



VCTC OUTREACH

2022-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

Route Promotion, Youth Roadshow, Youth Ride Free, College Ride

Economic Impact

Youth Ride Free, College Ride, Pain at the Pump

Customer Experience

Mobile-friendly, Social Engagement, Unmet Transit Needs,
Rider Survey

Spanish-Speaker Growth

Investment in Spanish Media

Increase in Bike Ridership

Beginner and Family-Friendly Bike Booklet, Bike Month,
Countywide Bike Map

WHAT WE'VE DONE

HOW VCTC HAS RAISED AWARENESS IN VENTURA COUNTY



OUTREACH INITIATIVES





GENERAL COMMUNICATIONS

COMMUNITY ENGAGEMENT WITH VENTURA COUNTY

SEEN AND HEARD IN THE COMMUNITY

- Increased investment was made in the Spanish-speaking community
- Additional print collateral includes fliers and brochures aboard buses





CONNECTION WITH THE NEXT GENERATION

- Partnered with local Boys and Girls Clubs in Ventura County for a youth art contest
- Kids were encouraged to hand draw a picture of “How We’ll Walk, Ride, and Roll Into a More Sustainable Future”
- **Promotional campaign drove 24,000 views**

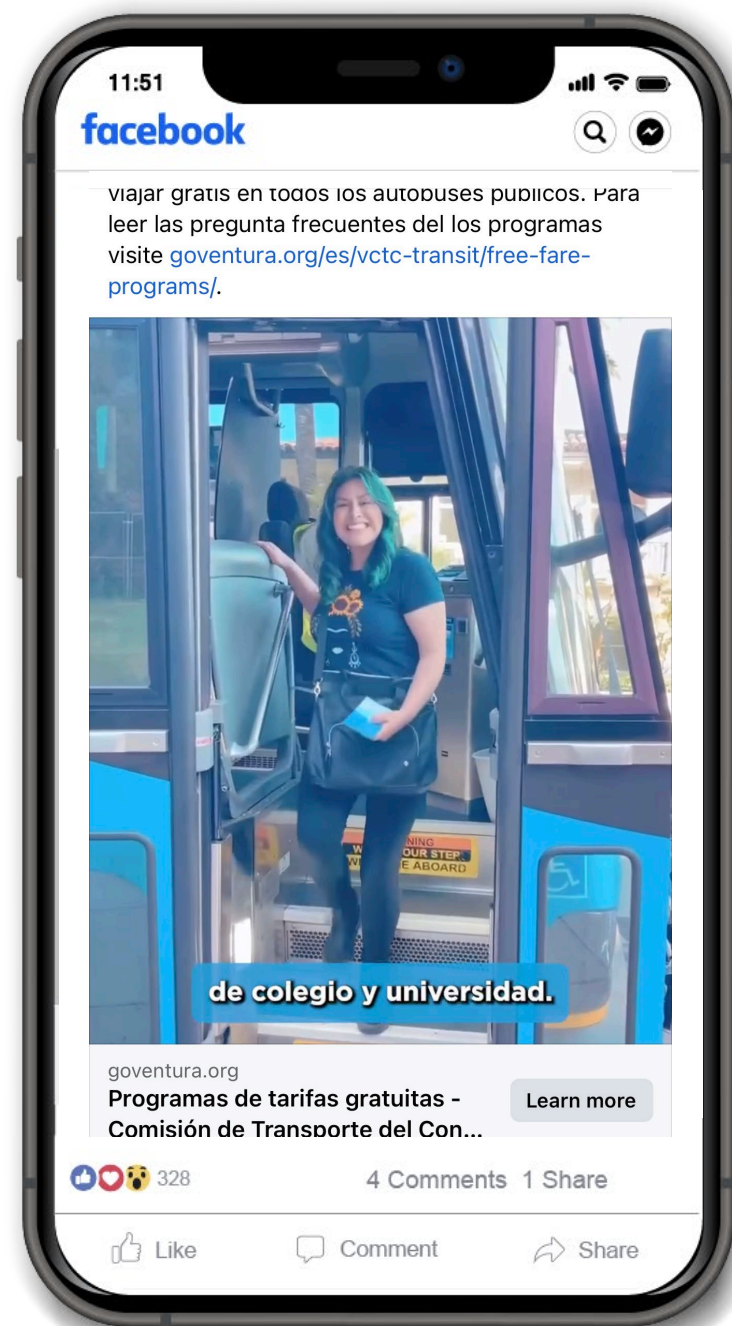
OUT IN THE COMMUNITY

- Spark of Love Toy Drive
- Ventura County Fair
- Carpinteria-Highway 101 Carpool Lane Ribbon Cutting (SBCAG + Caltrans)
- Metrolink Rider Appreciation Day



¡Buenas con VCTC!

- This culturally relevant educational campaign connected to the important Spanish-speaking audience on a variety of topics to remove barriers to riding the bus
- The APTA award-winning campaign drove a 217% increase in Spanish-speaking visitors to the website



SOCIAL ENGAGEMENT

- Organic social media provides an important historical reference for projects in the county as well as a source for timely information
- 1-1 engagement with riders, partners, and other stakeholders
- Thousands of interactions per month

Ventura County Transportation Commission
 Posted by Sandra Gonzalez
 Mar 8 · 🌐

Happy International Women's Day! This day is celebrated on March 8 every year around the world. Special shout-out to the women on the VCTC staff for all of their hard work.

govctc

[View insights](#) [Boost post](#)

👍🗨️📌

Liked by vctransitphotos and 22 others

govctc Metrolink Riders: On Saturday, February 11, the two VC Line trains scheduled will not operate. Metrolink will provide an alternate bus service. For more details... more

February 7

Ventura County Transportation Commission
 Posted by Sandra Gonzalez
 Feb 21 · 🌐

We are happy to announce that we have 5 new electric ⚡ buses coming soon in partnership with the [Santa Barbara County Association of Governments](#). Check out these behind-the-scenes shots of one of our new buses getting painted and the stunning results.
 📸: [BYD North America](#)

[See insights and ads](#) [Boost post](#)

👍❤️ 28 12 shares

👍🗨️📌

Ventura County Transportation Commission
 Posted by Sandra Gonzalez
 3d · 🌐

Say goodbye to high gas prices and hello to a comfortable ride! 🚌👏 With comfy seats, air conditioning, and a smooth ride, you won't even miss the stress of driving. Plus, you'll be helping the environment and saving money on gas. It's a win-win!

[See insights and ads](#) [Boost post](#)

👍❤️ 7

👍🗨️📌

Ventura County Transportation Commission
 Posted by Sandra Gonzalez
 Feb 1 · 🌐

Caltrans District 7 is hosting a community meeting to present potential design solutions to improve climate resilience and bicycle and pedestrian safety on the Pacific Coast Highway corridor between Malibu and Oxnard. We invite you to join us this Thursday, February 2 at 4:30pm at the Oxnard Main Library!

Join Us
 Climate Change Adaptation of Pacific Coast Highway Bike + Pedestrian Community Meeting

Thursday, February 2, 2023 | 4:30 - 6:30 p.m.
 Oxnard Main Library Meeting Room B
 251 South A Street, Oxnard, CA 93030

Ventura County Transportation Commission
 Posted by Sandra Gonzalez
 Mar 3 · 🌐

Happy Employee Appreciation Day! VCTC thanks everyone on our staff. Your dedication, passion, and ideas keep Ventura County moving.



Ventura County Transportation Commission

279 followers

1mo · 🌐

Accepting a first-place award for our ¡Buenas con VCTC! campaign and being surrounded by industry leaders and innovators was an honor. This campaign was a true team effort. Thank you to the [American Public Transportation Association](#) and the judges for this incredible honor.



📍 with Darrin Peschka and 2 others

👍👍👍 Aaron Bonfilio and 24 others

3 comments



Ventura County Transportation Commission

Posted by Sandra Gonzalez

Mar 7 · 🌐

Did you know? VCTC maintains a network of 429 emergency roadside callboxes placed along highways and freeways throughout Ventura County. These callboxes connect directly to California Highway Patrol dispatch and can be used to request motorist aid. In fact, motorists used our callbox network 1,131 times to request aid during 2022! If you're in an accident, your vehicle breaks down, or you otherwise need assistance out on the roadways, an emergency callbox is near!

