



LOSSAN Rail Corridor Agency

Legislation Details (With Text)

File #: 17-333
Type: Lossan
Status: Agenda Ready - Discussion Item
File created: 2/25/2019
In control: Technical Advisory Committee
On agenda: 6/6/2019
Final action: 6/6/2019
Title: Pacific Surfliner Website Redesign
Sponsors: Emilia Doerr
Indexes:
Code sections:
Attachments: 1. PowerPoint

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

Pacific Surfliner Website Redesign

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency plans to launch a new Pacific Surfliner website that will deliver a more engaging and customer-focused online experience. Marketing staff will share overall objectives for enhancing the user experience and optimizing marketing efforts. In addition to reviewing the website planning and development process, staff will provide an overview of the new website's features and functionality as well as next steps.