

**The Abbi Agency
Agreement No. L-2-0011 Fact Sheet**

1. July 17, 2023, Agreement No. L-2-0011, \$200,000, for a one-year initial term and two, one-year option terms approved by the Board of Directors (Board).
 - Agreement to provide social media and digital marketing services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency’s Pacific Surfliner marketing program.
 - One-year initial term effective August 22, 2023, through July 31, 2024, with two, one-year option terms.
2. January 11, 2024, Amendment No. 1 to Agreement No. L-2-0011, \$15,500, approved by the Contracts Administration and Materials Management Department (CAMM).
 - To revise the scope of work and the price summary sheet to add job functions.
3. July 31, 2024, Amendment No. 2 to Agreement No. L-2-0011, \$14,500, approved by CAMM.
 - To extend the term of the Agreement for an additional two months, effective August 1, 2024, through September 30, 2024.
4. September 16, 2024, Amendment No. 3 to Agreement No. L-2-0011, \$201,000, pending approval by the Board.
 - To exercise the first option term of the agreement, effective October 1, 2024, through July 31, 2025.

Total committed to The Abbi Agency under Agreement No. L-2-0011: \$431,000.