



Legislation Text

File #: 17-301, **Version:** 1

Agreements for Pacific Surfliner Marketing Services

On September 17, 2018, the Board of Directors approved the release of a request for proposals for consultant support to provide marketing services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency. Proposals have been received and evaluated in accordance with the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's procurement procedures for professional and technical services. Board of Directors' approval is requested to execute agreements for these services.

A. Approve the selection of Civilian, Inc. and Monarch Sports, LLC as the firms to provide consultant services for the Pacific Surfliner marketing program.

B. Authorize the Managing Director to negotiate and execute Agreement No. L-8-0011 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and Civilian, Inc. in the amount of \$1,000,000, to provide strategic creative and advertising services for the Pacific Surfliner marketing program for a one-year initial term through December 31, 2019, with two, two-year option terms.

C. Authorize the Managing Director to negotiate and execute Agreement No. L-8-0012 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and Monarch Sport, LLC in the amount of \$600,000, to provide outreach and field marketing services for the Pacific Surfliner marketing program for a one-year initial term through December 31, 2019, with two, two-year option terms.