vote, declared passed 10-0, to approve the minutes of the May 20, 2024, Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Director's meeting.

Director Williams was not present to vote on this item.



**2. Fiscal Year 2023-24 Second Quarter Los Angeles - San Diego - San Luis Obispo Rail Corridor Trends**

A motion was made by Director Reed, seconded by Vice Chair Jung, and following a roll call vote, declared passed 10-0, to receive and file as an information item.

Director Williams was not present to vote on this item.

**3. Fiscal Year 2023-24 Second Quarter Amtrak Pacific Surfliner On-Time Performance Analysis**

A motion was made by Director Reed, seconded by Vice Chair Jung, and following a roll call vote, declared passed 10-0, to receive and file as an information item.

Director Williams was not present to vote on this item.

**4. Fiscal Year 2023-24 Third Quarter Los Angeles - San Diego - San Luis Obispo Rail Corridor Trends**

A motion was made by Director Reed, seconded by Vice Chair Jung, and following a roll call vote, declared passed 10-0, to receive and file as an information item.

Director Williams was not present to vote on this item.

**5. Fiscal Year 2023-24 Third Quarter Amtrak Pacific Surfliner On-Time Performance Analysis**

A motion was made by Director Reed, seconded by Vice Chair Jung, and following a roll call vote, declared passed 10-0, to receive and file as an information item.

Director Williams was not present to vote on this item.

**6. Fiscal Year 2023-24 Third Quarter Budget Status Report**

A motion was made by Director Reed, seconded by Vice Chair Jung, and following a roll call vote, declared passed 10-0, to receive and file as an information item.

Director Williams was not present to vote on this item.

**7. Fiscal Year 2023-24 Third Quarter Grant Reimbursement Status Report**

A motion was made by Director Reed, seconded by Vice Chair Jung, and following a roll call vote, declared passed 10-0, to receive and file as an information item.

Director Williams was not present to vote on this item.



## **MINUTES**

### ***LOSSAN Agency Board of Directors Meeting***

#### **8. Fiscal Year 2023-24 Third Quarter Amtrak Pacific Surfliner System Safety and Incident Report**

This item was pulled by Director Reed who requested additional information on rail system safety and safety measures going forward.

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

Chair MacDonald suggested Members direct specific concerns to the Managing Director so that staff can return at a future date with a thorough report.

No action was taken on this receive and file information item.

#### **9. Approval to Release Request for Proposals for Preliminary Engineering and Design Services for the Ortega Siding Project**

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

- A. Approve the proposed evaluation criteria and weightings for Request for Proposals 4-2219 to select a firm to provide consultant services for preliminary engineering and design services for the Ortega Siding Project.
- B. Approve the release of Request for Proposals 4-2219 for consultant services for preliminary engineering and design services for the Ortega Siding Project.

Director Williams was not present to vote on this item.

### **Regular Calendar**

#### **10. State Legislative Update**

Alexis Carter, Government Relations Representative, provided a report on this item.

No action was taken on this receive and file information item.

### **Discussion Items**

#### **11. Capital Program Update**

David Berryman, Capital Program Manager, provided a presentation on this item.

No action was taken on this item.



**12. Pacific Surfliner Marketing Update**

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

No action was taken on this item.

**13. Pacific Surfliner Summer Schedule Update**

James Campbell, Operations Officer, provided a report on this item.

No action was taken on this item.

**14. Public Comments**

There were no public comments.

**15. Managing Director's Report**

Jason Jewell, Managing Director, reported on the following:

- Rail service is encouraged for travel to the following events:
  - X Games in Ventura from June 23-28
  - San Diego Comic Con from July 25-28
  - Del Mar racing season July 20 through September 8
- Ridership update

**16. Board Members' Report**

Director Lyndes reported that San Diego Association of Governments (SANDAG) will hold a public scoping meeting on June 18 for the LOSSAN Rail Realignment project environmental document. Additional information can be found on the website at [www.SANDAG.org](http://www.SANDAG.org)

Director Brown reported that Stephen Gardner, Chief Executive Officer, Amtrak, reported on June 12 to the House Committee on Transportation & Infrastructure Subcommittee on Railroads, Pipelines, and Hazardous Materials that the second largest ridership challenge on Amtrak is the Pacific Surfliner due to the issues at the bluffs in San Clemente.

Director Edson reported that SANDAG released the LOSSAN Corridor Rail Realignment project Notice of Preparation, which offers three bore tunnel and/or cut and cover alternatives and SANDAG is seeking public comments.



# **MINUTES**

## ***LOSSAN Agency Board of Directors Meeting***

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### **17. Adjournment**

The meeting was adjourned at 2:38 p.m.

The next regularly scheduled Board meeting will be held:

**12:15 p.m. on Monday, July 15, 2024**


Los Angeles County Metropolitan Transportation Authority  
1 Gateway Plaza  
Los Angeles, California





**July 15, 2024**

**To:** Members of the Board of Directors

**From:** Jason Jewell, Managing Director 

**Subject:** Semi-Annual Progress Report of the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency 2024 Work Plan

### **Overview**

On February 20, 2024, the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Board of Directors approved the 2024 Work Plan, which highlighted the key initiatives that would be undertaken in support of the 2023 Strategic Plan goals. As part of the implementation of the 2024 Work Plan, progress reports on a semi-annual basis, as well as at year-end, that capture the status of the tasks being done in support of the annual work plan will be provided to the Board of Directors. This semi-annual progress report provides an update on activities in support of the 2024 Work Plan from January 2024 through June 2024.

### **Recommendation**

Receive and file as an information item.

### **Discussion**

As part of the approval by the Board of Directors (Board) of the 2023 Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) Strategic Plan, direction was given to utilize the Strategic Plan in the development of an annual work plan. The work plan was intended to layout projects that would be undertaken for that calendar year in support of goals included in the Strategic Plan. The work plan was not intended to be an exhaustive listing of all tasks that the LOSSAN Agency would undertake during the calendar year, but rather to capture in broad strokes the key projects and initiatives that would be undertaken in support of the LOSSAN Agency's strategic goals.

Both the semi-annual and year-end progress reports offer detailed insights into the achievements under each objective listed in the annual work plan. These reports not only highlight the accomplishments from January 2024 through June 2024 but also shed light on anticipated activities aimed at furthering the

objectives in the upcoming period. Detailed information on both current progress and expected future activities for each objective can be found in Attachment A.

### Semi-Annual Progress Report

During the first half of the calendar year 2024, eleven milestones were scheduled for completion. By the end of this period, six of the ten milestones were completed, with one additional milestone completed ahead of schedule. Some of the highlights achieved during this period include:

- Supported and advocated a Budget Change Proposal (BCP) to secure a three-year increase in operating funds for intercity rail, resulting in an additional \$211 million over 2024-27 to support LOSSAN Agency goals.
- Partnered with California Operation Lifesaver (CAOL) to implement geotargeted ads on connected TVs, streaming platforms, and geofenced mobile ads for specific geographical locations as part of Operation Safe Surfs to promote rail safety and suicide prevention aimed at reducing trespasser-related delays.
- Submitted the annual business plan to include service increases to 12 roundtrips in 2025 and 13 roundtrips in 2026, coordinating with Amtrak, Caltrans, and JPA partners to support long-term goals and align with the State Rail Plan
- Added a new chapter addressing Coastal Resiliency efforts in the FY2024-25 Agency Annual Business Plan to implement the requirements of Senate Bill 677, and initiated plans for quarterly technical working group meetings and a live tracking system for ongoing projects and funding along the LOSSAN corridor.
- Participated in the stakeholder introduction and kick-off call with Caltrans and CalSTA to coordinate corridor-wide efforts for the Federal Corridor Identification and Development Program.

While seven milestones were accomplished during this period, many other objectives from the work plan are ongoing and considered continuous in nature. It is important to highlight these objectives and the supporting activities that have been met or are on target to be met. These include:

- Engaged with the LA28 Committee and met with the Vice-President of Transportation to explore opportunities for the Pacific Surfliner to support the 2028 Olympics and Paralympics in Los Angeles, in coordination with Amtrak and regional stakeholders.
- Partnered with Wonderfront Festival, Strawberry Festival, and X Games to enhance connectivity, boost ridership, and improve mobility, while continuously

building relationships with venues, convention and visitor bureaus, and other corridor stakeholders.

- Participated in the Regional Rail Working Group meetings hosted by the CalSTA Undersecretary to address coastal resiliency along the rail corridor, hosted quarterly technical working group meetings to discuss resiliency efforts and elevate challenges to Corridor Executive Leadership, and coordinated regularly with Caltrans and other JPAs to explore service restoration and growth opportunities for all three state-supported corridors.
- Coordinated with stakeholders and member agencies to leverage federal and state funding opportunities for advancing intercity passenger rail in Southern California.

Although seven total milestones were accomplished during the first half of the year, as well as advancing several objectives that are continuous in nature, delivery timeframes for five milestones originally scheduled for completion during this period were extended or delayed. These milestones are now anticipated to be completed in the latter half of the year. For more details, please refer to Attachment A.

### ***Summary***

A semi-annual progress report for the 2024 Work Plan is provided for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Board of Directors to review.

### ***Attachments***

- A. LOSSAN Agency 2024 Work Plan Initiatives & Goals
- B. LOSSAN Agency 2024 Work Plan



LOSSAN AGENCY

# 2024 WORK PLAN INITIATIVES & GOALS

## MISSION

To be Southern California's premier transportation experience to the state's most desirable destinations.

## VISION

To be the foundation of Southern California rail travel, fully integrated with our transit partners, and helping travelers create lifelong memories by:

- » Providing a high-quality customer experience;
- » Achieving world class operations; and
- » Ensuring long-term sustainability.



## PRIORITIZE BUSINESS SUSTAINABILITY

- Being Environmentally Conscious
- Being Fiscally Responsible
- Being Leaders in Business Management
- Supporting Equity and Inclusion



## OPTIMIZE OPERATIONS OF PACIFIC SURFLINER SERVICE

- Providing Better System Performance
- Expanding Service
- Improving Regional Connectivity



## MAXIMIZE CUSTOMER FOCUS

- Improving User Experience
- Maintaining Sustainable Fares
- Integrating with Destinations
- Integrating with Transportation Partners

## 2024 LOSSAN Agency Work Plan Progress Report – January 2024 to June 2024

### INITIATIVE: PRIORITIZE BUSINESS SUSTAINABILITY

Goal: Being Environmentally Conscious

Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Foster collaboration with rail owners, corridor-wide stakeholders, and the State, to build consensus and ensure effective coordination in addressing coastal erosion and climate change to maintain a resilient corridor.	Attend quarterly LOSSAN Regional Rail Working Group.	Ongoing	On-Target	LOSSAN is a participant in the Regional Rail Working Group hosted by the CalSTA Undersecretary to discuss policy matters and progress related to coastal resiliency along the rail corridor.
	Host quarterly technical working group meetings on resiliency.	Ongoing	On-Target	Technical working group will support larger regional rail working group hosted by CalSTA. Technical working group discusses resiliency efforts and projects, including their challenges and solutions and elevates those challenges to the larger Corridor Executive Leadership meetings and regional working group when appropriate.
	Host quarterly LOSSAN Rail Corridor Executive Leadership meetings.	Ongoing	On-Target	Host leadership meeting to discuss topics derived from the technical working group for discussion and consideration for agenda topics for the larger Regional Rail Working group, as well as any other topics affecting the corridor.

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Pursue both short- and long-term solutions in coordination with rail owners and stakeholders to ensure ongoing viability of service.	Regular monthly coordination meetings with Caltrans and other two JPA's to discuss opportunities for service restoration and growth of all three state-supported corridors.	Ongoing	On-Target	These regular coordination meetings of the equipment, costing, and executive leadership working groups. Service viability will rely heavily on availability of equipment to support the service goals and demand. This will be a continuous goal for statewide coordination on equipment usage.
	Re-engage regular monthly coordination meetings with host railroads.	Ongoing	In Development	Meetings have not been held for more than a year due to various staff changes at host railroads. Currently working with host railroads on a revised format and structure to the meetings to ensure they are useful and productive. Meetings will provide a regular forum for discussing improved service coordination and optimization.
Research and leverage federal and state funding opportunities related to resiliency, sustainable transportation, and green infrastructure to advance intercity passenger rail in Southern California.	Read NOFOs and engage with funding agencies to fully understand project phases and ensure grant compliance.	Ongoing	On-Target	This is a continuous "goal". It's a business practice.
	Partner with agencies to identify shared funding opportunities.	Ongoing	On-Target	

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Implement requirements of SB677 starting with FY2024-25 Annual Business Plan.	Add new chapter addressing Coastal Resiliency efforts in the Agency Annual Business Plan.	April 2024	Completed	Going forward, staff will continue to fulfill the requirements of SB 677 through hosting the quarterly technical working group meetings on resiliency to engage in discussion regarding the ongoing projects to address resiliency. We will also work to develop a living tracking system for ongoing capital programs and funding along the LOSSAN corridor and coordinate with host railroad and R/W owners to update. This will inform future Annual Business Plans and respond to a request by CalSTA for more real time project information.

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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## INITIATIVE: PRIORITIZE BUSINESS SUSTAINABILITY

Goal: Being Fiscally Responsible

Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Create a mid- to long-term financial plan to address future funding needs.	Hire and onboard new Financial Analyst to the FP&A section of LOSSAN.	June 2024	Delayed	In process of working with Human Resources to reclassify analyst position and post position for recruitment.
	Creation of cash flow models based on historical information, service projections and other macro-economic assumptions.	June 2024	Delayed	Staffing limitations have prevented progress on this objective. Will move forward once the new analyst position is hired.
	Develop 5-year financial forecast for operations and capital projects.	June 2024	Delayed	Staffing limitations have prevented progress on this objective. Will move forward once the new analyst position is hired.
Develop and implement a plan for obtaining advertising revenue through train wraps and other onboard assets.	Discuss advertising plan with Amtrak and State of California to determine revenue share (if any) and ensure agreement across all parties.	July 2024	On-Target	

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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Develop and implement a plan for obtaining advertising revenue through train wraps and other onboard assets.	Put out an RFP to bring on a vendor to oversee advertising.	October 2024	On-Target	
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COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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## INITIATIVE: PRIORITIZE BUSINESS SUSTAINABILITY

Goal: Being Leaders in Business Management

Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Implement the Federal Corridor Identification and Development Program with Caltrans by coordinating corridor-wide efforts with key stakeholders.	Participate in stakeholder introduction/kick-off call with Caltrans and CalSTA.	March 2024	Completed	
	Collaborate with Caltrans in reviewing and updating information needs for the FRA.	July 2024	On-Target	
	Coordinate with Caltrans on setting up recurring ongoing coordination meetings with stakeholders.	August 2024	On-Target	Existing regular coordination meetings established by LOSSAN will be used as needed to discuss CIDP topics with stakeholders and Caltrans.
Research and leverage federal and state operating and capital funding opportunities that support LOSSAN Agency goals.	Support and advocate a BCP to secure a three-year increase in operating funds for intercity rail, resulting in an additional \$211 million over 2024-27.	July 2024	Completed	

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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Research and leverage federal and state operating and capital funding opportunities that support LOSSAN Agency goals.	Prepare 'shelf-ready' projects for immediate implementation and innovatively maximize project potential using existing local agency funds.	On-going	On-Target	
	Coordinate with stakeholders and member agencies to leverage funding opportunities.	On-going	On-Target	

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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## INITIATIVE: PRIORITIZE BUSINESS SUSTAINABILITY

Goal: Supporting Equity and Inclusion

Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Expand multilingual marketing efforts to ensure equitable access to the Pacific Surfliner.	Deploy evergreen Spanish language advertising.	August 2024	On-Target	
Improve accessibility at stations by implementing a signage improvement plan.	Develop scope and budget for consultant support in developing the station signage plans.	August 2024	On-Target	Will be coordinating with Metrolink and NCTD on development of plans to ensure consistency with existing plans for each station.

