



Legislation Text

File #: 17-457, **Version:** 1

Approval to Release Request for Proposals for Pacific Surfliner Digital Marketing Services

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency is responsible for marketing the Pacific Surfliner in order to enhance public awareness of the service and increase ridership and revenue. Consultant services are needed to provide professional marketing services for the Pacific Surfliner, including social media management, content strategy and development, and strategic and technical consultation as needed. Staff has developed a request for proposals to initiate a competitive procurement process to retain consultant(s) to provide digital marketing services and is seeking Board of Directors approval to release the request for proposals.

- A. Approve the proposed evaluation criteria and weightings for Request for Proposals 0-2025 to provide digital marketing services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency.
- B. Approve the release of Request for Proposals 0-2025 for digital marketing services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency for a one-year initial term with two, one-year option terms.