



LOSSAN Rail Corridor Agency

Legislation Details (With Text)

File #:	17-104	Status:	Agenda Ready - Consent
Type:	Lossan	In control:	Board
File created:	8/2/2017	Final action:	8/21/2017
On agenda:	8/21/2017		
Title:	Agreements for Pacific Surfliner Marketing Services		
Sponsors:	Emilia Doerr		
Indexes:			
Code sections:			
Attachments:	1. Staff Report, 2. Attachment A, 3. Attachment B, 4. Attachment C, 5. Attachment D, 6. Attachment E		

Date	Ver.	Action By	Action	Result
8/21/2017	1	Board		

Agreements for Pacific Surfliner Marketing Services

On April 17, 2017, the Board of Directors approved the release of a request for proposals for consultant services to assist the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency in strategic, creative, and technical aspects of marketing the Pacific Surfliner service. 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 agreements for these services.

- A. Approve the selection of Webb & Duffy's, doing business as Truth and Advertising, to provide consultant services for the Pacific Surfliner marketing program.
- B. Authorize the Managing Director to negotiate and execute Agreement No. L-7-0003 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and Webb & Duffy's, doing business as Truth and Advertising, in the amount of \$300,000, to provide consulting services for brand development and outreach services for the Pacific Surfliner marketing program for a one-year initial term with two, one-year option terms.
- C. Authorize the Managing Director to negotiate and execute Agreement No. L-7-0004 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and Webb & Duffy's, doing business as Truth and Advertising, in the amount of \$250,000, to provide consulting services for integrated advertising and direct response marketing for the Pacific Surfliner marketing program for a one-year initial term with two, one-year option terms.