

# VCTC Outreach Update

December 6, 2019





# VCTC is a multi-faceted organization with extensive outreach and communications requirements

- ✓ Communicate with our bus riders and continually attract new ones
- ✓ Stay connected with the communities we serve
- ✓ Directly engage with VCTC stakeholders and local organizations
- ✓ Build support for VCTC, its projects and programs
- ✓ Outreach to students and seniors
- ✓ Educate about our many services
- ✓ Keep people informed during emergencies
- ✓ Work with employers to encourage ridesharing and other mobility options





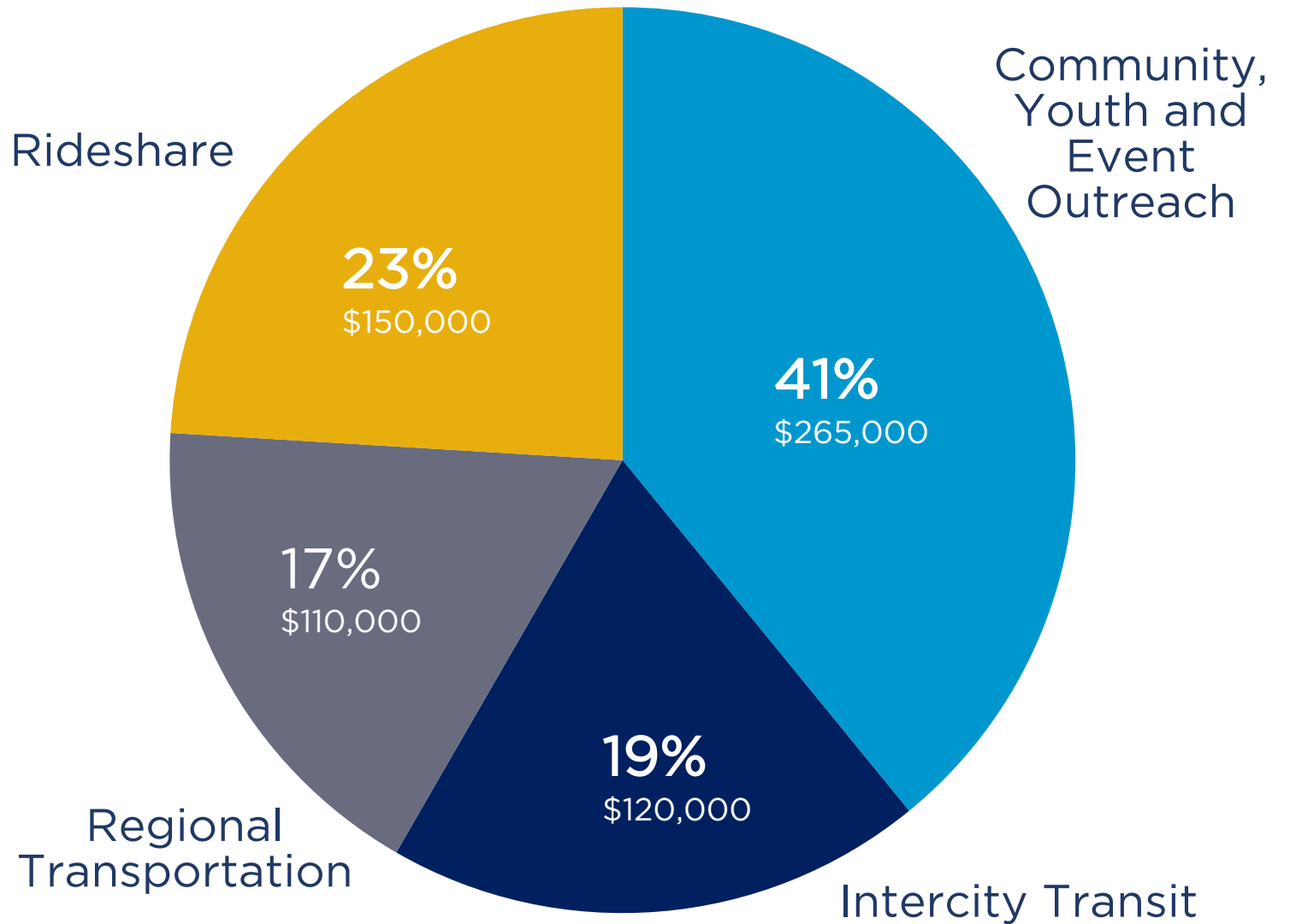
## Outreach contractor functions as extension of VCTC staff

- Community outreach
- Employer outreach
- Digital outreach
- Media relations
- Event planning
- Education programs
- Student outreach
- Senior outreach
- Ridership generation
- Real-time service alerts
- Produce schedules
- Create fare media
- Social media management
- Presentations
- E-mail blasts
- Website design
- Translations
- Brand management
- Crisis communications
- Emergencies/closures
- Service promotions
- Event staffing
- Printing & collateral
- Media buying
- ETC engagement
- Rider information
- Safety education



## Less than 1% of agency budget

- Outreach Budget is \$645,000
  - VCTC Budget: \$82,000,000
- Covers four key areas

