

# Valley Express Outreach Efforts

## July - December 2020



### Comeback Promotion: Community Support and Reminders About Essential Trips

Valley Express partnered with VCTC on a regional promotion effort to remind riders that our services are available for essential trips. The promotion also highlighted the cleaning and sanitizing efforts Valley Express has maintained for the safety of its riders and drivers. The promotion was shared in English and Spanish.

**Valley Express**  
Sponsored · 🌐

Along with our regional transportation providers, we're taking measures to keep our riders and drivers safe. We look forward to the day we welcome you aboard. We're ready when you are.



You, Judy McLaughlin and Yasuko Yanagi

Like Comment Share

#### English results:

Reach: 1,928  
 Impressions: 3,272  
 Average Play Time: 12 seconds  
 Spend: \$50

**Valley Express**  
Sponsored · 🌐

Junto con nuestros proveedores de transporte regionales, estamos tomando medidas para mantener seguros a nuestros pasajeros y conductores. Esperamos con ansias el día en que lo recibamos a bordo. Listos cuando usted lo este.



Koni Martinez and 4 others 1 Share

Like Comment Share

#### Spanish results:

Reach: 3,083  
 Impressions: 4,016  
 Average Play Time: 10 seconds  
 Spend: \$50

### Tables on Main Street

Valley Express partnered with the City of Santa Paula to promote Tables on Main Street. The community effort has helped local businesses continue to keep their doors open. This promotion reminded Heritage Valley residents that everyone's support will make tremendous strides to keep our cities thriving.

**Valley Express**  
Sponsored · 🌐

Tables on Main Street is happening now! Support small businesses here in the Heritage Valley. We can help keep our community afloat with some small, but incredible helpful measures.



159 9 Comments 17 Shares

Like Comment Share

#### English/Spanish Results:

Engagements: 501  
 Reach: 4,754  
 Impressions: 8,758  
 Spend: \$50

### Unmet Transit Needs

The Unmet Transit Needs promotion strategically targeted English and Spanish speakers to share comments on their transit needs in the Heritage Valley. The promotion garnered 150 link clicks to a page with information on meetings and the survey link on VCTC's site.

**Valley Express**  
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Is local public transit meeting your needs? Fill out our regional partner's Unmet Transit Needs survey and tell us your ideas for improving bus and Dial-A-Ride service in the Heritage Valley. More info: [goventura.org/unmet-needs](http://goventura.org/unmet-needs)



GOVENTURA.ORG

**Unmet Needs – Ventura County Transportation Commission** Learn More

21 10 Comments 3 Shares

Like Comment Share

#### English/Spanish Results:

Link clicks: 150  
 Reach: 9,150  
 Impressions: 15,169  
 Spend: \$150

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## Organic Social Media

Valley Express Bus & Dial-A-Ride continues to make efforts to promote essential trips on fixed service and dial-a-ride trips. We have also shared information with riders about the boarding process and the need for all riders to wear a mask or face covering, and if riders don't have one, one would be provided. Weekly posts showing the buses being cleaned and sanitized have also been shared.

Valley Express also shared service updates during the Cornell Fire in December to alert riders of the suspension of trips. Post information was shared over 12 times to local residents and organizations.

Other types of posts include promotion of Tables on Main Street, promotion of local public places people can visit and ways to support local business in the Heritage Valley.

**Valley Express**  
Published by Sandra Gonzalez · December 22, 2020

Take the family to visit Santa Paula's art alley. Enjoy one-of-a-kind murals painted by local artists.

70 People Reached      7 Engagements      [Boost Post](#)

3 Likes      1 Comment      12 Shares

Like      Comment      Share

Comment as Valley Express

**Valley Express**  
Published by Sandra Gonzalez · December 7, 2020

RIDER ALERT: Valley Express bus service is currently suspended due to the Cornell Fire. For more information contact reservations at 805.933.2267 or the [Ventura County Transportation Commission's](#) regional call center at 800.438.1112. Visit [vcemergency.com](#) for the latest incident information.

3,340 People Reached      169 Engagements      [Boost Post](#)

3 Likes      1 Comment      12 Shares

Like      Comment      Share

Most Relevant

Comment as Valley Express

View 1 comment

**Valley Express**  
Published by Sandra Gonzalez · November 30, 2020

We're proud to serve the Heritage Valley. Find out more about our transit services at [valleyexpressbus.org](#)

94 People Reached      4 Engagements      [Boost Post](#)

2 Likes      1 Share

Like      Comment      Share

Comment as Valley Express

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**Valley Express**  
Published by Sandra Gonzalez · October 22, 2020

Do you live in Piru, Fillmore, or Santa Paula and need to schedule a trip to the grocery store? Call 805.933.2267 to reserve your seat.

349 People Reached    27 Engagements    [Boost Post](#)

6    7 Shares

Like    Comment    Share

Comment as Valley Express

**Valley Express**  
Published by Sandra Gonzalez · October 26, 2020

Valley Express is here for essential trips. A mask or face covering is required while onboard. Thank you for riding safely.

75 People Reached    6 Engagements    [Boost Post](#)

5

Like    Comment    Share

Comment as Valley Express

**Valley Express**  
Published by Sandra Gonzalez · November 13, 2020

We're proud to serve the Heritage Valley. Find out more about our transit services at [valleyexpressbus.org](http://valleyexpressbus.org)

124 People Reached    13 Engagements    [Boost Post](#)

5    3 Shares

Like    Comment    Share

Comment as Valley Express

**Valley Express**  
Published by Sandra Gonzalez · November 18, 2020

For everyone's safety, our drivers get off the bus before riders exit. This allows for social distancing.

57 People Reached    3 Engagements    [Boost Post](#)

3

Like    Comment    Share

Comment as Valley Express

**Valley Express**  
Published by Sandra Gonzalez · September 2, 2020

Cleanliness and safety are our top priorities. That's why you'll find us sanitizing all high touch surfaces onboard consistently.

149 People Reached    18 Engagements    [Boost Post](#)

10    2 Shares

Like    Comment    Share

Comment as Valley Express

## Glossary

**Clicks:** The number of times that someone interacted with an ad either through clicking on the website, expanding on the ad, or engaging with the advertisement.

**Reach:** The number of people reached in a campaign. This is the number of unique individuals who saw your ad or post. Paid ads have higher reach than organic posts.

**Impressions:** The number of times your content is displayed to a user.

**Engagement:** The number of times your post is liked, shared or users have left comments.