



LOSSAN Rail Corridor Agency

Executive Committee Meeting

Agenda

Thursday, March 7, 2024 at 9:00 a.m.

OCTA Headquarters, 550 South Main Street, Orange, California

Committee Members

Bryan MacDonald, VCTC, Chair
Fred Jung, OCTA, Vice Chair
Fernando Dutra, Metro
Jewell Edson, NCTD
Jason Jewell, Managing Director, Ex-Officio

Teleconference Locations:

City of Oxnard
300 West Third Street, 4th Floor
Oxnard, California 93030

Solana Beach City Hall
635 South Highway 101
Solana Beach, California 92075

Whittier City Hall
Admin Committee Room
13230 Penn Street
Whittier, California 90602

Any person with a disability who requires a modification or accommodation to participate in this meeting should contact the Los Angeles - San Diego - San Luis Obispo (LOSSAN) Rail Corridor Agency Clerk of the Board, telephone (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

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 Availability of Agenda Materials

All documents relative to the items referenced in this agenda are available for public inspection at www.lossan.net or through the LOSSAN Clerk of the Board's office at: Orange County Transportation Authority Headquarters (OCTA), 600 South Main Street, Orange, California.



EXECUTIVE COMMITTEE MEETING AGENDA

Meeting Access and Public Comments on Agenda Items

Members of the public can either attend in-person or listen to audio live streaming of the Board and Committee meetings by clicking the below link:

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

In-Person Comment

Members of the public may attend in-person and address the Board of Directors regarding any item within the subject matter jurisdiction of the LOSSAN Rail Corridor Agency. Please complete a speaker's card and submit it to the Clerk of the Board and notify the Clerk regarding the agenda item number on which you wish to speak. Speakers will be recognized by the Chair at the time of the agenda item is to be considered by the Board. Comments will be limited to three minutes. The Brown Act prohibits the Board from either discussing or taking action on any non-agendized items.

Written Comment

Written public comments may also be submitted by emailing them to lossanclerk@octa.net, and must be sent by 5:00 p.m. the day prior to 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

Vice Chair Jung

Closed Session

A Closed Session is not scheduled.

Special Calendar

There are no Special Calendar Matters.



EXECUTIVE COMMITTEE MEETING AGENDA

Consent Calendar (Item 1)

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.

1. Approval of Minutes

Recommendation

Approve the minutes of the February 1, 2024 Executive Committee Meeting.

Attachments:

[Minutes](#)

Regular Calendar

2. State Legislative Update

Overview

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency provides updates to the Board of Directors on policy issues, which may directly impact its overall functions, as necessary. This legislative session, Senator Catherine Blakespear (D-Encinitas) has introduced Senate Bill 1098, known as the Southern California Revitalization Act, which creates several new reporting and long-term planning requirements for the California State Transportation Agency Secretary and the metropolitan planning organizations located within the Los Angeles - San Diego - San Luis Obispo Rail Corridor. A summary is provided of the main components of the legislation. After receiving feedback and direction from the Board of Directors, staff will work with the author's office and coordinate with member agencies to help inform and identify any areas for potential improvement.

Recommendation

Direct staff to engage with the author's office and work with Los Angeles - San Diego - San Luis Obispo Rail Corridor member agency staff to help inform and identify any potential improvements to Senate Bill 1098 (Blakespear, D-Encinitas).

Attachments:

[Staff Report](#)

[Attachment A](#)



EXECUTIVE COMMITTEE MEETING AGENDA

Discussion Items

3. Pacific Surfliner Marketing Update

Overview

Staff will provide a summary of marketing activities and performance for the first quarter of 2023-24.

Attachments:

[Presentation](#)

4. Pacific Surfliner Service Update for San Clemente

Overview

Staff will provide an update on Pacific Surfliner service in relation to the emergency work at Mariposa Point in San Clemente.

5. Public Comments

6. Managing Director's Report

7. Committee Members' Report

8. Adjournment

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

9:00 a.m. on May 2, 2024

OCTA Headquarters
550 South Main Street
Orange, California



MINUTES

Executive Committee Meeting

Committee Members Present

Via Teleconference:

Jewel Edson, Chair
Vice Chair MacDonald, Vice Chair
Dana Reed

Committee Members Absent

Jason Jewell, Managing Director

Staff Present

Sahara Meisenheimer, Clerk of the Board Specialist,
Allison Cheshire, Clerk of the Board Specialist, Senior
LOSSAN Staff

Via Teleconference

Roger Lopez, Administrative Officer
James Donich, General Counsel

Call to Order

The February 1, 2024 Executive Committee meeting was called to order by Chair Edson at 9:00 a.m.

Roll Call

The Clerk of the Board conducted an attendance roll call and announced a quorum of the Executive Committee.

Consent Calendar (Item 1)

1. Approval of Minutes

A motion was made by Director Reed, seconded by Vice Chair MacDonald, and following a roll call vote, declared passed 3-0, to approve the minutes of the November 2, 2023 Executive Committee meeting.

Discussion Items

2. 2024 LOSSAN Agency Goals and Work Plans

Roger M. Lopez, Administrative Officer, provided a report on this item.

A discussion ensued regarding the effects of track closures in south county, pedestrian safety, and the importance of having a work plan.

Chair Edson requested more details on the San Clemente's track closure issue when presenting this item at the next Board meeting.

3. Update on the Fiscal Year 2022-23 Annual Financial Statement Audit

Kristopher Ryan, Chief Financial Officer, provided a report on this item.

No action was taken on this item.



MINUTES

Executive Committee Meeting

4. Public Comments

A public comment was received via email on January 29, 2024, from Dave White of the Blind Stokers Club and emailed to the Executive Committee members on Wednesday, January 31, 2024 at 4:24 p.m.

A public comment was received via teleconference from Dave White of the Blind Stokers Club, at the Solana Beach location.

