



**September 21, 2020**

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

**From:** Donna DeMartino, Managing Director

**Subject:** Amendment to Agreement for Pacific Surfliner Videographer and Photographer Services

### **Overview**

On November 18, 2019, the Board of Directors approved an agreement with Goal Productions, Inc., to provide videography and photography for the Pacific Surfliner marketing program for a one-year initial term and two, two-year option terms. An amendment is required to exercise the first option term effective January 1, 2021 through December 31, 2022.

### **Recommendation**

Authorize the Managing Director to negotiate and execute Amendment No. 1 to Agreement No. L-9-0015 between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and Goal Productions, Inc., to exercise the first option term of the agreement, in the amount of \$600,000, to provide videography and photography services for the Pacific Surfliner marketing program. This will increase the maximum obligation of the agreement to a total contract value of \$900,000.

### **Discussion**

The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) is responsible for marketing the Pacific Surfliner service in order to enhance public awareness of the service and increase ridership and revenue.

Video production services and professional photography are required to create marketing content that will enable LOSSAN Agency marketing staff to meet marketing program goals and position the Pacific Surfliner as a preferred transportation option. Video and still photography are key components of the content marketing strategy for the Pacific Surfliner service. Goal Productions, Inc., will work closely with LOSSAN Agency marketing team in order to produce

compelling content that can be used on the PacificSurfliner.com website, on social media, and through broadcast ad buys.

***Procurement Approach***

The original procurement was handled in accordance with LOSSAN Agency's Board of Directors (Board)-approved policies and procedures for professional services. On November 18, 2019, the LOSSAN Agency's Board approved the award of the agreement with Goal Productions, Inc. The original agreement was awarded on a competitive basis and includes a one-year initial term and two, two-year option terms, in the amount of \$300,000. The initial term of the agreement expires December 31, 2020, as described in Attachment A.

The proposed Amendment No. 1 is to exercise the first option term of the agreement effective January 1, 2021 through December 31, 2022. . Amending this agreement will increase the maximum obligation by \$600,000, bringing the total contract value to \$900,000. As a result of renegotiations by the Contracts Administration and Materials Management Department, Goal Productions, Inc. agreed to hold current hourly rates through the first year of the option term and the second year will remain as originally negotiated. Exercising the option term will allow for continued videography and photography services for the Pacific Surfliner marketing program.

**Fiscal Impact**

The LOSSAN Agency's Board adopted fiscal year (FY) 2020-21 and 2021-22 annual business plan approved by the California State Transportation Agency (CalSTA) includes the use of \$1,240,000 in remaining marketing funds from prior FY's. Staff estimates the use of approximately \$100,000 in marketing funds will be utilized to cover the option term of the contract from January 1, 2020 through June 30, 2020. Staff estimates the use of approximately \$200,000 in marketing funds will be utilized to cover expenses during FY 2020-21, contingent upon the approval of the LOSSAN Agency's FY 2021 budget and FY 2020-21 and FY 2021-22 annual business plan. The value of the option term is a maximum obligation, not to exceed amount. The actual marketing expenditures programed for this agreement for FY 2022 will be adjusted to be in alignment with future budget allocations approved by the LOSSAN Board and funding provided by CalSTA.

***Summary***

Based on the information provided, staff recommends the Board authorize the Managing Director to negotiate and execute Amendment No. 1 to Agreement No. L-9-0015 with Goal Productions, Inc., to exercise the first option term in the amount of \$600,000, to provide videography and photography services for the Pacific Surfliner marketing program.

***Attachment***

- A. Goal Productions, Inc., Agreement No. L-9-0015, Fact Sheet

**Prepared by:**



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