



# **LOSSAN Rail Corridor Agency**

## **Executive Committee Meeting**

### **Agenda**

#### **Thursday, March 6, 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:**

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

Indian Wells City Hall  
44950 Eldorado Drive  
Indian Wells, CA

Paso Robles City Hall  
1000 Spring St., 2nd Floor  
Paso Robles, 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](http://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

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### **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/>

### **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**

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.



## EXECUTIVE COMMITTEE MEETING AGENDA

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### 1. Approval of Minutes

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

Approve the minutes of the February 6, 2025 LOSSAN Rail Corridor Agency Executive Committee meeting.

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

[Minutes](#)

### Regular Calendar

There are no Regular Calendar matters.

### Discussion Items

### 2. Update on Final Annual Business Plan for Fiscal Years 2025-26 and 2026-27

#### ***Overview***

Staff will provide an update on the development of the Annual Business Plan for fiscal years 2025-26 and 2026-27.

### 3. Update on Federal Railroad Administration Restoration and Enhancement Grant Award

#### ***Overview***

Staff will provide an update on the status of the grant award.

### 4. Update of Pacific Surfliner Service Restoration

#### ***Overview***

Staff will provide an update on the status of Pacific Surfliner service restoration.

### 5. Pacific Surfliner Marketing Update

#### ***Overview***

Staff will provide an update on marketing efforts for Fiscal Year 2025.

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

[Presentation](#)

### 6. Public Comments

### 7. Managing Director's Report

### 8. Committee Members' Report



## EXECUTIVE COMMITTEE MEETING AGENDA

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### 9. Adjournment

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

**9:00 a.m. on Thursday, May 1, 2025**

OCTA Headquarters  
550 South Main Street  
Orange, California



# **MINUTES**

## ***Executive Committee Meeting***

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### **Committee Members Present**

#### **In-Person**

Fred Jung, Vice Chair  
Jason Jewell, Managing Director

### **Staff Present**

Andrea West, Clerk of the Board  
Allison Cheshire, Clerk of the Board Specialist, Senior  
James Donich, General Counsel  
LOSSAN Staff

#### **Via Teleconference**

Jewel Edson

### **Committee Members Absent**

Fernando Dutra

### **Call to Order**

The February 6, 2025, meeting of the Executive Committee meeting was called to order by Vice Chair Jung at 9:02 a.m.

### **Roll Call**

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

### **Consent Calendar (Items 1 and 2)**

#### **1. Approval of Minutes**

A motion was made by Director Edson, seconded by Vice Chair Jung, and following a roll call vote, declared passed 2-0, to approve the minutes of the November 7, 2024, Executive Committee Meeting.

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

A motion was made by Director Edson, seconded by Vice Chair Jung, and following a roll call vote, declared passed 2-0, to receive and file as an information item.

### **Regular Calendar**

#### **3. Fiscal Year 2023-24 Annual Financial Statement Audit**

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

No action was taken on this receive and file item.



**Discussion Items**

**4. 2025 LOSSAN Board Goals and Initiatives**

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

No action was taken on this item.

**5. Update on Draft Annual Business Plan for Fiscal Year 2025-26**

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

No action was taken on this item.

**6. Federal Railroad Administration Restoration and Enhancement Grant Award**

No action was taken on this item.

**7. Public Comments**

No Public Comments were received.

**8. Managing Director's Report**

Jason Jewell, Managing Director, provided an update on:

- January ridership
- TAC meeting today at LA Metro

**9. Committee Members' Report**

No Committee Member Reports.

**10. Adjournment**

The meeting adjourned at 9:22 a.m.

The next regularly scheduled meeting of this Committee will be held at **9:00 a.m. on Thursday, March 6, 2025**, OCTA Headquarters, 550 S. Main St., Orange, CA.

ATTEST

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Andrea West  
Clerk of the Board





# Marketing Update for the First and Second Quarters of Fiscal Year 2024-25

LOSSAN Executive Committee Meeting | March 6, 2025



# Performance Summary

## PacificSurfliner.com



Users to  
PacificSurfliner.com



Referral traffic to  
Amtrak.com



Bookings on  
Amtrak.com



Riders



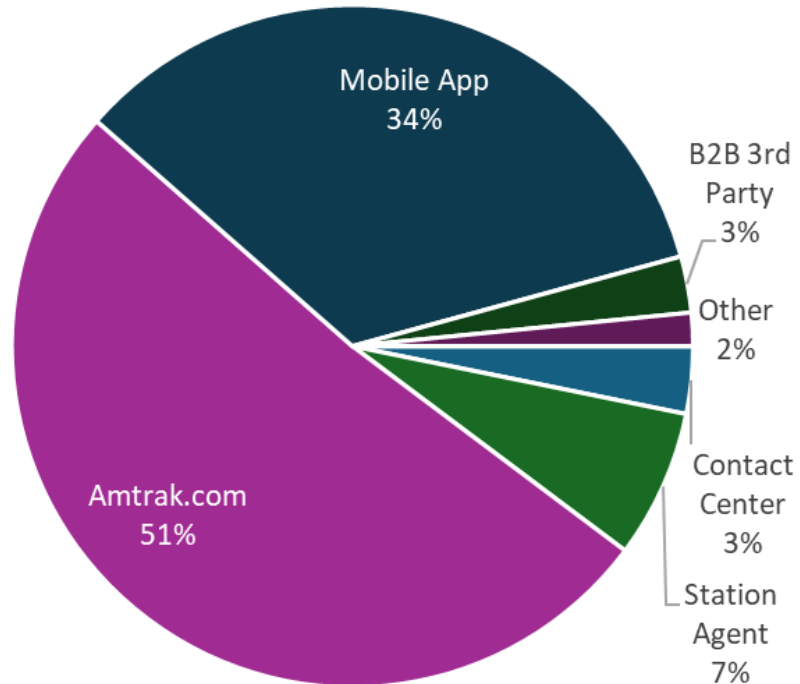
Revenue

<b>Q2 – FY 25</b> (Oct-Dec)	420,000	163,382	16,044	32,077	\$1,069,841
<b>Q1 – FY 25</b> (Jul-Sep)	631,000	274,402	26,734	61,186	\$1,905,473
<b>Q4 – FY 24</b> (Apr-Jun)	612,000	236,292	21,547	47,109	\$1,512,473*