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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## INITIATIVE: OPTIMIZE OPERATIONS OF PACIFIC SURFLINER SERVICE

Goal: Providing Better System Performance

Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Implement Operation Safe Surfs to promote rail safety and suicide prevention, while reducing trespasser-related delays.	Implement geotargeted ads on connected TVs, streaming platforms, and geofenced mobile ads for specific geographical locations.	June 2024	Completed	
	Coordinate installation of suicide prevention and safety signage at sections of track more prone to trespasser strikes.	May 2024	Delayed	Effort delayed due to staffing changes. Currently in the process of developing language for the design of the signage and coordinating with railroad ROW owners.
	Develop an outreach strategy targeting individuals experiencing homelessness near the railroad ROW.	Ongoing	On-Target	Through the end of the calendar year, the LOSSAN Agency will conduct an inventory of existing resources and efforts by ROW owners and local jurisdictions, identify potential opportunities for enhanced outreach, and develop strategies for potential implementation.

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Pursue and implement additional technological solutions and safety initiatives with Amtrak and regional partners to increase reliability and reduce incidents.	Working to implement intelligent solutions that mitigate collisions between a train and vehicles, people, or other objects	Ongoing	On-Target	Coordinating with other JPA's and Union Pacific, as well as scheduling meetings with vendors with the hope of piloting a solution on several crossings on the Santa Barbara Subdivision in FY25.
	Coordinate with Metrolink on implementation of Wireless Crossing Nearsite Station Stop technology for Pacific Surfliner trains.	September 2024	Delayed	MOU required between Amtrak and Metrolink for use of proprietary Wabtec software needed to implement safety measure. Amtrak is working with Metrolink to execute the MOU.
Complete the final design of the Central Coast Layover Facility.	Actively working with consultant on deliverables outlined in schedule.	January 2025	Delayed	Final design schedule impacted by delay in getting right-of-entry permit from Union Pacific and in amending contract for subconsultant to perform site borings.
	Regular coordination meetings with UPRR and other stakeholders.	Ongoing	On-Target	
	Coordinating with Caltrans on purchase of property.	Ongoing	Delayed	The identification of appropriate personnel at Caltrans to coordinate property acquisition took longer than anticipated to initiate. Regular coordination discussions are now occurring.

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Complete the final design of the Central Coast Layover Facility.	Update property appraisal in support of acquisition.	September 2024	Delayed	Delayed due to additional time taken to initiate discussions with Caltrans on property acquisition.
Complete design for the Goleta Layover Facility expansion and Leesdale Siding and coordinate with stakeholders on project.	Actively working with consultant on deliverables outlined in schedule for Goleta.	March 2025	Delayed	Longer than anticipated to receive Union Pacific comments and comments requested significant changes to the design assumptions. Currently working with Union Pacific to address comments.
	Actively working with consultant on deliverables outlined in schedule for Leesdale.	May 2025	Delayed	Took longer than scheduled to execute agreement with Union Pacific to support the project. Schedule also extended due to design change needed following site visit with Union Pacific.
	Regular coordination meetings with UPRR and other stakeholders.	Ongoing	On-Target	

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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## INITIATIVE: OPTIMIZE OPERATIONS OF PACIFIC SURFLINER SERVICE

Goal: Expanding Service

Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Coordinate with Amtrak, Caltrans, and JPA partners to implement strategic service level increases that support long-term service goals and align with the State Rail Plan.	Submit annual business plan .	April 2024	Completed	ABP includes service increases to 12 roundtrips in 2025 and 13 roundtrips in 2026
	Coordinate with Amtrak on revised federal fiscal year 2025 revenue and expenses forecasts.	September 2024	On-Target	To support increase service levels and new rates developed by SAIPRC
	Assist with development of long-term fleet plan that supports future service goals in coordination with Caltrans and JPA's.	On-going	In-Development	Effort is being led by Caltrans. Anticipated completion date has not yet been defined.

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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## INITIATIVE: OPTIMIZE OPERATIONS OF PACIFIC SURFLINER SERVICE

Goal: Improving Regional Connectivity

Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Pursue technological and operational solutions with transportation partners to increase service accessibility and travel options.	Integrate Passenger Information Display Signs (PIDS).	December 2024	On-Target	Coordination meetings between Amtrak and Metrolink have been ongoing to discuss input needs for incorporating real time Pacific Surfliner train status onto the existing Metrolink electronic signs. Efforts to establish coordination meetings between NCTD and Amtrak will begin in the first quarter of fiscal year 2025.
	Work with Host Railroads on coordinating corridor wide absolute work windows to minimize impacts to intercity, regional, commuter and freight rail services.	Ongoing	In Development	At LOSSAN's request, the existing NCTD monthly coordination call on work windows has been expanded into a corridor wide coordination call, including Amtrak, Metrolink, BNSF and UPRR. Absolute work windows are scheduled 1-2 years in advance to inform contractor bids. Coordination currently is focused on communicating with host railroads on desire for consolidated work windows to inform their schedule development.
	Pursue opportunities with rail and transit agencies for integrated ticketing and fare products.	Ongoing	In Development	Staff are currently focused on developing the structure for our new demand pricing model for implementation on the Pacific Surfliner. Once this structure has been defined, focus will shift on opportunities to better integrate ticketing with partner services.

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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Pursue technological and operational solutions with transportation partners to increase service accessibility and travel options.	Coordinate with Amtrak or stakeholders on cost-effective improvements to baggage and station services that includes technology.	July 2024	Delayed	Corridor closure in south Orange County in February and March delayed follow up with Amtrak on developing cost estimate for revised station staffing plan that is anticipated to allow for reopening of some stations and baggage services in a more cost-effective manner. Amtrak cost estimate was originally anticipated prior to the end of June, but now not anticipated until end of July.
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COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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## INITIATIVE: MAXIMIZE CUSTOMER FOCUS

Goal: Improving User Experience

Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Implement repair and replacement of aged station general information and wayfinding signage.	Procure new display cases to replace old and missing cases for schedules and information at Thruway bus stops.	December 2023	Completed	
	Procure and install new bus stop identification signs at each stop.	December 2024	On-Target	
	Procure new display cases to replace old and missing cases used for schedules and information at all trains stations.	June 2024	Completed	
	Replace old, missing or faded signs at stations	Ongoing	On-Target	Continuously replace and update signage at each station, incorporating the new Amtrak Pacific Surfliner logo for improved visibility, replacing outdated or missing signs at platforms to clearly indicate boarding locations for Business Class, Coach, and Bicycles, and updating directional signs to guide passengers to the correct tracks for Northbound or Southbound trains.

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Review and adjust the Market Café menu to prioritize locally sourced products.	Review product profitability and sales data.	June 2024	Completed	
	Work with Amtrak and distributors to add locally sourced products.	Ongoing	On-Target	Began making changes to the market café menu in May 2024. Will continue to monitor and update items on an ongoing basis.
Develop marketing strategies to increase new and returning riders with a focus on customer retention and increasing repeat trips by incorporating initiatives such as ridership incentive programs.	Work with Amtrak to gain increased visibility and access to the AGR membership and previous rider lists.	TBD	Delayed	Amtrak made major changes to their loyalty and CRM teams recently. This has delayed and altered the course of discussions that were previously had with the former head of loyalty. We are continuing to have discussions and should have an update next quarter.
	Launched Caltrans pilot to reward repeat ridership.	July 2024	On-Target	
Coordinate with Amtrak to restore station customer services in a cost-effective manner.	Develop desired station staffing plan and work with Amtrak to cost out and implement.	TBD	Delayed	The station staffing plan, developed early in 2024, faced delays due to a two-month rail corridor closure in south Orange County, necessitating further cost reductions. After submitting the revised plan to Amtrak in early May, staff are now awaiting Amtrak's cost estimate based on the updated staffing configurations.

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Coordinate with Amtrak to restore station customer services in a cost-effective manner.	Coordinate with NCTD on proposed staffing plan for pilot program at Solana Beach station	June 2024	Delayed	Request to NCTD for a proposed plan to staff Solana Beach station with NCTD Customer Service Representatives has taken longer than anticipated to receive. LOSSAN will follow up with NCTD to coordinate these efforts.

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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## INITIATIVE: MAXIMIZE CUSTOMER FOCUS

Goal: Maintaining Sustainable Fares

Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Implement Demand Pricing Pilot and evaluate results.	Collaborate with Amtrak developing a Pricing & Revenue Model and Engagement Plan for the Demand Pricing Pilot.	January 2025	Delayed	Delay due to Project Manager's departure and the need to work with stakeholders on options to incorporate Rail 2 Rail Program in pilot.

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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## INITIATIVE: MAXIMIZE CUSTOMER FOCUS

Goal: Integrating with Destinations

Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Focus on planning efforts for the LA28 Olympics by coordinating with Amtrak and regional stakeholders.	Engage with LA28 Committee on providing support for 2028 Olympics.	Ongoing	On-Target	Have engaged in meetings with LA28 Vice-President of Transportation on opportunities for the Pacific Surfliner to support the 2028 Olympics and Paralympics in Los Angeles.
	Schedule coordination meetings with Caltrans and CalSTA on resource needs.	Ongoing	In Development	Regular coordination meetings have not yet been established specific to the 2028 Olympics. Existing conversations have been part of regular meetings focused currently on normal service restoration and expansion.
	Engage in regional coordination efforts.	Ongoing	On-Target	Staff attended the initial regional transportation assembly for the 2028 games, hosted by LA Metro, and will persist in regional coordination, especially with Amtrak and Metrolink, concerning the 2028 games.
Forge partnerships with venues, convention and visitor bureaus, cities, counties, and other corridor stakeholders to enhance connectivity, boost ridership, and improve mobility.	Partnered with Wonderfront Festival, Strawberry Festival, and X Games. Continuing to seek additional partnerships.	Ongoing	On-Target	This ongoing project focuses on continuously building relationships with venues, CVBs, and other relevant partners.

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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## INITIATIVE: MAXIMIZE CUSTOMER FOCUS

Goal: Integrating with Transportation Partners

Objective	Supporting Activities	Anticipated Completion Date	Status	Notes
Assess potential regional fare products with partners that provide rail flexibility and equitable farebox recovery.	Collaborate with member agencies to identify opportunities for regional fare products.	June 2025	On-Hold	Need to wait until we evaluate the demand pricing pilot before identifying opportunities for regional fare products.
Evaluate expanded Codeshare Program and assess viability of further expansion.	Continue to monitor ridership and usage of the program. Coordinate with Metrolink on integrating Codeshare in the demand pricing pilot program.	June 2025	On-Hold	Will evaluate expanded Codeshare results and coordinate with Amtrak on options to incorporate Rail 2 Rail Program with demand pricing pilot implementation.

COMPLETED	ON-TARGET	IN DEVELOPMENT	ON-HOLD	DELAYED
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## 2024 Work Plan



## MISSION

To be Southern California's premier transportation experience to the state's most desirable destinations.

## VISION

To be the foundation of Southern California rail travel, fully integrated with our transit partners, and helping travelers create lifelong memories by:

- Providing a high-quality customer experience;
- Achieving world class operations; and
- Ensuring long-term sustainability.

## PRIORITIZE BUSINESS SUSTAINABILITY

**Being Environmentally Conscious**

- Foster collaboration with rail owners, corridor-wide stakeholders, and the State, to build consensus and ensure effective coordination in addressing coastal erosion and climate change to maintain a resilient corridor
- Pursue both short- and long-term solutions in coordination with rail owners and stakeholders to ensure ongoing viability of service
- Research and leverage federal and state funding opportunities related to resiliency, sustainable transportation, and green infrastructure to advance intercity passenger rail in Southern California
- Implement requirements of SB677 starting with FY2024-25 Annual Business Plan

**Being Fiscally Responsible**

- Create a mid- to long-term financial plan to address future funding needs
- Develop and implement a plan for obtaining advertising revenue through train wraps and other onboard assets

**Being Leaders in Business Management**

- Implement the Federal Corridor Identification and Development Program with Caltrans by coordinating corridor-wide efforts with key stakeholders
- Research and leverage federal and state operating and capital funding opportunities that support LOSSAN Agency goals

**Supporting Equity and Inclusion**

- Expand multilingual marketing efforts to ensure equitable access to the Pacific Surfliner
- Improve accessibility at stations by implementing a signage improvement plan

## OPTIMIZE OPERATIONS OF PACIFIC SURFLINER SERVICE

### Providing Better System Performance

- Implement Operation Safe Surfs to promote rail safety and suicide prevention, while reducing trespasser-related delays
- Pursue and implement additional technological solutions and safety initiatives with Amtrak and regional partners to increase reliability and reduce incidents
- Complete the final design of the Central Coast Layover Facility
- Complete design for the Goleta Layover Facility expansion and Leesdale Siding and coordinate with stakeholders on project

### Expanding Service

- Coordinate with Amtrak, Caltrans, and JPA partners to implement strategic service level increases that support long-term service goals and align with the State Rail Plan

### Improving Regional Connectivity

- Pursue technological and operational solutions with transportation partners to increase service accessibility and travel options



## MAXIMIZE CUSTOMER FOCUS

### Improving User Experience

- Implement repair and replacement of aged station general information and wayfinding signage
- Review and adjust the Market Café menu to prioritize locally-sourced products
- Develop marketing strategies to increase new and returning riders with a focus on customer retention and increasing repeat trips by incorporating initiatives such as ridership incentive programs
- Coordinate with Amtrak to restore station customer services in a cost-effective manner

### Maintaining Sustainable Fares

- Implement Demand Pricing Pilot and evaluate results

### Integrating with Destinations


- Focus on planning efforts for the LA28 Olympics by coordinating with Amtrak and regional stakeholders
- Forge partnerships with venues, convention and visitor bureaus, cities, counties, and other corridor stakeholders to enhance connectivity, boost ridership, and improve mobility

### Integrating with Transportation Partners

- Assess potential regional fare products with partners that provide rail flexibility and equitable farebox recovery
- Evaluate expanded Codeshare Program and assess viability of further expansion



**July 15, 2024**

**To:** Members of the Board of Directors  
**From:** Jason Jewell, Managing Director   
**Subject:** Amendment to Agreement for Public Relations Services

### **Overview**

On August 15, 2022, the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Board of Directors approved an agreement with The ACE Agency, Inc., to provide public relations services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency 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 September 1, 2024, through August 31, 2025.

### **Recommendation**

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.

### **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 August 15, 2022, the LOSSAN Agency's Board of Directors (Board) approved an agreement with The ACE Agency, Inc. (The ACE Agency), to provide public relations services 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 ACE Agency supports the LOSSAN Agency with pitching stories and developing 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.

