



LOSSAN Rail Corridor Agency

Legislation Details (With Text)

File #: 20-627
Type: Lossan
Status: Agenda Ready - Discussion Item
File created: 1/11/2021
In control: Technical Advisory Committee
On agenda: 2/4/2021
Final action: 2/4/2021
Title: Marketing Update
Sponsors: Emilia Doerr
Indexes:
Code sections:
Attachments: 1. PowerPoint

Date	Ver.	Action By	Action	Result
2/4/2021	1	Technical Advisory Committee		

Marketing Update

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's fiscal year 2020-21 marketing efforts support key priorities outlined in the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's fiscal years 2020-21 and 2021-22 Business Plan. This report provides a summary of marketing activities including strategic marketing and communications activities that have been adapted to align with reduced service levels and promote public informational messages related to health and safety in response to the coronavirus.

Receive and file as an information item.