



# LOSSAN RAIL CORRIDOR AGENCY TECHNICAL ADVISORY COMMITTEE

**Thursday, February 4, 2021  
12:30 P.M. - 2:30 P.M**

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 Los Angeles – San Diego – San Luis Obispo (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 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 Committee 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.

All documents relative to the items referenced in this agenda are available for public inspection at [www.lossan.org](http://www.lossan.org).

### **Guidance for Public Access to the TAC Committee Meeting**

On March 12, 2020 and March 18, 2020, Governor Gavin Newsom enacted Executive Orders N-25-20 and N-29-20 authorizing a local legislative body to hold public meetings via teleconferencing and make public meetings accessible telephonically or electronically to all members of the public to promote social distancing due to the state and local State of Emergency resulting from the threat of Novel Coronavirus (COVID-19).

In accordance with Executive Order N-29-20, and in order to ensure the safety of the Orange County Transportation Authority (OCTA) Board of Directors (Board) and staff and for the purposes of limiting the risk of COVID-19, in-person public participation at public meetings of the OCTA will not be allowed during the time period covered by the above-referenced Executive Orders.

Instead, members of the public can listen to AUDIO live streaming of the TAC Committee meetings with TEAMS by clicking the below link:

[TAC Meeting Live Stream](#)

Public comments may be submitted for the upcoming Committee meetings by emailing them to [lossantac@octa.net](mailto:lossantac@octa.net)



## TECHNICAL ADVISORY COMMITTEE AGENDA

---

### **Guidance for Public Access to TAC Committee Meeting (Continued)**

If you wish to comment on a specific agenda Item, please identify the Item number in your email. All public comments that are timely received will be part of the public record and distributed to the Committee. Public comments will be made available to the public upon request.

In order to ensure that staff has the ability to provide comments to the TAC Committee Members in a timely manner, please submit your public comments 30 minutes prior to the start time of the Committee meeting date.

## 2021 TECHNICAL ADVISORY COMMITTEE

### Technical Advisory Committee - Membership Roster

	Member Agencies	Appointee	Alternate
North	San Luis Obispo Council of Governments	Anna Devers	Tim Gillham
	Santa Barbara County Association of Governments	Scott Spaulding	Lauren Bianchi Klemann
	Ventura County Transportation Commission	Claire Grasty	Martin Erickson
Central	Los Angeles County Metropolitan Transportation Authority	Jay Fuhrman	Jeanet Owens
South Central	Orange County Transportation Authority	Megan LeMaster	Alexis Murillo Felix
	Riverside County Transportation Commission	Sheldon Peterson	Vacant
South	San Diego Metropolitan Transit System	Brent Boyd	Julia Tuer
	North County Transit District	Damon Blythe	Michael Johnson
	San Diego Association of Governments	Danny Veeh	Linda Culp

## Call to Order

### 1. Public Comments

At this time, members of the public may address the Technical Advisory Committee regarding any items within the subject matter jurisdiction of the Technical Advisory Committee, 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 Technical Advisory Committee.

## Special Calendar

There are no Special Calendar matters.

## Consent Calendar

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

### 2. Approval of Minutes

James D. Campbell

#### Overview

Approval of the minutes from the November 5, 2020, LOSSAN Technical Advisory Committee meeting.

#### Recommendation

Receive and file as an information item.

## Regular Calendar

There are no Regular Calendar matters.

## Discussion Calendar

### 3. Fiscal Year 2021-22 Annual Business Plan – Final Draft Discussion

Roger M. Lopez

#### Overview

Staff will provide an update on the Fiscal Year 2021 22 Los Angeles – San Diego - San Luis Obispo Rail Corridor Agency business plan.

4. **San Diego County Layover and Maintenance Facility Study & Recommendation**  
James D. Campbell

**Overview**

A study to evaluate potential locations for a new maintenance and layover facility for the Pacific Surfliner in San Diego County was completed recently. Staff will provide a presentation on the study and recommendation.

5. **Marketing Update**  
Emilia Doerr

**Overview**

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's fiscal year 2020-21 marketing efforts support key priorities outlined in the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's fiscal years 2020-21 and 2021-22 Business Plan. This report provides a summary of marketing activities including strategic marketing and communications activities that have been adapted to align with reduced service levels and promote public informational messages related to health and safety in response to the coronavirus.

6. **Upcoming Agenda Items**  
James D. Campbell

**Overview**

Overview of upcoming agenda items for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency Board of Directors meeting on February 16, 2021.

7. **Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Update**

8. **Technical Advisory Committee Members' Report**

9. **Adjournment**

The regularly scheduled meeting of this Committee will be held:

Thursday, March 4, 2021

Location: TBD



# Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency **TECHNICAL ADVISORY COMMITTEE**

## **NOVEMBER 5, 2020 MEETING MINUTES**

The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) Technical Advisory Committee (TAC) met on November 5, 2020, at 12:30 p.m. via TEAMS conference call.