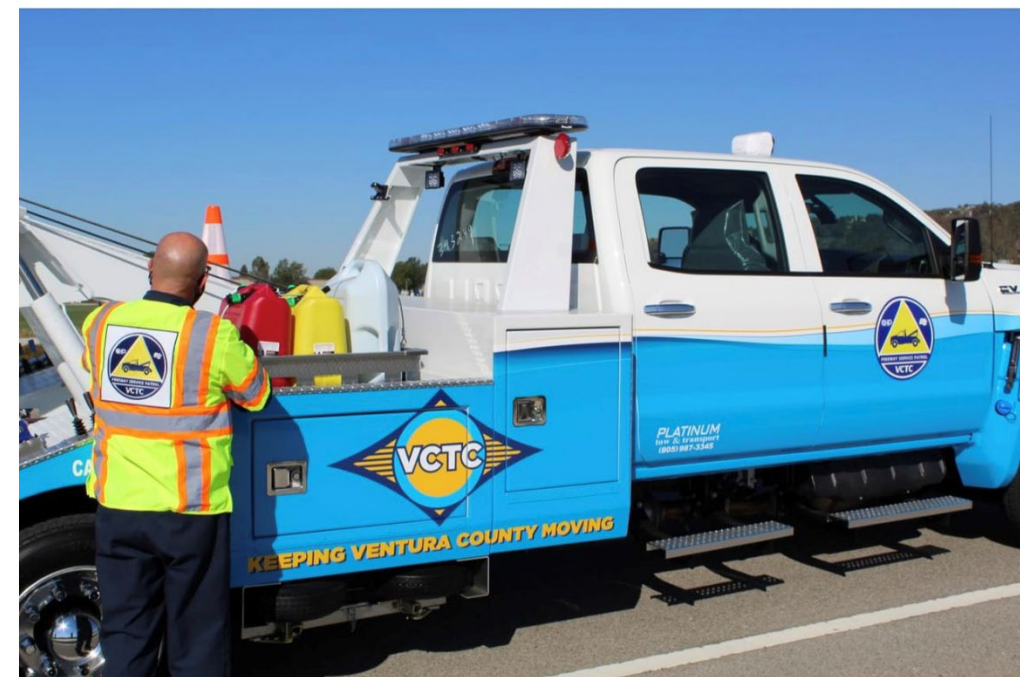


Ventura County Transportation Commission

Posted by Sandra Gonzalez

6d · 🌐

We hope that your travel on Ventura County highways is as smooth as possible. However, if you should have a problem along portions of the U.S.-101 or CA-118 during rush hour, Freeway Service Patrol will come to your rescue. Learn more: goventura.org/getting-around/fsp/.



govctc

⋮



[View insights](#)

[Boost post](#)



👤🌐 Liked by martin.erickson and 27 others

govctc Anyone with a wheelchair or any other medical reason can use the wheelchair lift on our buses. This means that if you have mobility issues, you can board our buses without any trouble. We want everyone to feel welcome and comfortable when traveling on VCTC. See you out there.

March 21

GOVCTC Posts



14 likes
govctc Update 5 pm: All Coastal Express southbound trips are canceled due to heavy rain and freeway closures.

Update 4 pm: VCTC Intercity Route 81 (southbound) will be departing Cottage Hospital at 5:30 pm and will be making every stop except Carpinteria Tech



GOVCTC Posts



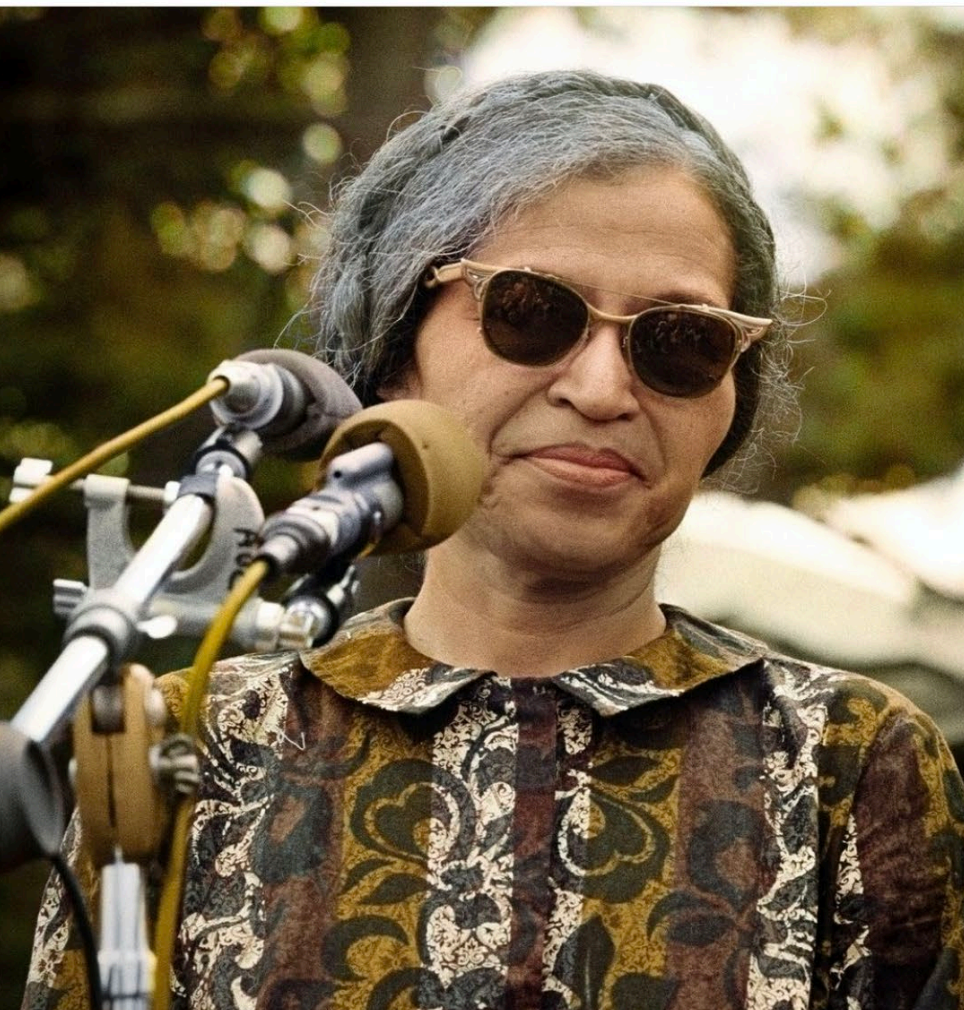
17 likes
govctc On Sunday, Feb. 5, 2023, over 30 museums presenting art, cultural heritage, film, natural history, and science will open their doors and offer... more

View 1 comment
February 3



GOVCTC Posts

February 6



10 likes
govctc Today, Feb. 4, is Transit Equity Day. It is a national day of action to commemorate the birthday of Rosa Parks by declaring that public transit... more

View 1 comment
February 4



govctc



View insights Boost post



Liked by martin.erickson and 26 others
govctc Say goodbye to fumbling for change on the bus! By paying with VCBuspass (the card or with the Umo app), you can easily hop on and off the bus without having to... more
March 20