Public relations services scope of work includes the following:

- Develop and implement targeted public relations campaigns to generate featured articles and related publicity.
- Work with bloggers and online influencers to promote visibility and awareness of the Pacific Surfliner brand.
- Utilize public relations syndication and 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.
- Build and maintain relationships with the press on behalf of the LOSSAN Agency. Maintain and update the Pacific Surfliner Media Room and editorial calendar.
- Manage media lists including updating contacts and building targeted distribution lists with print, digital, and broadcast sources from local, regional, and national media outlets.
- Plan and execute media events that build positive visibility in key markets. Coordinate group and independent media familiarization trips including handling travel arrangements and correspondence with business and tourism partners. Follow up with press to ensure coverage following events.

### ***Procurement Approach***

The procurement was handled in accordance with LOSSAN Agency's Board-approved policies and procedures for professional services. The original agreement was awarded on a competitive basis and included a one-year initial term for \$75,000, and two, one-year option terms. The first option term of the agreement expires on August 31, 2024. This agreement has been previously amended as shown in Attachment A.

The proposed Amendment No. 3 is to exercise the second option term of the agreement effective September 1, 2024, through August 31, 2025. The budget for this amendment is \$60,000, based on current and historical commitments, bringing the total contract value to \$146,250. An hourly rate escalation was negotiated with the original contract. However, staff from the Contracts Administration and Materials Management Department was able to negotiate with The ACE Agency to hold its first option term rates through the second option term resulting in an approximate cost savings of \$1,752.17, for the final year of the agreement. Exercising the second option term with The ACE Agency shall allow continuity of service for public relations services for the Pacific Surfliner marketing program through August 31, 2025.

**Fiscal Impact**

The \$60,000 amount for the second option term of the agreement is a not-to-exceed maximum obligation, and is included in the Fiscal Year (FY) 2024-25 and FY 2025-26 budgets included in the Annual Business Plan. However, the actual marketing spend will be adjusted to be in alignment 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. 3 to Agreement No. L-2-0002 with The ACE Agency, Inc., to exercise the second option term, in the amount of \$60,000, for a total contract value of \$146,250, for continued public relations services for the Pacific Surfliner marketing program.

***Attachment***

- A. The Ace Agency, Inc., Agreement No. L-2-0002 Fact Sheet



**The ACE Agency, Inc.  
Agreement No. L-2-0002 Fact Sheet**

1. August 15, 2022, Agreement No. L-2-0002, \$75,000, for a one-year initial term with two, one-year options terms approved by the Board of Directors (Board).
  - Agreement for public relations services.
  - One-year initial term effective through August 31, 2023, with two, one-year option terms.
2. November 8, 2022, Amendment No. 1 to Agreement No. L-2-0002, \$0.00, approved by the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency's (Agency) Managing Director.
  - To revise key personnel.
3. September 1, 2023, Amendment No. 2 to Agreement No. L-2-0002, \$11,250, approved by the LOSSAN Agency's Managing Director.
  - To exercise the first option term for continued public relations services and extend the term of the agreement through August 31, 2024.
4. July 15, 2024, Amendment No. 3 to Agreement No. L-2-0002, \$60,000, pending approval by the Board.
  - To exercise the second option term for continued public relations services and extend the term of the agreement through August 31, 2025.

Total committed to The Ace Agency, Inc., under Agreement No. L-2-0002: \$146,250.



**July 15, 2024**

**To:** Members of the Board of Directors

**From:** Jason Jewell, Managing Director 

**Subject:** Amendment to Agreement for Pacific Surfliner Website Design and Development Services

### **Overview**

On March 31, 2023, the Board of Directors approved an agreement with Nansen LLC to provide website design and development services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency for a one-year initial term and two, two-year option terms. Board of Directors' approval is requested to exercise the first option term effective August 1, 2024, through May 15, 2026.

### **Recommendation**

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.

### **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 March 31, 2023, the LOSSAN Agency's Board of Directors (Board) approved Agreement No. L-2-0008 with Nansen LLC to provide website design and development services to drive more traffic to PacificSurfliner.com, improve the overall online customer experience, and increase ridership and revenue. The PacificSurfliner.com website is the start of the online ticket booking journey for thousands of rail riders and refers millions of dollars in ticket sales to Amtrak for purchase.

Under the scope of the agreement, Nansen LLC provides website and digital marketing services as needed for:

- Driving awareness of and consideration for the Pacific Surfliner train service within the online space.
- Ongoing maintenance and support for Optimizely, the Content Management System (CMS) that powers PacificSurfliner.com.
- Increasing ridership, positive brand associations, and visibility of the Pacific Surfliner.
- Identifying opportunities and implementing solutions to improve the website user experience and overall customer satisfaction.
- Improving the organic visibility of PacificSurfliner.com within key search engine platforms such as Google and Bing.
- Referring qualified PacificSurfliner.com visitors to Amtrak.com for ticket purchase.

In addition to the current scope of services, the LOSSAN Agency is requesting that Nansen assume the responsibilities of our Content Management System (CMS), currently provided by Optimizely. Although these services will continue to be executed by Optimizely, they will be managed by Nansen. This arrangement will be outlined as an Other Direct Cost (ODC) from Nansen to the LOSSAN Agency in the price schedule and is included in the proposed contract amendment increase.

Incorporating Optimizely's services into the existing contract with Nansen consolidates the management of essential services required to operate and maintain the Pacific Surfliner website. This change is proposed to enhance efficiency in handling our contracts and streamline operations, thereby potentially reducing overheads and simplifying project coordination.

Nansen LLC has performed its obligations, providing services under the scope of work to support LOSSAN Agency goals. In order to continue these services, and based on the consultant's performance, staff recommend the Board approve an amendment to exercise the first option term.

### ***Procurement Approach***

The procurement was originally handled in accordance with LOSSAN Agency's Board-approved policies and procedures for professional services. The original agreement was awarded on a competitive basis and includes a one-year initial term in the amount of \$325,000 and two, two-year option terms. The initial term of the agreement was extended for three months through amendments and expires on July 31, 2024, as shown in Attachment A.



The proposed Amendment No. 4 is to exercise the first option term through May 15, 2026. The budget for this amendment is \$450,000, which is based on current and anticipated usage for continued website design and development services for the Pacific Surfliner marketing program. In accordance with the current agreement, the hourly rates for the first option term will remain the same as originally negotiated. Exercising the first option term will allow Nansen LLC to continue providing website design and development services for the Pacific Surfliner marketing program through May 15, 2026.

#### **Fiscal Impact**

Funding for the first option term of the agreement is included in the Fiscal Year (FY) 2024-25 and FY 2025-26 budgets. However, the actual marketing spend will be adjusted to be in alignment with the funding amounts approved by the California State Transportation Agency for the FY. Future option terms for this agreement will be submitted to the Board for approval in accordance with the LOSSAN Agency procurement policy and included in future FY budget proposals.

#### **Summary**

Staff recommends the Board of Directors authorize the Managing Director to negotiate and execute Amendment No. 4 to Agreement No. L-2-0008 with Nansen, LLC, to exercise the first option term, in the amount of \$596,300, for a total contract value of \$970,050, for continued website design and development services for the Pacific Surfliner marketing program.

#### **Attachment**

- A. Nansen LLC, Agreement No. L-2-0008 Fact Sheet


**Nansen LLC  
Agreement No. L-2-0008 Fact Sheet**

1. March 31, 2023, Agreement No. L-2-0008, \$325,000, approved by the Board of Directors (Board).
  - To provide web design and development services for the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Corridor Pacific Surfliner marketing program.
  - Initial term effective May 16, 2023, through May 15, 2024, with two, two-year option terms.
2. June 20, 2023, Amendment No. 1, Agreement No. L-2-0008, \$0.00, approved by LOSSAN Rail Corridor Agency (Agency) Managing Director.
  - To revise key personnel.
3. May 9, 2024, Amendment No. 2, Agreement No. L-2-0008, \$48,750, approved by LOSSAN Agency Managing Director.
  - To increase funding and extend the initial term of the agreement through June 30, 2024.
4. June 20, 2024, Amendment No. 3, Agreement No. L-2-0008, \$0.00, approved by LOSSAN Agency Managing Director.
  - To extend the initial term of the agreement through July 31, 2024.
5. July 15, 2024, Amendment No. 4, Agreement No. L-2-0008, \$596,300, pending approval by the Board.
  - To exercise the first two-year option term for continued web design and development services and extend the term of the agreement through May 15, 2026.

Total committed to Nansen LLC under Agreement No. L-2-0008: \$970,050.



**July 15, 2024**

**To:** Members of the Board of Directors  
**From:** Jason Jewell, Managing Director   
**Subject:** Agreement for Pacific Surfliner Field Marketing Services

### **Overview**

On March 18, 2024, the Board of Directors approved the release of a request for proposals for field marketing services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency. 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 Directors' approval is requested to execute an agreement for these services.

### **Recommendations**

- 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**

Field marketing is an important part of the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency's marketing and communications toolbox. Field marketing efforts ensure that the LOSSAN Agency develops and maintains robust relationships with partners and communities across the corridor.

The Field marketing vendor is responsible for assisting internal LOSSAN Agency staff with promoting the Pacific Surfliner as a viable transportation option for travelers to destinations along the LOSSAN rail corridor and beyond. Under the scope of the agreement, the consultant will facilitate cooperative advertising, social

media, and promotional opportunities with partners in the travel industry, as well as with relevant sports teams, festivals, special events, and trade shows along the LOSSAN rail corridor. The consultant will also plan, promote, and implement outreach events that drive brand awareness and strengthen relationships with communities served.

### ***Procurement Approach***

The procurement was handled in accordance with the LOSSAN Agency's Board of Directors (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 March 18, 2024, the Board approved the release of Request for Proposals (RFP) 4-2080, which was issued electronically on CAMM NET. The project was advertised in a newspaper of general circulation on March 18 and 25, 2024. A pre-proposal conference was held on March 26, 2024, with eleven (11) attendees representing nine (9) firms.

On April 11, 2024, 17 proposals were received. An evaluation committee consisting of the Contracts Administration and Materials Management department and LOSSAN Agency, as well as external evaluators from San Joaquin Joint Powers Authority and Capitol Corridor Joint Powers Authority met to review all proposals received.

The proposals were evaluated based on the following LOSSAN Board-approved evaluation criteria and weights:

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

Several factors were considered in developing these weightings. Qualifications of the firm were weighted at 25 percent due to the breadth and depth of the requested services as the successful firm had to demonstrate a proven track record for delivering similar requirements in previous projects. Staffing and project organization was also 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 is weighted the highest at 30 percent to emphasize the importance of the firm demonstrating its ability to provide solutions specific to the LOSSAN Agency's marketing needs and opportunities. Cost and price were weighted at 20 percent to ensure the LOSSAN Agency receives the best value for the services provided.

On April 23, 2023, the evaluation committee reviewed all proposals received based on the evaluation criteria and short-listed the two most qualified firms. The two short-listed firms are listed below in alphabetical order:

Firm and Location

Rocket Launch Marketing and Public Relations (Rocket Launch)

Headquarters: Chino Hills, California

Project Office: Orange, California

The Abbi Agency

Headquarters: Reno, Nevada

Project Office: Reno, Nevada

On May 7, 2024, the evaluation committee conducted interviews with the two 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 provide sample field marketing approaches and respond to the evaluation committee's questions. Questions were asked relative to the firm's approach in providing field marketing services, including content development, strategic planning, and account management of the Pacific Surfliner social media platforms.

After considering the responses to the questions asked during the interviews, as well as information provided in the best and final offer (BAFO), the evaluation committee reviewed the preliminary ranking and adjusted individual scores. However, The Abbi Agency remained the higher-ranked firm with the highest overall score.

Based on the evaluation of the written proposals and the information obtained from the interviews and BAFOs, 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 is headquartered in Reno, Nevada with offices in Las Vegas, Nevada and Helena, Montana. The Abbi Agency has been in business specializing in marketing since 2008. The firm has a total staff of 41 employees and is currently providing social media services to the LOSSAN Agency for the Pacific Surfliner. The Abbi Agency has also provided similar services to various public agencies in the travel, tourism, and transportation industries. These clients include Go Goleta, Visit Carmel-by-the-Sea, Explore Murrietta, Nevada Department of Transportation, and Mendocino Railway. During the interview, the

firm provided relevant samples of field marketing support for other government agencies, demonstrating the firm's ability to conduct outreach on behalf of the Pacific Surfliner. The firm received positive feedback from its references.

Rocket Launch, located in Orange, California, and has been providing full-service marketing and public relations services since 2017. It has a total staff of 14 employees. The firm has prior experience providing similar services to clients, such as the Orange County Fair & Event Center, Los Angeles County Fair, Anaheim Transportation Network, the Hilbert Museum of California Art, and the County of Orange. The firm provided work samples for some of the deliverables in the scope of work (SOW) related to field marketing; however, the samples did not demonstrate experience with multilingual outreach as required in the SOW. During the interview, Rocket Launch provided responses to the evaluation committee's questions related to its prior experience with sponsorships/partnerships relevant to field marketing services. The firm received positive feedback from its references.

#### Staffing and Project Organization

The Abbi Agency proposed an experienced project team with relevant educational backgrounds and previous project experience in field marketing and advertising in the travel and tourism industry. Additionally, the team demonstrated familiarity with the Pacific Surfliner. The proposed project manager has extensive experience in destination marketing as she is the current project manager for the Pacific Surfliner's social media marketing efforts. During the interview, The Abbi Agency's project team demonstrated a strong understanding of the Pacific Surfliner audience. Furthermore, in the interview, the project team demonstrated a thorough understanding of the LOSSAN Agency's needs, such as increasing ridership, growing awareness, and engaging with the public through their responses to the evaluation committee's questions.

Rocket Launch's proposed project team demonstrated a diverse set of skills and relevant experience in the marketing and public relations industry. The proposed project manager, also co-founder of Rocket Launch, has seven years' experience and was recognized in 2022 as part of the Greater Irvine Chamber's "40 Under 40" honoring community and business leaders in Orange County. Although Rocket Launch provided clarity during the interview on the extent of its collaboration with the proposed subcontractor, Arellano Associates, the firm did not demonstrate familiarity or understanding of the Pacific Surfliner and its field marketing needs. It appeared the firm had conducted limited research on the Pacific Surfliner and the LOSSAN Agency's market position.

#### Work Plan

The Abbi Agency's work plan demonstrated a thorough understanding of the SOW as required for the success of the project. Each requirement outlined in the

SOW was addressed with details as to how they would be completed, and the firm provided a clear rationale for the approach to completing the requirements. The work plan included examples of marketing activities that will be carried out as part of the project, such as a list of potential events, ambassador partnerships, and relationship building with stakeholders. The Abbi Agency proposed providing ongoing reporting and insights on a monthly basis to recap the strategy, objectives, budget, and current return on advertising spend, as well as a granular look at the performance across all initiatives. During the interview, the project team provided detailed responses to the evaluation committee's questions related to the LOSSAN Agency's requirements, such as increasing ridership, growing awareness, and engaging with the public.

