



## **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.



# BOARD OF DIRECTORS AGENDA - REVISED

## 2018 BOARD OF DIRECTORS

(revision as of -02-16-18)

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



## BOARD OF DIRECTORS AGENDA - REVISED

| County  | Members   | Alternates  |
|---|---|---|
| <b>Riverside:</b><br>1 vote                                       | Greg Pettis<br>Mayor Pro Tem,<br>City of Cathedral City<br>Member,<br>Riverside County Transportation Commission  | Dana Reed<br>Council Member,<br>City of Indian Wells<br>Member,<br>Riverside County Transportation<br>Commission<br><br>Deborah Franklin<br>Mayor Pro Tem<br>City of Banning<br>Member,<br>Riverside County Transportation<br>Commission  |
| <b>San Diego:</b><br>2 votes                                      | Tony Kranz<br>Council Member,<br>City of Encinitas<br>Member,<br>North County Transit District<br><br>Lorie Bragg<br>Council Member,<br>City of Imperial Beach<br>Member,<br>San Diego Metropolitan Transit System<br><br>Ellie Haviland<br>Council Member,<br>City of Del Mar<br>Member,<br>San Diego Association of Governments | Ed Gallo<br>Council Member,<br>City of Escondido<br>Member,<br>North County Transit District<br><br>Guy McWhirter<br>Council Member,<br>La Mesa<br>San Diego Metropolitan Transit System<br><br>Ron Morrison<br>Mayor,<br>City of National City<br>Member<br>San Diego Association of Governments |
| <b>Ex-Officio<br/>Members:<br/>Amtrak</b>                         | Eric Hosey<br>Representative,<br>Amtrak   |   |
| <b>Caltrans</b>   | Kyle Gradinger<br>Representative,<br>California Department of Transportation  |   |
| <b>California High-Speed Rail<br/>Authority</b>                   | Michelle Boehm<br>California High-Speed Rail Authority  |   |
| <b>Southern<br/>California<br/>Association of<br/>Governments</b> | Art Brown<br>Council Member,<br>City of Buena Park<br>Member,<br>Southern California Association of<br>Governments  |   |



# BOARD OF DIRECTORS AGENDA - REVISED

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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.



## BOARD OF DIRECTORS AGENDA - REVISED

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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.



## BOARD OF DIRECTORS AGENDA - REVISED

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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.



## BOARD OF DIRECTORS AGENDA - REVISED

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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





# MINUTES

## *Board of Directors' Meeting*

### **Call to Order**

The January 29, 2018 Board of Directors (Board) meeting of the Los Angeles - San Diego - San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) was called to order by Chairman Kranz at 12:32 p.m., at the Orange County Transportation Authority, Board Room - Conference Room 07, 550 South Main Street, Orange, California.

Chairman Kranz announced that several of the Directors would participate in today's meeting via teleconferencing, and all votes would be taken by roll call.

Directors Present: Bryan MacDonald, Chairman  
Tony Kranz, Immediate Past Chairman, NCTD  
Fred Strong, SLOCOG  
Michael T. Bennett, SBCAG  
John Fasana, Metro (teleconference)  
Mary Lou Echternach, Metro (teleconference)  
David Perry, Metro (teleconference)  
Tim Shaw, OCTA (teleconference)  
Dana Reed (RCTC)  
Lorie Bragg, SDMTS (teleconference)  
Terry Sinnott, SANDAG  
Michelle Boehm, CHSRA, Ex-Officio (teleconference)  
Art Brown, SCAG, Ex -Officio

Directors Absent: Al Murray, Vice Chairman  
Greg Pettis, RCTC  
Kyle Gradinger, Caltrans  
Eric Hosey, Amtrak, Ex-Officio

Staff Present: Jennifer L. Bergener, Managing Director  
Olga Prado, LOSSAN Agency Clerk of the Board  
James Donich, General Counsel

## Pledge of Allegiance

The pledge of allegiance was led by Chairman Kranz.

### 1. Public Comments

Janet Rogers, Train Coalition, San Diego, stated that she provided public comments during the December 6, 2017 Special Board Meeting regarding the impacts of the train maintenance activities to the community, specifically related to the dumping of train waste. She suggested that these activities be moved to another area within the station or occur at a different time when it will be less impactful to the residents. Staff will follow up with Ms. Rogers with an update.

Fred Hottinger, Train Coalition, San Diego, referenced the December 6, 2017 Special Board of Directors Meeting Minutes (Item 11 on the Agenda), and stated that the Train Coalition was unaware of Ms. Jennifer L. Bergener's, Managing Director, remarks that stated there had been an offer made to Train Coalition to do a walkabout. He added that the coalition stands ready to do this at any time.

Mr. Hottinger added that he received an email from Ms. Bergener last evening regarding the P-42 locomotives layover in San Diego, which stated that the layovers are necessary for safe and efficient operations. He felt that the P-42 locomotives are noisy and become a disturbance, and urged the LOSSAN Board to re-think the layovers.

Paul Herstein, Train Coalition, San Diego, provided comments related to Item 11 on today's Agenda (Summary of 2018 Transit and Intercity Rail Capital Program Applications Submitted by the LOSSAN Agency) about the funding application for the San Diego maintenance/layover facility. He stated that the coalition is delighted that this request seeks funding to study a more satisfactory layover facility, and is hoping for a committee of stakeholders to participate in the study with the coalition included in that committee. He added that the coalition would like to know if an outside consultant will be involved, the length of the study, dates, and adequacy of the requested funding. Additionally, he stated that the coalition's homeowners association can write letters of support.

Chairman Kranz stated that the LOSSAN Agency is early in the process of the applications, details of the study will be part of the Request for Proposals, and information can be provided to the coalition when available.

**1. (Continued)**

In addition, Chairman Kranz introduced two special guests in the audience and thanked them for their attendance:

- Hasan Ikhata, Executive Director, Southern California Association of Governments
- Paul Jablonski, Chief Executive Officer, Metropolitan Transit System

## **Special Calendar**

**2. Election of Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Directors Chairman**

A motion was made by Director Strong, seconded by Chairman Kranz, and following a roll call vote, declared passed 10-0, to elect current Vice Chairman Bryan MacDonald as Chairman of the LOSSAN Rail Corridor Agency Board of Directors for 2018.

Director Fasana was not present to vote on this item.

**3. Election of Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Directors Vice Chairman**

Newly-elected Chairman MacDonald asked for nominations for the Vice Chairman seat and read a statement on behalf of Director Murray regarding his interest for consideration for the position of the LOSSAN Agency's Board Vice Chairman.

A motion was made by Newly-elected Chairman MacDonald, seconded by Director Kranz, and following a roll call vote, declared passed 10-0, to elect Director Murray as Vice Chairman of the LOSSAN Rail Corridor Agency Board of Directors for 2018.

Director Fasana was not present to vote on this item.

## **Consent Calendar (Items 4 through 6)**

**4. Approval of Minutes**

A motion was made by Director Strong, seconded by Director Kranz, and following a roll call vote, declared passed 10-0, to approve the minutes of the LOSSAN Agency's regular Board of Directors meeting of December 6, 2017.

Director Fasana was not present to vote on this item.

**5. Conflict of Interest Code and 2017 Annual Statement of Economic Interests Filing**

Olga Prado

A motion was made by Director Strong, seconded by Director Kranz, and following a roll call vote, declared passed 10-0, to direct the Clerk of the Board to distribute and monitor the 2017 annual Statement of Economic Interests - Form 700 to Members of the Board of Directors and designated positions, to be filed by April 2, 2018.

Director Fasana was not present to vote on this item.

**6. Federal Legislative Update**

A motion was made Director Strong, seconded by Director Kranz, and following a roll call vote, declared passed 10-0, to receive and file as an information item.

Director Fasana was not present to vote on this item.

## **Regular Calendar**

**7. Annual Business Plan and Budget Assumptions for Fiscal Year 2018-19 and Fiscal Year 2019-20**

Jason Jewell, LOSSAN Chief Financial Officer, provided background information on the submission requirements of the business plan, which is a two-year planning, operations, and budget document that serves as the LOSSAN Agency's formal annual budget request to the California State Transportation Agency (CalSTA).

Mr. Jewell presented a PowerPoint and discussed the Annual Business Plan, budget assumptions for fiscal years (FY) 2018-19 and FY 2019-20, and next steps.

A discussion ensued regarding:

- Brief description of three additional full-time staff positions.
- Administrative budget is fully covered by the State of California, and it is separate and distinct from the LOSSAN Agency's operating budget.
- During preliminary discussions with Chad Edison, Deputy Secretary of Transportation, should funds be needed for additional staff resources, funding is available with justification. At that time, staff would return with a corresponding budget adjustment for the additional three positions.
- Three percent ridership increase assumption.

**7. (Continued)**

- Questions regarding any changes to the Rail 2 Rail (R2R) program, and all chapters will be vetted through the Technical Advisory Committee, with the full business plan being presented to the Board for approval in March.
- Increases in ridership due to the Thomas fires and Montecito mudslides, and hope to turn those additional “emergency” riders into frequent riders.
- Annual marketing budget of \$2 million, plus use of prior year surplus.
- Transit and Intercity Rail Capital Program (TIRCP) funding will be critical moving forward.
- Comment on the increase in ridership being consistent with the generational changes. In addition, the next generation wants to be working and achieving tasks and goals while traveling, rather than paying attention to traffic.

A motion was made by Director Kranz, seconded by Director Strong, and following a roll call vote, declared passed 10-0, to direct staff to incorporate the key assumptions into the development of the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency business plan for fiscal year 2018-19 and 2019-20.

**8. Pacific Surfliner Peak Period Service to Ventura and Santa Barbara Counties**

Jennifer L. Bergener, Managing Director, provided an update and reported that following the execution of the interagency transfer agreement between the LOSSAN Agency and the State, the LOSSAN Agency assumed the lead-agency responsibility for the evaluation and development of peak period passenger rail service to Ventura and Santa Barbara counties.

Ms. Bergener provided a general update on the three key activities underway:

- Schedule approval by the host railroads;
- Development of operating costs and revenue estimates; and
- Pursuit of additional passenger rail cars.

A short discussion ensued regarding:

- A status of the negotiations with the Great Lakes Central Railroad should be available in the next two weeks;
- LOSSAN Agency is evaluating both purchase and lease options, with a three- or five-year term for the lease;
- To the extent that there is any impact to the coordinating thruway bus service, staff would ensure that connections are maintained moving forward with the retiming effort.

**8. (Continued)**

A motion was made by Director Strong, seconded by Director Sinnott, and following a roll call vote, declared passed 10-0, to:

- A. Direct staff to continue efforts to implement peak-period service between Los Angeles and Santa Barbara County.
- B. Direct staff to initiate negotiations with the Santa Barbara County Association of Governments for cost sharing and marketing related to the peak-period service between Los Angeles and Santa Barbara County.

**Discussion Items**

**9. 2018 Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Directors Initiatives**

Jennifer L. Bergener, Managing Director, reported on the supplemental information included in the agenda packet, and asked the Board for additional initiatives to incorporate into the final document for Board approval at the next Board meeting.

Director Sinnott suggested the inclusion of high-priority initiatives (i.e., ridership, on-time performance, acquisition of needed equipment, etcetera).

No action was taken on this discussion item.

**10. Quarterly Marketing Update**

Emilia Doerr, Marketing & Communications Officer, provided an overview of recent marketing activities for the last quarter and provided a PowerPoint presentation as follows:

- 2017 Performance Summary;
- Digital Channel Summary;
- Field Marketing;
- Rail Safety Month; and
- Passenger Communication.

Kriss Garbowski, Senior Marketing Specialist, continued the PowerPoint presentation as follows:

- Crisis Response;
- California Everyday Discounts;
- New Video Content (short videos were shown); and
- Looking Ahead.

**10. (Continued)**

A short discussion ensued as follows:

- Director Shaw inquired about members of the public using the LOSSAN Agency services during the fires/mudslides, who may have never used the services before, and efforts to make them “permanent” customers going forward.
- Appreciation for staff’s and Amtrak’s efforts to keep all riders informed during the above mentioned emergency efforts to keep riders and passengers up to date on the transportation service available.
- Clarification on the 250 comments responded to directly by the LOSSAN Agency related to recent fire/mudslide emergencies, and maintaining discounts for the disabled passengers.