### **Committee members in attendance:**

*Via Teleconference:*

Anna Devers, SLOCOG  
Scott Spaulding, SBCAG  
Claire Grasty, VCTC  
Jay Fuhrman, LA Metro  
Megan LeMaster, OCTA  
Alexis Murillo-Felix, OCTA  
Sheldon Peterson, RCTC  
Michael Johnson, NCTD  
Graham Blackwell, NCTD  
Danny Veeh, SANDAG  
Brent Boyd, MTS  
Roderick Diaz, SCRRA  
Jerry Romana, HSR  
Tamara Noel, BNSF  
Cindy Stone, BNSF  
Peggy Harris, UPRR  
Victor Stone, UPRR  
Ira Cooper, UPRR  
Ryan Greenway, Caltrans  
Anthony Serna, Caltrans  
Michelle Caudill, Amtrak

### **Welcome and Introductions**

The November 5, 2020, LOSSAN Agency TAC meeting was called to order by Mr. James Campbell, LOSSAN Program Manager, who welcomed the LOSSAN TAC to the TEAMS conference call. Mr. Campbell asked the participants over the teleconference line for introductions.

#### **1. Public Comments**

*There were no Public Comments.*

## CONSENT CALENDAR

### 2. Approval of Minutes

*This item was moved by Megan LeMaster (OCTA) and seconded by Danny Veeh (SANDAG). The Committee approved the September 2020 meeting minutes.*

### 3. The Los Angeles San Diego San Luis Obispo Rail Corridor Trends for the Third Quarter of Federal Fiscal Year 2019-20

*This item was pulled for discussion. Mr. Danny Veeh (SANDAG) requested more data on services levels and revenue miles be presented to compare against the ridership to see how they recover over time.*

*The item was moved by Danny Veeh (SANDAG) and seconded by Sheldon Peterson (RCTC). The Committee approved the Consent item.*

## REGULAR CALENDAR

### 4. Fiscal Year 2021-25 State Rail Assistance

Mr. Russ Henry (LOSSAN) provided an overview on the State Rail Assistance (SRA) program and the proposed program of projects for the expected \$29.8 million in new round of formula State Rail Assistance funding to the LOSSAN Agency for Committee review and recommendation to the Board of Directors.

*A brief discussion ensued regarding the SRA funds and the specific projects included in the formula funds. Mr. Henry confirmed they are still working with the State to find additional funding to help with the many projects along the corridor. TAC members requested more information in the future about equipment needs and a fleet plan for the long-term. There was no further discussion.*

*The item was moved by Claire Grasty (VCTC) and seconded by Megan LeMaster (OCTA). The Committee approved the recommendation of the item to the Board with 8 yes votes and 1 abstention from LA Metro.*

## DISCUSSION ITEMS

### 5. Proposed 2021 Board of Directors and Committee Meetings Schedule

Mr. James Campbell (LOSSAN) provided the proposed 2021 Board of Directors and Committee Meetings schedule to the TAC members, which was just approved by the Executive Committee as well.

*There was no further discussion.*

**6. Draft 2021 Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Legislative Program**

Mr. Dustin Sifford gave a brief overview on the changes of the legislative program. He explained the changes, which primarily related to the impact of the COVID-19 pandemic and to encourage policy and funding flexibilities.

*Mr. Veeh requested consideration of adding language regarding resiliency and strategic funding relevant to national defense as possible sources of funding. Mr. Sifford will follow-up on this request. There was no further discussion.*

**7. Pacific Surfliner On-Time Performance Analysis Second Quarter – Federal Fiscal Year 2019-20**

Mr. Roger Lopez presented the performance analysis for the months of April, May, and June 2020. Mr. Lopez showed the impact of the COVID-19 service reduction, improvement in on-time performance from our lowest performing trains, and delays.

*A brief conversation ensued regarding the reduced level of services on the corridor due to the COVID-19 pandemic. There was no further discussion.*

**8. Annual Business Plan and Budget Assumptions for Fiscal years 2021-22 and 2022-23**

Mr. Lopez (LOSSAN) gave an overview on budget assumptions for the current and upcoming fiscal year, including marketing efforts, equipment needs, maintenance, and an outline of the restoration of up to 80 percent of our pre-COVID train miles, contingent of ridership and state funding availability.

*A brief conversation ensued on the service levels goal and the marketing budget. There was no further discussion.*

**9. Upcoming Agenda Items**

Mr. Campbell (LOSSAN) provided a brief overview of the agenda items for the November 2020 Board of Directors meeting.

*A brief discussion ensued on several Board agenda items. There was no further discussion.*

**10. Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Update**

Mr. Campbell (LOSSAN) mentioned that since the September TAC meeting, a consultant team has been hired to prepare an update to the San Diego County Maintenance and Layover Facility Study. The consultant team has been gathering information on the new proposed location, preparing a site configuration, performing an environmental constraints analysis, and developing cost estimates. This information will be presented to and discussed with the San Diego County stakeholders. The concept and information on the new site is anticipated for the week



after Thanksgiving. The goal is to complete the study update by the end of the calendar year and begin the project approval and environmental clearance phase of the project the first half of calendar year 2021.

Mr. Campbell also mentioned that Pacific Surfliner will be going reserved for November 23 – November 30. We will also be adding a seventh car to some of the train sets, as well as one additional roundtrip between Los Angeles and San Diego, on Wednesday, November 25 and Sunday, November 29.

Mr. Henry (LOSSAN) introduced Kevin Quon, LOSSAN's new Senior Transportation Funding Analyst and Mr. Jason Jewell (LOSSAN) introduced John Brau, LOSSAN's Accounting Analyst.

