



# ***REVISED - AGENDA***

## ***LOSSAN Corridor Agency***

### ***Executive Committee Meeting***

#### **Committee Members**

Gregg Hart, SBCAG, Chairman  
Jewel Edson, NCTD, Vice Chair  
Dana Reed, RCTC, Director  
Jess Talamantes, Metro, Director  
Jason Jewel, Interim Managing Director

Orange County Transportation Authority  
Board Room  
550 South Main Street  
Orange, California  
**Thursday, June 2, 2022 at 9:00 a.m.**

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

#### **Agenda Descriptions**

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 Executive 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.

#### **Public Availability of Agenda Materials**

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 Los Angeles - San Diego - San Luis Obispo (LOSSAN) Clerk of the Board's office at: Orange County Transportation Authority Headquarters, 600 South Main Street, Orange, California.

#### **Guidance for Public Access to the Board of Directors/Committee Meeting**

On September 16, 2021, Governor Gavin Newsom signed into law AB 361 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 due to the state and local State of Emergency resulting from the threat of Novel Coronavirus (COVID-19).

Members of the public can listen to live audio streaming of the Board and Committee meetings by clicking the below link:

<http://www.octa.net/About-OCTA/Who-We-Are/Board-of-Directors/Live-and-Archived-Audio/>



# **REVISED - AGENDA**

## **LOSSAN Corridor Agency Executive Committee Meeting**

Members of the public may address the Board of Directors regarding any item two ways:

### **Real Time Comment**

To provide a real time public comment during the meeting, please access the Zoom at:

<https://us02web.zoom.us/j/89300627765>

**Dial In: (669) 900-6833  
Webinar ID: 893 0062 7765**

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 minutes. Anyone causing disruption can be removed from the meeting at the discretion of the Chair.

### **Written Comment**

Written public comments may also be submitted by emailing them to [lossanclerk@octa.net](mailto:lossanclerk@octa.net), and must be sent **90 minutes prior to the start time of the meeting**. If you wish to comment on a specific agenda item, please identify the item number in your email. All public comments that are timely received will be part of the public record and distributed to the Board. Public comments will be made available to the public upon request.

### **Call to Order**

### **Roll Call**

### **Pledge of Allegiance**

Director Edson

### **Special Calendar**

There are no Special Calendar matters.

### **Consent Calendar (Item 1)**

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

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

Approval of the minutes of the May 5, 2022 LOSSAN Executive Committee meeting.



# ***REVISED - AGENDA***

## ***LOSSAN Corridor Agency Executive Committee Meeting***

### **Regular Calendar**

There are no Regular Calendar items scheduled.

### **Discussion Items**

#### **2. Marketing Update**

Roger M. Lopez

Staff will provide a presentation on current marketing efforts and plans for the summer.

#### **3. Status of Independent Legal Counsel Work**

Jason Jewell

Staff will provide a status of the independent legal counsel's work in reviewing governing documents.

#### **4. Public Comments**

#### **5. Managing Directors' Report**

#### **6. Committee Members' Reports**

#### **7. Closed Session**

A Closed Session will be held as follows:

Pursuant to Government Code Section 54956.9(d)(2) - Conference with General Counsel - Potential Litigation - One Item

#### **8. Adjournment**

The next regularly scheduled meeting of this Committee will be held at **9:00 a.m. on Thursday, July 7, 2022**, at the Orange County Transportation Authority, Board Room, 550 South Main Street, Orange, California.



# **MINUTES**

## ***Executive Committee Meeting***

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### **Committee Members Present**

#### **Via Teleconference**

Gregg Hart, Chairman  
Jewel Edson, Vice Chair  
Dana Reed  
Jess Talamantes

### **Committee Members Absent**

None

### **Staff Present**

Jason Jewell, Interim Managing Director  
Sahara Meisenheimer, Clerk of the Board Specialist  
Allison Cheshire, Clerk of the Board Specialist, Senior

### **Via Teleconference**

James Donich, General Counsel  
LOSSAN Staff

## **Call to Order**

The May 5, 2022, Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) Executive Committee meeting was called to order by Chairman Hart at 9:01 a.m.

