



LOSSAN Rail Corridor Agency

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

Legislation Text

File #: 20-632, **Version:** 1

Approval to Release Request for Proposals for Pacific Surfliner Social Media Marketing and Passenger Communications

The Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency has developed a request for proposals to initiate a competitive procurement process to retain consultant(s) to provide social media marketing and passenger communication services. Staff is seeking Board of Directors' approval to release the request for proposals.

- A. Approve the proposed evaluation criteria and weightings for Request for Proposals 1-3216 to provide social media marketing and passenger communication services for the Los Angeles - San Diego - San Luis Obispo Rail Corridor Agency.
- B. Approve the release of Request for Proposals 1-3216 for social media marketing and passenger communication 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.