



LOSSAN Rail Corridor Agency

Legislation Details (With Text)

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Title: Approval to Release Request for Proposals for Pacific Surfliner Marketing Services
Sponsors: Puja Thomas-Patel
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Attachments: 1. Staff Report, 2. Attachment A

Date	Ver.	Action By	Action	Result
3/18/2024	1	Board		
3/18/2024	1	Board	approved and passed	

Subject

Approval to Release Request for Proposals for Pacific Surfliner Marketing Services

Overview

Consultant services are needed to provide field marketing and community outreach services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency, including program management and fulfillment, community outreach and education, promotional marketing, and strategic marketing consultation. Staff has developed a request for proposals to initiate a competitive procurement to select a firm to provide field marketing services.

Recommendations

- A. Approve the release of Request for Proposals 4-2080 to select a firm to provide field marketing services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency for a one-year initial term with two, two-year option terms.
- B. Approve the proposed evaluation criteria and weightings for Request for Proposals 4-2080 for selection of a consultant to provide field marketing services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency.