

Omnitrans Management Plan FY2025



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
Elevate Agency's cybersecurity position	Plan	X	X	X	X
	Action	Implemented Zero Trust Network, Automated Patching, Cyber-Security Assessment, System Auditing, Additional Monitoring.	Implemented new Asset control software for IT. Working on IT Policies and Procedures. Working on Managed Detection and Response SOW.	Finalizing IT policies and procedures. In the process of a full IT asset audit. Received grant for Managed Detection and Response solution.	
Expand coordination with public safety agencies to strengthen transit system safety and security	Plan	X	X	X	X
	Action	Collaboration with Ontario PD on Real Time Information.	Collaboration with Fontana Police Department and San Bernadino on enhancing safety/security at Omnitrans Transit Centers.	Reviewing software solutions to integrate OmniTrans cameras into local law enforcement agencies. Also scheduling meeting with law enforcement agencies to discuss technical requirements.	
Implement elements of Agency Safety Plan including Safety Management System	Plan	X	X	X	X
	Action	Continued collaboration with Agency Safety Committee.	Continued collaboration with Agency Safety Committee.	Update Safety Committee structure in line with Safety Management Systems (SMS) best practices. Created agency hazard log for safety risk management purposes. Scheduling SMS training for Q4.	

Omnitrans Management Plan FY2025



Enhance overall driver and mechanic training to focus on safety, customer service, and zero-emission bus technologies	Plan	X	X	X	X
	Action	Completed 182 hours of maintenance safety training. Driver training for hydrogen and our new electric zero-emission buses has been conducted. The updated ZEB training curriculum has also been incorporated into the new student training program.	All new Maintenance employees hired during the quarter received Electric Vehicle Safety Familiarization training during orientation. All new operators receive ZEB training curriculum.	Provide ongoing Zero-Emission Bus (ZEB) training for all new Coach Operators. A new de-escalation training curriculum has been integrated to enhance customer service and equip operators with effective conflict resolution skills. Annual High Voltage (HV) Contact Release training was completed with Equipment Mechanics, Building Maintenance Mechanics, and supervisory personnel. 256 hours Battery Electric Bus propulsion, energy storage systems and HV safety training was provided by the manufacturer.	
Maintain existing and install additional bus stop amenities to support customer experience and safety at bus stops	Plan	X	X	X	X
	Action	Added 5 new shelters and 5 e-signs (San Bernardino, Fontana, & Ontario). Collaborating with the County, Redlands, Loma Linda & Yucaipa for stop improvements. Amenities have been ordered for some of these stops and will be installed when improvements complete. Started call for artists for Clean CA art bench painting	Selected artists for Clean CA art benches. Working on next amenities procurement. Coordinated with Redlands in 10 stop improvements. Will install amenities next qtr. New Amenities installed: 2 premium shelters in Ontario 10 benches in Montclair & SB 1 refurbished shelter in Fontana	Painting 45 art benches started this quarter. At the end of March, 17 benches were complete. The remaining benches will be finished by May. Installed 10 new benches. Replaced 99 solar lights and solar panels on shelters.	
Engage in regional emergency management preparation and training including assessing options to enhance the Emergency Operations Center	Plan	X	X	X	X
	Action	Supported county EOC with Line and Bridge Fires. Provided shuttle service from evacuation centers for individuals to get supplies.	Omnitrans is scheduled to participate to a regional emergency management exercise in March 2025. Bus emergency familiarization for first responders conducted in November and December 2024	Meeting held with SB County EOC. Multiply emergency management activities have been completed with San Bernardino Police including coffee with Cops and K9 Familiarization. Additional work has been done with Ontario and Redlands Fire Department	

Omnitrans Management Plan FY2025



Conduct ongoing safety compliance reviews, implement enhanced safety measures, and enhance after-action response	Plan	X	X	X	X
	Action	Continuation of regular facility inspections, revised root cause analysis process, and annual revision of Agency Safety Plan.	Continued regular safety inspections. Unannounced CUPA inspection was conducted at the West Valley facility with zero findings.	Monthly safety inspections are completed and on schedule. Additional safety reviews are being conducted within operations and maintenance.	