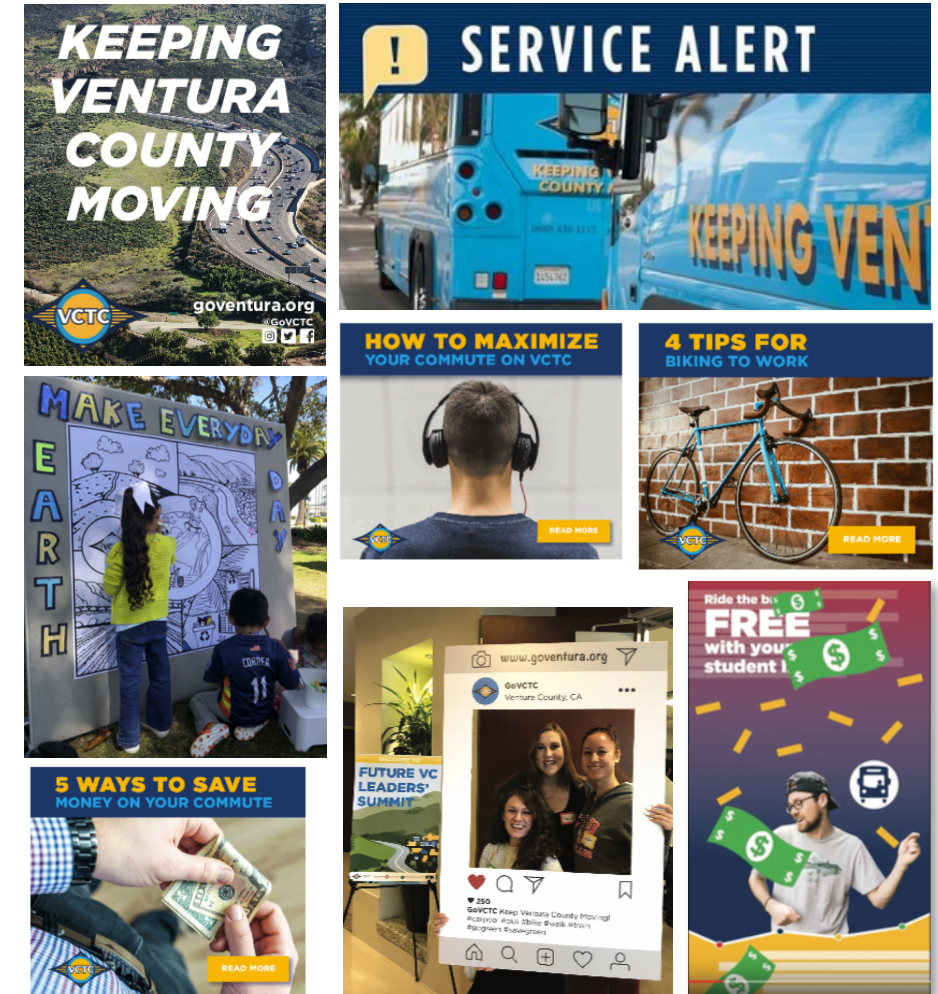






# For greater efficiency, a core strategy is transitioning to more digital outreach

- We have gone way beyond simple posts on social media
- Navigate complicated digital platforms to reach specific audiences
- Pair traditional and digital outreach to be successful
- Results have been significant and ALL are trackable





# Smart digital takes time

## PAST



Step 1: Upload photo



Step 2: Write a description

## PRESENT



Step 1: Decide on goal



Step 2: Assess past performance



Step 3: Select several audiences

- Demographic (language, age, zip, employer)
- Interests (politics, biking)
- Behavior (commuter, preferred platform, device)
- Connections (followers, non-followers, interested in an event)
- Retargeting (visited site, participated last year)



Step 4: Build Media Plan outlining spend, platform, length



Step 5: Build Implementation Plan mapping out targeting



Step 6: Develop creative & copy customized for each audience



Step 7: Implement into each platform & launch



Step 8: Test & adjust based on performance



Step 9: Report



Step 10: Repeat





# Smart targeted digital communications reaches 16X organic audience

96,000 vs. 6,000

Ventura County Transportation Commission

College students in Ventura County can ride the bus for free during the 2018-2019 school year. Use your student ID for a free bus ride, any time! Valid on all local bus lines.

**Free with a student ID from:**  
Ventura College  
Oxnard College  
Moorpark College  
CSUCI  
Cal Lutheran University

96,535 People Reached 7,279 Engagements

428 96 Comments 636 Shares

Like Comment Share

Paid

Ventura County Transportation Commission

College Students -- We wish you a great academic year. Remember, you can ride the bus for free anywhere, anytime. By riding, you will help the environment by reducing auto emissions. Plus, you can bring your bike aboard all buses. CSU-Channel Islands Ventura County Community College District Ventura College Oxnard College Moorpark College Cal-Lutheran

