



# LOSSAN Rail Corridor Agency

## Legislation Details (With Text)

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**Title:** Agreement for Pacific Surfliner Field Marketing Services  
**Sponsors:** Jason Jewell  
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**Attachments:** 1. Staff Report, 2. Attachment A, 3. Attachment B, 4. Attachment C

Date	Ver.	Action By	Action	Result
7/15/2024	1	Board		

### Subject

Agreement for Pacific Surfliner Field Marketing Services

### Overview

On March 18, 2024, the Board of Directors approved the release of a request for proposals for field marketing services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency. Proposals have been received and evaluated in accordance with the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency’s procurement procedures for professional and technical services. Board of Directors’ approval is requested to execute an agreement for these services.

### Recommendation(s)

- A. Approve the selection of The Abbi Agency to provide field marketing services for the Pacific Surfliner marketing program.
  
- B. Authorize the Managing Director to negotiate and execute Agreement No. L40001 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and The Abbi Agency, in the amount of \$550,000, for a one-year initial term with two, two-year option terms.