INTERCITY TRANSIT

CONNECTIONS IN A SEA OF CHANGE

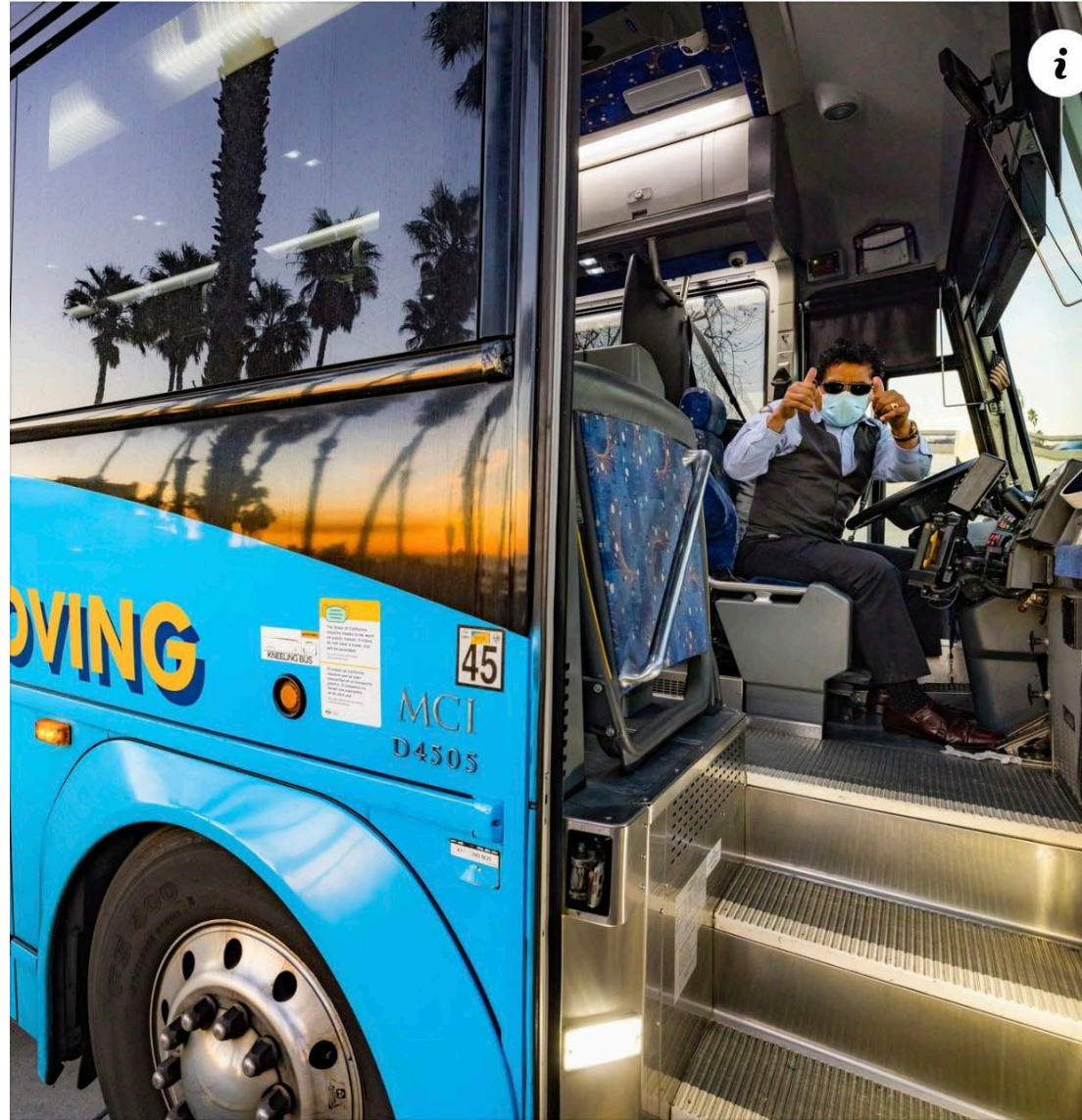


DRIVER RECRUITMENT

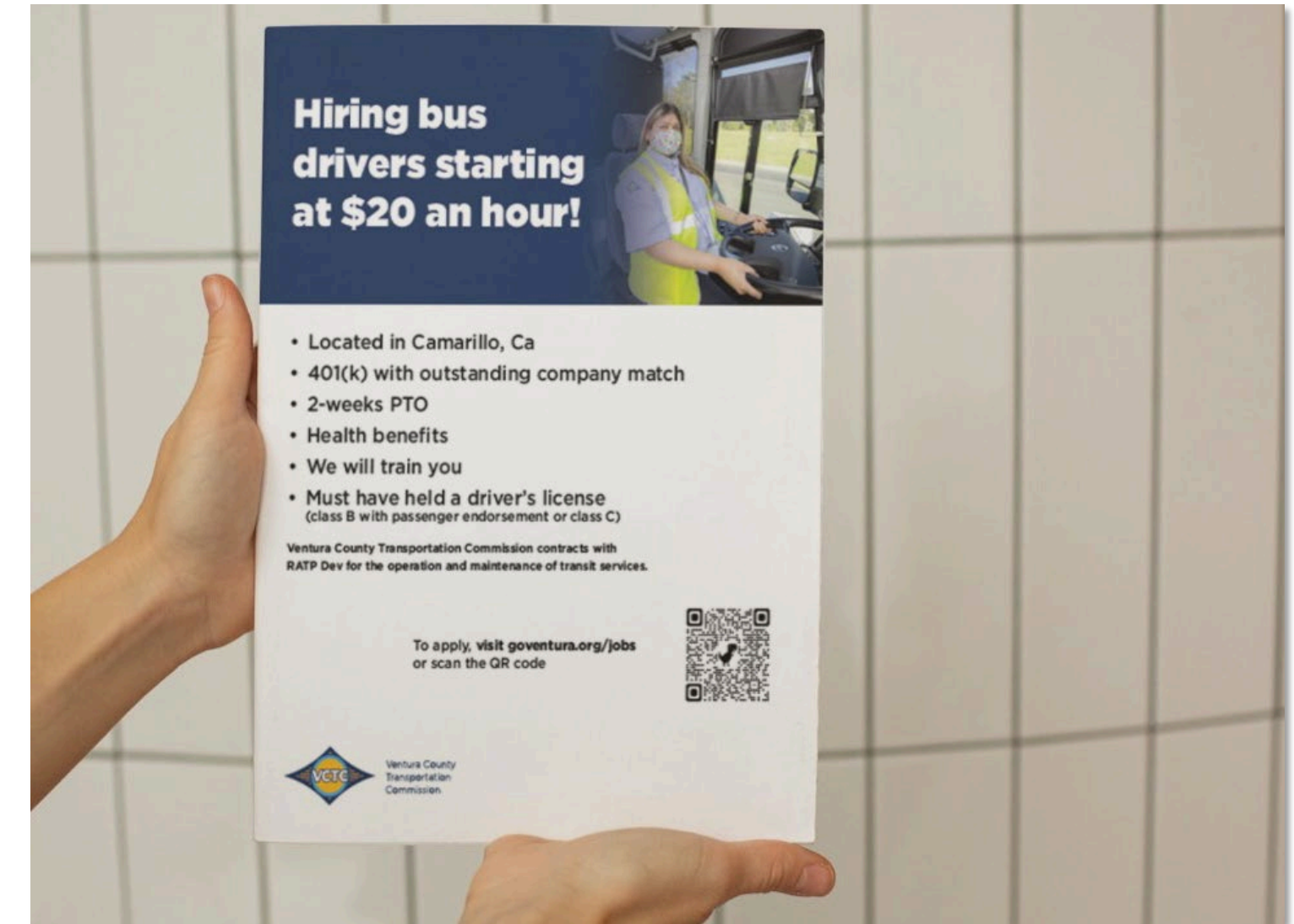
- Social media, emails, and fliers developed to promote RATP Career Fairs
- The recent career fair promotion for bus operators has resulted in hiring new promising candidates

 **Ventura County Transportation Commission** •••
Posted by Sandra Gonzalez
Mar 10 · 🌐

Interested in becoming a VCTC bus driver? RATP will be hosting a career fair on March 17 at our bus yard located at 240 South Glenn Drive in Camarillo from 10 am to 2 pm. Paid commercial driver's license training is included. Plus, a \$1,200 sign-on bonus. For more info visit goventura.org/jobs or call 805.389.8196, ext.175.



goventura.org
Jobs - Ventura County Transportation Commission Learn more





Hiring bus drivers starting at \$20 an hour!

- Located in Camarillo, Ca
- 401(k) with outstanding company match
- 2-weeks PTO
- Health benefits
- We will train you
- Must have held a driver's license (class B with passenger endorsement or class C)

Ventura County Transportation Commission contracts with RATP Dev for the operation and maintenance of transit services.

To apply, visit goventura.org/jobs or scan the QR code




 Ventura County Transportation Commission






PAIN AT THE PUMP




- Encouraged residents to use alternatives to driving a single-occupancy vehicle to avoid high gas prices
- VCTC Intercity, regional transit partners, and biking
- Reached Over 268,000 Users


 **Ventura County Transportation Commission** ...
 Posted by Sandra Gonzalez
 Sep 19, 2022 · 🌐

Worried about high gas prices? Reduce pain at the pump by letting VCTC and other local bus operators do the driving. [Valley Express](#) [Ojai Trolley Service](#) [Gold Coast Transit District](#) [Thousand Oaks Transit](#) [City of Camarillo Government](#) [City of Moorpark Government](#) [City of Simi Valley Government](#)






  10 1 comment




 Like  Comment  Share

 **Ventura County Transportation Commission** ...
 Posted by Sandra Gonzalez
 Aug 24, 2022 · 🌐

Worried about high gas prices? Reduce pain at the pump by letting VCTC and other local bus operators do the driving. [Gold Coast Transit District](#) [Ojai Trolley Service](#) [Valley Express](#) [Thousand Oaks Transit](#) [City of Camarillo Government](#) [City of Moorpark Government](#) [City of Simi Valley Government](#)