**Free with a student ID from:**  
Ventura College  
Oxnard College  
Moorpark College  
CSUCI  
Cal Lutheran University

6,275 People Reached 492 Engagements

33 1 Comment 45 Shares

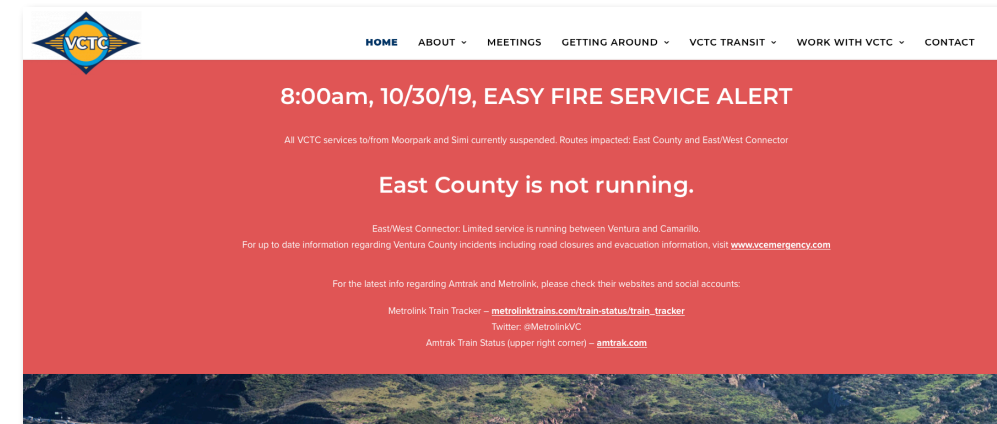
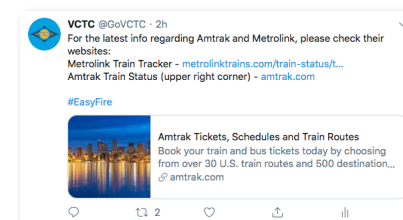
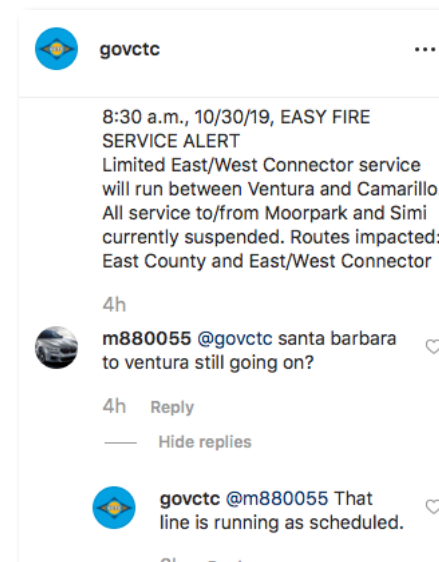
Like Comment Share

Organic



# Pushing vital real-time updates during emergencies

- Updates to website and social media round-the-clock
- Important safety info and rapid responses to questions





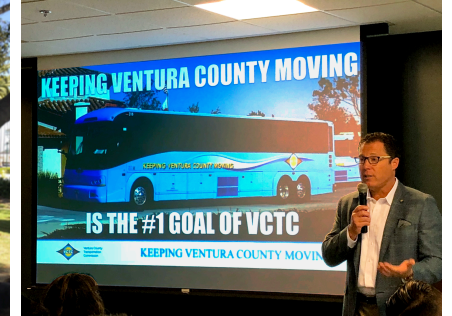
A photograph of a community outreach event. In the foreground, a group of young people are gathered around a table. A woman is sitting at the table, and a large wheel of fortune is visible. In the background, there are other tents and people. A red banner for 'FACE PAINTING' and 'GLITTER TATTOOS' is visible. The text 'Community Outreach, Youth, and Events' is overlaid in the center.

## Community Outreach, Youth, and Events



# Participated in multiple community events

- Ventura County Fair
- Student Summit
- Earth Day events
- Ventura County Housing Conference
- Santa to the Sea
- Mobility 21
- Ventura County Leadership Academy
- Ventura County Civic Alliance

