



LOSSAN Rail Corridor Agency

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Pacific Surfliner Marketing Update

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's Fiscal Year 2019-20 marketing efforts support key priorities outlined in the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's fiscal years 2019-20 and 2020-21 Business Plan by engaging in marketing strategies and programs designed to help grow awareness, ridership, and revenue on the Pacific Surfliner service. This report provides a summary of marketing activities and performance from January - March 2020 including strategic marketing and communications response to the COVID-19 global health crisis.

Receive and file as an information item.