



LOSSAN Rail Corridor Agency

Executive Committee Meeting

Agenda

Thursday, September 4, 2025 at 9:00 a.m.

OCTA Headquarters, 550 South Main Street, Orange, California

Committee Members

Fred Jung, OCTA, Chair
Fred Strong, SLOCOG, Vice Chair
Jewel Edson, NCTD
Dana Reed, RCTC
Jason Jewell, Managing Director

Teleconference Locations:

Paso Robles City Hall
1000 Spring St., 2nd Floor
Paso Robles, CA

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

Indian Wells City Hall
44950 Eldorado Dr.
Indian Wells, CA

Any person with a disability who requires a modification or accommodation to participate in this meeting should contact the LOSSAN Clerk of the Board, telephone (714) 560-5676, no less than two business days prior to this meeting to enable LOSSAN to make reasonable arrangements to assure accessibility to this meeting.

Agenda Descriptions

Agenda descriptions are intended to give members of the public a general summary of items of business to be transacted or discussed. The posting of the recommended actions does not indicate what action will be taken. The Board of Directors may take any action which it deems to be appropriate on the agenda item and is not limited in any way by the notice of the recommended action.

Public Availability of Agenda Materials

All documents relative to the items referenced in this agenda are available for public inspection at www.lossan.net or through the Los Angeles - San Diego - San Luis Obispo (LOSSAN) Clerk of the Board's office at: Orange County Transportation Authority Headquarters (OCTA), 600 South Main Street, Orange, California.



EXECUTIVE COMMITTEE MEETING AGENDA

Meeting Access and Public Comments on Agenda Items

Members of the public can either attend in-person or access live streaming of the Board and Committee meetings by clicking this link: <https://lossan.legistar.com/Calendar.aspx>

In-Person Comment

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

Written Comment

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

Call to Order

Roll Call

Pledge of Allegiance

Closed Session

A Closed Session is not scheduled.

Special Calendar

There are no Special Calendar Matters.

Consent Calendar (Item 1)

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

1. Approval of Minutes

Recommendation(s)

Approve the minutes of the July 8, 2025 LOSSAN Rail Corridor Agency Executive Committee meeting.



EXECUTIVE COMMITTEE MEETING AGENDA

Attachments:

[Minutes](#)

Regular Calendar

2. Continuation of the Interagency Transfer Agreement with the California Department of Transportation for Administration of the Pacific Surfliner Intercity Passenger Rail Service

Overview

The interagency transfer agreement between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and the California Department of Transportation Division of Rail and Mass Transportation that enables the local administration and management of the state-supported Pacific Surfliner intercity passenger rail service expires on September 30, 2025. The agreement allows for two four-year options for renewal. Both the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and the California Department of Transportation Division of Rail and Mass Transportation seek to exercise the second option term.

Recommendation(s)

Authorize the Managing Director to negotiate and execute the second option term of the interagency transfer agreement between the California Department of Transportation Division of Rail and Mass Transportation and the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency to allow continued local administrative oversight and management for the state-supported Pacific Surfliner intercity passenger rail service for a four-year term beginning October 1, 2025.

Attachments:

[Staff Report](#)

Discussion Items

3. Temporary Additional Santa Barbara Service Update

Overview

Staff will provide an update on the status on the Santa Barbara service.

4. Federal Railroad Administration Grant Update

Overview

Staff will give a verbal update on the grant.



EXECUTIVE COMMITTEE MEETING AGENDA

5. Pacific Surfliner Marketing Update

Overview

Staff will provide an update on marketing efforts.

Attachments:

[Presentation](#)

6. Public Comments

7. Managing Director's Report

8. Committee Members' Report

9. Adjournment

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

9:00 a.m. on Thursday, October 2, 2025

OCTA Headquarters
550 South Main Street
Orange, California



MINUTES

Executive Committee Meeting

Committee Members Present

In-Person

Fred Jung, Chair

Jason Jewell, Managing Director

Via Teleconference

Vice Chair Strong

Jewel Edson

Dana Reed

Staff Present

Andrea West, Clerk of the Board

Sahara Meisenheimer, Clerk of the Board Specialist

Cassie Trapesonian, Assistant General Counsel

LOSSAN Staff

Call to Order

The July 8, 2025, meeting of the Executive Committee meeting was called to order by Chair Jung at 9:00 a.m.

Roll Call

The Clerk of the Board conducted an attendance roll call and announced a quorum of the Executive Committee.

