



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's fiscal year 2019-20 marketing efforts support key priorities outlined in the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency's fiscal years 2020-21 and 2021-22 Business Plan. This report provides a summary of marketing activities including strategic marketing and communications activities that have been adapted to align with reduced service levels and promote public informational messages related to health and safety in response to the coronavirus.