

Fiscal Year
2021 - 2022

Marketing Plan



Marketing Plan FY 2021-22

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 enhancing community engagement and support in the coming year. In Fiscal Year 2022, the department will continue its focus on COVID-19 recovery while promoting new initiatives.

Fiscal Year 2021 – 22 Goals



GOAL 1: Restore and Build Ridership

Prioritize safety and efficiency to promote restoration of public trust
Promote multimodal connections and OmniRide Upland service
Continue 100 percent bilingual campaigns



GOAL 2: Enhance Customer Experience

Implement Customer Service Excellence program
Promote pass distributor program to social service agencies
Implement pilot "Free Fares to School" promotion



GOAL 3: Expand Partnerships

Partner with neighboring agencies to promote regional connectivity
Strengthen GoSmart campus partnerships
Initiate corporate pass outlet program



GOAL 4: Adopt and Promote Customer-Facing Technology

Publicize innovations in trip planning, feedback and fare payment
Participate in regional fare discussions
Support agency strategic and operational innovation efforts



GOAL 5: Targeted Community Engagement

Expand civic/corporate cooperative efforts to promote services and attract customers
Cultivate network of stakeholders to support transit objectives, including establishment of Youth Council
Increase awareness of Omnitrans' regional value among target audiences

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Fiscal Year 2021 - 22 Strategies and Results

3 #OmniStrong Comeback Campaigns in FY21 to Address COVID-19 Pandemic*

- Three Phases:
 - Recognizing Essential Workers
 - Getting Back to Work Safely
 - Riding Safely & Affordably
- Multi-channel campaigns for maximum reach, including platforms new to agency

7 Million Impressions Generated

- Spanish-language ads generated 30% more impressions than English
- Spotify most effective for reaching students (15 – 24)



OmniRide Chino Hills

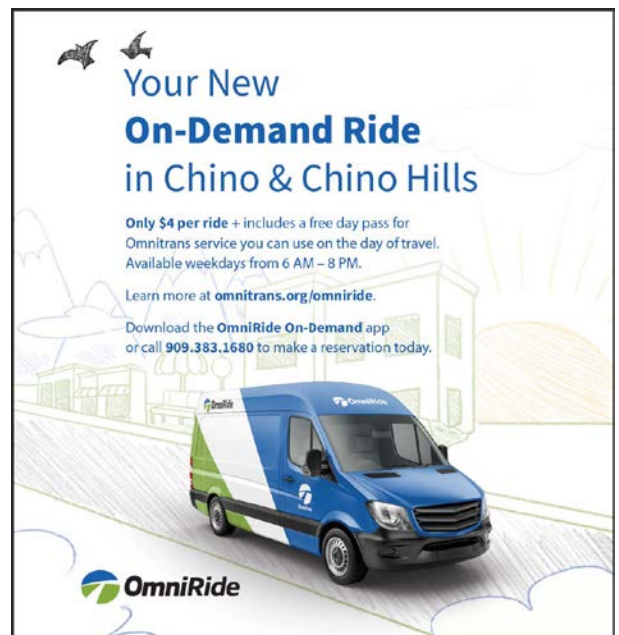
- Agency’s first microtransit service launched in fall 2020
- Multi-channel, tri-lingual campaign generated 2 million impressions
- City, grocery store and Shoppes partnerships generated awareness



Customer Service

- Customer Service Excellence program implemented
- Omnitrans.org redesigned
- Contactless fare implemented for OmniAccess service
- Online chat function introduced

** Planned targeted campaigns delayed due to ongoing COVID-19 pandemic impact*



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Major Fiscal Year 2021 - 22 Proposal

Student Free Fare Program

Launch 6-month pilot program in August 2021 allowing K – 12 students to ride Omnitrans free

Benefits

Equity

- More than 50% of students in San Bernardino County come from low-income families
- More than 75% of students in San Bernardino County are children of color
- Studies have verified a link between access to transportation and student absenteeism and performance