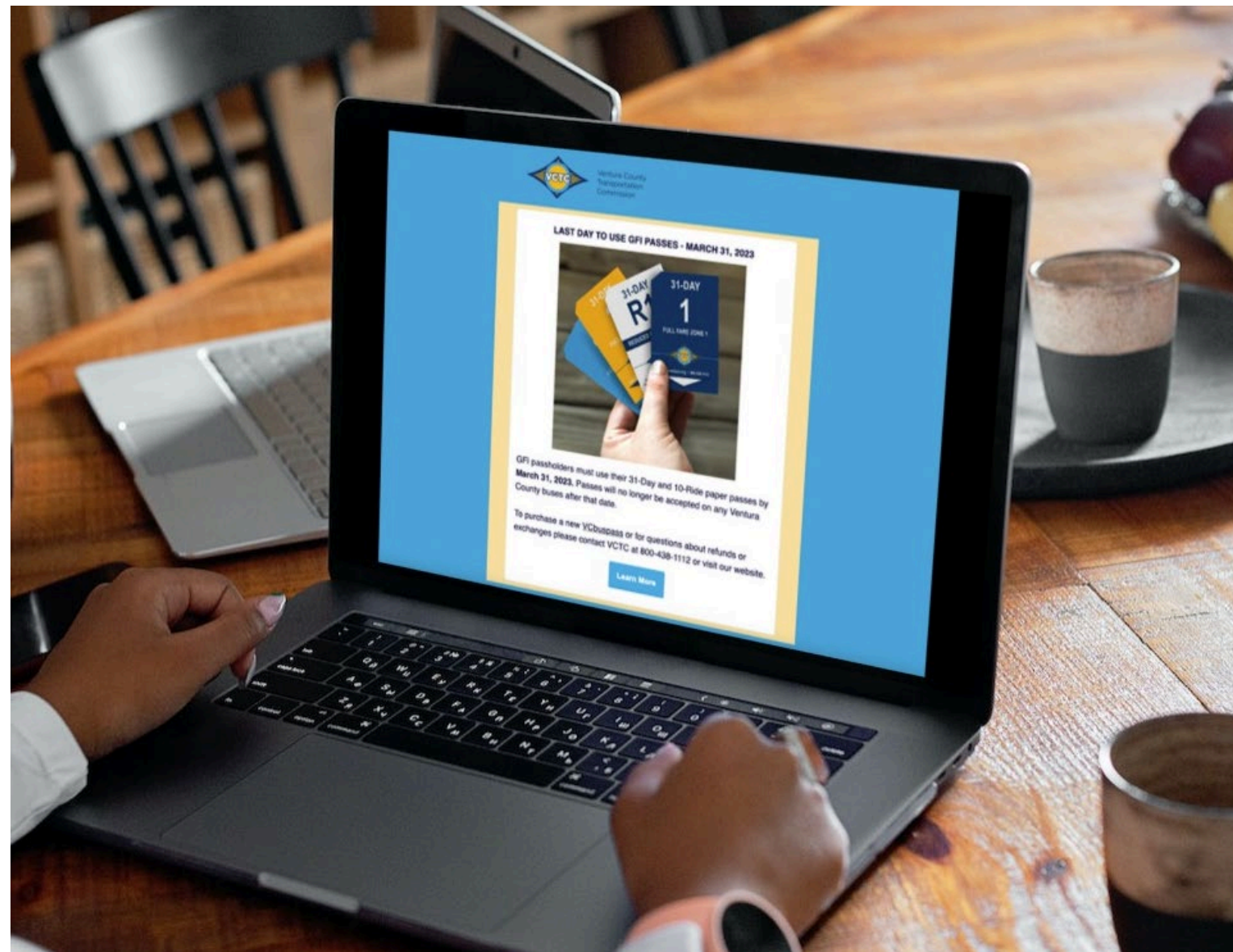
  20 1 comment 1 share

 Like  Comment  Share



GFI PASS EXCHANGE

- VCTC transitioned from GFI paper passes to VCbuspass, a new contactless way to pay for ALL buses in Ventura County using the card or Umo app
- Promotion informed VCTC riders of the deadline to exchange their paper passes
- Social posts, emails, and bilingual fliers on board informed riders of the news



RIDER ALERT: LAST DAY TO USE GFI PASSES MARCH 31, 2023
Alerta para los pasajeros: último día para utilizar los pases GFI es el 31 de marzo de 2023

GFI passholders must use their 31-Day and 10-Ride paper passes by **March 31, 2023**. Passes will no longer be accepted on any Ventura County buses after that date.

To purchase a new VCbuspass or for questions about refunds or exchanges please contact VCTC at 800-438-1112 or visit our website.

Las personas que tengan pases de GFI deben usar sus pases de papel de 31 días y 10 viajes antes del 31 de marzo de 2023. Los pases ya no se aceptarán en ningún autobús del Condado de Ventura después de esa fecha.

Para comprar un nuevo VCbuspass, o si tiene preguntas sobre devoluciones o cambios comuníquese con VCTC al 800-438-1112 o visite nuestro sitio web.

Ventura County Transportation Commission | goventura.org | 800.438.1112 | ridercorments@goventura.org | @GoVCTC

SCHEDULE CHANGE

- Print and digital promotion spread messaging about changes and new stops




SERVICE ALERT / ALERTA DE SERVICIO
SCHEDULE CHANGE EFFECTIVE JANUARY 23, 2023
CAMBIO DE HORARIO A PARTIR DEL 23 DE ENERO DE 2023

- Minor time changes have been made to Highway 101 and Highway 126 weekday and weekend schedules.
- We added a weekday stop at Buena High School on Highway 101, Highway 126, and Cross County Limited.
- Some stop locations have changed slightly on Highway 126.
- We will now be stopping at Ventura College in both directions on the Highway 126 weekend schedule.
- We are no longer serving the Conejo Industrial Park on the Highway 101 Saturday schedule.

- *Se han realizado cambios menores en los horarios entre semana y fin de semana de las rutas Highway 101 y Highway 126.*
- *Agregamos una parada entre semana en Buena High School en las rutas Highway 101, Highway 126 y Cross County Limited.*
- *Algunas ubicaciones de paradas han cambiado en la ruta Highway 126.*
- *Ahora viajamos a Ventura College en ambas direcciones el fin de semana en la ruta Highway 126.*
- *Ya no brindamos servicio al Conejo Industrial Park los sábados en la ruta Highway 101.*