Rocket Launch presented a well-organized approach with necessary steps for completing the SOW. The firm's work plan reflects that it understood the importance of multilingual outreach and engagement; however, the firm did not provide any relevant or previous work samples. While the firm included some experience on field marketing (events and outreach), it was more focused on creative development overall (design and campaign). During the interview, the firm elaborated on its multilingual outreach experience as it relates to field marketing presented in its proposal and discussed its sponsorships/partnerships experience with field events, sports sponsorships, broadcasting advertising, radio ads, and universities.

#### **Cost and Price**

Pricing scores were based on a formula which assigned the highest score to the firm with the lowest weighted average hourly rate, and scored the other proposals' weighted average hourly rates based on their relation to the lowest weighted average hourly rate. The Abbi Agency's proposed hourly rates are deemed fair and reasonable as they are competitive among the proposing firms and consistent with the LOSSAN Agency project manager's independent cost estimate.

#### **Procurement Summary**

Based on the evaluation of the written proposals, the firm's qualifications, the information obtained from the interviews and BAFOs, as well as cost and price, the evaluation committee recommends the selection of The Abbi Agency as the top-ranked firm to provide field marketing services for the Pacific Surfliner. The Abbi Agency delivered a thorough and comprehensive proposal and interview that was responsive to all the requirements of the RFP.

**Fiscal Impact**

The \$550,000 budget for the initial term of this agreement is a not-to-exceed maximum obligation. Funding for this initial term is included in the Fiscal Year (FY) 2024-25 and FY 2025-26 budgets. The actual marketing spend for FY 2024-25 will be adjusted to be in alignment with the funding amounts approved by the California State Transportation Agency. Future option terms for this agreement will be brought back to the Board for approval in accordance with the LOSSAN Agency procurement policy and included in future FY budget proposals.

**Summary**

Staff is recommending the Board of Directors authorize the Managing Director to negotiate and execute Agreement No. L-4-0001 with The Abbi Agency, in the amount of \$550,000, to provide field marketing services for the Pacific Surfliner marketing program for a one-year initial term with two, two-year option terms.

**Attachments**

- A. Review of Proposals, RFP 4-2080 Pacific Surfliner Field Marketing Services
- B. Proposal Evaluation Criteria Matrix (Short-listed Firms), RFP 4-2080 Pacific Surfliner Field Marketing Services
- C. Contract History for the Past Two Years, RFP 4-2080 Pacific Surfliner Field Marketing Services



**Review of Proposals**  
**RFP 4-2080 Pacific Surfliner Field Marketing Services**  
 Presented to LOSSAN Board of Directors - July 15, 2024  
 17 proposals were received, 2 firms were interviewed, 1 firm is being recommended.

Overall Ranking	Proposal Score	Firm & Location	Sub-Contractors	Evaluation Committee Comments	Weighted Average Hourly Rate
1	89	<b>The Abbi Agency</b> Headquarters: Reno, Nevada Project Office: Reno, Nevada	NReal Media Straegies	Extensive qualifications and experience providing fielding marketing 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.	\$132.86
2	72	<b>Rocket Launch Marketing and Public Relations</b> Headquarters: Chino Hills, California Project Office: Orange, California	Arellano Associates	Demonstrated experience as a marketing and public relations agency. Proposed project manager has seven years of experience. Proposed project team has relevant experience. The firms proposed work plan addressed field marketing but focused more on creative marketing overall. Provided detailed responses to interview questions. Received positive responses from references. Proposed that most of Scope of Work be completed by subcontractor. Did not provide details on past relevant work with propsoed subcontractor. The firm proposed multilingual outreach experience but did not provide any relevant or previous work samples. The firm did not demonstrate familiarity or understanding of the Pacific Surfliner and its field marketing needs. Proposed higher hourly rates.	\$170.15

**Evaluation Panel:**

Internal:  
 Contracts Administration and Materials Management (1)  
 LOSSAN Marketing (2)  
 External:  
 San Joaquin Joint Powers Authority (1)  
 Capitol Corridor Joint Powers Authority (1)

**Proposal Criteria**

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

**Weight Factors**

25%  
 25%  
 30%  
 20%

**PROPOSAL EVALUATION CRITERIA MATRIX (Short-Listed Firms)**  
**RFP 4-2080 Pacific Surfliner Field Marketing Services**

<b>The Abbi Agency</b>						<b>Weights</b>	<b>Overall Score</b>
<b>Eval. Number</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>		
Qualifications of Firm	5.0	5.0	5.0	5.0	5.0	5	25.0
Staffing/Proj. Organization	4.5	4.5	4.5	4.5	4.5	5	22.5
Work Plan	4.5	4.5	4.5	4.5	4.5	6	27.0
Cost and Price	3.6	3.6	3.6	3.6	3.6	4	14.4
<b>Overall Score</b>	<b>88.9</b>	<b>88.9</b>	<b>88.9</b>	<b>88.9</b>	<b>88.9</b>		<b>89</b>

<b>Rocket Launch Marketing and Public Relations</b>						<b>Weights</b>	<b>Overall Score</b>
<b>Eval. Number</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>		
Qualifications of Firm	3.5	3.5	3.5	3.5	3.5	5	17.5
Staffing/Proj. Organization	4.0	4.0	3.5	4.0	4.0	5	19.5
Work Plan	4.0	4.0	3.5	4.0	4.0	6	23.4
Cost and Price	2.8	2.8	2.8	2.8	2.8	4	11.2
<b>Overall Score</b>	<b>72.7</b>	<b>72.7</b>	<b>67.2</b>	<b>72.7</b>	<b>72.7</b>		<b>72</b>

Range of scores for non-short-listed firms was 22 to 68.

**CONTRACT HISTORY FOR THE PAST TWO YEARS**  
**RFP 4-2080 Pacific Surfliner Field Marketing Services**

Prime and Subconsultants	Contract No.	Description	Contract Start Date	Contract End Date	Subconsultant Amount	Total Contract Amount
<b>The Abbi Agency</b>						
Contract Type: Time-and-Expense	L-2-0011	Social Media Marketing and Passenger Communications Services	April 22, 2023	July 31, 2024	N/A	\$ 200,000
Subconsultants: N/A						
<b>Sub Total</b>						<b>\$ 200,000</b>
<b>Rocket Launch Marketing and Public Relations</b>						
Contract Type: NA	None	N/A	N/A	N/A	N/A	N/A
Subconsultants: N/A						
<b>Sub Total</b>						<b>\$ -</b>



# LOSSAN Rail Corridor Coastal Resiliency Update

Board of Directors | July 15, 2024

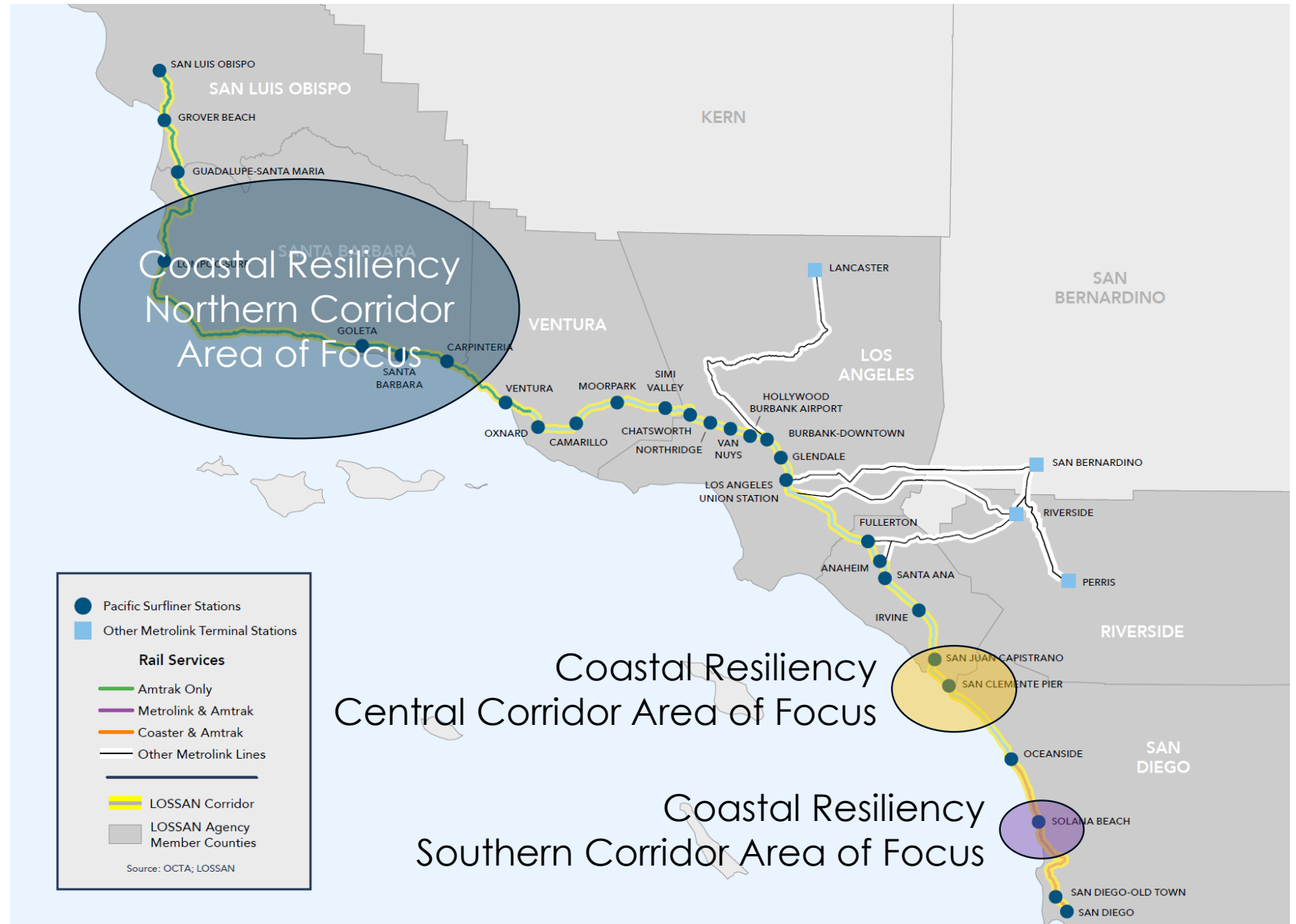




# Coastal Resiliency

There are Coastal Resiliency challenges along the entire LOSSAN Corridor, broken into 3 key areas of focus.

- **Northern Corridor Area of Focus:** LOSSAN is working with Union Pacific Railroad on a long-term strategy to stabilize the railroad.
- **Central Corridor Area of Focus:** A study is underway to define short- and mid-term solutions to address resiliency issues through San Clemente.
- **Southern Corridor Area of Focus:** SANDAG is performing short term repairs through Del Mar and beginning the environmental phase on long term track relocation.

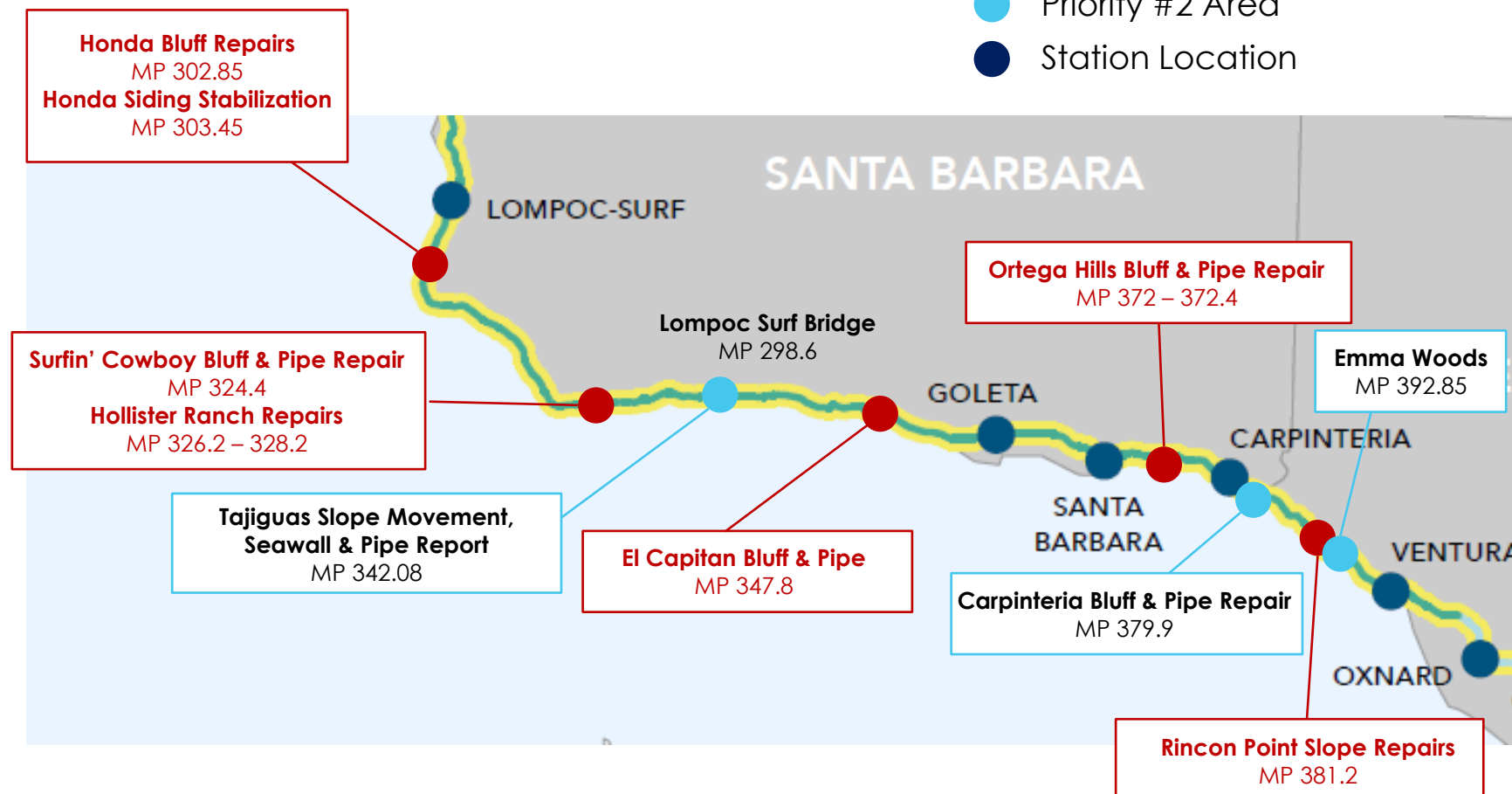


# Coastal Resiliency Program

Northern Corridor  
Area of Focus

## LEGEND

- Priority #1 Area
- Priority #2 Area
- Station Location





# Honda Bluff Repairs and Potential Track Relocation (Milepost 302.85-303.45)

## Existing Conditions

- Shoreline erosion in sandstone formation creating cavities in lower portion of bluffs
- Failure of steep sandy slopes

## Near Term Solution/On going Work

- Install slope failure monitors.
- Daily monitoring

## Longer Term Solution

- Relocate tracks inland
- Protect shoreline ~1500ft of shoreline
- Fill voids in sea caves
- May need VSFB, USACE, CCC, and State Lands permits





# Surfin' Cowboy (Milepost 324.4) & Hollister Ranch Repairs (Milepost 326.2-328.2)

## Existing Conditions

- Significant Bluff Erosion
- Loosing Slope within 8ft of Rail
- Erosion Moving Laterally
- Failure of Historic Seawall

