# Valley Express Outreach Efforts July - December 2020

Valley 🖁

#### **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

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 1 Like  $\square$ Share

### **English results:**

Reach: 1,928 Impressions: 3,272 Average Play Time: 12 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.

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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.



CO 159 9 Comments 17 Shares n Like C 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.



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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



Unmet Needs – Ver Transportation Cor		Learn More
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#### **English/Spanish Results:**

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





Koni Martinez and 4 others

Spanish results:

Impressions: 4,016

Reach: 3,083

Spend: \$50

Comment

Average Play Time: 10 seconds

C Like

1 Share

⇔ Share

Junto con nuestros proveedores de transporte

que lo recibamos a bordo. Listos cuando usted

regionales, estamos tomando medidas para

mantener seguros a nuestros pasajeros y conductores. Esperamos con ansias el día en

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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.

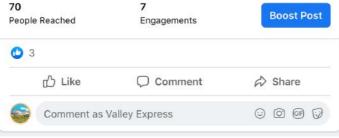
Valley Express also shared service updates during the Cornell Fire in December to alert riders of the suspension of trips. Post information was shared over 12 times to local residents and organizations.

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.







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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.



# **SERVICE ALERT**

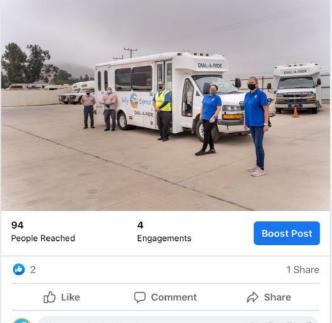
3,340 People	Reached	169 Engagements	Boost Post
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9	Comment as Valley Express		0000
View 1	1 comment		



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Published by Sandra Gonzalez @ · November 30, 2020 · ③

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



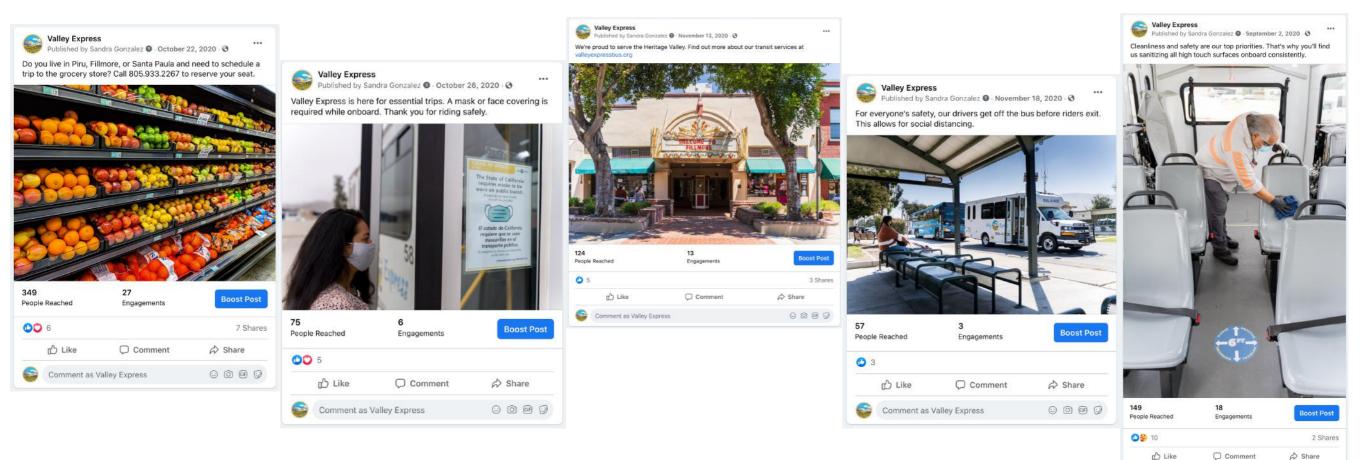
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Comment as Valley Express



### 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.