Consent Calendar

1. Approval of Minutes

A motion was made by Vice Chair Strong, seconded by Director Reed, and following a roll call vote, declared passed 3-0, to approve the minutes of the June 5, 2025, Executive Committee Meeting.

Director Edson was not present to vote on this item.

2. Semiannual Progress Report of the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency 2025 Work Plan

A motion was made by Vice Chair Strong, seconded by Director Reed, and following a roll call vote, declared passed 3-0, to receive and file as an information item.

Director Edson was not present to vote on this item.

Discussion Items

3. Temporary Additional Santa Barbara Service Update

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

No action was taken on this item.



MINUTES

Executive Committee Meeting

4. Public Comments

No Public Comments were received.

5. Managing Director's Report

Jason Jewell, Managing Director, provided an update on:

- Ridership
- Upcoming events along the corridor

6. Committee Members' Report

There were no Committee Member reports.

7. Adjournment

The meeting adjourned at 9:04 a.m.

The next regularly scheduled meeting of this Committee will be held at **9:00 a.m. on Thursday, September 4, 2025**, OCTA Headquarters, 550 South Main St., Orange, CA.


ATTEST

Andrea West
Clerk of the Board



September 4, 2025

To: Members of the Executive Committee

From: Jason Jewell, Managing Director 

Subject: Continuation of the Interagency Transfer Agreement with the California Department of Transportation for Administration of the Pacific Surfliner Intercity Passenger Rail Service

Overview

The interagency transfer agreement between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and the California Department of Transportation Division of Rail and Mass Transportation that enables the local administration and management of the state-supported Pacific Surfliner intercity passenger rail service expires on September 30, 2025. The agreement allows for two four-year options for renewal. Both the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and the California Department of Transportation Division of Rail and Mass Transportation seek to exercise the second option term.

Recommendation

Authorize the Managing Director to negotiate and execute the second option term of the interagency transfer agreement between the California Department of Transportation Division of Rail and Mass Transportation and the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency to allow continued local administrative oversight and management for the state-supported Pacific Surfliner intercity passenger rail service for a four-year term beginning October 1, 2025.

Background

Senate Bill (SB) 1225, signed into law in September 2012, authorized the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) to assume administrative oversight and management responsibility for the state-supported Pacific Surfliner intercity passenger rail service. On June 29, 2015, the LOSSAN Agency entered into the initial interagency transfer agreement (ITA) with the State of California (State) to formally transfer administrative and management responsibilities to the LOSSAN Agency. The initial ITA was amended on June 30, 2018, to allow the LOSSAN Agency to continue to administer

and manage the State-supported Pacific Surfliner intercity passenger rail service for a period of three years, with two four-year option terms. The first four-year option term was approved by the LOSSAN Agency Board of Directors on June 21, 2021, and executed with a term through September 30, 2025.

Discussion

Recognizing the significant benefits achieved through local administration and management of the State-supported Pacific Surfliner intercity passenger rail service, the State and the LOSSAN Agency desire to continue the respective roles identified in the ITA. Both the LOSSAN Agency and the State wish to exercise the second option term to allow for the LOSSAN Agency to continue administrative and management responsibilities of the Pacific Surfliner intercity passenger rail service. The second option term will begin October 1, 2025, and go through September 30, 2029.

Summary

The Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency is providing effective and efficient management of the state-supported Pacific Surfliner intercity passenger rail service through the interagency transfer agreement. Both the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and the State of California Department of Transportation wish to continue the agreement. Staff are seeking approval from the Board of Directors to negotiate and execute the second option term of the interagency transfer agreement.

Attachment

None.



Pacific Surfliner Marketing Update

Fiscal Year 2024-2025 – Fourth Quarter – April, May, June 2025

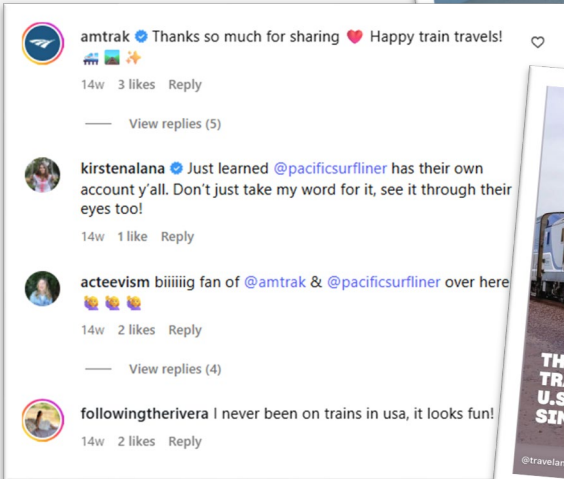
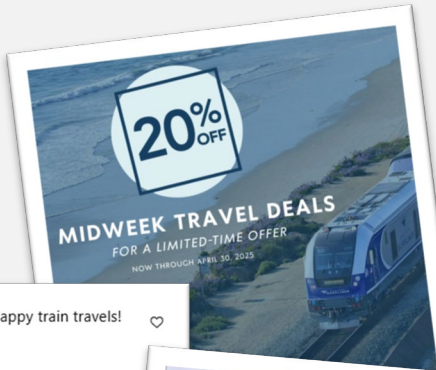
LOSSAN Executive Committee Meeting | September 4, 2025



