Media Room

LOSSAN Rail Corridor Agency Awarded Two First Place Honors at the 2020 AdWheel Awards

The American Public Transportation Association honors the industry's "best of the best" in marketing and communications, awarding the LOSSAN Agency first place honors in two AdWheel Award categories.

ORANGE, Calif., Feb. 28, 2020 /-- The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency, which oversees the Amtrak® Pacific Surfliner® service, has been awarded two first-place honors at the 2020 Annual AdWheel Awards, presented by the American Public Transportation Association (APTA). The AdWheel Awards recognize excellence in the public transportation industry by honoring the "best of the best" in marketing and communications. AdWheel Award winners were announced Wednesday, Feb. 26, at APTA's annual 2020 Marketing & Communications Workshop in Orlando, Florida.

LOSSAN Rail Corridor Agency Awarded two first place honors at the 2020 AdWheel Awards honoring the "best of the best" in marketing and communications.

"We are committed to making public transportation accessible and enjoyable to the diverse communities we serve," said Donna DeMartino, Managing Director of the LOSSAN Agency. "It is an honor to receive our industry's recognition in support of the marketing programs we designed to increase awareness and use of train travel throughout Southern California."

The LOSSAN Agency received first place honors in the following categories:

Best Marketing and Communications to Increase Ridership or Sales – Comprehensive Campaign

- Pacific Surfliner's 2019 "Hug the Coast" ridership campaign

Best Marketing and Communications Educational Initiative - Partnership

- Pacific Surfliner and Disneyland Resort partnership promoting alternative transportation options.

Out of the 317 entries, the LOSSAN Agency was awarded first-place honors in two strategic AdWheel Award categories. The entries were evaluated by industry experts and awarded in groups based on system size. Grand Awards will be presented at the APTA's 2020 TRANSform Conference and EXPO in Anaheim in October 2020.

About the Amtrak® Pacific Surfliner®

The Pacific Surfliner travels along a 351-mile coastal rail route through San Diego, Orange, Los Angeles, Ventura, Santa Barbara and San Luis Obispo counties, serving 27 stations. It is the busiest state-supported intercity passenger rail route in the United States with 26 daily trains and annual ridership of nearly 3 million. To learn more and plan a trip, visit PacificSurfliner.com.

About the LOSSAN Rail Corridor Agency

The Los Angeles – San Diego – San Luis Obispo (LOSSAN) Rail Corridor Agency is a joint powers authority composed of rail owners, operators and planning agencies along the entire LOSSAN rail corridor. In addition to working to improve passenger rail ridership, revenue, on-time performance, operational flexibility, and safety, the LOSSAN Agency assumed management responsibility for the Pacific Surfliner service in July 2015, following the execution of an interagency transfer agreement with the state of California. For more information, visit lossan.org.

About the American Public Transportation Association

The American Public Transportation Association (APTA) is a nonprofit international association of 1,500 public and private sector organization which represent a $68 billion industry that directly employs 420,000 people and supports millions of private sector jobs. APTA members are engaged in the areas of bus, paratransit, light rail, commuter rail, subways, waterborne services, and intercity and high-speed passenger rail. This includes: transit systems; planning, design, construction, and finance firms; product and service providers; academic institutions; transit associations and state departments of transportation. APTA is the only association in North America that represents all modes of public transportation. APTA members serve the public interest by providing safe, efficient and economical transit services and products.

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