

Omnitrans Management Plan FY2024



Goal 1: Safe and Secure Operations

Enhance our safety culture by providing safe and secure operations, improving safety for employees and customers while responding swiftly to new and emerging conditions.

Lead Department: Safety & Regulatory Compliance

Supporting: Operations, Strategic Development, Human Resources, Maintenance

Goal 1 Strategic Initiatives

- Implement targeted safety and amenities improvements to enhance the transit experience for riders and operators
- Continuously improve agency practices that augment safety, ensure resiliency, and maintain compliance with evolving regulations
- Elevate our safety culture with enhanced agencywide safety training and employee engagement
- Expand public safety partnerships to improve our response to security issues
- Develop and implement targeted safety campaigns based on safety data and employee feedback

Actions		Q1	Q2	Q3	Q4
Implement elements of the Agency Safety Plan including the Safety Management System	Plan	X	X	X	X
	Action	The Agency Safety Committee reviewed and updated the plan. It is scheduled to be reviewed by the Ops Safety Committee on Nov 15th.	Completed Management of Change (MOC) forms for proactive management of safety and security concerning changes to current systems or new projects. Began the review and update of the System, Safety & Emergency Response Plan (SSERP) and Continuity of Operations Plan (COOP)	Implementing Assault Risk Assessment.	Implemented activities to empower and engage Agency Safety Committee to actively participate in hazard identification & mitigation, and to drive a culture of employee driven safety.
Enhance overall driver and mechanics training to focus on safety, customer service, and zero-emission bus implementation	Plan	X	X	X	X
	Action	280 hours of battery electric bus training for mechanics completed. Implemented Accident Specific Training such as proper mirror adjustment clinic to enhance visual effectiveness especially right-side visibility.	360 hours of manufacturer provided Man Axle training was completed. Continued Accident Specific Training with proper mirror adjustment along with complacency training with new and seasoned Operators.	There was no factory training during this quarter. Ongoing customer service and safety training has been completed.	296 hours of New Flyer Fuel Cell Bus Safety Training completed.

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Maintain existing and install additional bus stop amenities to support safety at bus stops	Plan	X	X	X	X
	Action	14 new bus shelter solar lights installed.	122 solar lights were installed throughout the service area. Two new shelters were installed in the city of San Bernardino.	24 new shelter-mounted solar lights were installed. 2 destination E-Signs. 8 new shelters were installed. Artists began painting artwork on 50 bus benches throughout Omnitrans' service area through the Creative Corps art grant program.	The following installations took place during the 4 th quarter: 10 new shelter mounted solar lights 2 new destination E-Signs in Yucaipa 2 new shelters in Fontana 3 new shelters in Ontario
Strengthen Agency's cybersecurity position	Plan	X	X	X	X
	Action	Implemented Multi-Factor Authentication. Began the RFP/Bid process for Cyber-Security Assessment	Bid process has closed for Cyber-Security Assessment and vendor has been chosen. Working on schedule.	Design and implementation of PortNox ZeroTrust Network Access ongoing. CyberSecurity Assessment with Securance has begun. Proofpoint Mail Manager has been implemented.	Received Rough Draft of CyberSecurity Audit, waiting on final. Portnox fully implemented. Working on Automated Patching and Developed and hosted Cyber-Security training onsite for staff.
Coordinate with public safety agencies to strengthen transit system security	Plan	X	X	X	X
	Action	Participated in the APTA, "Wire Theft Trends and Mitigations" live webinar. Participated in live webinar public Safety Initiative "Using advanced Technologies to Keep People Safe."	Omnitrans is working with Fontana and Montclair for additional security at transit centers. Security and Safety evaluated best practices with VVTA on utilizing SBCSD for security support on board buses.	Expansion of Fontana Transit Center security completed. TSA onsite security assessment commenced.	TSA onsite security assessment completed.
Engage in regional emergency management preparation and training	Plan	X	X	X	X
	Action	Safety staff completed FEMA Independent Study certifications; Devolution Planning; Emergency Management; and Emergency Exercise Evaluator Training	Emergency Services Coordinator attended several team meetings with OES and other local emergency response teams. A SCOPE of work was developed and submitted for implementing a Functional Exercise for the WVC project.	Initiated development of Transit Mutual Assistance Compact (TransMac) Emergency Response plan. Supported initial discussion of participating in the Ontario Airport Emergency Response support.	Supported Ontario AirEx 2024 triennial emergency exercise, Metrolink Mass Casualty exercise. Participated in TransMac Table-Top exercise for emergency preparedness.