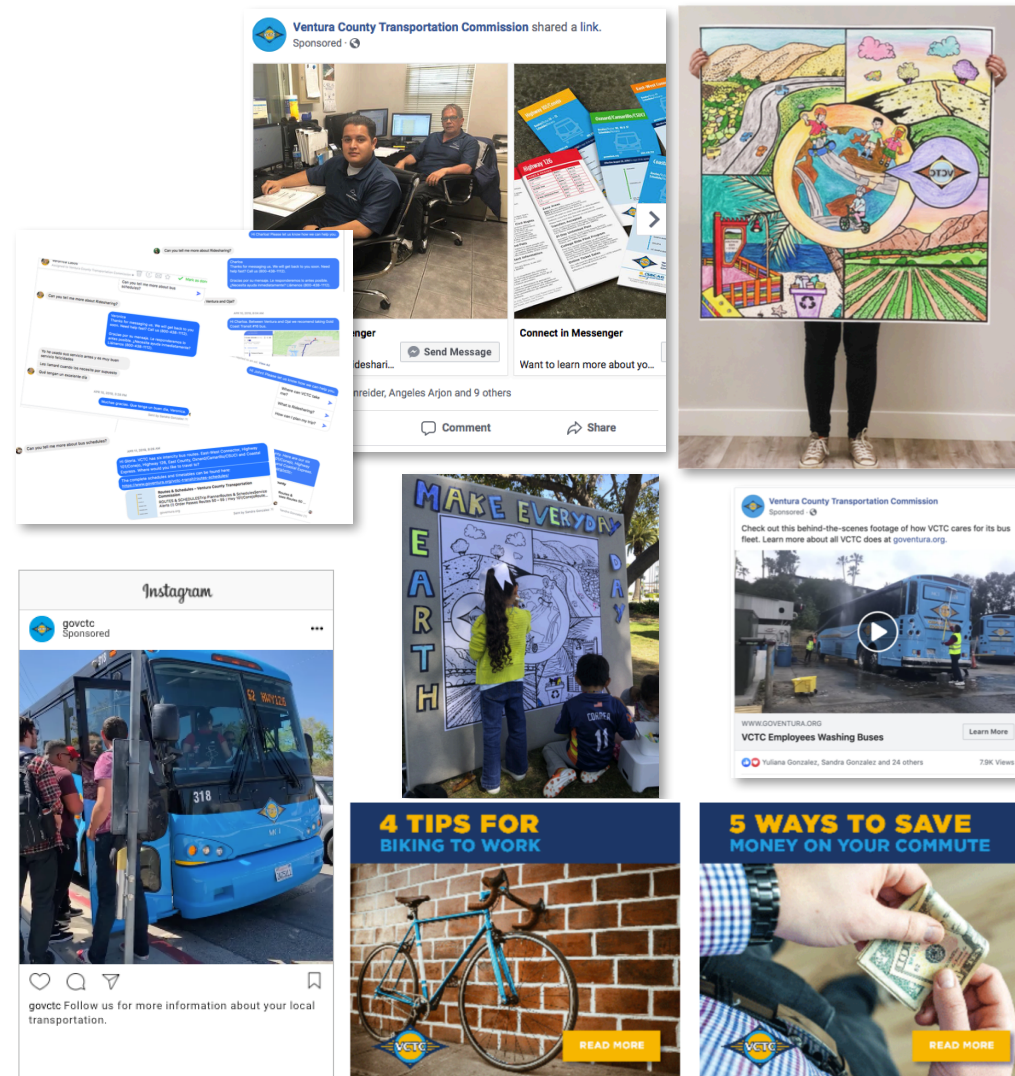






# Conducted extensive community and digital outreach campaign with multiple touchpoints

- Online and in-the-field
- Spanish and English
- Followers up 31%
- Reached 15x digital population



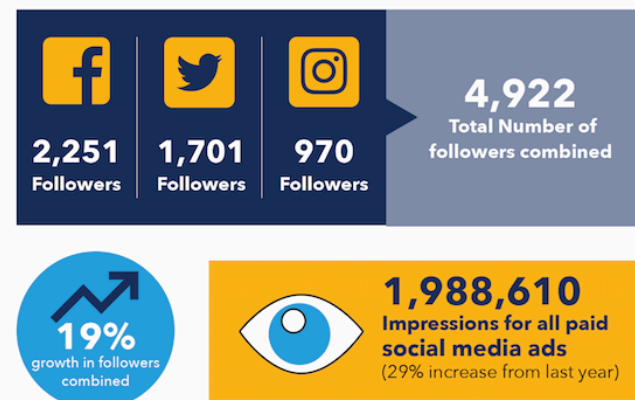


# Dramatically increased our reach

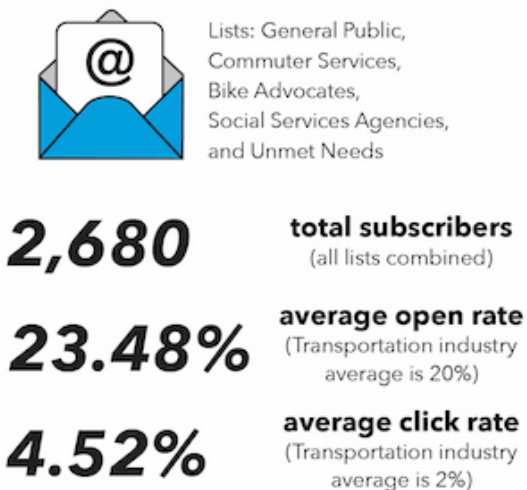
## MEDIA RELATIONS



## SOCIAL MEDIA



## EMAIL





# How we're engaging audiences in 19/20

- Outreach Engagement Campaign
- Overview Brochure
- Boys & Girls Club Art Contest
- Events (Earth Day, Fair, Banana Festival)
- Sponsorships (Housing Conference, Santa to the Sea, Business Outlook)
- VCTC "Stories" Campaign





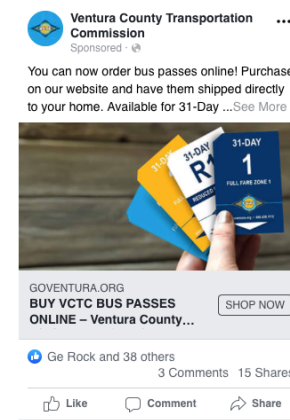
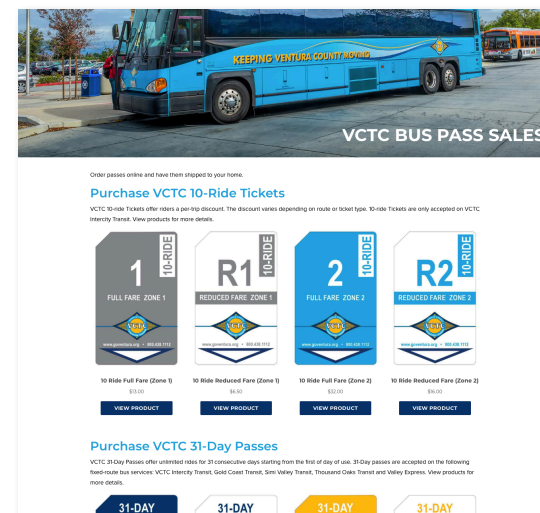
# Intercity Transit





# Reached current and new Intercity Transit riders

- Shopify Launch
- Evergreen promotion featured popular routes to drive online sales
- \$30k in online sales during campaign

