



LOSSAN Rail Corridor Agency

Orange County
Transportation Authority
Board Room
550 South Main Street
Orange, California

Legislation Text

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Pacific Surfliner Marketing Update

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency is responsible for marketing the Pacific Surfliner service and setting an annual work plan to enhance public awareness of the service and increase ridership and revenue. A marketing update is presented to the Board of Directors each quarter. This report provides a summary of marketing activities and performance through January 2019.

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