



# VCTC OUTREACH

**2021-Present**  
**Prepared by Darrin Peschka, VCTC program manager,**  
**and Celtis Ventures**



Ventura County  
Transportation  
Commission





# THE STATE OF THE INDUSTRY

VCTC RISES TO MEET CHALLENGES



## INDUSTRY TREND

## WHAT WE'RE DOING

Low Ridership	Half Fares, Route Promotion
Health and Safety	APTA Health and Safety Commitments
Customer Experience	Mobile-friendly, Social Engagement, Unmet Transit Needs
Increase in Remote Work	Telework Webinar
New Commute Patterns	Map Promotion
Spanish-Speaker Growth	Investment in Spanish Media
Increase in Bike Ridership	Bike Safety Campaign
Economic (ex Gas Prices)	Half Fare, College Ride



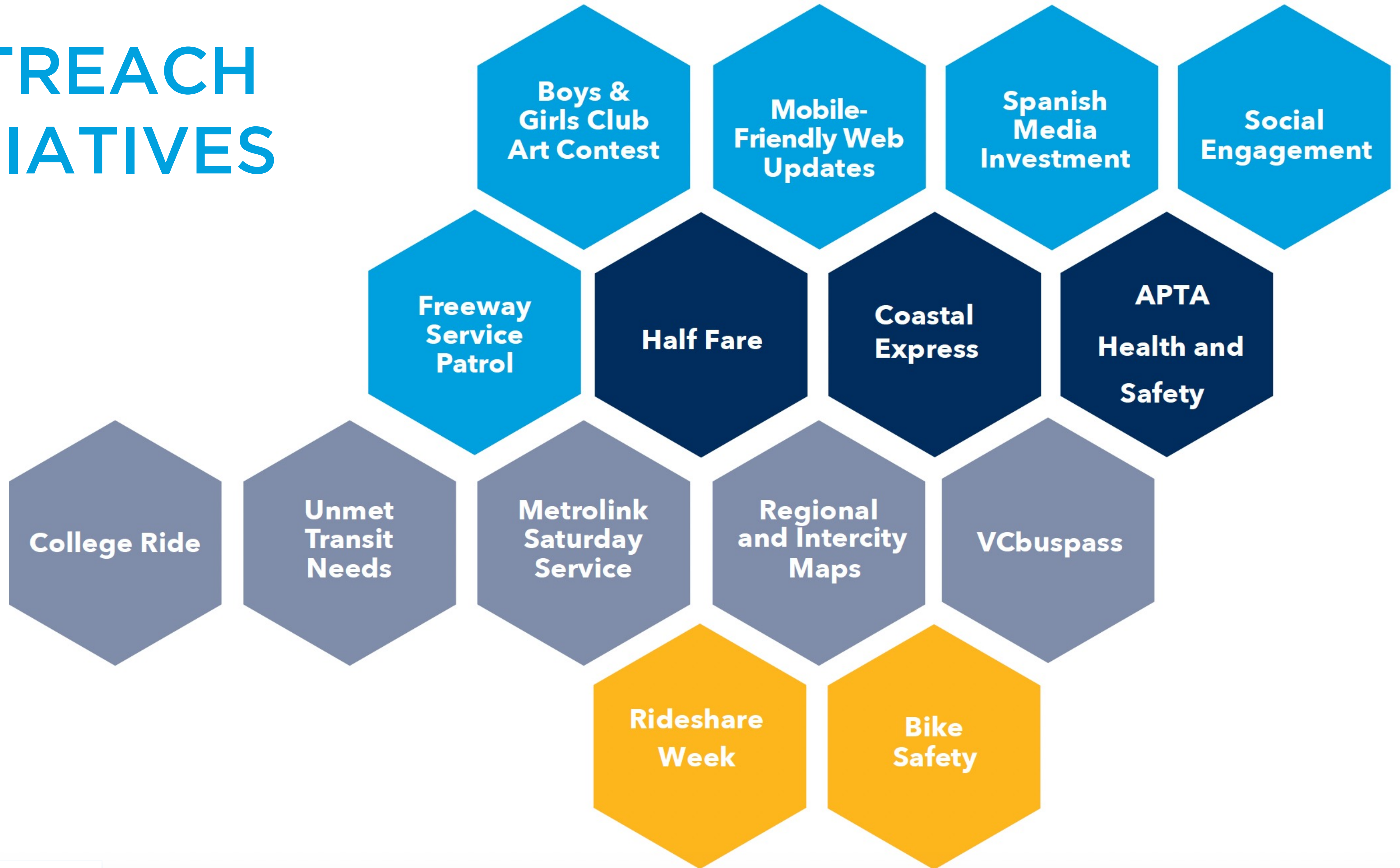
# WHAT WE'VE DONE

HOW VCTC HAS RAISED AWARENESS IN VENTURA COUNTY





# OUTREACH INITIATIVES







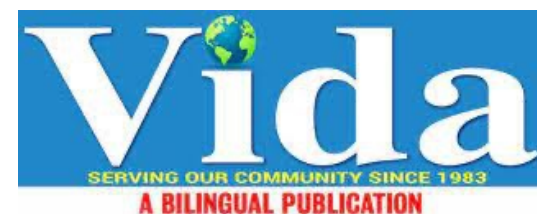
# GENERAL COMMUNICATIONS

COMMUNITY ENGAGEMENT WITH VENTURA COUNTY



# WHERE VCTC IS SEEN IN THE COMMUNITY

- VCTC has regular visibility in the community in a wide variety of information sources, both digital and traditional
- Increased investment was made in the Spanish-speaking community (on par with English)
- Additional print collateral includes fliers and brochures aboard buses



¡Hay más ciclistas en las calles del condado de Ventura! Conductores: Dejen espacio para los ciclistas. No pasen demasiado cerca.

Conductores: dejen espacio para los ciclistas.



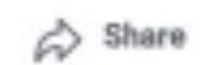
No pasen demasiado cerca.

GOVENTURA.ORG

Dejen espacio para los ciclistas.