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Conduct ongoing safety compliance reviews and implement enhanced safety measures	Plan	X	X	X	X
		Implemented onboard Emergency Eyewash Kits. Completed Quarterly Safety Inspections. Launched employee annual training.	All annual Environmental Reporting and Permitting was completed without findings for the following regulators: SCAQMD, CERS, and SWRCB. Annual Audiometric Testing was completed. Three safety campaigns were completed. The Safety and Security team collaborated with TSA to perform SETA assessments to train operators on properly clearing the bus for unattended packages left on bus.	Completed Q3 Facility Inspections including fire extinguisher & fire alarm mapping for all sites.	Completed CUPA inspection with minimal findings. Completed Q4 facility inspections, and TSA document inspection.

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Goal 2: Customer Experience

Provide an overall customer experience that reflects reliable, responsive, and exceptional service and promotes ridership growth.

Lead Department: Marketing and Communications

Supporting: Operations, Strategic Development, Human Resources, Maintenance

Goal 2 Strategic Initiatives

- Maximize frequent, high quality service to meet the needs and expectations of current and future riders
- Increase multi-modal connectivity, improve transfers and regional connectivity to improve ease of use for riders across Omnitrans' routes and partner agency systems
- Set standards and training for customer service excellence to promote our culture of service and success
- Expand partnerships with other agencies to streamline the customer experience
- Expand our use of technology to strengthen our marketing campaigns
- Update our fleet maintenance and facilities standards to improve our image and amenities and to attract and retain riders
- Expand community and corporate partnerships with a focus on attracting riders through service refinement and specialty service opportunities

Actions		Q1	Q2	Q3	Q4
Apply the elements of the Service Restoration Plan, focused on service frequency on the core network	Plan	X		X	X
	Action	Minor service restoration in August Service change to sustain reliable service delivery. Improved service focused on core network.	No planned action this quarter.	No service restoration to weekday services due to staffing levels. Minor service adjustments to fixed route services.	Minor service adjustments for May 2024 prepared for additional service restoration in August 2024.
Ensure "new bus" standard	Plan	X	X	X	X
	Action	Awarded contract for large accident damage. Paint and Body contract awarded.	Omnitrans Paint and Body Mechanics completed repairs on 16 buses. An outside vendor completed repairs on four buses during this quarter.	Omnitrans Paint and Body Mechanics completed repairs on 23 buses in house, and four buses were repaired by an outside vendor.	Omnitrans Paint and Body Mechanics completed repairs on 23 buses in house, and two buses were repaired by an outside vendor.
Strengthen regional transit and rail partnerships	Plan	X	X	X	X
	Action	Participated in monthly Metrolink regional partner meetings, quarterly SBCTA transit meeting, and quarterly Cucamonga Station partner meeting. Joint student promotion in process.	Participated in monthly Metrolink regional partner meetings, quarterly SBCTA transit meeting, and quarterly Cucamonga Station partner meeting. Joined joint regional transit promotion with Metrolink and Arrow.	Participated in monthly Metrolink regional partner meetings, quarterly SBCTA transit meeting, and quarterly Cucamonga Station partner meeting. Joined joint regional transit destination promotion.	Participated in monthly Metrolink regional partner meetings, quarterly SBCTA transit meeting, and quarterly Cucamonga Station partner meeting. Joined joint regional summer promotion. Met with Amtrak re: cross-promotional project. ONT Connect station was added to Metrolink tickets

