



## **BOARD OF DIRECTORS AGENDA - REVISED**

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### **LOSSAN RAIL CORRIDOR AGENCY BOARD OF DIRECTORS MEETING**

**Wednesday, February 21, 2018**  
**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 Site**

Orange County Transportation Authority – Headquarters  
600 South Main Street  
Conference Room 1234 – 12th Floor  
Orange, CA 92863



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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.

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



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## 2018 BOARD OF DIRECTORS

(revision as of -02-16-18)

County	Members	Alternates
<b>San Luis Obispo:</b> 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
<b>Santa Barbara:</b> 1 vote	Michael T. Bennett Council Member, City of Goleta Member, Santa Barbara County Association of Governments	Jason Dominguez Council Member, City of Santa Barbara Member, Santa Barbara County Association of Governments
<b>Ventura:</b> 1 vote	Bryan MacDonald (Chairman) Council Member, City of Oxnard Member, Ventura County Transportation Commission	Jim White Representative, Ventura County Transportation Commission
<b>Los Angeles:</b> 2 votes	(Vacant)  John Fasana Mayor, 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
<b>Orange:</b> 2 votes	Al Murray (Vice Chairman) Mayor Pro Tem, City of Tustin Member, Orange County Transportation Authority  Tim Shaw Mayor, City of La Habra Member, Orange County Transportation Authority	Lisa A. Bartlett Supervisor, 5 <sup>th</sup> 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



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County	Members	Alternates
<b>Riverside:</b> 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  Deborah Franklin Mayor Pro Tem City of Banning Member, Riverside County Transportation Commission
<b>San Diego:</b> 2 votes	Tony Kranz Council Member, City of Encinitas Member, North County Transit District  Lorie Bragg Council Member, City of Imperial Beach Member, San Diego Metropolitan Transit System  Ellie Haviland Council Member, City of Del Mar Member, San Diego Association of Governments	Ed Gallo Council Member, City of Escondido Member, North County Transit District  Guy McWhirter Council Member, La Mesa San Diego Metropolitan Transit System  Ron Morrison Mayor, City of National City Member San Diego Association of Governments
<b>Ex-Officio Members: Amtrak</b>	Eric Hosey Representative, Amtrak	
<b>Caltrans</b>	Kyle Grading Representative, California Department of Transportation	
<b>California High-Speed Rail Authority</b>	Michelle Boehm California High-Speed Rail Authority	
<b>Southern California Association of Governments</b>	Art Brown Council Member, City of Buena Park Member, Southern California Association of Governments	



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## 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 and 3)

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 January 29, 2018.

### 3. Agreement for Pacific Surfliner Website Design and Development Services Emilia Doerr

#### Overview

On September 18, 2017, the Board of Directors approved the release of a request for proposals for consultant services to provide website design and development service 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 policies and procedures for professional and technical services. The Board of Directors is requested to authorize the Managing Director to negotiate and execute an agreement for these services.



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### 3. (Continued)

#### Recommendations

- A. Approve the selection of Making Waves USA, Inc. to provide website design and development services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency.
- B. Authorize the Managing Director to negotiate and execute Agreement No. L-7-1917 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and Making Waves USA, Inc., in the amount of \$650,000, for website design and development services for a two-year initial term with three, one-year option terms.

### Regular Calendar

#### 4. Approval of the Executive Committee Membership for 2018

Jennifer L. Bergener

##### Overview

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency bylaws specify the composition of the membership of the Executive Committee of the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Directors and require Board of Directors' approval of the Executive Committee membership. The Executive Committee membership has been established and Board of Directors' approval of the Executive Committee membership for calendar year 2018 is requested.

##### Recommendation

Approve the Executive Committee membership for calendar year 2018.

#### 5. Pacific Surfliner Peak Period Service to Ventura and Santa Barbara Counties

Jennifer L. Bergener

##### Overview

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency has worked with the California State Transportation Agency in coordination with the Santa Barbara County Association of Governments to evaluate alternatives and develop an operating plan to provide peak-period service between Los Angeles and Santa Barbara County. Staff has developed a draft schedule to implement peak period service between Los Angeles and Santa Barbara County as part of the regular April schedule change. Board of Directors approval is requested for the draft April 1, 2018 Pacific Surfliner schedule and authorization for the Managing Director to negotiate and execute an agreement not to exceed \$2,500,000 with the Santa Barbara Association of Governments for cost sharing on the peak-period service.



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### 5. (Continued)

#### Recommendations

- A. Approve the April 1, 2018 Pacific Surfliner Retimed Schedule to facilitate peak-period service between Los Angeles and Santa Barbara County.
- B. Authorize the Managing Director to negotiate and execute an agreement with the Santa Barbara Association of Governments in an amount not to exceed \$2,500,000 to for cost sharing of the peak-period service between Los Angeles and Santa Barbara County.

### 6. **2018 Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Directors Initiatives** Jennifer L. Bergener

#### Overview

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Directors annually adopts Board of Directors-specific initiatives. The proposed initiatives for 2018 have been developed with input from Board of Directors leadership and member agencies, and are consistent with the goals and initiatives included in the approved fiscal year 2017-18 and 2018-19 business plan.

#### Recommendation

Adopt the proposed 2018 Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Directors initiatives.

### 7. **Amendment to Contract with Truth and Advertising to Support Pacific Surfliner Field Marketing Engagement Program** Emilia Doerr

#### Overview

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency is responsible for promoting the Pacific Surfliner intercity passenger rail service and implementing marketing programs aimed at increasing ridership, revenue, and awareness. Staff has prepared an expenditure plan for a field marketing engagement program for Board of Directors' review and approval. The program will build on existing partnerships and marketing efforts as well as develop new initiatives designed to enhance awareness of the service while strengthening relationships with local communities.



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### 7. (Continued)

#### Recommendations

- A. Approve the proposed expenditure plan for the Pacific Surfliner field marketing engagement program.
- B. Authorize the Managing Director to amend Agreement No. L-7-0004 with Webb & Duffy's, doing business as Truth and Advertising, by \$500,000, for direct costs of purchasing sponsorships, media, consultant services and near-term fulfillment in support of the Pacific Surfliner Field Marketing Engagement Program.

### Discussion Items

#### 8. Disneyland Resort Partnership Emilia Doerr

Staff will provide an overview of the Disneyland Resort partnership and highlights from associated promotional campaigns.

#### 9. Managing Director's Report

#### 10. Board Members' Report

#### 11. Closed Session

A closed session will be held for the following:

Pursuant to Government Code Section 54957 to evaluate the performance of the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency's Managing Director.

#### 12. Adjournment

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

**Monday, March 19, 2018**

**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