LEARN MORE

Isaura Mejia a... 3 Comments 3 Shares





# CONNECTION WITH THE NEXT GENERATION



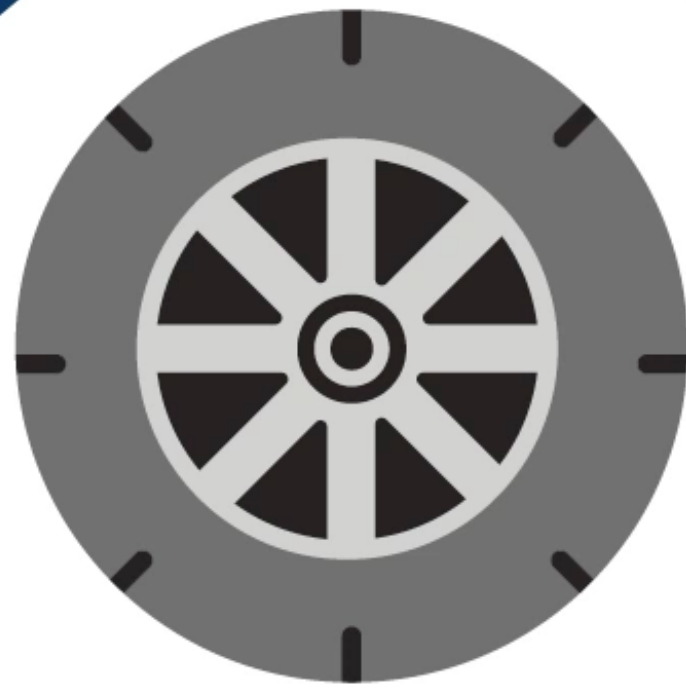
Boys & Girls Club of Santa Clara Valley - Serenity, Age 14



- Art contest continued throughout pandemic
- Encouraged artists to depict the places they'd go using VCTC Intercity
- Propelled strong partnership between VCTC and Boys & Girls Clubs of Ventura County
- Promotional campaign reached 64% more residents on social media



# Flat tire?



## FREEWAY SERVICE PATROL

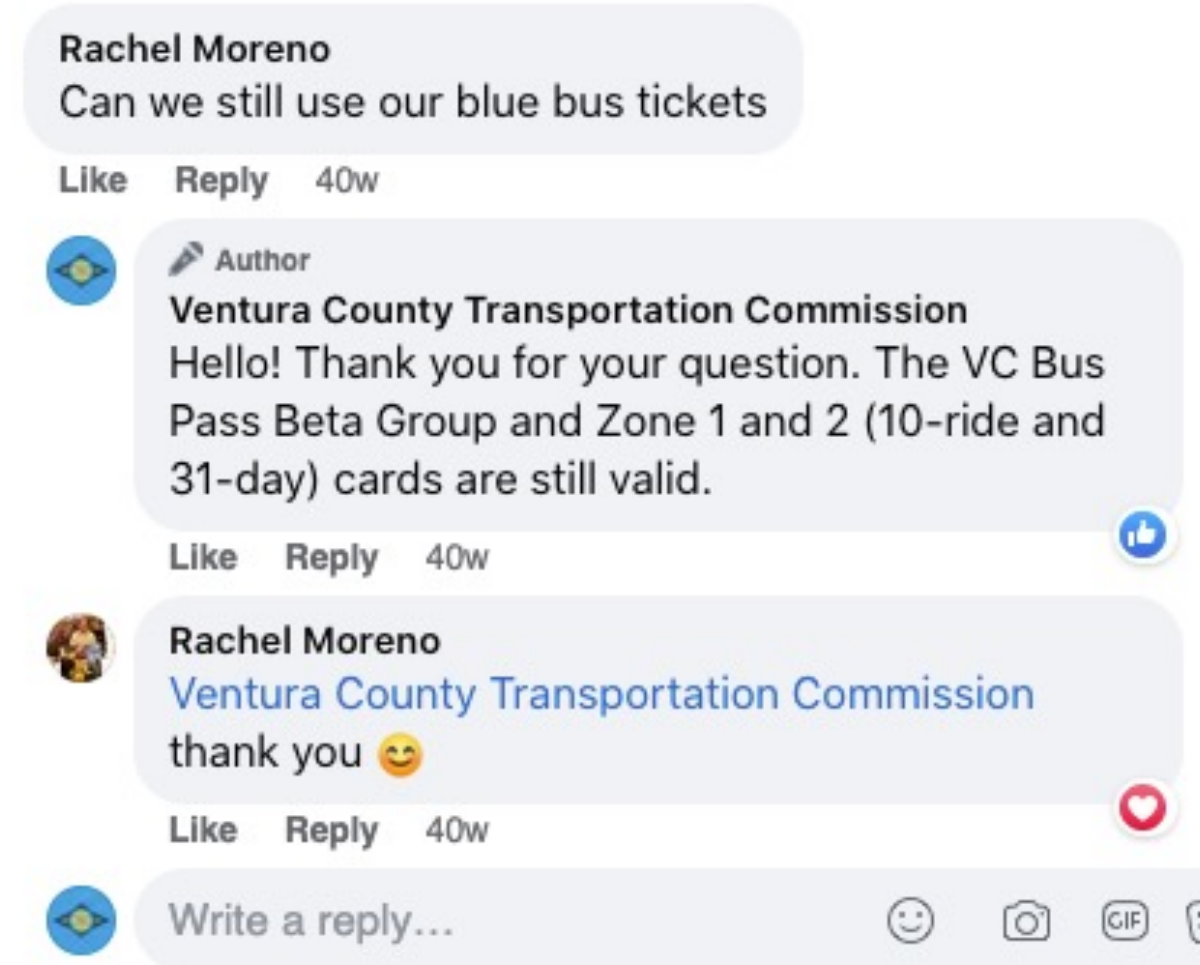
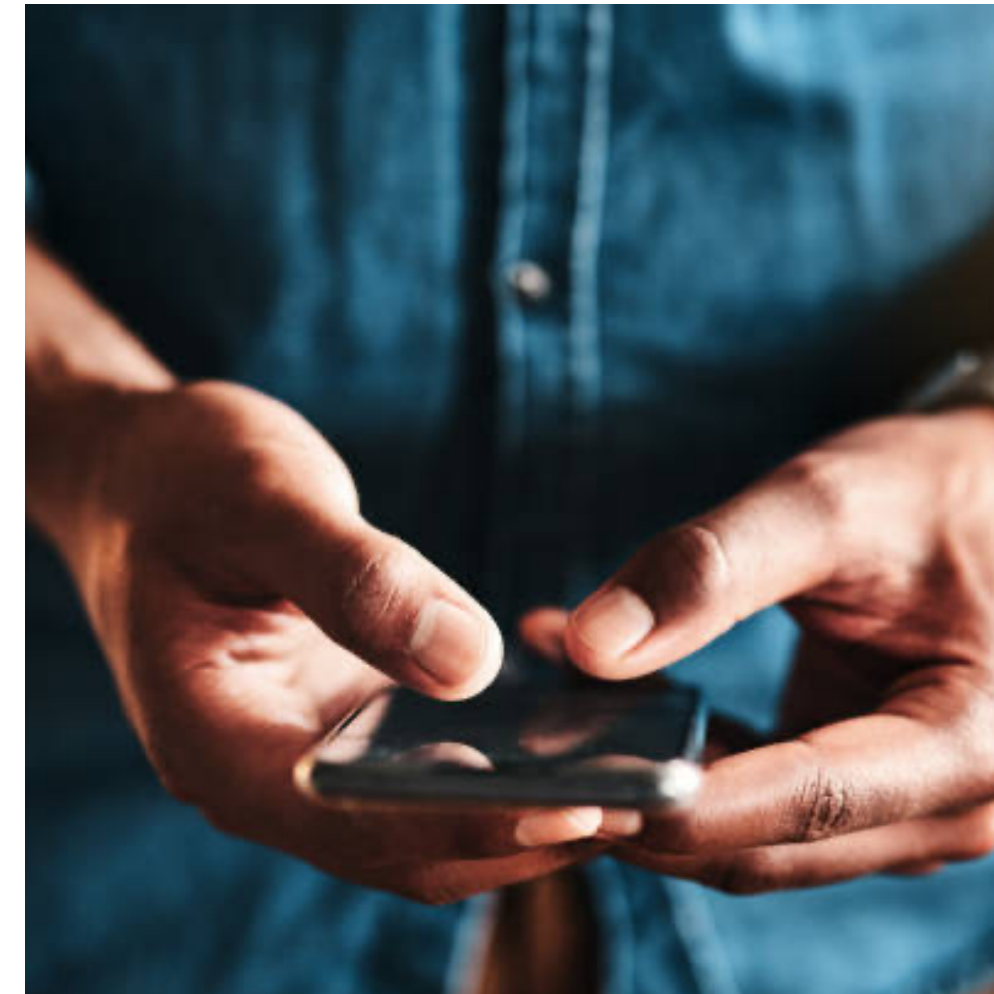
- Free roadside assistance program is a huge hit with residents
- Promoted with animated videos and brochure
- Reached nearly 100,000 Ventura County residents
- Successful launch assisted 1,439 vehicles in its first months of operation
- Garnered over 150,000 comments, shares, and likes on social media (most engaging\* campaign in last 5 years)

