




March 18, 2024

To: Members of the Board of Directors

From: Jason Jewell, Managing Director 

Subject: Amendment to Agreement for Videography and Photography Services

Overview

On March 31, 2023, the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency Board of Directors approved an agreement with JPG, Inc., doing business as Oak Leaf Productions, to provide videography and photography 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 first option term effective May 1, 2024, through April 30, 2026.

Recommendation

Authorize the Managing Director to negotiate and execute Amendment No. 2 to Agreement No. L-2-0010 between the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency and JPG, Inc., doing business as Oak Leaf Productions, to exercise the first option term of the agreement, effective May 1, 2024 through April 30, 2026, in the amount of \$300,000, to provide continued videography and photography services to the Los Angeles – San Diego – San Luis Obispo Rail Corridor Agency for the Pacific Surfliner marketing program. This will increase the maximum obligation of the agreement to a total contract value of \$600,000.

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 an agreement with JPG, Inc., doing business as Oak Leaf Productions (Oak Leaf), to provide videography and photography services to capture photo and video content to market Pacific Surfliner services. These services are essential in creating compelling marketing content to position the Pacific Surfliner as a popular and

convenient transportation option. Visual media such as videos and photos are increasingly critical in maintaining a modern marketing program.

The videography and photography services scope of work includes the following:

- Tell the Pacific Surfliner story by developing highly creative, compelling, and engaging video and photo concepts for production.
- Produce high-quality and cost-effective videos and photography to communicate with selected target audiences across various channels, inspire viewer loyalty, encourage viewer engagement, and attract a large number of video views.
- Capture high-quality photos and video footage in multiple formats and in various settings, and maintain all assets in an organized Digital Asset Management system that makes it simple to search for and use content.
- Produce highly sharable videos that capture attention and leverage trends and effects on social platforms that include Facebook, Twitter, Instagram, and TikTok.

Procurement Approach

The procurement was originally handled in accordance with LOSSAN Agency's Board-approved policies and procedures for professional services that conform to both federal and state laws. The original agreement was awarded on a competitive basis and includes a one-year initial term for \$300,000 and two, two-year option terms. The initial term of the agreement expires April 30, 2024, as described in Attachment A.

The proposed Amendment No. 2 is to exercise the first option term of the agreement through April 30, 2026. The amendment will also include changes to key positions on the project team. The budget for the amendment is \$300,000, based on current and historic commitments, bringing the total contract value to \$600,000. The hourly rate escalation will remain as originally negotiated. Exercising the first option term will allow Oak Leaf to continue providing videography and photography services for the Pacific Surfliner marketing program.

Fiscal Impact

The \$300,000 anticipated cost for the first option term of this agreement is a not-to-exceed maximum obligation. Funding for this option term will be included in the Fiscal Year (FY) 2024-25 and FY 2025-26 budgets. The actual marketing spend will be adjusted to be in alignment with the funding amounts approved by the California State Transportation Agency for the FY. Future option terms for this agreement will be brought back to the Board for approval in accordance with the LOSSAN Agency procurement policy and included in future FY budget proposals.

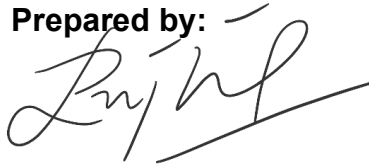
Summary

Staff recommends the Board of Directors authorize the Managing Director to negotiate and execute Amendment No. 2 to Agreement No. L-2-0010 with JPG., Inc., doing business as Oak Leaf Production, to exercise the first option term, in the amount of \$300,000, for a total contract value of \$600,000, for continued videography and photography services for the Pacific Surfliner marketing program.

Attachment

- A. JPG, Inc., doing business as Oak Leaf Productions, Agreement No. L-2-0010 Fact Sheet

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