

LOSSAN AGENCY

2024 Work Plan



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.

PRIORITIZE BUSINESS SUSTAINABILITY

Being Environmentally Conscious

- Foster collaboration with rail owners, corridor-wide stakeholders, and the State, to build consensus and ensure effective coordination in addressing coastal erosion and climate change to maintain a resilient corridor
- Pursue both short- and long-term solutions in coordination with rail owners and stakeholders to ensure ongoing viability of service
- Research and leverage federal and state funding opportunities related to resiliency, sustainable transportation, and green infrastructure to advance intercity passenger rail in Southern California
- Implement requirements of SB677 starting with FY2024-25 Annual Business Plan

Being Fiscally Responsible

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

Being Leaders in Business Management

- Implement the Federal Corridor Identification and Development Program with Caltrans by coordinating corridor-wide efforts with key stakeholders
- Research and leverage federal and state operating and capital funding opportunities that support LOSSAN Agency goals

Supporting Equity and Inclusion

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

OPTIMIZE OPERATIONS OF PACIFIC SURFLINER SERVICE

Providing Better System Performance

- Implement Operation Safe Surfs to promote rail safety and suicide prevention, while reducing trespasser-related delays
- Pursue and implement additional technological solutions and safety initiatives with Amtrak and regional partners to increase reliability and reduce incidents
- Complete the final design of the Central Coast Layover Facility
- Complete design for the Goleta Layover Facility expansion and Leesdale Siding and coordinate with stakeholders on project

Expanding Service

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

Improving Regional Connectivity

- Pursue technological and operational solutions with transportation partners to increase service accessibility and travel options



MAXIMIZE CUSTOMER FOCUS

Improving User Experience

- Implement repair and replacement of aged station general information and wayfinding signage
- Review and adjust the Market Café menu to prioritize locally-sourced products
- Develop marketing strategies to increase new and returning riders with a focus on customer retention and increasing repeat trips by incorporating initiatives such as ridership incentive programs
- Coordinate with Amtrak to restore station customer services in a cost-effective manner

Maintaining Sustainable Fares

- Implement Demand Pricing Pilot and evaluate results

Integrating with Destinations

- Focus on planning efforts for the LA28 Olympics by coordinating with Amtrak and regional stakeholders
- Forge partnerships with venues, convention and visitor bureaus, cities, counties, and other corridor stakeholders to enhance connectivity, boost ridership, and improve mobility

Integrating with Transportation Partners

- Assess potential regional fare products with partners that provide rail flexibility and equitable farebox recovery
- Evaluate expanded Codeshare Program and assess viability of further expansion