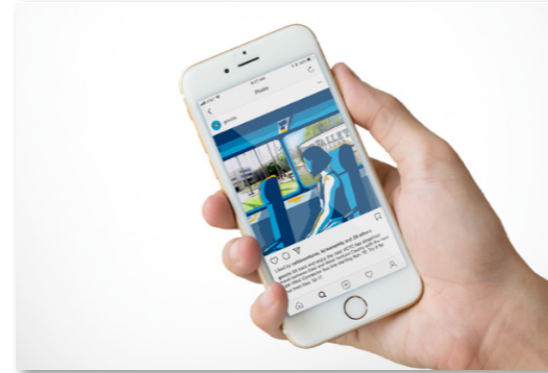






# How we're communicating with riders in 19/20

- Schedule changes
- Fare increase
- Courtesy campaign
- East-West Connector
- Online Pass Purchases



**ORDER YOUR  
VCTC BUS  
PASS ONLINE**

**Order Now**



Ventura County  
Transportation  
Commission



# Regional Transit

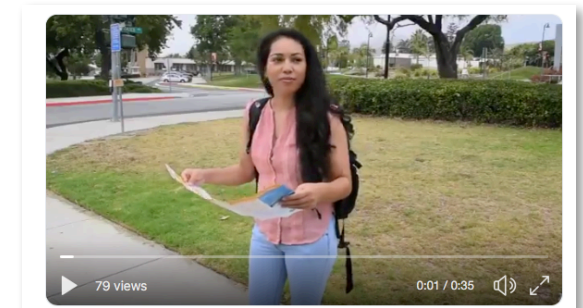
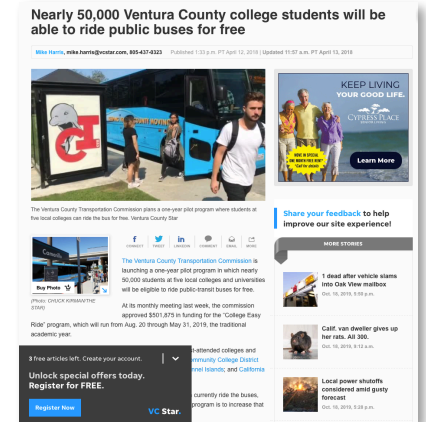
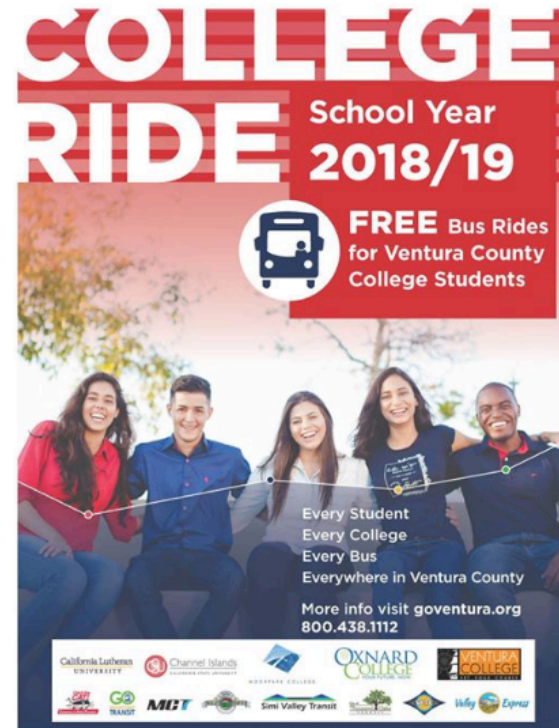
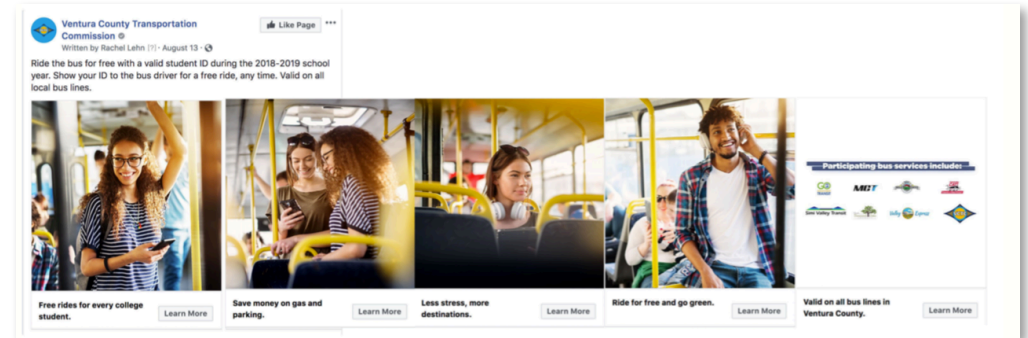






# Connected with college students on their preferred platforms

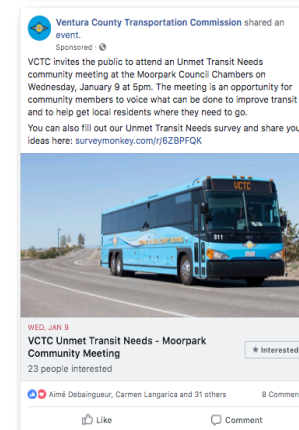
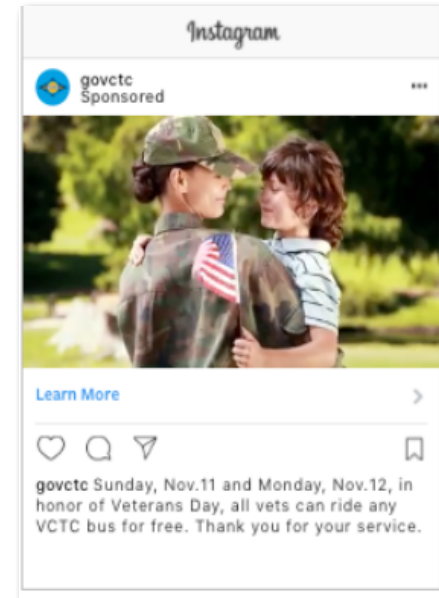
- YouTube, Snapchat, Instagram
- Positive reception in media
- Content viewed 377,261x online





