



Marketing Plan 2017-2018



May 3, 2017

Omnitrans

1700 W. Fifth St.

San Bernardino, CA 92411

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MARKETING PLAN 2017-2018

EXECUTIVE SUMMARY

The mission of Omnitrans marketing is to generate a high level of public support and awareness of Omnitrans services and to promote increased use of those services. The annual Marketing Plan outlines a strategic approach to attracting and retaining customers while maintaining overall community support through the promotion of Omnitrans services and programs. The plan begins with analysis of the marketplace and a review of Agency strengths, weaknesses, opportunities, and threats. Key goals are set and marketing strategies are developed to achieve them utilizing available resources.

Comparing calendar year 2016 to 2015, Omnitrans system ridership declined by 11.2% year over year. Through February of the current fiscal year, Omnitrans system-wide ridership remains 11.6% below the prior year. Other transit agencies in California are experiencing this negative trend influenced by historically low gasoline prices and other economic factors. A review of 23 selected California peer agencies shows an average decline of 8.5% versus the prior year.

Positive trends include increased ridership on Omnitrans express services: sbX ridership grew 22% in 2016 and freeway express routes were up 2% compared to 2015. Also, Veteran fare trips grew 16.1% in 2016 vs. 2015. Pass sales revenue is up 0.6%. Public awareness of Omnitrans is high at 92%, and public opinion is 86% favorable according to a 2016 regional survey. Results of a 2017 fixed route rider survey indicated that customer satisfaction is 85% positive.

Our recent rider survey shows that the typical Omnitrans passenger is a young, working, English-speaking Hispanic male. Most riders are employed and/or attending high school or college. Over 60% of rider households earn less than \$20,000 annually. Millennials make up about half of the customer base with 48% under age 30. Senior citizens (60 and older) account for 10%. Omnitrans passengers are heavily reliant on transit; over half do not have a driver's license and only 18% have a car readily available to them. A permanent disability affects 19% of riders.

Key objectives for Fiscal Year 2017-2018 are to rebuild ridership and increase revenue while maintaining high customer satisfaction, public awareness and public opinion. To achieve these goals, various marketing strategies will be employed. Efforts to rebuild ridership include promotion of Omnitrans' family of services to core and niche market segments, with a focus on new and recently added service, new multi-modal connections, and student programs. We will strive to establish new ridership-generating partnerships. To maintain high customer satisfaction we will utilize multi-channel customer communications, engage in community outreach, and offer well-maintained passenger amenities. To retain positive public opinion ratings Omnitrans will employ effective public relations practices, positive media relations, and foster relationships with community stakeholders. Omnitrans will enhance revenue through fare media sales promotion and a new advertising contract which increases the opportunities for advertising on Agency vehicles, shelters and stations.

In an effort to maintain low administrative costs for the Agency, expenses for public relations, advertising, promotion, outreach, and printing are being maintained at prior year budget levels.

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MARKET ANALYSIS

Service Overview

Omnitrans was established in 1976 to provide a unified and comprehensive public transit system for the San Bernardino Valley. Omnitrans provides a family of services including both fixed route and demand response transportation. All services combined are supported by approximately 176 buses, 107 cutaway vehicles, 685 direct employees and 230 contracted employees.

Fixed Route: As of May 2017, Omnitrans provides transit service on 35 routes, including one bus rapid transit (BRT) line, three freeway express routes, 26 local bus routes and five community circulator routes. Combined, these provide approximately 40,000 passenger trips on weekdays. Routes cover the San Bernardino Valley and provide connections to other regional transit providers.

Demand Response: Access is a lift-equipped, curb-to-curb, shared-ride service mandated by the Americans with Disabilities Act (ADA). It is available for pre-qualified persons with disabilities throughout the Omnitrans service area. Service is offered seven days a week by advance reservation. Access provides approximately 1,500 passenger trips on a typical weekday.

Service Area

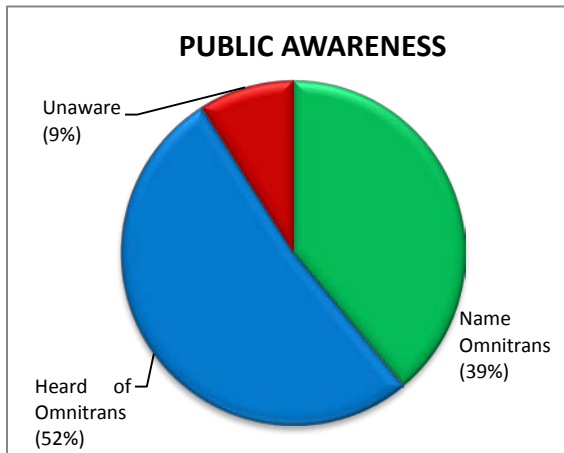
Geography: Omnitrans operates in an area of approximately 450 square miles known as the San Bernardino Valley. This includes 15 cities: Chino, Chino Hills, Colton, Fontana, Grand Terrace, Highland, Loma Linda, Montclair, Ontario, Rancho Cucamonga, Redlands, Rialto, San Bernardino, Upland, Yucaipa, and some unincorporated areas of San Bernardino County. Omnitrans also connects to neighboring transit services in Pomona and Riverside.

