

Marketing Plan



Marketing Plan FY 2020-21

OmniTrans' Marketing and Communications Department plays an essential role in:

- Communicating and advancing the Agency's long-term goals,
- Promoting use of Agency services,
- Enhancing public awareness and support,
- Ensuring an agencywide customer service culture, and,
- Developing revenue and partnership opportunities.

The annual Marketing Plan reviews the previous year's activities and outlines a strategic approach to attract and retain customers while maintaining community support in the coming year. In Fiscal Year 2021, the department will focus on mitigating ridership and public confidence impacts of the COVID-19 pandemic while promoting new initiatives.

Fiscal Year 2020 – 21 Goals



GOAL 1: Restore and Build Ridership

Implement Service Resumption/ "Comeback" Plan
Prioritize safety and efficiency to promote restoration of public trust
Promote Tier 1 Service and multimodal connections
Create 100 percent bilingual campaigns



GOAL 2: Seek Revenue Opportunities

Initiate corporate pass outlet program
Promote pass distributor program to social service agencies
Promote Transit and Token app integration for mobile fares



GOAL 3: Expand Partnerships

Strengthen GoSmart campus partnerships
Partner with Inland Empire Commuter Services to reach large employers
Partner with JPA members and elected officials on community efforts



GOAL 4: Promote Connectivity and Innovation

Partner with neighboring agencies to promote regional connectivity
Publicize strategic, operational, and customer-focused innovation
Support agency sustainability efforts



GOAL 5: Maintain High Satisfaction and Positive Awareness

Implement Customer Service Excellence program
Enhance customer communications via digital and print publications, social media
Host, participate in and sponsor community and industry events

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Fiscal Year 2019 – 20 Strategies and Results

11 Advertising Campaigns in FY20

Six digital-only campaigns *
Five multi-channel campaigns

27 Million Impressions Generated

40% of impressions were digital
818,000 unique people reached on Facebook and Instagram

5 New Targeted Evergreen Campaigns Introduced

Reached Key audiences with targeted digital and traditional advertising



- Hispanic audience (first ever exclusively Spanish-language campaign for OmniTrans) *
- High school students & parents
- College students
- Low income residents
- Potential sbX riders, living and working within one mile of route

Customer Service Excellence Program Created *

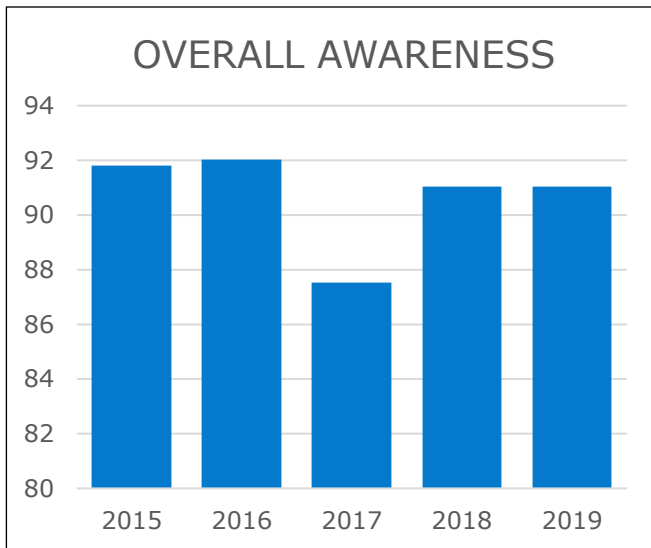
Training initiated. Full Implementation upon resumption of in-person staff training