## Near Term Solution/On going Work

- Short to intermediate term repair includes construction of a soldier pile wall high on the bluff face (at Sacate)
- **Work underway as of this presentation**

## Longer Term Solution

- Extend soldier pile and install tie-backs under the tracks.
- Replace drainage pipes
- Repair seawalls, where damaged
- Seawall work will need USACE, RWQCB, and CCC permits





# El Capitan Bluff (Milepost 347.8)

## Existing Conditions

- Scour under wooden soldier pile wall
- Pipe broken above seawall
- Slope eroding away approximately 6' to 8' away from track

## Near Term Solution/On going Work

- Fill void with rip-rap

## Longer Term Solution

- Replace pipe and headwall (built in 1916).
- Replace wood wall with concrete soldier pile wall with tie-back anchors. Fill scour hole with rock, or gabion mattress
- Improve drainage





# Ortega Hill (Milepost 372-372.4)

## Existing Conditions

- Bluff erosion below tracks due to older failing storm drains
- Slope erosion above tracks due to surface water is causing erosion of shoulder and causing a loss of ballast
- Existing void under bridge creating additional instability

## Near Term Solution/ Ongoing Work

- Removal of blockage under tracks causing additional erosion on hill side

## Longer Term Solution

- Replacement of corrugated metal pipes with proper headwalls and anchors to toe of slope.
- Add drilled pier to secure in slope
- Stabilize bluff face with soil netting.
- Fill in the void under bridge concrete floor





# Rincon Point (Milepost 381.2)

## Existing Conditions

- Significant areas of hill erosion above the track area
- Tracks covered in sand after runoff from hills

## Near Term Solution/ Ongoing Work

- Dig drainage trench to better control water flow at base of the slope
- Vacuum track bed to remove sand and sediment

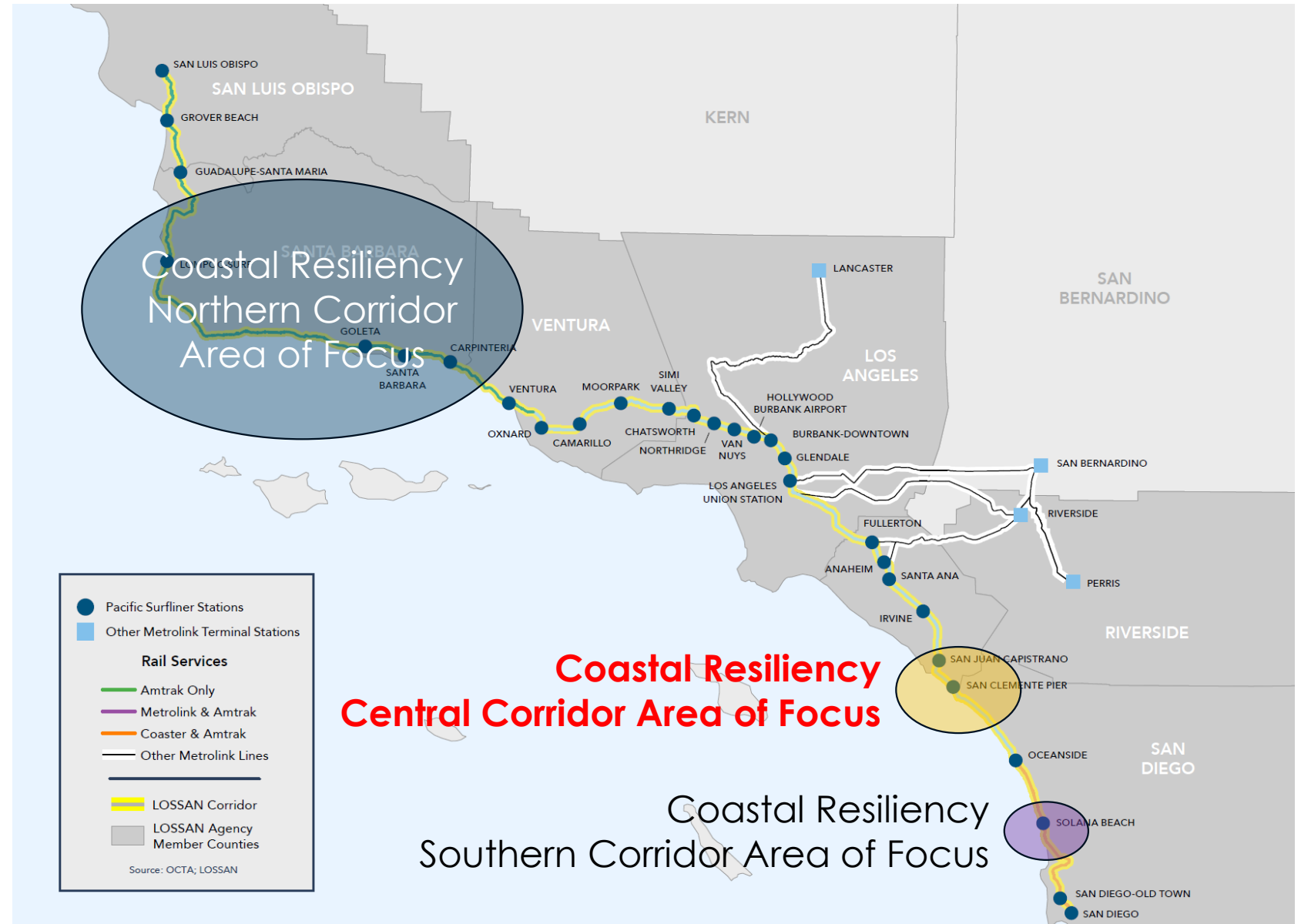
## Proposed Repair Summary

- Install storm water pipes from the farm field at top to bottom of slope
- May need easements to perform work
- Placement of rocks, revetment to shore-up bottom of slope



# Coastal Resiliency Program

Central Corridor Area of Focus





## OCTA's Role in the LOSSAN Corridor

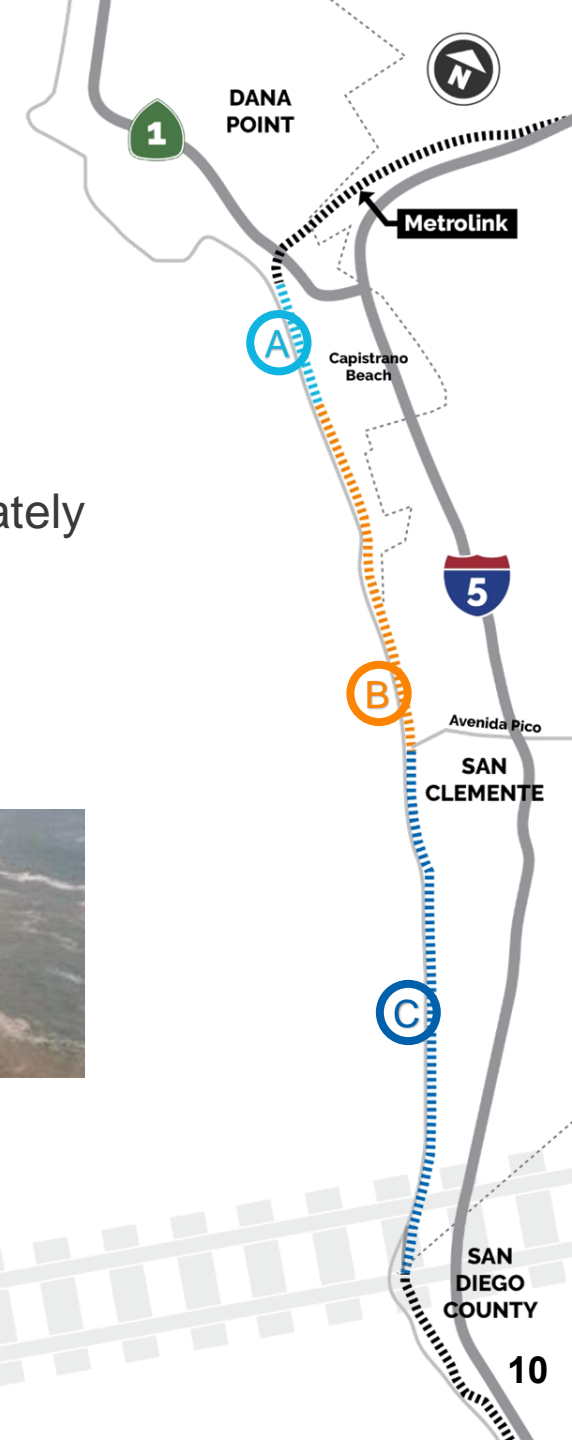
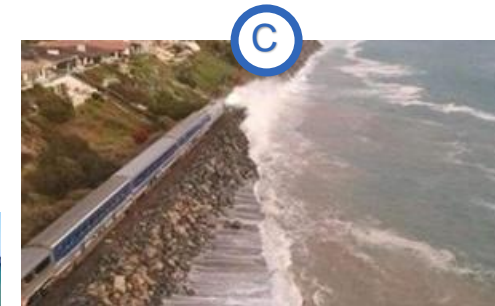
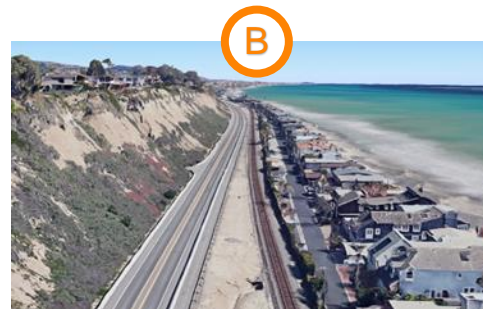
- Owns 40+ miles of the corridor, including seven miles of critical coastal track in south Orange County
- Responsibility to minimize disruptions to rail service
- Serves as the managing agency for the LOSSAN Rail Corridor Agency
- Member of the Southern California Regional Rail Authority (Metrolink) joint powers authority that uses the LOSSAN corridor

### COASTAL RAIL RESILIENCY STUDY

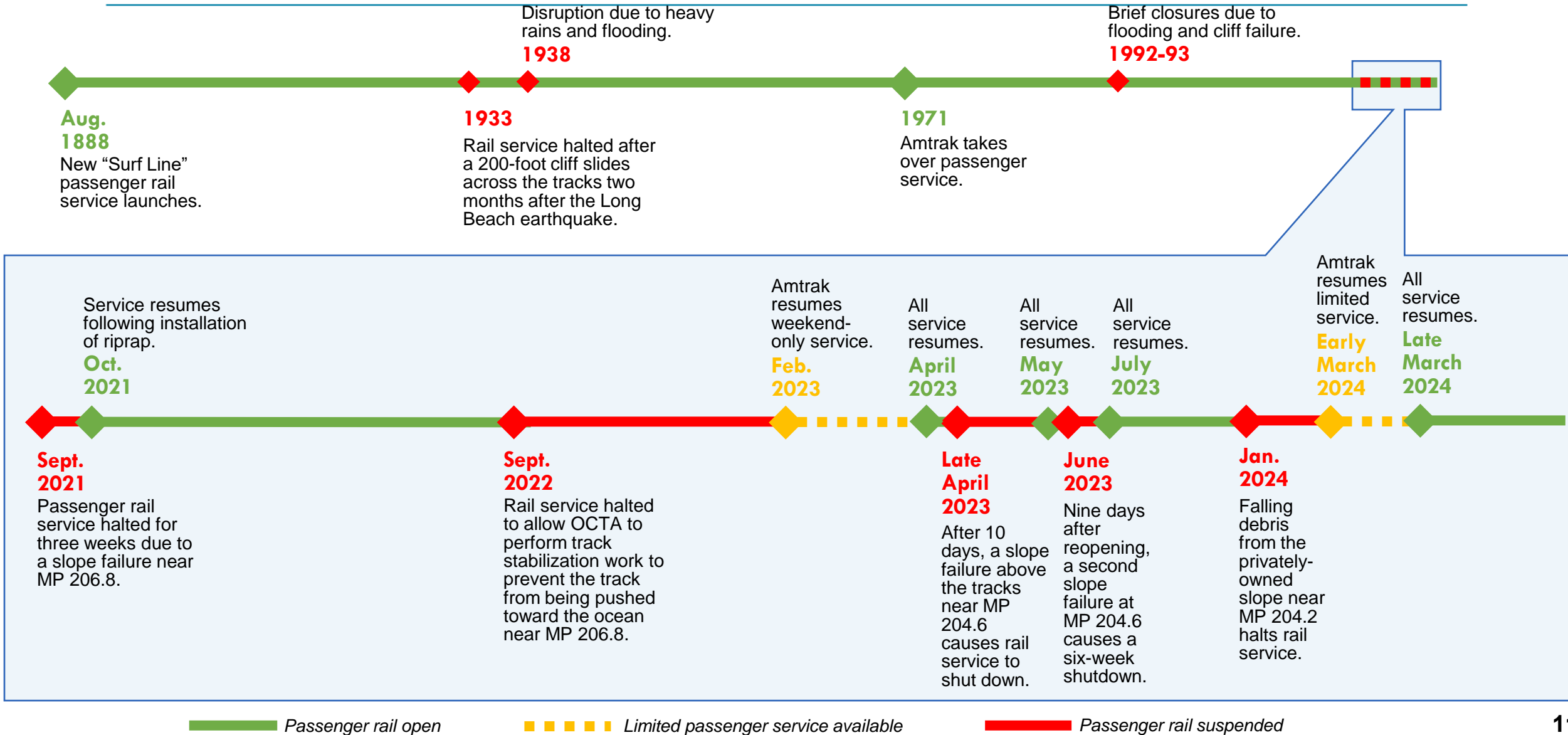
## OCTA's Beachside Rail Line

In south Orange County, tracks run along the beach, sandwiched between bluffs and the ocean.

Most of this beachside rail line is approximately 200 feet or less from the coastline.