Ventura County Transportation Commission
 goventura.org | 800.438.1112



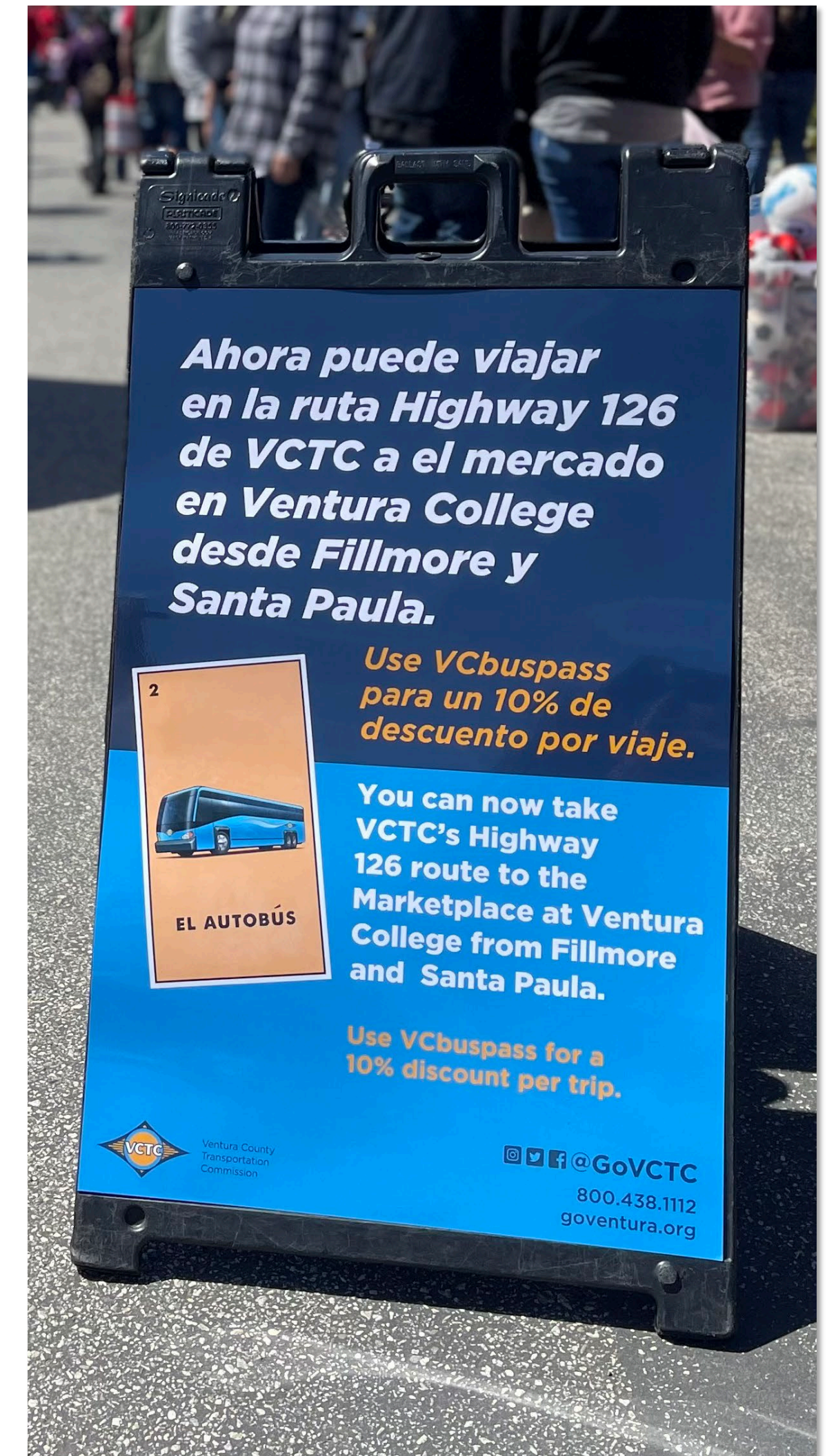
govctc

[View insights](#) [Boost post](#)

Liked by martin.erickson and 20 others

govctc A schedule change went into effect today (1/23/23). Minor time changes have been made to Highway 101 and Highway 126. Plus, some stop locations have changed slightly on Hwy 126. To view the complete list of updates visit the link in our bio → Routes & Schedules.

#VCTC #VenturaCounty #PublicTransit
 January 23



Ahora puede viajar en la ruta Highway 126 de VCTC a el mercado en Ventura College desde Fillmore y Santa Paula.

Use VCbuspass para un 10% de descuento por viaje.

You can now take VCTC's Highway 126 route to the Marketplace at Ventura College from Fillmore and Santa Paula.

Use VCbuspass for a 10% discount per trip.

EL AUTOBÚS

VCTC Ventura County Transportation Commission
 @GoVCTC 800.438.1112 goventura.org

**youth
ride
free**
in Ventura County

**Ride any bus for free
anywhere, anytime, even
if you're not in school.**

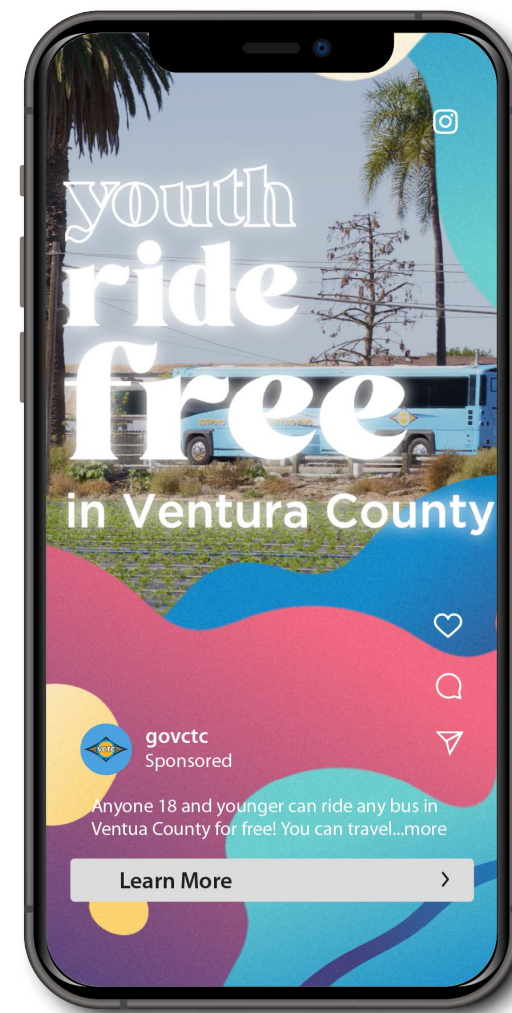
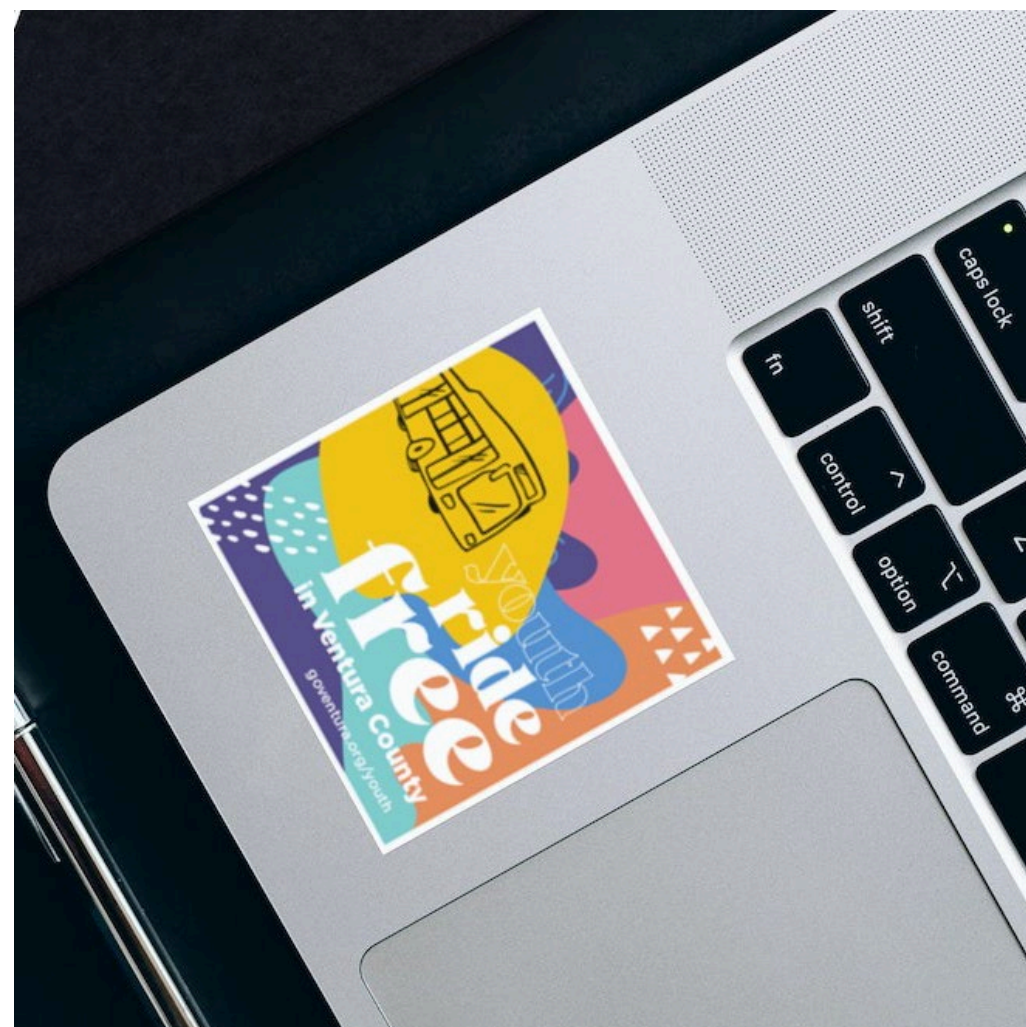
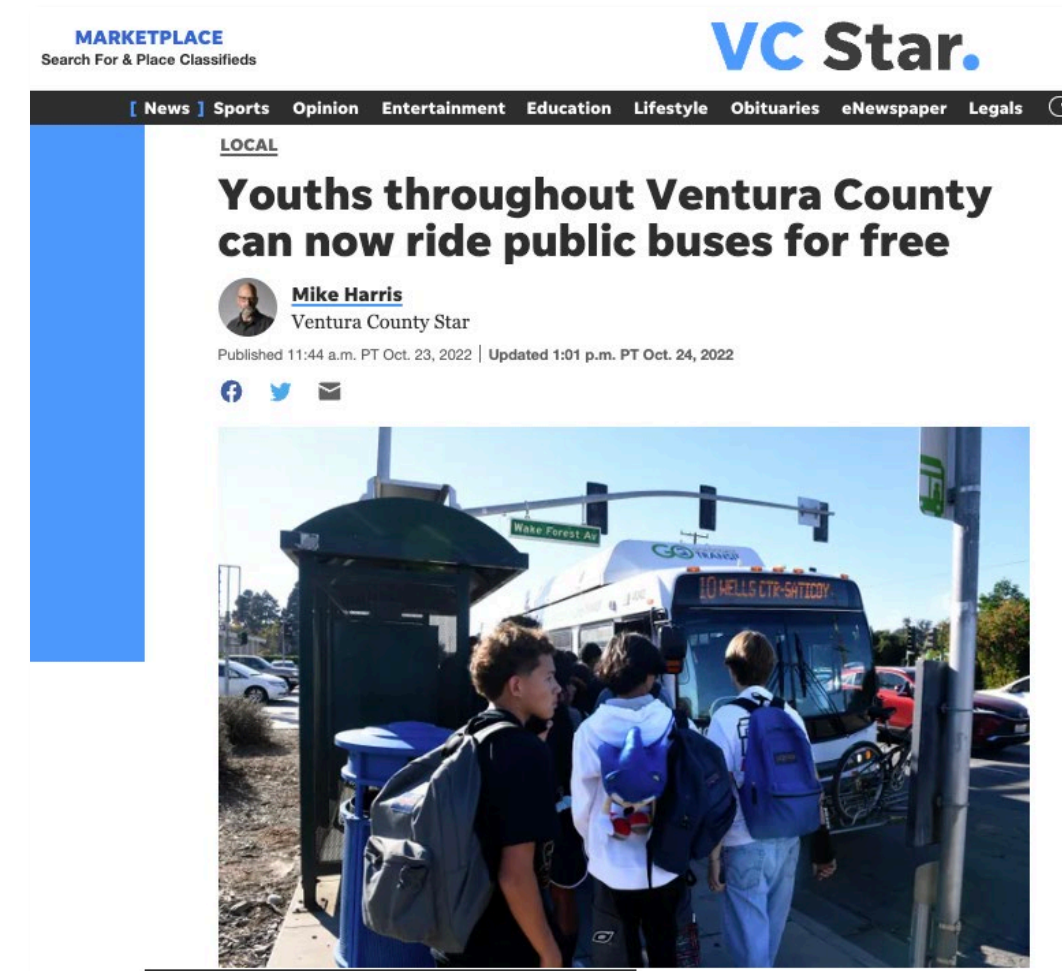
Anyone 18 and under can ride
any bus for free in Ventura County.
Be prepared to show your ID.