No action was taken on this discussion item.

**11. Transit and Intercity Rail Capital Program Grant Application Update**

Michael Litschi, Deputy Managing Director, provided a brief update on the 2018 TIRCP call for projects. The program’s overall goal is to improve California’s transit and rail systems by funding projects that reduce vehicle miles traveled, improve traffic congestion, and ultimately reduce the amount of greenhouse gas emissions.

Mr. Litschi reported on previous funding awards received under the program and the steps the LOSSAN Agency has taken since then. He referenced the supplemental information included in the Agenda (Summary of 2018 TIRCP Applications Submitted by the LOSSAN Agency), and reported that on January 12, 2018, in collaboration with its Member Agencies, the LOSSAN Agency submitted three applications for funding, as well as provided a brief description of each application.

A discussion ensued regarding:

- Going forward, provide additional information to the Board including information regarding reliability and safety benefits.
- A more comprehensive report can be provided to the Board outlining the benefits of each of the projects, and staff can prepare a summary and forward to the Board.
- These projects will be serving the LOSSAN Agency for decades to come.

No action was taken on this discussion item.



**12. Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Fiscal Year 2017-18 and 2018-19 Business Plan Update and Approval**

Jennifer L. Bergener, Managing Director, provided a brief update on the CalSTA approval of the LOSSAN Agency business plan.

No action was taken on this discussion item.

**13. Managing Director's Report**

Jennifer L. Bergener, Managing Director, reported on the handout provided to the Board at the dais regarding increased daily ridership, and reported on the following:

- Impacts of the Thomas fires and Montecito mudslides on the community and the Pacific Surfliner's ability to support the affected communities.
- The shared volume of work and efforts that went into providing additional capacity on trains and the additional roundtrip. Staff, working with Amtrak, was able to secure additional railcars to provide added capacity and an additional roundtrip during these efforts. These efforts required daily negotiations with the railroad, countless numbers of hours of mechanical staff to maintain the additional railcars, trainmen to operate the trains safely, station agents and others, as well as constant communication with passengers to keep them updated and answer questions.
- There was a tremendous amount of coordination in order to continue the cleanup efforts and ensure the rail service was operating during that time. Ms. Bergener expressed her appreciation to Amtrak and all those involved, for their level of dedication to help these communities.

Chairman MacDonald expressed his appreciation to staff and Amtrak who assisted in these efforts.

Director Bennett thanked the LOSSAN Agency staff for their work, as well as the Santa Barbara County Association of Governments staff who were present at the train stations to assist passengers. He added that he rode the train during this time and was able to interact with passengers and the train conductors.

Director Strong reported that there is an effort going on at the State Legislature that speaks to the efforts of all agencies involved, which basically states "we are all in this together."

Director Kranz expressed his thanks the Board for the opportunity to serve as Chairman in 2017.



**13. (Continued)**

Director Fasana expressed his appreciation to all during the Montecito mudslides efforts. He inquired about a recent incident where a man barricaded himself in the restroom of a Pacific Surfliner train and the lessons learned regarding that incident. In addition, while the LOSSAN Agency looks at schedule modifications that may affect morning peak hour service in Santa Barbara, he asked that staff present a revised schedule at the next LOSSAN Board meeting.

**14. Board Members' Report**

There were no Board Members' reports.

**15. Closed Session**

A closed session was 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.

There was no report out for the Closed Session Item.

**16. Adjournment**

The meeting of the LOSSAN Board adjourned at 2:00 p.m. The next regularly scheduled meeting of this Board will be held:

**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

ATTEST

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Bryan MacDonald  
LOSSAN Chairman


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Olga Prado  
Clerk of the Board



**February 21, 2018**

**To:** Members of the Board of Directors

**From:** Jennifer L. Bergener, Managing Director 

**Subject:** Agreement for Pacific Surfliner Website Design and Development Services

### **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.

### **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.

### **Discussion**

An overview of the proposed Pacific Surfliner marketing program was provided in the fiscal year (FY) 2017-18 and 2018-19 Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) Business Plan (Plan), which was approved by the LOSSAN Agency Board of Directors (Board) on March 20, 2017. The Plan includes strategies for optimizing existing marketing efforts while building a framework to support future Pacific Surfliner marketing initiatives designed to grow awareness, ridership, and revenue. These marketing

activities include developing and maintaining the Pacific Surfliner website to utilize advanced functionality and a robust suite of technology tools to implement engaging, innovative, and cost-effective tactics that demonstrate return on marketing investments.

### ***Procurement Approach***

The Board-approved procurement was handled in accordance with the LOSSAN Agency's procedures for professional and technical services. In addition to cost, many other factors are considered in an award for professional and technical services. Award is recommended to the firm offering the most comprehensive overall proposal considering such factors as staffing and project organization, prior experience with similar projects, work plan, and a fair and reasonable price structure.

On September 18, 2017, the Board authorized the release of Request for Proposals (RFP) 7-1917, which was issued and sent electronically to 2,778 firms through the Orange County Transportation Authority's (OCTA) Contract Administration and Materials Management website portal. A pre-proposal conference was held on September 26, 2017, with 12 attendees representing 11 different firms. Three addenda were issued to provide a copy of the pre-proposal registration sheet and presentation, extend the proposal due date, and respond to questions related to the RFP.

On October 23, 2017, proposals were received from 11 firms. An evaluation committee consisting of staff from OCTA's Contracts Administration Department, LOSSAN Agency staff, and a representative from Metrolink met to review all proposals received. The proposals were evaluated based on the following evaluation criteria and weights:

- |                                     |            |
|-------------------------------------|------------|
| • Qualifications of the Firm        | 25 percent |
| • Staffing and Project Organization | 25 percent |
| • Work Plan                         | 30 percent |
| • Cost and Price                    | 20 percent |

Several factors were considered in developing these weights. Work plan is weighted at 30 percent to emphasize the importance of the firm demonstrating its ability to provide solutions specific to the LOSSAN Agency's digital marketing needs and opportunities. Qualifications of the firm is weighted at 25 percent because, due to the breadth and depth of the requested services, the successful firm must have a proven track record for meeting similar requirements in previous projects. Staffing and project organization is also weighted at 25 percent as the firm's proposed project team must demonstrate familiarity with required marketing specializations in terms of knowledge, skills, and experience. Cost and price is

weighted at 20 percent to ensure the LOSSAN Agency receives the best value for the requested services.

On November 1, 2017, the evaluation committee reviewed all proposals received based on the evaluation criteria and short-listed four firms. The four short-listed firms are listed below in alphabetical order:

Firm and Location

Making Waves USA, Inc. (Making Waves)  
Chicago, Illinois

Rhythm Interactive (Rhythm)  
Irvine, California

Rightpoint Consulting, LLC (Rightpoint)  
Chicago, Illinois

Stellar  
Redondo Beach, California

On November 9, 2017, the evaluation committee interviewed the four short-listed firms. The interviews consisted of a presentation to demonstrate the firms' understanding of LOSSAN Agency's strategic marketing and technology solutions for the Pacific Surfliner. The firms' project managers and key team members had an opportunity to present qualifications and respond to the evaluation committee's questions. Questions were asked relative to the firms' understanding of the scope of work, experience with the Episerver content management system (CMS), and collaborating with marketing teams to develop a website, as well as specific clarification questions related to each firm's proposal. After the interviews, a request for a best and final offer (BAFO) was sent to each firm to provide its final offer.

After considering the responses to the questions asked during the interviews and responses to the BAFO, the evaluation committee reviewed the preliminary ranking and made adjustments to individual scores, which did not result in a change to the overall ranking of the firms.

Based on the evaluation of the written proposals, information obtained from the interviews and the BAFO, the evaluation committee recommends Making Waves for consideration of award. The following is a brief summary of the proposal evaluation results.

#### Qualifications of the Firm

The short-listed firms were all qualified and demonstrated experience in providing strategic marketing and technology services.

Making Waves has been providing marketing and technology services since 2001, and the firm has locations in Chicago and New York with 32 employees in the United States and over 300 employees in Europe. Making Waves' past work with General Dynamics Information Technology, Ruter AS (a public transit authority in Norway), and Blue Buffalo highlighted the firm's experience in website design and architecture, content strategy, content management system development and implementation, and data management services, as well as strategic and technical consultation. As required in the scope of work, Making Waves is an Episerver Certified Partner. The firm has launched more than 150 websites using the Episerver CMS. In addition, Making Waves' references reported that they were satisfied with the firm's performance. During the interview, Making Waves demonstrated its experience and capabilities for providing strategic marketing and technology services.

The remaining three short-listed firms' proposals highlighted their experience in providing website design and development services to various clients, including Adidas, Allcare Health, and Indianapolis Power and Light. One of the three firms is an Episerver Certified Partner and references reported that they were satisfied with the firms' performances. During the interview, the firms demonstrated their experience and capabilities for providing strategic marketing and technology services.

#### Staffing and Project Organization

Each firm proposed experienced and knowledgeable project teams.

Making Waves proposed a qualified project team with relevant experience. The proposed individuals have previously worked as a team on past projects identified in the firm's proposal. In addition, the proposed staffing plan clearly demonstrated an effective project management approach to ensure sufficient availability of resources to meet the LOSSAN Agency's marketing and technology needs. During the interview, the project team demonstrated team cohesiveness and provided concise and thorough responses, which assured the evaluation committee of the project team's knowledge and expertise.

The remaining three short-listed firms proposed qualified project teams with relevant experience. The proposed individuals have previously worked as a team on past projects identified in the firm's proposal. In addition, the proposed staffing plan clearly demonstrated an effective project management approach to ensure sufficient availability of resources to meet the LOSSAN Agency's marketing and

technology needs. During the interview, the firms' project teams presented well and were responsive to the interview questions.

#### **Work Plan**

All four short-listed firms met the requirements of the RFP by describing their individualized approach to providing strategic marketing and technology services for the Pacific Surfliner service.

Making Waves presented a comprehensive work plan that addressed all the elements of the scope of work. The firm's proposal discussed its approach to meeting the project requirements by providing a detailed three-phase plan for delivering a website. In addition, the firm described the planning, design and implementation, as well as the content migration services needed to develop a new Pacific Surfliner website. During the interview, Making Waves' recommendations for creating an engaging and personally relevant customer experience by leveraging personalization tools demonstrated a thorough understanding of the LOSSAN Agency's needs and requirements.

The remaining three short-listed firms provided a detailed work plan that was responsive to the scope of work. The firms described the planning, design and implementation, as well as the content migration services needed to develop a new Pacific Surfliner website. The firms' recommendations and discussion during the interview regarding their approach for creating an engaging and personally relevant customer experience by leveraging personalization tools for the Pacific Surfliner website demonstrated a good understanding of the RFP requirements.

#### **Cost and Price**

Pricing scores were based on a formula which assigns the highest score to the firm with the lowest weighted average hourly rate, and scores the other proposals' weighted average hourly rates based on their relation to the lowest weighted average hourly rate. Making Waves' proposed hourly rates are deemed fair and reasonable as they are competitive and consistent with prior OCTA and LOSSAN Agency agreements for similar services.

#### **Procurement Summary**

Based on the evaluation of the written proposals, the firms' qualifications, and the information obtained from the interviews, the evaluation committee recommends the selection of Making Waves as the top-ranked firm to provide strategic marketing and technology solutions for the LOSSAN Agency. Making Waves delivered a comprehensive proposal and an interview that was responsive to the requirements of the RFP.

Fiscal Impact

Funding for this project was approved in the LOSSAN Agency's Fiscal Year 2017-18 and Fiscal Year 2018-19 Plan, and is funded with marketing funds provided by the State of California.

***Summary***

Based on the information provided, staff recommends the Board of Directors authorize the Managing Director to negotiate and execute Agreement No. L-7-1917 with Making Waves USA, Inc. in the amount of \$650,000, to provide website design and development services for a two-year initial term with three, one-year option terms.

