

LOSSAN RAIL CORRIDOR AGENCY BOARD of DIRECTORS MEETING

**Monday, August 21, 2017
12:30 p.m. to 2:30 p.m.**

Los Angeles County Metropolitan Transportation Authority
Board Room - Third Floor
One Gateway Plaza
Los Angeles, California

Teleconference Sites

Cathedral City Civic Center
2nd Floor, Mayor Pro Tem Offices
68-700 Avenida Lalo Guerrero
Cathedral City, CA

Orange County Transportation Authority – Headquarters
Conference Room 1234 – 12th Floor
600 South Main Street
Orange, CA

San Diego Metropolitan Transit System
1255 Imperial Avenue, 10th Floor
Executive Committee Room
San Diego, CA

Ventura County
Criminal Justice Training Center
Camarillo Airport
106 Durley Avenue
Camarillo, CA

Any person with a disability who requires a modification, accommodation or agenda materials in an alternative format in order to participate in the meeting should contact the LOSSAN Clerk of the Board, telephone 714-560-5676, no less than two (2) business days prior to this meeting to enable LOSSAN to make reasonable arrangements to assure accessibility to this meeting.

Agenda Descriptions

The 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 Comments on Agenda Items

Members of the public may address the Board of Directors regarding any item. Please complete a speaker's card and submit it to the Clerk of the Board or notify the Clerk of the Board the item number on which you wish to speak. Speakers will be recognized by the Chairman at the time the agenda item is to be considered. A speaker's comments shall be limited to three (3) minutes.

Public Availability of Agenda Materials

All documents relative to the items referenced in this agenda are available for public inspection at www.lossan.org or through the LOSSAN Clerk of the Board's office at the OCTA Headquarters, 600 South Main Street, Orange, California.

2017 BOARD OF DIRECTORS

(revision as of 08-10-17)

County	Members	Alternates
San Luis Obispo: 1 vote	Fred Strong Council Member, City of Paso Robles San Luis Obispo Council of Governments	John Shoals Mayor, City of Grover Beach San Luis Obispo Council of Governments
Santa Barbara: 1 vote	Helene Schneider Mayor, City of Santa Barbara Member, Santa Barbara County Association of Governments	Michael T. Bennett Council Member, City of Goleta Member, Santa Barbara County Association of Governments
Ventura: 1 vote	Bryan MacDonald (Vice Chairman) Council Member, City of Oxnard Member, Ventura County Transportation Commission	Jim White Representative, Ventura County Transportation Commission
Los Angeles: 2 votes	(Vacant) John Fasana Council Member, City of Duarte Member, Los Angeles County Metropolitan Transportation Authority	David Perry Representative, Los Angeles County Metropolitan Transportation Authority Mary Lou Echternach Representative, Los Angeles County Metropolitan Transportation Authority
Orange: 2 votes	Al Murray Mayor Pro Tem, City of Tustin Member, Orange County Transportation Authority Tim Shaw Mayor Pro Tem, City of La Habra Member, Orange County Transportation Authority	Lisa A. Bartlett Supervisor, 5 th District Orange County Board of Supervisors Member, Orange County Transportation Authority Mark A. Murphy Mayor Pro Tem, City of Orange Member, Orange County Transportation Authority

BOARD OF DIRECTORS AGENDA

County	Members	Alternates
Riverside: 1 vote	Greg Pettis Mayor Pro Tem, City of Cathedral City Member, Riverside County Transportation Commission	Dana Reed Council Member, City of Indian Wells Member, Riverside County Transportation Commission
San Diego: 2 votes	Tony Kranz (Chairman) Council Member, City of Encinitas Member, North County Transit District Lorie Bragg Council Member, City of Imperial Beach Member, San Diego Metropolitan Transit System Terry Sinnott Mayor, Representative, San Diego Association of Governments	Ed Gallo Council Member, City of Escondido Member, North County Transit District Harry Mathis Chairman of the Board for San Diego Metropolitan Transit System Ron Morrison Mayor, City of National City Member, San Diego Association of Governments
Ex-Officio Members: Amtrak	Jeff Snowden Representative, Amtrak	
Caltrans	Kyle Gradinger Representative, California Department of Transportation	
California High-Speed Rail Authority	Michelle Boehm California High-Speed Rail Authority	
Southern California Association of Governments	Art Brown Council Member, City of Buena Park Member, Southern California Association of Governments	

Call to Order

Pledge of Allegiance

1. Public Comments

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

Special Calendar

There are no Special Calendar Matters.

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

Approval of the minutes of the LOSSAN Board of Directors meeting of June 19, 2017.

3. Minor Capital Improvement Projects - Fiscal Year 2015-16 Priority Projects List Roger M. Lopez

Overview

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency receives funding for minor capital improvement projects on an annual basis. A priority list of minor capital improvement projects to utilize these funds has been developed in coordination with the California Department of Transportation, Division of Rail and Mass Transportation and Amtrak Engineering personnel. The priority list of minor capital improvement projects for fiscal year 2015-16 funding is presented for Board of Directors review and approval.