## **11. Technical Advisory Committee Members' Report**

*Ms. Anna Devers, SLOCOG, mentioned their Coast Rail Corridor Study Team will provide their first presentation on the Rail Corridor Study to the SLOCOG Board, which can be found on [www.coastrailstudy.com](http://www.coastrailstudy.com)*

*Ms. Megan LeMaster mentioned the OCTA Board approved a contract with a construction company to replace the stairs at the Fullerton Transportation Center.*

*Mr. Michael Johnson, NCTD, mentioned his new boss, Graham Blackwell, the new Chief Operating Officer for Rail at NCTD. Also, they are currently testing PTC on the new charger locomotives and working on targeting after the first year to have all five chargers in the revenue service. Mr. Johnson also mentioned an emergency embankment repair at milepost 243 for the weekend.*

*Mr. Danny Veeh, SANDAG, shared great progress for the Delmar Bluffs stabilization project.*

*Mr. Roderick Diaz, Metrolink, shared a schedule change for November 13<sup>th</sup> for a net reduction of nine trains in the system. They are moving two of their lines to a clockface schedule, the Antelope Valley and San Bernardino Lines, and reintroducing the Express on the San Bernardino Line , to help promote social distancing. Mr. Diaz also mentioned getting closer towards the completion of a final draft on their strategic business plan.*

*Mr. Jerry Romana (HSR), shared they have a new Regional Director of Engineering, named Ladonna DiCamillo.*

*Mr. Victor Stone, Union Pacific, mentioned progress on the infrastructure projects on the Santa Barbara Subdivision.*

**12. Adjournment**

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

Thursday, February 4, 2021

Location: TBD

12:30 p.m. – 2:30 p.m.



# Los Angeles-San Diego-San Luis Obispo Rail Corridor Agency

San Diego County Layover and Maintenance  
Facility Study & Recommendation

**Technical Advisory Committee**

February 4, 2021

# Site Goals for New Facility

- Address existing and future layover and maintenance capacity needs
- Minimize environmental constraints
- Minimize residential and other non-compatible land use impacts
- Minimize right-of-way cost, impacts, and relocations
- Support a feasible operating plan for existing and future service
- Minimize capital costs
- Safe and convenient access to site
- Optimize cost to benefit ratio

# First Tier Evaluation

**Objective:** Screen initial list of candidate sites down to **SEVEN** feasible sites for further evaluation and prioritization

First Tier Evaluation included 8 evaluation criteria:

- Size of site (>12 acres)
- Environmental constraints
- Compatibility with Surrounding Land Uses
- Potential Right-of-Way Costs
- Ability to Support a Feasible Operating Plan
- Overall Capital Cost for Facility
- Access to Site
- Cost Benefit Ratio



# List of All Sites Screened Down to Final Seven Sites for Prioritization



Site	Score
SEVEN REMAINING FOR FURTHER ANALYSIS	
Cesar Chavez Yard	20
National City	19
Port of San Diego	15
Stuart Mesa Maintenance Facility (SMMF)	14
Linda Vista	13
Old Town	13
Middle Town / Airport Intermodal Transit Center (ITC)	12
SITES DROPPED FROM FURTHER ANALYSIS	
Trolley Yard	11
Miramar	9
Sorrento Valley	8
Rose Canyon	0
BNSF 10 <sup>th</sup> Street Yard	0
San Ysidro	0

# Second Tier Evaluation

## Operational Characteristics

- Site Configuration – Site's usable size and geometry characteristics in its ability to accommodate buildings and trackage for optimum yard operational efficiency.
- Alignment Proximity/Connectivity – Site's physical distance and operational interface to the mainline.
- Alignment Location – Site's geometric relationship to the mainline and its effect on rail system operational efficiency.
- Site Access – Safe and convenient access to the site.

## Site Characteristics

- Neighborhood Compatibility – Site edge conditions and their sensitivity to facility functions and operations.
- Zoning/Land Use – Compatibility of maintenance facility's industrial use with existing land use guiding and zoning designation.
- Size and Shape – Compatibility of site's size and shape to allow for efficient design and operations.
- Site Readiness – Cost and schedule implications of site preparation (grading, geotechnical, demolition, remediation, utilities) for required buildings and trackage.
- Site Acquisition – Cost and ease of acquiring site parcel(s).
- Relocation Cost – Cost and ease of relocating existing uses as a part of site acquisition.
- Environmental Impact – Ease in addressing mitigation measures related to wetlands, stormwater, and contamination.
- Cultural Resources – Ease in addressing mitigation measures related to historical and cultural resources.
- Public Benefit – Ability of the site's facility conceptual layout to provide additional benefit(s) to the public, other than those being offered by the new maintenance and layover facility through increased passenger rail service.