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					allowing for a one ticket ride from Metrolink trains to ONT Connect.
Explore enhanced technologies to improve customer journey, ease of use and communication	Plan	X	X	X	X
	Action	Resolved issue with twitter real time information feeds. Began RFP/bid process for digital signage. Began RFP/Bid process for Next Trip signs. Mobile fare validators installed. Selected as test site for Token Transit large-scale distribution program.	E-signs contract is going to board for approval in February. Token Transit/OmniRide on Demand App integration in process & set for completion in February to provide additional mobile fare options for students. Validator use nearly 13,000 fares recorded to date.	Token/OmniRide integration delayed due to technical challenges; now set for May 6. Validator program experiences continued success with nearly 25,000 rides to date. RFP process begun for real-time detour information. RFP process has begun for Farebox Replacement Project. Work is continuing on CAD/AVL	Continued work on Farebox Replacement, CAD/AVL and ERP Replacement, all are multi-year projects.

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Goal 3: Organizational and Workforce Development

Develop an adaptable organization focused on employees that adjusts to changing conditions and promotes a culture of success and collaboration.

Lead Department: Human Resources

Supporting: Operations, Strategic Development, Procurement, Finance, Marketing and Communications, Maintenance

Goal 3 Strategic Initiatives

- Link professional development initiatives and training to the strategic plan to strengthen the link between day-to-day operations and broader agency goals
- Set standards and training for customer service excellence to promote our culture of service and success
- Explore updates to compensation and related policies to make us a more competitive employer and increase employee retention
- Expand internal communications to create an open environment for staff to share ideas and contributions
- Create clear pathways for promotions to provide stability and awareness of opportunities for staff
- Create multidisciplinary teams to tackle emerging issues and develop improvement strategies while expanding employees' breadth of experience
- Explore and implement administrative best practices

Actions		Q1	Q2	Q3	Q4
Implement results of Cultural Renovation project to enhance internal communications and advance employee engagement and diversity, inclusion, equity, and belonging initiatives	Plan	X	X	X	X
	Action	Continuing discussion on the Performance Evaluation tool and the alignment to the Strategic Plan. DEIB Committee solicitation for new committee members	Updates to Performance Evaluation are completed. Training will begin in February. DEIB Committee continues to solicit new members.	All Hands meeting employee survey results complete; commitment wall art project begun. Employee Engagement Committee launched.	All Hands meeting held, incorporating staff engagement. Senior Leadership Team Teambuilding completed. Emp. of Qtr. & Service Awards celebrations held (Employee Engagement Committee).
Expand professional development program to focus on career paths, supervisory skills, and leadership development	Plan	X	X	X	X
	Action	Reviewing training recommendations from Insight Strategies.	Training review is complete.	Training plan proposal created.	Training Plan developed. Classes are now scheduled for FY2025.
Focus recruitment efforts on service resumption and attracting and retaining top talent	Plan	X	X	X	X
	Action	Continued to attend career fairs including veterans. Expanded recruitment outreach. Student outreach with community partners.	Staff attended several career fairs including Chino and Goodwill in San Bernardino.	Staff attended 3 Staff the Bus events, 2 Goodwill hiring events, and multiple job fairs.	Staff attended several career fairs including Workforce Development and Black Chamber of Commerce.

