



**February 16, 2021**

**To:** Members of the Board of Directors  
**From:** Donna DeMartino, Managing Director *Donna DeMartino*  
**Subject:** Amendment to Agreement for Website Design and Development Services

### **Overview**

On February 21, 2018, the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Board of Directors approved an agreement with Nansen Inc., formerly known as Making Waves USA, Inc., to provide website design and development services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency for a two-year initial term and three, one-year option terms. Board of Directors' approval is requested to exercise the second option term effective March 16, 2021 through March 15, 2022.

### **Recommendation**

Authorize the Managing Director to negotiate and execute Amendment No. 7 to Agreement No. L-7-1917 between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and Nansen Inc., to exercise the second option term of the agreement, to extend the term through March 15, 2022, and increase the contract amount by \$255,454, for a new total contract value of \$1,304,094 to provide continued website design and development services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency marketing program.

### **Discussion**

The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) is responsible for marketing the Pacific Surfliner intercity passenger rail service to enhance public awareness of the service and increase ridership and revenue. On February 21, 2018, the LOSSAN Agency's Board of Directors (Board) approved an agreement with Nansen Inc., formerly Making Waves USA, Inc., (Nansen) to provide website design and development services. These services are focused on driving more traffic to PacificSurfliner.com, improving the overall online customer experience, and increasing ridership and revenue. The PacificSurfliner.com website is the start of the online ticket booking journey for thousands of Pacific Surfliner riders and refers millions of dollars in ticket sales to Amtrak for purchase.

Under the scope of the agreement, Nansen provides website and digital marketing services, as needed, for:

- Driving awareness of and consideration for the Pacific Surfliner train service within the online space
- Ongoing maintenance and support for Episerver DXC, the content management system that powers PacificSurfliner.com
- Increasing ridership, positive brand associations, and visibility of the Pacific Surfliner
- Identifying opportunities and implementing solutions to improve the website user experience and overall customer satisfaction
- Improving the organic visibility of PacificSurfliner.com within key search engine platforms such as Google and Bing
- Referring qualified PacificSurfliner.com visitors to Amtrak.com for ticket purchase

Nansen has performed its obligations well, providing services under the scope of work to support and advance the LOSSAN Agency goals. In order to continue these services, and based on consultant's performance, staff recommends the Board approve an amendment to exercise the second option term.

### ***Procurement Approach***

The procurement was handled in accordance with LOSSAN Agency's Board-approved procedures for professional services that conform to both federal and state laws. The original agreement was awarded on a competitive basis and includes a two-year initial term for \$650,000, and three, one-year options. The first option term of the agreement was approved by the Board on February 21, 2018, and expires March 15, 2021, as described in Attachment A.

The agreement has been amended six times. Four were no cost amendments that focused on personnel and a company name change. The two remaining amendments included budget increases, including execution of the first option term. These amendments are further described in Attachment A. The proposed Amendment No. 7 is to exercise the second option term of the agreement through March 15, 2022. The budget for this amendment is estimated at \$255,454, based on current and historic commitments, bringing the total contract value to \$1,304,094. This includes the budget necessary to fund the direct costs of the Episerver DXC license and other technology fees. Exercising the second option term will allow Nansen to continue providing website design and development services for PacificSurfliner.com and the Pacific Surfliner marketing program.

**Fiscal Impact**

The \$255,454 anticipated cost for the second term of this agreement is a not-to-exceed maximum obligation. Funding for this option term is included in both the amended FY 2020-21 budget and presented in the draft FY 2021-22 budget, for which the actual spend will be adjusted consistent with funding amounts approved by CalSTA.

***Summary***

Staff recommends the Board of Directors authorize the Managing Director to negotiate and execute Amendment No. 7 to Agreement No. L-7-1917 with Nansen Inc., to exercise the second option term in the amount of \$255,454, for a total contract value of \$1,304,094, for continued website design and development services for the Pacific Surfliner.com and Pacific Surfliner marketing program.

***Attachment***

- A. Nansen, Inc., Agreement No. L-7-1917, Fact Sheet

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