Build Next Generation of Success, Ridership

- Regular school attendance in middle/high school is the leading factor in achieving graduation, which in turn impacts economic stability and success
- Young people who have access to/use of quality public transportation are 30 – 60% more likely to become transit riders in the future

Community Value

- Strengthen Omnitrans partnerships, awareness and positioning in service area

No Changes Needed to Existing Service

Previous Peer Agency Success

- Dozens of transit agencies across the nation have implemented similar programs
- Six agencies studied by Omnitrans all experienced a 50+ % increase in student ridership

Cost

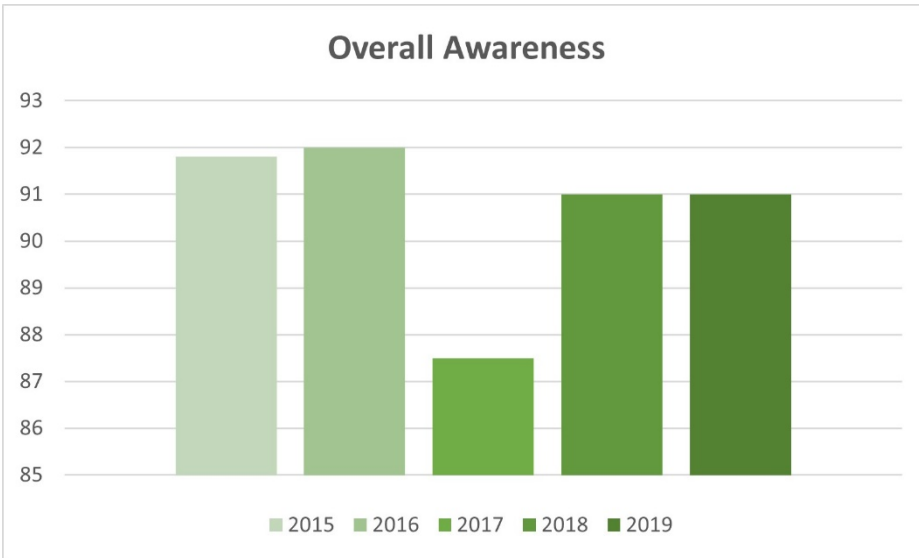
- Prior to the COVID-19 pandemic, it is estimated that student fares accounted for approximately \$1 million in revenue
- Student ridership and revenue has decreased from 20+ % of agency ridership to virtually zero due to the COVID-19 pandemic
- Omnitrans has identified Low Carbon Transit Operations Program funding to cover the estimated cost of the six-month pilot program
- Following the pilot, the program will be analyzed; based on ridership,
- Omnitrans will seek Board of Directors approval and city and school district partnerships to continue the program, in the model of the GoSmart program



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MARKET TRENDS

Public Awareness



- Omnitrans achieved a 85 percent overall awareness in a stand-alone 2020 Community Strategic Initiatives survey conducted in conjunction with the development of the Omnitrans Strategic Plan.

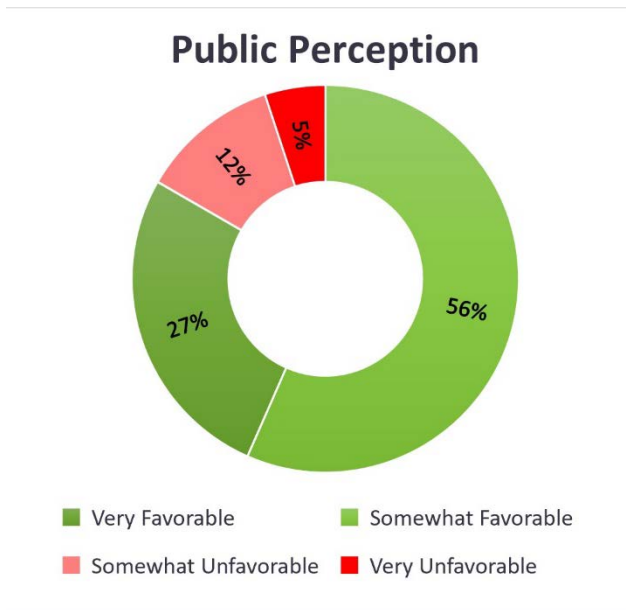
- The chart at left reflects the results of the five most recent awareness ratings as measured by the Inland Empire Annual Survey (IEAS), utilizing consistent