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Establish a coach operator mentoring program	Plan	X	X	X	X
	Action	Met with Amalgamated Transit Union (ATU) and California Transit Works (CTW) to discuss status and training plan. Participated in choosing and developing the criteria for potential members from the ATU to join CTW.	Continued the process with ATU and CTW along with management staff in developing guidelines and participation of the mentor program. In collaboration with ATU, 10 mentors and a coordinator were identified.	Mentor training occurred and first class of mentors assigned to new Coach Operators.	Mentees shadowed Mentors on route. Increasing the number of Mentors.
Enhance employee retention by focusing on health & wellness, employee accomplishments and employee engagement	Plan	X	X	X	X
	Action	Prepared for the Health and Wellness Fair.	Health and Wellness Fair was held in October.	Promoted benefits, awarded employee of the quarter, and safety milestones awards. Initiated Employee Engagement Workgroup to ramp up efforts in this area.	Hosted multiple ancillary benefit vendors for employees to gain information and signup for services.
Expand apprenticeship and internship programs to support zero-emission bus implementation and introduce future, new or returning workers to transit careers	Plan		X	X	X
	Action	Continue to work with the two Apprentice mechanics from Valley College.	Apprentices are approaching halfway point in their program. One Apprentice attended the New Flyer Man Axle Training.	New employee onboarding was done during this period. Working to expand apprenticeship program by 2.	One of the apprentice mechanics was promoted to Mechanic Helper. Recruiting for more apprentices.
Position Omnitrans as an Employer of Choice by focusing on all aspects of the employee experience	Plan	X	X	X	X
	Action	Discussion with Energage on employee survey for Top Workplaces program.	Discussion with 34 Strong- an employee engagement company during the DBE and small business outreach.	No specific action this quarter.	New Employee of Quarter & Service Awards celebrations held.

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Goal 4: Finance

Expand our financial resources to support operational stability and increase service levels in strategic ways.

Lead Department: Finance

Supporting: Operations, Strategic Development, Information Technology, Human Resources, Marketing and Communications, Safety and Regulatory Compliance, Procurement, Maintenance

Goal 4 Strategic Initiatives

- Maintain alignment between service levels and funding for long-term financial sustainability
- Seek out corporate and other partnerships for new sources of revenue and service opportunities
- Pursue grants to provide alternative sources of funding to support capital and operating objectives
- Evaluate and enhance risk management practices in order to reduce long-term costs
- Seek technology enhancements that can reduce costs, enhance efficiency, or improve effectiveness of both service delivery and administration
- Seek state and local procurement partnerships to achieve economies of scale and reduce overall costs

Actions		Q1	Q2	Q3	Q4
Manage service levels based on Board approved Service Resumption Plan	Plan	X	X	X	X
	Action	Service levels remained relatively flat in August service change. Service Resumption Plan would have required additional 19 coach operators and 6 additional were available. Focus has been placed on recruitment and retention to advance service resumption.	No planned service change this quarter. Focus has been placed on recruitment and retention to advance service resumption during the fiscal year.	No planned service change this quarter. Focus has been placed on recruitment and retention to advance service resumption during the fiscal year.	Had minor service resumption in May 2024 and prepared for additional service resumption in August 2024. Coach Operator recruitment and retention has been the constraint, not budget. Recent Coach Operator new hiring classes have been growing.
Pursue grant funding opportunities	Plan	X	X	X	X
	Action	Omnitrans awarded \$753,576 of TDA Article 3 funds by SBCTA to purchase and install 32 bus shelters and 37 benches. Several member cities were also awarded funds to construct ADA improvements at bus stops. CalSTART/CARB awarded \$500,000 of additional Clean Mobility Options (CMO) funds to Omnitrans toward the operation of OmniRide Bloomington	Omnitrans was awarded an \$88,000 Clean California grant from Caltrans to hire artists to paint artwork on 45 additional benches and is in the process of getting the grant agreement executed. Artist selection is also underway for the Inland SoCal Creative Corps art grant which was awarded previously. Agency was awarded \$546,000 in FTA 5310 funds with \$254,000 for the mobility	Omnitrans was awarded \$850,000 of federal Congressionally Directed Spending funds toward battery electric buses and design of electric charging infrastructure, which was requested through Representative Aguilar's Office in 2023. Omnitrans applied to Senator Butler, Senator Padilla, and Representative Aguilar for \$2 million of 2024 Congressionally	Omnitrans applied for and was awarded an \$8,447,217 Low and No Emission grant from the Federal Transit Administration, toward battery electric buses and charging infrastructure for the sbX Green Line and Omnitrans' zero emission bus maintenance apprenticeship program.