## **Roll Call**

Sahara Meisenheimer, Clerk of the Board Specialist, conducted an attendance roll call and announced a quorum of the Executive Committee.

## **Pledge of Allegiance**

Director Talamantes led in the Pledge of Allegiance

## **Special Calendar**

There were no Special Calendar matters.

## **Consent Calendar (Item 1)**

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

A motion was made by Director Reed, seconded by Director Talamantes, and following a roll call vote, declared passed 4-0, to approve the minutes from the April 7, 2022, LOSSAN Executive Committee meeting.

## **Regular Calendar**

There were no Regular Calendar items.



# **MINUTES**

## ***Executive Committee Meeting***

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### **Discussion Items**

#### **2. Managing Director 100-day Action Plan**

Jason Jewell, Interim Managing Director, provided a PowerPoint presentation and a discussion ensued.

Director Reed requested to have this item presented at the next LOSSAN Board meeting.

Chairman Hart requested that equipment refreshing, and upgrades are added to the Managing Director's Action Plan.

#### **3. Status of Legal Counsel**

Jason Jewell, Interim Managing Director, reported on the following:

- Overview of the request to have the Orange County Transportation Authority (OCTA) use its internal conflict of interest process to obtain independent legal counsel to assist in the investigation of the governing documents.
- OCTA's General Counsel Woodruff, Spradlin, and Smart recommended Colin Burns from Harper & Burns to represent the LOSSAN Agency.
- Last week, Mr. Jewell and Chairman Hart had a phone call with Mr. Burns.

Mr. Burns stated he appreciates the LOSSAN Board of Directors' (Board) confidence in him and will have something in writing for the Board soon.

#### **4. Public Comments**

There were no public comments received.

#### **5. Managing Director's Report**

Jason Jewell, Interim Managing Director, reported on the following:

- Preliminary ridership for the month of April was just over 154,000 riders which is a 15 percent increase over the prior months. It is the highest monthly total since the beginning of the pandemic.
- Continue to coordinate with Amtrak on the Del Mar and Comic Con events coming up to address equipment and crew needs.
- Reinstate in-person Board meetings starting in June or continue to meet virtually depending on the Board's desire.



# **MINUTES**

## ***Executive Committee Meeting***

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Director Talamantes inquired about who takes the initiative in marketing campaigns and Roger Lopez, Planning and Communications Manager, responded that LOSSAN staff reaches out to the Visitor's Bureau along the corridor especially during the busy summer season.

### **6. Committee Members' Reports**

There were no Committee Members' Reports.

### **7. Closed Session**

There were no Closed Session items scheduled.

### **8. Adjournment**

The meeting adjourned at 9:39 a.m.

The next regularly scheduled meeting of this Committee will be held at **9:00 a.m. on Thursday, June 2, 2022**, at the Orange County Transportation Authority Headquarters, Board Room, 500 South Main Street, Orange, California.

ATTEST

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Sahara Meisenheimer  
Clerk of the Board Specialist





# Marketing Update

Executive Committee | June 2, 2022

# Post COVID- Ridership Recovery Marketing Plan

## Goal: Increase ridership, particularly weekday ridership

- Attract new and returning riders back to the Pacific Surfliner through a focus on targeted marketing that leverages behavioral science for optimum results

Understand Customers	Direct Communications	Expand Brand Awareness
<ul style="list-style-type: none"><li>• Demographic and behavioral survey</li><li>• Intercept surveys</li><li>• Focus groups</li></ul>	<ul style="list-style-type: none"><li>• Email marketing campaigns and monthly newsletter</li><li>• Digital advertising on Google and social media</li></ul>	<ul style="list-style-type: none"><li>• Partnerships (Visitors Bureaus, Attractions, Sports teams, Cities)</li><li>• Positive media coverage (Earned + Influencer campaigns)</li></ul>



# Companion Fares Promotion

- Incentivizing midweek group travel to grow ridership
- Buy one ticket, get up to three companions at 50% discount
- Promoted online, through press releases, on social media, and by partners

TRAVEL  
PULSE

NEWS GUIDES AGENTatHOME

Last updated: 01:23 PM ET, Tue March 01 2022

## Amtrak Offering Midweek Savings on Pacific Surfliner

CAR RENTAL & RAIL | AMTRAK | DONALD WOOD | MARCH 01, 2022

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A blue and silver Amtrak Pacific Surfliner train is shown traveling along a track through a scenic landscape with trees and hills. A yellow 'TRENDING' banner is in the top right corner of the image.