Population: The San Bernardino Valley is gaining population, but at a slower pace than a decade ago. According to the most recent U. S. Census data (July 2015), San Bernardino County had an estimated 2,128,133 residents, up 4.6% from 2010. In comparison, the Omnitrans service area is home to approximately 1.4 million people. Continued population growth is projected over the next 10 to 15 years, particularly in the western portion of the service area.

Employment: Unemployment levels have returned to pre-recession levels. The San Bernardino County rate was 5.0% in December 2015, down from an average of 5.8% in 2015 and well below the 13.5% high water mark in 2010. In comparison, the December 2016 rate for California was also 5.0%, and the national average was 4.7%. Job growth in the San Bernardino Valley is expected to outpace Los Angeles and Orange Counties in the long term. Southern California Association of Governments forecasts that Ontario and San Bernardino will be among the top ten job markets in the region by 2025.

Public Awareness

Overall awareness of Omnitrans among the general public surveyed in the 2016 Inland Empire



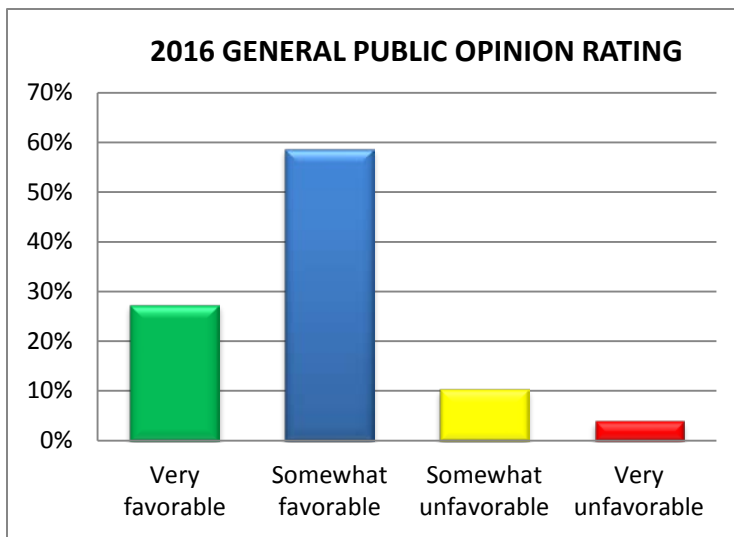
Annual Survey was 92%, similar to the prior year survey’s 91%. When asked if they could name their local public transit service, 39% answered “Omnitrans.” Those who could not name Omnitrans outright were then asked if they had heard of Omnitrans. With this prompting, 52% answered affirmatively. Only 9% indicated no awareness of Omnitrans. See graph at left.

This high awareness level is an indication that Omnitrans is successful at promoting and building the Agency brand through effective marketing efforts. Strong public awareness is desirable

because it influences people to seek out Omnitrans services when the need arises and to support funding initiatives for Omnitrans projects.

Public Opinion

Beyond overall awareness, the vast majority of the public views Omnitrans in a positive light. The 2016 Inland Empire Annual Survey showed that 86% of people rated the Agency favorably even if they did not use our services. Additionally, survey participants were asked if their



opinion of Omnitrans had changed in the past year. While most said their perception of Omnitrans “stayed the same” at 74%, one-fifth (22%) said their perception improved while only 4% said their perception declined. When asked if they would consider becoming a bus rider, more than a third of them demonstrated interest: 6% were very interested, 15% were somewhat interested and 14% were slightly interested.

Survey respondents who expressed at least some interest in riding the bus, were asked which service and

amenity improvements would entice them to ride. More frequent bus service was the top response at 35%, followed by neighborhood routes (29%), express service (12%) and nicer bus stops (11%). Of lesser importance were technology enhancements including free Wi-Fi (7%) and ability to pay by phone (4%).