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		<p>(which supplements the existing \$1,000,000 CMO grant, to cover operational costs for OmniRide Bloomington through June 2025).</p> <p>Omnitrans submitted a STEP Implementation concept application to CARB for electric buses, chargers, workforce development, and Transit Ambassador pilot program and was invited to submit a full application (will be submitted in Q2).</p> <p>Grant agreement was executed for Creative Corps Inland SoCal bench artwork grant.</p>	management programs and \$292,000 to replace OmniAccess vehicles.	Directed Spending funds toward a battery electric bus on the sbX Green Line, charging equipment, and one Apprentice for Omnitrans' zero-emission bus maintenance apprenticeship program.	
Enhance risk management practices through training and enhanced safety measures	Plan	X	X	X	X
	Action	<p>Continued Risk Working Group to identify and address accidents/incidents and training. Conducted training on "preventability" with the Accident Incident Review Committee.</p> <p>Implemented Safety focus themes monthly such as Back to School Safety in September to ensure awareness throughout the workforce.</p>	<p>Continued our Safety Focus and having monthly themes such as proper mirror adjustment and bicycle awareness promoting safety throughout operations.</p> <p>Identified areas for training and arranged CalTIP to come on site for train-the-trainer program.</p>	HR staff met with PRISM to review resources for training available for Risk Mgmt.	<p>Worked with Safety department, and police and fire departments on notifications for the parking lot closures, bus entrance gate construction, emergency ingress and egress.</p> <p>Added extra security guard at WV and EV to assist with the parking lot construction to check badges, control parking, assist employees crossing the street to the medical center drive parking lot in the afternoon.</p> <p>Evaluated software systems for effective safety & risk management.</p>

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Evaluate existing and new technologies to achieve efficiencies, cost savings, and best practices	Plan	X	X	X	X
	Action	Began RFP/bid processes for CAD/AVL replacement, Cyber-Security Assessment, Disaster Recovery/Business Continuity and Trapeze programming. Additionally, implemented MFA and evaluating endpoint security, Network Access Control and better password management.	Bids have closed and vendors selected for CAD/AVL, Cyber-Security Assessment, DR/BC and Trapeze programming. MFA has been fully implemented and Network Access Control is being researched.	ERP Assessment under way. CAD/AVL is in progress. Farebox Replacement in progress. Trapeze Ops Reconfiguration in Progress. Zero Trust Network Access in progress.	ERP Assessment, CAD/AVL and Farebox Replacement all ongoing and multi-year projects.