Amtrak Pacific Surfliner. (photo via Laser1987 / iStock / Getty Images Plus)

Amtrak announced its Pacific Surfliner service would offer special savings on midweek train travel through June 29.

The limited-time offer will offer Pacific Surfliner passengers who travel between Monday and Thursday the chance to purchase one regular full-fare adult ticket and book up to three companions on the same reservation at a 50 percent discount.

Promotion

A blue and silver Amtrak Pacific Surfliner train is shown traveling along a track through a scenic landscape with hills and a body of water in the background.

## Travel Together and Save

Book one midweek ticket and bring up to three people at half off through June 30.

[VIEW PROMO >](#)

# Destination Partnerships

- Collaborating with Convention and Visitors Bureaus (CVBs) along the corridor
- Exploring cross-promotional opportunities with each partner
- Integrating destination-specific events and attractions into website and social media channels



Pacific Surfliner ✓

Plan a weekend San Luis Obispo in honor of Earth Day! 🌍 It's a great place to enjoy the outdoors, with hiking trails, tree-lined streets, and a nearby wine country.

Save 20% on Pacific Surfliner trips to San Luis Obispo County when you register for the car-free program. Learn more:

<https://pac.surf/3lh5sb3>



Pacific Surfliner ✓

Ride with us just north of Los Angeles, to Burbank! Participate in a studio tour, go on a private helicopter tour, catch a flight, or spend some time outdoors! We stop just outside of the airport.

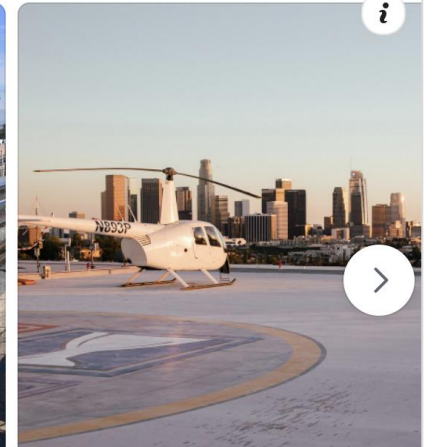
Read more: <http://pac.surf/Burbank>

📷: Visit Burbank



**From Train to Plane in Ten Minutes | Pacific Surfliner**

The Hollywood Burbank Airport is a conveni...



**From Train to Plane in Ten Minutes | Pacific Surfliner**

The Hollywood Burbank Airport is a conven...