\*reactions, comments, shares, link clicks



# SOCIAL ENGAGEMENT

- Organic social media provides an important historical reference for projects in the county as well as a source for timely information
- VCTC continues to be ahead of the curve in the transit industry in handling comments
- Active presence on Twitter, Instagram, Facebook, and LinkedIn
- 1-1 engagement with riders, partners, and other stakeholders
- Quick response in Spanish and English
- Results in thousands of engagements per month





# INTERCITY TRANSIT

## CONNECTIONS IN A SEA OF CHANGE





# HEALTH AND SAFETY

- APTA Health and Safety Campaign informed returning and potential riders about Intercity's continued safety precautions
- Promotion prompted hundreds of new users on the landing page
- One tool used to help restore rider confidence







VCTC will be resuming fare collection activities on Intercity buses starting July 1, 2021. Per-trip fares are half off through December 31, 2021.



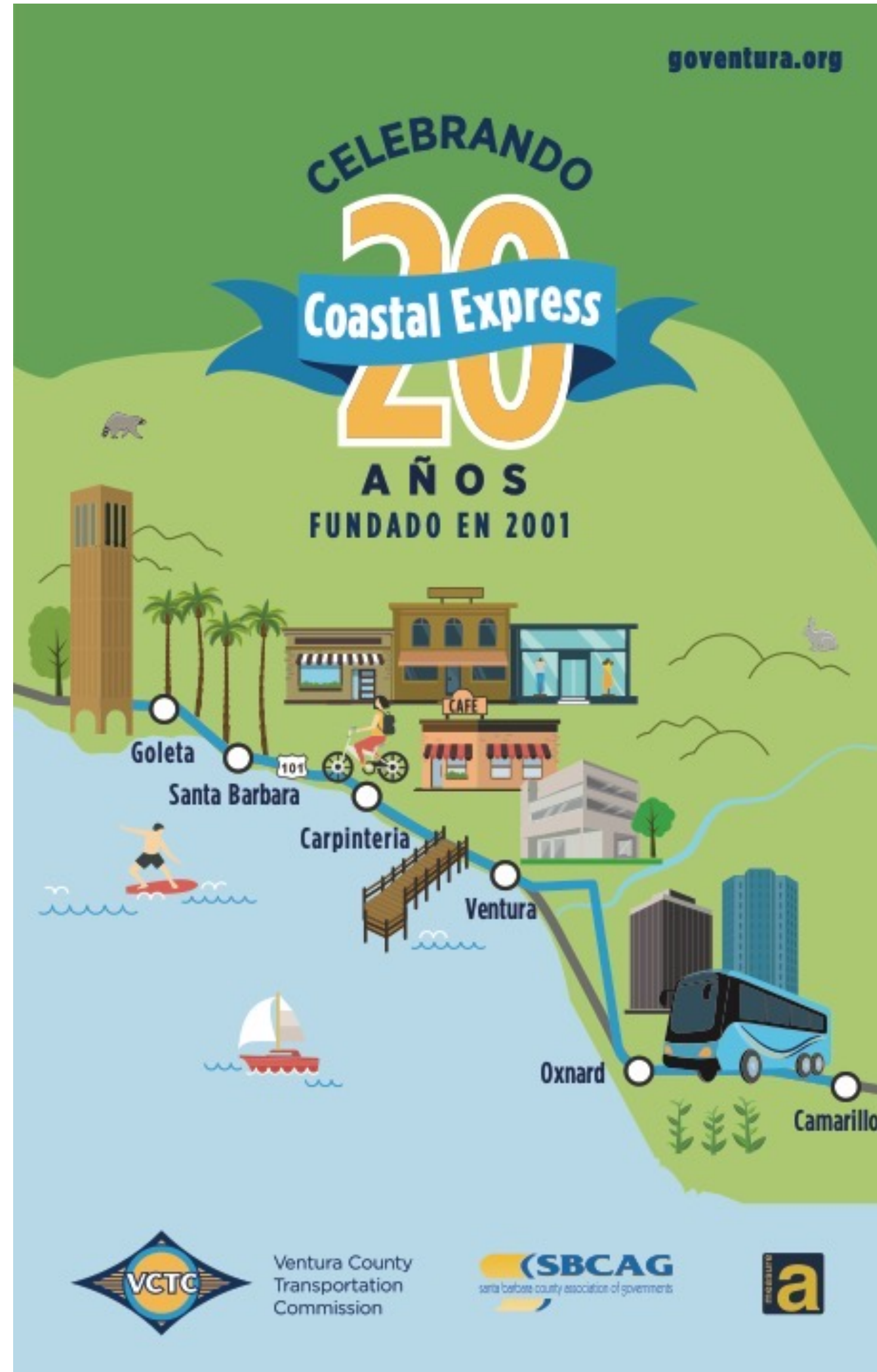
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[goventura.org](http://goventura.org) | 800.438.1112