REGIONAL TRANSIT

KEEPING VENTURA COUNTY MOVING

YOUTH RIDE FREE

- Custom targeting, copy, and creative ensured the message resonated with each unique audience (high schools, teens, and parents of teens)
- Increase in ridership for all transit operators in the county; 25% increase year-over-year in web traffic



VCBUSPASS

- 10% off per trip promoted in digital creative as well as a new brochure
- 46.92% of website traffic during this window was from new users



¿Qué es VCbuspass?
El VCbuspass es un pase de tránsito regional sin contacto para el Condado de Ventura. VCbuspass puede ayudarle a pagar la tarifa del autobús con una tarjeta recargable o la aplicación Umo Mobility.

¿Cómo obtengo un VCbuspass?
Descargue la aplicación Umo Mobility

- Use Google Play (Android) o la App Store (Apple) para buscar "Umo Mobility"
- Visite nuestro sitio web

Compre una tarjeta VCbuspass (tarjeta recargable)

- Llámenos
- Visite nuestro sitio web
- Visite un lugar de venta
Camarillo City Hall
Santa Paula City Hall
Oxnard Transit Center
Thousand Oaks Transit Center
Fillmore City Hall
Simi Valley City Hall

¿Cómo registro mi VCbuspass?
Después de descargar la aplicación Umo o comprar una tarjeta, visite nuestro sitio web

1. Haga clic en "REGISTRE SU TARJETA"
2. Haga clic en "Create Account" y luego "Register a Card"

3. Ingrese el número de 19 dígitos que se encuentra en el reverso de la tarjeta (debajo del código de barras)

4. Complete el formulario

¿Qué operadores de tránsito usan VCbuspass?
Los siguientes operadores de tránsito del condado de Ventura aceptan VCbuspass

- VCTC Intercity
- Gold Coast Transit
- Valley Express Transit y Dial-A-Ride
- Simi Valley Transit
- Thousand Oaks Transit
- Ojai Trolley
- Moorpark Transit
- Camarillo Area Transit y Dial-A-Ride (solo valor almacenado)

Tarifas reducidas
¿Personas mayores, Medicare o ADA/Discapacitados?
Si es elegible para una tarifa reducida, contáctenos antes de comprar en la aplicación Umo.

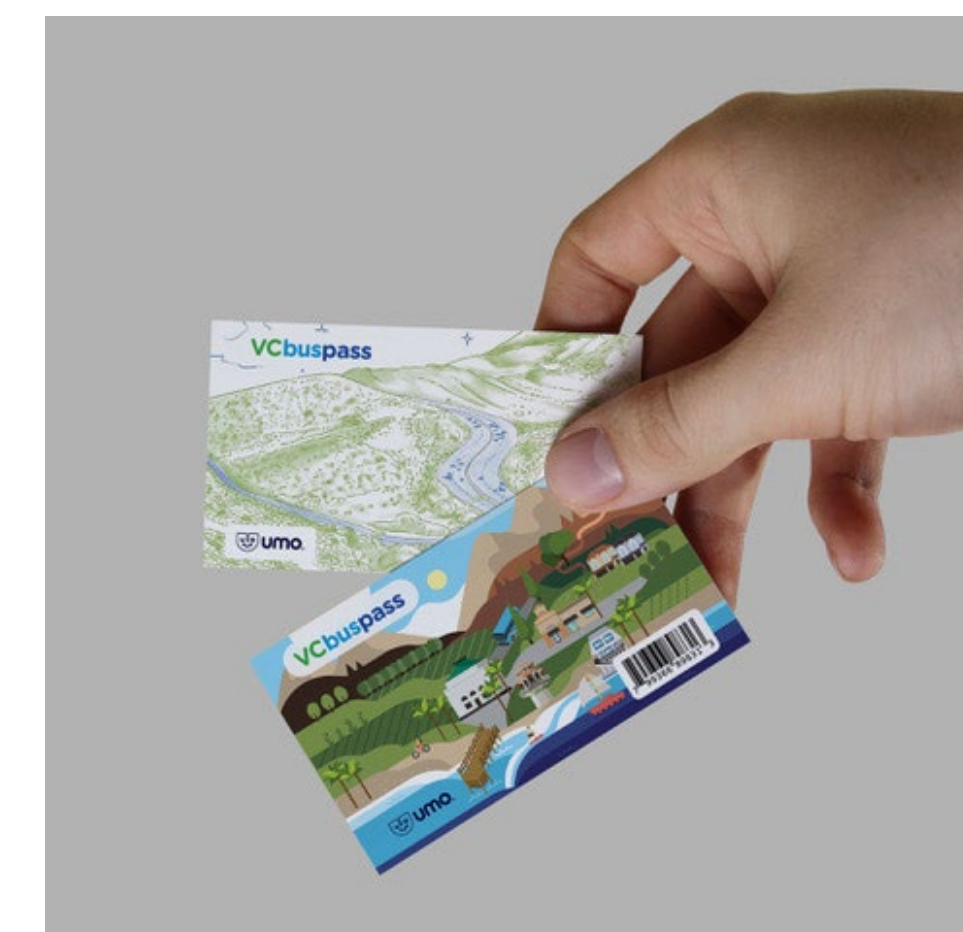
10% de descuento en la tarifa por viaje
Reciba un 10% de descuento en tarifas de viaje normal en todos* los operadores en el Condado de Ventura cuando use la tarjeta o la aplicación.
* No incluye Camarillo Area Transit



