



Item #: F3

**DATE:** June 4, 2025  
**TO:** Board Chair Frank J. Navarro and Members of the Omnitrans Board of Directors  
**THROUGH:** Erin Rogers, CEO/General Manager  
**FROM:** Nicole Ramos, Director of Marketing & Communications  
**SUBJECT:** **Fiscal Year 2026 Marketing Plan**

### **Form Motion**

Adopt the Omnitrans Fiscal Year 2026 Annual Marketing Plan.

### **Strategic Plan Alignment**

This item aligns with Goal 2 – Customer Experience – *Provide an overall customer experience that reflects reliable, responsive, and exceptional service and promotes ridership growth.*

- Initiatives d) Expand partnerships with other agencies to streamline the customer experience
- e) Expand our use of technology to strengthen our marketing campaigns
  - g) Expand community and corporate partnerships with a focus on attracting customers through service refinement and specialty service opportunities

This item aligns with 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.*

- Initiatives b) Set standards and training for customer service excellence to promote our culture of service and success
- c) Expand internal communications to create an open environment for staff to share ideas and contributions

This item aligns with Goal 6 – Community Engagement – *Expand our partnerships and engage the community to be responsive to community needs and enhance Omnitrans' value in the region.*

- Initiatives a) Expand community, civic and corporate partnerships to promote services and attract new customers
- b) Expand our external communications and marketing campaigns to highlight

- Omnitrans' community value
- c) Target engagement to maximize impact and report on outcomes
- d) Cultivate a network of stakeholders and advocates to support transit Objectives
- f) Advance equity in our region through new programs and partnerships

## **Background**

*This item was reviewed by the Plans & Programs Committee at its April 16, 2025 meeting and recommended to the Board of Directors for approval.*

Each year, the Marketing Plan is presented to the Board of Directors as part of the Agency's guiding documents for the upcoming fiscal year.

Omnitrans' marketing and communications efforts play an essential role in communicating and advancing the agency's long-term goals, promoting use of agency services, enhancing public awareness and support, ensuring a positive customer experience 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 maintaining community 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.

In FY2025, Omnitrans introduced a number of successful new marketing initiatives, including the multi-channel "Omni for All" campaign to targeted markets and route-specific campaigns that generated an average ridership increase of 11% on promoted routes. Student ridership continues to expand with the promotion of Go Smart and the Free Fares for School program, which have generated approximately 3 million trips to date. The agency also continued to develop internal communications efforts and enhanced customer experience by launching an ambassador program, implementing real-time bilingual service alerts, and promoting self-service tools, increasing use by 31 percent year over year.

Comparing FY2025 to FY2024, Omnitrans system ridership increased by 14%. The ridership goal for FY2026 is to increase ridership by an additional 8% by the end of the fiscal year.

On the revenue front, pre-paid fares will have a projected increase of 2% in FY2025 compared to FY2024, with an employer pass program promotion scheduled for the fourth quarter. Advertising revenue experienced 19% growth in calendar year 2024. Omnitrans will continue to assess advertising and brand consistency options in the coming year. Customer satisfaction also is 76% positive according to an American Bus Benchmarking Survey. In the same survey, Omnitrans scored higher than its transit peers in overall satisfaction and 17 of 20 satisfaction areas, including all areas of customer care, and measurably improved in the areas of customer responsiveness.

In FY2026, Omnitrans marketing will focus on five goals:

1. Build Ridership
2. Elevate Customer Experience
3. Targeted Community Engagement
4. Strengthen Partnerships

### **Conclusion**

Adopting the Marketing Plan will enable Omnitrans to promote agency services and initiatives while enhancing customer experience and public awareness and developing partnership opportunities. This plan will be implemented within the constraints of the FY2026 Omnitrans budget.

ER:NR

### **Attachments**

- A. Fiscal Year 2026 Marketing Plan
- B. PowerPoint Presentation