# HALF FARE

- Campaign informed VCTC riders about discounted fares to ease the transition back to paid fares
- The message was viewed by VC residents over 215,731 times, informing them how VCTC is keeping people moving by providing economic relief





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# COASTAL EXPRESS

- Campaign celebrated the 20<sup>th</sup> anniversary of the Coastal Express service with a robust promotion in Ventura County and Santa Barbara County
- Partnership between VCTC and Santa Barbara County of Governments
- A social media campaign targeted people likely to ride
  - People who work at certain SB employers
  - Zip codes near all the bus stops along the US-101 highway corridor
- 23% increase in web traffic coming from Santa Barbara



# REGIONAL TRANSIT

## KEEPING VENTURA COUNTY MOVING





# VCBUSPASS



- Campaign to unify regional transit partners with messaging about the new contactless app and card
- Animated, smart-targeted digital creative paired with eye-catching traditional collateral and custom messaging to unify regional partners
- Snapchat drove more traffic to the site than any other social platform
- 25,000 likes, shares, comments, reactions on social media and over 640,000 views
- Over 50,000 fare transactions and counting





# COLLEGE RIDE

- Promotional collateral developed for colleges and operators to create a unified voice promoting free rides for college students
- The campaign had over a million views from college students as a result of colorful animated ads on Snapchat and Instagram
- The College Ride FAQ landing page was the most visited page on VCTC's website during the campaign (40% more traffic than other landing pages)



# METROLINK SATURDAY SERVICE

- Animated, smart-targeted digital creative and a full suite of traditional ads to promote long-awaited Metrolink Saturday Service
- Hundreds of positive social comments and shares from locals; more shares than any other VCTC campaign

