



# LOSSAN Rail Corridor Agency

## Legislation Text

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**File #:** 17-188, **Version:** 1

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### **Amendment to Contract with Truth and Advertising to Support Pacific Surfliner Field Marketing Engagement Program**

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency is responsible for promoting the Pacific Surfliner intercity passenger rail service and implementing marketing programs aimed at increasing ridership, revenue, and awareness. Staff has prepared an expenditure plan for a field marketing engagement program for Board of Directors' review and approval. The program will build on existing partnerships and marketing efforts as well as develop new initiatives designed to enhance awareness of the service while strengthening relationships with local communities.

- A. Approve the proposed expenditure plan for the Pacific Surfliner field marketing engagement program.
- B. Authorize the Managing Director to amend Agreement No. L-7-0004 with Webb & Duffy's, doing business as Truth and Advertising, by \$500,000, for direct costs of purchasing sponsorships, media, consultant services and near-term fulfillment in support of the Pacific Surfliner Field Marketing Engagement Program.