5. Managing Director's Report

Roger Lopez, Administrative Officer, reported on the following:

- San Clemente Rail Closure update
- Digital ads on safety to run through the end of June
- Operation Safe Surfs update
- Ridership update
- Annual Business Plan status

6. Committee Members' Reports

Chair Edson reported that the North County Transit District received a \$53.9 million grant from the U.S. Department of Transportation's Infrastructure for Rebuilding America program to replace the 108-year-old San Dieguito River Railway Bridge in Del Mar.

7. Closed Session

There were no Closed Session items scheduled.

8. Adjournment

The meeting adjourned at 9:50 a.m.

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

9:00 a.m. on Thursday, March 7, 2024

Orange County Transportation Authority Headquarters
550 South Main Street
Orange, California

ATTEST

Sahara Meisenheimer
Clerk of the Board Specialist



March 7, 2024

To: Members of the Board of Directors

From: Jason Jewell, Managing Director

Subject: State Legislative Update

Overview

The Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency provides updates to the Board of Directors on policy issues, which may directly impact its overall functions, as necessary. This legislative session, Senator Catherine Blakespear (D-Encinitas) has introduced Senate Bill 1098, known as the Southern California Revitalization Act, which creates several new reporting and long-term planning requirements for the California State Transportation Agency Secretary and the metropolitan planning organizations located within the Los Angeles – San Diego – San Luis Obispo Rail Corridor. A summary is provided of the main components of the legislation. After receiving feedback and direction from the Board of Directors, staff will work with the author's office and coordinate with member agencies to help inform and identify any areas for potential improvement.

Recommendation

Direct staff to engage with the author's office and work with Los Angeles – San Diego – San Luis Obispo Rail Corridor member agency staff to help inform and identify any potential improvements to Senate Bill 1098 (Blakespear, D-Encinitas).

Discussion

On February 13, 2024, Senator Blakespear (D-Encinitas) introduced Senate Bill (SB) 1098 (Blakespear, D-Encinitas), known as the Southern California Rail Revitalization Act. A copy of the bill language is contained in Attachment A. Senator Blakespear is the Chair of the Senate Transportation Subcommittee on Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Resiliency, the intent of which is to highlight the need for a long-term shared vision for the corridor to improve service through capital and operations advancements. All members of the subcommittee are co-authors of this bill, including Senator Allen (D-El Segundo), Senator Limón (D-Santa Barbara), Senator Newman (D-Fullerton), and Senator Umberg (D-Santa Ana). In addition, Assembly Member Davies (R-Oceanside),

Assembly Member Dixon (R-Huntington Beach), and Assembly Member Hart (D-Santa Barbara) are listed as co-authors.

The conversations of the subcommittee were particularly elevated during rail service closures that have occurred in the past several years due to hillside instability in San Clemente. Three informational hearings to discuss different elements of the LOSSAN Rail Corridor Agency's planning and operations have been held. The development of SB 1098 has largely been informed by the discussions held during the subcommittee meetings and a subsequent report that had been developed by the California Senate Office of Research.

To that end, SB 1098 would create several new requirements for the California State Transportation Agency (CalSTA) in an effort to align state and local planning. Specifically, SB 1098 requires the CalSTA Secretary, in consultation with the California Department of Transportation (Caltrans) Director, to submit a report to the Legislature, prioritizing resiliency and capacity improvement projects. This report must be completed by January 1, 2026. Included in this report must also be a description of the administrative actions CalSTA has taken to improve the management of the corridor and recommendations made by Caltrans and the California Transportation Commission, in consultation with the Secretary of the California Environmental Protection Agency, for future improvements to planning, funding, and policy documents. These recommendations would include updates or changes to the state transportation improvement program and the interregional transportation improvement program. Additionally, these recommendations must include a review of how state rail planning documents are implemented, managed, and enforced, including the LOSSAN Rail Corridor Optimization Study.

SB 1098 would also require the CalSTA Secretary to submit a report to the Legislature beginning January 1, 2027, and then every two years, regarding the management of the LOSSAN Rail Corridor. The report must contain information related to all of the following:

- Performance, ridership, usage, and quality of intercity, regional rail, and freight services.
- Updates to capital improvement planning.
- Progress in delivering fleet and infrastructure improvement projects.
- Improvements to service and fare coordination.
- Opportunities to increase the quality and frequency of services.

SB 1098 further stipulates that the CalSTA Secretary must provide strategic guidance, recommendations, and facilitate all necessary coordination, collaboration, and intervention, when necessary, between stakeholders. This would include the oversight and development of plans pertaining to service frequencies, equipment and fleet management, infrastructure improvement and state-of-good-repair projects, and resiliency of the corridor.

The final component of SB 1098 pertains to the role of metropolitan planning organizations (MPO) in long-term planning. Specifically, this legislation requires the Southern California Association of Governments, the San Diego Association of Governments, the Santa Barbara County Association of Governments, and the San Luis Obispo Council of Governments to jointly submit a report to the Legislature by January 1, 2026, after adoption by their respective governing boards. The development of this report must include meaningful public engagement led by the MPOs and developed with the support of a steering committee. This steering committee must be composed of representatives of business, community, transportation, environmental, labor, and civic organizations. The report must include recommendations for all of the following to ensure the long-term viability of comprehensive and coordinated passenger and freight rail services in the LOSSAN Rail Corridor:

- Dedicated and formula funding distributions for passenger rail operations, including intercity and regional rail services along the corridor.
- Strategies to increase rail service coordination and reduce disruptions or delays, including, but not limited to, those caused by climate resiliency, track closures, state of good repair, equipment, and staffing.
- Changes to local or regional governance, management structures, and consolidation for intercity and regional rail services.
- Changes to state statutes or policies relating to intercity and regional rail services.
- Changes to enabling state legislation, policies, rules, or funding.
- Opportunities for rail to accelerate and support equity, safety, sustainability, zero-emissions, equipment, and economic development goals.
- Opportunities for these MPOs to analyze, describe, and report progress in operating, maintaining, and improving the corridor consistent with state and local planning documents in their sustainable communities strategies (SCS) or, if applicable, alternative planning strategies.