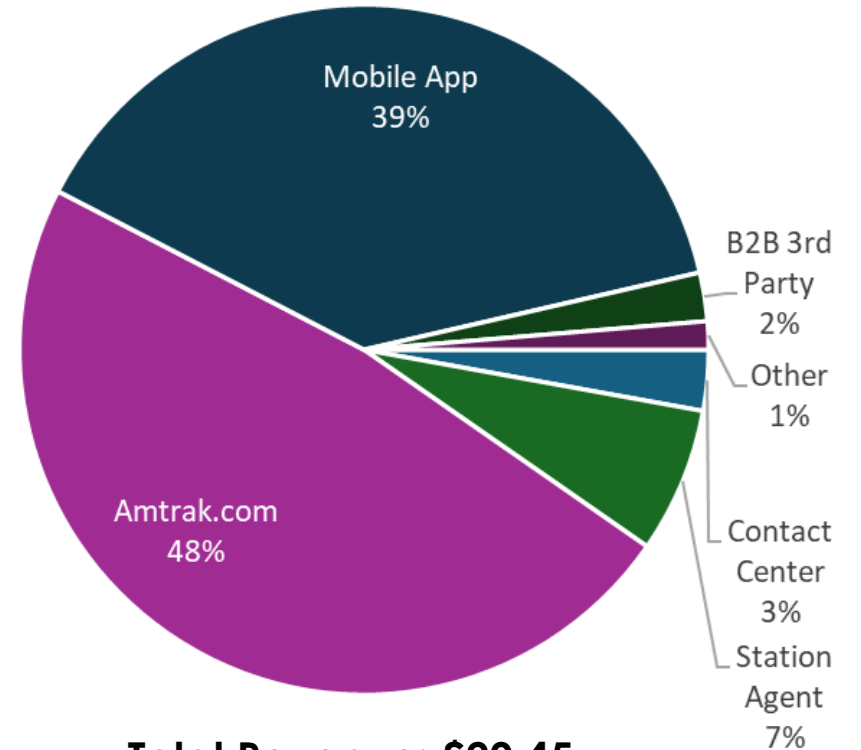
## Revenue by Sales Channel

Q1 FY 2024-25



Total Revenue: \$20.82

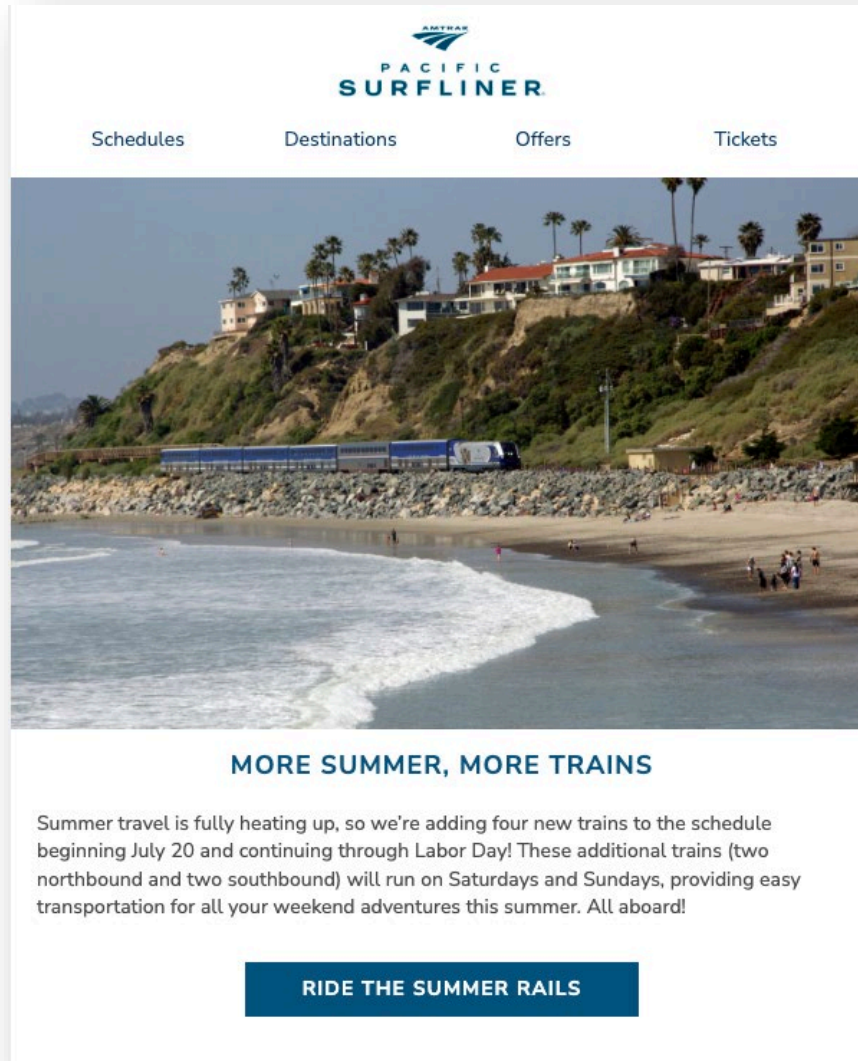
Q2 FY 2024-25



Total Revenue: \$20.45

# Q1 FY2024-25 Highlights: Summer Events

- Enhanced Summer Schedule
- Del Mar Races
- San Diego Comic-Con
- X-Games




The screenshot shows the top portion of the Pacific Surfliner website. At the top center is the AMTRAK logo above the text "PACIFIC SURFLINER". Below this are four navigation links: "Schedules", "Destinations", "Offers", and "Tickets". The main image is a scenic view of a blue and silver train on a track along a coastline. In the background, there are houses on a hillside and palm trees. The foreground shows waves crashing onto a sandy beach.