*Sample content collaborations*



# Rediscover Southern California

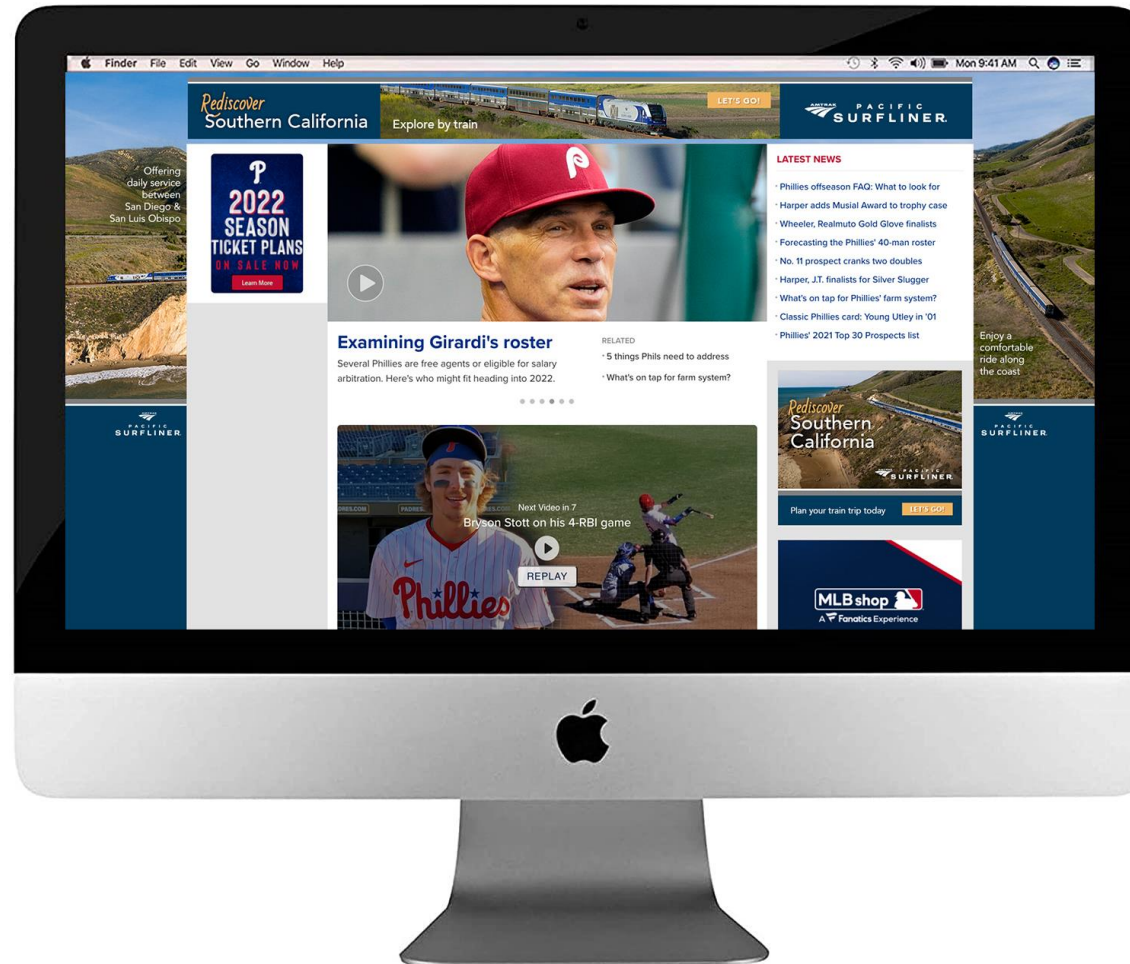
- Inviting communities to travel by train to both new and beloved destinations along the route
- KDOC Summer of Fun
- Radio advertising



Rediscover Southern California Campaign: [30 second video](#)

# Angels Partnership

- Season-long partnership to reach local sports fans
- Increasing awareness of the service through radio and online advertisements, digital signage, and more
- Partnerships with other professional and amateur teams are being explored



Angels.com Homepage Takeover: *dedicated days where our brand takes over all advertising space on the Angels' homepage*



# Attractions Partnerships

The Disneyland Resort and the San Diego Zoo

- Ongoing partnerships with world-famous destinations to promote train travel
- Exclusive e-ticket stores provide discounts for Pacific Surfliner customers



AMTRAK® PACIFIC  
SURFLINER®

## Next Stop: Magic

Ride the Amtrak® Pacific Surfliner® and save 5% on Disneyland® Resort Theme Park admission! For a limited time, save 20% on train travel to and from Anaheim.

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

Please visit PacificSurfliner.com/Disney for complete details. Rates, routes, schedules and services are subject to change without notice. Amtrak and Pacific Surfliner are registered service marks of the National Railroad Passenger Corporation and used with permission. As to Disney properties. ©Disney

To enter a park, both a theme park reservation and a valid ticket for the same park on the same date is required. Theme park reservations are limited, and availability is subject to capacity. Certain parks, attractions, restaurants, experiences and offerings may be modified or unavailable, limited in capacity, and subject to limited availability or even closure. Park admission and offerings are not guaranteed. Visit [www.disneylandresort.com](https://www.disneylandresort.com) for the most current information about park admission, restaurants and other resources that you need to know before visiting the Disneyland® Resort. #DisneyTrains