- Opportunities for these MPOs to adopt multiregional goals relating to passenger and freight rail service, capital improvement projects related to those services, and resiliency of those services along the corridor to include in their respective SCS or, if applicable, alternative planning strategies.

Overall, SB 1098 requires several reports to be produced beginning on January 1, 2026, and defines a more substantial role for the CalSTA Secretary including not only the identification of potential funding opportunities, but also in the performance and management of the LOSSAN Rail Corridor. While this could present new opportunities for funding and improvements along the corridor, some of these new requirements would be a change from the intent underlying SB 1225 (Chapter 802, Statutes of 2012), which transferred many operational decisions to the LOSSAN Agency to afford more local coordination in services.

SB 1098 also creates new responsibilities for the MPOs located within the corridor, which could be challenging to implement due to the varying nature of each MPO's functions and experience with the funding, planning and implementation of capital improvements for rail service. In addition, because of the continued differences of right-of-way ownership along the corridor, it is unclear how any recommendations from the MPOs would intersect with these dynamics.

Additionally, it should be noted that SB 1098 is not limited to intercity rail. As detailed above, the MPO's report must include recommendations pertaining to regional rail, including funding, management structures, consolidation, and potential changes to their policies. SB 1098 would require the CalSTA Secretary, in their biennial reports, to detail the performance, ridership, usage and quality of regional rail. However, in both instances, this could only apply to regional rail services located within the LOSSAN Rail Corridor. SB 1098 also places similar requirements on freight operations, which offers its own complexities given how private railroad owners and operators interact with passenger and commuter service, and any associated federal statutory requirements or agreements in place.

Staff are prepared to receive feedback from the LOSSAN Agency Board of Directors (Board) and communicate to the Legislature and member agencies potential opportunities to improve SB 1098 as it moves through the legislative process.

Summary

An overview of SB 1098 (Blakespear, D-Encinitas) is provided. This legislation is known as the Southern California Rail Revitalization Act and would create several new reporting requirements regarding the management of the Los Angeles – San Diego – San Luis Obispo Rail Corridor.

Attachment

A. SB 1098 (Blakespear, D – Encinitas) Bill Language

Prepared by:

A handwritten signature in cursive script, appearing to read "Alexis Leicht".

Alexis Leicht
Government Relations Representative
(714) 560-5475

SENATE BILL**No. 1098**

Introduced by Senator Blakespear
(Coauthors: Senators Allen, Limón, Newman, and Umberg)
(Coauthors: Assembly Members Davies, Dixon, and Hart)

February 13, 2024

An act to add Sections 14072.8 and 14072.10 to, and to add and repeal Section 14072.6 of, the Government Code, relating to transportation.

LEGISLATIVE COUNSEL'S DIGEST

SB 1098, as introduced, Blakespear. Passenger and freight rail: LOSSAN Rail Corridor.

Existing law establishes the Department of Transportation in the Transportation Agency under the control of an executive officer known as the Director of Transportation. Existing law authorizes the Department of Transportation, subject to approval of the Secretary of Transportation, to enter into an interagency transfer agreement under which a joint powers board assumes responsibility for administering the state-funded intercity rail service in certain rail corridors, including the LOSSAN Rail Corridor. Existing law defines the LOSSAN Rail Corridor as the intercity passenger rail corridor between San Diego, Los Angeles, and San Luis Obispo. Pursuant to this authority, the department entered into an interagency transfer agreement with the LOSSAN Rail Corridor Agency to administer intercity passenger rail service in the LOSSAN Rail Corridor.

This bill would require the Secretary of Transportation to provide strategic guidance, recommendations, and facilitate all necessary coordination, collaboration, and intervention when necessary between stakeholders, to ensure the performance of the LOSSAN Rail Corridor, as specified.

This bill would also require the Secretary of Transportation, in consultation with the Director of Transportation, to submit a report to the Legislature on or before January 1, 2026, regarding the LOSSAN Rail Corridor that includes specified information, including certain recommendations made by the department and the California Transportation Commission, in consultation with the Secretary for Environmental Protection. The bill would also require the Secretary of Transportation to submit a report to the Legislature on or before January 1, 2027, and biennially thereafter, on the management of the LOSSAN Rail Corridor, as provided.

This bill would require the metropolitan planning organizations for the counties located within the LOSSAN Rail Corridor to jointly submit to the Legislature a report on or before January 1, 2026, that provides recommendations on various topics relating to rail service in the corridor. By adding to the duties of local agencies, the bill would impose a state-mandated local program.

This bill would make legislative findings and declarations as to the necessity of a special statute for the LOSSAN Rail Corridor.

The California Constitution requires the state to reimburse local agencies and school districts for certain costs mandated by the state. Statutory provisions establish procedures for making that reimbursement.

This bill would provide that, if the Commission on State Mandates determines that the bill contains costs mandated by the state, reimbursement for those costs shall be made pursuant to the statutory provisions noted above.

Vote: majority. Appropriation: no. Fiscal committee: yes.
State-mandated local program: yes.

The people of the State of California do enact as follows:

- 1 SECTION 1. Section 14072.6 is added to the Government
- 2 Code, to read:
- 3 14072.6. (a) (1) The secretary, in consultation with the
- 4 director, shall submit a report to the Legislature on or before
- 5 January 1, 2026, regarding the LOSSAN Rail Corridor that includes
- 6 all of the following information:
- 7 (A) Prioritized capacity improvement projects in the corridor
- 8 necessary to improve current services and accommodate future
- 9 passenger and freight service growth.