**MORE SUMMER, MORE TRAINS**

Summer travel is fully heating up, so we're adding four new trains to the schedule beginning July 20 and continuing through Labor Day! These additional trains (two northbound and two southbound) will run on Saturdays and Sundays, providing easy transportation for all your weekend adventures this summer. All aboard!

**RIDE THE SUMMER RAILS**


**CATCH THE DEL MAR HORSE RACES 🐎**



And... they're off! The Del Mar Races are in full swing every Thursday - Sunday until September 10. The club, where "the turf meets the surf," offers thrilling horse races, dining, and an absolutely electric atmosphere. Plus, ride the shuttle from Solana Beach Station (SOL) to the track for FREE with a valid Pacific Surfliner ticket!

**RACE TO THIS DEAL**

**GET YOUR COMIC-CON TRAVEL XP ❤️**



Calling all of our fellow nerds! San Diego Comic-Con is the ultimate gathering for pop culture enthusiasts of all kinds — enjoy 4 full days of panels, exhibits, costumes, and so much more, with plenty of exclusive merch to check out and grab in between. Click below to level up your Comic-Con with some of our top travel tips.

**LEVEL UP YOUR COMIC-CON**

July Newsletter

# Q1 FY2024-25 Highlights: Rail Safety Month

- California Operation Lifesaver booth at Angels Stadium
- LAUS Rail Safety Month event
- Angels Radio rail safety spots
- [Press release](#)
- September newsletter
- Social posts

PACIFIC SURFLINER

Schedules Destinations Offers Tickets

SEPTEMBER IS RAIL SAFETY MONTH ⚠️

September is Rail Safety Month, and the Pacific Surfliner is all about keeping you safe and sound, year round! This month is the perfect time to brush up on some rail safety tips. Click below to learn more about why rail safety is so important, and how you can do your part in preventing pedestrian and automobile incidents.

CHOOSE SAFETY

CELEBRATE WINE MONTH WITH US 🍷

COLLEGE FOOTBALL, TRAIN STYLE 🏈

Ready to uncork some tasty adventures? Join us on the Pacific Surfliner for a scenic journey through picturesque vineyards for California Wine Month. Cheers to a unique wine-tasting adventure – all from the comfort of your seat! From tours with viticulture visionaries to fun-filled local festivals, it's wine's time to shine.

RAISE YOUR GLASS

Are you a college student who loves football to the end zone and back? Catch all your favorite SoCal teams on the field, from UC San Diego to Cal Poly SLO, with a little help from the Pacific Surfliner. Let us be your quarterback and have a total ball with your besties. Don't forget that we also offer a student discount code!

GET YOUR HEAD IN THE GAME

Newsletter

Instagram Post

View on Instagram Business

pacificsurfliner

Train safety reminder! ⚠️

Walking on or near train tracks but dangerous. 🚫 Always:

- 1 Look both ways at crossings
- 2 Pay attention to all signals
- 3 Keep a safe distance from

Our partnership with @California\_Operation\_Lifesaver promoting smart rail safety habits stay safe.

Read more #RailSafety tips through our bio.

Facebook

Pacific Surfliner

Just now

Did you know trains can't see or hear you? It's important to stay safe. Always:

- 1 Only cross at designated crossings
- 2 Pay attention to all signals
- 3 Never walk on or beside railroad tracks

Our partnership with California Operation Lifesaver is dedicated to promoting smart rail safety habits. Make every trip a safe one.