methodology. The IEAS was not conducted in 2020 due to COVID-19. In 2019, Omnitrans achieved a 91 overall awareness rating.

- Unaided awareness of Omnitrans is 80 percent higher in the East Valley portion of the agency’s service area, vs. West Valley.

Public Opinion

- In its 2019 survey, 83 percent of Inland Empire survey respondents rated 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.

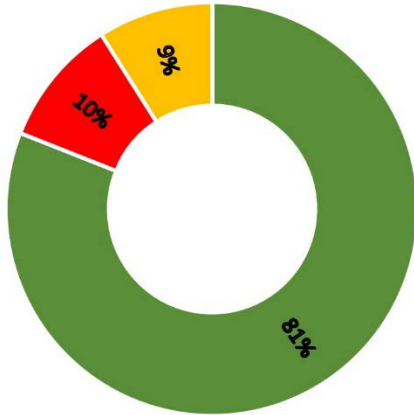


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Customer Satisfaction

Customer Satisfaction

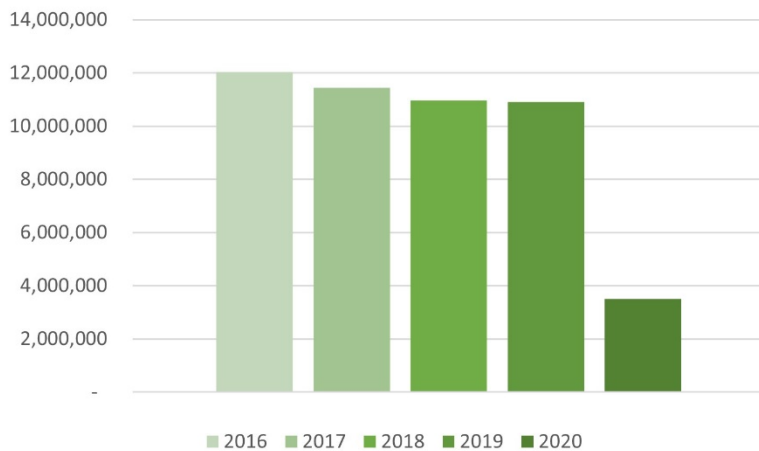
■ Satisfied ■ Neutral ■ Dissatisfied



- 81% of fixed route riders gave Omnitrans a positive rating in a 2020 online survey conducted by the American Bus Benchmarking Group (ABBG).
- Omnitrans is the only ABBG member agency to have earned an 80+% customer satisfaction rating every year since 2013.
- The agency saw improvement in 11 areas impacting customer satisfaction, including availability of service, ease of getting information, bus driver helpfulness, positive environmental impact, and feeling safe and secure when waiting for the bus.