# Passenger Rail Closures



# Local Resiliency Activities

PROJECT	ACTIVITY	COST	TIMEFRAME
Cyprus Shore Initial Track Stabilization Project (MP 206.8)	Emergency placement of riprap	\$8 million	September 2021
Cyprus Shore Track Stabilization Project (MP 206.8)	Installation of ground anchors in response to adjacent landslide	\$13.7 million+	October 2022 – August 2023
San Clemente Track Protection Project (MP 204.6)	Installation of temporary barrier wall in response to adjacent landslide	\$6 million	May – July 2023
San Clemente Track Protection Project (MP 204.2)	Removal of debris and other remedial action in response to adjacent landslide	\$TBD	Jan – TBD
San Clemente Shoreline Project (Sand Replenishment) (MP ~204.5 – 205.2)	Project would add 251,000 cubic yards of sand to the beach. Repeated at every 5-6 years interval up to 2 million cubic yards.	\$14.3 million (65% federal / 35% city cost sharing)	Fall 2023/ Winter 2024
San Clemente Nature-Based Coastal Resiliency Project Feasibility Study (community meeting)	This Study builds on the Shoreline Monitoring Program to promote long-term coastal resiliency in San Clemente.	\$570,000 (CCC LCP Grant Round 7)	Ongoing – Summer 2025

MP – Mile Post

# Coastal Rail Resiliency: A Two-Phase Approach

## Coastal Rail Resiliency Study

### Short- to medium-term solutions

- Study underway
- Initial Assessment to address the most vulnerable areas through
- Develop options to protect 7 miles of coastal rail infrastructure at various sea levels
- Gain an understanding of climate effects on coastal rail infrastructure
- Identify potential solutions, including sand replenishment and retention
- Engage key stakeholders and agencies

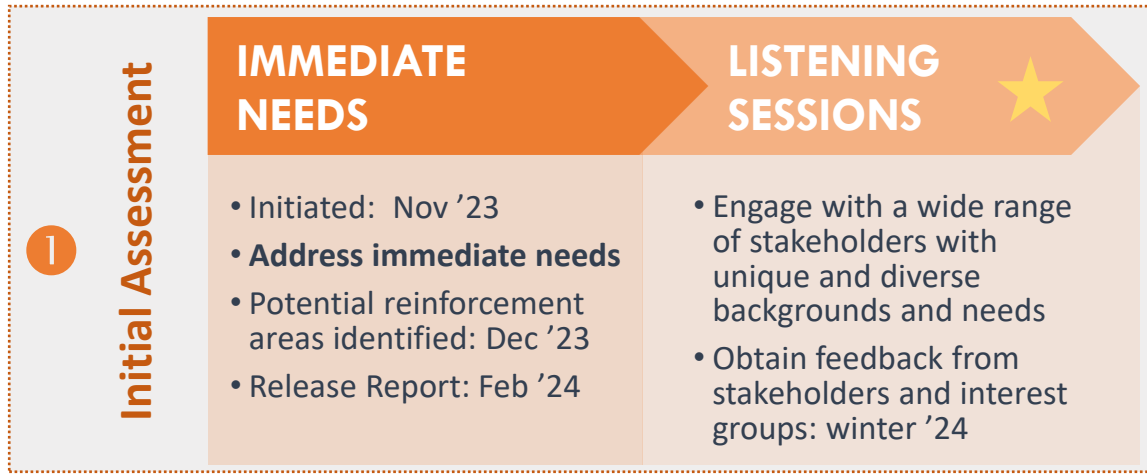
## Coastal Rail Long-Term Solutions Study

### Long-term solutions

- Develop options for potential long-term solutions for the coastal section of rail line
- Create an action plan for key elements
- Partner with LOSSAN, state and federal agencies
- Engage key stakeholders and agencies



# Short- and Mid-Term Study Milestones

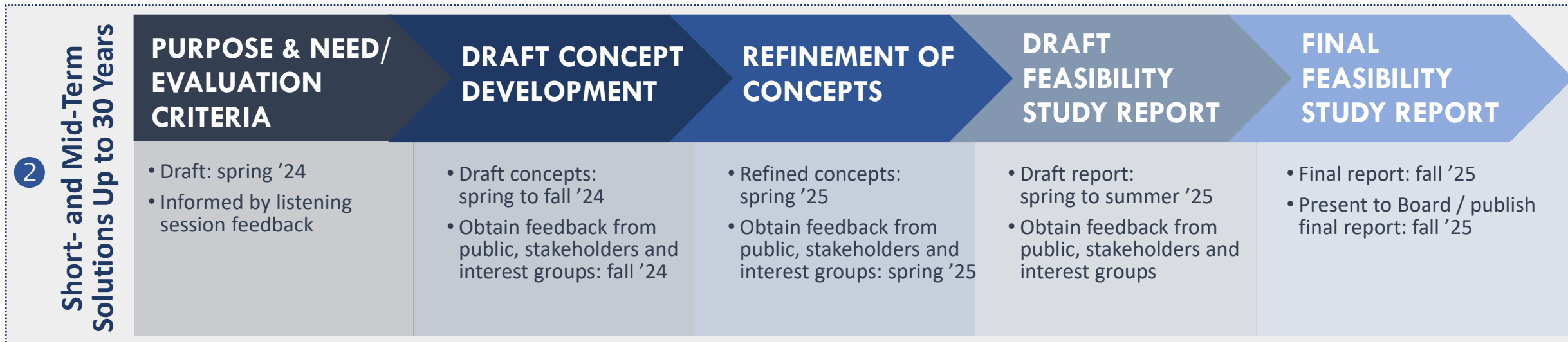


1 Coastal Rail Resiliency Study is to address the most vulnerable areas through the initial assessment.

2 The study then looks at protecting the rail line in place for up to 30 years.

**These activities are occurring simultaneously.**

1 - Step 1    2 - Step 2    ★ - Current Phase    Board – Board of Directors



# Initial Assessment Purpose and Need

- Four reinforcement areas were identified in December 2023
- Potential solutions need to be in place or substantially underway by fall 2024 ahead of next storm season
- Potential solutions evaluated at a conceptual level considering different materials, performance, costs, methods, and schedule

Area	Location (MP)	Challenge	Updated Potential Solutions
1	203.80 – 203.90	Ongoing deterioration of existing riprap protection	Rock (repair existing riprap) and sand nourishment
2	204.00 – 204.40	Erosion - no beach at high tide and direct wave attack damaging existing riprap protection	Rock (repair existing riprap) and sand nourishment
3*	204.00 – 204.50	Steep bluffs with high potential for failure that could impact the rail infrastructure	Catchment wall
4	206.00 - 206.67	Near San Clemente State Beach - erosion exposing areas of limited to no riprap protection	Engineered rock revetment and sand nourishment

\*The inland slope experienced a failure in late January 2024 within a portion of Area 3, resulting in a passenger rail shutdown for approximately two months



MP – Mile Post

# Reinforcement Areas 1 & 2: Potential Solution

## Existing Condition:

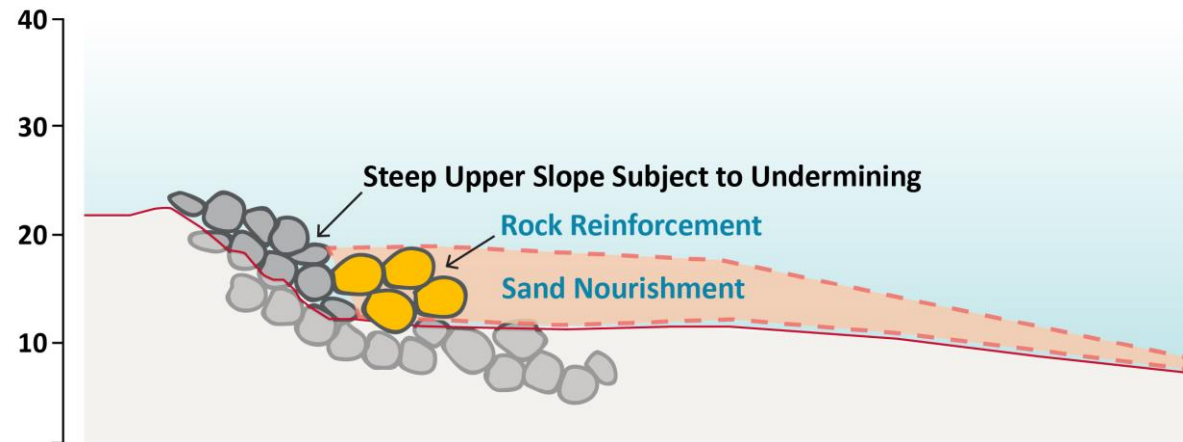


MP 203.80 – 203.90 and 204.00 – 204.40

## Potential Solution **UPDATED**:

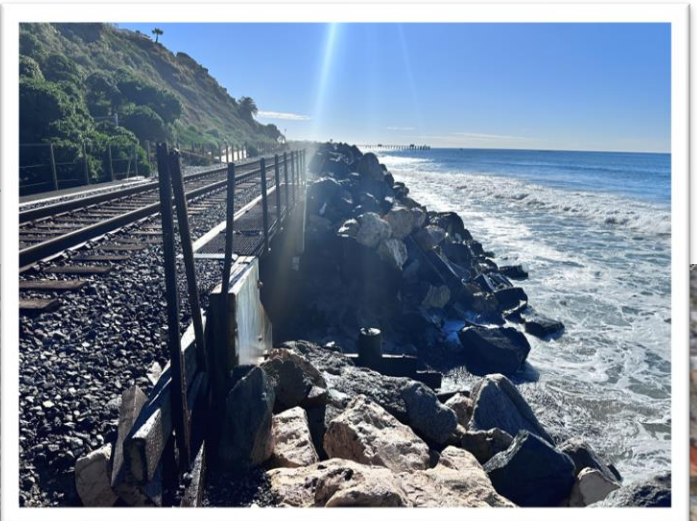
### Rock (repair existing riprap) and sand nourishment

- Place 2-ton to 6-ton rock gradation
- Minimize rock encroachment on the beach
- Sand nourishment to add approximately 50-ft-wide beach fronting rock
- Prioritize eroded and over-steepened areas
- Locations based on LiDAR survey and on-the-ground evaluation





# Reinforcement Areas 1 & 2: Location **UPDATED**



MP 203.80

Area 1

MP 204.40

Area 2

## ROCK REINFORCEMENT

- Approximately 7,000 tons of 2-ton to 6-ton rocks

## SAND NOURISHMENT

- Sand nourishment to create approximately 50-foot-wide beach between MP 203.80 and 204.40
- Approximately 240,000 cubic yards of sand needed



# Reinforcement Area 3: Potential Solution

## Existing Condition:



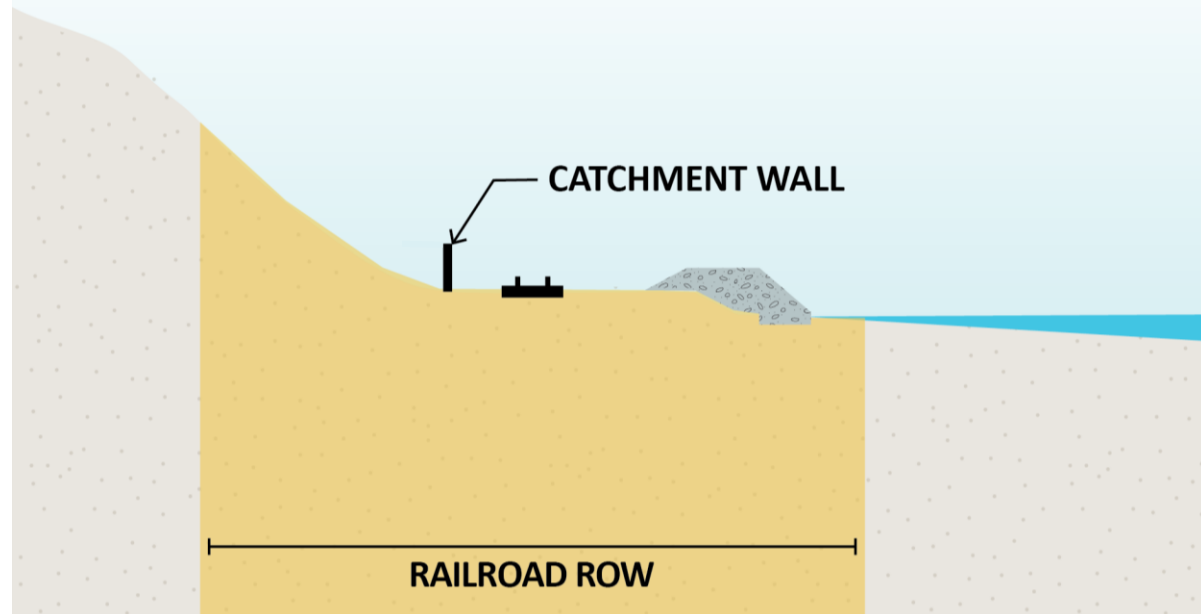
**MP 204.00 – 204.50**

Steep bluffs with a history of failure and high potential for additional movement that could impact the railroad infrastructure.

ROW - Right-of-Way

## Potential Solution - **UPDATED:**

### CATCHMENT WALL and TRAIL ACCESS\*



\*Extend existing catchment wall. OCTA will work with the City of San Clemente to maintain and restore trail access.

# Reinforcement Area 4: Potential Solution

## Existing Condition:



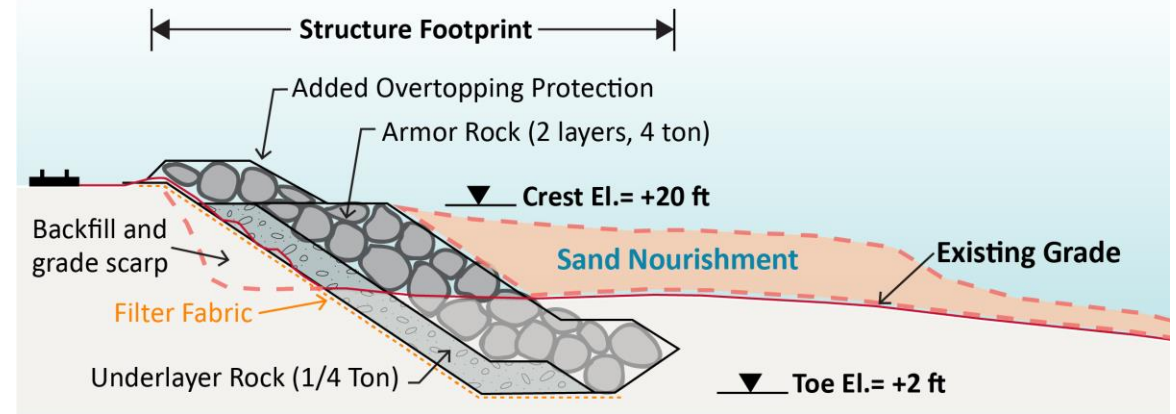
**MP 206.00 - 206.67**

Near San Clemente State Beach - erosion exposing areas of limited to no riprap protection.