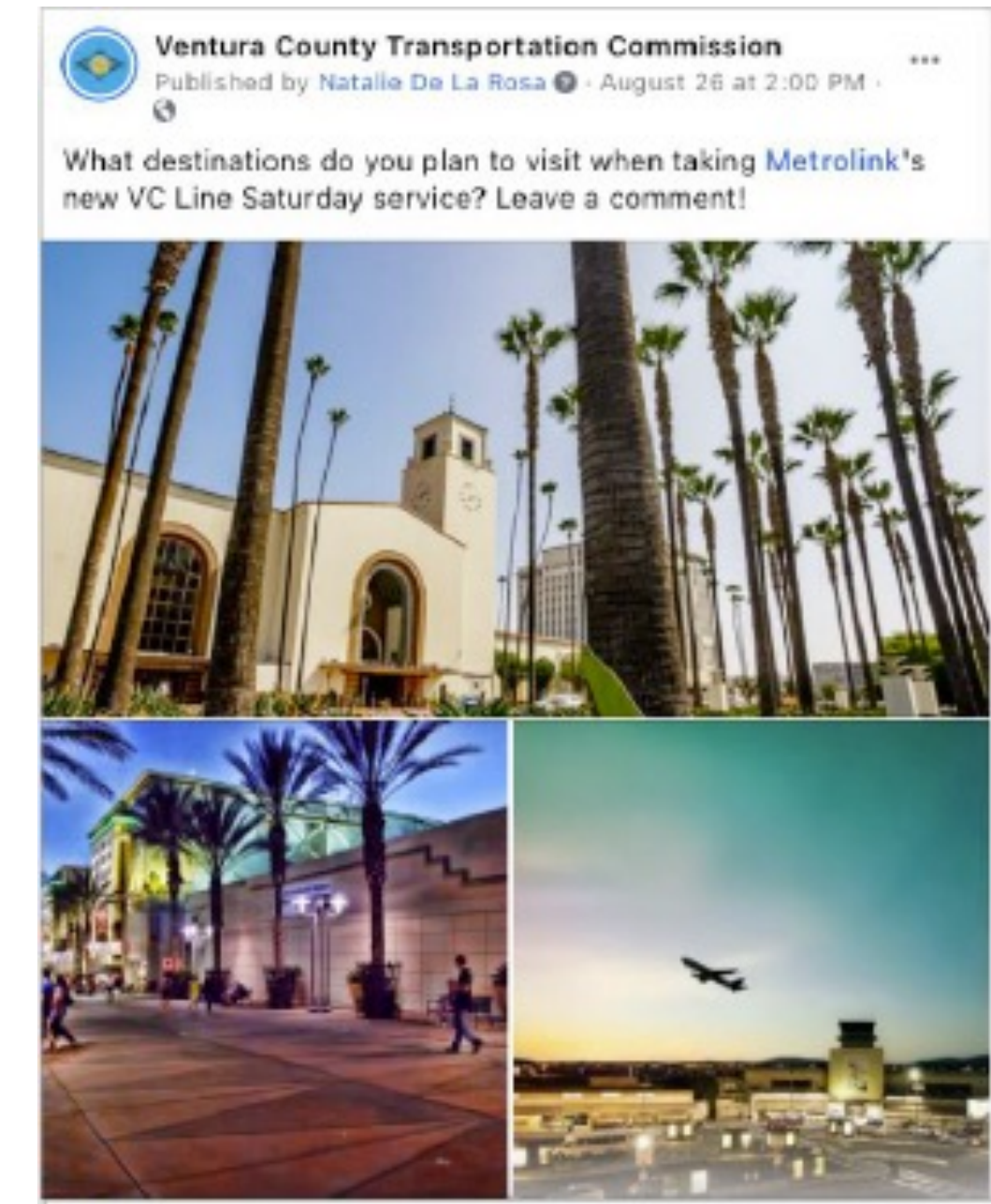


**¡Viaje en Metrolink los sábados con la línea del condado de Ventura!**  
Tome el tren al Centro de Los Ángeles y otros destinos.

Ahora saliendo de Ventura, Oxnard, Camarillo, Moorpark y Simi Valley.




[goventura.org/metrolink](http://goventura.org/metrolink)



Ventura County Transportation Commission  
Published by Natalie De La Rosa · August 26 at 2:00 PM · \*\*\*

What destinations do you plan to visit when taking Metrolink's new VC Line Saturday service? Leave a comment!



facebook

Name  
Sponsored

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Learn More

4 Comments · 1 Share

Like Comment Share



Explore Metrolink Saturday Service Destinations!

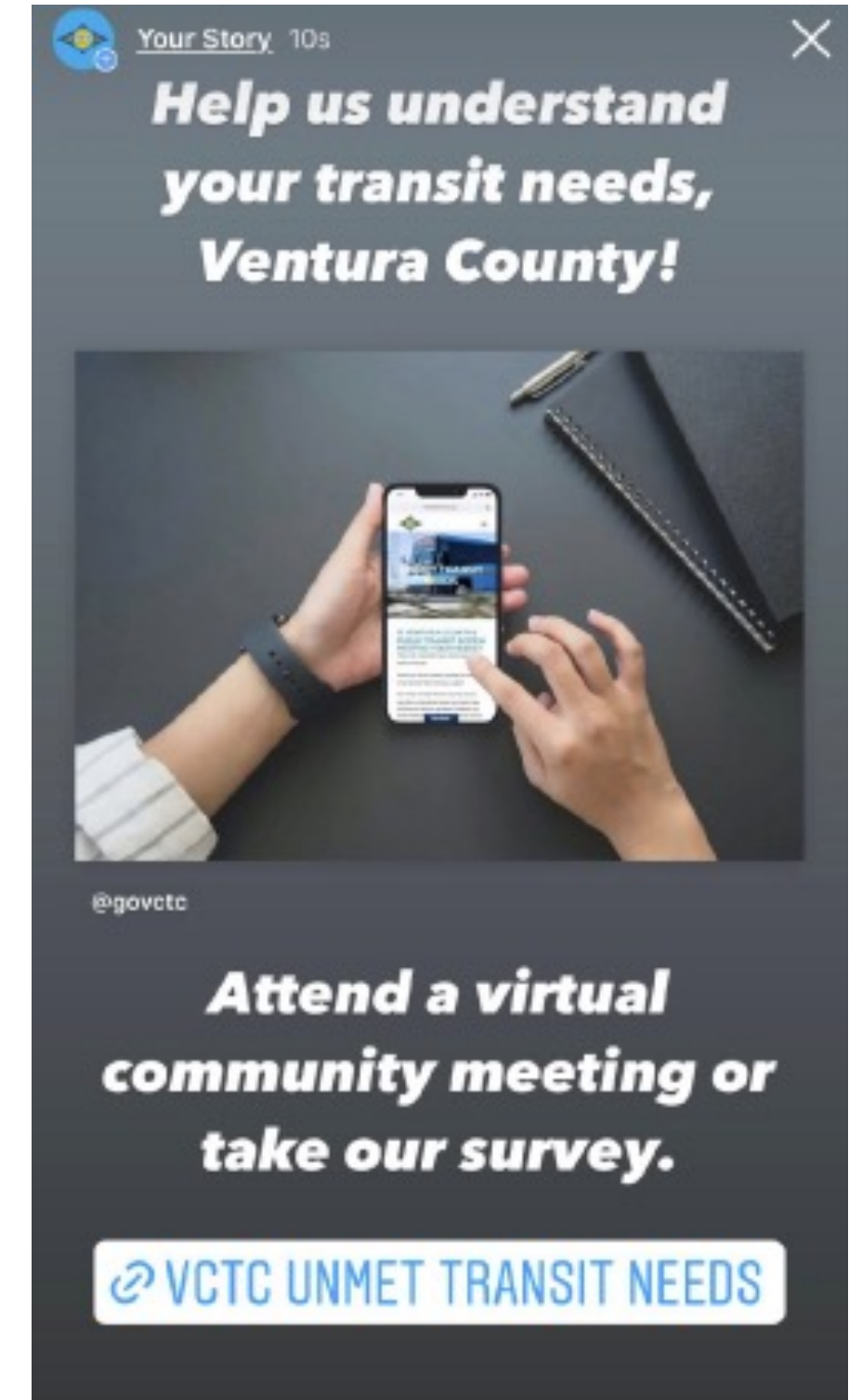
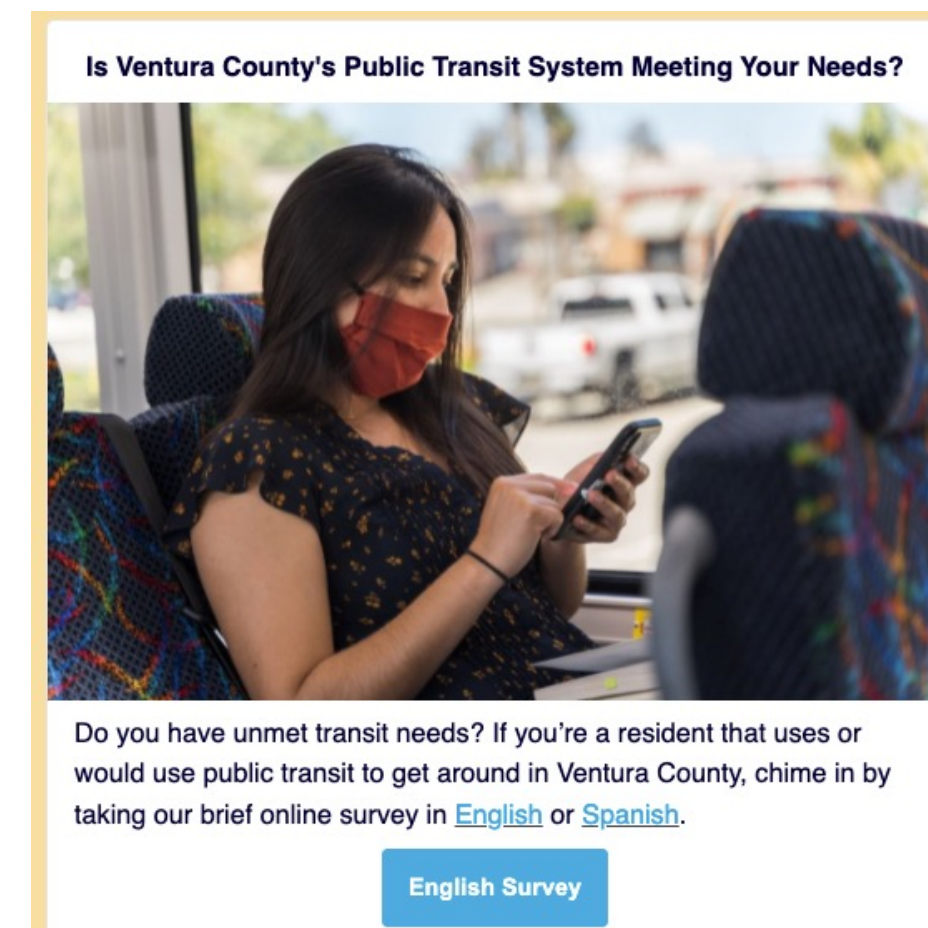