Omnitrans Management Plan FY2025



Review and update all safety and emergency response plans	Plan	X	X		
	Action	Annual review and revision of the Agency Safety Plan and Security Emergency Preparedness Plan. Developed draft Workplace Violence Prevention plan which will go to the Board for approval during the second quarter.	Board approved Workplace Violence Prevention Plan in December; required training to be held in Q3.	Safety Security & Emergency Preparedness Plan (SSEPP) update draft completed. RFPs have been completed for the 2025 COOP and HazMit Plan. Workplace Violence Prevention Plan training for all Omnitrans was completed.	
Develop a Safety Scorecard to increase awareness and reduce injury and accident frequency rates	Plan	X	X	X	X
		In addition to agency-wide safety KPIs, development of a Microsoft Power BI reporting tools to more granularly analyze and respond to accident and incident trends.	With increased hiring of new operators, accident rates have risen, especially among those without bus-driving experience. To address this, we've launched safety campaigns and accident workshops focused on trend-based prevention.	Have continued to focus on safety campaigns driven by data and trends. Development of a Score Card will be implemented in FY2026.	

Omnitrans Management Plan FY2025



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
Fully implement ConnectForward Plan with focus on service frequency on the core network	Plan	X		X	X
	Action	Added additional service in August run bid focused on modest frequency improvements and have been preparing for significant resumption of service in January.	Schedules developed to increase share of planned service from 86% in August 2024 to 96% in January 2025.	Planning and scheduling efforts were completed to deliver 100% of planned service in May 2025.	
Enhance system reliability to elevate customer experience and increase ridership	Plan	X	X	X	X
	Action	A new gate check procedure and reporting process have improved operator pull times, enabling buses to depart on schedule. Enhanced PowerBI reporting tools now offer detailed analysis of on-street performance.	Expanding use of PowerBI to evaluate on-time performance issues at both the yard and street levels, focusing on reducing early departures through operator coaching and retraining. With field supervisors monitoring morning pull-outs at the gate, there have been significant improvements since early Q1.	PowerBI dashboards being used to easily evaluating on-time performance issues at both the yard and street levels. Focus this quarter was on reducing early departures through targeted operator coaching and retraining.	

Omnitrans Management Plan FY2025



Explore technology to improve customer journey, ease of use, and communication	Plan	X	X	X	X
	Action	Enhanced Digital Signage, and promoted Token Transit Validators. Initiated procurement forces for Farebox and CAD/AVL upgrades.	Finalizing CAD/AVL SOW, Testing new tablets for OmniAccess. Simplify Transit real-time service alert implementation begun.	ERP Assessment Project underway with Intueor consultancy, CAD/AVL and farebox RFP's in final read throughs. Simplify Transit implementation complete.	
Assess options for developing a "Customer Experience 2.0" framework for the future	Plan			X	X
	Action	No planned activity this quarter.	No planned activity this quarter.	Best practices assessed and employee surveys completed; program framework completed and approved.	
Ensure "new bus" standard	Plan	X	X	X	X
	Action	Board approved to replace cloth seats inserts on remaining buses with vinyl seat inserts.	Completed the bus seat inserts on all remaining bus seats.	22 buses received body work this quarter. Graffiti and vandalism are cleaned up when found. Three buses had all hoses replaced.	
Strengthen regional transit and rail partnerships	Plan	X	X	X	X
	Action	Executed updated bus bridge amendment - Metrolink & Omni. Completed regional social media campaign partnership with Amtrak; joined partner agencies in promoting and implementing free rides for Clean Air Day.	Sent letters of support for Beamont Transit realignment of route 125. Conducted and/or participated in monthly Metrolink and quarterly county transit outreach/marketing calls. Countywide "Ride Happy!" campaign commenced.	Coordinated shared stops with RTA & Foothill Transit for stops in Montclair and Ontario. Participated in SBCTA & SCAG TTAC and RCTC steering committee. Participated in monthly Metrolink and quarterly county transit outreach / marketing calls. Countywide "Transit Equity Day" campaign conducted.	
Focus on core brand promotion by evaluating vehicle advertisements	Plan	X	X		
	Action	Continued to research partners and trends, including availability of shelter-only contracts (unsuccessful locally). Met with current vendor to discuss potential contract amendments; researching internal ad policy revision.	Explored possibility of self-managed advertising program with neighboring agency (unsustainable); scheduled visit & tour with current vendor to determine feasibility of non-vehicle contract.	No planned activity this quarter.	
Initiate the Transit Ambassador Program	Plan		X	X	X
	Action	Executed subrecipient agreement with El Sol (Ambassador program partner).	Researched training elements for ambassador program. Coordinated training checklist with Ops and Safety & security.	El Sol hired transit ambassador supervisor and transit ambassadors. Continued coordination with El Sol.	