A Regional Transit Pass for Ventura County
Get onboard with contactless payment

goventura.org/vcbuspass
vcbuspass@goventura.org
800.438.1112





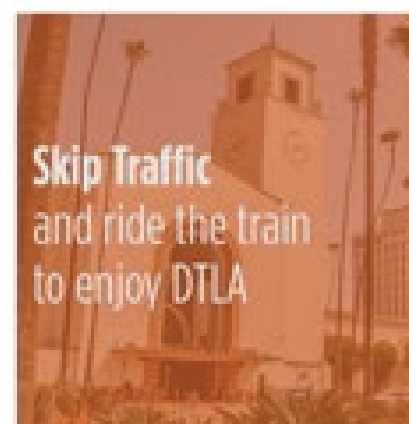
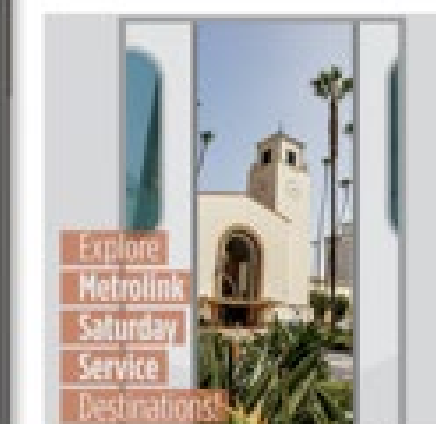
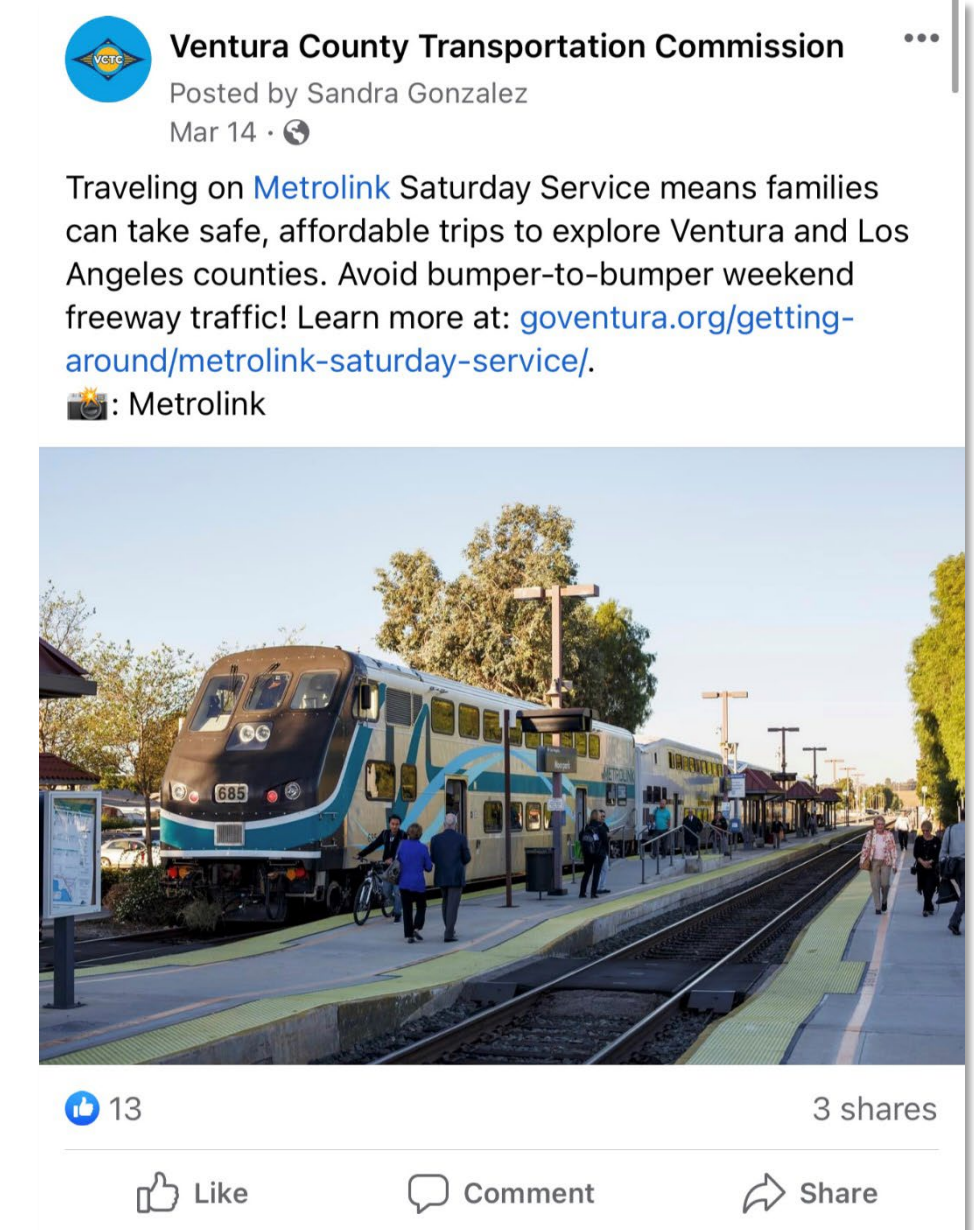


COLLEGE RIDE

- Two new campuses in Santa Barbara were added to the pilot program – UC Santa Barbara and Santa Barbara City College
- Customized messaging was developed to let college students know of the program.
- Digital ads ran across platforms that are used by college-aged students including Snapchat and Instagram
- **The highest performing platform was Reddit, serving ads over 80k times to college students**

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 engagements in Spanish like comments, post reactions, post saves and shares



UNMET TRANSIT NEEDS

- The Unmet Transit Needs campaign generated community members' comments and provided awareness of virtual and in-person community meetings for local transit needs


 **Ventura County Transportation Commission**
Sponsored · 

¿Tiene necesidades de tránsito insatisfechas? Si usted es un residente que usa o usaría el transporte público para moverse en el condado de Ventura, ¡queremos saber sus ideas! Por favor complete nuestra encuesta.





SURVEYMONKEY.COM
Necesidades de Tránsito Insatisfechas [LEARN MORE](#)


Is Ventura County's Public Transit System Meeting Your Needs?





Do you have unmet transit needs? If you're a resident that uses or would use public transit to get around in Ventura County, chime in by taking our brief online survey in [English](#) or [Spanish](#).


[English Survey](#)

 February 3 11:40 AM 

 countyofventura

 Have you heard?
@govctc is conducting a survey on unmet transportation needs.

 govctc



govctc Is local public transit meeting your needs? Fill out our Unmet Transit Needs survey and tell us your ideas f...

Take the survey today and make sure your voice is heard!

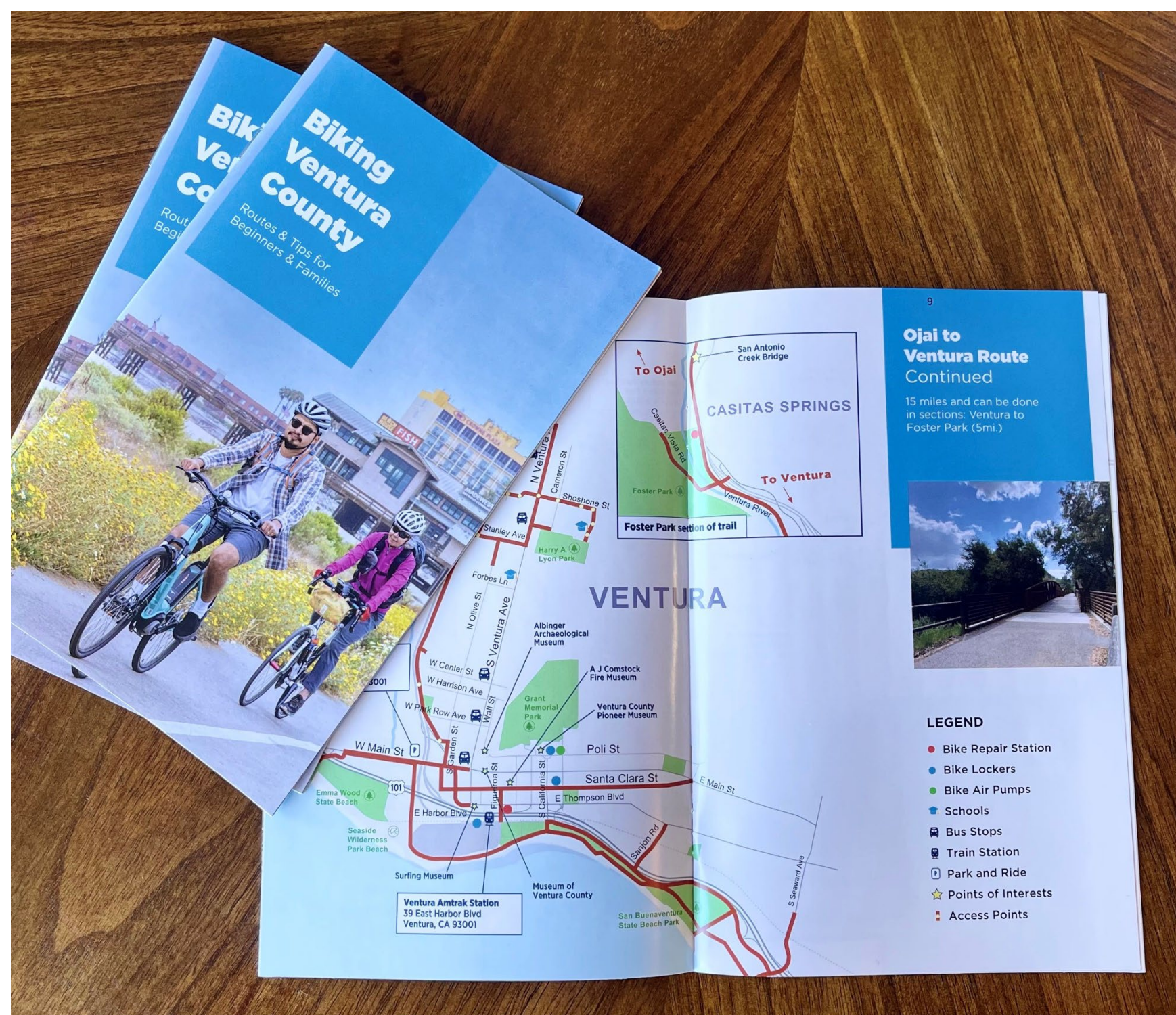
[GOVENTURA.ORG](#)