## Potential Solution **UPDATED:**

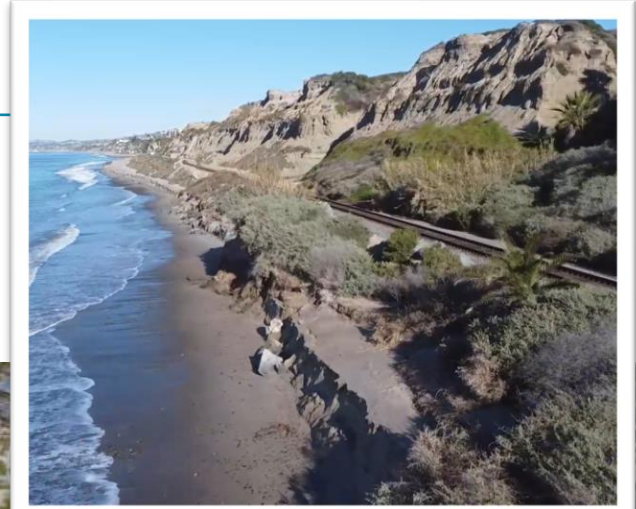
### Engineered rock revetment and sand nourishment

- Place geotextile filter fabric
- Place approximately 1/4-ton rock gradation for underlayer
- Place approximately 4-ton rock gradation
- Create approximately 80 to 100-foot-wide beach through sand nourishment fronting engineered rock revetment
- Locations based on LiDAR survey and on-the-ground evaluation





# Reinforcement Area 4: Location **UPDATED**



## ROCK REINFORCEMENT

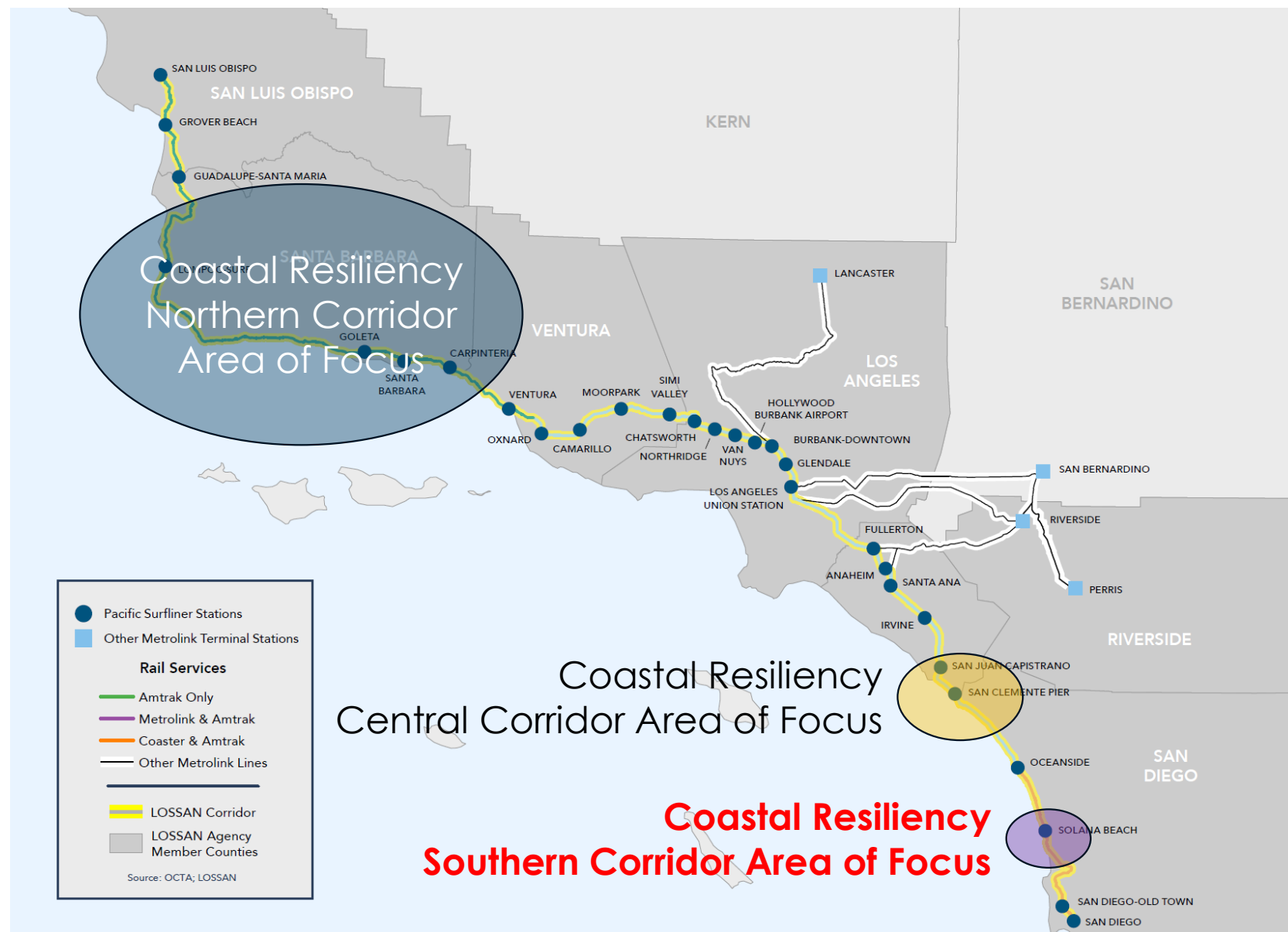
- Approximately 60,000 to 77,000 tons of rock

## SAND NOURISHMENT

- Sand nourishment to create approximately 80 to 100-foot-wide beach between MP 206.00 and 206.67
- Approximately 240,000 to 300,000 cubic yards of sand

