



QUARTERLY MARKETING & OUTREACH UPDATE

**Board of Directors
November 6, 2024**



OUTREACH AND THE MANAGEMENT PLAN

Customer Experience

- Expand partnerships with a focus on promoting services and attracting riders through service opportunities

Community Engagement

- Expand our external communications and marketing campaigns to highlight Omnitrans' community value
- Target engagement and advocacy to maximize impact and report outcomes regularly



OUTREACH HIGHLIGHTS

- 20 events, 8 cities
- 8 percent decrease q/q due to strategy pivot
- Nearly 100,000 community members reached
- Back to school events; Veterans Job Fair; Route 66 Cruisin' Reunion



FY 2025 1st Quarter Outreach

Event	City
Concerts in the Park	Chino
Congresswoman Torres Town Hall	Ontario
SBCUSD Back to School Extravaganza	San Bernardino
Inland Empire 66ers Game	San Bernardino
San Bernardino Valley College Back to School Event	San Bernardino
Crafton Hills College Roadrunner Rally	Yucaipa
Supervisor Armendarez 2nd District Open House	Rancho Cucamonga
Veterans Job Fair	Ontario
Inland Empire 66ers Game	San Bernardino
Rancho Cucamonga Quakes Game	Rancho Cucamonga
SBCSS Back-to-School Jams	San Bernardino
Inland So Cal Creative Corps	San Bernardino
Chino Cares Emergency Preparedness	Chino
Route 66 Cruisin' Reunion	Ontario
CSUSB Transit Expo	San Bernardino
VIP, Inc. Presentation	Rancho Cucamonga
IE Commuter Rideshare Week Kickoff	San Bernardino
SBCSS Back-to-School Jams	Rialto
SBCSS Back-to-School Jams	Redlands
SBCSS Back-to-School Jams	Montclair

**1ST QUARTER
OUTREACH**

SUMMER ACTIVITIES & NEXT STEPS

Back to School – 90,295 reach; FFFS ridership up 34% y/y

ONT Connect – 73,108 reach; influencer campaign to launch in October

New Resident Toolkits – 56,915 reach; fairly low redemption rate make repeat campaign unlikely

Career Path Google Search – 1,750 clicks; most popular search term “entry level jobs”

West Valley Connector Construction Impact – Nearly 300 passes redeemed to date

Upcoming for Fall – Business Pass, Omni for All campaign, storytelling effort





THANK YOU