Skip Traffic and ride the train to enjoy DTLA



# UNMET TRANSIT NEEDS

- The Unmet Transit Needs campaign generated community members' comments and provided awareness of virtual community meetings for local transit needs
- Comments were collected through a survey and public meetings.
- The Spanish survey ad outperformed the English ad by 75% (when comparing link clicks) with equal ad spend



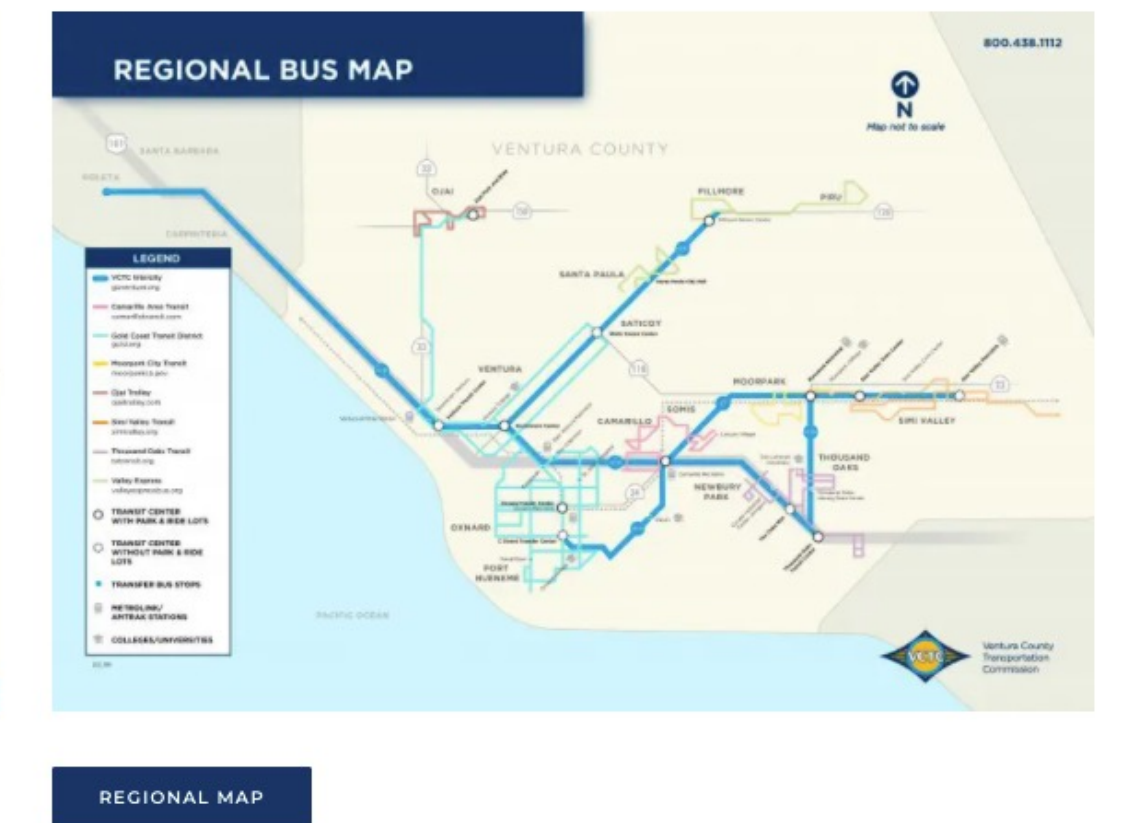


# REGIONAL AND INTERCITY MAPS

- Simple, “beginner friendly” maps to help riders understand how they could travel via transit in Ventura County
- Included interconnectivity between routes and transit agencies
- To spread the word, an animated video was created to showcase the maps and invite users to plan their next trip using public transit
- A “Where can transit take you?” landing page was developed to help users plan trips
- Map is used county-wide



To learn more about VCTC Intercity Routes, [click here](#)



To learn more about our regional transit partners, [click here](#)