Customer Satisfaction

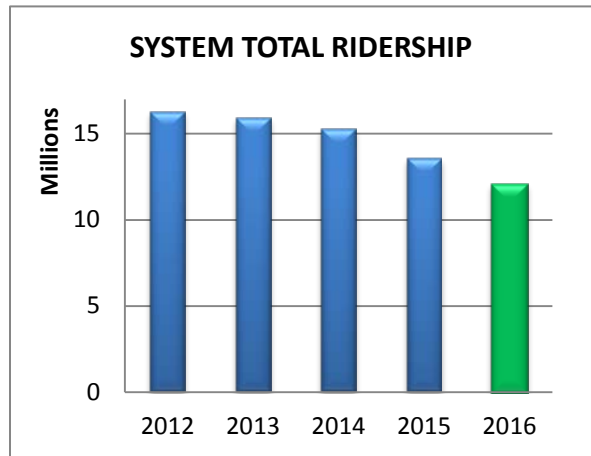
Omnitrans earns high marks from customers. In a 2017 onboard rider survey, 85% of fixed route riders gave Omnitrans a positive rating, as the chart below illustrates. This was higher than an 81% positive rating from a similar survey done in 2011. Additionally, 85% gave sbX service a positive rating. In terms of safety at bus stops, 82% of riders provided a good or better rating.



In a 2017 survey of Access customers, 75% gave the service an overall satisfaction rating of excellent or good, 15% said service was fair, and only 9% had a negative opinion. When asked to compare Access service to two years ago, 30% said service had improved while 19% said it was worse. Feedback on the new in-person assessment process implemented in 2015 was impressive, with customer ratings of 76% excellent and 22% good.

Ridership Trends

In calendar year 2016, ridership on all Omnitrans services totaled 12,041,275 trips, which is an 11.2% decrease from the prior year, continuing a downward trend that began in 2013. The primary causes of the decline are believed to be moderate and stable gasoline prices, declining immigration rates, and a 2015 change to the driver’s license law which allows undocumented workers to qualify. Transit agencies across California have experienced a similar trend; 23 peer agencies in the state had an average decline of 8.5% from 2015 to 2016. The chart at right displays the Omnitrans trend from 2012-2016.

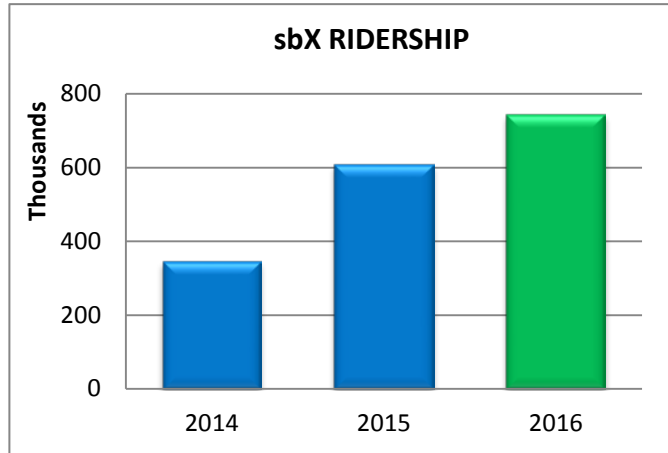


Fixed Route: Fixed route bus service generated 11.6 million boardings in 2016, down 11.4% from the prior year. Looking at ridership by fare category, nearly half of riders (48.5%) were full fare customers while nearly a third (31.3%) paid the discounted “half” fare for seniors age 62 and up, persons with a disability, or military veterans. Students in the GoSmart program and youth 18 and under accounted for 11.3% of ridership. The remainder was attributed to free rides, transfers and miscellaneous categories.

In January 2015, Omnitrans implemented a new fare category for U.S. military veterans. In the first year, veterans accounted for 1.2% of all trips. This increased to 1.6% in 2016, with over 182,000 trips tallied. Veterans represented the only ridership segment that increased in 2016.

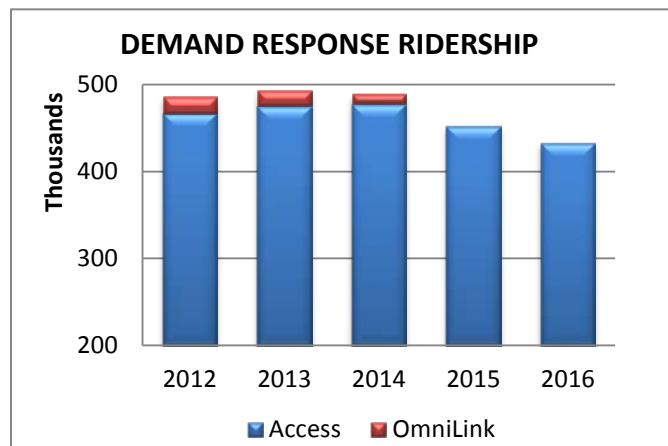
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Express Services: While overall fixed route ridership has declined, activity was up on sbX bus rapid transit service and freeway express routes in 2016. The sbX green line ridership increased by 22.1%, carrying 742,476 passengers, as the graph below illustrates. Note that the line operated for only 8 months in 2014.