***Attachments***

- A. Review of Proposals, RFP 7-1917 Pacific Surfliner Website Design and Development Services
- B. Proposal Evaluation Criteria Matrix, RFP 7-1917: LOSSAN Website Design and Development Services
- C. Contract History for the Past Two Years, RFP 7-1917 LOSSAN Website Design and Development Services

**Prepared by:**



Emilia Doerr  
Marketing & Communications Officer  
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Review of Proposals  
RFP 7-1917 Pacific Surfliner Website Design and Development Services  
Presented to LOSSAN Board of Directors - February 21, 2018  
11 proposals were received, 4 firms were interviewed, 1 firm is being recommended

| Overall Ranking | Proposal Score | Firm & Location  | Sub-Contractors | Evaluation Committee Comments  | Weighted Average Hourly Rate |
|-----------------|----------------|--|-----------------|--|------------------------------|
| 1               | 78             | <b>Making Waves USA, Inc.</b><br>Chicago, Illinois     | None            | Extensive qualifications and experience providing website design and development services. Demonstrated an excellent understanding of project requirements. Proposed a well-rounded and experienced project team. Comprehensive work plan addressing all the elements of the scope of work. Good references. Thorough responses to interview questions reflecting depth of experience and knowledge. Consistent with current pricing for similar services. | \$174.06                     |
| 2               | 74             | <b>Stellar</b><br>Redondo Beach, California            | None            | Extensive qualifications and experience providing website design and development services. Demonstrated a good understanding of project requirements. Proposed a well-rounded and experienced project team. Good work plan addressing all the elements of the scope of work. Good references. Relevant responses to interview questions. Proposed competitive pricing.   | \$102.75                     |
| 3               | 73             | <b>Rhythm Interactive</b><br>Irvine, California        | None            | Extensive qualifications and experience providing website design and development services. Demonstrated a good understanding of project requirements. Proposed a well-rounded and experienced project team. Good work plan addressing all the elements of the scope of work. Good references. Relevant responses to interview questions. Consistent with current pricing for similar services.   | \$146.00                     |
| 4               | 71             | <b>Rightpoint Consulting, LLC</b><br>Chicago, Illinois | None            | Extensive qualifications and experience providing website design and development services. Demonstrated an good understanding of project requirements. Proposed a well-rounded and experienced project team. Good work plan addressing all the elements of the scope of work. Good references. Relevant responses to interview questions. Consistent with current pricing for similar services.  | \$202.62                     |

Evaluation Panel:

Internal/  
Contracts Administration and Materials Management (1)  
LOSSAN (2)  
External/  
Metrolink (1)

Proposal Criteria

Qualifications of the Firm  
Staffing and Project Organization  
Work Plan  
Cost and Price

Weight Factors

25%  
25%  
30%  
20%

**PROPOSAL EVALUATION CRITERIA MATRIX**  
**RFP 7-1917: LOSSAN WEBSITE DESIGN AND DEVELOPMENT SERVICES**

| Firm: Making Waves USA, Inc. |      |      |      |      | Weights | Overall Score |
|------------------------------|------|------|------|------|---------|---------------|
| Eval. Number                 | 1    | 2    | 3    | 4    |         |               |
| Qualifications of Firm       | 4.5  | 4.5  | 4.0  | 4.5  | 5       | 21.9          |
| Staffing/Proj. Organization  | 4.0  | 4.0  | 4.0  | 4.0  | 5       | 20.0          |
| Work Plan                    | 4.0  | 4.0  | 4.0  | 4.0  | 6       | 24.0          |
| Cost and Price               | 3.0  | 3.0  | 3.0  | 3.0  | 4       | 12.0          |
|                              |      |      |      |      |         |               |
| Overall Score                | 78.5 | 78.5 | 76.0 | 78.5 |         | 78            |

| Firm: Stellar               |      |      |      |      | Weights | Overall Score |
|-----------------------------|------|------|------|------|---------|---------------|
| Eval. Number                | 1    | 2    | 3    | 4    |         |               |
| Qualifications of Firm      | 3.5  | 3.5  | 3.0  | 3.0  | 5       | 16.3          |
| Staffing/Proj. Organization | 3.0  | 3.0  | 3.0  | 3.0  | 5       | 15.0          |
| Work Plan                   | 3.5  | 4.0  | 4.0  | 3.5  | 6       | 22.5          |
| Cost and Price              | 5.0  | 5.0  | 5.0  | 5.0  | 4       | 20.0          |
|                             |      |      |      |      |         |               |
| Overall Score               | 73.5 | 76.5 | 74.0 | 71.0 |         | 74            |

| Firm: Rhythm Interactive    |      |      |      |      | Weights | Overall Score |
|-----------------------------|------|------|------|------|---------|---------------|
| Eval. Number                | 1    | 2    | 3    | 4    |         |               |
| Qualifications of Firm      | 3.5  | 3.5  | 3.5  | 3.0  | 5       | 16.9          |
| Staffing/Proj. Organization | 3.5  | 4.0  | 3.5  | 4.0  | 5       | 18.8          |
| Work Plan                   | 3.5  | 4.0  | 4.0  | 4.0  | 6       | 23.3          |
| Cost and Price              | 3.5  | 3.5  | 3.5  | 3.5  | 4       | 14.0          |
|                             |      |      |      |      |         |               |
| Overall Score               | 70.0 | 75.5 | 73.0 | 73.0 |         | 73            |

| Firm: Rightpoint Consulting, LLC |      |      |      |      | Weights | Overall Score |
|----------------------------------|------|------|------|------|---------|---------------|
| Eval. Number                     | 1    | 2    | 3    | 4    |         |               |
| Qualifications of Firm           | 4.0  | 4.0  | 3.5  | 4.0  | 5       | 19.4          |
| Staffing/Proj. Organization      | 4.0  | 4.0  | 3.5  | 4.0  | 5       | 19.4          |
| Work Plan                        | 4.0  | 3.5  | 3.5  | 4.0  | 6       | 22.5          |
| Cost and Price                   | 2.5  | 2.5  | 2.5  | 2.5  | 4       | 10.0          |
|                                  |      |      |      |      |         |               |
| Overall Score                    | 74.0 | 71.0 | 66.0 | 74.0 |         | 71            |

Range of scores for non-short-listed firms was 47 to 65.

CONTRACT HISTORY FOR THE PAST TWO YEARS  
RFP 7-1917 LOSSAN Website Design and Development Services

| Prime and Subconsultants   | Contract No. | Description | Contract Start Date | Contract End Date | Subconsultant Amount | Total Contract Amount |
|----------------------------|--------------|-------------|---------------------|-------------------|----------------------|-----------------------|
| Making Waves USA, Inc.     |              |             |                     |                   |                      |                       |
|                            | None         | N/A         | N/A                 | N/A               | N/A                  | \$ -                  |
| Subconsultant: N/A         |              |             |                     |                   |                      |                       |
|                            |              |             |                     |                   | Subtotal: \$         | -                     |
| Rhythm Interactive         |              |             |                     |                   |                      |                       |
|                            | None         | N/A         | N/A                 | N/A               | N/A                  | \$ -                  |
| Subconsultant: N/A         |              |             |                     |                   |                      |                       |
|                            |              |             |                     |                   | Subtotal: \$         | -                     |
| Rightpoint Consulting, LLC |              |             |                     |                   |                      |                       |
|                            | None         | N/A         | N/A                 | N/A               | N/A                  | \$ -                  |
| Subconsultant: N/A         |              |             |                     |                   |                      |                       |
|                            |              |             |                     |                   | Subtotal: \$         | -                     |
| Stellar                    |              |             |                     |                   |                      |                       |
|                            | None         | N/A         | N/A                 | N/A               | N/A                  | \$ -                  |
| Subconsultant: N/A         |              |             |                     |                   |                      |                       |
|                            |              |             |                     |                   | Subtotal: \$         | -                     |



**February 21, 2018**

**To:** Members of the Board of Directors  
**From:** Jennifer L. Bergener, Managing Director  
**Subject:** Approval of the Executive Committee Membership for 2018

**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.

**Background**

The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) bylaws state that the Governing Board of Directors (Board) shall annually form an Executive Committee. The bylaws further state that the Executive Committee shall include "the Chair, Vice Chair, and past Chair if available."

**Discussion**

The Executive Committee is charged with specific duties as outlined in the LOSSAN Agency bylaws. Those duties include but are not limited to the following:

- Review and approve the agendas of the Governing Board, as needed
- Provide direction to the LOSSAN Agency Managing Director
- Make recommendations, as needed, to the Board regarding the work program, budget, positions to be taken on issues, contracts, and all other matters within the jurisdiction of the LOSSAN Agency

- Evaluate the LOSSAN Agency Managing Director and provide such evaluation to the Board for action and to the managing agency for information
- Monitor the function of all LOSSAN Agency committees
- Act in emergency situations, followed by a report to the Board

In order to effectively manage the LOSSAN Agency and fulfill the duties as outlined above, the Board has historically convened an Executive Committee, consisting of representation from across the rail corridor and as specified in the bylaws. The current chairman (Bryan MacDonald), vice-chairman (Al Murray) and immediate past chairman (Tony Kranz) represent a balance of cross corridor representation, including the North, South Central, and Southern areas of the LOSSAN rail corridor. There are no proposed modifications to the standard composition of the Executive Committee as specified in the LOSSAN Agency bylaws.

***Summary***

Appointments to the Executive Committee are annually approved by the Board. Consistent with the LOSSAN Agency bylaws and input from the Chair, Board approval is requested for Executive Committee membership for calendar year 2018.


***Attachment***

None.



**February 21, 2018**

**To:** Members of the Board of Directors

**From:** Jennifer L. Bergener, Managing Director 

**Subject:** Pacific Surfliner Peak Period Service to Ventura and Santa Barbara Counties

**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.

**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.

**Background**

Improving peak-hour passenger rail service between Los Angeles and Ventura–Santa Barbara counties has been identified as a priority in several Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) planning documents, including the Strategic Implementation Plan and all LOSSAN Agency annual business plans, as well as the California State Rail Plan. There are currently over 15,000 people that commute daily between Ventura and

Santa Barbara counties. Over the last two years, the LOSSAN Agency has worked with the California State Transportation Agency (CalSTA) and in coordination with the Santa Barbara County Association of Governments (SBCAG) to evaluate alternatives for providing peak-period service between Los Angeles and Ventura – Santa Barbara counties. These efforts have included an evaluation of the current infrastructure and various operating scenarios, including securing additional operating slots and retiming existing trains.

Peak-period service is strongly supported within Santa Barbara County. The SBCAG 101 In Motion Plan also supports the implementation of peak-period service between Los Angeles and Ventura – Santa Barbara counties. The local sales tax measure, Measure A, includes funding to support this effort, and on February 14, 2018, the SBCAG South Coast Subregional Planning Committee recommended that the SBCAG Board of Directors (Board) approve the use of up to \$2.5 million in Measure A funds for a two-year pilot period to fund SBCAG's share of the additional operating costs necessary to provide the peak-period service on the Pacific Surfliner.

### ***Discussion***

The LOSSAN Agency has worked with CalSTA and Amtrak to evaluate alternatives for providing the peak-period service between Los Angeles and Ventura – Santa Barbara counties. In evaluating these options, three key considerations were included: protect the core Pacific Surfliner service, minimize impacts to existing Metrolink service, and implement the service in April 2018. In order to achieve all of these goals, it is necessary to retime (reschedule) existing Pacific Surfliner trains in a manner that provides peak-period service between Los Angeles and Ventura – Santa Barbara counties.

LOSSAN Agency staff, working in close coordination with Amtrak and the host railroads, has developed a retimed Pacific Surfliner schedule that provides for peak-period service into Santa Barbara County:

- Northbound: Train 761 departs Los Angeles at 4:09 a.m. and arrives in Santa Barbara at 6:47 a.m. / Goleta at 7:16 a.m.
- Southbound: Train 792 departs Goleta at 4:25 p.m. / Santa Barbara at 4:40 p.m. and arrives in Los Angeles at 7:47 p.m.

A detailed schedule is provided as Attachment A. All necessary host railroad approvals have been secured to implement this schedule.

The retiming required modifications to existing Pacific Surfliner train schedules, including a bifurcation of existing Train 761 on weekdays and other minor modifications to improve reliability and on-time performance. A comparative

schedule is provided as Attachment B. As reflected in Attachment B, corridorwide connectivity remains intact. This effort also sets the stage for further development and implementation of a 13<sup>th</sup> round trip which would operate between San Diego – Los Angeles – San Luis Obispo.

