



Item #: E7

DATE: November 6, 2024
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 2025 First Quarter Marketing & Outreach Update**

Form Motion

Receive and file the Fiscal Year 2025 First Quarter Marketing & Outreach Update.

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 & g)*

Additionally, 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 b, c, & d)*

Background

This item was reviewed by the Plans & Programs Committee at its October 16, 2024 meeting and forwarded to the Board of Directors to receive and file.

Omnitrans' annual marketing and outreach efforts support the agency Management Plan goals of Customer Experience and Community Engagement as part of the agency's overall Marketing Plan. Outreach strategy targets engagement to maximize impact, partnerships to attract riders, and communications and marketing campaigns to highlight Omnitrans' community value.

The agency goal for Fiscal Year 2025 is to increase strategic outreach by 10 percent. Each quarter, the Marketing & Communications Department provides an update to the Board of Directors on its outreach activities for the previous quarter, as well as upcoming promotions and items of note for discussion. This is the first update for Fiscal Year 2025, featuring 20 community events and an 8 percent decrease quarter over quarter in conjunction with a revised strategic outreach strategy, for an estimated reach of nearly 100,000 community members.

Conclusion

This update will provide the Board with a record of Omnitrans' ongoing marketing and outreach activities and assist in the analysis of Fiscal Year 2025 Marketing Plan implementation.

ER:NR

Attachments

A. PowerPoint Presentation