Freeway express ridership on Routes 215 and 290 combined increased 1.9% year over year. This was led by Route 290, a freeway express route implemented in September 2015 and then expanded in September 2016 due to customer demand. This positive response to freeway express service led to further expansion. Route 208, launching in May 2017, travels the I-10 freeway connecting Yucaipa and Redlands to the San Bernardino Transit Center.

Demand Response: Ridership on Access service in calendar year 2016 was 432,742, a drop of 4.3% vs. 2015. Omnitrans has successfully managed Access ridership lower due in part to a new eligibility process featuring in-person interviews implemented in September 2015. This generated a cost reduction in Omnitrans' most expensive per passenger service. The five-year demand response ridership trend is shown at left.



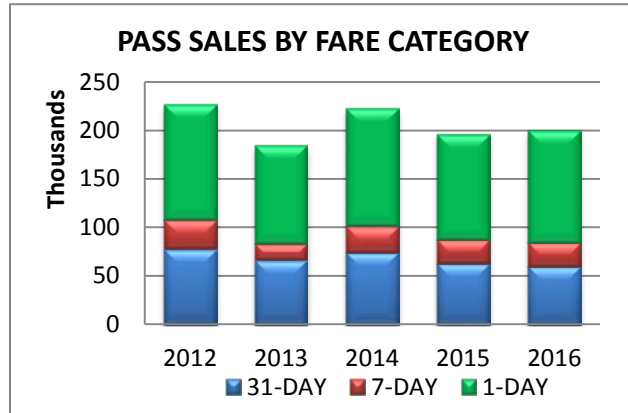
Note: In September 2014, OmniLink general public dial-a-ride service in Chino Hills and Yucaipa ended. This came following years of steady ridership declines and after OmniGo community shuttle routes were implemented in 2010 to more efficiently serve these primarily low-density residential communities.

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Revenue Trends

Pass Sales: In calendar year 2016, prepaid bus pass unit sales increased 2.1% versus 2015. The chart below shows the bus pass unit sales trend for the past five years for 1-day, 7-day and 31-day passes. However, revenue from pass sales declined by 3.4%. The discrepancy between unit sales and revenue is tied to the fact that the higher priced 31-day pass category declined 5.3%, which offset gains in other categories.

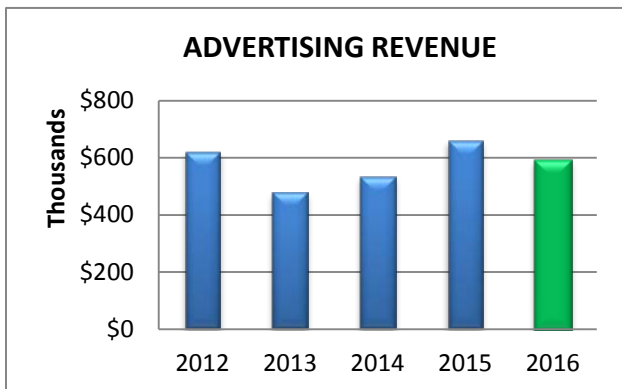
Total revenue from traditional pass sales surpassed \$5.4 million, which along with passes sold through various retail outlets, included \$455,850 from online sales, \$403,096 from the San Bernardino Transit Center customer service desk, and \$153,364 from ticket vending machines found at sbX station platforms and the San Bernardino Transit Center.



Additionally, the GoSmart program generated \$761,177. This negotiated rate program is paid by student fees and/or administrative contributions by partner schools or employers. Students and employees use their photo ID for fare payment. Partner colleges include California State University, San Bernardino, Chaffey College, Crafton Hills College, San Bernardino Valley College and Art Institute of California, Inland Empire. Omnitrans implemented its first employer GoSmart program in December 2015 through a partnership with Loma Linda University Health Systems. In March 2017, San Bernardino County Superintendent of Schools joined the GoSmart program for use with at-risk, foster care and homeless student programs.

In 2016, cash transactions on board accounted for only 29.5% of all trips. Omnitrans prefers to minimize cash transactions because they require more boarding time which adds to travel time. Additionally, cash generates administrative costs related to money processing and transport.