Amtrak has developed an operating cost estimate consistent with the retimed schedule. The California Department of Transportation, through consultant resources, had previously developed ridership and revenue projections to support the retiming effort. These projections have been updated consistent with the final schedule, and reflect a modest decrease in both ridership and fare revenue at the onset when compared with the existing schedule. However, this new service is expected to grow over time, recovering that modest decrease and providing an overall increase in both ridership and revenue. Additionally, LOSSAN Agency staff is working with SBCAG on the development and implementation of a robust marketing effort to be funded by SBCAG, supported and facilitated by the LOSSAN Agency, which is expected to raise awareness of the new service and promote ridership. The retimed service will also be further supported by the existing Pacific Surfliner Transit Transfer Program as well as additional programs being developed and implemented by SBCAG to provide vital first- and last-mile connections.

The projected increase in operations cost to provide the retimed service is \$2.3 million annually, driven primarily by labor costs associated with operating Train 759, as well as costs related to stations and commissary to provide the necessary support for the train. In order to support this increase in operating cost, staff has worked with SBCAG and CalSTA to gain consensus on a 50/50 cost sharing for the necessary increase in operating subsidy. The SBCAG Board is anticipated to take action to approve the necessary funding mid-March 2018. To facilitate this cost sharing, an agreement with SBCAG must be negotiated and executed to define the roles and responsibilities as well as the specific cost and budget. LOSSAN Agency staff is working with CalSTA to secure the necessary approvals for funding and will return to the LOSSAN Board in March with any necessary budget amendments.

While additional equipment is not immediately required to provide the retimed service, LOSSAN Agency staff continues to pursue options for additional equipment, including current discussions with the Great Lakes Central Railroad and Amtrak. Additional equipment will be required for any further service expansions and will serve to provide better efficiencies in the operation of the daily Pacific Surfliner service following the implementation of the retimed schedule.



***Summary***

The Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency staff has developed an operating schedule and cost sharing plan to provide peak-period service between Los Angeles and Ventura – Santa Barbara counties through the retiming of existing Pacific Surfliner trains. The retimed schedule to provide peak-period service as well as a proposed cost sharing plan are presented for Board of Directors review and approval.

***Attachments***

- A. Pacific Surfliner – Retimed Schedule to be Effective April 1, 2018
- B. Pacific Surfliner – Comparative Schedule for October 2017 and April 2018

Pacific Surfliner - Retimed Schedule to be Effective April 1, 2018

| Surfliner Service<br>4/1/2018 | 562       | 564        | 1566       | 566        | 768        | 572       | 774       | 580       | 782       | 584       | 1588      | 590        | 792        | 796        |
|-------------------------------|-----------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|
|                               | Daily     | Daily      | SaSuHol    | M-F        | Daily      | Daily     | Daily     | Daily     | Daily     | Daily     | SaSuHol   | M-F        | Daily      | Daily      |
| San Luis Obispo, CA           | ---       | ---        | ---        | ---        | ---        | ---       | 6:55 AM   | ---       | ---       | ---       | ---       | ---        | ---        | 4:15 PM    |
| Grover Beach, CA              | ---       | ---        | ---        | ---        | ---        | ---       | 7:15 AM   | ---       | ---       | ---       | ---       | ---        | ---        | 4:35 PM    |
| Guadalupe, CA                 | ---       | ---        | ---        | ---        | ---        | ---       | 7:31 AM   | ---       | ---       | ---       | ---       | ---        | ---        | 4:51 PM    |
| Lompoc-Surf Station, CA       | ---       | ---        | ---        | ---        | ---        | ---       | 8:05 AM   | ---       | ---       | ---       | ---       | ---        | ---        | 5:29 PM    |
| Goleta, CA                    | ---       | ---        | ---        | ---        | 6:35 AM    | ---       | 9:13 AM   | ---       | 12:35 PM  | ---       | ---       | ---        | 4:25 PM    | 6:48 PM    |
| Carpinteria, CA               | ---       | ---        | ---        | ---        | 6:46 AM    | ---       | 9:24 AM   | ---       | 12:46 PM  | ---       | ---       | ---        | 4:37 PM    | 6:59 PM    |
| Ventura, CA                   | ---       | ---        | ---        | ---        | 6:49 AM    | ---       | 9:27 AM   | ---       | 12:49 PM  | ---       | ---       | ---        | 4:40 PM    | 7:02 PM    |
| Oxnard, CA                    | ---       | ---        | ---        | ---        | 7:04 AM    | ---       | 9:42 AM   | ---       | 1:04 PM   | ---       | ---       | ---        | 4:55 PM    | 7:18 PM    |
| Camarillo, CA                 | ---       | ---        | ---        | ---        | 7:29 AM    | ---       | 10:04 AM  | ---       | 1:26 PM   | ---       | ---       | ---        | 5:26 PM    | 7:40 PM    |
| Moorpark, CA                  | ---       | ---        | ---        | ---        | 7:43 AM    | ---       | 10:18 AM  | ---       | 1:42 PM   | ---       | ---       | ---        | 5:40 PM    | 7:54 PM    |
| Simi Valley, CA               | ---       | ---        | ---        | ---        | 7:54 AM    | ---       | 10:35 AM  | ---       | 1:53 PM   | ---       | ---       | ---        | 5:56 PM    | ---        |
| Chatsworth, CA                | ---       | ---        | ---        | ---        | 8:08 AM    | ---       | ---       | ---       | 2:07 PM   | ---       | ---       | ---        | 6:25 PM    | ---        |
| Van Nuys, CA                  | ---       | ---        | ---        | ---        | 8:23 AM    | ---       | 11:02 AM  | ---       | 2:22 PM   | ---       | ---       | ---        | 6:41 PM    | 8:39 PM    |
| Burbank-Bob Hope Airport, CA  | ---       | ---        | ---        | ---        | 8:40 AM    | ---       | 11:14 AM  | ---       | 2:39 PM   | ---       | ---       | ---        | 6:57 PM    | 8:51 PM    |
| Glendale, CA                  | ---       | ---        | ---        | ---        | 8:56 AM    | ---       | 11:28 AM  | ---       | 2:53 PM   | ---       | ---       | ---        | 7:09 PM    | 9:07 PM    |
| Los Angeles, CA               | ---       | ---        | ---        | ---        | 9:04 AM    | ---       | 11:35 AM  | ---       | 3:01 PM   | ---       | ---       | ---        | 7:17 PM    | 9:14 PM    |
| Fullerton, CA                 | 6:05 AM   | 7:25 AM    | 8:19 AM    | 8:41 AM    | 9:35 AM    | ---       | 12:15 PM  | ---       | 3:35 PM   | ---       | ---       | ---        | 7:47 PM    | 9:48 PM    |
| Anaheim, CA                   | 6:36 AM   | 7:56 AM    | 8:50 AM    | 9:12 AM    | 9:55 AM    | 11:20 AM  | 12:33 PM  | 2:58 PM   | 4:08 PM   | 5:10 PM   | 6:45 PM   | 7:15 PM    | 8:15 PM    | 10:20 PM   |
| Santa Ana, CA                 | 6:45 AM   | 8:04 AM    | 8:58 AM    | 9:20 AM    | 10:34 AM   | 11:59 AM  | 1:12 PM   | 3:37 PM   | 4:47 PM   | 5:51 PM   | 7:25 PM   | 7:54 PM    | 8:46 PM    | 10:51 PM   |
| Irvine, CA                    | 6:55 AM   | 8:13 AM    | 9:07 AM    | 9:29 AM    | 10:43 AM   | 12:08 PM  | 1:21 PM   | 3:46 PM   | 4:56 PM   | 6:00 PM   | 7:33 PM   | 8:03 PM    | 8:54 PM    | 10:59 PM   |
| San Juan Capistrano, CA       | 7:08 AM   | 8:26 AM    | 9:18 AM    | 9:40 AM    | 10:54 AM   | 12:21 PM  | 1:34 PM   | 3:59 PM   | 5:09 PM   | 6:13 PM   | 7:45 PM   | 8:16 PM    | 9:02 PM    | 11:08 PM   |
| San Clemente Pier, CA         | 7:23 AM   | 8:42 AM    | 9:31 AM    | 9:54 AM    | 11:09 AM   | 12:41 PM  | 1:49 PM   | 4:14 PM   | 5:24 PM   | 6:27 PM   | 7:59 PM   | 8:32 PM    | 9:15 PM    | 11:19 PM   |
| Oceanside, CA                 | ---       | ---        | 9:48 AM    | 10:11 AM   | 11:22 AM   | ---       | ---       | ---       | ---       | ---       | ---       | ---        | ---        | ---        |
| Carlsbad Village, CA          | 8:02 AM   | 9:15 AM    | 10:19 AM   | 10:38 AM   | 11:47 AM   | 1:15 PM   | 2:24 PM   | 4:52 PM   | 6:01 PM   | 7:04 PM   | 8:44 PM   | 9:05 PM    | 10:05 PM   | 12:08 AM   |
| Poinsettia, CA                | ---       | ---        | ---        | ---        | ---        | ---       | ---       | ---       | ---       | ---       | ---       | ---        | ---        | 12:13 AM   |
| Encinitas, CA                 | ---       | ---        | ---        | ---        | ---        | ---       | ---       | ---       | ---       | ---       | ---       | ---        | ---        | ---        |
| Solana Beach, CA              | 8:18 AM   | 9:34 AM    | 10:38 AM   | 10:56 AM   | 12:08 PM   | 1:31 PM   | 2:43 PM   | 5:13 PM   | 6:20 PM   | 7:22 PM   | 9:05 PM   | 9:31 PM    | 10:19 PM   | 12:24 AM   |
| Sorrento Valley, CA           | ---       | ---        | ---        | ---        | ---        | ---       | ---       | ---       | ---       | 7:33 PM   | 9:14 PM   | 9:40 PM    | ---        | 12:33 AM   |
| San Diego, CA (Old Town)      | L 8:47 AM | L 10:06 AM | L 11:08 AM | L 11:25 AM | L 12:38 PM | L 2:03 PM | L 3:14 PM | L 5:42 PM | L 6:54 PM | L 7:56 PM | L 9:35 PM | L 10:01 PM | L 10:47 PM | L 12:54 AM |
| San Diego, CA                 | 8:55 AM   | 10:21 AM   | 11:21 AM   | 11:40 AM   | 12:54 PM   | 2:13 PM   | 3:28 PM   | 5:52 PM   | 7:07 PM   | 8:18 PM   | 9:49 PM   | 10:14 PM   | 11:03 PM   | 1:19 AM    |

