

Building Trust: Managing Community Perception & Public Participation

An OmniTrans bus is visible in the background, parked on a street. The bus is white with green and blue accents and features the OmniTrans logo on its side. The background also shows a multi-story building and palm trees.

Omnitrans Overview

- San Bernardino Valley
- 480-square mile service area between county lines
- 12 million+ passenger trips per year
- 32 Bus Routes, including
 - One rapid transit line (sbX)
 - Three freeway express lines
 - Three community circulator routes
 - Paratransit



Community Outreach

Approximately 100 events per year

- Public Meetings/Customer Feedback
 - Participation in existing community events
 - Mascot
 - Parades
 - Group presentations
 - Group travel training
 - Partnerships
 - Omnitrans-generated events
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Community Outreach Mantra

- * Look Around – and Keep Looking
- * Say 'Yes'
- * Leverage Partnerships



San Bernardino Transit Center

- Opened in 2015 – Omnitrans-owned
- 5,000 customers per weekday
- Challenging local demographics
- Need to position as community asset/destination



Sidewalk Chalk Art Contest

- Open to community
- Promoted electronically
- Refreshments
- Entertainment
- Cost – under \$2,000
- Participation – increased 24% y/y
- Media Coverage – doubled y/y





Other SBTC Efforts

Bicycle Hubitat

- Partnership with IE Biking Alliance

Bike Month Community Ride

- Partnership with Caltrans

Fine Arts Luncheon

- Partnership with SB Symphony

K9 Training

- Partnership with SBPD

Voter Registration

- Partnership with County of SB



Results

Annual American Bus Benchmarking Group Survey

- 86% Customer Satisfaction rating (highest)
- “I Feel Safe” question response rating – rising since 2015

Annual Inland Empire Survey

- Public Awareness rating – up annually since 2015
- Agency improved perception rating – 22% increase y/y

Note: Ridership growth exclusive to freeway express and sbX routes, based from or utilizing SBTC as hub

Ongoing Community Partnerships

National Orange Show

- 100-year-old organization and regional fair
- Adjacent to Omnitrans service
- Existing relationship with county schools

Strategy:

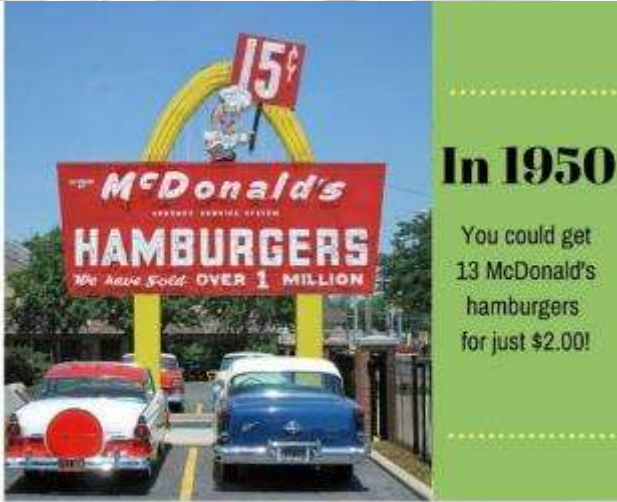
- 2-for-1 coupons to all elementary-high school students
- \$2 off discount coupons onboard
- Event display booth and selfie contest

Results

- 300+ free rides, 500+ discount coupons redeemed
- Exceeded expectations by 60%
- 1st Place AdWheel Award



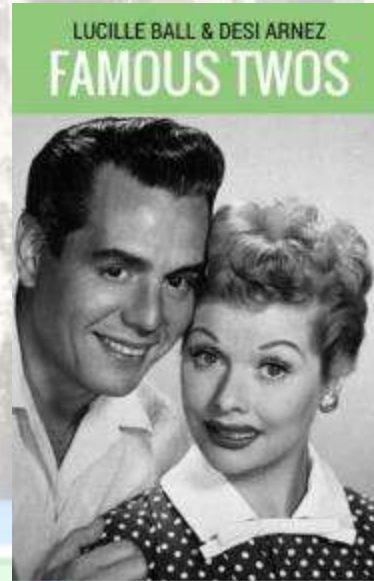
Ongoing Community Partnerships



In 1950

You could get 13 McDonald's hamburgers for just \$2.00!

National Orange Show



Comedienne Lucille Ball always referred to Desi as the great love of her life.

Describing their first meeting she said, "It wasn't love at first sight. It took a whole 5 minutes!"

We think you'll fall in love with our \$2.00 off Citrus Fair coupon now available on all OmniTrans buses!

NOSCITRUS FAIR
April 20 - 24, 2016

\$2.00 OFF ADMISSION

In 2016

YOU CAN GET \$2.00 OFF FAIR ADMISSION!

NOSCITRUS FAIR
April 20 - 24, 2016

DISCOUNT COUPONS AVAILABLE ON OMNITRANS BUSES!



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For More Information



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