Advertising: Marketing manages contracts for advertising on Agency assets. This includes ads on the exterior and interior of buses and at bus shelters and stations owned by Omnitrans. Audio advertising on buses was added in 2015. Future opportunities might include station or line naming rights, digital displays, or mobile app advertising. System advertising represents an important revenue stream for the Agency and provides opportunities for self-promotion at low or no cost.



Advertising revenue for 2016 was down 11% compared to 2015, however the \$588,749 earned surpassed both 2013 and 2014. The five-year trend is shown above. During fiscal year 2017-2018, Omnitrans will solicit bids for a new five-year contract, which hopefully will increase future revenue.

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SWOT ANALYSIS

In preparing the Marketing Plan, we consider our strengths, weaknesses, opportunities and threats (SWOT) as shown below. Strengths and weaknesses are largely characteristics of the organization while opportunities and threats are due primarily to external influences.

	POSITIVE	NEGATIVE
INTERNAL	<p>STRENGTHS</p> <p>Service quality</p> <ul style="list-style-type: none"> • Customer satisfaction • Safety and security record • Improved on-time performance <p>System features</p> <ul style="list-style-type: none"> • Family of services (BRT, freeway, local, shuttle, Access) • Transit centers, stop amenities, park+ ride lots • Fleet: W/C accessible, bike racks, clean fuel <p>Economical service</p> <ul style="list-style-type: none"> • Passes, GoSmart, Summer Youth discounts • Discounts for Veteran, Youth, Senior, Disabled, Medicare categories. <p>Customer communication</p> <ul style="list-style-type: none"> • Multilingual (LEP) • Schedules, newsletters, on board audio • Community outreach, travel training • Website, mobile app, social media • NexTrip real time arrival info • Call center, SBTC customer service <p>New service</p> <ul style="list-style-type: none"> • Increased service to ONT (Route 61 in Sept.) • Recently expanded freeway express service • Connections to Metrolink at SBTC • Special Transit Services programs 	<p>WEAKNESSES</p> <p>Constrained budget/service</p> <ul style="list-style-type: none"> • Minimal service level increases • Limited funding • Productivity vs. coverage demands <p>Travel time</p> <ul style="list-style-type: none"> • Slower than auto travel • Service frequency mostly 30 – 60 min. <p>Declining ridership</p> <ul style="list-style-type: none"> • Dropped service, staffing levels • Declining perceived reliability <p>Public agency environment</p> <ul style="list-style-type: none"> • Lack of flexibility, slow reaction time • Funding mechanisms • Procurement cycles
EXTERNAL	<p>OPPORTUNITIES</p> <p>Service area development</p> <ul style="list-style-type: none"> • Multimodal, TOD interest at Cities, SBTC • Growing population, urbanization, congestion • Active transportation projects • Improving local economy, employment <p>Community Partnerships</p> <ul style="list-style-type: none"> • Students/Youth, GoSmart • Veterans, Senior and disabled • Employers • Spanish/Hispanic <p>Multimodal planning/future modes</p> <ul style="list-style-type: none"> • Arrow Rail • West Valley Connector • Transportation Network Companies (Uber, Lyft) <p>Millennial generation more pro transit</p> <p>New revenue/funding opportunities</p> <ul style="list-style-type: none"> • New fare payment options • Potential grants: Article 3, Cap and Trade • New advertising contract 	<p>THREATS</p> <p>Car culture</p> <ul style="list-style-type: none"> • High auto ownership • Free parking • Low market share • Few “choice” riders <p>Industry trend of ridership decline</p> <p>Moderate gasoline prices</p> <p>Changing Demographics</p> <ul style="list-style-type: none"> • Declining immigration rate • Job losses in core areas <p>Lack of transit-friendly infrastructure</p> <ul style="list-style-type: none"> • Gaps in pedestrian access/bicycle infrastructure • Suburban sprawl <p>Perception of safety/security</p> <ul style="list-style-type: none"> • Waiting at bus stops • Graffiti and vandalism

TARGET MARKETS

Identification of target markets is key to the success of any marketing plan. Only when target markets are clearly defined, can effective messages and media tactics be developed.

