



LOSSAN Rail Corridor Agency

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

Legislation Text

File #: 20-518, Version: 1

Agreement for Pacific Surfliner Digital Marketing Services

On February 18, 2020, the Board of Directors approved the release of a request for proposals for consultant services to provide digital marketing services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's Pacific Surfliner marketing program. 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 an agreement for these services.

- A. Approve the selection of GoSeeTell Network, doing business as Sparkloft Media to provide digital marketing services for the Pacific Surfliner marketing program.
- B. Authorize the Managing Director to negotiate and execute Agreement No. L-0-0001 between the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency and GoSeeTell Network, doing business as Sparkloft Media, in the amount of \$198,000, to provide digital marketing services for the Pacific Surfliner marketing program for a one-year term.