

# MARKETING PLAN

## FISCAL YEAR 2026



**OmniTrans**  
Connecting Our Community.

## Marketing Plan FY2026

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 customer experience,
- Broadening public awareness and support, 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 2026 (FY2026), the department will continue its focus on ridership growth through customer experience efforts and ongoing promotion and outreach.

### Fiscal Year 2026 Goals



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

- Promote 100% service and core network
- Promote multimodal connections, including ONT Connect
- Continue 100 percent bilingual campaigns



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

- Enhance customer-facing technology
- Fully implement ambassador program
- Implement customer intercept surveys
- Establish customer loyalty program



#### **GOAL 3: Targeted Community Engagement**

- Celebrate 50<sup>th</sup> Anniversary of agency
- Support civic/corporate efforts which promote service and attract customers
- Implement Customer Council
- Increase awareness of Omnitran's regional value



#### **GOAL 4: Strengthen Partnerships**

- Continue to partner with neighboring agencies to promote regional connectivity
- Further local corporate partnerships to promote service and prepare for West Valley Connector implementation
- Strengthen partnerships to prepare for future growth

## Marketing Plan FY2026

### Fiscal Year 2025 Strategies and Results

#### General Promotion

- Omni for All Campaign- Multi-channel campaign
  - 2 million impressions, 21,500 clicks
- Route-Specific Campaigns – Multi-channel including user-generated social media
  - Ridership increased an average of 11% on routes during campaign period
- New Resident Campaign – Multi-channel campaign supported by cities
  - 437,000 impressions, 8,500 clicks, 3,400 coupon redemptions
- Wayfinding – SBTC and ONT shelter branding and directional signage underway

#### Student Outreach

- Convened 2<sup>nd</sup> Students in Transit cohort
- Approximately 300,000 advertising impressions generated
- Approximately 3 million rides taken since August 2021
  - 17% increase FY/FY YTD

#### Customer Experience

- Ambassador program launch
- Simplify Transit bilingual real-time service alert implementation
- Customer Service onboarding for new operators
- Onboard validators printed fare test program initiated
- Self-service tool use (Transit App, Chat, Mobile Fares) increased 31 percent year over year
- Customer service assisted 71,000 customers YTD, with a 98% first contact resolution average
- Amenities: 100+ solar lights, 20+ shelters, 4 benches installed

### MARKET TRENDS

The Marketing & Communications Department uses a number of measures to assess its performance, including surveys, ridership and revenue. In FY2025 YTD, the agency made positive progress in a number of areas.

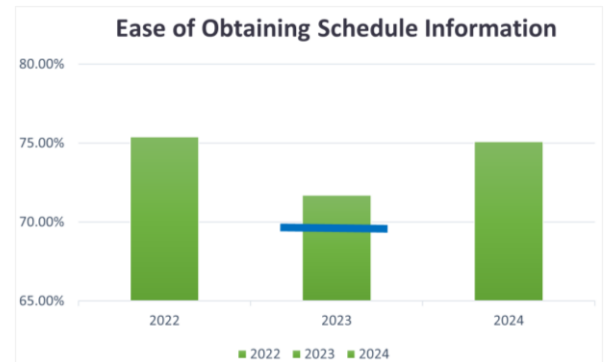
# Marketing Plan FY2026

## Customer Satisfaction

- 76% of fixed route riders gave Omnitrans a positive customer satisfaction rating in an online survey conducted by the American Bus Benchmarking Group (ABBG), an eight percent decrease from the 2023 calendar year.

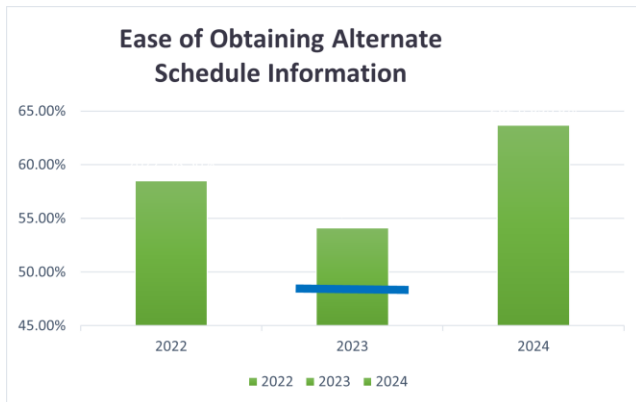


- Omnitrans scored higher than its transit peers in overall satisfaction and 17 of 20 satisfaction areas, including information, availability, and security.