FIXED ROUTE

Core Market: Since our most likely new customers are those who most closely resemble current users of the service, these characteristics also identify our core target market. According to a 2017 rider survey, the typical Omnitrans fixed route rider is:

- **Young:** 16 to 29 years of age (48%)
- **Gender Neutral:** Male (52%); Female (48%)
- **Ethnically Diverse:** Hispanic (45%); African American (24%); Caucasian (17%)
- **Low Household Income:** Under \$20K (59%); \$20K to \$35K (22%)
- **Employed:** (60%)

Niche Markets: Market segments below provide an opportunity for ridership growth:

- **Students:** More than one-third of current Omnitrans riders are full-time or part-time students. Students tend to be less likely to afford a car or possess a driver's license. Omnitrans focuses on students attending high schools, colleges and trade schools.
- **Spanish Speaking:** In a 2017 rider survey, 21% were Spanish speakers and one-third of those indicated they speak English less than "very well." Thus to effectively reach this market, Spanish-language materials and messages must be created.
- **Seniors:** In the 2017 rider survey, 10% of passengers were 60 years of age and older. This is one of the fastest growing segments of our population. Thus, we have the opportunity to attract more senior riders to transit.
- **Veterans:** Veterans make up approximately 5.3% of adults in the Omnitrans service area. The veteran discount fare, implemented in January 2015, increases our opportunities to partner with local Veterans organizations to promote Omnitrans services.
- **Commuters:** Commuters represent the best potential for daily transit trips. In a 2017 survey, 35% of non-riders expressed interest taking transit in the future. Omnitrans works to attract commuters through large employers and by promoting premium services such as sbX and freeway express routes which are more time competitive with the automobile. Most commuters in our service area have access to a personal automobile.

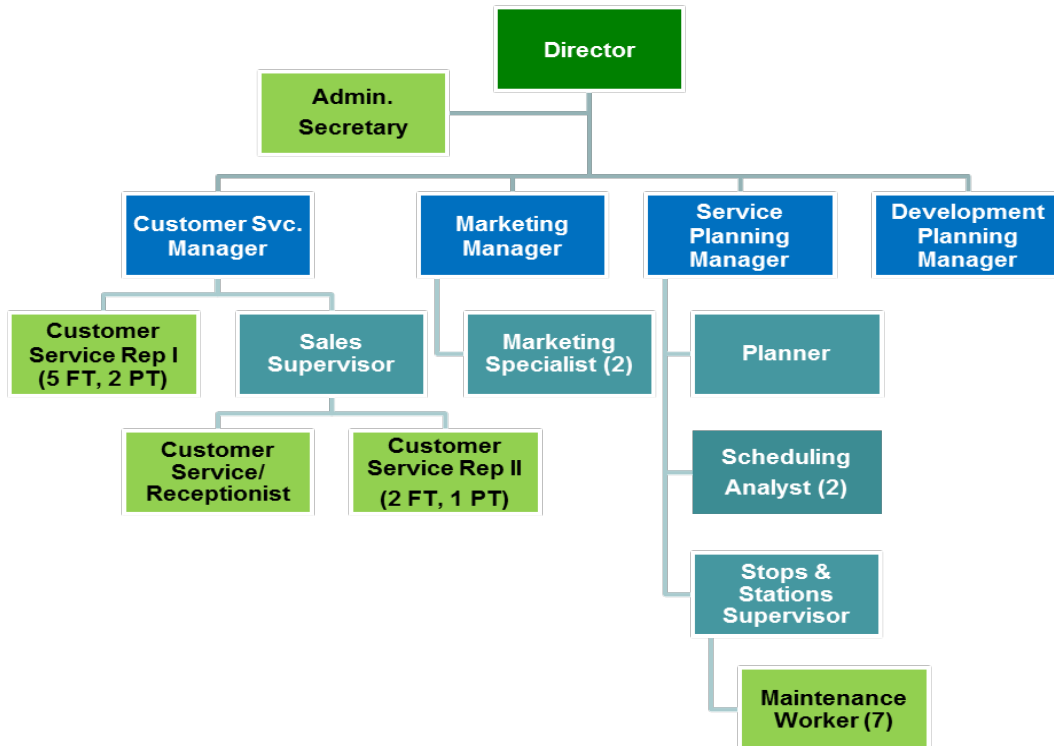
ACCESS

Access provides transportation service mandated by the Americans with Disabilities Act (ADA) for people unable to independently use the fixed route bus service for all or some trips.

Target Market: People with physical or developmental disabilities. Omnitrans Marketing & Planning and Special Transit Services Departments work together to reach target markets. Customers are reached through local social service organizations. We also maintain customer databases to effectively reach these target markets in order to alert them of service and policy changes.

