



LOSSAN Rail Corridor Agency

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

Legislation Text

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Quarterly Marketing Update

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's fiscal year 2018-19 marketing effort supports key priorities outlined in the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's Fiscal Years 2018-19 and 2019-20 Business Plan by engaging in marketing strategies and programs designed to help grow awareness, ridership, and revenue on the Pacific Surfliner service. This report provides a summary of marketing activities and performance through April 2019.

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