Read more rail safety tips here: <https://bit.ly/3MnneOi>

Amtrak California

Like Comment Share

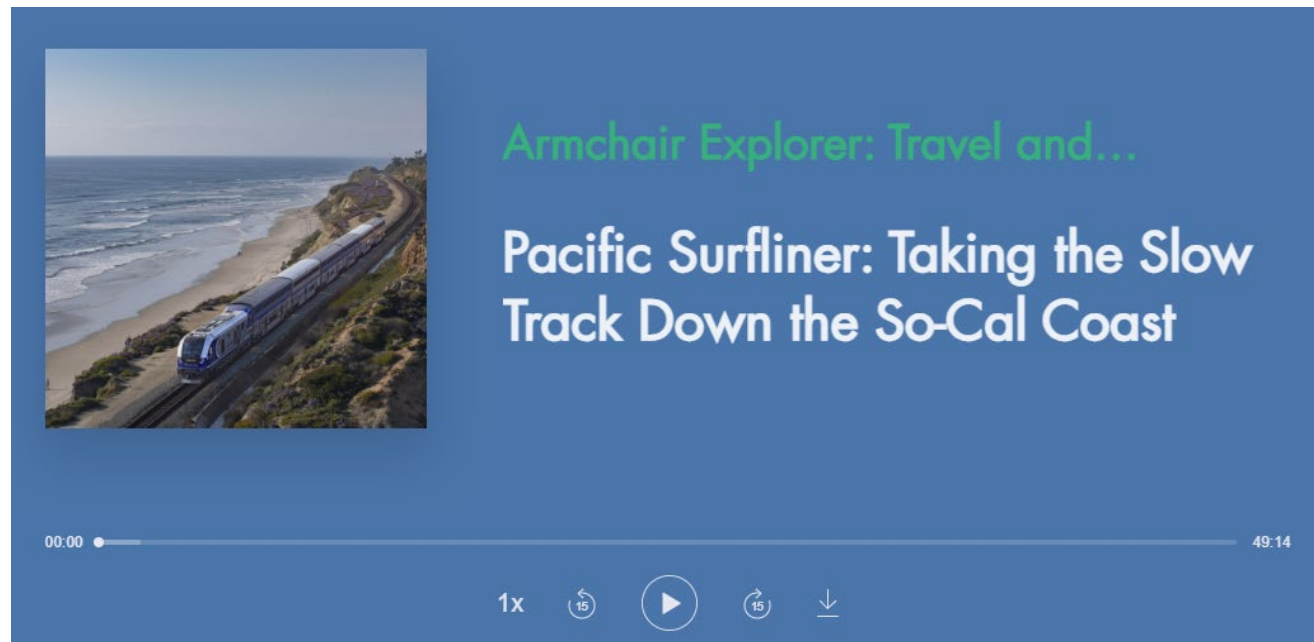
Social Media Posts



# Q1 FY2024-25 Highlights: Armchair Explorer Podcast



- Armchair Explorer Podcast – custom episode and advertisements
  - Episode released on August 19, 2024
  - Over 5,200 downloads as of November 2024
  - [48-minute podcast](#)

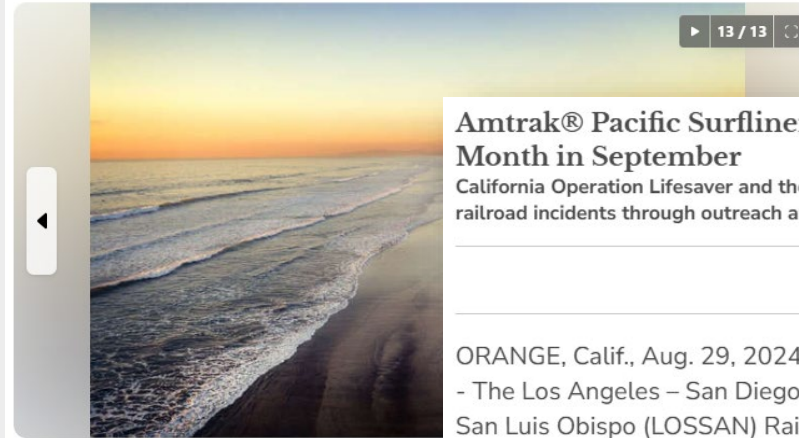


# Q1 FY2024-25: Communications

- **Passenger:**
  - Comic-Con/Del Mar Racetrack schedule announcement
  - Del Mar Phase 5 Project
  - Rail Safety Month (September)
- **Press Releases:**
  - Press releases issued – 2
  - Total pickup by media outlets – 445
  - Views and hits – 30,154
- **In the Media:**
  - 706 mentions
  - Publicity value of \$1.87 million

## 12 Unforgettable Train Trips You Can Take in America

Story by James Barrett • 22h



### 12) The Pacific Surfliner

©Matt Benz / 500px - Getty Images

The Pacific Surfliner stretches along the California coast, from San Diego to San Francisco. You don't need to keep "California Dreamin'" when you travel this nearly 350 miles, this journey offers passengers breathtaking views of the Pacific Ocean and quaint coastal towns.

## Amtrak® Pacific Surfliner® Raises Awareness During Rail Safety Month in September

California Operation Lifesaver and the Los Angeles Angels join rail safety initiatives to prevent railroad incidents through outreach and education