* = FY '19 – '20 Key Initiative

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MARKET TRENDS

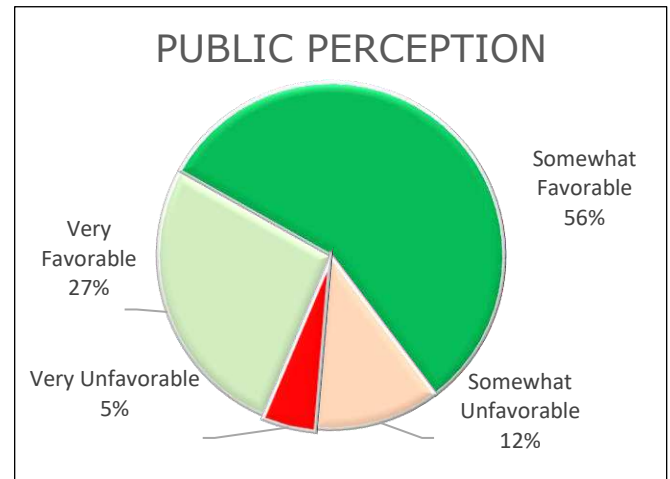
Public Awareness



- Omnitrans achieved a 91 percent overall awareness in the 2019 Inland Empire Annual Survey. This was unchanged from 2018 and slightly higher than the agency's five-year average.
- 41 percent of respondents named Omnitrans when asked for their local transportation provider, representing unaided awareness.
- 83 percent of respondents who could not name Omnitrans recognized the name when prompted, representing aided awareness.

Public Opinion

- 83 percent of Inland Empire survey respondents rated the Omnitrans favorably, even if they did not use agency services.
- 96 percent of respondents either had maintained or improved their perception of the agency over the last year.
- The 17 percent who had a negative perception of Omnitrans cited inconvenient bus schedules as their primary reason.



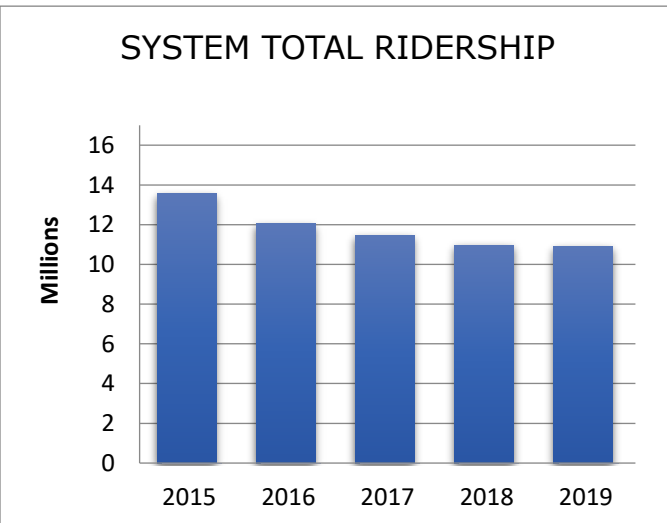
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Customer Satisfaction



- 83% of fixed route riders gave Omnitrans a positive rating in a 2019 online survey conducted by the American Bus Benchmarking Group.
- Omnitrans earned the fifth highest customer satisfaction rating among 18 peer agencies of similar size from across the nation.
- The agency saw improvement in eight areas impacting customer satisfaction, including ease of getting information, bus driver professionalism, vehicle comfort and environmental impact.

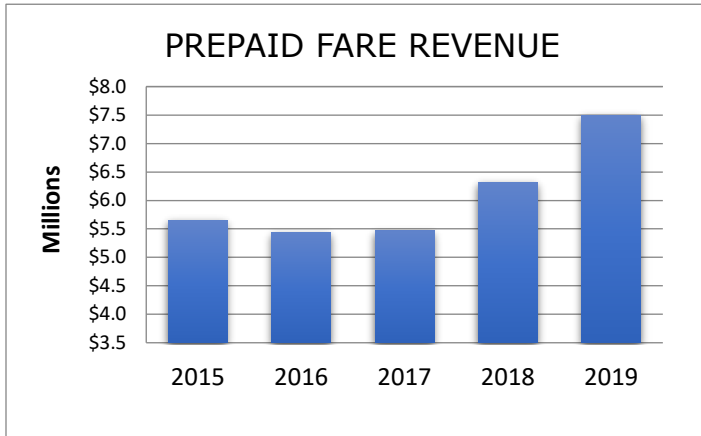
Ridership



- In calendar year 2019, Omnitrans' systemwide ridership was 10.9 million trips, which is a 0.6% decrease from the prior year, slowing a downward trend that began in 2013.
- Most transit agencies in California have experienced a similar trend: 20 peer agencies had an average decline of 3% from 2018 to 2019.
- Prior to the COVID-19 pandemic, Omnitrans ridership was up 1.8% for Fiscal Year 2020.