MARKETING RESOURCES

At Omnitrans, marketing, public relations, planning and customer service functions fall within the Marketing & Planning Department. The marketing and planning functions work together to identify customer and community transportation needs in order to develop and enhance service offerings then effectively communicate them to the public. The organization chart below shows all positions in the department. The customer service section has 13 positions including 10 that provide customer assistance in the Agency call center and San Bernardino Transit Center seven days a week. This section also manages fare media sales, reduced fare ID cards, lost and found and reception. The marketing section has three positions which are responsible for all community outreach efforts and customer communications, both printed and electronic. The planning section works to improve service for customers, with the service planning section focusing on route design and scheduling, and the development planning section focusing on improvements to bus stops and transit centers that help provide a good first impression of Omnitrans to the public. The service planning group handles public outreach related to service and fare changes and system development. The stops and stations section within the planning group provides amenities like shelters, benches, lighting, and informational signage at the bus stops and works to keep the bus stops and the San Bernardino Transit Center clean. Omnitrans utilizes an advertising agency to provide advertising and design services including creative development, graphic design, media buying and webmaster responsibilities. The department director oversees revenue contracts, the advertising agency and serves as the Agency’s public information officer.



MARKETING GOALS

The primary role of Omnitrans marketing is to effectively communicate our messages to target audiences in a manner that contributes to the Omnitrans mission. Resources are focused on generating a high level of public awareness in order to attract and retain customers, achieve high customer satisfaction and maintain positive public opinion. Marketing also promotes pre-paid fare media sales and oversees advertising contracts which are important sources of revenue for the Agency. Below are four primary goals and key performance indicators for Fiscal Year 2017-18 with comparisons to Fiscal Year 2016-17 targets and year-to-date results through February.

1. INCREASE RIDERSHIP

System Ridership

FY 2018 TARGET	-6.9%
FY 2017 Target	-3.1%
FY 2017 Actual YTD	-11.6%

2. INCREASE REVENUE

Bus Pass Sales Revenue

FY 2018 TARGET	>0.0%
FY 2017 Target	>0.0%
FY 2017 Actual YTD	+0.6%

Advertising Revenue

FY 2018 TARGET	+10%
FY 2017 Target	+10%
FY 2017 Actual YTD	+3%

3. MAINTAIN HIGH CUSTOMER SATISFACTION

Customer Satisfaction (favorable)

FY 2018 TARGET	85%
FY 2017 Target	85%
FY 2017 Actual*	85%

Call Center Efficiency (abandoned calls)

FY 2018 TARGET	<15%
FY 2017 Target	<15%
FY 2017 Actual YTD	12%

4. MAINTAIN HIGH PUBLIC AWARENESS AND POSITIVE OPINION

Public Awareness

FY 2018 TARGET	90%
FY 2017 Target	90%
FY 2017 Actual**	92%

Outreach Activities

FY 2018 TARGET	+5%
FY 2017 Target	+5%
FY 2017 YTD	10%

Public Opinion (favorable)

FY 2018 TARGET	75%
FY 2017 Target	75%
FY 2017 Actual**	86%

Media Coverage (favorable)

FY 2018 TARGET	66%
FY 2017 Target	66%
FY 2017 YTD	70%

*Customer satisfaction rating from Omnitrans fixed route rider survey, conducted in 2017.

**Public awareness and public opinion data from Inland Empire Annual Survey 2016.

MARKETING STRATEGIES

Marketing strategies and the tactics planned to implement them are the heart of the Marketing Plan. Below are the key strategies Omnitrans will employ in the 2017-2018 Fiscal Year.

GOAL 1: REBUILD RIDERSHIP

Strategy: Promote express service

- Continue to promote new Route 208 freeway express launched in May 2017 as well as other freeway express routes
- Ongoing advertising and outreach for sbX green line service to build awareness and use

Strategy: Promote local bus service

- Promote new connection to Metrolink at San Bernardino Transit Center in summer 2017
- Promote Route 61 service to Ontario International Airport effective September 2017
- Utilize recurring advertising schedule to maintain/improve overall awareness
- Deliver advertising messages primarily via local radio, cable television, direct mail, online, print and outdoor media to reach core market

Strategy: Promote OmniGo services in communities served

- Advertise service to maintain awareness and attract new riders
- Partner with senior facilities and schools to increase awareness and use
- Participate in community events to increase awareness of service

Strategy: Market to high school and college students

- Promote new discounted summer youth cash fare to increase ridership
- Promote GoSmart program at partner schools to increase use
- Partner with organizations that cater to student population
- Market to students through free trial and travel training programs
- Promote discounted youth bus pass options
- Use targeted digital advertising to reach student market via smart phones

Strategy: Market to Hispanic and Spanish-speaking market segment

- Develop Hispanic-focused and Spanish-language advertising campaign materials
- Provide Spanish translation in printed schedules, brochures and website
- Participate in Hispanic-focused community events