# Targeted important messages to specific groups

- Social media, media relations, advertising, partner outreach, email outreach
- Unmet Transit Needs
- Veterans
- Spanish and English targeting



## UNMET TRANSIT NEEDS PUBLIC MEETINGS

Section 99401.5 of the California Public Utilities Code requires that at least one public hearing be held each year to receive testimony on whether there are areas in Ventura County with unmet transit needs which can be reasonably met through any of the following: expansion of existing transportation systems, establishing new systems, or contracting for service from common carriers and others, as provided by the Transportation Development Act of 1971 (as amended). Such a determination must be made before the Ventura County Transportation Commission (VCTC) can allocate Transportation Development Act monies in Fiscal Year 2019/2020 for purposes other than transit. This determination will be made following a review of local and regional plans and the testimony received at the public hearing.

**LOCATIONS AND TIMES**

**Community Meetings**

Wednesday, Jan. 9 at 5 pm  
Moorpark Council Chambers  
Citrus Room  
799 Moorpark Ave.  
Moorpark, CA 93021

Wednesday, Jan. 16 at 4 pm  
Camarillo Council Chambers  
601 Carmen Drive  
Camarillo, CA 93010

Thursday, Jan. 24 at 5 pm  
Santa Paula Blanchard Library  
Meeting Room 2  
119 N. 8th St.  
Santa Paula, CA 93060

Tuesday, Jan. 29 at 5 pm  
Thousand Oaks City Hall  
Board Room  
2100 Thousand Oaks Blvd.  
Thousand Oaks, CA 91322

Wednesday, Feb. 6 at 5 pm  
Fillmore Active Adult Center  
133 Santa Clara St.  
Fillmore, CA 93015

**Public Hearing**

Friday, Feb. 1 at 9 am  
Camarillo Council Chambers  
601 Carmen Drive  
Camarillo, CA 93010

For information on public transit service to meeting venues, visit [goventura.org](http://goventura.org)

## SHARE YOUR THOUGHTS

**CAN'T MAKE THE MEETINGS?**

You can submit written comments through our online Unmet Transit Needs survey.

[surveymonkey.com/r/6ZBPFQK](https://surveymonkey.com/r/6ZBPFQK) (English)  
[surveymonkey.com/r/ZY7PBPT](https://surveymonkey.com/r/ZY7PBPT) (Spanish)

Or send written comments directly to:

Claire Grasty  
Ventura County Transportation Commission  
950 County Square Drive, Ste. 207  
Ventura, CA 93003  
[cgrasty@goventura.org](mailto:cgrasty@goventura.org) or at 800-438-1112

*Written public comments will be collected until February 11, 2019.*

## VOICE YOUR OPINIONS



## VETERANS RIDE FREE ON VETERANS DAY

## LOS VETERANOS VIAJAN GRATIS EL DÍA DE LOS VETERANOS

To thank local veterans for their service, Ventura County's transit operators will offer free rides on Nov. 11 & 12.

Para agradecer a los veteranos locales por su servicio, los operadores de tránsito del Condado de Ventura ofrecerán paseos gratuitos el 11 y 12 de nov.

> Camarillo Area Transit	> Simi Valley Transit
> CONNECT Intercity*	> Thousand Oaks Transit
> GOLD Coast Transit*	> Valley Express
> Moorpark Transit*	> VCTC Intercity Transit
> Ojai Trolley	

\*Simi Valley Transit and Thousand Oaks Transit do not operate on Sundays.  
\*Thousand Oaks Transit only (on Dial-A-Bike).  
To board a bus, simply show your valid ID to the bus driver.  
\*To board the trolley, simply show your valid ID to the trolley driver.

\*Simi Valley Transit and Thousand Oaks Transit do not operate on Sundays.  
\*Thousand Oaks Transit only (on Dial-A-Bike).  
Para abordar el autobús, simplemente muestre su identificación válida al conductor del autobús.  
Para abordar el trolley, simplemente muestre su identificación válida al conductor del trolley.

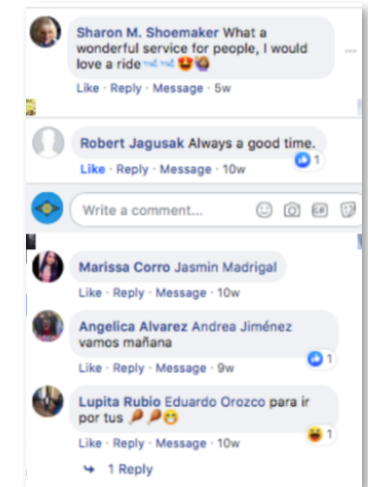
Ventura County Transportation Commission  
800-438-1112  
@GovVCTC