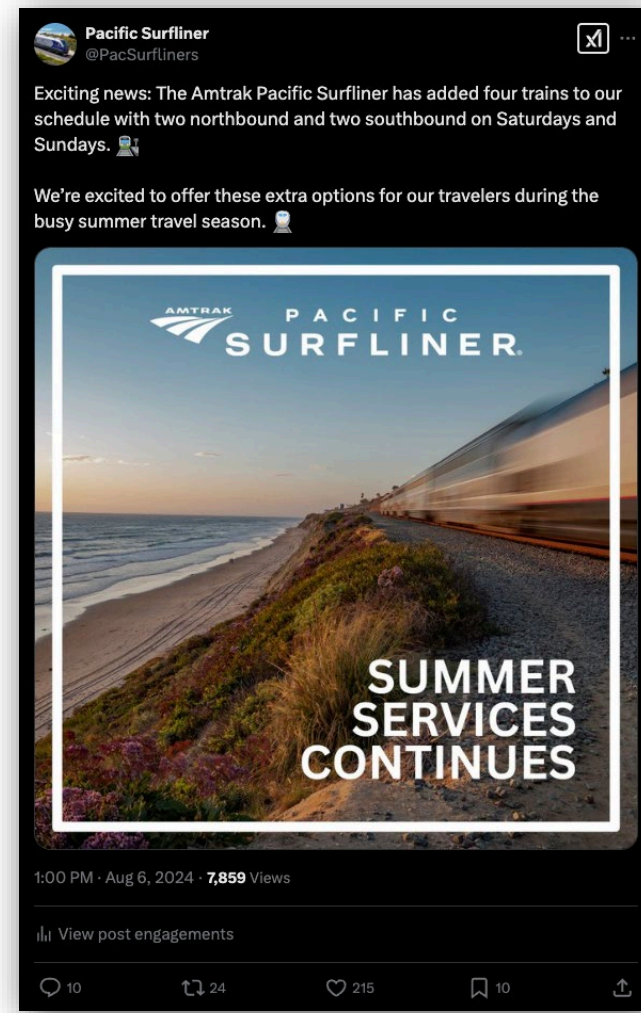
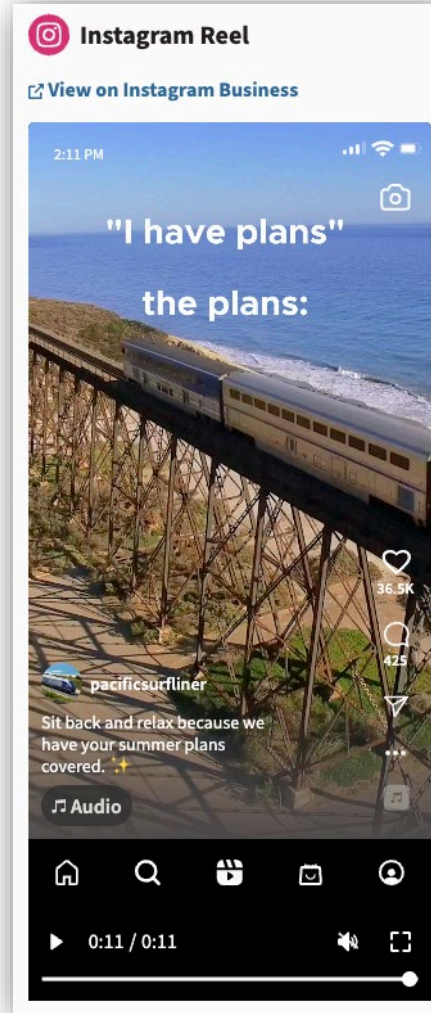
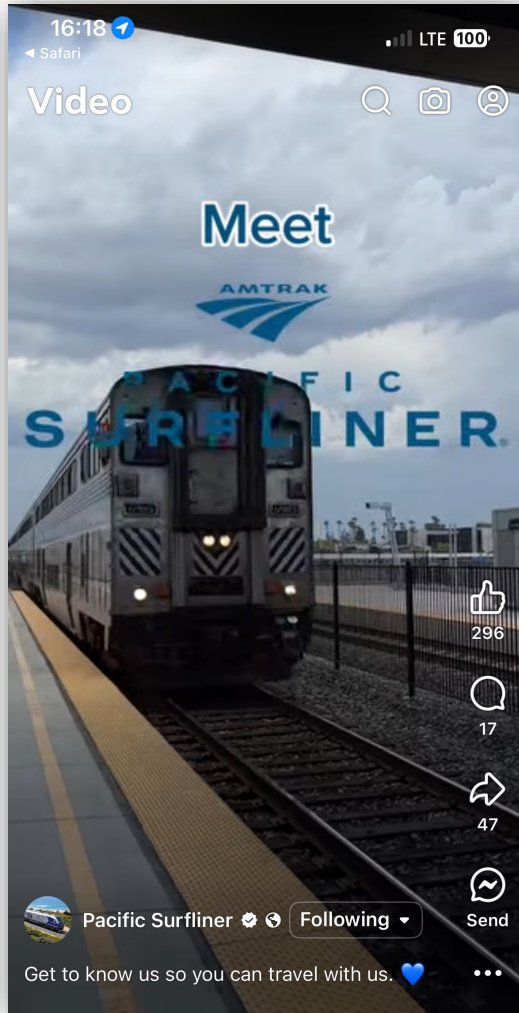
ORANGE, Calif., Aug. 29, 2024 - The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency, which manages the [Amtrak® Pacific Surfliner®](#) service, is proud to announce initiatives in collaboration with [California Operation Lifesaver \(CAOL\)](#), a non-profit entity that works year-round to promote rail safety, and the Los Angeles Angels baseball team. Launching this September to coincide with Rail Safety Month, this multi-faceted strategy for enhanced rail safety education and awareness includes communications through streaming, television, digital radio, and focused geofencing.






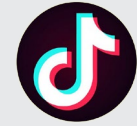
Amtrak® Pacific Surfliner® Raises Awareness During Rail Safety Month in September