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Evaluate fare collection equipment and technologies	Plan	X	X	X	X
	Action	Evaluation is currently on hold as some logistics are worked out. Last evaluation was June 2023.	IT is picking this project back up to move forward as vendor has indicated there may not be repair items available for current system.	RFP in progress for Farebox Replacement. Inviting several potential vendors to bid.	RFP in progress for Farebox Replacement. Inviting several potential vendors to bid.
Assess best/emerging practices that support innovation, efficiency, cost savings, best practices	Plan	X	X	X	X
	Action	Evaluating ERP solution to see if it meets OmniTrans needs, implementing new standards and SLA for support, reviewing existing software for redundancies. Change online bidding platform to PlanetBids.	Moved all procurement contracts to Monday.com for efficiency. Updated all Procurement Policies and reviewed with auditor.	Utilizing Monday.com to add automation where available. Looking into ERP and Transit best practices to implement changes.	Developing hands-on training classes for common software in use at Omnitrans including Monday.com. Reviewing other processes with directors to determine where we can add value.
Carryout Annual Internal Audit Plan	Plan	X	X	X	X
	Action	Farebox Controls and Procurement Internal Audits completed. Will be presented to Committee in November. Audit Engagements for FY2024 were selected.	FY 2023 Internal Audit results presented to Board. FY2024 audits related to Cash Handling and Inventory Controls have begun.	Cash Handling and Inventory Controls audit are continuing. Compensation and Benefits audit has begun.	Cash Handling, Inventory Controls and Compensation & Benefits internal audit drafts completed. Scheduled for presentation to Board in Q1 FY2025.
Maintain a state of good repair of Agency assets	Plan	X	X	X	X
	Action	Board approval of I-Street Modernization, concrete pavement repairs at East and West Valley.	Contractor began demolition of the West Valley driveway repair. West Valley Bus Wash was approved by Admin & Finance Committee and forwarded to Board.	Completed the west valley portion of the pavement repairs project, board approval and NTP for the bus wash project, board approval and NTP of the construction management services, along with the handover of the construction oversight for the bus wash project, I street design completed 30% design and review,	Moving to 90% design of I-Street. WV bus wash/vacuum submittals under review. WV pavement project completed. EV pavement project began.
Conduct annual regulatory compliance reviews	Plan	X	X	X	X
	Action	Multiple external audits of Omnitrans were completed including a Office of Inspector General audit related to the use of Federal COVID Relief funds and the triennial Transportation Development Audit (TDA) conducted for the State.	Annual Financial Audit, Single Audit and National Transit Database audits were begun.	No regulatory or compliance audits conducted in this quarter.	No regulatory or compliance audits were conducted in this quarter.

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Goal 5: Long-Range Planning

Strengthen our leadership in creating mobility solutions in local and regional planning.

Lead Department: Strategic Development

Supporting: Operations, Finance, Maintenance

Goal 5 Strategic Initiatives

- Partner with businesses and communities to develop targeted services
- Convene regional planning conversations to strategize on transit's interdependence with land use
- Engage with local policy makers to promote transit-supportive land use planning
- Advocate at federal, state, and local levels for funding and regulatory changes that will allow for improved transit service
- Advance long-term implementation of zero-emission vehicles and related infrastructure
- Implement new or modify existing services to take advantage of innovation, automation, and emerging transportation technology

Actions		Q1	Q2	Q3	Q4
Advance facility enhancements and commissioning buses for the West Valley Connector in partnership with SBCTA	Plan	X	X	X	X
	Action	Operating & Maintenance agreements were executed with all four cities. SBCTA awarded construction contract for mainline corridor. Design is being finalized for West Valley maintenance facility upgrades, and Omnitrans will be releasing Invitation for Bids for construction in Q2.	Bids will be due in Q3 for the maintenance facility upgrades. The first two vehicles will enter the production line in Q3. Omnitrans is involved in coordination meetings with the construction contractor for the corridor; work is anticipated to start in Q3.	Omnitrans BOD awarded the construction contract for maintenance facility electric charging upgrades, which will kick off in Q4. Omnitrans staff conducted an in-plant inspection of the first two vehicles, which are expected to be delivered in Q4. Construction work started on the corridor on Holt Boulevard.	Work kicked off with Metro Builders, the contractor for construction of maintenance facility electric charging upgrades at the West Valley facility. Equipment procurement is underway, and discussions are underway with Southern California Edison for the ChargeReady program electrical infrastructure design. The first two battery electric vehicles for the sbX Purple Line were delivered and accepted in Q4. Omnitrans has closed or relocated several bus stops along Holt Boulevard in Ontario for ongoing construction work on the corridor by SBCTA's contractor Griffith.