Pacific Surfliner - Retimed Schedule to be Effective April 1, 2018

| Surfliner Service<br>4/1/2018 | 759<br>M-F | 561<br>M-F | 1761<br>SaSuHol | 763<br>Daily | 565<br>Daily | 1567<br>SaSuHol | 567<br>M-F | 769<br>Daily | 573<br>Daily | 777<br>Daily | 579<br>Daily | 583<br>Daily | 785<br>Daily | 591<br>Daily | 595<br>Daily |
|-------------------------------|------------|------------|-----------------|--------------|--------------|-----------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| San Diego, CA                 |            | 4:00 AM    | 4:40 AM         | 5:55 AM      | 6:57 AM      | 8:05 AM         | 8:21 AM    | 9:20 AM      | 10:41 AM     | 12:05 PM     | 1:30 PM      | 2:50 PM      | 3:58 PM      | 6:43 PM      | 8:52 PM      |
| San Diego, CA (Old Town)      |            | 4:07 AM    | 4:47 AM         | 6:02 AM      | 7:04 AM      | 8:12 AM         | 8:28 AM    | 9:27 AM      | 10:48 AM     | 12:12 PM     | 1:37 PM      | 2:57 PM      | 4:05 PM      | 6:50 PM      | 8:59 PM      |
| Sorrento Valley, CA           |            | ---        | ---             | ---          | ...          | 8:34 AM         | 8:50 AM    | ---          | 11:10 AM     | ---          | ---          | ---          | ---          | ---          | 9:21 PM      |
| Solana Beach, CA              |            | 4:37 AM    | 5:17 AM         | 6:33 AM      | 7:37 AM      | 8:47 AM         | 9:05 AM    | 10:00 AM     | 11:24 AM     | 12:43 PM     | 2:11 PM      | 3:31 PM      | 4:36 PM      | 7:23 PM      | 9:33 PM      |
| Encinitas, CA                 |            | ---        | ---             | ---          | ...          | ---             | ---        | ---          | ---          | ---          | ---          | ---          | ---          | ---          | ---          |
| Poinsettia, CA                |            | ---        | ---             | ---          | ...          | ---             | ---        | ---          | ---          | ---          | ---          | ---          | ---          | ---          | ---          |
| Carlsbad Village, CA          |            | ---        | ---             | ---          | ...          | 9:02 AM         | 9:19 AM    | ---          | 11:39 AM     | ---          | ---          | ---          | ---          | ---          | 9:46 PM      |
| Oceanside, CA                 |            | 4:53 AM    | 5:37 AM         | 6:57 AM      | 7:55 AM      | 9:11 AM         | 9:30 AM    | 10:17 AM     | 11:48 AM     | 1:00 PM      | 2:29 PM      | 3:48 PM      | 4:53 PM      | 7:43 PM      | 9:55 PM      |
| San Clemente Pier, CA         |            | ---        | ---             | ---          | ---          | ---             | ---        | ---          | ---          | ---          | ---          | 4:10 PM      | 5:19 PM      | ---          | ---          |
| San Juan Capistrano, CA       |            | 5:25 AM    | 6:09 AM         | 7:30 AM      | 8:27 AM      | 9:45 AM         | 10:05 AM   | 10:49 AM     | 12:19 PM     | 1:33 PM      | 3:01 PM      | 4:25 PM      | 5:34 PM      | 8:16 PM      | 10:28 PM     |
| Irvine, CA                    |            | 5:41 AM    | 6:25 AM         | 7:48 AM      | 8:43 AM      | 10:00 AM        | 10:20 AM   | 11:03 AM     | 12:33 PM     | 1:48 PM      | 3:16 PM      | 4:42 PM      | 5:49 PM      | 8:31 PM      | 10:43 PM     |
| Santa Ana, CA                 |            | 5:52 AM    | 6:36 AM         | 7:59 AM      | 8:55 AM      | 10:11 AM        | 10:31 AM   | 11:14 AM     | 12:44 PM     | 1:59 PM      | 3:27 PM      | 4:55 PM      | 6:00 PM      | 8:42 PM      | 10:54 PM     |
| Anaheim, CA                   |            | 6:02 AM    | 6:48 AM         | 8:08 AM      | 9:04 AM      | 10:20 AM        | 10:40 AM   | 11:24 AM     | 12:54 PM     | 2:08 PM      | 3:36 PM      | 5:05 PM      | 6:10 PM      | 8:51 PM      | 11:03 PM     |
| Fullerton, CA                 |            | 6:11 AM    | 7:00 AM         | 8:16 AM      | 9:12 AM      | 10:29 AM        | 10:49 AM   | 11:32 AM     | 1:04 PM      | 2:16 PM      | 3:45 PM      | 5:17 PM      | 6:20 PM      | 9:00 PM      | 11:12 PM     |
| Los Angeles, CA               | 4:09 AM    | 7:03 AM    | 7:30 AM         | 8:51 AM      | 9:56 AM      | 11:09 AM        | 11:29 AM   | 12:10 PM     | 1:43 PM      | 2:51 PM      | 4:29 PM      | 5:54 PM      | 6:57 PM      | 9:35 PM      | 11:52 PM     |
|                               |            |            | 7:50 AM         | 9:11 AM      |              |                 |            | 12:30 PM     | ---          | 3:06 PM      |              |              | 7:16 PM      |              |              |
| Glendale, CA                  | 4:22 AM    |            | 8:02 AM         | 9:23 AM      |              |                 |            | 12:42 PM     |              | 3:18 PM      |              |              | 7:28 PM      | ---          |              |
| Burbank-Bob Hope Airport, CA  | 4:34 AM    |            | 8:12 AM         | 9:33 AM      | ---          |                 | ---        | 12:52 PM     | ---          | 3:28 PM      |              | ---          | 7:38 PM      | ---          |              |
| Van Nuys, CA                  | 4:44 AM    |            | 8:21 AM         | 9:43 AM      | ---          |                 | ---        | 1:02 PM      | ---          | 3:38 PM      |              | ---          | 7:48 PM      | ---          |              |
| Chatsworth, CA                | 5:06 AM    |            | 8:33 AM         | 9:55 AM      | ---          |                 | ---        | 1:14 PM      | ---          | 3:50 PM      |              | ---          | 8:00 PM      | ---          |              |
| Simi Valley, CA               | 5:19 AM    |            | 8:45 AM         | 10:07 AM     | ---          |                 | ---        | 1:26 PM      | ---          | 4:02 PM      |              | ---          | 8:12 PM      | ---          |              |
| Moorpark, CA                  | 5:31 AM    |            | 8:57 AM         | ---          | ---          |                 | ---        | 1:39 PM      | ---          | ---          |              | ---          | ---          | ---          |              |
| Camarillo, CA                 | 5:46 AM    |            | 9:10 AM         | 10:31 AM     | ---          |                 | ---        | ---          | ---          | 4:28 PM      |              | ---          | 8:36 PM      | ---          |              |
| Oxnard, CA                    | 5:58 AM    |            | 9:21 AM         | 10:44 AM     | ---          |                 | ---        | 2:01 PM      | ---          | 4:39 PM      |              | ---          | 8:47 PM      | ---          |              |
| Ventura, CA                   | 6:12 AM    |            | 9:35 AM         | 11:00 AM     | ---          |                 | ---        | 2:15 PM      | ---          | 4:58 PM      |              | ---          | 9:01 PM      | ---          |              |
| Carpinteria, CA               | 6:34 AM    |            | 10:06 AM        | 11:22 AM     | ---          |                 | ---        | 2:43 PM      | ---          | 5:22 PM      |              | ---          | 9:23 PM      | ---          |              |
| Santa Barbara, CA             | 6:47 AM    |            | L 10:19 AM      | 11:41 AM     | ---          |                 | ---        | L 3:01 PM    | ---          | 5:41 PM      |              | ---          | L 9:51 PM    | ---          |              |
|                               | 6:50 AM    |            |                 | 11:44 AM     | ---          |                 | ---        | ---          | ---          | 5:44 PM      |              | ---          | ---          | ---          |              |
| Goleta, CA                    | 7:16 AM    |            | 10:43 AM        | 11:56 AM     | ---          |                 | ---        | 3:14 PM      | ---          | 5:56 PM      |              | ---          | 10:04 PM     | ---          |              |
| Lompoc-Surf Station, CA       |            | ---        | ---             | 1:02 PM      | ---          |                 | ---        | ---          | ---          | 7:02 PM      |              | ---          | ---          | ---          |              |
| Guadalupe, CA                 |            | ---        | ---             | 1:38 PM      | ---          |                 | ---        | ---          | ---          | 7:38 PM      |              | ---          | ---          | ---          |              |
| Grover Beach, CA              |            | ---        | ---             | 1:55 PM      | ---          |                 | ---        | ---          | ---          | 7:55 PM      |              | ---          | ---          | ---          |              |
| San Luis Obispo, CA           |            | ---        | ---             | 2:30 PM      | ---          |                 | ---        | ---          | ---          | 8:36 PM      |              | ---          | ---          | ---          |              |

Pacific Surfliner - Comparative Schedule for October 2017 and April 2018

| Surfliner Service<br>4/1/2018 | 562<br>Daily | 564<br>Daily | 1566<br>SaSuHol | 566<br>M-F | 768<br>Daily | 572<br>Daily | 774<br>Daily | 580<br>Daily | 782<br>Daily | 584<br>Daily | 1588<br>SaSuHol | 590<br>M-F | 792<br>Daily | 796<br>Daily |
|-------------------------------|--------------|--------------|-----------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------------|------------|--------------|--------------|
| San Luis Obispo, CA           | ---          | ---          | ---             | ---        | ---          | ---          | 6:55 AM      | ---          | ---          | ---          | ---             | ---        | ---          | 4:15 PM      |
| Grover Beach, CA              | ---          | ---          | ---             | ---        | ---          | ---          | 7:15 AM      | ---          | ---          | ---          | ---             | ---        | ---          | 4:35 PM      |
| Guadalupe, CA                 | ---          | ---          | ---             | ---        | ---          | ---          | 7:31 AM      | ---          | ---          | ---          | ---             | ---        | ---          | 4:51 PM      |
| Lompoc-Surf Station, CA       | ---          | ---          | ---             | ---        | ---          | ---          | 8:05 AM      | ---          | ---          | ---          | ---             | ---        | ---          | 5:29 PM      |
| Goleta, CA                    | ---          | ---          | ---             | ---        | 6:35 AM      | ---          | 9:13 AM      | ---          | 12:35 PM     | ---          | ---             | ---        | 4:25 PM      | 6:48 PM      |
| Carpinteria, CA               | ---          | ---          | ---             | ---        | 6:46 AM      | ---          | 9:24 AM      | ---          | 12:46 PM     | ---          | ---             | ---        | 4:37 PM      | 6:59 PM      |
| Ventura, CA                   | ---          | ---          | ---             | ---        | 6:49 AM      | ---          | 9:27 AM      | ---          | 12:49 PM     | ---          | ---             | ---        | 4:40 PM      | 7:02 PM      |
| Oxnard, CA                    | ---          | ---          | ---             | ---        | 7:04 AM      | ---          | 9:42 AM      | ---          | 1:04 PM      | ---          | ---             | ---        | 4:55 PM      | 7:18 PM      |
| Camarillo, CA                 | ---          | ---          | ---             | ---        | 7:29 AM      | ---          | 10:04 AM     | ---          | 1:26 PM      | ---          | ---             | ---        | 5:26 PM      | 7:40 PM      |
| Moorpark, CA                  | ---          | ---          | ---             | ---        | 7:43 AM      | ---          | 10:18 AM     | ---          | 1:42 PM      | ---          | ---             | ---        | 5:40 PM      | 7:54 PM      |
| Simi Valley, CA               | ---          | ---          | ---             | ---        | 7:54 AM      | ---          | 10:35 AM     | ---          | 1:53 PM      | ---          | ---             | ---        | 5:56 PM      | ---          |
| Chatsworth, CA                | ---          | ---          | ---             | ---        | 8:08 AM      | ---          | ---          | ---          | 2:07 PM      | ---          | ---             | ---        | 6:25 PM      | ---          |
| Van Nuys, CA                  | ---          | ---          | ---             | ---        | 8:23 AM      | ---          | 11:02 AM     | ---          | 2:22 PM      | ---          | ---             | ---        | 6:41 PM      | 8:39 PM      |
| Burbank-Bob Hope Airport, CA  | ---          | ---          | ---             | ---        | 8:40 AM      | ---          | 11:14 AM     | ---          | 2:39 PM      | ---          | ---             | ---        | 6:57 PM      | 8:51 PM      |
| Glendale, CA                  | ---          | ---          | ---             | ---        | 8:56 AM      | ---          | 11:28 AM     | ---          | 2:53 PM      | ---          | ---             | ---        | 7:09 PM      | 9:07 PM      |
| Los Angeles, CA               | ---          | ---          | ---             | ---        | 9:04 AM      | ---          | 11:35 AM     | ---          | 3:01 PM      | ---          | ---             | ---        | 7:17 PM      | 9:14 PM      |
| Fullerton, CA                 | 6:05 AM      | 7:25 AM      | 8:19 AM         | 8:41 AM    | 9:35 AM      | ---          | 12:15 PM     | ---          | 3:35 PM      | ---          | ---             | ---        | 7:28 PM      | 9:24 PM      |
| Anaheim, CA                   | 6:36 AM      | 7:56 AM      | 8:50 AM         | 9:12 AM    | 9:55 AM      | 11:20 AM     | 12:33 PM     | 2:58 PM      | 4:08 PM      | 5:10 PM      | 6:45 PM         | 7:15 PM    | 8:15 PM      | 9:48 PM      |
| Santa Ana, CA                 | 6:45 AM      | 8:04 AM      | 8:58 AM         | 9:20 AM    | 10:34 AM     | 11:59 AM     | 1:12 PM      | 3:29 PM      | 4:39 PM      | 5:42 PM      | 7:16 PM         | 7:46 PM    | 8:46 PM      | 10:20 PM     |
| Irvine, CA                    | 6:55 AM      | 8:13 AM      | 9:07 AM         | 9:29 AM    | 10:43 AM     | 12:08 PM     | 1:21 PM      | 3:37 PM      | 4:47 PM      | 5:51 PM      | 7:25 PM         | 7:54 PM    | 8:54 PM      | 10:59 PM     |
| San Juan Capistrano, CA       | 7:08 AM      | 8:26 AM      | 9:18 AM         | 9:40 AM    | 10:54 AM     | 12:21 PM     | 1:34 PM      | 3:46 PM      | 4:56 PM      | 6:00 PM      | 7:33 PM         | 8:03 PM    | 9:02 PM      | 11:08 PM     |
| San Clemente Pier, CA         | 7:23 AM      | 8:42 AM      | 9:31 AM         | 9:54 AM    | 11:09 AM     | 12:41 PM     | 1:49 PM      | 3:59 PM      | 5:09 PM      | 6:13 PM      | 7:45 PM         | 8:16 PM    | 9:15 PM      | 11:19 PM     |
| Oceanside, CA                 | ---          | ---          | 9:48 AM         | 10:11 AM   | 11:22 AM     | ---          | ---          | ---          | ---          | ---          | 7:59 PM         | 8:32 PM    | 9:30 PM      | 11:34 PM     |
| Carlsbad Village, CA          | 8:02 AM      | 9:15 AM      | 10:19 AM        | 10:38 AM   | 11:47 AM     | 1:15 PM      | 2:24 PM      | 4:52 PM      | 6:01 PM      | 7:04 PM      | 8:44 PM         | 9:05 PM    | 10:05 PM     | ---          |
| Poinsettia, CA                | ---          | ---          | ---             | ---        | ---          | ---          | ---          | ---          | ---          | ---          | 8:49 PM         | 9:10 PM    | ---          | 12:08 AM     |
| Encinitas, CA                 | ---          | ---          | ---             | ---        | ---          | ---          | ---          | ---          | ---          | ---          | ---             | ---        | ---          | ---          |
| Solana Beach, CA              | 8:18 AM      | 9:34 AM      | 10:38 AM        | 10:56 AM   | 12:08 PM     | 1:31 PM      | 2:43 PM      | 5:13 PM      | 6:20 PM      | 7:22 PM      | 9:05 PM         | 9:31 PM    | 10:19 PM     | 12:24 AM     |
| Sorrento Valley, CA           | ---          | ---          | ---             | ---        | ---          | ---          | ---          | ---          | ---          | 7:33 PM      | 9:14 PM         | 9:40 PM    | ---          | 12:33 AM     |
| San Diego, CA (Old Town)      | L 8:47 AM    | L 10:06 AM   | L 11:08 AM      | L 11:25 AM | L 12:38 PM   | L 2:03 PM    | L 3:14 PM    | L 5:42 PM    | L 6:54 PM    | L 7:56 PM    | L 9:35 PM       | L 10:01 PM | L 10:47 PM   | 12:54 AM     |
| San Diego, CA                 | 8:55 AM      | 10:21 AM     | 11:21 AM        | 11:40 AM   | 12:54 PM     | 2:13 PM      | 3:28 PM      | 5:52 PM      | 7:07 PM      | 8:18 PM      | 9:49 PM         | 10:14 PM   | 11:03 PM     | 1:19 AM      |

