

**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 Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency's (Agency) Board of Directors (Board).
  - Agreement to provide social media and digital marketing services for the LOSSAN 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 LOSSAN Agency's Managing Director.
  - 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 the LOSSAN Managing Director.
  - To extend the initial 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, approved by the Board.
  - To exercise the first option term of the agreement, effective October 1, 2024, through July 31, 2025.
5. May 19, 2025, Amendment No. 4 to Agreement No. L-2-0011, \$230,400, pending approval by the Board.
  - To exercise the second option term of the agreement, effective August 1, 2025, through July 31, 2026.

Total committed to The Abbi Agency under Agreement No. L-2-0011: \$661,400.