



FISCAL YEAR 2026 MARKETING PLAN

Board of Directors
June 4, 2025



MARKETING & COMMUNICATIONS ROLE

- **Communicating and advancing the Agency's long-term goals**
- **Promoting use of Agency Services**
- **Ensuring a positive customer experience**
- **Broadening public awareness and support**
- **Developing revenue and partnership opportunities**

MARKETING PLAN FISCAL YEAR 2026





GOAL 1: Build Ridership

Promote 100% service and core network, multimodal connections, niche markets



GOAL 2: Elevate Customer Experience

Enhance customer-facing technology, ambassador program, intercept surveys, customer loyalty program



GOAL 3: Targeted Community Engagement

Celebrate 50th Anniversary, Support civic efforts to attract customers, implement Customer Council



GOAL 4: Strengthen Partnerships

Partner with regional agencies, further corporate partnerships, prepare for West Valley Connector service

FISCAL YEAR 2026 GOALS

[illegible]

FISCAL YEAR 2025 STRATEGIES



General Promotion

- **Omni for All** – Niche, multi-channel, 21,000+ engagements
- **Route-Specific** – Avg. 11% ridership increase
- **New Resident** – City partners, 8,500 engagements, 3,400 coupons redeemed

Student Outreach

- **3 million rides, 17% ridership increase Y/YTD**

Customer Experience

- **Ambassador program, Simplify Transit launch, Self-service tool use up 31%, Amenities additions**

KEY PERFORMANCE INDICATORS

RIDERSHIP

FY 25

Goal: +17%; Actual: +14%

FY 26 Goal

+8%

REVENUE

FY 25

Goal: +5%; Actual: +2%

FY 26 Goal

+5%

CUSTOMER SATISFACTION

FY 25

Goal: 85%; Actual: 76%

FY 26 Goal

+85%

AWARENESS

FY 25

Outreach Goal: +10%; Actual: -19%

Positive Media Coverage Goal: 75%; Actual: 81%

FY 26 Goal

+10%

+75%



THANK YOU