Omnitrans Management Plan FY2025



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
Expand professional development program to focus on career paths, onboarding, supervisory training skills, and leadership development for managers and supervisors	Plan	X	X	X	X
	Action	Launched Leadership Toolbox Training Academy program for managers and supervisors; continued Career Path Google Ads campaign (5,100+ click-throughs).	Continued Leadership Toolbox Training Academy program for managers and supervisors, Coach Operator Mentoring Program and met with college partners re: Apprenticeship Program revamp.	Continued Leadership Toolbox Training Academy program for managers and supervisors, Coach Operator Mentoring Program. Filled current apprenticeship positions.	
Prioritize recruitment efforts on service resumption and attracting and retaining top talent	Plan	X	X	X	X
	Action	Continuation of recruitment and selection practices to make progress towards being fully staffed.	Continuation of recruitment and selection practices to make progress towards being fully staffed.	Continuation of recruitment and selection practices to make progress towards being fully staffed. Begin discussions on next steps.	
Focus on recognition programs to enhance employee retention and engagement	Plan	X	X	X	X
	Action	First Quarterly Service Awards ceremony was held on 7/17/24. GEM and Employee of the Quarter programs ongoing.	Holiday gift certificate celebration was held on 11/14/24. Mitten Gala was held on 12/13/24. Service Award celebration for second quarter on 1/22/25.	Roadeo 2025 was held locally, regionally and nationally. Transit Appreciation Day held 3/18/25. Third quarter Service Award celebration on 4/16/25.	

Omnitrans Management Plan FY2025



Expand apprenticeship and internship programs to introduce future workers to transit careers	Plan	X	X	X	X
	Action	Continued collaboration with San Bernardino Valley College to increase to 3 apprentices.	Second Apprentice graduated and promoted to Mechanic Helper. Continued collaboration with San Bernardino Valley College. Third Apprentice began hands-on training at East Valley.	Current Apprenticeship positions filled. Strengthening San Bernardino Valley partnership by attending events.	
Continue implementation of Cultural Renovation project and evaluate progress	Plan	X	X	X	X
	Action	Launched Leadership Toolbox Training Academy program for managers and supervisors. Presented culture communications and solicited employee feedback at All Hands meetings.	Launched Leadership Toolbox Training Academy program for managers and supervisors. Conducted Employee Listening Sessions in preparation for follow-up survey to assess culture progress.	Continued Leadership Toolbox Training. Awarded Employees of the Quarter. Held Quarterly Service Award celebrations. Conducted follow-up Employee Survey.	
Utilize coach operator mentoring program to improve onboarding and retention of operators	Plan	X	X	X	X
	Action	Since the pilot inception of new mentor program, 10 mentors have been officially assigned to 30 mentees. In partnership with ATU, a draft MOU has been developed to outline the selection process for the program as we look to expand it.	Building on the success of the mentorship program, new mentors have been interviewed and will be added to the program. We continue collaborating with ATU mentorship program state and national leads for program support and are currently planning the annual mentorship conference, where five Omnitrans representatives are slated to attend.	During the third quarter seven out of the twelve mentors participated in the California Transit Works Annual Conference: Mentors In Motion. The conference provided an opportunity to meet peer mentors and managers from over twenty different agencies, develop an action plan for our mentorship program for the upcoming year, and exchange ideas.	
Complete negotiations with bargaining units, focusing on recruitment and retention	Plan	X	X	X	
	Action	Completed Teamster negotiations. Board and Teamsters approved MOU.	Started ATU negotiations.	ATU provided LBF and voted contract down. Board was briefed in closed session.	

Omnitrans Management Plan FY2025



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
Evaluate existing Enterprise Resource Planning and Computer-Aided Dispatch/Automated Vehicle Locator systems and upgrade or procure new systems	Plan	X	X	X	X
	Action	ERP Consultant RFP was put on Planet Bids with 5 respondents and 4 being deemed responsive. Evaluation on going with a recommendation planned for Board consideration next quarter.	ERP Contract was approved by the board, will begin working on kickoff plan.	Kick-off meeting was held March 25 th . In process of creating Current build documents.	
Engage with industry partners to advocate for transit funding, regulatory relief and share best practices	Plan	X	X	X	X
	Action	Working with SBCTA and Omnitrans' lobbyists to introduce Omnitrans' first Legislative Platform for Board's consideration. Monitoring CalSTA's Transit Transformation Taskforce and providing feedback through the California Transit Association (CTA),	Developed Omnitrans first legislative platforms which are going to the Board in February/March.	Participated in DC Fly-in with the Bus Coalition, which focused on kicking of advocacy efforts related to surface transportation reauthorization. Tracked CalSTA's Transit Transformation Taskforce and provided input through CTA. Board adopted agency's first legislative platforms.	