Pacific Surfliner - Comparative Schedule for October 2017 and April 2018

| Surfliner Service<br>4/1/2018 | 759<br>M-F | 561<br>M-F | 761 (Oct 18)<br>M-F | 1761<br>SaSuHol | 763<br>Daily | 565<br>Daily | 1567<br>SaSuHol | 567<br>M-F | 769<br>Daily | 573<br>Daily | 777<br>Daily | 579<br>Daily | 583<br>Daily | 785<br>Daily | 591<br>Daily | 595<br>Daily |
|-------------------------------|------------|------------|---------------------|-----------------|--------------|--------------|-----------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| San Diego, CA                 |            | 4:00 AM    | 4:00 AM             | 4:40 AM         | 5:55 AM      | 6:57 AM      | 8:05 AM         | 8:21 AM    | 9:20 AM      | 10:41 AM     | 12:05 PM     | 1:30 PM      | 2:50 PM      | 3:58 PM      | 6:43 PM      | 8:52 PM      |
| San Diego, CA (Old Town)      |            | 4:07 AM    | 4:07 AM             | 4:47 AM         | 6:02 AM      | 7:04 AM      | 8:12 AM         | 8:28 AM    | 9:27 AM      | 10:48 AM     | 12:12 PM     | 1:37 PM      | 2:57 PM      | 4:05 PM      | 6:50 PM      | 8:59 PM      |
| Sorrento Valley, CA           |            | ---        | ---                 | ---             | ---          | ---          | 8:34 AM         | 8:50 AM    | ---          | 11:10 AM     | ---          | ---          | ---          | ---          | ---          | 9:21 PM      |
| Solana Beach, CA              |            | 4:37 AM    | 4:37 AM             | 5:17 AM         | 6:33 AM      | 7:37 AM      | 8:47 AM         | 9:05 AM    | 10:00 AM     | 11:24 AM     | 12:43 PM     | 2:11 PM      | 3:31 PM      | 4:36 PM      | 7:23 PM      | 9:33 PM      |
| Encinitas, CA                 |            | ---        | ---                 | ---             | ---          | ---          | ---             | ---        | ---          | ---          | ---          | ---          | ---          | ---          | ---          | ---          |
| Poinsettia, CA                |            | ---        | ---                 | ---             | ---          | ---          | ---             | ---        | ---          | ---          | ---          | ---          | ---          | ---          | ---          | ---          |
| Carlsbad Village, CA          |            | ---        | ---                 | ---             | ---          | ---          | 9:02 AM         | 9:19 AM    | ---          | 11:39 AM     | ---          | ---          | ---          | ---          | ---          | 9:46 PM      |
| Oceanside, CA                 |            | 4:53 AM    | 4:53 AM             | 5:37 AM         | 6:57 AM      | 7:55 AM      | 9:11 AM         | 9:30 AM    | 10:17 AM     | 11:48 AM     | 1:00 PM      | 2:29 PM      | 3:48 PM      | 4:53 PM      | 7:43 PM      | 9:55 PM      |
| San Clemente Pier, CA         |            | ---        | ---                 | ---             | ---          | ---          | ---             | ---        | ---          | ---          | ---          | ---          | 4:10 PM      | 5:19 PM      | ---          | ---          |
| San Juan Capistrano, CA       |            | 5:25 AM    | 5:25 AM             | 6:09 AM         | 7:30 AM      | 8:27 AM      | 9:45 AM         | 10:05 AM   | 10:49 AM     | 12:19 PM     | 1:33 PM      | 3:01 PM      | 4:25 PM      | 5:34 PM      | 8:16 PM      | 10:28 PM     |
| Irvine, CA                    |            | 5:41 AM    | 5:41 AM             | 6:25 AM         | 7:48 AM      | 8:43 AM      | 10:00 AM        | 10:20 AM   | 11:03 AM     | 12:33 PM     | 1:48 PM      | 3:16 PM      | 4:42 PM      | 5:49 PM      | 8:31 PM      | 10:43 PM     |
| Santa Ana, CA                 |            | 5:52 AM    | 5:52 AM             | 6:36 AM         | 7:59 AM      | 8:55 AM      | 10:11 AM        | 10:31 AM   | 11:14 AM     | 12:44 PM     | 1:59 PM      | 3:27 PM      | 4:55 PM      | 6:00 PM      | 8:42 PM      | 10:54 PM     |
| Anaheim, CA                   |            | 6:02 AM    | 6:02 AM             | 6:48 AM         | 8:08 AM      | 9:04 AM      | 10:20 AM        | 10:40 AM   | 11:24 AM     | 12:54 PM     | 2:08 PM      | 3:36 PM      | 5:05 PM      | 6:10 PM      | 8:51 PM      | 11:03 PM     |
| Fullerton, CA                 |            | 6:11 AM    | 6:11 AM             | 7:00 AM         | 8:16 AM      | 9:12 AM      | 10:29 AM        | 10:49 AM   | 11:32 AM     | 1:04 PM      | 2:16 PM      | 3:45 PM      | 5:17 PM      | 6:20 PM      | 9:00 PM      | 11:12 PM     |
| Los Angeles, CA               | ---        | 7:03 AM    | 7:03 AM             | 7:30 AM         | 8:51 AM      | 9:56 AM      | 11:09 AM        | 11:29 AM   | 12:10 PM     | 1:43 PM      | 2:51 PM      | 4:29 PM      | 5:54 PM      | 6:57 PM      | 9:35 PM      | 11:52 PM     |
|                               | 4:09 AM    | ---        | 7:35 AM             | 7:50 AM         | 9:11 AM      | ---          | ---             | ---        | 12:30 PM     | ---          | 3:06 PM      | ---          | ---          | 7:16 PM      | ---          | ---          |
| Glendale, CA                  | 4:22 AM    | ---        | 7:48 AM             | 8:02 AM         | 9:23 AM      | ---          | ---             | ---        | 12:42 PM     | ---          | 3:18 PM      | ---          | ---          | 7:28 PM      | ---          | ---          |
| Burbank-Bob Hope Airport, CA  | 4:34 AM    | ---        | 8:00 AM             | 8:12 AM         | 9:33 AM      | ---          | ---             | ---        | 12:52 PM     | ---          | 3:28 PM      | ---          | ---          | 7:38 PM      | ---          | ---          |
| Van Nuys, CA                  | 4:44 AM    | ---        | 8:10 AM             | 8:21 AM         | 9:43 AM      | ---          | ---             | ---        | 1:02 PM      | ---          | 3:38 PM      | ---          | ---          | 7:48 PM      | ---          | ---          |
| Chatsworth, CA                | 5:06 AM    | ---        | 8:32 AM             | 8:33 AM         | 9:55 AM      | ---          | ---             | ---        | 1:14 PM      | ---          | 3:50 PM      | ---          | ---          | 8:00 PM      | ---          | ---          |
| Simi Valley, CA               | 5:19 AM    | ---        | 8:45 AM             | 8:45 AM         | 10:07 AM     | ---          | ---             | ---        | 1:26 PM      | ---          | 4:02 PM      | ---          | ---          | 8:12 PM      | ---          | ---          |
| Moorpark, CA                  | 5:31 AM    | ---        | 8:57 AM             | 8:57 AM         | ---          | ---          | ---             | ---        | 1:39 PM      | ---          | ---          | ---          | ---          | ---          | ---          | ---          |
| Camarillo, CA                 | 5:46 AM    | ---        | 9:10 AM             | 9:10 AM         | 10:31 AM     | ---          | ---             | ---        | ---          | ---          | 4:28 PM      | ---          | ---          | 8:36 PM      | ---          | ---          |
| Oxnard, CA                    | 6:12 AM    | ---        | 9:21 AM             | 9:21 AM         | 10:44 AM     | ---          | ---             | ---        | 2:01 PM      | ---          | 4:39 PM      | ---          | ---          | 8:47 PM      | ---          | ---          |
| Ventura, CA                   | 6:28 AM    | ---        | 9:35 AM             | 9:35 AM         | 11:00 AM     | ---          | ---             | ---        | 2:15 PM      | ---          | 4:58 PM      | ---          | ---          | 9:01 PM      | ---          | ---          |
| Carpinteria, CA               | 6:34 AM    | ---        | 10:06 AM            | 10:06 AM        | 11:22 AM     | ---          | ---             | ---        | 2:43 PM      | ---          | 5:22 PM      | ---          | ---          | 9:23 PM      | ---          | ---          |
| Santa Barbara, CA             | 6:47 AM    | ---        | 10:19 AM            | 10:19 AM        | 11:41 AM     | ---          | ---             | ---        | L 3:01 PM    | ---          | 5:41 PM      | ---          | ---          | L 9:51 PM    | ---          | ---          |
|                               | 6:50 AM    | ---        | ---                 | ---             | 11:44 AM     | ---          | ---             | ---        | ---          | ---          | 5:44 PM      | ---          | ---          | ---          | ---          | ---          |
| Goleta, CA                    | 7:16 AM    | ---        | 10:43 AM            | 10:43 AM        | 11:56 AM     | ---          | ---             | ---        | 3:14 PM      | ---          | 5:56 PM      | ---          | ---          | 10:04 PM     | ---          | ---          |
| Lompoc-Surf Station, CA       |            | ---        | ---                 | ---             | 1:02 PM      | ---          | ---             | ---        | ---          | ---          | 7:02 PM      | ---          | ---          | ---          | ---          | ---          |
| Guadalupe, CA                 | ---        | ---        | ---                 | ---             | 1:38 PM      | ---          | ---             | ---        | ---          | ---          | 7:38 PM      | ---          | ---          | ---          | ---          | ---          |
| Grover Beach, CA              |            | ---        | ---                 | ---             | 1:55 PM      | ---          | ---             | ---        | ---          | ---          | 7:55 PM      | ---          | ---          | ---          | ---          | ---          |
| San Luis Obispo, CA           | ---        | ---        | ---                 | ---             | 2:30 PM      | ---          | ---             | ---        | ---          | ---          | 8:36 PM      | ---          | ---          | ---          | ---          | ---          |


Denotes those train schedules that were adjusted more than 5 minutes.