# Coastal Resiliency Program

Southern Corridor  
Area of Focus





# Projects in Development

## 60-Mile San Diego Segment

### LOSSAN Rail Corridor Project Overview

May 2024

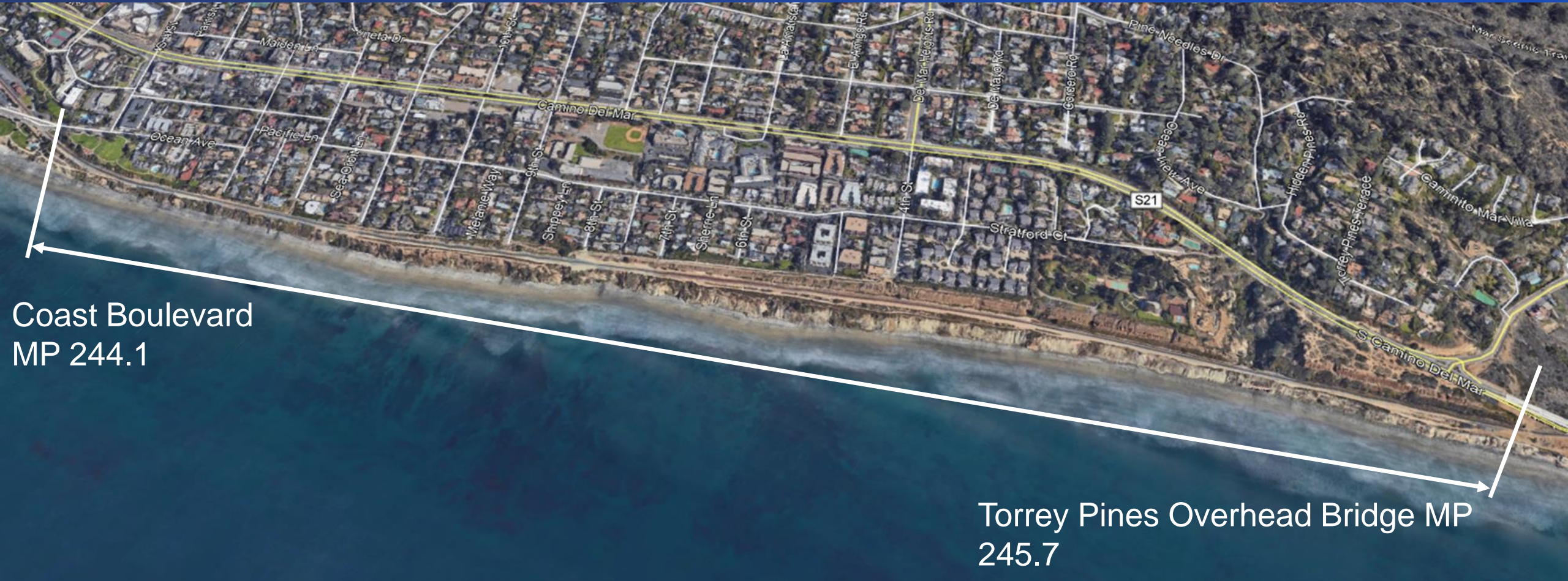
#### Project Phase

- Planning
- Design and Permitting
- Ready for Construction
- Construction

MILES  
0 2.5 5  
0 4 8  
KILOMETERS

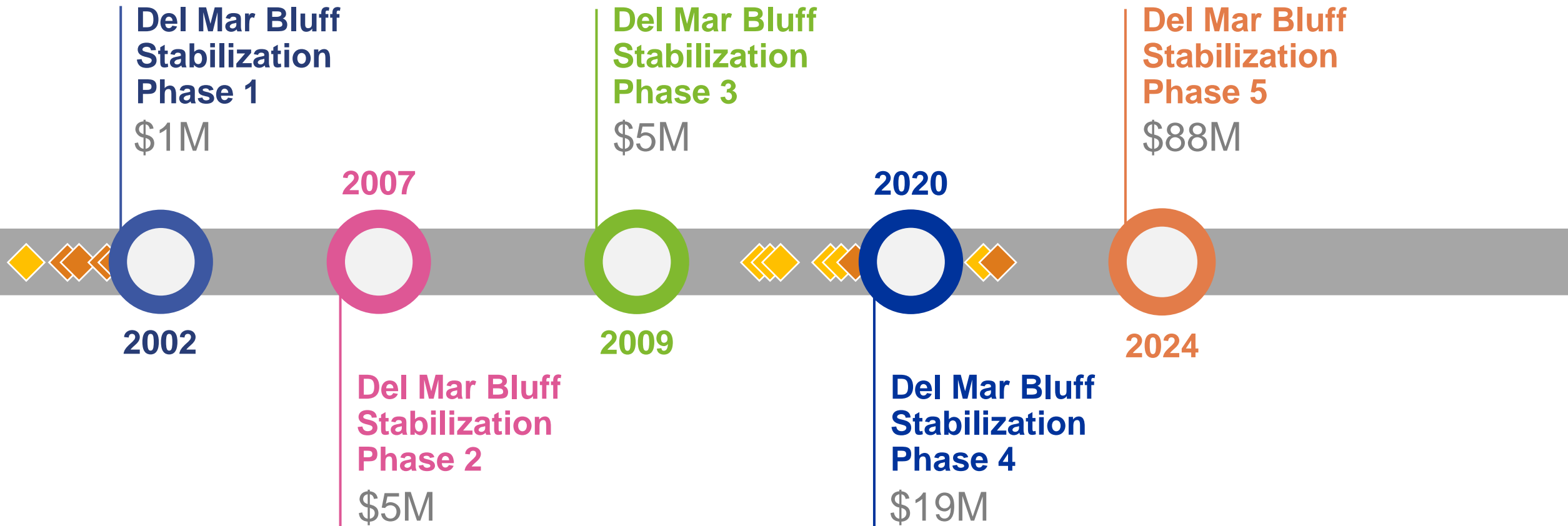


# Del Mar Bluff Stabilization Phase 5





# Bluff Stabilization Projects Over Time

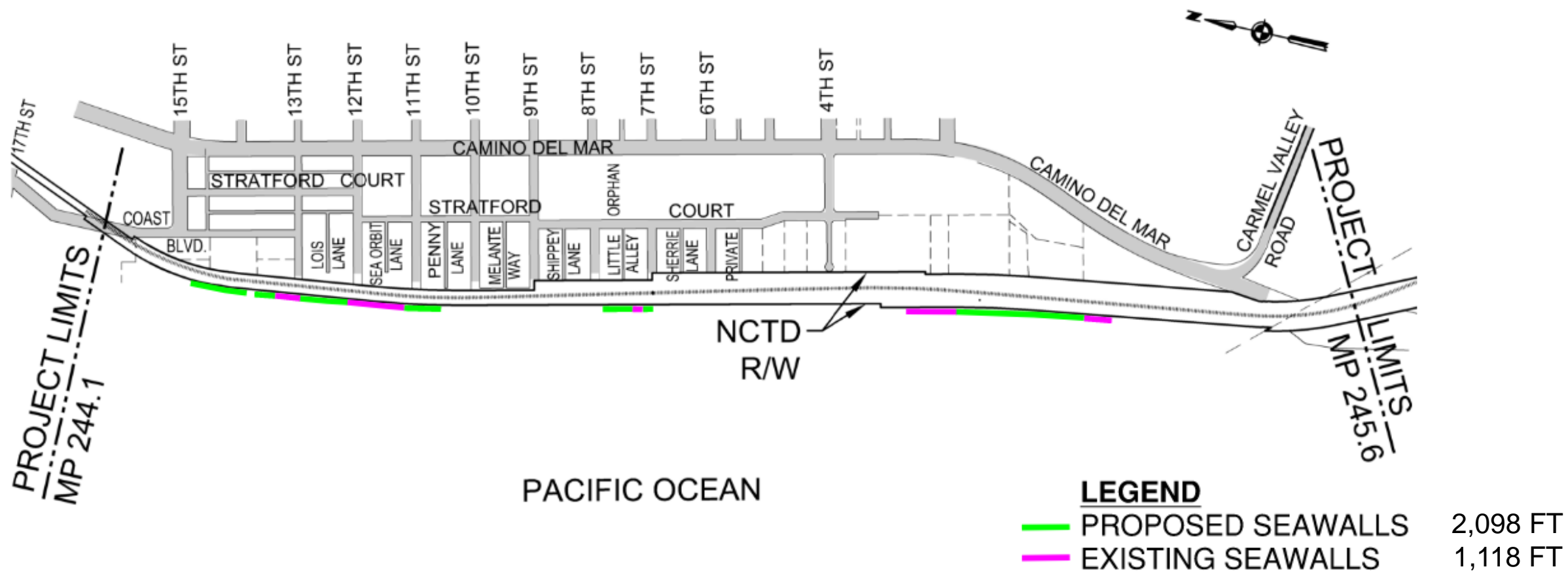


◆ Bluff landslide impacting rail service  
1996, 2018, 2019, 2021

◆ Emergency Repairs  
1998, 2001, 2019, 2021

# Bluff Toe Protection

## Existing and Planned





# Bluff Toe Protection piles below 11<sup>th</sup> Street



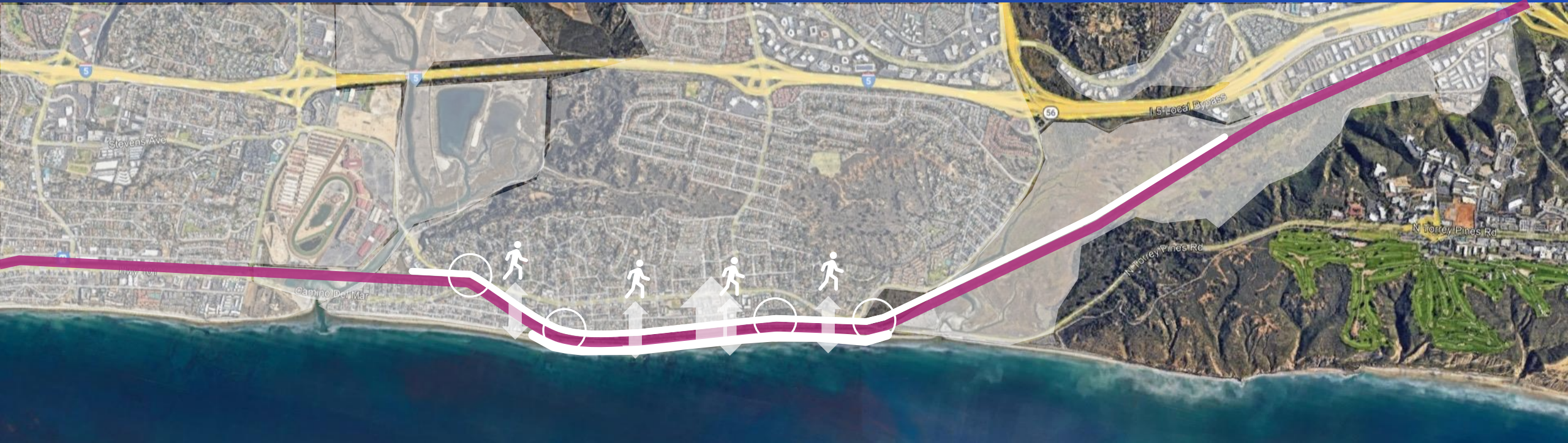


# Aerial Photo Seagrove Park at 15<sup>th</sup> Street Del Mar





# SD LOSSAN Rail Realignment Project Goals

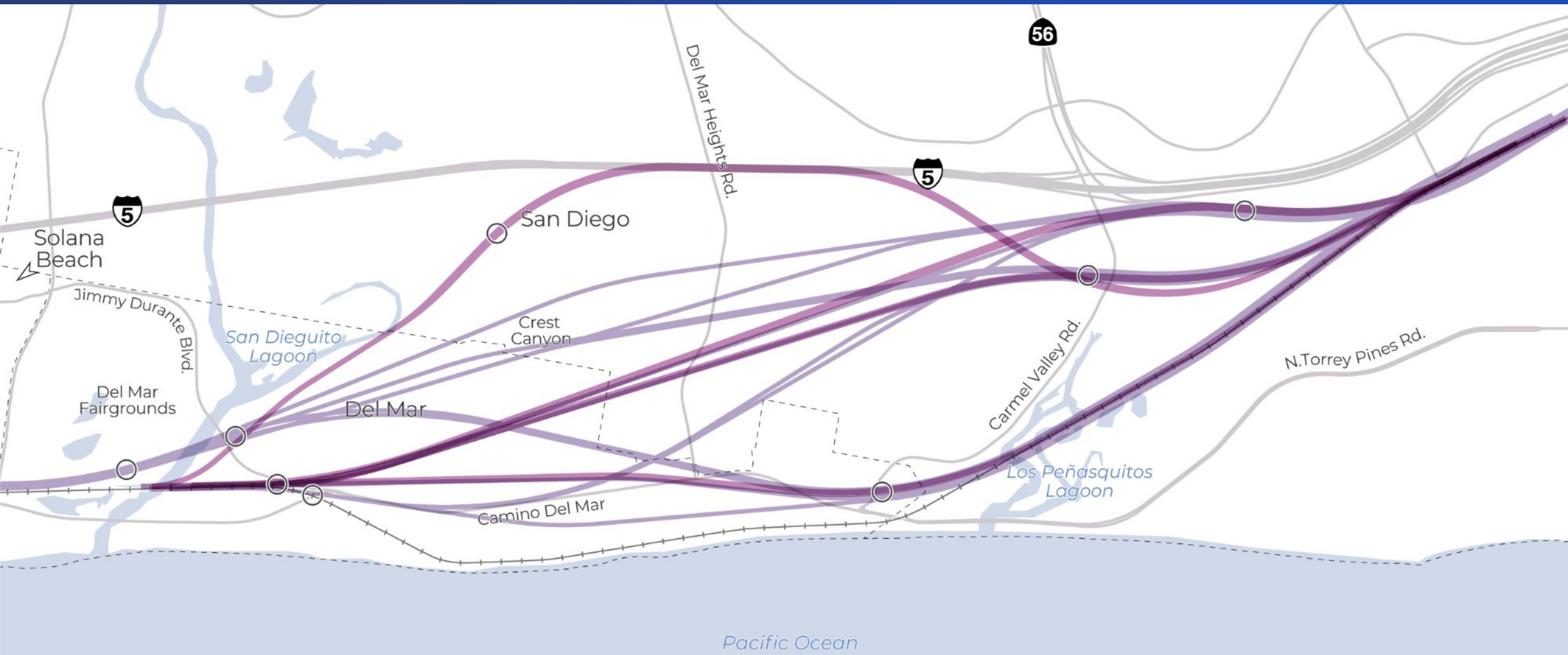


1. Relocate from Bluffs
2. Minimize Community Impacts

3. Improve Travel Times
  - Straighten Curves
  - Double Track

4. Coastal Access & Safety
5. Preserve Wetlands

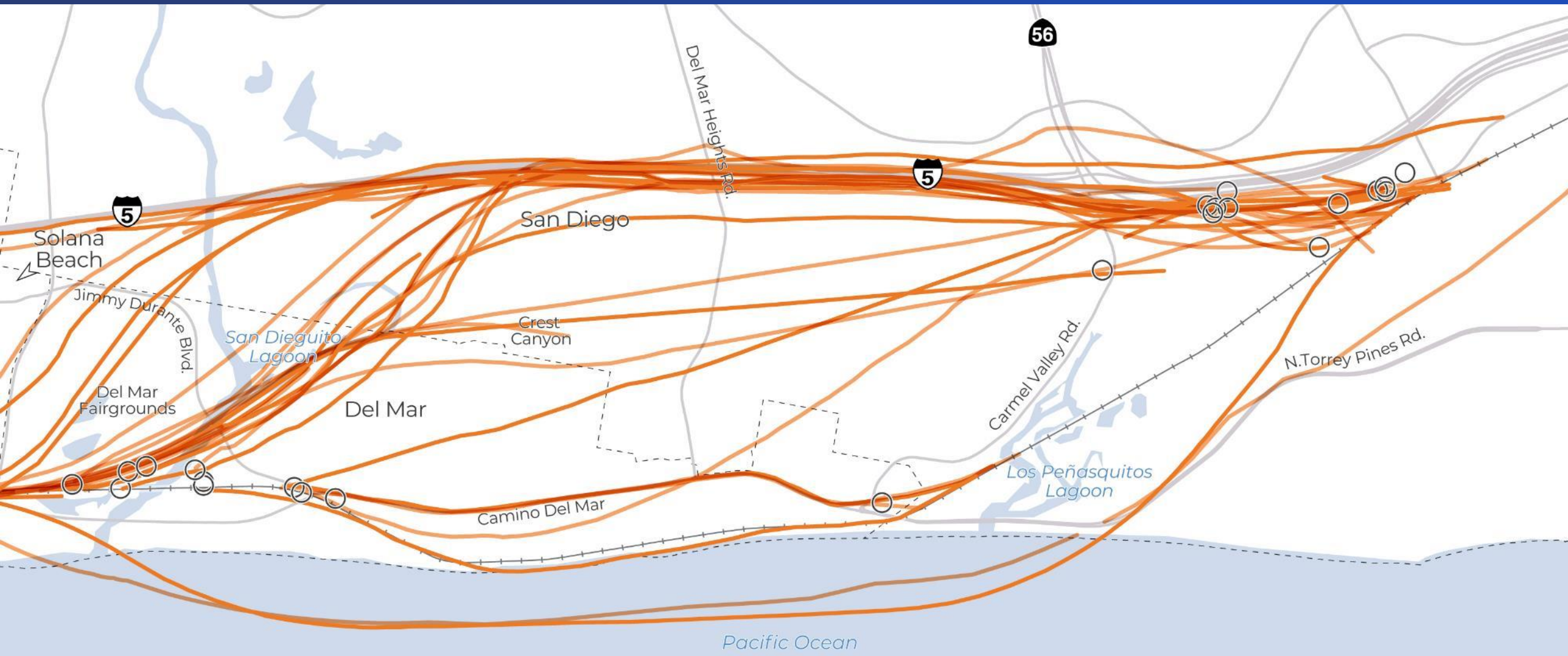
# Preliminary Alignments Studied



**DISCLAIMER:** No decision has been made on the selection of the proposed project or project alternatives. SANDAG is continuing to evaluate concepts that may be selected as project alternatives for analysis that will be studied during the formal environmental review process under the California Environmental Quality Act and the National Environmental Policy Act. All elements of the conceptual designs are preliminary and should not be construed as an announcement of the intent to acquire any private property. The images are intended to facilitate early public engagement on project concepts.



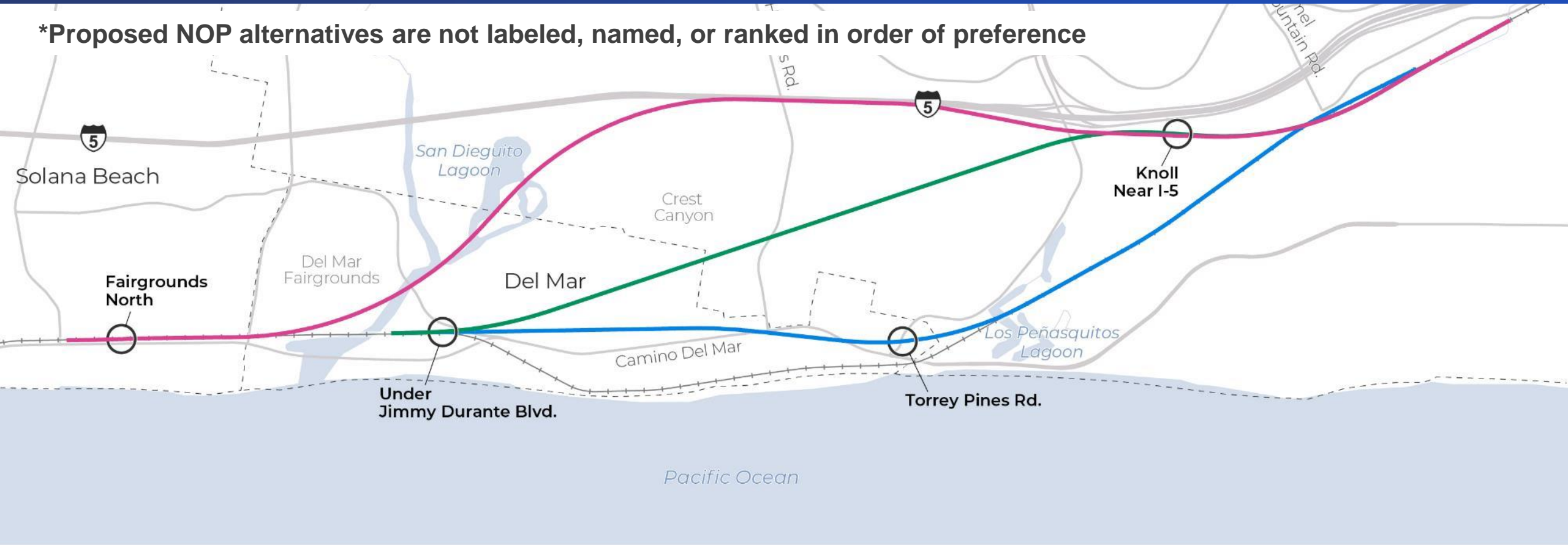
# Preliminary Alignments from Public Input



**DISCLAIMER:** No decision has been made on the selection of the proposed project or project alternatives. SANDAG is continuing to evaluate concepts that may be selected as project alternatives for analysis that will be studied during the formal environmental review process under the California Environmental Quality Act and the National Environmental Policy Act. All elements of the conceptual designs are preliminary and should not be construed as an announcement of the intent to acquire any private property. The images are intended to facilitate early public engagement on project concepts.

# Proposed NOP Alternatives\*

\*Proposed NOP alternatives are not labeled, named, or ranked in order of preference

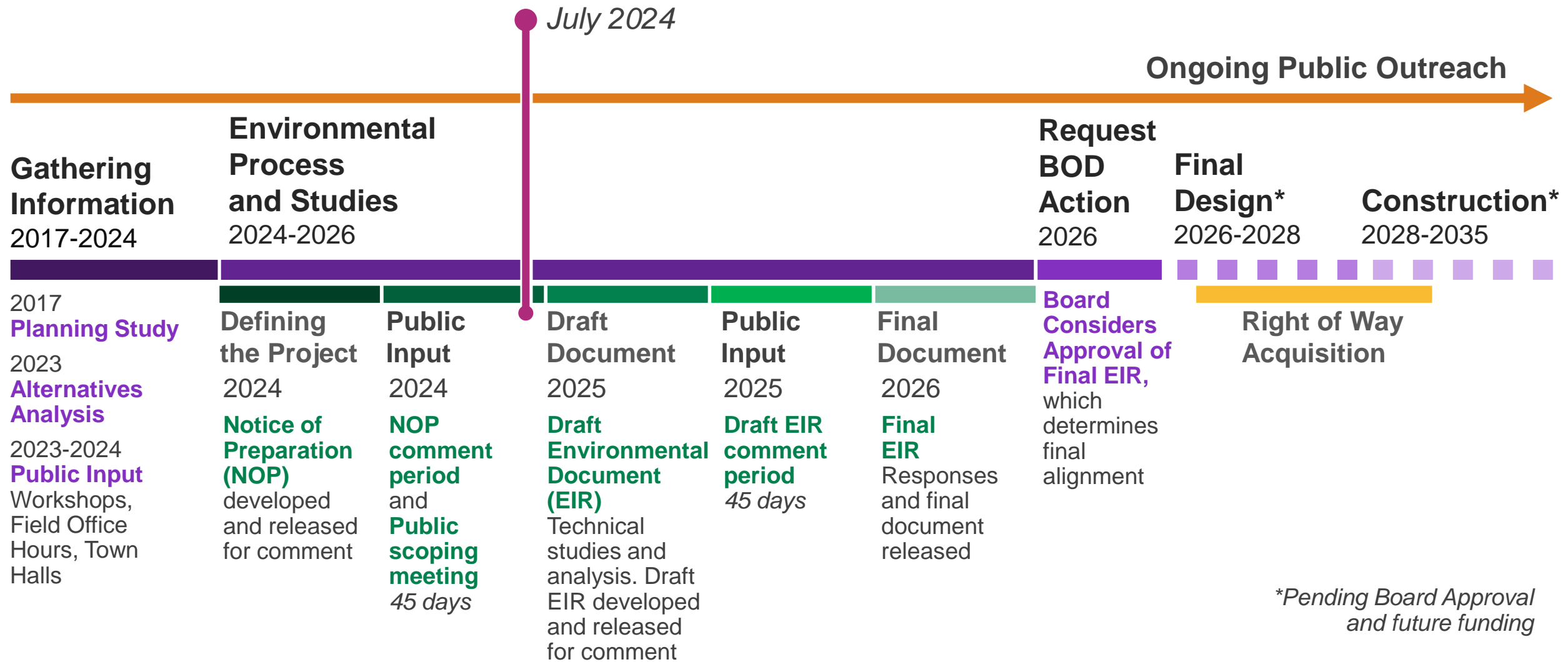


## San Diego LOSSAN Rail Realignment – Combined Proposed NOP Alternatives\*

- Alternative A
- Alternative B
- Alternative C
- Portal Location
- Existing LOSSAN Corridor Track Alignment
- Municipal Boundary

# Project Timeline

## Subject to Change



*\*Pending Board Approval and future funding*

# Coastal Resiliency Program

Stakeholder Engagement

A corridor the length of LOSSAN requires extensive engagement to coordinate the plans and implement the solutions presented to address coastal resiliency

LOSSAN Agency Staff regularly engage with:

- Member Agency Governmental Relation Staff
- State and National Elected Officials
- Board Members
- Host Railroad and Right-of-Way Owner Technical Staff

# Coastal Resiliency Program

Statewide and  
Regional  
Engagement

Coastal Resiliency strategies and solutions have been discussed through a variety of working groups and activities:

- CA Senate Subcommittee on LOSSAN Corridor Resiliency Hearings
- LOSSAN Regional Rail Working Group
- LOSSAN Corridor Executive Leadership Working Group
- LOSSAN Regional Rail Technical Working Group
- San Diego LOSSAN Rail Realignment Project Development Team
- OCTA Coastal Rail Resiliency Study Project Development Team
- Bi-Weekly Coordination Meetings with Union Pacific
- Hi-Rail Inspections with Union Pacific

# QUESTIONS?