Marketing Activities = Measurable Impact

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

1



Build Awareness

Influencer Partnerships, Paid Advertising, and PR Campaigns

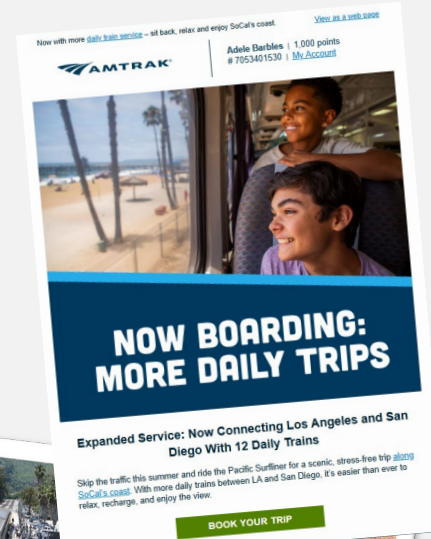
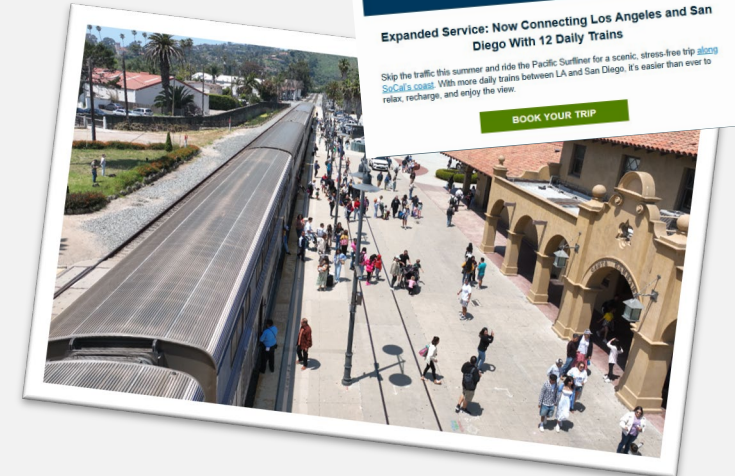
2



Inform Riders

Email, Web, and Organic Social

3



Increase Ridership

Bookings, Clicks to Amtrak.com

Q4 2025 Ridership and Revenue

Marketing drives growth across revenue and ridership.

Ridership

Q4 2025 24,594

Q4 2024 47,109

Compared
to Q3 2025

+8%

Compared
to Q4 2025

-91.6%

Revenue

Q4 2025 \$787,624

Q4 2024 \$1,312,471

Compared
to Q3 2025

+11.1%*

Compared
to Q4 2025

-66.6%

Q4 Highlights at a Glance

This quarter, the marketing team launched 6 campaigns to support key organizational goals, **increasing ridership by 8% and driving approximately 36% more online traffic** to the booking page.

Ridership impact

24,594

+8.0%*

Revenue

\$787,624

+11.1%*

Traffic to Amtrak.com

176,703

+35.9%*

Publicity Value

\$1.38M

+21.1%*

Email Subscribers

30,329

+6.3%*

Net Social Audience
Growth

6,243

+16.6%*

*compared to previous quarter

Marketing Q4 2025 Highlights

Marketing is a core growth driver and communications engine.