# Promoted local destinations

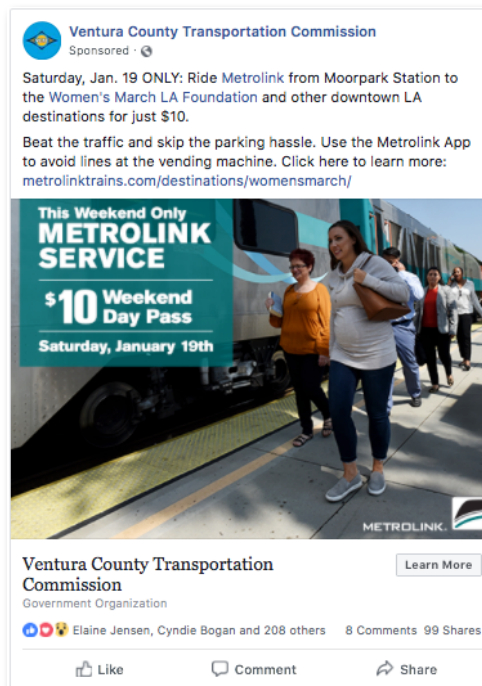
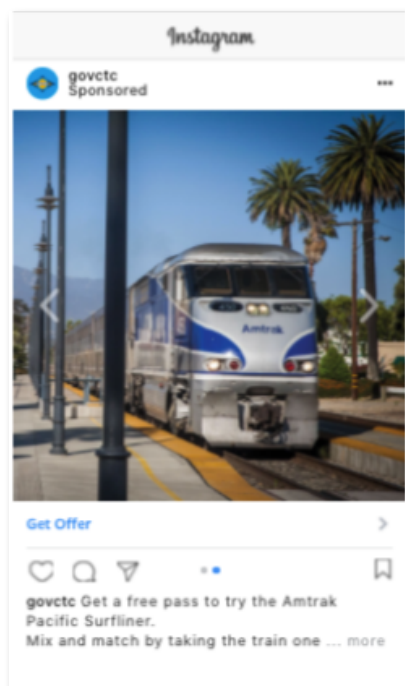
- Informed riders about transit-accessible destinations and events
- Well-received by the public
- Goodwill amongst transit partners and event organizers
- Followers increased by 5% and counting





# Notified public about regional transit opportunities

- Pacific Surfliner and Metrolink Saturday Service
- Promoted county-wide and to specialty groups



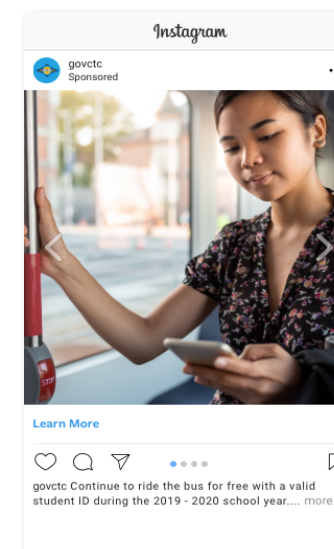
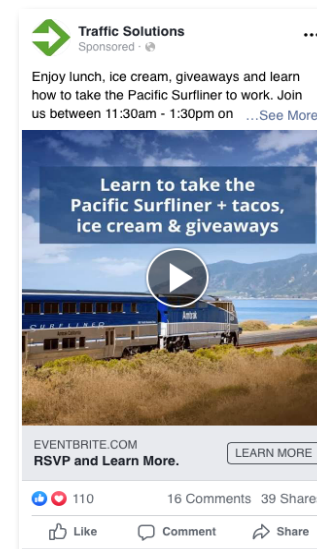
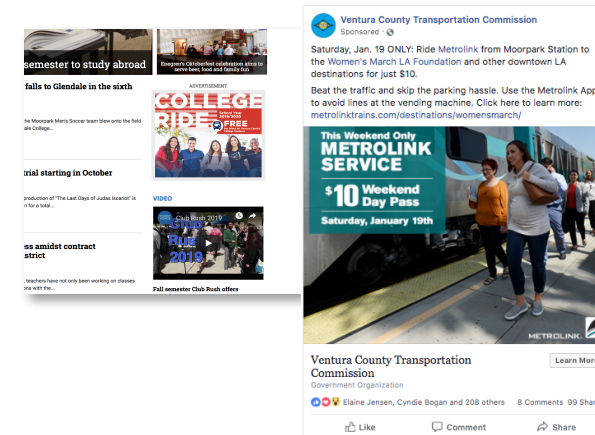




# How we're promoting regional transit in 19/20

- College Ride (Phase 2)\*
- Metrolink Saturday Service\*
- Pacific Surfliner Support\*
- Promotions both county-wide and to specialty groups

\*Supported by budget increase approved by Commission in September





331

MCI

VCTC

Rideshare

150-336





# Delivered successful bike and rideshare outreach

- Rideshare Week 2018 was our most successful yet (674 pledges)
- 27% increase in participation
- Partnered with local Chambers
- Connected with thousands of bike advocates and commuters
- Spanish and English

