



Legislation Text

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Pacific Surfliner Website Redesign

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency plans to launch a new Pacific Surfliner website that will deliver a more engaging and customer-focused online experience. Marketing staff will share overall objectives for enhancing the user experience and optimizing marketing efforts. In addition to reviewing the website planning and development process, staff will provide an overview of the new website's features and functionality as well as next steps.