Key Performance Indicators

696,595
Website Sessions

+27.1%*

469K
New Users

+29.3%*

248,722
Clicks to Amtrak.com
from Pacific Surfliner

+63.8%*

9.4%
Referral revenue from
PSL to Amtrak.com

+7.5%*

7.9%
Ad Click-through-rate

+31.9%*

58.4K
Ad Conversions

+1,315.5%*

4,110
Email Conversions

+137.4%*

3,398
Email Sign-ups

+60.1%*

4,701,041
Social Impressions

+50.3%*

90,034
Social Engagements

+89.0%*

Digital Marketing in Q4

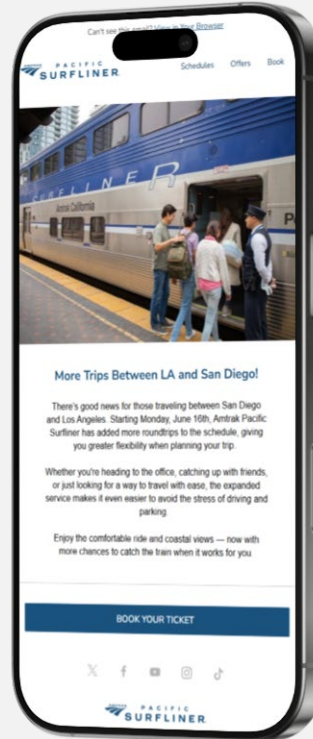


Email performance

2.77K
Unique Conversions
+212.9%*

113K
Unique Opens
+10.2%*

5.89K
Unique Clicks
+6.6%*

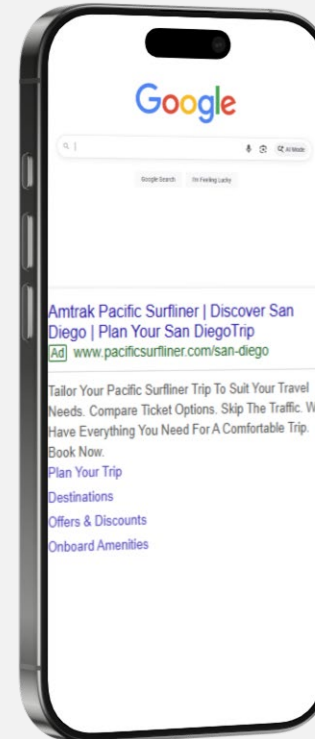


Paid ad performance

58.4K
Conversions
+1,315.5%*

20.7%
Conversion Rate
+891.3%*

7.9%
CTR
+31.9%*



Media Coverage & Publicity Value

In Q4 2025, LOSSAN boosted public visibility and trust through earned media tied to major press announcements including service expansion and the Disneyland Resort train wrap.

1,078
Stories in the press

6.47 billion
Earned media
impressions

\$1.38 million
Publicity value

2
Press releases

LOCAL NEWS

Pacific Surfliner unveils Disney-themed railcar, park discounts

LOCAL NEWS

Pacific Surfliner unveils Disney-themed railcar, park discounts

By [Rae Rasmussen](#)
Published: June 20, 2025 / 11:28 AM PDT
Updated: Jun 26, 2025 / 12:16 AM PDT

SHARE

A new Disneyland-themed railcar for Amtrak's Pacific Surfliner has been unveiled on the 70th Anniversary of the "Happiest Place on Earth."

The limited time train wrap features famous Disney characters, including Mickey Mouse and Goofy, alongside silhouettes of its Anaheim theme parks.

The Los Angeles - San Diego - San Luis Obispo (LOSSAN) Rail Corridor Agency today announced that the Amtrak® Pacific Surfliner® train service has added more daily roundtrips between Los Angeles and San Diego, offering

"We are thrilled to be part of the Disneyland Resort 70th Anniversary," LOSSAN City of Fullerton Mayor Fred Jung said. "Taking the Pacific Surfliner to one of the most iconic and beloved destinations makes magical memories start the moment you board."

The service expansion provides more transportation options between San Diego and Los Angeles - just in time for summer travel," said LOSSAN Agency Chair and City of Fullerton Mayor Fred Jung. "It is the next step in restoring Pacific Surfliner service and creating more

Amtrak Pacific Surfliner Adds 12th Roundtrip Between San Diego and Los Angeles

Amtrak Pacific Surfliner Adds 12th Roundtrip Between San Diego and Los Angeles

PR Newswire
June 10, 2025 - 3 min read

New afternoon and evening trains between Los Angeles and San Diego offer travelers more flexibility along the Southern California coast

ORANGE, Calif., June 11, 2025 /PRNewswire/ -- The Los Angeles - San Diego - San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) today announced that the Amtrak® Pacific Surfliner® train service has added more daily roundtrips between Los Angeles and San Diego, offering

flexibility and convenience along the Southern California coast. The expanded Pacific Surfliner schedule includes a new afternoon and evening travel option, providing better service for both business and leisure passengers along the busiest intercity passenger rail route in the nation.