Train 761 no longer exists as part of the April 2018 schedule change; it is replaced by trains 759 and 561.



**February 21, 2018**

**To:** Members of the Board of Directors

**From:** Jennifer L. Bergener, Managing Director 

**Subject:** 2018 Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Board of Directors Initiatives

### **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.

### **Background**

The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) Board of Directors (Board) annually adopts Board-specific initiatives to provide direction and guide decision-making during the year. The initiatives directly support the values, vision, mission, and goals as outlined in the annual business plan. The initiatives also provide tangible and tactical goals that can reasonably be achieved within the year as well as those that will guide the course of the LOSSAN Agency's mid- and long-term vision.

### **Discussion**

The proposed 2018 LOSSAN Board initiatives were developed consistent with the goals and objectives outlined in the current business plan, and carrying forward initiatives from the prior year. The Board initiatives are categorized into five major categories as follows:

- Expand the Pacific Surfliner service

- Connect with transportation network
- Enhance the passenger experience
- Increase awareness of the Pacific Surfliner intercity passenger rail service
- Advocate for the fiscal sustainability of the Pacific Surfliner

Each major initiative ties back to specific goals outlined in the approved fiscal years 2017-18 and 2018-19 business plan, with some building off of prior year initiatives and others initiating new ones. These major initiatives each include specific deliverables that, with leadership from the Board, LOSSAN Agency staff will seek to advance or complete in 2018. LOSSAN Agency staff will provide regular updates to the Board on progress made on the initiatives.

### ***Summary***

The proposed 2018 Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Board of Directors initiatives have been developed consistent with goals and objectives included in the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency business plans and with input provided from the Board of Directors and member agencies. The proposed initiatives set the tone and provide direction for the coming year.

### ***Attachment***

- A. 2018 Board of Directors Initiatives, Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency



# 2018 BOARD OF DIRECTORS INITIATIVES

LOS ANGELES – SAN DIEGO – SAN LUIS OBISPO RAIL CORRIDOR AGENCY



## EXPAND the Pacific Surfliner service

- Implement peak-period service between Los Angeles and Ventura – Santa Barbara counties
- Advance the implementation of an additional roundtrip between San Diego – Los Angeles – San Luis Obispo
- Initiate planning efforts to expand service with a 2030 horizon



## CONNECT with the transportation network

- Expand the transit transfer program to provide additional options for first- and last-mile connections
- Advance integrated ticketing across connecting service providers
- Integrate with Los Angeles County Metropolitan Transportation Authority rail system



## ENHANCE the passenger experience

- Advance efforts with Amtrak and host railroads to improve on-time performance
- Improve real-time service reporting through social media and station outlets
- Continue to work with Amtrak to improve food and beverage offerings and on-board amenities



## INCREASE awareness of the Pacific Surfliner intercity passenger rail service

- Implement strategic, comprehensive and cost-effective marketing programs
- Expand strategic partnerships and field marketing presence
- Enhance digital communications and advertising, including development of a new Pacific Surfliner website



## ADVOCATE for the fiscal sustainability of the Pacific Surfliner


- Protect and advocate for long-term sustainable operating funding sources
- Pursue discretionary grant funding to support operations and capital improvements
- Advance 2018 Legislative Program





**February 21, 2018**

**To:** Members of the Board of Directors

**From:** Jennifer L. Bergener, Managing Director 

**Subject:** Amendment to Contract with Truth and Advertising to Support Pacific Surfliner Field Marketing Engagement Program

### **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.

### **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.

### **Background**

Per the terms of the interagency transfer agreement with the State of California, the Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) is responsible for marketing the Pacific Surfliner intercity passenger rail service in order to enhance public awareness of the service and increase ridership and revenue.

The LOSSAN Agency works closely with its consultant team and external partners to develop and implement an array of marketing activities designed to

strengthen the Pacific Surfliner brand, build a strong online presence, improve the customer experience, add value for passengers, and leverage strategic partnerships. These marketing activities have contributed to year-over-year increases in ridership, revenue, and fare box recovery on the Pacific Surfliner.

On August 21, 2017, the Board of Directors (Board) approved Agreement No. L-7-0004 between the LOSSAN 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 for a one-year initial term with two, one-year option terms. On December 6, 2017, the Board approved an expenditure plan for the 2018 Pacific Surfliner winter marketing campaign and authorized the Managing Director to amend Agreement No. L-7-0004 with Truth and Advertising, by \$400,000, for direct costs of purchasing campaign advertising.

### ***Discussion***

The LOSSAN Agency has worked with Truth and Advertising and subconsultant Monarch Sports, LLC to develop an integrated Field Marketing Engagement Program (Program) for the Pacific Surfliner designed to:

- Leverage key collegiate and professional sports sponsorships to connect with the regional target audience for the Pacific Surfliner service
- Drive awareness of the Pacific Surfliner in specific markets
- Influence consumer purchase decisions within communities served
- Increase ridership, positive brand associations, and visibility of the Pacific Surfliner
- Uncover opportunities to expand reach and influence in college markets to build awareness in that key demographic
- Promote brand goodwill and partnerships with key convention and visitors bureau partners

The Program is also designed to maintain and expand relationships and advertising programs with strategic partners along the route that were previously managed and funded by Amtrak. In December 2017, Amtrak's field marketing presence including staff support and budget supporting the Pacific Surfliner service was eliminated. The LOSSAN Agency staff had relied heavily on support from Amtrak for co-marketing and cost-sharing opportunities, as well as the coordination, management, and implementation of various sponsorships and promotional partnerships with sports teams, festivals, special events, and trade shows along the LOSSAN Rail Corridor. The Program will help bridge the gap created by the elimination of these positions.

The Program will provide marketing continuity through existing partners and extend the reach and impact of these efforts to new partners. The Program will include investments in sponsorships, memberships, and advertising programs secured and coordinated through strategic partnerships with convention and visitors' bureaus (CVB), collegiate and professional sports franchises, live event promoters, and local event producers throughout the LOSSAN rail corridor.

**Expenditure Plan - Pacific Surfliner Field Marketing Engagement Program**

|   |                  |
|---|------------------|
| Travel Industry/CVB Memberships         | \$40,000         |
| Sports Marketing                        | \$375,000        |
| Consumer Events/Trade Shows/Live Events | \$57,000         |
| Promotional Marketing Programs          | \$28,000         |
| <b>TOTAL</b>                            | <b>\$500,000</b> |

This proposed expenditure plan will support the LOSSAN Agency's participation in strategic sponsorships in target markets that leverage partnerships to build awareness of the Pacific Surfliner service, while developing and strengthening relationships with local communities.

By generating interest and engagement with the Pacific Surfliner service, the development of the Program will position the Pacific Surfliner brand as top of mind, build awareness, extend brand value, and drive customers to PacificSurfliner.com and Amtrak points of sale.

LOSSAN Agency staff will develop key analytic benchmarks to support ongoing program evaluation and measure audience effectiveness. Areas of focus for measurable performance metrics will include: social audience activation, targeted email marketing, hyper-targeted media placements, content engagement, media impressions, and click rates. Data will be used to provide insight to inform future marketing decisions.

The fiscal year (FY) 2017-18 and 2018-19 approved LOSSAN Agency Business Plan and budget includes \$2 million for marketing expenses. Additionally, the California State Transportation Agency has authorized the utilization of prior year marketing surplus funds, which total approximately \$2.2 million. LOSSAN Agency staff will utilize prior year surplus funds ahead of any new marketing funds received.

Planned activities in each area are detailed below.

**Travel Industry/CVB Memberships**

Identify and develop relevant cooperative advertising, social media, and promotional opportunities. Partners may include the following:

- San Diego Tourism Authority
- Visit Anaheim
- Los Angeles Tourism and Convention Board
- Ventura CVB
- Oxnard CVB
- Santa Barbara CVB
- Santa Barbara Chamber of Commerce & Visitors Center
- San Luis Obispo County CVB
- San Luis Obispo Chamber of Commerce
- Central Coast Tourism Council
- Visit California

### Sports Marketing

Connect with highly visible sports partners to represent the LOSSAN Agency's strategic priorities in key communities. This includes, but is not limited to, negotiating high-impact sponsorships to acquire bundled, multimedia assets that deliver maximum impact and drive ridership in key markets. Key to this effort will also be developing and tracking measurable performance metrics such as clicks, media impressions and extended-use digital assets that align with established program goals.

Fulfillment of sports marketing programs includes coordinating and ensuring timely delivery of all creative assets including print, radio, digital and social media, as well as the development of special promotions and fares discounts to incentivize trial and repeat ridership to support program initiatives.

Immediate opportunities may include the following:

- Big West Basketball Tournament- March 8-10, 2018
- San Diego Padres, Anaheim Angels, Los Angeles Dodgers
- California Interscholastic Federation - Southern California high schools
- California State University, Fullerton, and/or California Polytechnic State University – San Luis Obispo Mustang Sports
- Los Angeles Galaxy professional soccer
- University of Southern California, University of California, Los Angeles, University of California, Santa Barbara, San Diego State University, and similar sports programs
- In season Los Angeles Rams and Los Angeles Chargers Game Day Program ads
- Sponsored sports radio features
- Local ESPN television spot buys
- Local media tour travel segments

Consumer Events/Trade Shows/Live Events

Connect with event organizers to outline the LOSSAN Agency's goals and objectives and negotiate agreements to extend market reach, clicks, impressions, and return on investment.

Fulfillment of event sponsorships includes coordinating and ensuring timely delivery of all creative assets including print, digital and social media, as well as the development of special promotions and fares discounts to incentivize trial and repeat ridership to support program initiatives.

Events may include the following:

- LiveNation FivePoint Amphitheatre 2018 Season
- Red Hat Society Train Hoot – 25th Anniversary Celebration
- Del Mar Horse Racing Summer Season
- Railroad Safety Poster Contest (Partnership Southern California Railway Plaza Association)
- Seaside Highland Games, Ventura
- Santa Barbara Earth Day
- San Luis Obispo Lunchtime Summer Concerts in the Park Series
- California Strawberry Festival, Oxnard
- Oxnard Salsa Festival

Promotional Marketing Programs

Develop and/or support new marketing program initiatives for key audiences. This includes, but is not limited to, the support of both existing and new opportunities to drive ridership and customer loyalty in specific demographic groups.

Programs may include the following:

- California Everyday Discount Program including special fares for students, children, seniors, and passengers with disabilities
- Santa Barbara County Peak-Period Service
- New Kids and Senior Discount Programs
- Automobile Club of Southern California - California Discount Rewards Program
- Disneyland – Southern California Resident Ticket Sales Promotion
- Small group discount programs
- Kids 'n' Trains school group discount program

***Summary***

The Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency staff has prepared a proposed Pacific Surfliner Field Marketing Engagement Program expenditure plan for the Board of Directors' review and approval.

***Attachment***

None.