1 (B) Prioritized resiliency improvement projects in the corridor
2 necessary to ensure the safe and continued movement of trains.

3 (C) A description of administrative actions taken by the
4 Transportation Agency using authority in existence before January
5 1, 2025, to improve the management of the corridor.

6 (D) Recommendations received pursuant to paragraph (2).

7 (2) The department and commission, in consultation with the
8 Secretary for Environmental Protection, shall submit
9 recommendations to the secretary for inclusion in the report
10 required pursuant to this subdivision regarding updates or changes
11 to state agencies, policies, planning documents, programs,
12 including the state transportation improvement program and the
13 interregional transportation improvement program, and guidelines,
14 needed to support the LOSSAN Rail Corridor. These
15 recommendations shall include a review of how state rail planning
16 documents are implemented, managed, and enforced.

17 (3) In preparing the report pursuant to this subdivision, the
18 secretary and director shall consult existing plans and studies for
19 the LOSSAN Rail Corridor, including, but not limited to, the
20 LOSSAN Rail Corridor Optimization Study adopted by the
21 LOSSAN Rail Corridor Agency.

22 (b) (1) The metropolitan planning organizations for the Counties
23 of Los Angeles, Orange, San Diego, San Luis Obispo, and Santa
24 Barbara shall jointly submit a report to the Legislature on or before
25 January 1, 2026, that provides recommendations on all of the
26 following as necessary to ensure the long-term viability of
27 comprehensive and coordinated passenger and freight rail services
28 in the LOSSAN Rail Corridor:

29 (A) Dedicated and formula funding distributions for passenger
30 rail operations, including intercity and regional rail services along
31 the corridor.

32 (B) Strategies to increase rail service coordination and reduce
33 disruptions or delays, including, but not limited to, those caused
34 by climate resiliency, track closures, state of good repair,
35 equipment, and staffing.

36 (C) Changes to local or regional governance, management
37 structures, and consolidation for intercity and regional rail services.

38 (D) Changes to state statutes or policies relating to intercity and
39 regional rail services.

1 (E) Changes to enabling state legislation, policies, rules, or
2 funding.

3 (F) Opportunities for rail to accelerate and support equity, safety,
4 sustainability, zero-emissions, equipment, and economic
5 development goals.

6 (G) Opportunities for these metropolitan planning organizations
7 to analyze, describe, and report progress in operating, maintaining,
8 and improving the corridor consistent with state and local planning
9 documents in their sustainable communities strategies or, if
10 applicable, alternative planning strategies, adopted pursuant to
11 Section 65080.

12 (H) Opportunities for these metropolitan planning organizations
13 to adopt multiregional goals relating to passenger and freight rail
14 service, capital improvement projects related to those services,
15 and resiliency of those services along the corridor to include in
16 their respective sustainable communities strategies or, if applicable,
17 alternative planning strategies, adopted pursuant to Section 65080.

18 (2) The report required pursuant to this subdivision shall include
19 meaningful public engagement led by the metropolitan planning
20 organizations and be developed with the support of a steering
21 committee composed of representatives of business, community,
22 transportation, environmental, labor, and civic organizations. The
23 report shall be adopted by the governing boards of each
24 metropolitan planning organization before submission to the
25 Legislature.

26 (c) (1) The reports to be submitted pursuant to this section shall
27 be submitted in compliance with Section 9795.

28 (2) Pursuant to Section 10231.5, this section is repealed on
29 January 1, 2030.

30 SEC. 2. Section 14072.8 is added to the Government Code, to
31 read:

32 14072.8. (a) Notwithstanding Section 10231.5, the secretary
33 shall submit a report to the Legislature on or before January 1,
34 2027, and every two years thereafter, on the management of the
35 LOSSAN Rail Corridor that includes all of the following
36 information:

37 (1) Performance, ridership, usage, and quality of intercity,
38 regional rail, and freight services.

39 (2) Updates to capital improvement planning.

1 (3) Progress in delivering fleet and infrastructure improvement
2 projects.

3 (4) Improvements to service and fare coordination.

4 (5) Opportunities to increase the quality and frequency of
5 services.

6 (b) A report to be submitted pursuant to subdivision (a) shall
7 be submitted in compliance with Section 9795.

8 SEC. 3. Section 14072.10 is added to the Government Code,
9 to read:

10 14072.10. (a) The secretary shall provide strategic guidance,
11 recommendations, and facilitate all necessary coordination,
12 collaboration, and intervention when necessary between
13 stakeholders, to ensure the performance of the LOSSAN Rail
14 Corridor.

15 (b) The responsibilities set forth in subdivision (a) shall include
16 oversight and development of plans, as needed, for any of the
17 following:

18 (1) Service frequencies.

19 (2) Equipment and fleet management.

20 (3) Infrastructure improvement and state-of-good repair projects.

21 (4) Resiliency of the corridor.

22 SEC. 4. The Legislature finds and declares that a special statute
23 is necessary and that a general statute cannot be made applicable
24 within the meaning of Section 16 of Article IV of the California
25 Constitution because of the unique need to address the resiliency
26 and performance of the LOSSAN Rail Corridor.

27 SEC. 5. If the Commission on State Mandates determines that
28 this act contains costs mandated by the state, reimbursement to
29 local agencies and school districts for those costs shall be made
30 pursuant to Part 7 (commencing with Section 17500) of Division
31 4 of Title 2 of the Government Code.