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Revenue



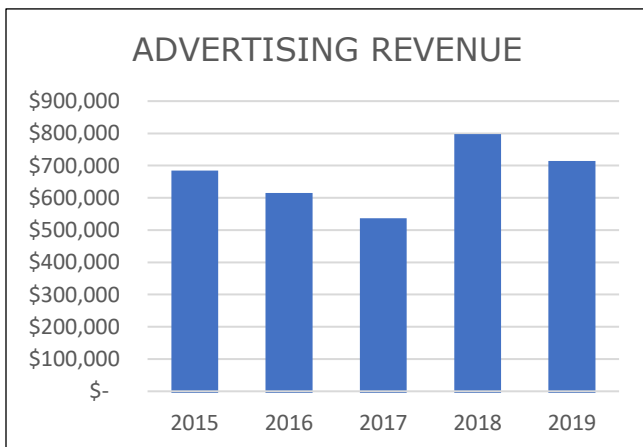
- Total pre-paid fare revenue surpassed \$7.5 million in 2019 from all sources including retail outlets, the San Bernardino Transit Center, online store, mobile fares, GoSmart programs, and ticket vending machines.

- Revenue grew by 19% in 2019 compared to 2018.

- Use of prepaid fare media minimizes use of cash payments which require more boarding time and administrative costs and

is now safer during the COVID-19 pandemic.

- Omnitrans began offering mobile fares via the Token Transit app in August 2017. In 2019, this pay-by-phone option has generated over \$1.6 million in fare revenue and mobile fares were used for more than 10% of all boardings, up from 6.1% the previous year.
- More than 9 in 10 customers have express satisfaction with the mobile fare app.
- In June, the Token Transit app and Transit real-time trip planning app integrated, providing customers with a one-stop shop for planning trips among regional providers and paying their fare.



- System advertising provides a revenue stream and opportunities for self-promotion.

- Advertising revenue totaled \$687,807 in 2019, down 10% from 2018 but still up from previous years due to a new more favorable multi-year contract.



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KEY PERFORMANCE INDICATORS

1. RETAIN EXISTING AND ATTRACT NEW RIDERS

System Ridership

FY 2021 Target

FY 2020 Target	-4.6%
FY 2020 Actual YTD	-8.5%

Growth each quarter; reaching 80% of pre-COVID ridership by year's end

Note: Ridership/revenue impacted by COVID-19 pandemic

2. INCREASE REVENUE

Bus Pass Sales Revenue

FY 2021 TARGET +10%

FY 2020 Target	+7%
FY 2020 Actual YTD	+7%

Advertising Revenue

FY 2021 TARGET +2%

FY 2020 Target	+5%
FY 2020 Actual YTD	-10%

3. MAINTAIN HIGH CUSTOMER SATISFACTION

Customer Satisfaction (favorable)

FY 2021 TARGET 85%

FY 2020 Target	85%
FY 2020 Actual*	83%

Call Center Efficiency (abandoned calls)

FY 2021 TARGET <13%

FY 2020 Target	<15%
FY 2020 Actual YTD	13%

4. MAINTAIN HIGH PUBLIC AWARENESS AND POSITIVE OPINION

Public Awareness

FY 2021 TARGET 92%

FY 2020 Target	90%
FY 2020 Actual	91%

Public Opinion (favorable)

FY 2021 TARGET 85%

FY 2020 Target	85%
FY 2020 Actual	83%

Outreach (events)

FY 2021 TARGET +5%

FY 2020 Target	+5%
FY 2020 YTD	-28%

Media Coverage (favorable)

FY 2021 TARGET 70%

FY 2020 Target	70%
FY 2020 Actual	69%

Available Key Performance Indicators will be reported quarterly and utilized to assess the impacts of and make adjustments to the Marketing Plan in order to achieve its desired promotion, awareness and development goals.