# Q1 FY2024-25: Social Media



# Q1 FY2024-25: Social Media Metrics

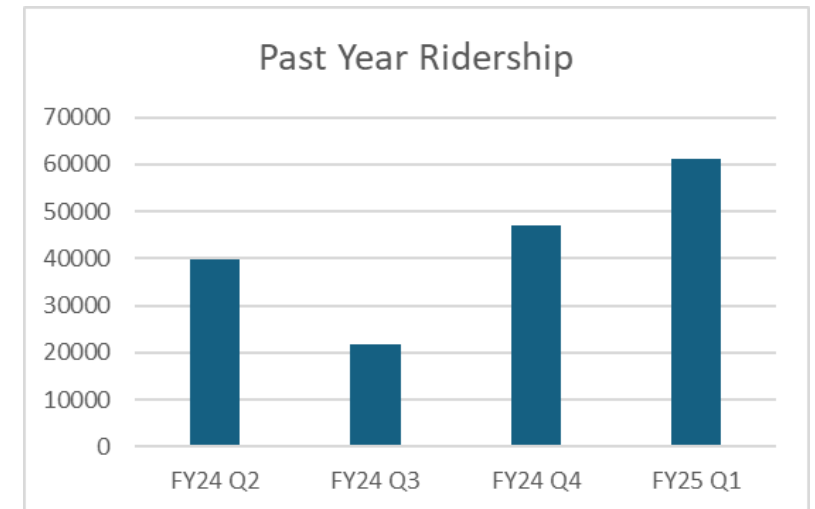
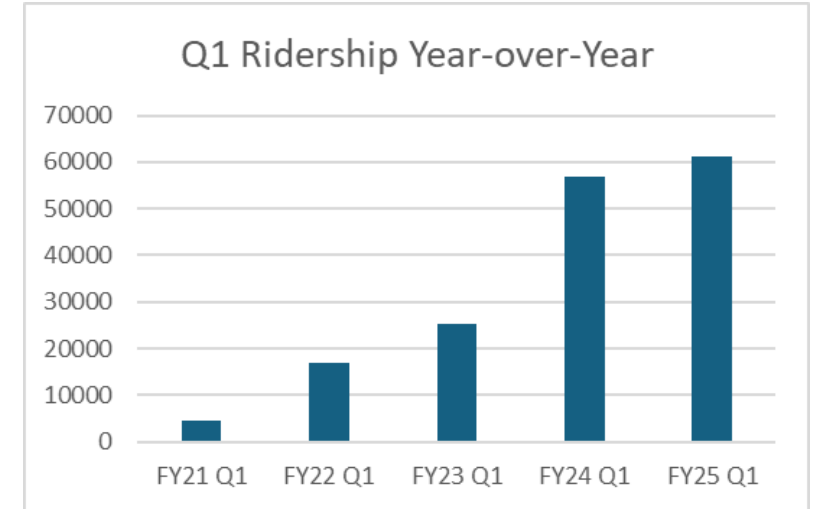
Platform	Total Followers	New Followers	Engagement Rate*	Link Clicks
	52,628	1,736	5.60%	155
	22,887	1,915	12.16%	N/A**
	17,878	219	5.69%	390
	1,492	51	2.14%	N/A**

\*Engagement rate: Shares, comments/replies, likes, video views, etc., out of total followers. Beginning in FY25Q1, this will be measured as a percentage instead of the quantity of engagements.

\*\* Data point not validated.

# Q1 FY2024-25: Overall Performance (from online bookings)

July to September	Referral to Amtrak.com	Bookings	Ridership (from online Bookings)	Revenue (from online Bookings)
2020-21 – Q1	26,468	2,497	4,653	143,593
2021-22 – Q1	98,157	8,202	16,911	541,658
2022-23 – Q1	111,378	11,647	25,204	779,437
2023-24 –Q1	273,964	25,464	57,007	1,753,742
<b>2024-25 –Q1</b>	<b>274,402</b>	<b>26,734</b>	<b>61,186</b>	<b>\$1,905,473</b>



# Q2 2024-25 Highlights: LA Sparks Sponsorship

- In-arena assets:
  - LED ribbon boards
  - [Video](#) produced by Sparks featured on jumbotron
- Social & digital assets:
- Social posts
- Ad in Sparks newsletter to game attendees
- [Press release](#) (July 9)

ASSET	IMPRESSIONS	ENGAGEMENTS	EXPOSURES
Ribbon B & Lower Ring	41,491	444	15,739 (View Views)
Newsletter (Know Before You Go)	7,584 (38.2% Open Rate)	948 (27.6% Click-Through Rate)	20 home games
Social Branded Content	19,933	498	16,683 (video views)
<b>TOTAL</b>	<b>69,436</b>	<b>1,890</b>	<b>32,422</b>



# Q2 2024-25 Highlights: Print Ads – Visitors' Guides



**AMTRAK PACIFIC SURFLINER**

Enjoy the comforts of home while you travel.

Take Amtrak® Pacific Surfliner® to 29 stations between San Diego to San Luis Obispo along the Southern California coast. There is a power outlet for every seat, free Wi-Fi, and a Café Car on board that serves food and drinks including wine, beer, and cocktails.

Book your trip now at [PacificSurfliner.com/OceansideGuide](https://PacificSurfliner.com/OceansideGuide).

Fares, routes, schedules, and services are subject to change without notice. Amtrak and Pacific Surfliner are registered service marks of the National Railroad Passenger Corporation and used with permission.

Visit Oceanside Visitors Guide



**AMTRAK PACIFIC SURFLINER**

## Next Stop: Magic

Take Amtrak® Pacific Surfliner® to Anaheim's world-class attractions, including the *Disneyland*® Resort and entertainment venues such as the Honda Center, Angel Stadium, and the Anaheim Convention Center. The train station is centrally located, making the train your ticket to a family-friendly getaway.

Use code V712 and save 20% on Pacific Surfliner® train travel to and from Anaheim. To save 5% on *Disneyland*® Resort Theme Park admission, visit:

**[PacificSurfliner.com/Disney](https://PacificSurfliner.com/Disney)**

Please visit [PacificSurfliner.com/Disney](https://PacificSurfliner.com/Disney) for complete details. Fares, routes, schedules and services are subject to change without notice. Amtrak and Pacific Surfliner are registered service marks of the National Railroad Passenger Corporation and used with permission. As to Disney properties: ©Disney. To enter a park, both a theme park reservation and a valid ticket for the same park on the same date is required. Theme park reservations and ticket and park fees are subject to capacity. Certain parks, attractions, restaurants, experiences and offerings may be modified or unavailable. Limited in capacity, and subject to limited availability or even closure. Park admission and offerings are not guaranteed. Visit [www.disneyworld.com](https://www.disneyworld.com) for important information about park admission requirements and other restrictions that you need to know before visiting the Disneyland Resort. #TSLR000022

Visit Anaheim Destination Guide



SAN LUIS OBISPO COUNTY

## Amtrak Pacific Surfliner

Cruise the coast by train! Take the Pacific Surfliner for a memorable journey across Southern California. Stay connected with complimentary Wi-Fi and power outlets while enjoying iconic views. Visit the onboard Market Café for a selection of local food and drinks including wine, beer, and cocktails. The Pacific Surfliner serves 29 stations in San Diego, Orange, Los Angeles, Ventura, Santa Barbara, and San Luis Obispo counties. From sporting events to concerts to beach towns, where will the train take you?