# RIDESHARE

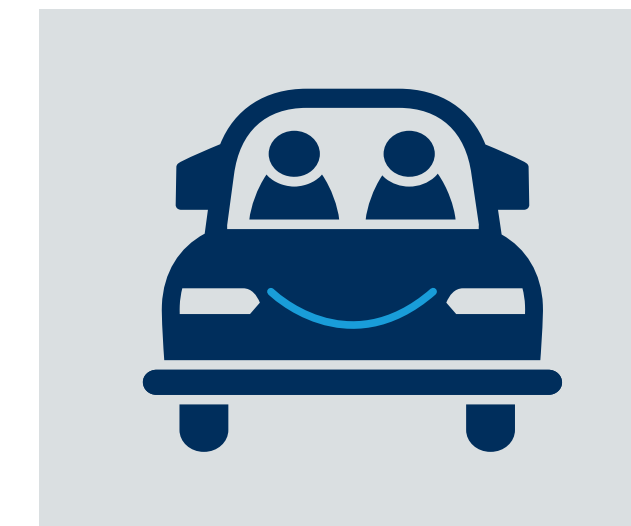
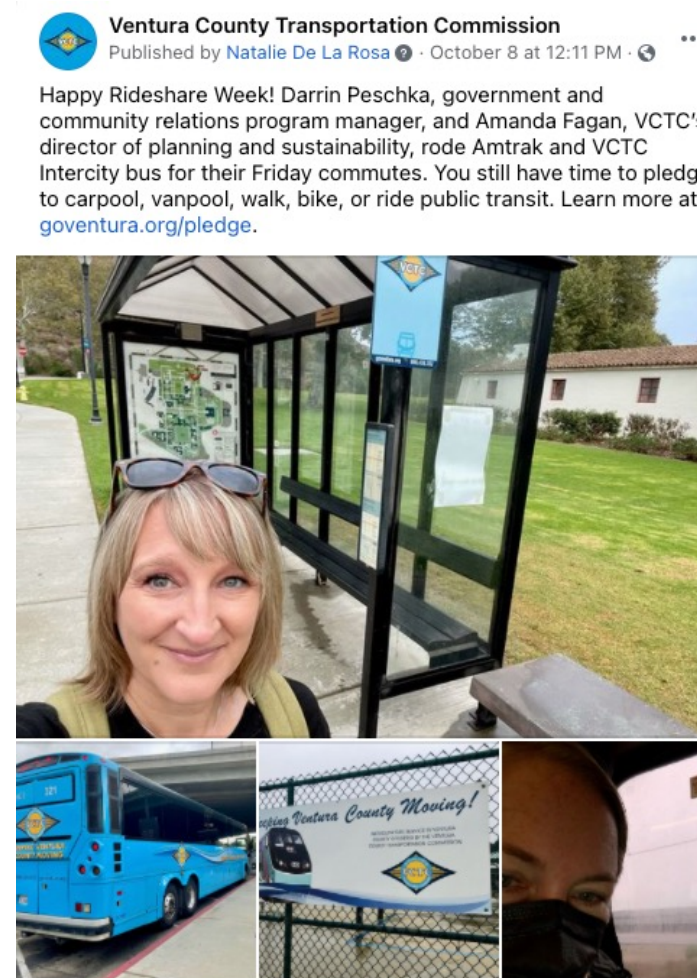
MULTI-MODAL MOBILITY





# RIDESHARE WEEK

- Encouraged Ventura County residents to pledge to rideshare at least once during Rideshare Week
- Resources provided for employee transportation coordinators to help spread the word
- Staff participation shared on social media
- Accumulated hundreds of pledges



MANEJE  
MENOS.  
SONRÍA  
MÁS.

SEMANA DE  
VIAJE COMPARTIDO 2021

Comprométase a compartir el viaje **4-8 de octubre** para la oportunidad de **ganar \$250**

[goventura.org/pledge](http://goventura.org/pledge)



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📷🐦📘@GoVCTC



# BIKE SAFETY AND ADVOCATE ENGAGEMENT

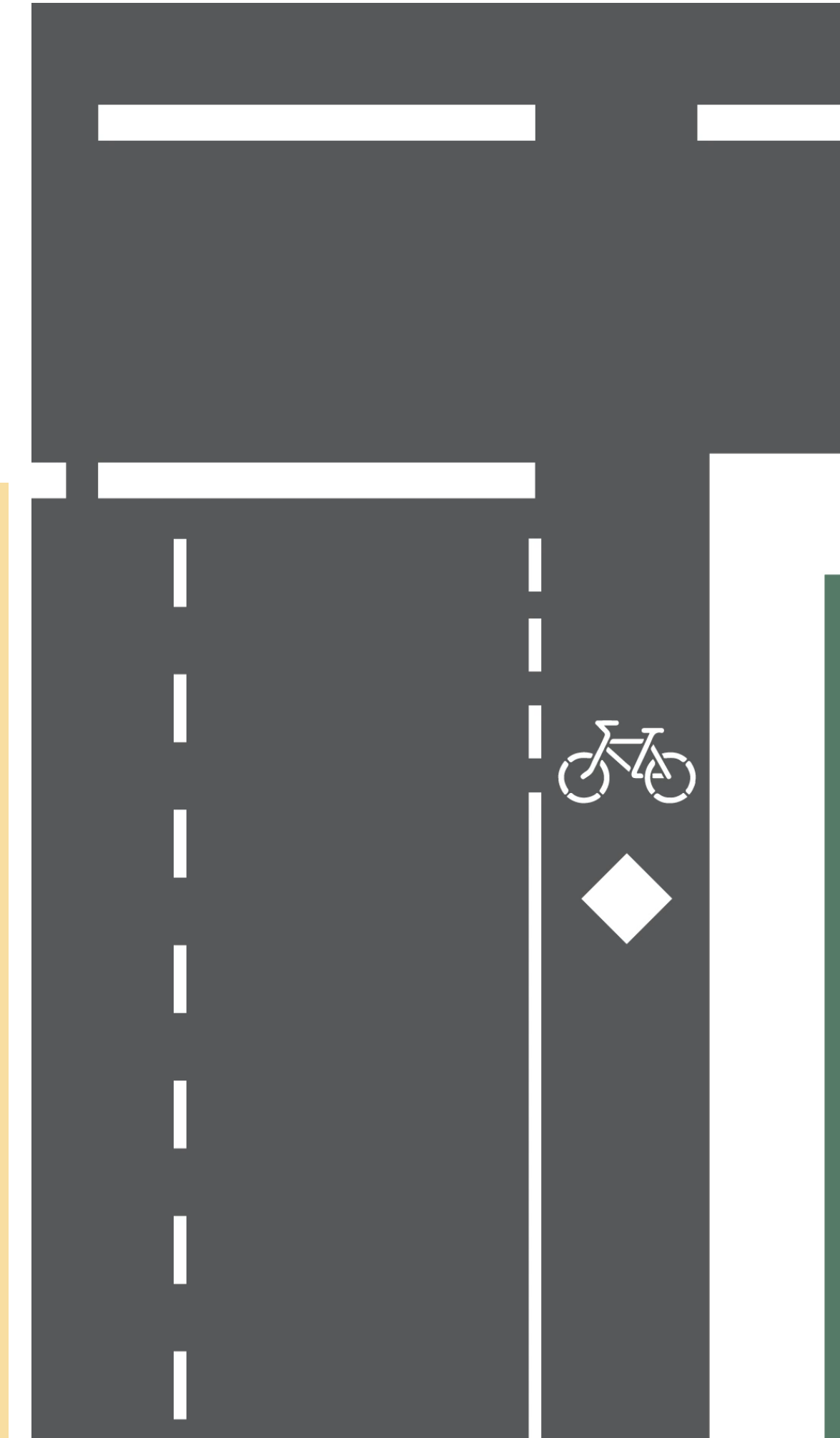
- The pandemic generated a boost in bicycle sales as people looked for safe recreation options, creating a need for safety education
- A campaign was created to educate cyclists of all types as well as drivers interacting with bikes on the road
- VCTC sought feedback from bike advocates on key safety tips, a crucial step in building a relationship in the biking community
  - Shares from these groups led to record-breaking performance
- The campaign was a crowd-pleaser county-wide, delivering the 3rd most engaging campaign in VCTC's history