Strategy: Market to senior citizens and persons with disabilities

- Work closely with Special Transit Services department to provide travel training and promote mobility options for senior citizens, and persons with disabilities
- Conduct outreach through senior centers/groups, and social service organizations

Strategy: Market to military Veterans

- Conduct outreach through Veteran facilities and organizations
- Develop promotions specifically for Veteran market and promote discounted Veteran fare

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Strategy: Market to commuters through corporate outreach programs

- Utilize e-marketing and events to reach large employers
- Promote GoSmart program to Loma Linda University Health System employees
- Pitch GoSmart or pass subsidy as an option for other large employers
- Develop specialized promotions directed at commuter market including travel training
- Create incentives for employers to promote transit use

Strategy: Utilize marketing research to guide decisions

- Utilize information from customer and business surveys completed for sbX after study
- Participate in annual American Bus Benchmarking Group customer service survey
- Participate in Inland Empire Annual Survey to gauge awareness and public opinion
- Conduct intercept or online customer surveys on selected topics

Strategy: Analyze ridership and pass sales data

- Evaluate overall ridership trends and by customer segment
- Track sales and usage of bus passes to determine trends and opportunities

GOAL 2: INCREASE REVENUE

Strategy: Promote prepaid fares

- Promote pass sales at San Bernardino Transit Center; sell for other transit agencies
- Promote online, ticket vending machine, and retail outlet bus pass sales
- Support development of new mobile ticket technology
- Provide tools to pass outlets to increase sales
- Promote fare media values in marketing materials

Strategy: Increase advertising revenue

- Issue new 5-year advertising revenue contract which delivers maximum revenue potential
- Promote interior bus card advertising program to increase revenue
- Research ways to generate advertising revenue on Agency assets such as fleets, facilities

Strategy: Leverage San Bernardino Transit Center

- Explore development opportunities on Omnitrans-owned property at San Bernardino Transit Center at E Street and Rialto Avenue in San Bernardino
- Explore other possible revenue opportunities for San Bernardino Transit Center

GOAL 3: MAINTAIN HIGH CUSTOMER SATISFACTION

Strategy: Improve customer communications

- Maintain mobile-friendly Agency website, www.omnitrans.org, and mobile app
- Offer links to transportation network companies (Uber, Lyft) for first/last mile solutions.
- Expand and enhance social media, and e-marketing communications
- Maintain call center efficiency to maximize calls answered
- Utilize on board audio announcements to inform and educate customers
- Provide vital communications for Limited English Proficiency (LEP) populations
- Utilize bus book, brochures, newsletters, posters and bus cards to inform customers

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Strategy: Enhance passenger amenities at stops and stations

- Maintain cleanliness and safety of local bus stops, sbX stations, and San Bernardino Transit Center
- Provide updated passenger information at stops, shelters and transit centers
- Develop and install premium bus shelters at key locations

Strategy: Implement customer education campaigns

- Utilize recurring campaign to promote system safety and security
- Provide how-to materials on system features such as bike racks, Wi-Fi, wheelchair securements, NexTrip bus arrival information system
- Create messages and materials to promote positive customer behavior

Strategy: Promote a customer service culture at Omnitrans

- Continue employee recognition programs for positive customer service behavior
- Promote employee bus ride program to increase understanding of customer experience
- Provide internal customer service training through videos, articles, and presentations
- Implement customer appreciation activities

GOAL 4: MAINTAIN HIGH PUBLIC AWARENESS, POSITIVE OPINION

Strategy: Expand community outreach and partnerships

- Hold public events at San Bernardino Transit Center to promote multimodal connections
- Expand participation in and sponsorship of community events
- Continue partnerships with local minor league sports teams
- Utilize travel training bus and video in outreach to target groups
- Utilize Agency mascot and vintage bus at community events

Strategy: Effective public relations practices

- Deliver key messages to target groups including stakeholders and general public
- Produce positive news releases and related coverage each month
- Respond to media inquiries in a timely and professional manner
- Provide media communication training for key staff

Strategy: Positive communications and partnerships with community stakeholders

- Continue e-newsletters to inform community leaders and decision makers
- Enhance partnerships with key organizations such as VetLink, American Lung Association, Veterans Affairs, cities, chambers, school districts, etc.
- Maintain awareness of key Agency projects such as West Valley Connector, Arrow rail
- Presentations at city councils, local service and business organizations, etc. as requested
- Promote transit through participation in national or regional events such as Earth Day, Bike to Work Week, Rideshare Week, etc.