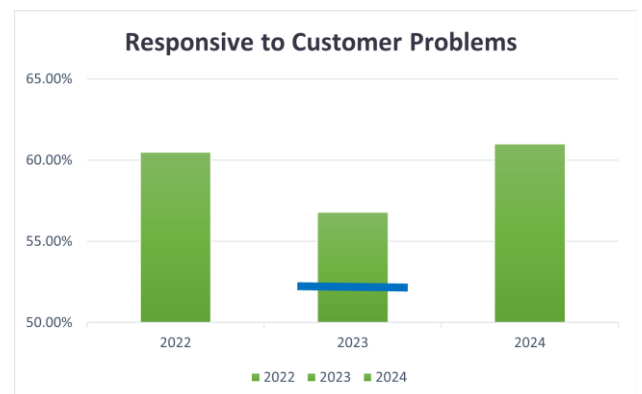


## Service and Convenience

- 75% of responding customers feel that it is easy to find information regarding Omnitrans schedules, a 6% increase over 2023. The agency also scored highly on the question of how easy it is to find alternate route information when service is interrupted, improving 19% year over year and surpassing ABBG partner agency average by more than 40%. Adoption of the Simplify Transit real-time schedule information service introduced this spring will further enhance information access and the customer experience.



- Finally, Omnitrans' customer service efforts were noted by survey respondents, who rated the agency's responsiveness to problems and complaints nearly 10% more positively than 2023, and more than 40% better than ABBG peers.



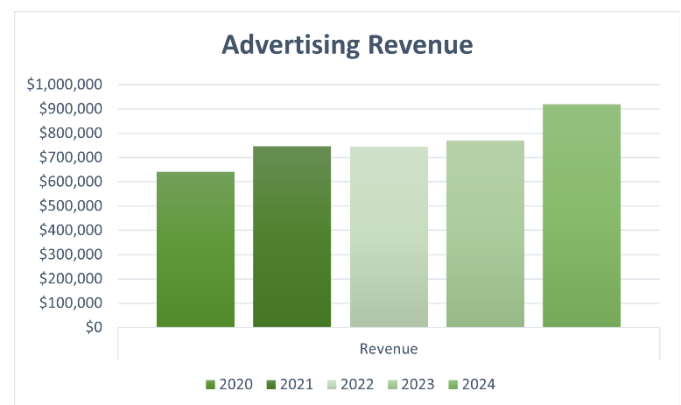
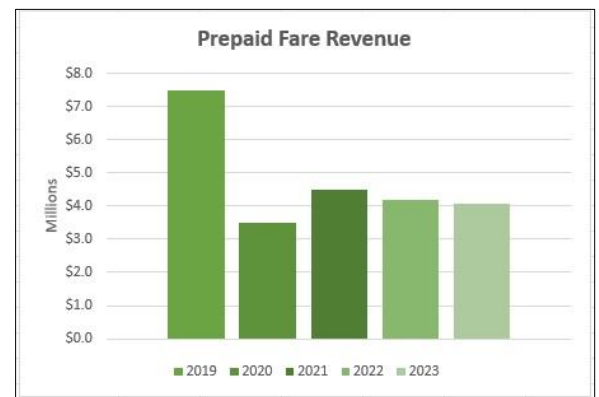
## Marketing Plan FY2026

### Ridership

- In FY2025, Omnitrans' systemwide ridership is projected to be 7.4 million trips, which is an approximately 8% increase from the prior year. Promotion of full service implementation in May and preparation for West Valley Connector service will be key in the coming year.

### Revenue

- Total pre-paid fare revenue is projected to be \$4.06 million in FY 2024 from all sources including retail outlets, the San Bernardino Transit Center, online store, mobile fares, GoSmart programs, and ticket vending machines.
  - This 3% decrease reflects the expansion of the Free Fares for School program.
- 
- System advertising provides benefits including a revenue stream and opportunity for self-promotion, as well as challenges such as branding conformity and policy restrictions.
  - Advertising revenue totaled \$919,198 in calendar year 2024, representing 19% growth over 2023.





## Marketing Plan FY2026

### KEY PERFORMANCE INDICATORS

#### RETAIN EXISTING AND ATTRACT NEW CUSTOMERS

##### System Ridership

<b>FY 2026 Target</b>	<b>+8%</b>
FY 2025 Target	+17%
FY 2025 Actual YTD	+14%

#### INCREASE REVENUE

##### Bus Pass Sales Revenue

<b>FY 2026 TARGET</b>	<b>+5%</b>
FY 2025 Target	+5%
FY 2025 Actual YTD	+2%

##### Advertising Revenue

<b>FY 2026 TARGET</b>	<b>+5%</b>
FY 2025 Target	+5%
FY 2025 Actual YTD	+19%

#### MAINTAIN HIGH CUSTOMER SATISFACTION

##### Customer Satisfaction (favorable)

<b>FY 2026 TARGET</b>	<b>85%</b>
FY 2025 Target	85%
FY 2025 Actual YTD	76%

##### Call Center Efficiency (abandoned calls)

<b>FY 2026 TARGET</b>	<b>&lt;12%</b>
FY 2025 Target	<12%
FY 2025 Actual YTD	12%

#### MAINTAIN HIGH PUBLIC AWARENESS

##### Outreach (events)

<b>FY 2026 TARGET</b>	<b>+10%</b>
FY 2025 Target	+10%
FY 2025 YTD	- 19%

##### Media Coverage (favorable)

<b>FY 2026 TARGET</b>	<b>75%</b>
FY 2025 Target	75%
FY 2025 Actual	81%

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.