



# 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 50<sup>th</sup> 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**



# 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**