Pacific Surfliner Marketing Update

LOSSAN Executive Meeting | March 7, 2024



Results

Performance Summary (PacificSurfliner.com)

- Quarter 2 (Q2) of Fiscal Year (FY) 2023-24 saw a decrease in revenue derived from PacificSurfliner.com compared to the prior quarter. This is due to a big decrease in advertising spending on Google.
- Over 200K qualified sales leads were delivered to Amtrak.com from the booking widget between October to December, resulting in more than \$1.27 million in revenue



Users to
PacificSurfliner.com



Referral traffic to
Amtrak.com



Bookings on
Amtrak.com



Riders



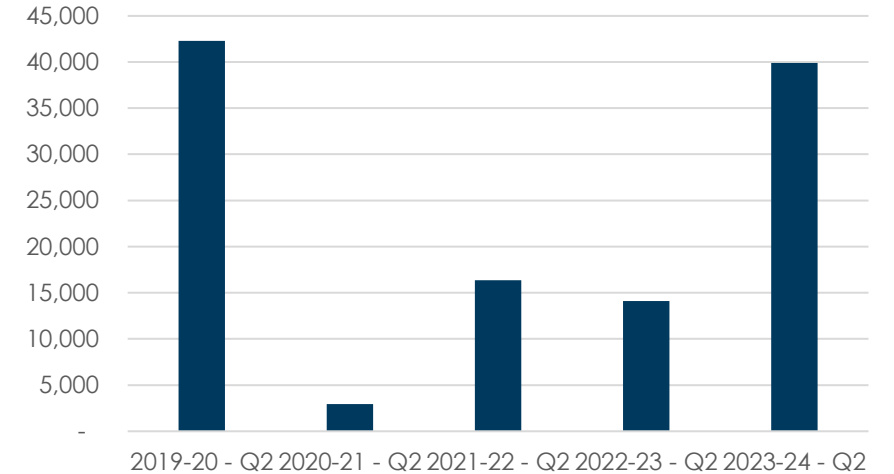
Revenue

	Users to PacificSurfliner.com	Referral traffic to Amtrak.com	Bookings on Amtrak.com	Riders	Revenue
Q2 – FY 24 (Oct-Dec)	643,970	201,038	20,719	39,905	\$1,272,519
Q1 – FY 24 (Jul-Sep)	501,000	273,964	25,464	57,007	\$1,753,742

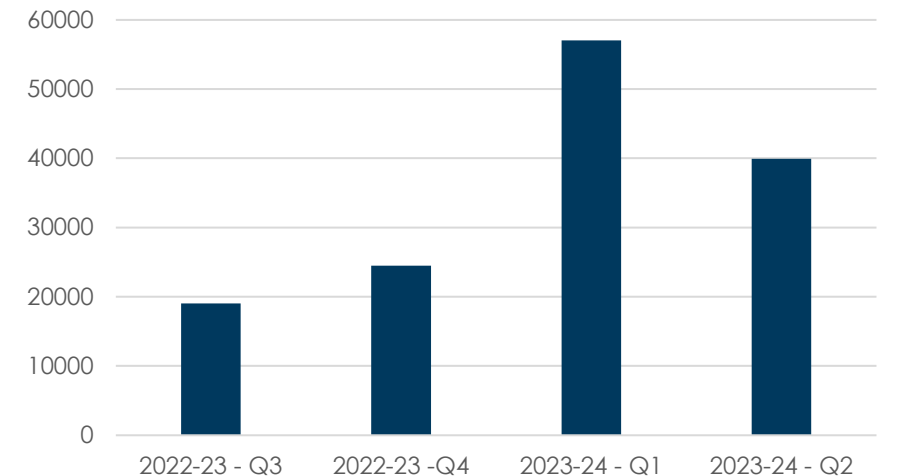
Performance Over Time (from online bookings)

October to December	Referral to Amtrak.com	Bookings	Ridership (from online Bookings)	Revenue (from online Bookings)
2019-20 - Q2	187,721	22,691	42,288	1,436,023
2020-21 - Q2	21,824	1,859	2,955	97,285
2021-22 - Q2	79,410	8,740	16,341	535,052
2022-23 - Q2	98,538	7,707	14,098	453,053
2023-24 - Q2	201,038	20,719	39,905	1,272,519

Q2 Ridership Over Time



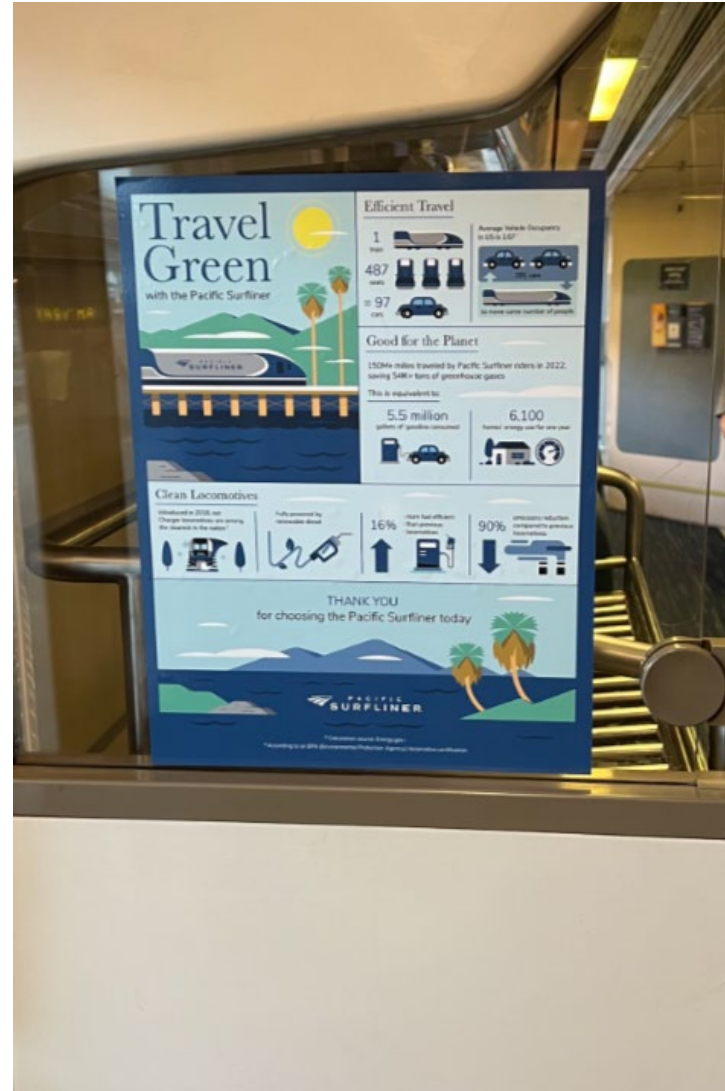
Past Year Ridership



Marketing

Marketing

- Holiday Photoshoot
- Spanish Campaigns Photoshoot
- Completed installation of the Sustainability Infographic