# Final Weighted Scores and Prioritization

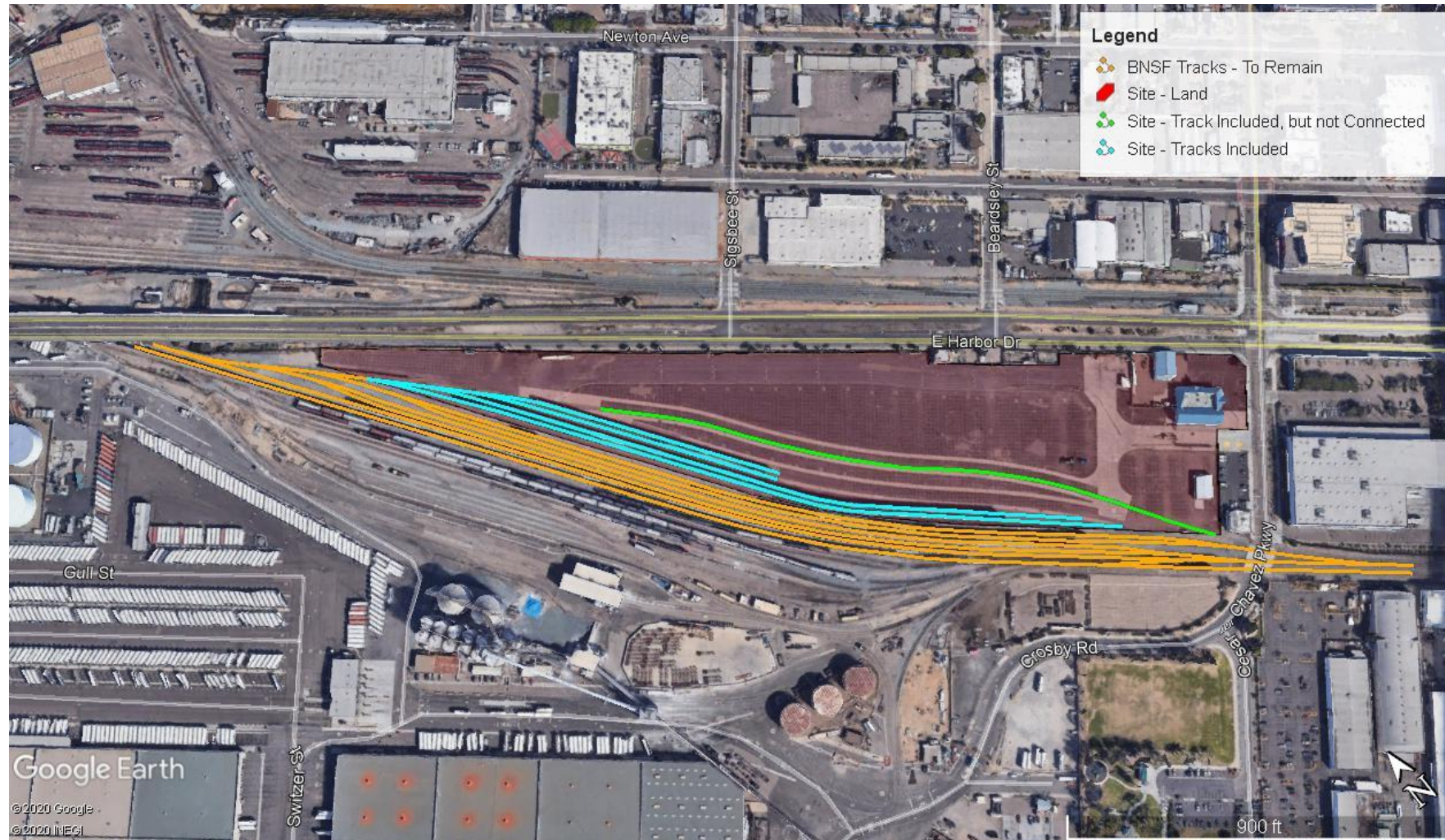
Site	Prioritization Ranking	Weighted Score
Cesar Chavez Yard	1	256
National City	2	249
Port of San Diego	3	232
Stuart Mesa Maintenance Facility (SMMF)	4	204
Old Town	5	171
Linda Vista	6	168
Middle Town / Airport Intermodal Transit Center (ITC)	7	155



# Cesar Chavez Yard

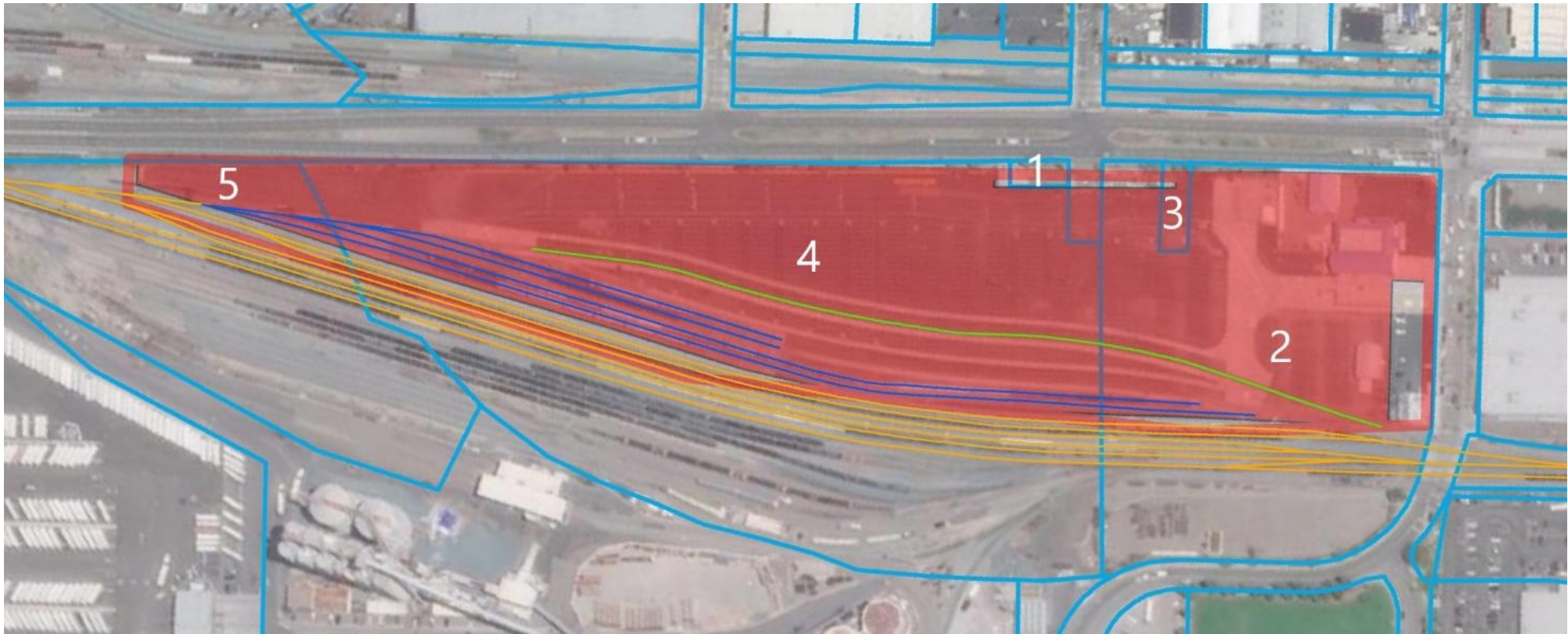
Approximately 1.5 miles south of Santa Fe Depot Site is bound by:

- Park Boulevard to the north
- East Harbor Drive to the east
- Cesar Chavez Parkway to the south
- BNSF main line tracks to the west





# Cesar Chavez Yard Parcels



Map	APN	Owner	Acres	Acquisition Area (Acres)	Acquisition Area (SF)
1	538-840-06-00	CITY OF SAN DIEGO	0.110	0.110	2,227
2	538-840-04-00	BNSF RAILWAY	9.080	5.930	258,219
3	538-840-02-00	BNSF RAILWAY	0.180	0.180	6,819
4	538-840-05-00	BNSF RAILWAY	18.720	10.730	467,420

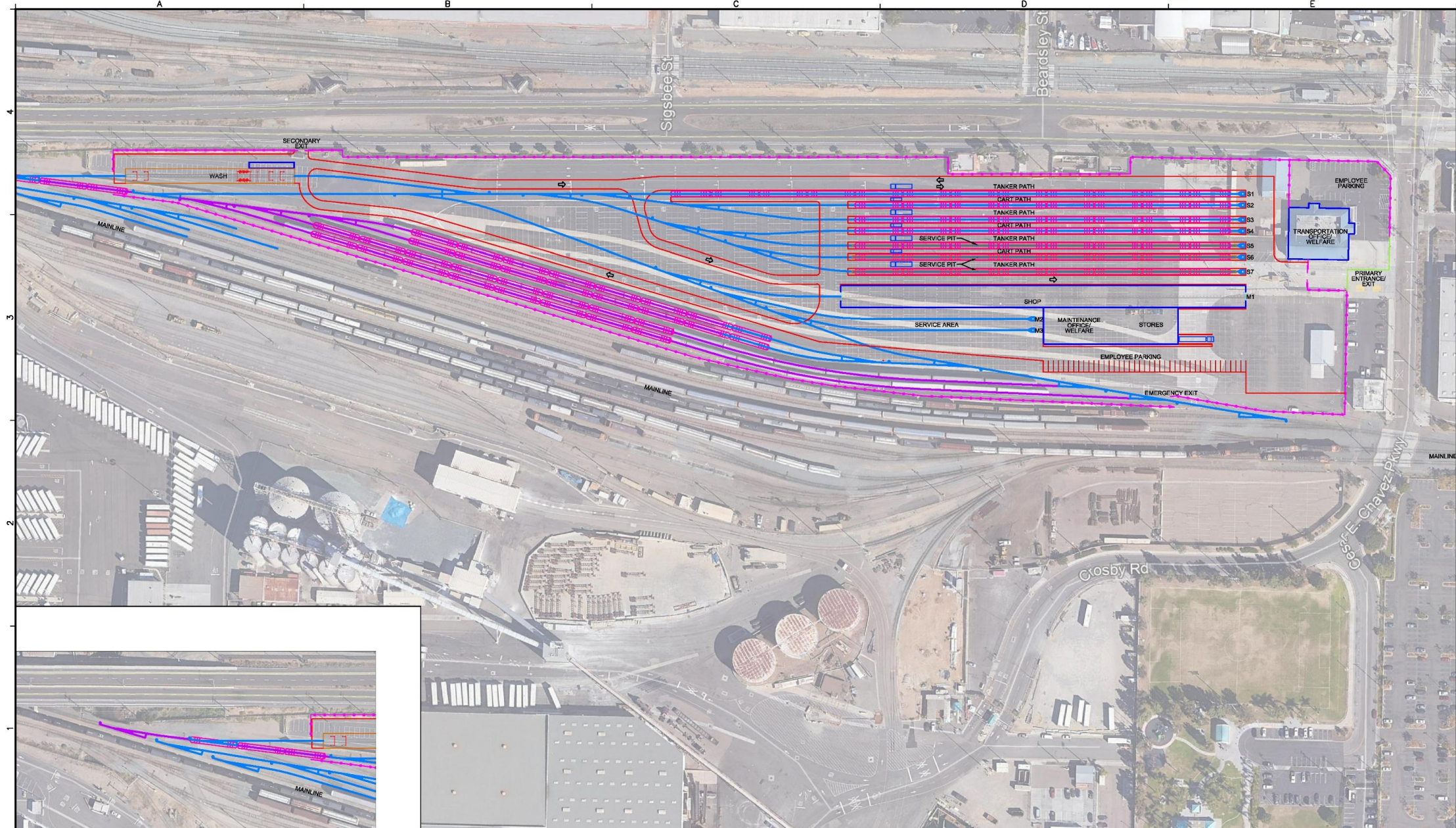
# Environmental Constraints

- Hazardous Sites and Facilities
  - Two open cleanup program sites were identified
  - Potential concern to other groundwater [uses other than drinking water], soil, and soil vapor
  - Four closed cleanup program sites and four close Leaking Underground Storage Tanks (LUST) were identified
- Noise
  - There are 5 parks, 1 recreational facility, and two schools are within 0.5 mile of the site
- Biological Resources