Amtrak Pacific Surfliner Adds 12th Roundtrip Between San Diego and Los Angeles

"This service expansion provides more transportation options between San Diego and Los Angeles - just in time for summer travel," said LOSSAN Agency Chair and City of Fullerton Mayor Fred Jung. "It is the next step in restoring Pacific Surfliner service and creating more

As Seen In...

Pacific Surfliner in the news



AFAR



**TRAVEL+
LEISURE**

Parade



April 24, 2025

[Not Every Amtrak Route Is Scenic— But These 8 Train Rides Are Truly Worth It.](#)

April 28, 2025

[10 amazing places to stop along Amtrak's Pacific Surfliner route](#)

May 6, 2025

[This solo traveler traveled all over the U.S. Over 30 Days Using a Single \\$499 Amtrak Pass Here's How.](#)

May 11, 2025

[7 of the biggest travel trends to watch for summer 2025, According to Getaway Guru Samantha Brown.](#)

June 28, 2025

[Our favorite way to get to Disneyland just got happier.](#)

Campaigns and Promos Launched in Q4



April 28–June 7
San Clemente Track Closure and Reopening



May 16–18
Wonderfront Festival



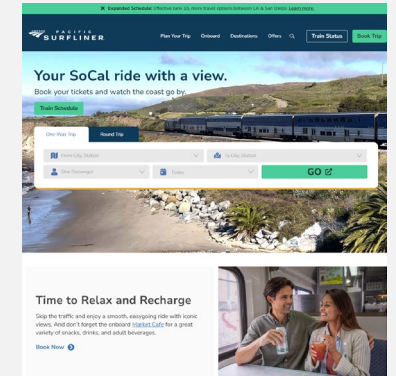
May 17–18
Strawberry Festival



June 16
Disney Train Wrap



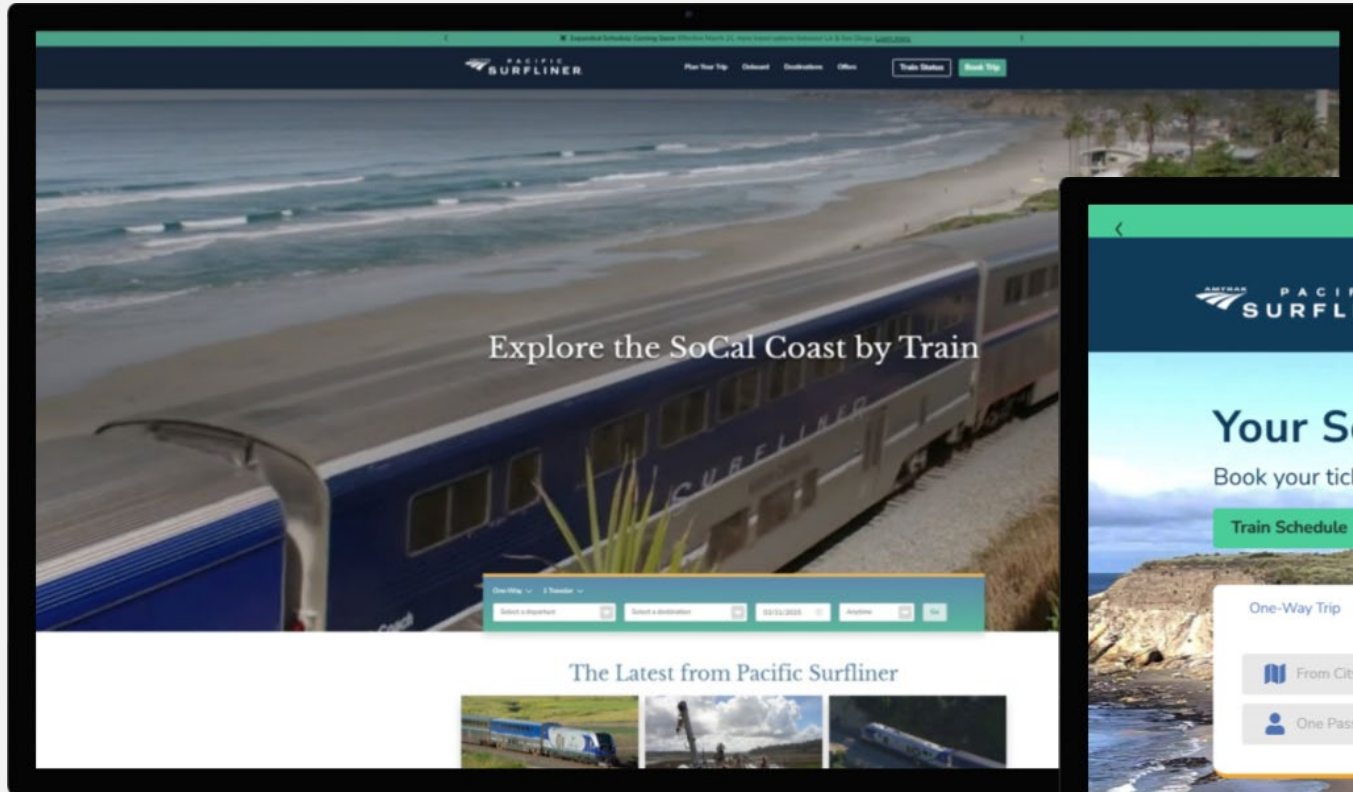
June 16
12th Round Trip



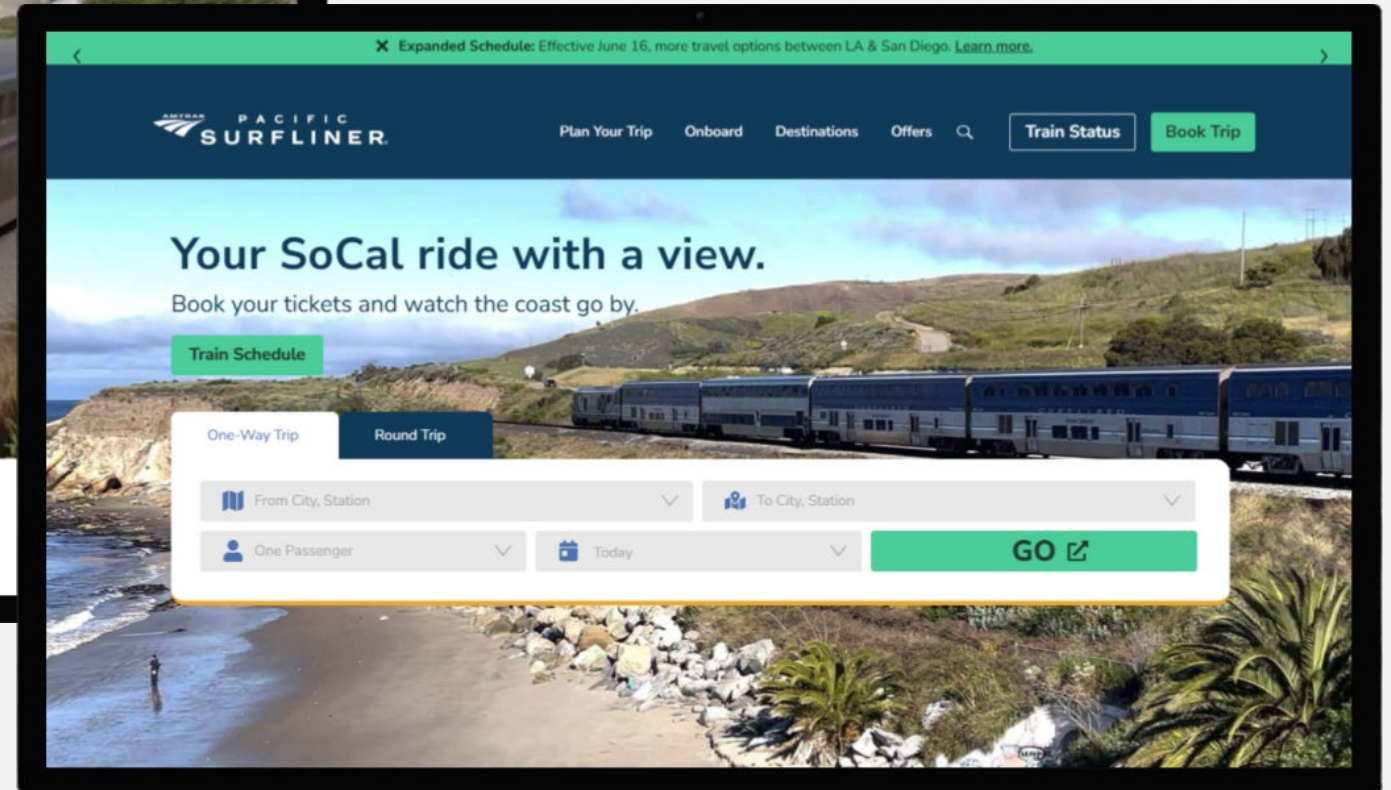
June 20
Website Landing Page Refresh

Website Landing Page Refresh

Landing page update to improve accessibility and support user conversions.