Omnitrans Management Plan FY2025



Pursue grant funding opportunities	Plan	X	X	X	X
	Action	Submitted cybersecurity grant (CalOES SLCGP) in Sept. Supported San Bernardino in HSIP grant app for median. Met with Blais monthly to stay up-to-date on available grants.	Continued to meet with Blais for available grants. Was awarded SLCGP (cybersecurity) grant. Will continue to monitor new grants next quarter.	Submitted congressionally directed spending for bus stops and resubmitted Green Line request. Working on AHSC grants with Ontario & Upland	
Develop a grant transparency report, budget book, and evaluate formalizing position control process	Plan	X	X	X	X
	Action	Grant Report is being updated for FY25 Q1 information. Will be presented during the second quarter.	Completed. Grant Status Report created and presented to the Board of Directors.	Grant Status Report completed. Budget book will be developed for next budget cycle. Continue to develop a formal position control report.	
Enhance risk management practices and reduce liability costs through organization-wide collaboration	Plan	X	X	X	X
	Action	HR continues to work with all departments to reduce reportable incidents and address concerns that arise.	HR continues to work with all departments to reduce reportable incidents and address concerns that arise.	HR continues to work with all departments to reduce reportable incidents and address concerns that arise.	
Evaluate and procure fare collection technologies and equipment	Plan	X	X	X	X
	Action	Refining scope of work for fare collection RFP to ensure consistency and flexibility to be able to adjust as the technology evolves.	Farebox SOW development, still under internal review.	Finalizing Farebox scope of work with plan to go to Board in September	
Implement best practices that support innovation, efficiency, and cost savings	Plan	X	X	X	X
	Action	Completed draft of new IT policies and procedures to implement best practices.	Finalizing the policies and procedures for IT.	Working on automating processes and creating better reports with Microsoft PowerAutomate and PowerBI.	
Execute annual Internal Audit Plan	Plan	X	X	X	X
	Action	Completed FY2024 internal audit reports to Board and FY2025 audit plan approved. Non-order payment audit has begun.	Non-order payment audit continues. Work plan developed for Advertising Revenue and Regional Mobility Partners audits.	Audits engagements continue for non-order payments, advertising revenue contracts and Regional Mobility Partners.	

Omnitrans Management Plan FY2025



Develop long-term financial forecast to solidify and regional transit funding needs	Plan	X			
	Action	Forecast in development. Will be completed FY25 Q2. Long-term forecast for Measure I CTSA/RMP program completed.	Forecast in development. Long term forecast for Measure I CTSA/RMP program completed.	Forecast complete. Submitted to SBCTA for review.	
Maintain state of good repair of Agency assets	Plan	X	X	X	X
	Action	Completed the asphalt repair at East and West Valley facilities.	Began work on the Bus Wash/Vacuum project at West Valley.	Completing the Bus Wash at West Valley.	
Complete annual regulatory compliance reviews	Plan	X	X	X	X
	Action	All annual audits in progress as anticipated.	Annual Audits in progress as anticipated.	Annual Audits completed.	

Omnitrans Management Plan FY2025



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
Prepare West Valley Connector/sbX Purple Line for revenue service in partnership with SBCTA	Plan	X	X	X	X
	Action	Construction continuing. Working on recovery schedule. Side running stations being constructed. Met with FTA in Sept. Beginning purchase of long-lead items for WVMF.	Corridor construction continuing. WVMF still in procuring long-lead items phase. Working to reschedule FTA quarterly mtg. Met with PMOC in Nov.	WVMF construction started 3/7. 15 of 18 buses delivered. Corridor construction continuing. Met for PMOC quarterly & FTA quarterly.	
Develop the FY2026-2030 Strategic Plan	Plan			X	X
	Action	No planned action this quarter.	Planning efforts begun for March 21 st Board Workshop. The workshop will support the development of the scope for the strategic plan.	Board Workshop held. Results from workshop will help create the scope of work for the next Strategic Plan and input from the workshop will help develop the framework of the plan.	
Review and respond to development reviews to support cities and partner with cities to support planning efforts	Plan	X	X	X	X
	Action	Reviewed and responded where appropriate to a total of 22 development reviews from cities and the county.	Reviewed and responded where appropriate to 16 design reviews from cities and the county. Also informed cities of staff transition to get on development email lists from various jurisdictions.	Reviewed and responded where appropriate to 14 design reviews from cities and the county.	