Recommendations

- A. Review and approve the proposed projects for the fiscal year 2015-16 minor capital improvement projects program.
- B. Authorize the Managing Director to negotiate and execute a cooperative agreement between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and Amtrak to implement the minor capital improvement projects program.

4. **Agreements for Pacific Surfliner Marketing Services**

Emilia Doerr

Overview

On April 17, 2017, the Board of Directors approved the release of a request for proposals for consultant services to assist the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency in strategic, creative, and technical aspects of marketing the Pacific Surfliner service. 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 agreements for these services.

Recommendations

- A. Approve the selection of Webb & Duffy's, doing business as Truth and Advertising, to provide consultant services for the Pacific Surfliner marketing program.
- B. Authorize the Managing Director to negotiate and execute Agreement No. L-7-0003 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and Webb & Duffy's, doing business as Truth and Advertising, in the amount of \$300,000, to provide consulting services for brand development and outreach services for the Pacific Surfliner marketing program for a one-year initial term with two, one-year option terms.
- C. Authorize the Managing Director to negotiate and execute Agreement No. L-7-0004 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and Webb & Duffy's, doing business as Truth and Advertising, in the amount of \$250,000, to provide consulting services for integrated advertising and direct response marketing for the Pacific Surfliner marketing program for a one-year initial term with two, one-year option terms.

5. **Technical Advisory Committee Membership Update**

Michael Litschi

Overview

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Technical Advisory Committee provides feedback on technical issues associated with improvements in passenger rail service and related facilities on the Los Angeles - San Diego - San Luis Obispo rail corridor. On June 19, 2017, the Board of Directors adopted a formal membership roster for the Technical Advisory Committee. The roster has been updated to include newly appointed representatives from two member agencies and is presented for Board of Directors confirmation.

5. (Continued)

Recommendation

Confirm the revised Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Technical Advisory Committee membership roster.

6. Los Angeles - San Diego - San Luis Obispo Rail Corridor Trends for the Second Quarter of Federal Fiscal Year 2016-17

Roger M. Lopez

Overview

A report on ridership, revenue, and on-time performance trends for passenger rail services on the Los Angeles - San Diego - San Luis Obispo rail corridor, including the Pacific Surfliner, Metrolink, and COASTER, covering the second quarter of federal fiscal year 2016-17, is presented for consideration.

Recommendation

Receive and file as an information item.

Regular Calendar

7. Fare Policy Restructuring - Implementation

Roger M. Lopez

Overview

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency has concluded a restructuring of the Pacific Surfliner fares to address the inconsistencies that exist in the current pricing and discount methodologies. Staff has finalized the revised fare tables and worked with Amtrak to model the impacts of the proposed fare restructuring. The revised fare tables as well as an overview of the modeling results and implementation plan are presented for Board of Directors review and approval.

Recommendations

- A. Review and approve the proposed fare tables developed as part of the 2017 Pacific Surfliner fare restructuring effort.
- B. Direct staff to begin a 60-day public outreach campaign regarding the proposed fare restructuring, and to return to the Board of Directors with a summary of comments received.

8. Federal Fiscal Year 2017-18 and 2018-19 Operating Agreement with Amtrak for Pacific Surfliner Intercity Rail Service

Jennifer L. Bergener

Overview

In order to provide continued operation of the Pacific Surfliner intercity passenger rail service as included in the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency business plan for fiscal years 2017-18 and 2018-19, an agreement must be negotiated with Amtrak. Consistent with prior Board of Directors approval and direction, staff has negotiated an operating agreement with Amtrak for federal fiscal years 2017-18 and 2018-19.

Recommendation

Authorize the Managing Director to negotiate and execute an agreement with Amtrak to provide for the continued operation of the Pacific Surfliner intercity passenger rail service for a term of two years, in an amount not to exceed \$33,006,040, for federal fiscal year 2017-18, and in an amount not to exceed \$32,325,567, for federal fiscal year 2018-19, subject to future funding approvals by the State of California.

Discussion Items

9. Peak Period Retiming Effort Update

Jennifer L. Bergener

Staff will provide an update on the efforts to develop an operating plan to provide peak period service to Ventura and Santa Barbara Counties.

10. Marketing Update

Kriss Garbowski

Staff will provide an overview of recent marketing activities including Del Mar Opening Day and Comic-Con, as well as performance of ongoing marketing initiatives.

11. Managing Director's Report

12. Board Members' Report

13. Closed Session

There is no Closed Session scheduled.

14. Adjournment

The next regularly scheduled meeting of this Board will be held at **12:30 p.m. on Monday, September 18, 2017**, at the Los Angeles County Metropolitan Transportation Authority, Board Room – Third Floor, One Gateway Plaza, Los Angeles, California.