Before



After

Social Media in Q4

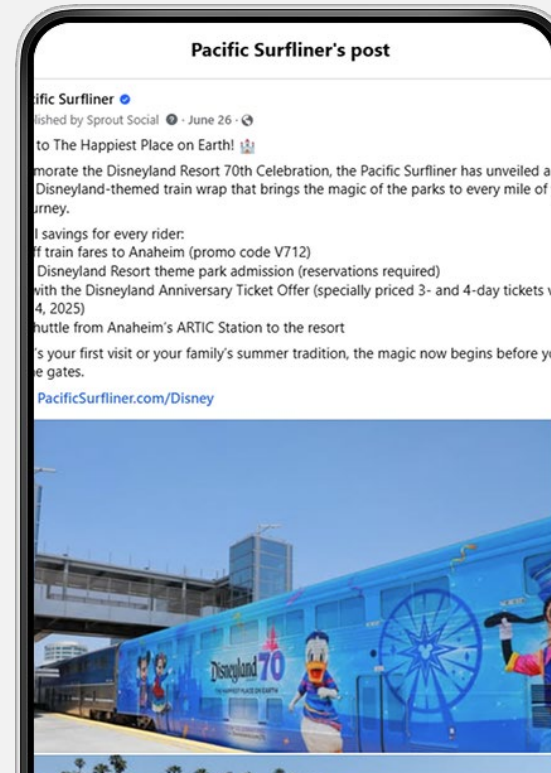
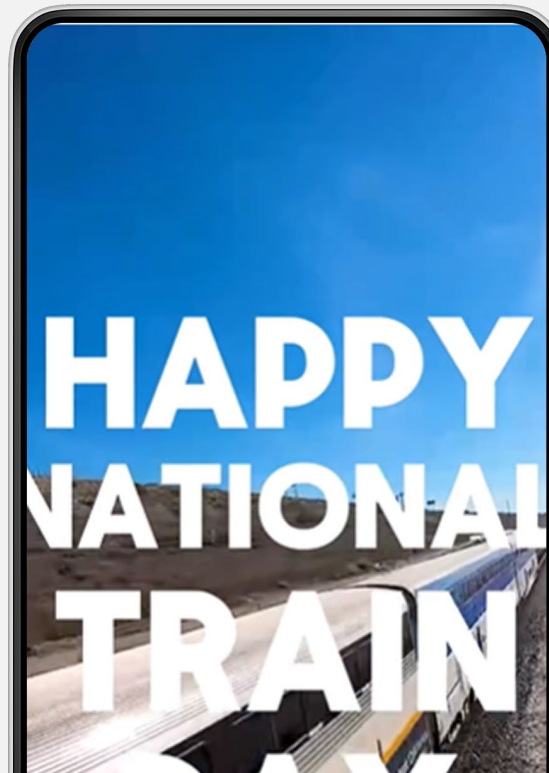
Top performing posts