  - 16 special-status species have been known to occur within 0.5 mile of the site

# Environmental Constraints

- Wetlands and Waters / Coastal Zone
  - ~ 0.12 mile from the San Diego Bay, which is defined as waters of the U.S. under the Navigable Waters Protection Rule.
  - Site is located within the coastal zone as defined by Public Resources Code (PRC) Division 20, Section 30103.
- Applicable Permits
  - Coastal Development Permit





# LOSSAN STUDY FOR SAN DIEGO COUNTY

Prime Consultant:

Subconsultant:

## LAYOVER & MAINTENANCE FACILITY YARD CONFIGURATIONS

CESAR CHAVEZ - BUILD OUT

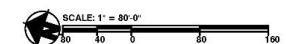
Date:  
11/7/2020

CADD File:  
LOSSAN - Cesar Chavez

Drawing No. Rev.

Scale:  
1" = 80'

Page No. of





# Rough Order of Magnitude Cost Estimate

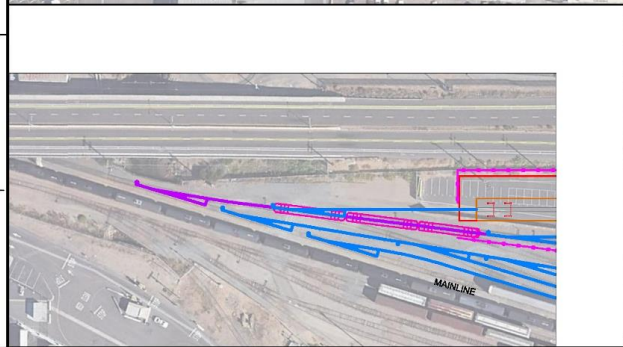
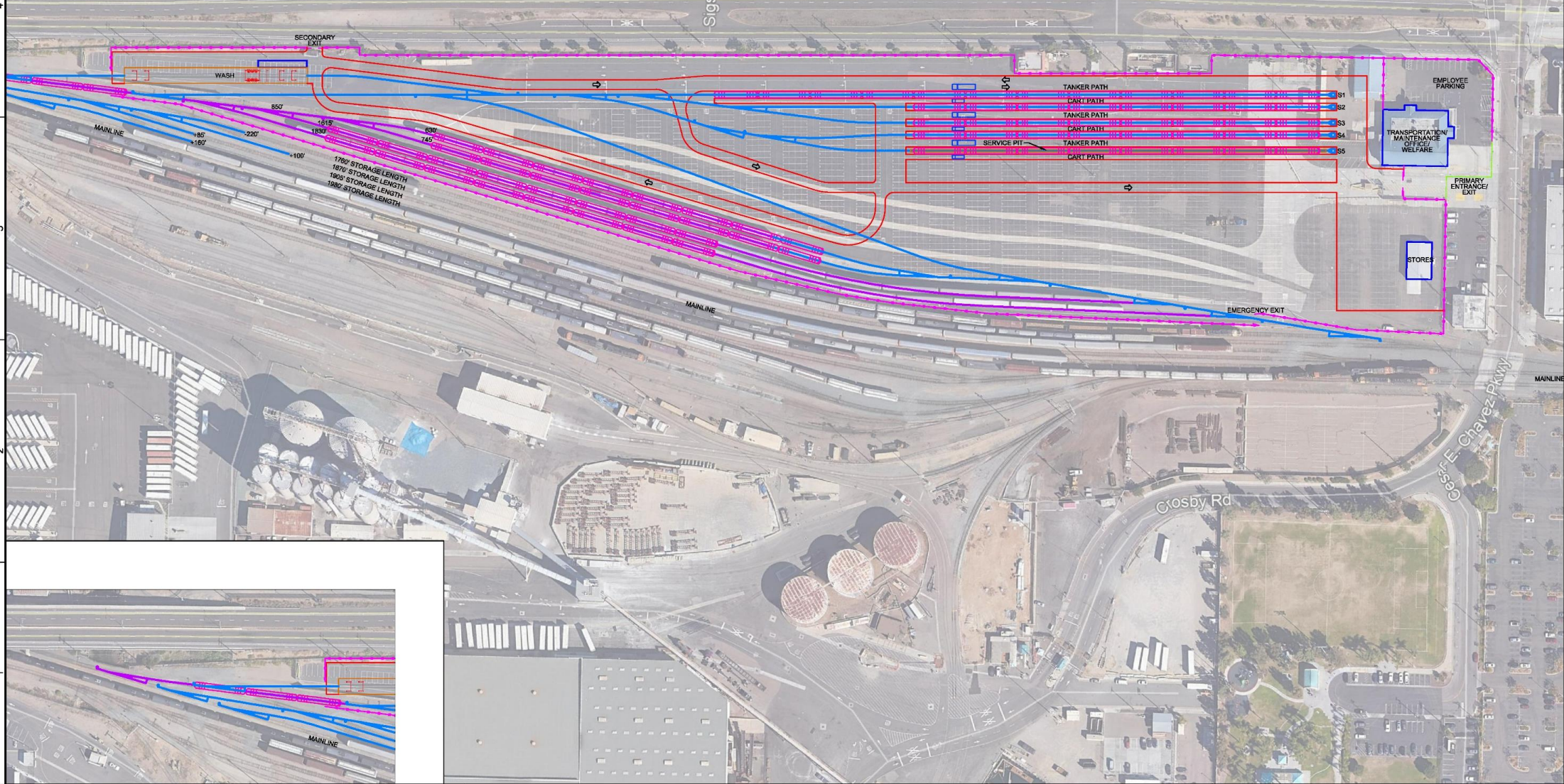
*(Does not include right-of-way costs)*