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Support SBCTA on ONT Loop Project	Plan	X	X	X	X
	Action	Omnitrans supported SBCTA in multiple meetings with the FTA related to advancing the project into the environmental review. Also supported SBCTA on various related procurements.	Omnitrans continues to support SBCTA on what is now called the Ontario Connector project, primarily related to the federal environmental process (NEPA)	Omnitrans participated in FTA meetings to support SBCTA related to environmental.	Participated in SBCTA's RFQ evaluation which went to SBCTA's Board in July 2024 and shortlisted two joint ventures and prequalified three technology/vehicle providers. Participated in environmental process with SBCTA and FTA.
Review and respond to development reviews to support cities and partner with cities to support planning efforts	Plan	X	X	X	X
	Action	Reviewed 29 development plans and the City of Rialto's General Plan.	Reviewed 22 development plans.	Reviewed 16 development plans.	Reviewed 36 development plans.
Engage with industry partners to advocate for transit funding, regulatory relief and share best practices	Plan	X	X	X	X
	Action	Continue to partner with APTA, CTA and the Bus Coalition to secure/protect transit funding. Partnership to CTA led to ARCHES reaching out to Omnitrans to participate in DOE Regional Hydrogen Hub Grant.	ARCHES awarded \$1.2 billion grant from US Department of Energy (DOE). This includes 13 partner transit agencies including Omnitrans in the 1,000 bus initiative. ARCHES working to enter into contract with US DOE prior to working on partner agency agreements.	Through the California Transit Association, Omnitrans has participated in support efforts for CalSTA's Transit Transformation Task Force.	Continued to provide information related to CalSTA's Transit Transformation Task Force through California Transit Association (CTA) and SCAG.
Further implementation of ZEB (electric and hydrogen)	Plan	X	X	X	X
	Action	Worked with LeFlore Group to develop RFQ and RFP for a Portable Hydrogen Fueling Station.	No bids were received. LeFlore is reaching out to vendors to try to partner using a single source procurement. A&E Scope written and out for RFP to support electrification of sbX Green Line.	Exploring possible leasing options for hydrogen fueling station. Working with New Flyer on charging and leasing options.	Wrapping up the New Flyer purchase order for the purchase of a portable hydrogen station. Began preliminary design work for sbX Green Line electrical charging infrastructure at East Valley maintenance facility and Palm & Kendall Station.

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Evaluate paratransit service delivery and mixed fleet opportunities	Plan	X	X	X	X
	Action	Omnitrans PIT Crew continued to work with contractor to improve customer service and service delivery. Omnitrans worked with Caltrans to adjust vehicle funding to allow for the purchase of three smaller low-floor vehicles instead of cutaways to evaluate a different vehicle mix.	Omnitrans has selected to procure 3 low-floor paratransit vehicles through Caltrans for evaluation. Omnitrans has worked with contractor Transdev to add a subcontractor for backup service provision.	Omnitrans is working with Transdev on an UBER partnership to act as a backup option for OminAccess trips. The scope of work is being built into the option years for the existing paratransit contract.	UBER partnership with Transdev did not work out as additional concerns were raised while executing the Transdev option years. Staff has selected two smaller vehicles to test in revenue service and will be seeking Board approval in Q1 FY2025.
Complete biannual capital plan	Plan			X	
	Action	No planned action this quarter.	No planned action this quarter.	Staff met internally and kicked off work.	No update this quarter.
Continue to evaluate service allocations in consideration of regional developments	Plan	X	X	X	X
	Action	Ridership and development patterns are being reviewed by Strategic Development Department to make recommendations to modify service should service resumption continue slowly due to workforce issues.	Have continued to evaluate ridership growth by region to adjust service resumption plans as needed.	Continuing to allocate service hours and resources based on growing and established ridership levels as Omnitrans restores service.	Adjustments to service levels has been driven by ridership level as Omnitrans gradually restores service.

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Goal 6: Community Engagement

Expand our partnerships and engage the community to be responsive to community needs and enhance Omnitrans' value in the region.