Reach: 76.4K
Likes/Reactions: 803K
Comments: 37
Shares: 52

Reach: 70K
Likes/Reactions: 2.5K
Comments: 105
Shares: 495

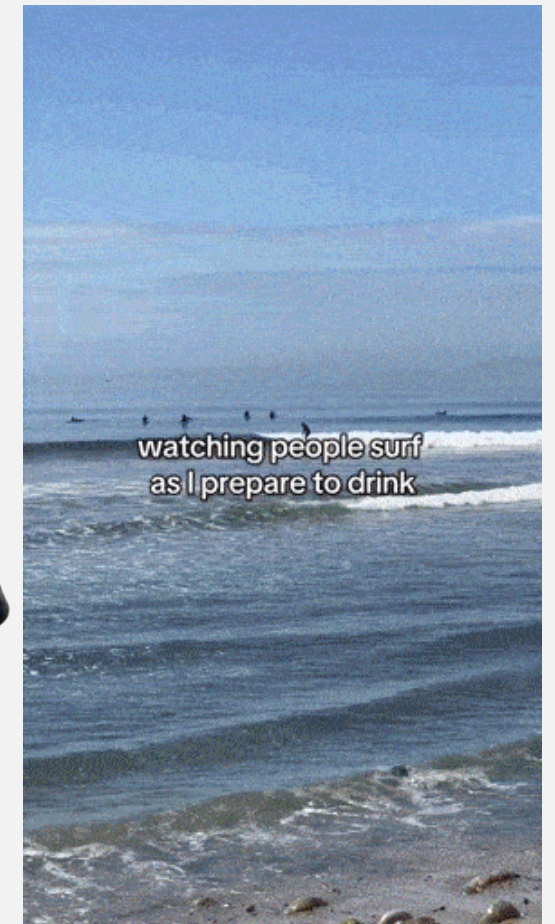
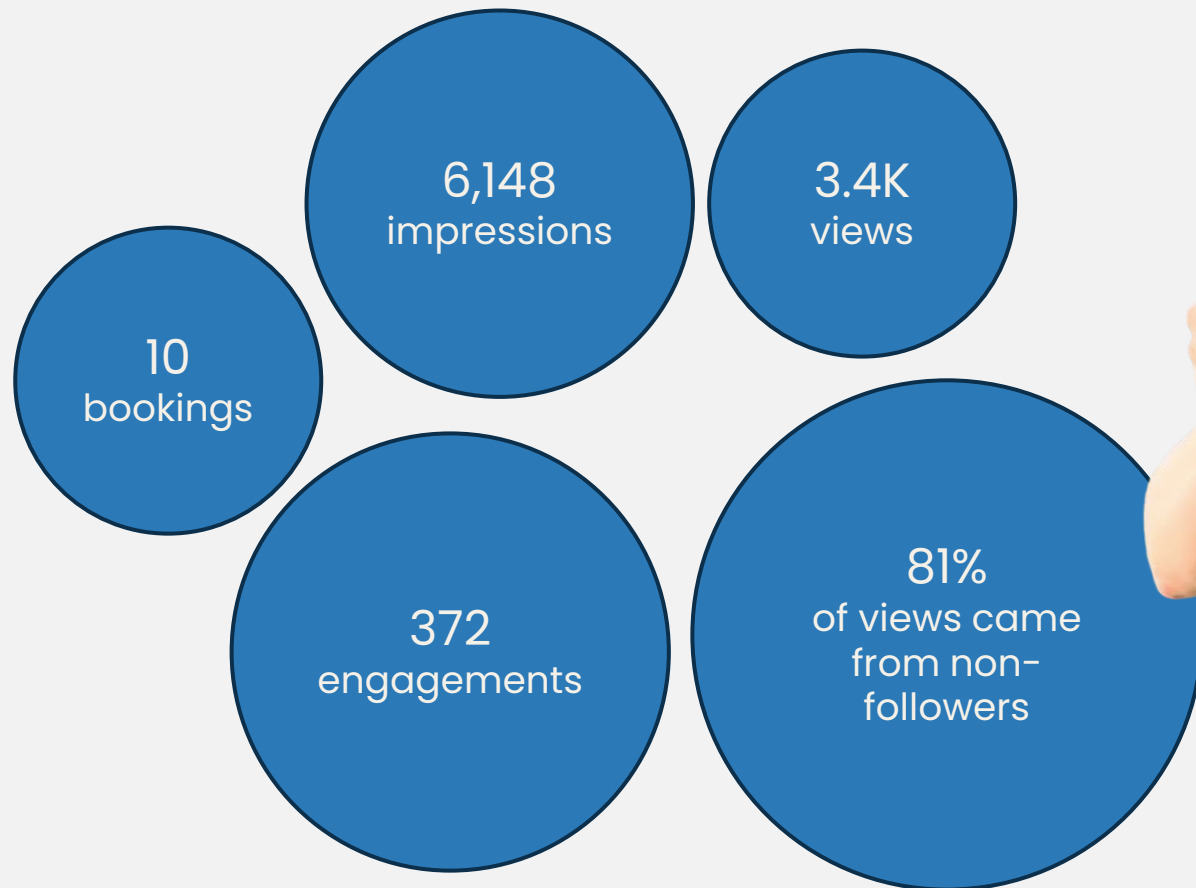
Reach: 64.7K
Likes/Reactions: 570K
Comments: 54
Shares: 72

Reach: 57.9K
Likes/Reactions: 4K
Comments: 44
Shares: 83



Q4 Influencer Impact

Pacific Surfliner partnered with **craft beer influencer Russell Hainline** to showcase car-free getaways to brewery-rich destinations like Moorpark and Ventura. The collaboration promoted rail travel as a scenic, convenient option for weekend escapes while supporting local breweries and regional tourism.



Here's what we're working on for next quarter

**Del Mar Races
Opening Day**
(July 18)



San Diego Comic-Con
(July 23-27)



**Ventura County
Fair**
(July 30-Aug 10)



**Honda Bridge
Closure**
(Aug 1-16)



**Disney Influencer
Activation**
(Aug 4)



**SeaWorld
Partnership**
(Aug 1-16)



Rail Safety Month
(September)



Questions?