**Prepared by:**



Emilia Doerr  
Marketing & Communications Officer  
(714) 560-5370



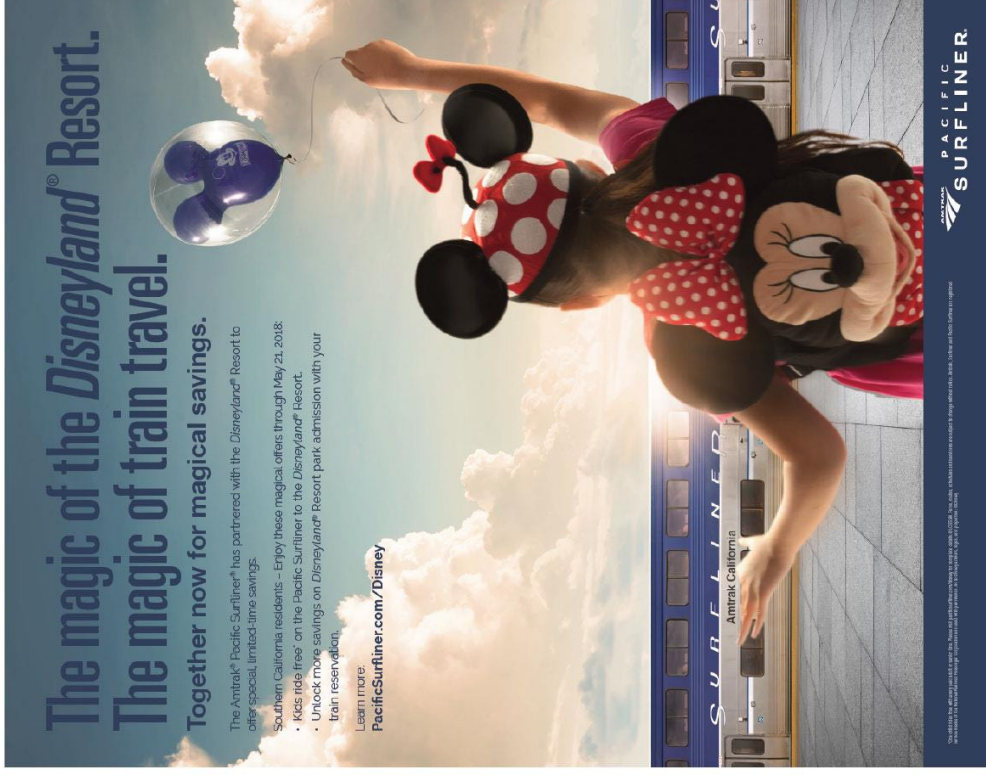
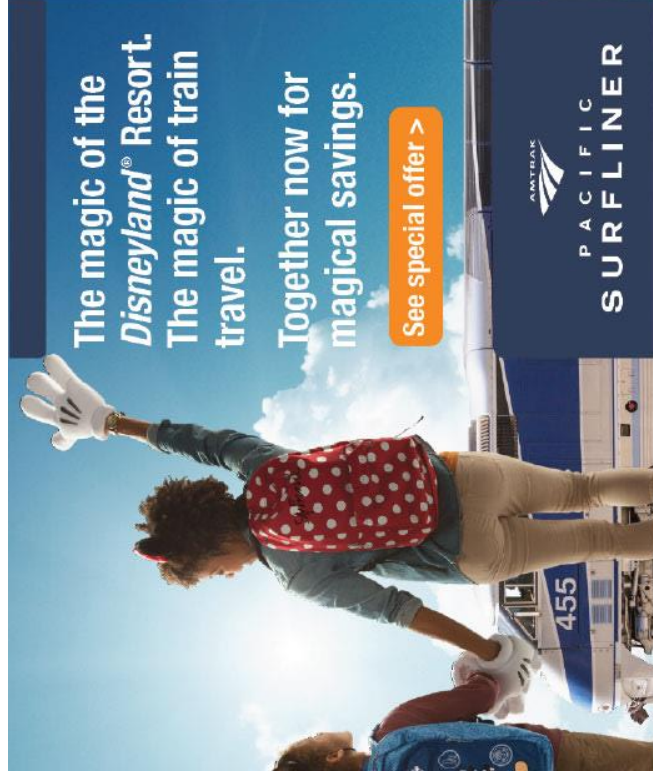
# Disneyland Resort Partnership

Board of Directors  
February 21, 2018



# Disneyland® Resort Partnership

This partnership will promote ridership in key Southern California markets as well as offer an added benefit to Pacific Surfliner customers.





# Kids Ride Free + Special Savings on Disneyland® Resort SoCal Resident Ticket


Special, limited-time savings for Southern California residents

## Offer Details:

- Pacific Surfliner Fare Promotion: For each full-fare adult ticket purchased to Anaheim, customers will receive one free child ticket (ages 2-12)
- Disneyland® Resort SoCal Resident Ticket Offer: Unlock an additional 5 percent savings on the SoCal Resident Ticket

## Timeline:

February 11 – May 21, 2018




DESTINATIONSAMENITIESTICKETSCHEDULESSTATIONSDEALSBOOK NOWBLOG

### **Magical Savings Begin Here**

**The magic of train travel. The magic of the Disneyland® Resort. Together now for magical savings.**


Visiting the Disneyland® Resort is now more magical than ever. The Antrak Pacific Surfliner® is offering special, limited-time savings on both train travel and theme park admission.

Southern California Residents – Enjoy these magical offers through May 21, 2018:



**KIDS RIDE FREE\***  
Book a free children's ticket with each adult ticket purchased to and from Anaheim. Use our ticketing widget below to explore the options using the promo code "V231".

\*Terms & Conditions



**SPECIAL SAVINGS ON THE DISNEYLAND® RESORT SOCAL RESIDENT TICKET\***  
Once you've booked your train tickets, fill out the form on this page to unlock an additional 18% savings on the SoCal Resident Ticket.


**2-Day Tickets**

- 1-Park Per Day Ticket for \$151 (savings of \$48)
- Park Hopper Ticket for \$194 (savings of \$50)

**3-Day Tickets**

- 1-Park Per Day Ticket for \$189 (savings of \$60)
- Park Hopper Ticket for \$232 (savings of \$63)

\*Terms & Conditions



1 Book your Antrak Pacific Surfliner trip to Anaheim and keep your reservation number handy.

2 Use it to unlock a special web portal to purchase Disneyland® Resort tickets with a special savings.

First NameLast NameEmail AddressTrain Reservation Number

Where's my reservation number?

© 2018 Me to sign up for emails from LOSSAN about the Pacific Surfliner

**UNLOCK SPECIAL OFFER**

3

# 15-Second Promotional Video



# Activating Partners

Leverage partner channels to extend reach and increase awareness in relevant markets, while promoting affiliation with Disney brand

[Home](#) > [Guest Services](#) > [Disney's Getting Here Guest Services](#)

[Parks & Tickets](#)
[Places to Stay](#)
[Things to Do](#)
[Annual Passports](#)
[Help](#)
[Cart](#)

# Taking the Train to the Disneyland Resort

Ride the rails—and avoid the traffic—during a scenic Southern California journey by train to the Happiest Place on Earth.

SHARE

## Amtrak® Pacific Surfliner®

Take this train to the Anaheim Regional Transportation Intermodal Center (ARTIC) for easy access to the Disneyland Resort.

The Amtrak Pacific Surfliner runs between San Luis Obispo (located in the central part of California's coastline) and San Diego (located at the southernmost end of Southern California) with multiple stops along the way in places like Los Angeles, Santa Barbara and Orange County. If traveling from other areas via Amtrak, you will need to transfer to the Pacific Surfliner at any of the stops along the train route.

Once you arrive at ARTIC, you may transfer to the Anaheim Resort Transit Route 14 or 15 bus, which will take you directly to the Disneyland Resort, or you can transfer to the OCTA Bus Route 50 and exit at the Katella-Harbor Blvd. stop with a short walk along Harbor Boulevard (approximately 3 blocks) to the Disneyland Resort. The trip takes approximately 30 minutes. You can transfer to either service for free by presenting your valid Amtrak paper ticket or e-Ticket to the bus driver when you board.

[Learn more about Amtrak Pacific Surfliner schedules, fares and route information.](#)

Show Less

## MetroLink

MetroLink is a rapid commuter rail system that serves Southern California. [Read More](#)

## Getting Around the Anaheim Resort Area

The Anaheim Resort Transit (ART) provides convenient, affordable shuttle service throughout Anaheim. [Read More](#)

# Magical savings for Amtrak customers

### The magic of the Disneyland® Resort. The magic of train travel. Together now for magical savings.

Visiting the Disneyland® Resort is more magical than ever. The Amtrak® Pacific Surfliner® is offering limited-time savings on both train travel and park admission. Southern California Residents – Enjoy these special offers through May 21.

- Kids ride free on the Pacific Surfliner to the Disneyland® Resort. Book one free children's ticket with each adult ticket purchased to Anaheim with the promo code YZ31\*\*.
- Receive special savings on the Disneyland® Resort SoCal Resident Ticket. Once you've booked your train tickets, visit PacificSurfliner.com and enter your valid Amtrak reservation number to unlock more savings on Disneyland® Resort park admission.

[LEARN MORE](#)

[AMTRAK.COM](#) | [EARN](#) | [REDEEM](#) | [CONTACT US](#) | [MY ACCOUNT](#)



# Digital Marketing and Public Relations

Generate interest and engagement with this special offer, while driving online visibility and referral traffic for Pacific Surfliner bookings



Pacific Surfliner  
Just now • 🌐

We are SO excited to announce a special partnership with the Disneyland Resort! We've come together to offer limited-time savings on train travel and park admission for SoCal Residents.

Now through May 21, kids ride free on the Pacific Surfliner to Anaheim. Book your tickets and use your train reservation to unlock additional savings on the SoCal Resident ticket!

See offer details: [pacificsurfliner.com/disney](https://pacificsurfliner.com/disney)



### Amtrak Pacific Surfliner

The Pacific Surfliner travels 351 miles through Southern California. Skip traffic and enjoy amazing views as you ride between San Diego and San Luis Obispo.

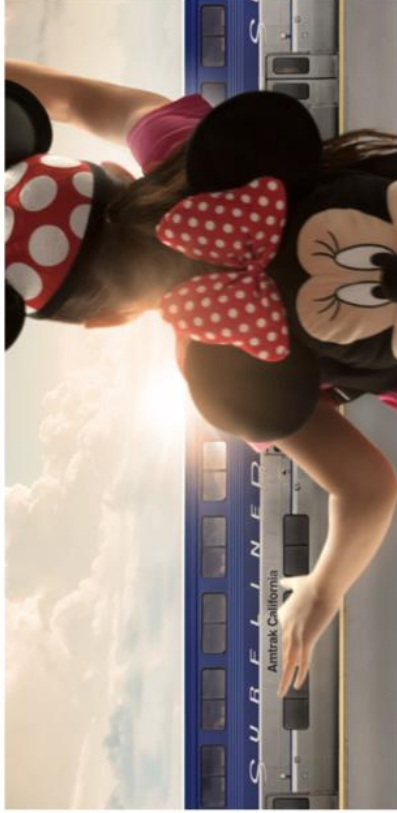
[PACIFICSURFLINER.COM](https://PACIFICSURFLINER.COM)

 Like

 Comment

 Share

## FOR IMMEDIATE RELEASE



### Amtrak Pacific Surfliner Partners with Disneyland® Resort to Offer Special, Limited-Time Savings

*Southern California residents enjoy magical offers for train travel and theme park admission through May 21, 2018*

**ANAHEIM, Calif.** – The [Amtrak® Pacific Surfliner®](#) has partnered with the *Disneyland®* Resort to offer special, limited-time savings for Southern California Residents on train travel and *Disneyland®* Resort theme park admission through May 21, 2018. The Pacific Surfliner brings nearly 3 million travelers annually to Southern California destinations including Anaheim, the gateway to the Happiest Place on Earth.

Pacific Surfliner and the *Disneyland®* Resort have partnered to provide Southern California Residents a magical offer including:

- Kids ride free on Pacific Surfliner to the *Disneyland®* Resort with a paid adult
- An additional 5% savings on the SoCal Resident Ticket offer for *Disneyland®* Resort theme parks

# Looking Ahead

- Continue expanding and optimizing promotional efforts
- Enhance rider journey between Anaheim Regional Transportation Intermodal Center and the *Disneyland*® Resort
- Promote Transit Transfer program
- Develop programs that support continued ridership
- Monitor offer utilization and ridership