

# Marketing Plan

## Fiscal Year 2024





## Marketing Plan FY 2024

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 2024 (FY 2024), the department will continue its focus on ridership growth while supporting workforce development efforts and promoting new initiatives.

### Fiscal Year 2024 Goals



#### **GOAL 1: Build Ridership**

- Promote service resumption and ease of use on the core network
- Promote service to senior population
- Promote multimodal connections, including Arrow rail
- Continue 100 percent bilingual campaigns



#### **GOAL 2: Elevate Customer Experience**

- Promote customer-facing technology
- Promote pass distributor program to social service agencies
- Continue to pursue partnerships for long-term "Free Fares for School" Program funding



#### **GOAL 3: Strengthen Partnerships**

- Partner with neighboring agencies to promote regional connectivity
- Bolster city partnerships to foster service and outreach opportunities
- Establish local corporate partnerships to promote service



#### **GOAL 4: Support Workforce Development**

- Promote hiring opportunities and career paths
- Develop and implement Culture Renovation plan
- Utilize outreach & partner opportunities to enhance agency awareness



#### **GOAL 5: Targeted Community Engagement**

- Support civic/corporate efforts to promote service and attract customers
- Implement Youth and Customer Councils
- Increase awareness of Omnitrans' regional value among target audiences

## Marketing Plan FY 2024

### Fiscal Year 2023 Strategies and Results

#### Free Fares for School Program

- 11 million impressions generated
  - Most channel engagement on TikTok in Spanish
- 1.1 million rides taken since August 2021
  - 130+% increase over 2.5 years prior to implementation
- Program used as model for SBCTA 2023-24 county program
- Developed and presented long-term cost sharing plan to school districts; adoption set for two of five highest-use districts prior to SBCTA funding securement

#### Hispanic Evergreen Campaign

- 1.2 million impressions + radio streaming
- Expansion of influencer strategy
- Partnerships provided flexibility to pivot & address events/trends (World Cup, etc.)



#### Internal Communication/Workforce

- Career Path Campaign
- Culture Renovation Project
- Targeted collateral pieces for students



#### Customer Service

- OmniAccess Customer Service Excellence training and strategy support
- Call Center queue structure to support Mobility Services
- Self-service tool use (Transit App, Chat, Mobile Fares) increased 10 percent year over year.

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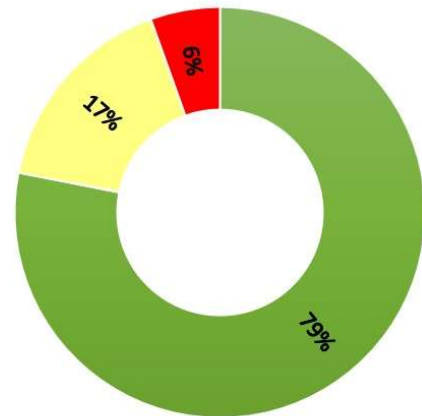
## MARKET TRENDS

The Marketing & Communications Department uses a number of measures to assess its performance, including surveys, ridership and revenue. In 2022, the agency made positive progress in a number of areas.

### Customer Satisfaction

- 79% of fixed route riders gave Omnitrans a positive rating in a 2022 online survey conducted by the American Bus Benchmarking Group (ABBG), a two percent increase from 2021.
- Omnitrans scored higher than its transit peers in overall satisfaction and 17 of 20 satisfaction areas, including all areas of customer care and timeliness.