Omnitrans Management Plan FY2025



Support city/county grant applications that align transit, transit amenities and housing	Plan	X	X	X	X
	Action	Supported San Bernardino in HSIP grant app for median. San Bernardino received AHSC funding – includes one BEB and one year of support on operations on Green Line. Wrote letter of support for Montclair Reconnecting Communities Pilot grant.	Provided letters of support for Montclair for RAISE grant and for SBCTA for Caltrans planning grant.	Worked with the partners on AHSC grant in the city of Upland and city of Ontario. Provided letter of support to SBCTA for Smart Corridors planning grant from Caltrans	
Further implement the zero-emissions bus transition plan	Plan	X	X	X	X
	Action	Discussed with ARCHES partnership for FCEB. Currently, reviewing subrecipient agreement. Completed ICE and Scope for hydrogen fueling site selection bid. Out for bid in Oct. Working with STV on electric infrastructure design at EVMF and Palm & Kendall.	Received 30% design for Green Line charging from STV. Completed borings for green line plans. Started Preparing environmental docs for green line electrification. Continuing to coordinate with Caltrans for Palm & Kendall. Received bids for hydrogen fueling site planning with Board presentation schedule for March.	Received 65% design for Green Line. Moved forward with environmental processes and coordinated with FTA. for Palm & Kendall lease coordinating with Caltrans. Also working with STV on procurement of long-lead items. Awarded H ₂ Concept Study to STV.	
Complete FY 2026-2032 Short Range Transit Plan	Plan			X	X
	Action	No planned action this quarter	No planned action this quarter.	Scheduled developed for plan development. Input from Board workshop will help support the plan.	
Advocate for transit investment as part of a potential regional, state, and federal funding measures	Plan	X	X	X	X
	Action	With SBCTA, meet with city managers (in June & Aug) to discuss future BRT/express bus corridors. Measure I funding is available and can be used to match federal grant finding. Still in discussion with SBCTA for next steps.	Continued to discuss with SBCTA as part of the LRMTF for BRT corridors. Will work with SBCTA to identify high priority corridors. Supporting SBCTA in exploring TSP along corridors.	LRMTF was adopted by SBCTA Board. With SBCTA staff, BRT corridors were ranked by top, mid and low priority to help guide future planning efforts. Continued to discuss TSP with SBCTA and met with OCTA to learn best practices.	

Omnitrans Management Plan FY2025



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	X
	Action	Contracts executed following award of \$6.3 million in Measure I CTSA funds to RMP during the last quarter of FY2025. New partner VIP has begun offering service under the RMP program.	Completing annual site visits to support partners. Initiating internal audit of programs to ensure compliance with Measure I requirements.	Continued annual site visits. Developed schedule for next call for projects for RMP program.	
Advance marketing initiatives to promote Agency impact	Plan	X	X	X	X
	Action	New Resident campaign, 56,900 reach; West Valley Connector Construction campaign, 300+ passes redeemed.	New Resident campaign, 3,500 coupons redeemed, 65% used; Omni for All Campaign Phase I, 5 million impressions. Micro-influencer Rte. 66 and sbX campaign resulted in 14% and 8% ridership increase respectively.	Omni for All, 450,000 impressions, 6,000 clicks.. Spanish language advertising has most engagement. WVC Construction Campaign, 500+ pass redemptions.	
Utilize evergreen campaigns to enhance service awareness among key audiences	Plan	X	X	X	X
	Action	Back to School campaign, 90,300 reach, ridership up 34%; ONT Connect, 73,100 reach.	ONT Connect, 3 million impressions. Career Path, 511,000 impressions.	ONT Connect, 332,000 impressions, 4600 clicks. Student campaign, FY ridership up 30%.	

Omnitrans Management Plan FY2025



Prioritize and implement outreach to key market segments (i.e., students)	Plan	X	X	X	X
	Action	Participated in 20 events in 8 cities during quarter, including multiple Back to School events, a Veterans Fair, and the Route 66 Cruisin' Reunion.	Participated in 15 events and presentations during quarter, including Spark of Love Toy Drive, career fair and Stryker soccer games.	Participated in 10 events and presentations during quarter, including student/career and sports partnership events.	
Implement strategic outreach to the Board of Directors and JPA members including chambers of commerce and business groups	Plan	X	X	X	X
	Action	Participated in Chino Valley Chamber Business Expo and two Supervisor Open Houses.	Supported Board Briefings with presentations; participated in WTS workshop and GOCAL quarterly update event.	Participated in 4 State of the City/Region events and GOCAL update; prepared Board Workshop collateral and Board Briefing materials.	
Advance corporate pass program	Plan			X	X
	Action	Nothing planned this quarter.	Nothing planned this quarter.	Toolkit and research completed; promotion to follow.	