



**March 16, 2026**

**To:** Members of the Board of Directors

**From:** Jason Jewell, Managing Director 

**Subject:** Amendment to Agreement for Pacific Surfliner Website Design and Development Services

### **Overview**

On March 31, 2023, the Board of Directors approved an agreement with Nansen LLC, to provide website design and development services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency for a one-year initial term and two, two-year option terms. Board of Directors' approval is requested to exercise the second option term effective May 16, 2026, through May 15, 2028.

### **Recommendation**

Authorize the Managing Director to negotiate and execute Amendment No. 5 to Agreement No. L-2-0008 between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and Nansen LLC, to exercise the second option term of the agreement, effective May 16, 2026, through May 15, 2028, in the amount of \$622,486, to provide website design and development services. This will increase the maximum cumulative payment obligation to a total contract value of \$1,592,536.

### **Discussion**

The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency (Agency) is responsible for marketing the Pacific Surfliner service to enhance public awareness of the service and increase ridership and revenue.

On March 31, 2023, the LOSSAN Agency's Board of Directors (Board) approved Agreement No. L-2-0008 with Nansen LLC (Nansen) to provide website design and development services to drive more traffic to PacificSurfliner.com, improve the overall customer experience, and increase ridership and revenue. The PacificSurfliner.com website is the start of the online ticket booking journey for thousands of rail riders and refers millions of dollars in ticket sales to Amtrak.

Under the scope of the agreement, Nansen provides website and digital marketing services as needed for:

- Driving awareness of and consideration for the Pacific Surfliner train service within the online space
- Ongoing maintenance and support for Optimizely, the content management system that powers PacificSurfliner.com
- Increasing ridership, positive brand associations, and visibility of the Pacific Surfliner
- Identifying opportunities and implementing solutions to improve the website user experience and overall customer satisfaction
- Improving the organic visibility of PacificSurfliner.com and enhancing search optimization strategies within key search engine platforms such as Google and Bing
- Referring qualified PacificSurfliner.com visitors to Amtrak for ticket purchase
- Modernizing website management platform through evaluation and potential migration to a new Content Management System and hosting environment

Nansen has performed its obligations, providing services under the scope of work to support the LOSSAN Agency's goals. In order to continue these services, and based on the consultant's performance, staff recommends the Board approve an amendment to exercise the second option term.

### ***Procurement Approach***

The procurement was originally handled in accordance with the LOSSAN Agency's Board-approved policies and procedures for professional services. The original agreement was awarded on a competitive basis and includes a one-year initial term in the amount of \$325,000, and two, two-year option terms. This agreement was previously amended as shown in Attachment A.

The proposed Amendment No. 5 is to revise the scope of work to expand services to include website platform modernization, evaluation and potential migration to a new Content Management System and hosting environment, enhanced search optimization strategies, and exercise the second option term through May 15, 2028. The budget for this amendment is \$622,486, which is based on current and anticipated usage for continued website design and development services for the Pacific Surfliner website. In accordance with the current agreement, the hourly rates for the second option term will remain the same as originally negotiated. Exercising the second option term and revising the scope of work will allow Nansen to continue providing website design and development services for the Pacific Surfliner website through May 15, 2028.

Fiscal Impact

Funding for the second option term of the agreement will be included in fiscal years 2025-26, 2026-27, and 2027-28 budgets. However, the actual marketing expenditure will be adjusted in alignment with the funding amounts approved by the California State Transportation Agency for each fiscal year.

***Summary***

Staff recommends the Board of Directors authorize the Managing Director to negotiate and execute Amendment No. 5 to Agreement No. L-2-0008 with Nansen LLC, to exercise the second option term, in the amount of \$622,486, for a total contract value of \$1,592,536, for continued website design and development services for the Pacific Surfliner marketing program.

***Attachment***

- A. Nansen LLC Agreement No. L-2-0008, Fact Sheet

**Prepared by:**



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