**Customer Satisfaction**

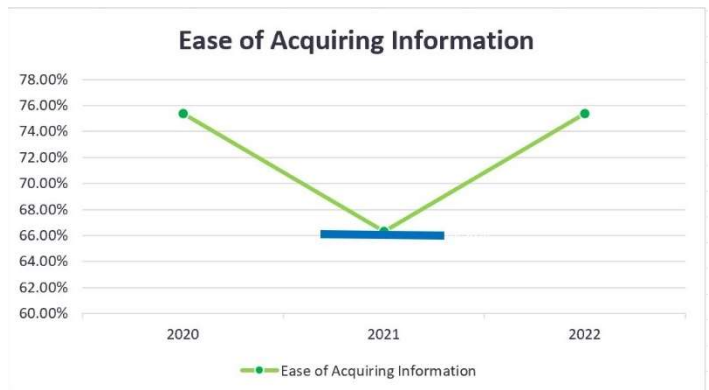


■ Very Satisfied/Satisfied ■ Neutral ■ Dissatisfied/Very Dissatisfied

### Access to Information

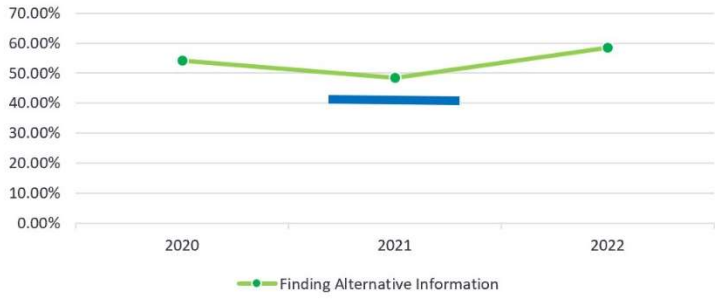
- 75% of fixed route riders gave Omnitrans a positive rating in a 2022 online survey conducted by the American Bus Benchmarking Group (ABBG), 14 percent higher than both the agency's 2021 score and the average score of ABBG partner agencies.

**Ease of Acquiring Information**



# Marketing Plan FY 2024

**Finding Alternative Information During Service Interruption**



- Similarly, 58.5 percent of responding customers feel that it is easy to find information regarding alternative service in the event of detours or other service interruptions. This is a 20 percent increase over 2021, and a 30+ percent increase over ABBG partner agency average scores.

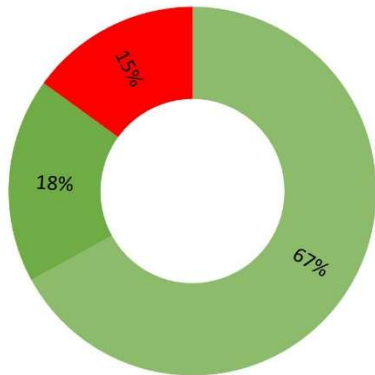
- Omnitrans' efforts to enhance customer information through Transit app integration, providing customizable Transit

Royale service on the app for our customers, and promotion of self-service tools including the Transit app and chat service influenced this improvement.

## Public Awareness

**Overall Awareness**

Very Familiar/Familiar Customers Have Not Heard Of



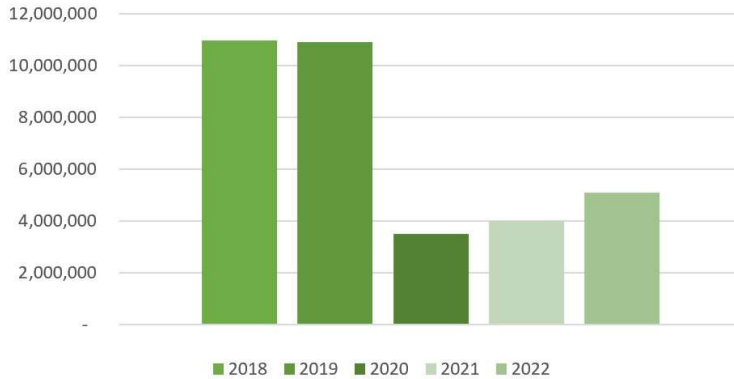
- Omnitrans achieved 85 percent overall public awareness in its most recent community survey, conducted in 2020 in conjunction with the development of agency strategic initiatives.

- Awareness of Omnitrans in East Valley communities is double awareness in West Valley, information which reflects system ridership and reinforces a niche-based approach to marketing.

- The renewal of the CSUSB Institute of Applied Research Annual Inland Empire Survey in 2024 (delayed from 2023) will provide updated awareness information for the agency.

# Marketing Plan FY 2024

**Systemwide Ridership**



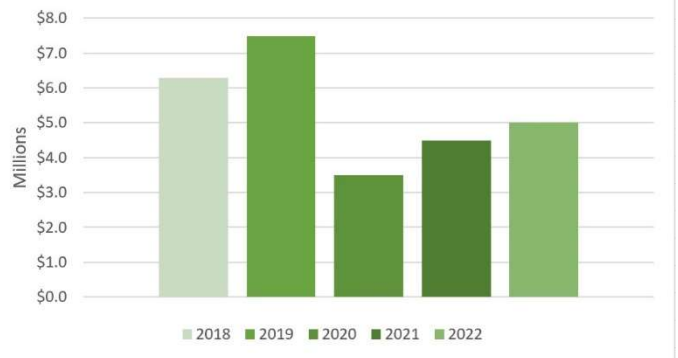
## Ridership

- In FY 2022, Omnitrans' systemwide ridership was 5.1 million trips, which is an approximately 27% increase from the prior year. Fully implementing ConnectForward Plan service and building ridership will continue to be a priority in the coming year.