Hello Bike Advocates,

VCTC will soon launch a public education campaign on bicycle safety. As a committed cyclist, your opinion is important to us. Please share your thoughts about bicycle safety in this brief survey by Tuesday, May 4, 2021. VCTC will use your input to shape the coming campaign.

[Take the Survey](#)





# WHAT'S NEXT?





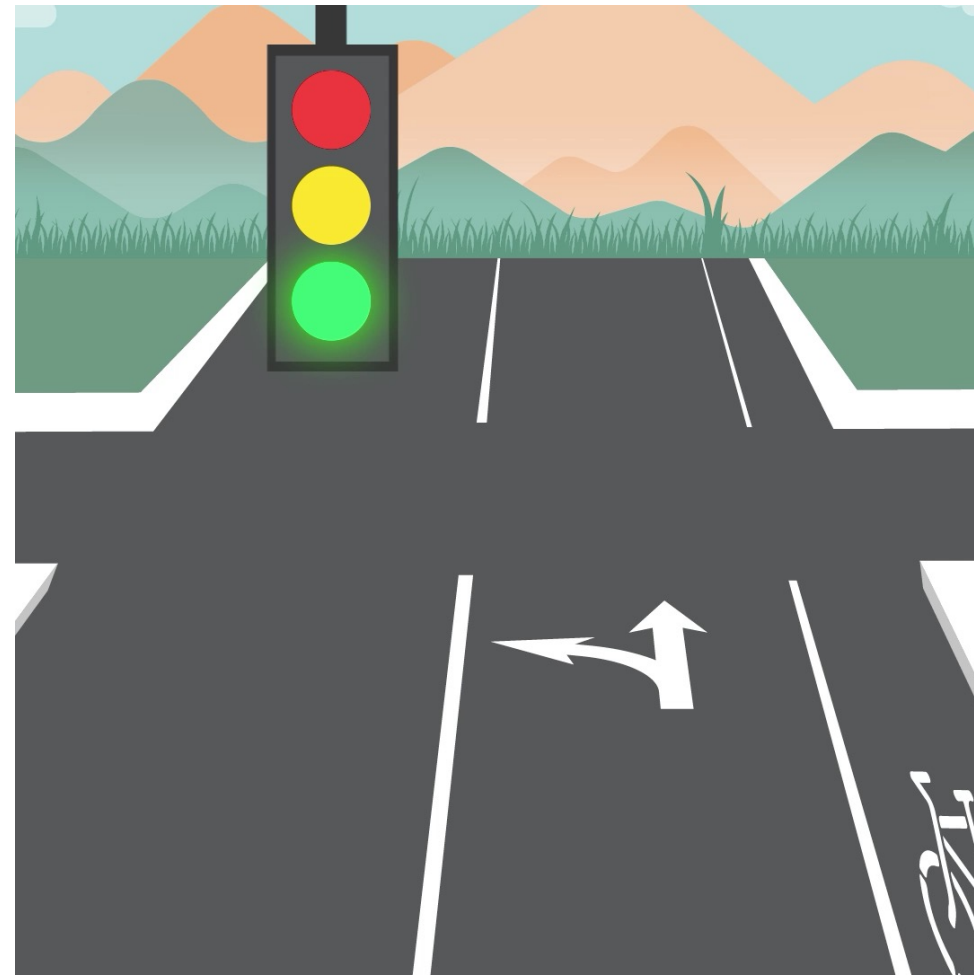


# ADVANCING OUTREACH

In development

- VCTC to develop educational opportunities for additional age groups
  - The program will foster an interest in transit careers, promote environmental sustainability, and educate about VCTC services
- VCTC plans to return to in-person events
- VCTC is developing a "Spanish-first" campaign designed to appeal to Spanish speakers (creative and messaging) FIRST rather than as a translation





# ENCOURAGING COMMUTING ALTERNATIVES

In development

- In the last two years, Ventura County has had a sharp increase in new cyclists
  - VCTC is creating a beginner bike map of the county
- Continued promotion of Telework
- Bike Month will include a robust promotional campaign and resources for employee transportation coordinators





THANK YOU