## Cesar Chavez Yard

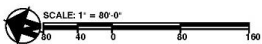
- Full Build: \$84,908,543
- Phased Approach:
  - Interim Phase: \$33,032,375
  - Full Build: \$61,195,293
  - Total: \$94,277,668



# Cesar Chavez Yard Interim Phase Conceptual Layout



LOSSAN STUDY FOR SAN DIEGO COUNTY		LAYOVER & MAINTENANCE FACILITY		Date: 11/7/2020	
Prime Consultant:		YARD CONFIGURATIONS		CADD File: LOSSAN - Cesar Chavez	
Subconsultant:		CESAR CHAVEZ - INITIAL BUILD		Drawing No:	Rev.
				Scale:	1' = 80'
				Page No.	of





# Potential Factors Affecting Project Schedule

- Property acquisition or long-term lease agreement
- Cleanup of potential soil and groundwater hazardous sites
- Shared Use Agreement with BNSF to operate non-revenue Pacific Surfliner train movements south of the Santa Fe Depot
- Upgrade to tracks and signals south of the Santa Fe Depot to allow for non-revenue Pacific Surfliner train movements
- Availability of Funding
- Community opposition or concerns



# Comments / Questions



# Pacific Surfliner Marketing Update

Technical Advisory Committee  
February 4, 2021

# 2020 Performance Summary

Amtrak reported a significant year-over-year decline in sales and revenue from leads generated by the Pacific Surfliner website. The significant decrease in lead volume delivered to Amtrak.com mirrors overall decline in ridership and revenue.

This is a direct result of the coronavirus (COVID-19) pandemic and the reduction in Pacific Surfliner service. Prior to the pandemic, both referral sales and revenue were up significantly year-over-year.