Lead Department: Marketing and Communications, Strategic Development

Supporting: Operations

Goal 6 Strategic Initiatives

- Expand community, civic and corporate partnerships to promote services and attract new riders
- Expand our external communications and marketing campaigns to highlight Omnitrans' community value
- Target engagement to maximize impact and report regularly on outcomes
- Cultivate a network of stakeholders and advocates to support transit objectives
- Cultivate regional mobility partnerships to provide specialized services
- Advance equity in our region through programs and partnerships

Actions		Q1	Q2	Q3	Q4
Expand and support Regional Mobility Partnerships (RMPs)	Plan		X	X	X
	Action	Annual partner Site Visits conducted in order to verify use and reporting of Measure I CTSA funds received as part of our Regional Mobility Partnership (RMP)	Met with local nonprofit agencies to discuss the up-and-coming Call for Projects.	Call for Projects held. Received seven applications by the March 6 th deadline. Five applications were recommended for funding by the RMP review panel, four expansion projects and one new partner program. The RMP review panel also reviewed eleven continuing partner applications and recommended all for continued funding.	Omnitrans Board awarded \$6.3 million in continuing, expansion and new RMP projects for FY2025 and FY2026. Staff worked with the RMP partners to execute new contracts. Additionally, the Transportation Reimbursement Escort Program (TREP) was expanded San Bernardino valley wide on July 1, 2024.
Advance corporate pass program	Plan			X	X
	Action	No activity planned this quarter.	No activity planned this quarter.	Met with two agencies to assess best practices; conceived website landing page and collateral in process.	Complete toolkit being finalized; two Amazon sites visited to create service awareness and survey employee travel patterns.

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Utilize evergreen campaigns to enhance service awareness among key audiences	Plan	X	X	X	X
	Action	Career Path Campaign- 130,000 impressions, 14% frontline app increase; Free Fares – 1 million+ impressions, 20% ridership increase y/y; Hispanic Campaign – 285,000 impressions	Student Promotion – Free Fares for School: 1.4 million impressions, ridership up 40% q/q, Go Smart: 622, 973 impressions, ridership up 50% Hispanic Campaign – 1.09 million impressions, Career Path Campaign – 90,052 impressions, 24.7% increase in frontline applications during campaign vs. previous quarter	Student Promotion – Free Fares for School: 1.4 million impressions, ridership up 30% q/q, Go Smart: 358,353 impressions, ridership up 30% Hispanic Campaign – 511,360 million impressions, Career Path Campaign – 9254,283 impressions, 2654 Google searches	New Resident Toolkit – 40,000 reach, 150 passes redeemed; Career Path Phase 3, 222,500 reach; Bilingual Senior Campaign – 40,000; Clippers Partnership Video – 63,300 reach.
Prioritize and implement outreach to key market segments (i.e., students)	Plan	X	X	X	X
	Action	56% increase in outreach Y/Y; priorities included student, hiring and Hispanic outreach.	80% outreach increase y/y; student ridership and employment application rates have increased as noted above.	78% increase in outreach y/y; student ridership increased as noted above.	78% outreach y/y for FY; student ridership up 30% y/y.
Convene Youth Council	Plan	X	X		
	Action	Complete; Students in Transit cohort launched in September; continuing monthly.	SIT members met twice during quarter, participated in feedback surveys and selected capstone projects; in process.	SIT members lost one member but met three times during quarter; capstone projects continue.	First SIT cohort complete with three graduates; capstone projects presented to SLT on student awareness, security, and customer loyalty program.
Coordinate and advocate for funding for Free Fares for School Program	Plan	X	X	X	X
	Action	FFFS ridership up 20% in quarter; promoted program and proposal to all public schools prior to start of school year.	FFFS ridership up 40% in quarter; paid and organic promotion ongoing. Met with SBCTA and partner agencies re: funding strategy for next FY.	FFFS ridership up 30% in quarter; paid and organic promotion ongoing. SBCTA funding secured for next year.	Student ridership up as noted and promotion ongoing; SBCTA funding secured at next year.
Implement strategic JPA member outreach including to member jurisdictions, chambers of commerce and business groups	Plan		X		
	Action	No activity planned this quarter.	Two-member city, one chamber of commerce and two employer meetings held.	Participated in one chamber, city and two regional employer meetings.	Participated in one chamber of commerce event; partnered with business coalition on special event service.