Community Partners

- Convention and Visitor Bureau Partnerships
 - San Luis Obispo
 - Anaheim
 - Oxnard
 - Oceanside
- Visitor's Guides 2024 (Print ads)
- Digital ads

AMTRAK PACIFIC SURFLINER

Treat yourself to an unforgettable journey.

Take Amtrak® Pacific Surfliner® to 29 stations between San Diego to San Luis Obispo along the Southern California coast. There is a power outlet for every seat, free Wi-Fi, and a Café Car on board that serves food and drinks including wine, beer, and cocktails.

Sporting events, concerts, theme parks – where will the train take you? Plan your trip and view travel discounts at [PacificSurfliner.com/VisitAnaheim](https://www.pacificsurfliner.com/VisitAnaheim).

CRUISE ALONG THE COAST BY TRAIN

Take the Pacific Surfliner to Oxnard for a memorable journey across Southern California. Stay connected with complimentary Wi-Fi and power outlets while enjoying iconic views. Visit the onboard Market Café for a selection of local food and drinks, including wine, beer and cocktails. The Pacific Surfliner serves 29 stations in San Diego, Orange, Los Angeles, Ventura, Santa Barbara and San Luis Obispo counties. Sporting events, concerts, beach towns – where will the train take you? Plan your trip at [pacificsurfliner.com/visitoxnard](https://www.pacificsurfliner.com/visitoxnard).

#PACIFICSURFLINER #PACSURFLINERS

Enjoy the comforts of home while you travel.

Take the Amtrak® Pacific Surfliner® to 29 stations between San Diego to San Luis Obispo along the Southern California coast. There is a power outlet for every seat, free Wi-Fi, and a Café Car on board that serves food and drinks including wine, beer, and cocktails.

Book your trip now at [PacificSurfliner.com/SLOMap](https://www.PacificSurfliner.com/SLOMap).

AMTRAK PACIFIC SURFLINER

Amtrak and Pacific Surfliner are registered service marks of the National Railroad Passenger Corporation and used with permission.

Marketing Campaigns

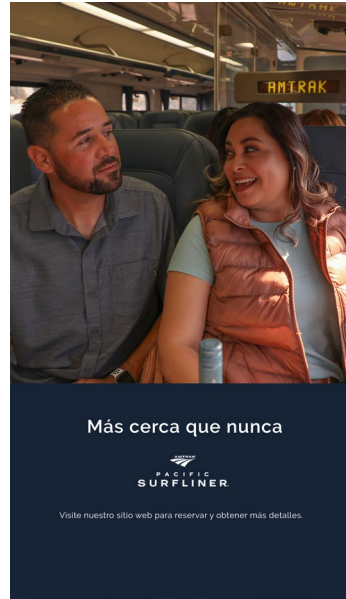
Digital:

- Ongoing Destination and Brand Campaigns
- Holiday Spanish Language Campaign Launch
 - **Impressions:** 985K
 - **Clicks:** 304K
 - **ROAS:** 16:1
 - **Conversions:** 27.4K

Radio:

- LAist
 - **Dates:** 11/13 to 12/24
 - **Impressions:** 190K

LOS||SAN



Viaje sin estres ni trafico

Pocos comprenden la magnitud del desafío que implica estar lejos de nuestros seres queridos. A pesar de que la tecnología nos permite mantenernos conectados, a veces la distancia se hace sentir. Sin embargo, en esta mágica época, el Amtrak® Pacific Surfliner® se convierte en nuestro mejor aliado, acortando las distancias y acercándonos cómodamente a nuestro México lindo y querido.

Su fascinante viaje por la pintoresca costa del sur de California y su oferta de beneficios a bordo hacen que cada viaje sea una experiencia relajante e inigualable.

Reservar viaje



Además, gracias a la ubicación estratégica de sus estaciones de tren, encontrará los cruces fronterizos de San Ysidro y Otay Mesa a tan solo 30 minutos en auto desde la estación Santa Fe Depot en San Diego. Inclusive, puede llegar directamente al cruce fronterizo de San Ysidro desde la estación de Santa Fe Depot utilizando la línea azul del Tranvía, sin necesidad de hacer transbordos.