[pacificsurfliner.com/SLO](https://pacificsurfliner.com/SLO) | [Facebook](https://www.facebook.com/pacificsurfliner) | [Instagram](https://www.instagram.com/pacificsurfliner) | [Twitter](https://www.twitter.com/pacificsurfliner) | [YouTube](https://www.youtube.com/pacificsurfliner)



SLO Cal Visitors Guide Magazine




# Q2 2025 Highlights: Signage Updates


- Station monument sign replacements
- Poster case installations
- Suicide prevention signs





# Q2 2024-25 Highlights: Tandem Bikes On Board

**TAKE YOUR TANDEM FOR A SPIN** 



We're excited to announce new tandem bike racks, coming soon to Pacific Surfliner trains. Explore the SoCal coast with your favorite travel buddy and bring your tandem bike along for the ride. That means it's easier than ever to plan the perfect cycling getaway!

**COMING SOON**

Newsletter Inclusion

**Facebook** [View on Facebook Page](#)

**Pacific Surfliner**  
Just now


You can bring a tandem bike on the Pacific Surfliner now!




Here's a great example by the [Blind Stokers Club](#) using this amenity to help their travels:

The new Amtrak Pacific Surfliner access for carry-on and racking Tandem bikes is now available in Cab Cars. The BSC Tandems on Amtrak Demo Adventure (TADA), a train-bike-train model, collected and racked 4 tandem teams (plus 1 single cyclist) from 3 different San Diego stations; all 9 cyclists and 5 bicycles detrained (Train 765) at Anaheim for 34 mile cycling tour via Newport peninsula, Balboa Island, Back Bay, UCI and to Irvine station for boarding afternoon Train 774 back to origin stations.

For more info on bringing your bike along for the ride, click here:  
<https://www.pacificsurfliner.com/onboard/bikes>


[#amtrak](#) [#bikes](#) [#biketavel](#) [#PacificSurfliner](#)  
[#Amtrak](#) [#AmtrakTrain](#) [#CoastalViews](#) [#TrainTravel](#)  
[#PacificBeach](#) [#PacificCoast](#) [#VisitCalifornia](#)  
[#SouthernCalifornia](#)



 Like  Comment  Share

**Instagram Post**  
[View on Instagram Business](#)

**pacificsurfliner**



**pacificsurfliner**  
You can bring a tandem bike on the Pacific Surfliner now!


Here's a great example by the [Blind Stokers Club \(BSC\)](#) using this amenity to help their travels:

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Social Media Posts

**Instagram Post**  
[View on Instagram Business](#)

**pacificsurfliner**



**pacificsurfliner**  
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# Q2 2024-25: Communications

- **Passenger:**
  - Del Mar Phase 5 Project
  - Holiday travel tips
  - Installation of tandem bike racks
  - Weekend track maintenance projects
- **Press Releases:**
  - Press releases issued – 2
  - Total pickup by media outlets – 903
  - Views and hits – 30,566
- **In the Media:**
  - 837 mentions
  - Publicity value of \$5.06 million

The screenshot shows a CNN travel article. The header includes the CNN logo, navigation links for Destinations, Food & Drink, News, and More, and icons for Watch and Listen. The main headline is "More people are riding Amtrak than ever before, and improvements are on the way". Below the headline, it says "By Julianna Bragg, CNN" and "3 minute read · Published 2:58 PM EST, Tue December 3, 2024". There are social media sharing icons and a "15 comments" link. The main image shows a train platform with passengers and a train. Below the image, there is a section titled "2024 Holiday Travel Updates" with a sub-section "December 2024 Updates". The text reads: "Whether you are heading home for the holidays or off to a winter wonderland, taking the Pacific Surfliner is the perfect way to get to your holiday destination. The holidays are a busy time for train travel. Here are some simple tips for your holiday train trip." There is a "Book Your Ride" button at the bottom.

Passengers at the Santa Ana Regional Transportation Center in post-Thanksgiving travel. Allen J. Schaben/Los Angeles Times/C




# Q2 2024-25: Social Media

**Facebook** [View on Facebook Page](#)

**Pacific Surfliner**  
Just now

A chill December morning in sunny southern California ☀️

#PacificSurfliner #Amtrak #AmtrakTrain  
#CoastalViews #TrainTravel #SanClemente  
#PacificCoast #VisitCalifornia #SouthernCalifornia



Like Comment Share

**Instagram Post**  
[View on Instagram Business](#)

**pacificsurfliner**



**VISIT SOUTHERN CALIFORNIA VIA THE AMTRAK® PACIFIC SURFLINERS**

pacificsurfliner  
The Amtrak® Pacific Surfliner travels along a 351-mile route through San Diego, Orange, Los Angeles, Ventura, Santa Barbara, and San Luis Obispo counties, with portions hugging the Southern California coastline.


Design by Steve Loco of the United Kingdom

#PacificSurfliner #Retro #RetroPosters #Amtrak #AmtrakTrain #AmtrakGram #CoastalViews #TrainGram #TrainTracks #TrainTravel

**Pacific Surfliner**  
@PacSurfliners

Southern California. There's nothing like it! ☀️🌴

Video by @lifehacksla on Instagram.