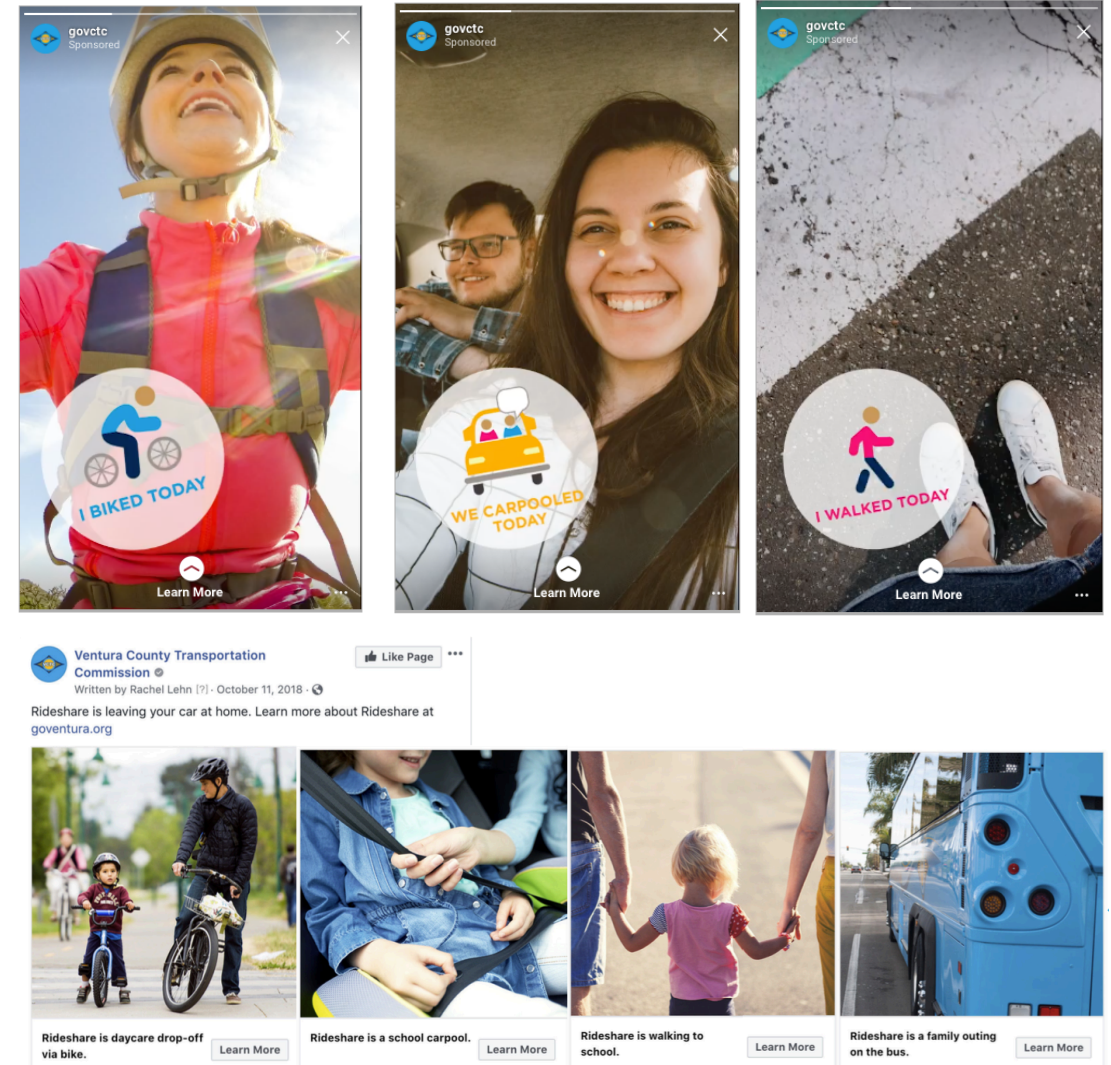






# Maintained a constant community presence

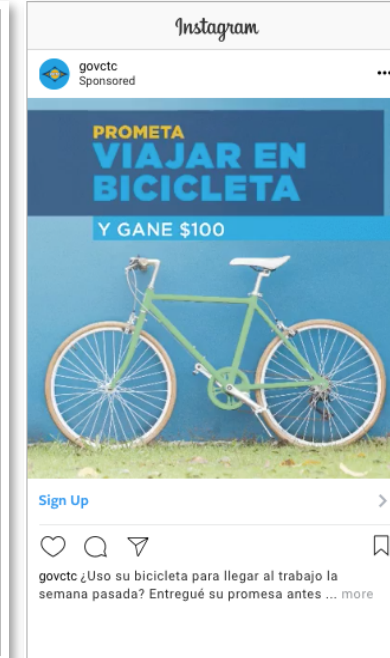
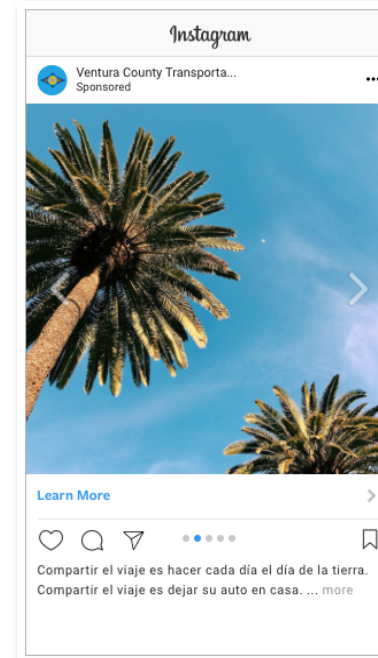
- “Evergreen” (i.e. always on) campaign, with fresh content
- Custom content reaches specific demographic audiences
- More VCTC impressions than ever before





# How we're encouraging alternative commutes in 19/20

- Rideshare Week
- Evergreen rideshare promotion
- Bike to Work Week
- Earth Day events





# VCTC Outreach Update Questions?