## Revenue

- Total pre-paid fare revenue is projected to be \$5.0 million in FY 2023 from all sources including retail outlets, the San Bernardino Transit Center, online store, mobile fares, GoSmart programs, and ticket vending machines.

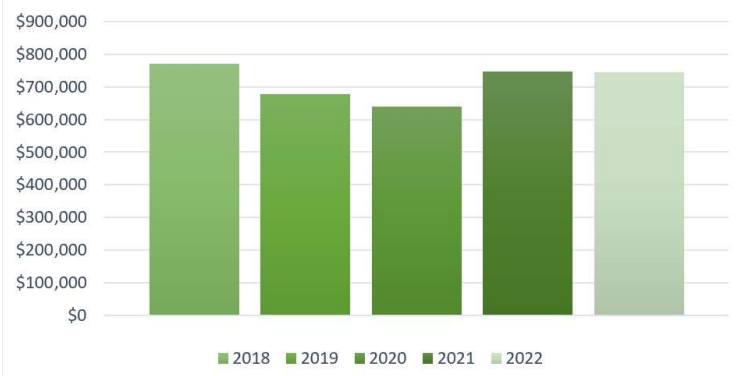
**Prepaid Fare Revenue**



- This 11% increase reflects the continued rebuilding of fare media purchasing in correspondence with ridership, as well as the implementation of the Free Fares for School program.

- Omnitrans has offered mobile fares since August 2017, via both the Token Transit and Transit apps. In FY 2023, purchases on this smartphone payment option increased by more than 20%. Additionally, since the completion of Transit app integration to provide an all-in-one planning and payment app for customers, Transit app downloads have increased by 100% year over year.

**Advertising Revenue**



## Marketing Plan FY 2024

- System advertising provides benefits including a revenue stream and opportunity for self-promotion, as well as challenges such as branding conformity and policy restrictions.
- In 2022, Omnitrans exercised the first option year of its advertising contract, negotiating type and quantity limitations advantageous to brand consistency that are being modeled by other transit agencies.
- Advertising revenue totaled \$745,000 in calendar year 2022, representing flat growth over 2021.





# Marketing Plan FY 2024

## KEY PERFORMANCE INDICATORS

### RETAIN EXISTING AND ATTRACT NEW CUSTOMERS

#### System Ridership

<b>FY 2024 Target</b>	<b>+20%</b>
FY 2023 Target	+30%
FY 2023 Actual YTD	+21%

### INCREASE REVENUE

#### Bus Pass Sales Revenue

<b>FY 2024 TARGET</b>	<b>+15%</b>
FY 2023 Target	+20%
FY 2023 Actual YTD	+11%

#### Advertising Revenue

<b>FY 2024 TARGET</b>	<b>5%</b>
FY 2023 Target	5%
FY 2023 Actual YTD	0%

### MAINTAIN HIGH CUSTOMER SATISFACTION

#### Customer Satisfaction (favorable)

<b>FY 2024 TARGET</b>	<b>85%</b>
FY 2023 Target	85%
FY 2023 Actual YTD	79%

#### Call Center Efficiency (abandoned calls)

<b>FY 2024 TARGET</b>	<b>&lt;12%</b>
FY 2023 Target	<12%
FY 2023 Actual YTD	11%

### MAINTAIN HIGH PUBLIC AWARENESS

#### Public Awareness

<b>FY 2024 TARGET</b>	<b>90%</b>
FY 2023 Target	90%
FY 2021 Actual	85%

#### Outreach (events)

<b>FY 2024 TARGET</b>	<b>+5%</b>
FY 2023 Target	+5%
FY 2023 YTD	+5%

#### Media Coverage (favorable)

<b>FY 2024 TARGET</b>	<b>75%</b>
FY 2023 Target	70%
FY 2023 Actual	82%

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.