**COMING SOON:  
San Diego Zoo  
Promo**

\$7 savings on zoo  
admission & 20%  
discount on train  
travel to San Diego



# Café Car Refresh

- Online survey introduced to riders to capture food and beverage preferences
- Café coupon incentivized participation
- More than 1,200 responses in one month
- Data will be used to update offerings with the goal of increasing sales

**PACIFIC SURFLINER MARKET CAFÉ**

**TWO WAYS TO ACCESS THE SURVEY**

1. Scan the QR code and click on the SURVEY
2. Visit [PacificSurfliner.com](http://PacificSurfliner.com) and click on the SURVEY

Thank you for helping us improve Pacific Surfliner service!

\* Save \$2 on a minimum purchase of \$5 at the Pacific Surfliner Market Café with a valid coupon per passenger. Additional conditions apply. Please see coupon code #078887495.

**SAVE \$2\***  
**IN THE MARKET CAFÉ**

We're making some changes to our food and beverage selection in the Market Café (located in Car 3), and want to hear from you! Take our five-minute survey to help us understand what you'd like to see more of on board.

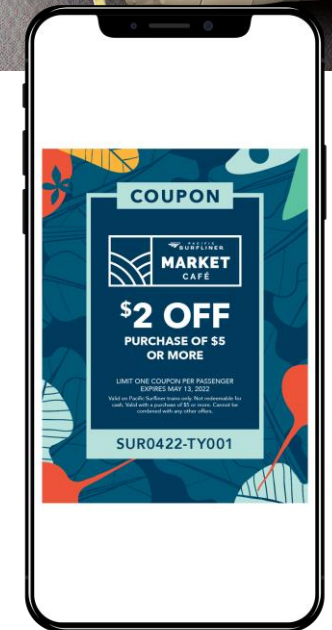
As a thank you, you'll receive a digital coupon to save \$2\* on a purchase of \$5 or more in the Market Café!

VISIT THE MARKET CAFÉ  
**CAR 3, LOWER LEVEL**

TAKE THE SURVEY AT  
[PACIFICSURFLINER.COM/CAFE](http://PACIFICSURFLINER.COM/CAFE)



cafe car Nice time pretty seat Maybe cafe offerings  
love pizza options buy good choices  
prices meals snack service hot  
quality selection



# Supporting Our Local Economy

## Café Car Offerings

- As part of our menu refresh, we will focus even more on including local products in support of the businesses that can be found on the LOSSAN Corridor. Some relationships currently being developed:

- Herzog Wineries (Paso Robles)



- HumaniTea (Irvine) – packaged in environmentally friendly cartons, a percentage of profits go to support suicide prevention and other humanitarian causes



- Fresh Grill Foods (Santa Ana) – provides high quality fresh prepared food with healthier options

- Ventura Coast Brew Company (Ventura)



# Passenger Communications

- Informing riders of service adjustments as well as riding tips ahead of the summer travel season
- Station posters, Twitter alerts, and a press release will share important details
- Covering Rail 2 Rail suspension, benefits of Business Class, expected busy trains, and more



**AMTRAK PACIFIC SURFLINER**

## RAIL 2 RAIL® PROGRAM BLACKOUT DATES

Memorial Day Weekend: May 27-31  
4th of July Weekend: July 1-5  
Comic-Con/Opening Weekend of Del Mar Races: July 20-25  
Labor Day Weekend: September 2-6

**Metrolink and COASTER passes will not be accepted.  
Amtrak tickets will be required.**

Plan ahead and book early.  
Upgrade to Business Class for a guaranteed seat.



[PacificSurfliner.com/R2R](https://PacificSurfliner.com/R2R)

[PacificSurfliner.com/R2R](https://PacificSurfliner.com/R2R)

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ALERT: Trains 777, 782, 785 & 591 are expected to be busy tomorrow btwn LAX & SAN. Consider Business Class (if available) or other trains for best seating availability.





# Pet Program

- Social posts to announce the program were seen more than 15,000 times and had more than 4,400 likes, comments, clicks, and photo views
- Major media outlets including Good Day LA, KTLA, KSBY, and others

Good Day LA:  
Furry Friday  
Segment

