



## MISSION

To be Southern California's premier transportation experience to the state's most desirable destinations.

## VISION

To be the foundation of Southern California rail travel, fully integrated with our transit partners, and helping travelers create lifelong memories by:

- Providing a high-quality customer experience;
- Achieving world class operations; and
- Ensuring long-term sustainability.

# 2025 LOSSAN Agency Goals & Work Plan

## MAXIMIZE CUSTOMER FOCUS

### Improving User Experience

- Work with Amtrak to complete wayfinding signage update at stations
- Review and adjust Café Car menu to prioritize locally sourced products, coordinating with Amtrak on biannual menu refreshes that showcase local and regional products, and implementing enhancements throughout the year, as needed
- Develop and implement marketing strategies to increase ridership with a focus on retaining current customers and attracting new riders
- Continue to work with Amtrak on identifying solutions to offer checked baggage services in a cost effective and efficient way
- Develop initiatives to enhance the on-board experience for customers

### Integrating with Destinations

- Focus on planning efforts for major upcoming events, including the LA28 Olympics and World Cup, by coordinating with Amtrak and regional stakeholders
- Build partnerships with venues, convention and visitor bureaus, universities and schools, cities, counties, and other corridor stakeholders to enhance connectivity, boost ridership, and improve mobility

### Integrating with Transportation Partners

- Work with regional partners and stakeholders to develop regional fare products and programs that provide rail flexibility and equitable farebox recovery

### Maintaining Sustainable Fares

- Advance implementation of demand pricing pilot
- Assess current fare structure to ensure it meets Agency financial and operating objectives

## OPTIMIZE OPERATIONS OF PACIFIC SURFLINER SERVICE

### Expanding Service

- Coordinate with Amtrak, Caltrans, and JPA partners to implement strategic service level increases that support long-term service goals consistent with the State Rail Plan and the LOSSAN Agency Strategic Plan

### Providing Better System Performance

- Complete the final design of the Central Coast Layover Facility
- Advance designs of the Goleta Layover Facility expansion and the Leesdale Siding, coordinating with project stakeholders

- Coordinate with transportation partners and stakeholders to promote rail safety and improve reliability

### Improving Regional Connectivity

- Implement the Federal Corridor Identification and Development Program with Caltrans by coordinating corridor-wide efforts with key stakeholders
- Review existing rail interoperability services and explore additional opportunities, focusing on a seamless rider experience, financial sustainability, operational impact, and overall alignment with organizational goals



## PRIORITIZE BUSINESS SUSTAINABILITY

### Being Fiscally Responsible

- Create mid- to long-term financial plan to address future funding needs
- Develop and implement a plan for generating advertising revenue through train wraps and other onboard assets

### Being Leaders in Business Management

- Research and leverage federal and state operating and capital funding opportunities that support LOSSAN Agency goals
- Maintain sound financial and business management practices, including utilizing key business and performance metrics to drive decisions

### Supporting Equity and Inclusion

- Expand multilingual marketing efforts to ensure equitable access to the Pacific Surfliner
- Improve accessibility at stations by implementing the signage improvement plan

### Being Environmentally Conscious

- Coordinate with stakeholders on corridor-wide efforts to address coastal erosion and climate change
- Participate as a key stakeholder in the SB1098 working group to address corridor sustainability and improvements