Otro de los mayores beneficios de estar tan cerca de la frontera con

Influencer: The Points Guy

YouTube: [The Points Guy](#) (Departures)

- **Travel Dates:** October 24
- **Subscribers:** 473,000
- **Video Views:** 70,000
- **Engagements:** 277 comments



Influencer: The Knot

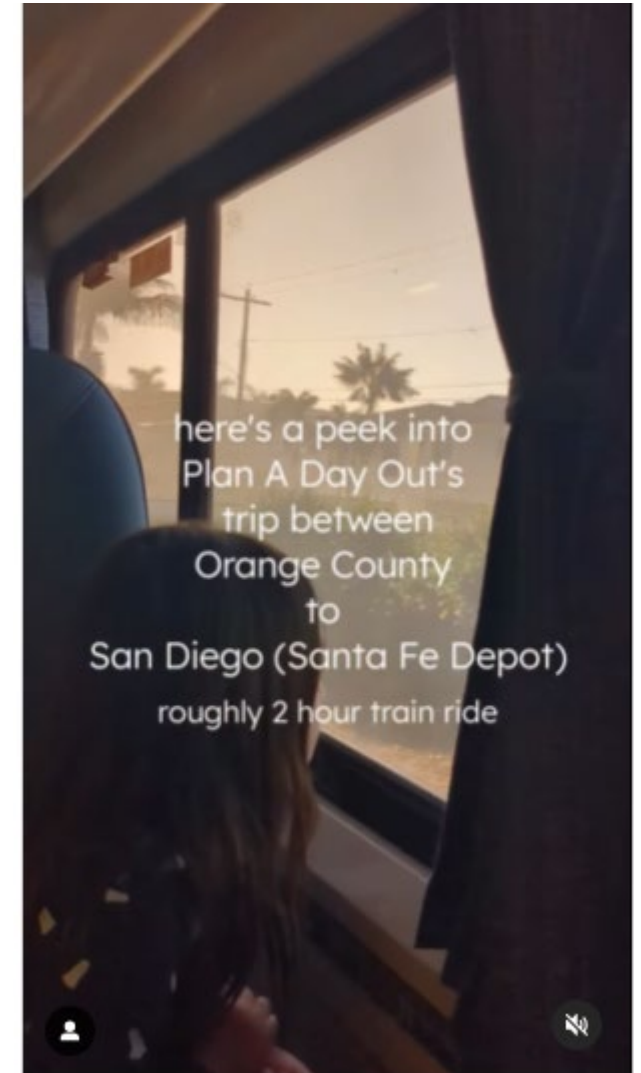
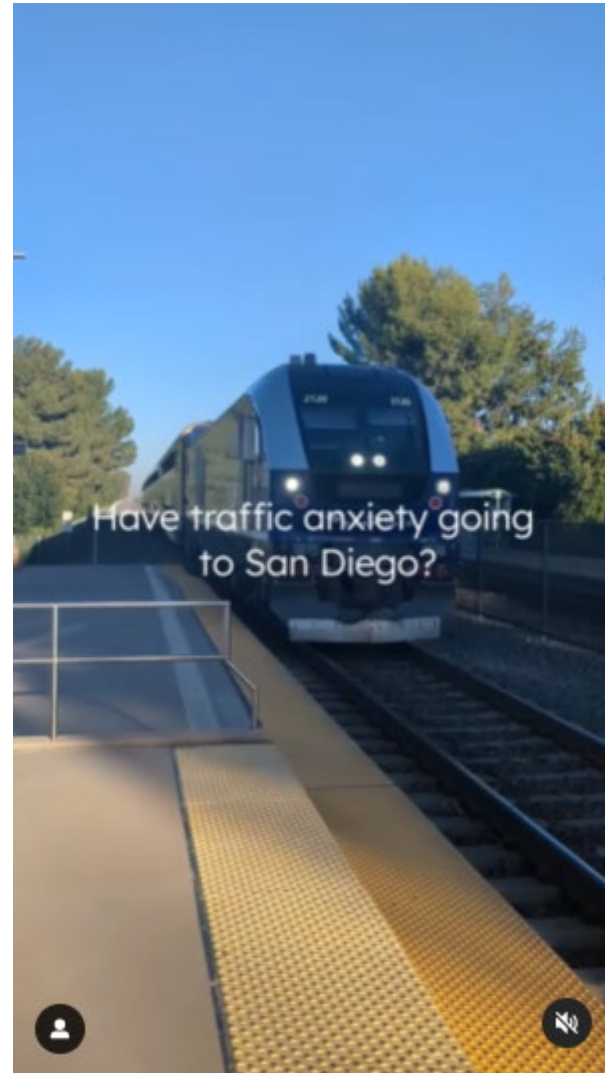
The Knot: Couples ride to Santa Barbara

- **Travel Date:** Nov. 28
- **Followers:** 1 million
- **Impressions:** 49,777
- **Video Views:** 462,345
- **Engagements:** 40,000
- **Photo credit:** Patrick Quezada Photography



Influencer: Plan a Day Out

- **Instagram:** [@Planadayout](#)
 - **Travel Dates:** October 21-22
 - **Followers:** 32,400
 - **Impressions:** 1,152
 - **Video Views:** 10,700
 - **Engagements:** 1,686



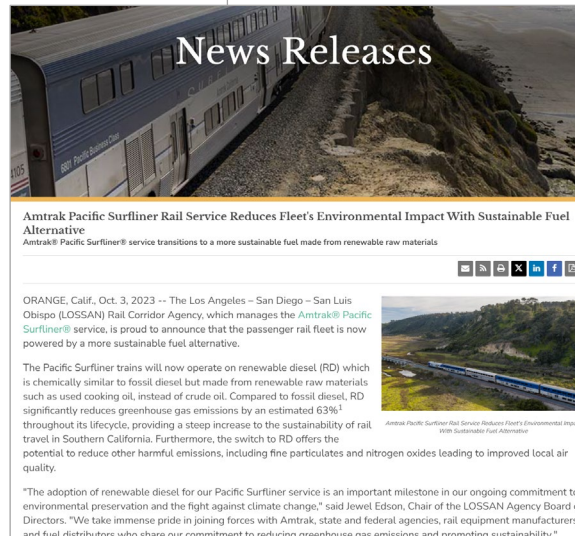
Communications

Communications

- **Passenger:**
 - Thanksgiving Reservations
 - December Track Closure
 - Transition to Renewable Diesel
- **Media:**
 - Holiday Travel Press Release
 - Sustainable Fuel Press Release



November 22 – 27, 2023



NOTICE: Pacific Surfliner will not stop at LA Union Station December 26-29

Bus connections with a prior reservation are available to connect passengers to the train at the next station.