Ridership

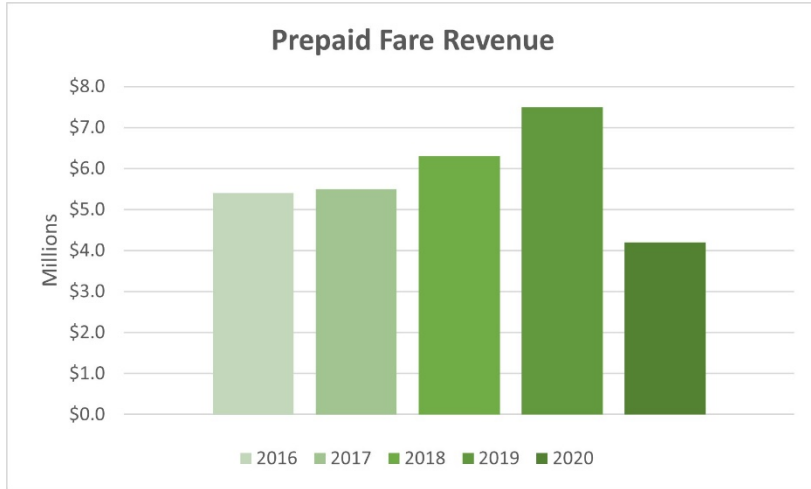
Systemwide Ridership



- In calendar year 2020, Omnitrans' systemwide ridership was 3.5 million trips, which is a more than 60% decrease from the prior year, due to the COVID-19 pandemic.
- The pandemic has impacted virtually all transit agencies similarly: in Southern California, transit agencies experienced 50% – 80% ridership declines in 2020.

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Revenue



- Total pre-paid fare revenue was \$4.1 million in 2019 from all sources including retail outlets, the San Bernardino Transit Center, online store, mobile fares, GoSmart programs, and ticket vending machines.

- This 44% decrease reflects the significant decrease in ridership and temporary fare suspension necessitated by the COVID-19 pandemic.

- Use of prepaid fare media minimizes use of cash payments, which require more boarding time and administrative costs and requires additional operator contact - undesirable in light of COVID-19 pandemic precautions.
- Omnitrans began offering mobile fares via the Token Transit app in August 2017. In 2020, this smartphone payment option has generated over \$1.6 million in fare revenue and mobile fares were used for more than 10% of all boardings, consistent with 2019. A majority of San Bernardino County transit providers use the Token Transit app, facilitating regional connectivity.
- In June 2020, the Token Transit app and Transit real-time trip planning app integrated, providing customers with a “one-stop” option for planning trips among regional providers and paying their fare.



- System advertising provides benefits including a revenue stream and opportunities for self-promotion, as well as challenges such as branding conformity and available policy restrictions. Omnitrans is currently in year four of a five-year advertising contract.

- Advertising revenue totaled \$640,714 in 2020, down 7% from 2019.



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KEY PERFORMANCE INDICATORS

1. RETAIN EXISTING AND ATTRACT NEW CUSTOMERS

System Ridership

FY 2022 Target	+ 63%	
FY 2021 Target	Growth each quarter	<i>Note: Ridership/revenue impacted by COVID-19 pandemic</i>
FY 2021 Actual YTD	-61%	

2. INCREASE REVENUE

Bus Pass Sales Revenue

FY 2022 TARGET	+ 20%
FY 2021 Target	+ 10%
FY 2021 Actual YTD	-44%

Advertising Revenue

FY 2022 TARGET	0%
FY 2021 Target	+ 2%
FY 2021 Actual YTD	-7%

3. MAINTAIN HIGH CUSTOMER SATISFACTION

Customer Satisfaction (favorable)

FY 2022 TARGET	85%
FY 2021 Target	85%
FY 2021 Actual YTD	81%

Call Center Efficiency (abandoned calls)

FY 2022 TARGET	< 13%
FY 2021 Target	< 13%
FY 2021 Actual YTD	6.5%

4. MAINTAIN HIGH PUBLIC AWARENESS AND POSITIVE OPINION

Public Awareness

FY 2022 TARGET	92%
FY 2021 Target	92%
FY 2021 Actual	85%

Public Opinion (favorable)

FY 2022 TARGET	85%
FY 2021 Target	85%
FY 2021 Actual	83%

Outreach (events)

FY 2022 TARGET	+ 5%
FY 2021 Target	+ 5%
FY 2021 YTD	-88%

Media Coverage (favorable)

FY 2022 TARGET	70%
FY 2021 Target	70%
FY 2021 Actual	76%

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.