



May 19, 2025

To: Members of the Board of Directors

From: Jason Jewell, Managing Director 

Subject: Amendment to Agreement for Field Marketing Services

Overview

On July 15, 2024, the Board of Directors approved an agreement with The Abbi Agency to provide field marketing services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency's Pacific Surfliner marketing program for a one-year initial term and two, two-year option terms. Board of Directors' approval is requested to exercise the first option term effective July 1, 2025, through June 30, 2027.

Recommendation

Authorize the Managing Director to negotiate and execute Amendment No. 2 to Agreement L-4-0016 between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and The Abbi Agency, to exercise the first option term of the agreement, effective July 1, 2025, through June 30, 2027, in the amount of \$600,000, to provide continued field marketing services for the Pacific Surfliner marketing program. This will increase the maximum obligation of the agreement to a total contract value of \$1,150,000.

Discussion

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

On July 15, 2024, the LOSSAN Agency's Board of Directors (Board) approved an agreement with The Abbi Agency to provide field marketing services to promote the Pacific Surfliner as a viable transportation option for travelers to destinations along the LOSSAN rail corridor and beyond. The scope of the agreement outlines the responsibilities of The Abbi Agency, which include the following:

- Facilitating 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.
- Planning, promoting, and implementing outreach events that drive brand awareness and strengthen relationships with communities served, including multilingual community outreach and engagement.
- Designing strategic campaigns to target specific markets and audiences to increase ridership and revenue.
- Designing solutions and creative assets for print, radio, video, broadcast, digital, and social media elements.

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 includes a one-year initial term with two, two-year option terms to provide field marketing services in the amount of \$550,000. This agreement has been previously amended as shown in Attachment A.

The proposed Amendment No. 2 is to exercise the first option term effective July 1, 2025, through June 30, 2027, which will allow The Abbi Agency to continue providing field marketing and community outreach services. The budget for this amendment is \$600,000, which is based on current and anticipated efforts for field marketing and community outreach services. In accordance with the current agreement, the option term rates will remain the same as originally negotiated. This will increase the maximum obligation of the agreement to a total contract value of \$1,150,000.

Fiscal Impact

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

Summary

Staff recommends the Board of Directors authorize the Managing Director to negotiate and execute Amendment No. 2 to Agreement No. L-4-0016 with The Abbi Agency to exercise the first option term, in the amount of \$600,000, for a total contract value of \$1,150,000, for continued field marketing services for the Pacific Surfliner marketing program.

Attachment

- A. The Abbi Agency, Agreement No. L-4-0016 Fact Sheet

Prepared by:



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