**December 26-29, 2023: Bus Connection to Amtrak Pacific Surfliner
BOARD IN FRONT OF UNION STATION WEST OFF ALAMEDA ST.**

Bus to Glendale Station:

- Take the bus connection to Glendale for all 700 series trains (770, 774, 784, 790, 794, 761, 765, 769, 777, and 785)

Bus to Fullerton Station:

- Take the bus connection to Fullerton for 500 series trains (562, 564, 572, 586, 573, 581, 589, and 595)
- Trains 580 and 591 are cancelled.
- Train 587 has been replaced by a special train 589, operating one hour later.

Reservations Required:

Reservations are required for bus connections and passengers must ride the bus they are ticketed for.

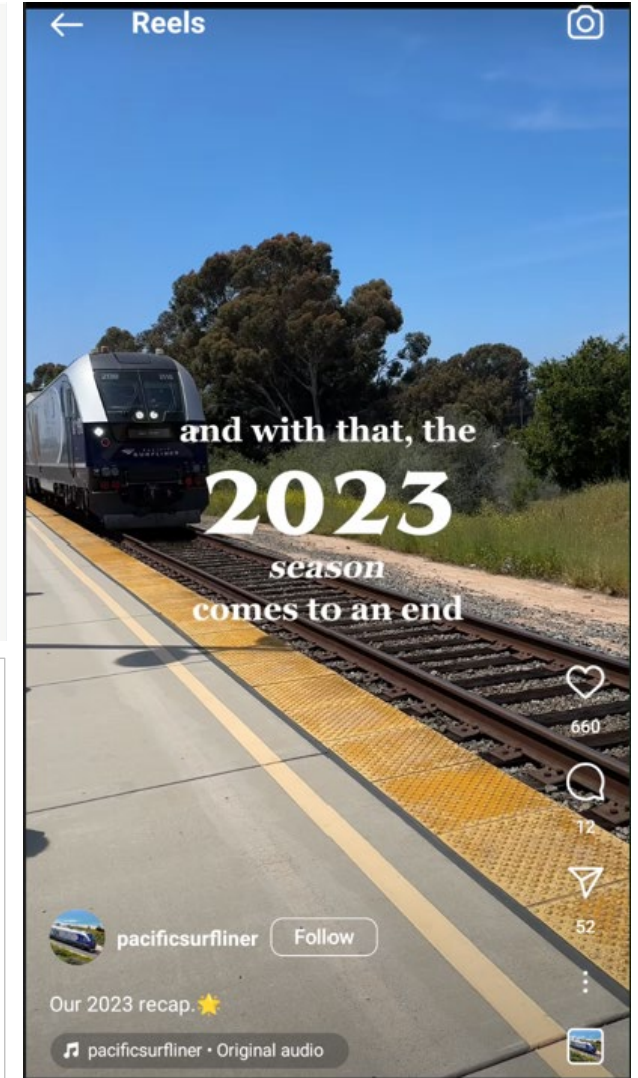
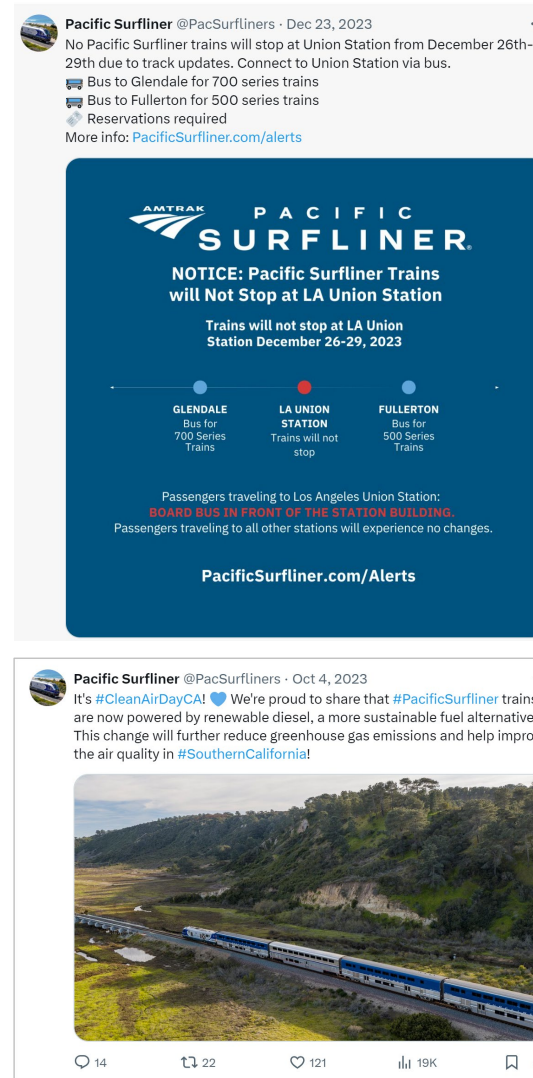
- Reserve or Modify: Amtrak.com, Amtrak App, or 800-USA-RAIL
- Monthly Pass: Use Amtrak's RideReserve system to reserve bus
- No Rail 2 Rail or Code Share tickets to/from Los Angeles

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







Social Media

- Holidays
- Reposting content from our riders
- Fun Recap Reel
- December track closures



Social Media Metrics

Platform	Total Followers	New Followers	Engagement*	Web Visits
	48,710	281	7,200	406
	19,221	1,691	14,100	617
	17,103	121	N/A	N/A
	1,313	19	98	N/A

*Engagement: Shares, comments/replies, likes, video views, etc.

Looking Ahead

What's Next

- Spring Promo (ongoing until March 28)
- Track Reopening
- X Games Partnership
- Powered by Sustainable Fuel signs

Questions?