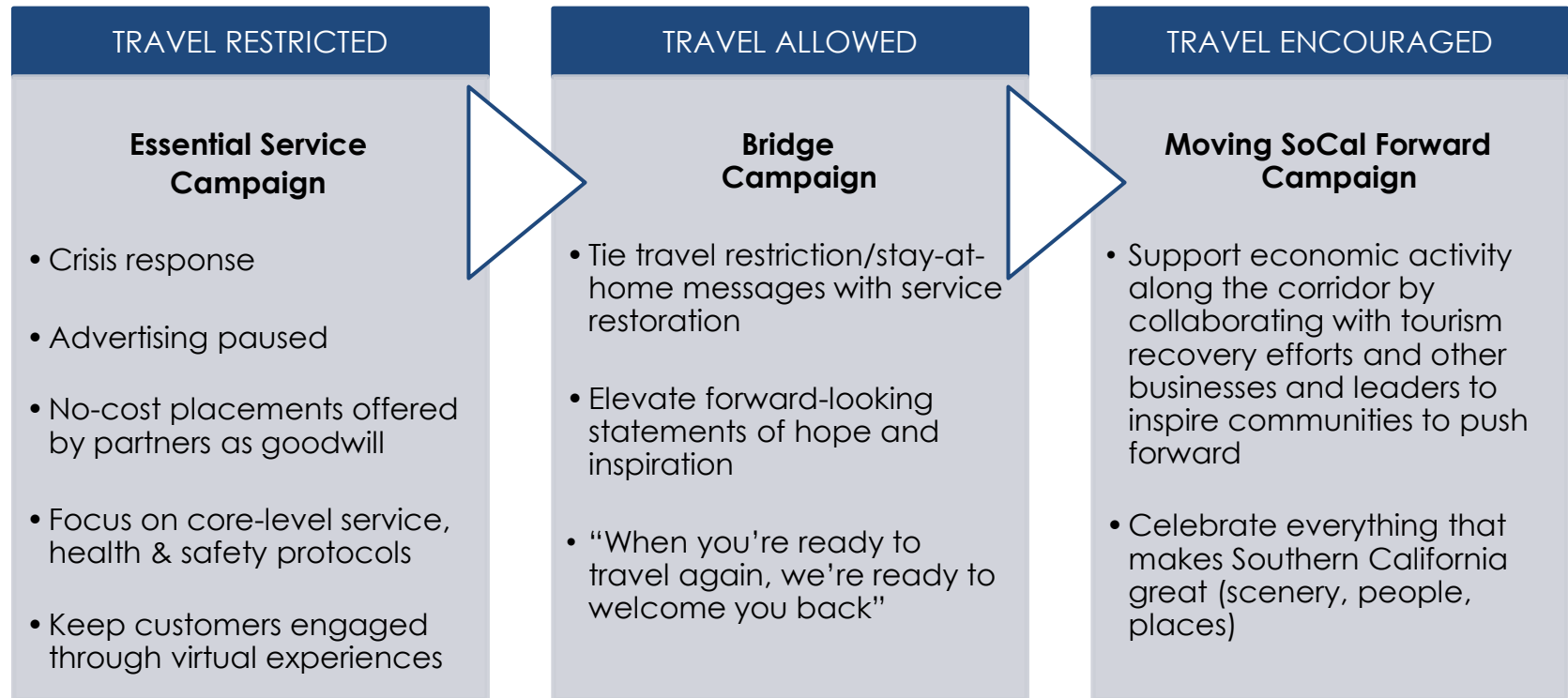


# Future Outlook – 2021 Travel Trends

- Full recovery and return to 2019 travel numbers are not expected till 2023 - 2025.
- Local/domestic travel will rebound much faster than international, with many choosing to take trips so close to home.
- Leisure travel will likely recover before business travel, especially as remote meetings will be more prevalent.
- Strong desire to travel again will emerge, with consumers having a greater appreciation for the experience including greater demand for train travel.
- Increase in spontaneous bookings and flexibility.
- Big demand for scenic routes expected, including bucket list trips.
- Safety messaging will remain important to continue building consumer confidence travel services.

Source: Tourism Economics

# Marketing & Communications Response and Reentry Phases



# Campaign Overview

In 2020, we adopted a phased approach to our campaigns, with strategies and messaging to support different objectives at various stages of the pandemic, from periods of travel restrictions to a time when travel will be encouraged again.

- Strategic marketing and communications activities were adapted to align with reduced service levels and promote public informational messages related to developments in train operations and health and safety updates in response to the COVID-19 pandemic.
- The LOSSAN Agency paused traditional marketing efforts and limited all paid advertising, achieving significant cost savings. The resulting \$1.2 million carry over funded fiscal year 2020-21 marketing efforts, which reduced the subsidy needed from the State.
- Advertising efforts have been largely reduced or suspended since the initial stages of the pandemic, aligning with decreased travel demand and stay-at-home orders as well as reduced budgets. Efforts were shifted to focus on owned channels and earned media, including public relations and social. As health conditions improve and service levels are restored, advertising will play a critical role in reestablishing interest in train travel and recapturing lost ridership and revenue.

# Covid-19 Response Campaign Results

Through our COVID-19 response campaigns, we maximized limited budget and resources while achieving greater public awareness of the Pacific Surfliner by communicating evolving service updates and safety information and appropriately engaging key audiences.

While ridership is still down 80 percent over the previous year due to the continued pandemic, our efforts have inspired confidence in the service and have built a foundation for recovering ridership once the pandemic subsides.

# 2020 Recognition

## Silver Telly Award

- *Pacific Surfliner "Hug the Coast" Video Campaign*

## APTA AdWheel First Place Honors in the following categories:

- *Best Marketing and Communications to Increase Ridership or Sales – Comprehensive Campaign*
  - Pacific Surfliner's 2019 "Hug the Coast" ridership campaign
- *Best Marketing and Communications Educational Initiative – Partnership*
  - Pacific Surfliner and Disneyland Resort partnership promoting alternative transportation options.

## AdWheel Grand Award

- *Best Marketing and Communications Educational Initiative – Partnership*
  - Pacific Surfliner and Disneyland Resort partnership promoting alternative transportation options.



**AdWheel Awards**

**The LOSSAN Agency will be recognized at APTA's rescheduled TRANSform Conference and EXPO on September 1-3, 2021, in Anaheim, California.**





**LOSSAN RAIL CORRIDOR AGENCY**

# **Upcoming Agenda Items**

**Supplemental Information**



**Los Angeles – San Diego – San Luis Obispo  
Rail Corridor Agency**

**DRAFT  
Upcoming Agenda Items  
Board of Directors Meeting  
February 16, 2021**

- Fiscal Year 2020-21 First Quarter Budget Status Report
- Agreement for Program Management Consultant Services
- Approval to Release RFP for Project Approval and Env. Doc Services for the San Diego County Maintenance and Layover Facility Project
- Approval to Release RFP for Pacific Surfliner Social Media Marketing and Passenger Communications
- Amendment to Agreement for Website Design and Development Services
- First Quarter Grant Status Report
- Draft Business Plan for Fiscal Years 2021-22 and 2022-23
- Quarterly Marketing Update
- Fiscal Year 2020-21 Budget Update