



**June 15, 2026**

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

**From:** Jason Jewell, Managing Director 

**Subject:** Approval to Release Request for Proposals for Pacific Surfliner Social Media Marketing and Digital Marketing Services

**Overview**

Consultant services are needed to provide social media and digital marketing services. Staff has developed a request for proposals to initiate a competitive procurement to select a firm(s) to provide these services and is seeking approval from the Board of Directors to release the request for proposals.

**Recommendations**

- A. Approve the release of Request for Proposals 250315 to select a firm for social media marketing and digital marketing services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency for a one-year initial term with two, two-year option terms.
- B. Approve the proposed evaluation criteria and weightings for Request for Proposals 250315 to select a firm for social media marketing and digital marketing services for the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency.

**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. The official Pacific Surfliner social media channels, which include Facebook, X (formerly Twitter), Instagram, YouTube, TikTok, Reddit, and a blog, have become an increasingly important asset to the marketing program. These channels are leveraged to educate the public about the service, inspire trips, and drive traffic to PacificSurfliner.com.

Digital marketing consultant services have strengthened the Pacific Surfliner social media program, expanding the reach of digital platforms to support

marketing objectives and reinforce the Pacific Surfliner as a preferred travel option. These services have ensured that online communities remain actively engaged with and connected to the brand, while also providing timely updates and essential service information. In addition, the social media program has highlighted the unique experience of traveling along the corridor, featuring scenic views, rider stories, local events, and forward-looking travel inspiration, all of which have helped to cultivate a loyal audience and attract new riders.

The Scope of Work for social and digital marketing services includes the following:

- Developing a data-driven, outcome-focused social media and paid digital advertising marketing plan to reach and influence target audiences, leveraging the appropriate channels for each.
- Managing the official Pacific Surfliner social media accounts.
- Developing content, such as blog articles, social posts, advertisements, and videos.
- Coordinating photo and video shoots for high-quality materials used in upcoming marketing campaigns.
- Interacting with individuals who post about the Pacific Surfliner online.
- Strategically planning out social media campaigns to drive website traffic to PacificSurfliner.com.
- Engaging with influencers, who are individuals on social media with large followings, as well as partners to increase exposure of the Pacific Surfliner.
- Building reports to inform on the performance of the program, identifying opportunities for growth, and creating action plans based on data.

***Procurement Approach***

The LOSSAN Agency’s Board of Directors (Board)-approved contracting and procurement policy requires that the Board approve Requests for Proposals (RFP) over \$100,000, as well as approve the evaluation criteria and weightings. Staff is submitting for Board approval the draft RFP and evaluation criteria and weightings, which will be used to evaluate the proposals received in response to the RFP.

The proposed evaluation criteria and weights are as follows:

- |   |                                   |            |
|---|-----------------------------------|------------|
| • | Qualifications of the Firm        | 25 percent |
| • | Staffing and Project Organization | 30 percent |
| • | Work Plan                         | 20 percent |
| • | Cost and Price                    | 25 percent |

Several factors were considered in developing these weights. Qualifications of the firm is weighted at 25 percent due to the breadth and depth of the requested services; the successful firm must have a proven track record for meeting similar requirements in previous projects. Staffing and project organization is weighted at 30 percent as the firm's proposed project team must demonstrate familiarity with required marketing specializations in terms of knowledge, skills, and experience. Work plan is weighted at 20 percent to emphasize the importance of the firm demonstrating its ability to provide solutions specific to the LOSSAN Agency's marketing needs and opportunities. Cost and price is weighted at 25 percent to ensure the LOSSAN Agency receives competitive rates for the services provided.

The contract resulting from this procurement will have a one-year initial term with two, two-year option terms. The total cost for the initial term is anticipated to be approximately \$450,000.

This RFP will be released upon Board approval of these recommendations.

#### **Fiscal Impact**

Marketing services were included in the LOSSAN Agency's Fiscal Year (FY) 2026-27 annual business plan and Board-adopted budget. The anticipated cost of \$450,000 for the initial term of this agreement is a not-to-exceed maximum obligation. The actual marketing expenditures programmed for this agreement for future FYs will be adjusted to be consistent with the LOSSAN Agency's Board-approved annual business plan, budget, and funding amounts approved by the California State Transportation Agency.

#### **Summary**

Board of Directors' approval is requested to release RFP 3-2254 to select a firm to provide social media marketing and passenger communication services, as well as approval of the proposed evaluation criteria and weightings.

***Attachment***

- A. Draft Request for Proposals (RFP) 250315, Pacific Surfliner Social Media Marketing and Digital Marketing Services

**Prepared by:**



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