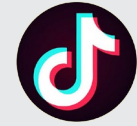


9:00 AM · Oct 13, 2024 · 27.1K Views

View post engagements

15 77 534 34

# Q2 2024-25: Social Media Metrics

Platform	Total Followers	Net New Followers	Engagement Rate*	Link Clicks
	55,627	3,078	4.77%	132
	54,002	1,892	10.95%	N/A**
	17,603	-271	5.92%	479
	1,554	34	4.85%	N/A**

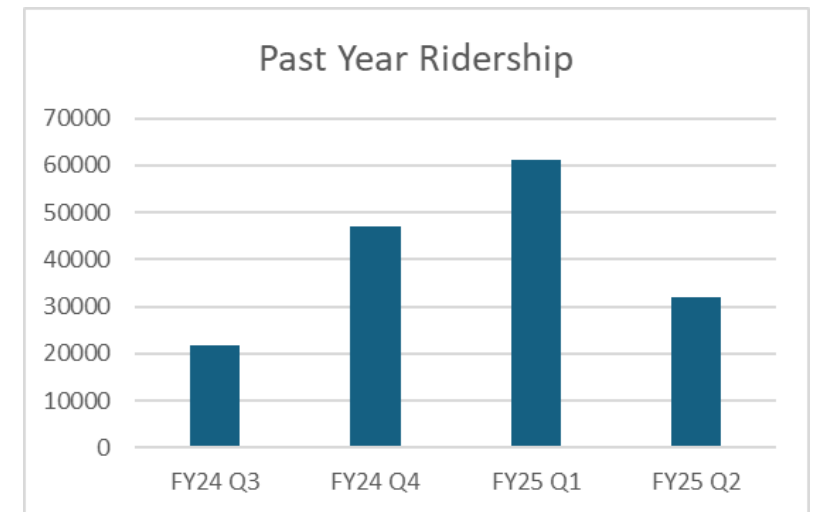
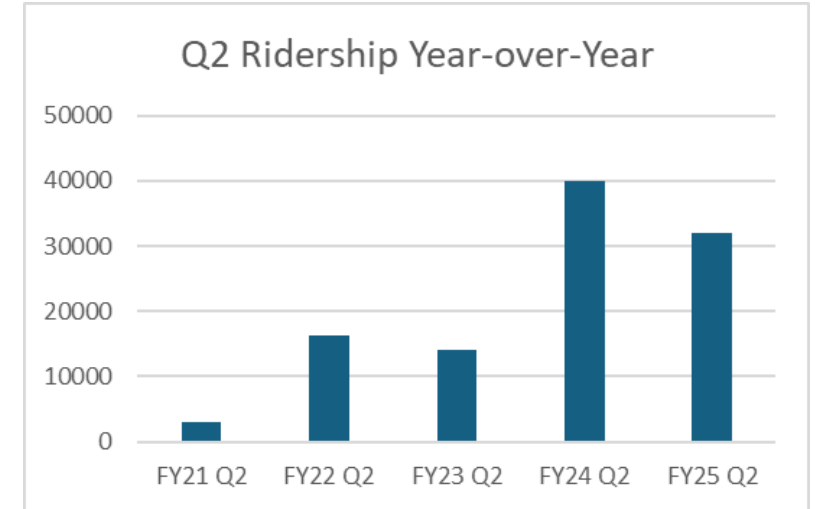
\*Engagement rate: Shares, comments/replies, likes, video views, etc., out of total followers.

\*\* Data point not validated.



# Q2 2024-25 Highlights: Overall Performance (from online bookings)

July to September	Referral to Amtrak.com	Bookings	Ridership (from online Bookings)	Revenue (from online Bookings)
2020-21 – Q2	21,824	1,859	2,955	97,285
2021-22 – Q2	79,410	8,740	16,341	535,052
2022-23 – Q2	98,538	7,707	14,098	453,053
2023-24 –Q2	201,038	20,719	39,905	1,272,519
<b>2024-25 –Q2</b>	<b>163,382</b>	<b>16,044</b>	<b>32,077</b>	<b>\$1,069,841</b>



# Pacific Surfliner Newsletter

Month	Total Average Recipients	Average Open Rate	Average Click Rate
Q1 FY2024-25	24,772	46.07%	3.16%
Q2 FY2024-25	26,888	51.89%	4.03%

**PACIFIC SURFLINER**

Schedules Destinations Offers Tickets

**DEL MAR'S MANE ATTRACTION 🐎**

Giddy up! The Del Mar Races are here every Thursday - Sunday until September 10, and there's no better way to get there than the Pacific Surfliner. Ride the shuttle from Solana Beach Station (SOL) to the track for FREE with a valid Pacific Surfliner ticket, and enjoy horse races, dining, and more at this incredible coastal setting.

**PONY UP FOR THE RACES**

**PACIFIC SURFLINER**

Schedules Destinations Offers Tickets

**UP YOUR THANKSGIVING TRAVEL GAME 🦃**

Traveling over Thanksgiving? Don't just wing it! Remember that seats are in high demand over holidays—the best way to guarantee your spot (and some comfy bonus amenities) is by booking a Business Class ticket. Check out our blog with more holiday travel tips and updates below!

**GOBBLE UP TRAVEL TIPS**

**PACIFIC SURFLINER**

Schedules Destinations Offers Tickets

**SLEIGH-TACULAR HOLIDAY EVENTS 🎄**

Southern California is absolutely packed with holiday events that will have you feeling festive in no time. Hot tip: use the train to go on the holiday activity/event spree of your wildest sugar plum dreams! Click below to learn more about a few seasonal events along the Pacific Surfliner route.

**DECK THE RAILS**

## Q3 FY2024-25 Initiatives

- Southern California Wildfire Support
- Social Media Influencer Effort
- Spring Mid-Week Sale
- Service Restoration
- Strategic Partnerships
- Ongoing Rail Safety Outreach
- Website Updates
- Summer Event Promotions

QUESTIONS?