RIDESHARE

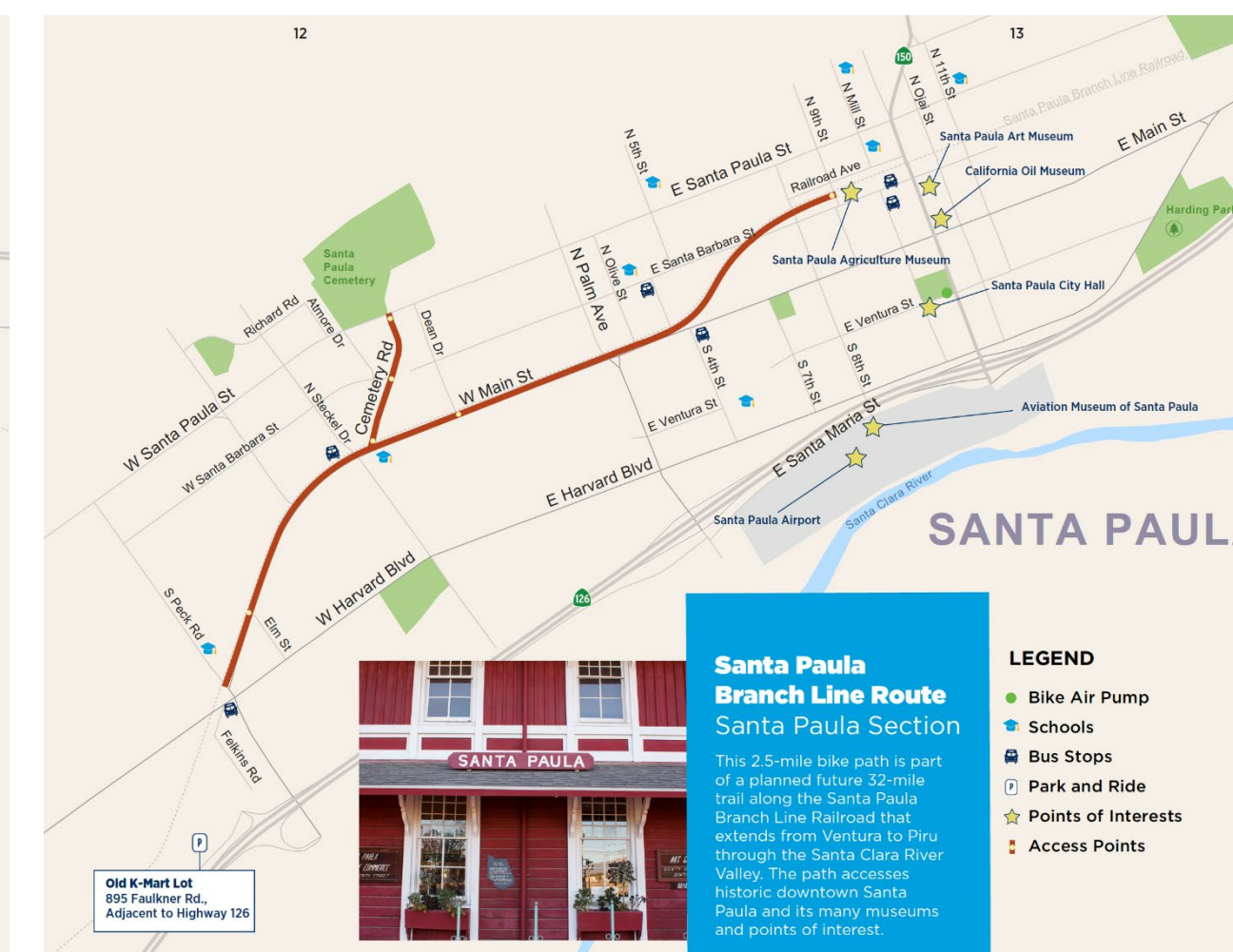
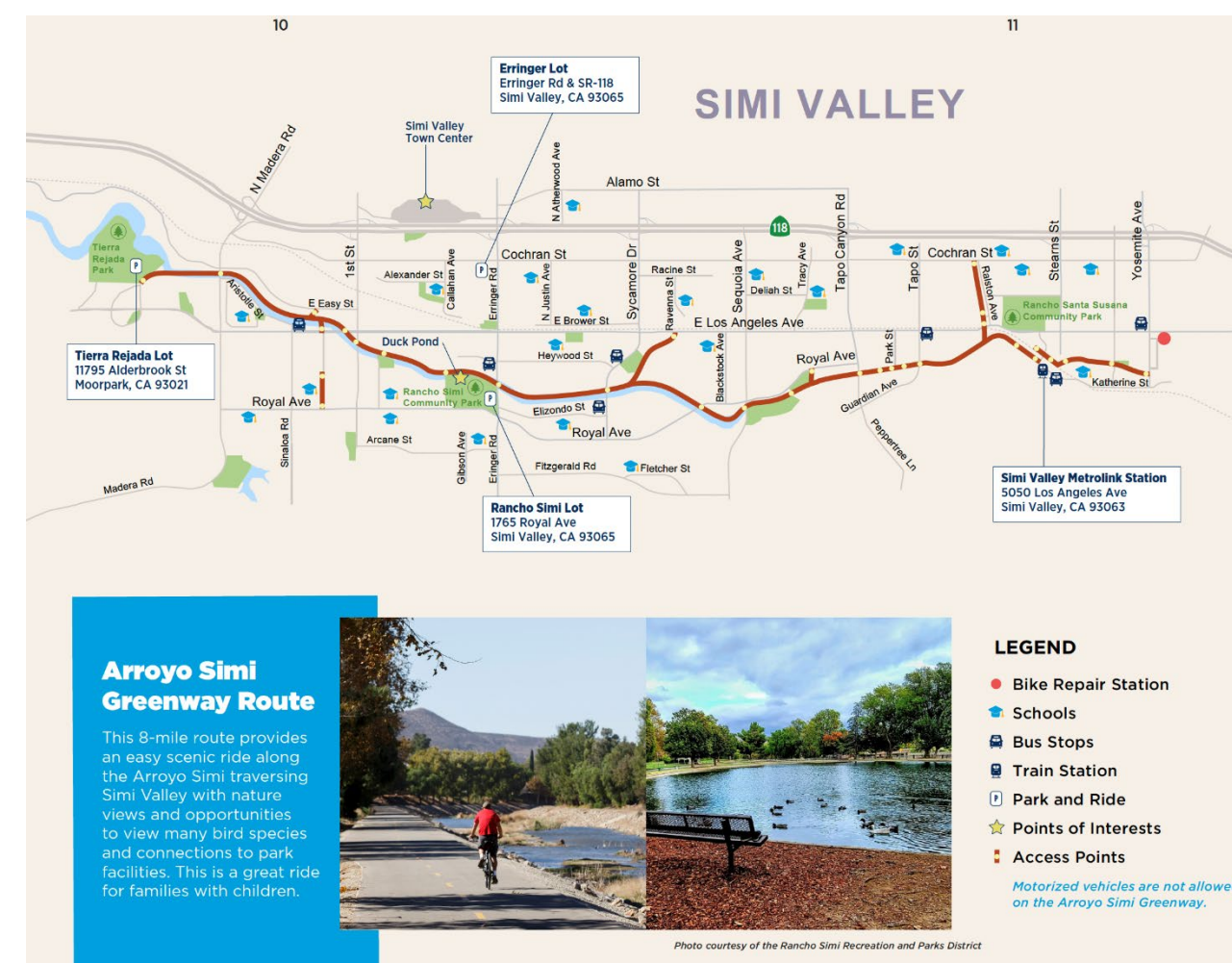
MULTI-MODAL MOBILITY



BEGINNER AND FAMILY-FRIENDLY BIKE BOOKLET

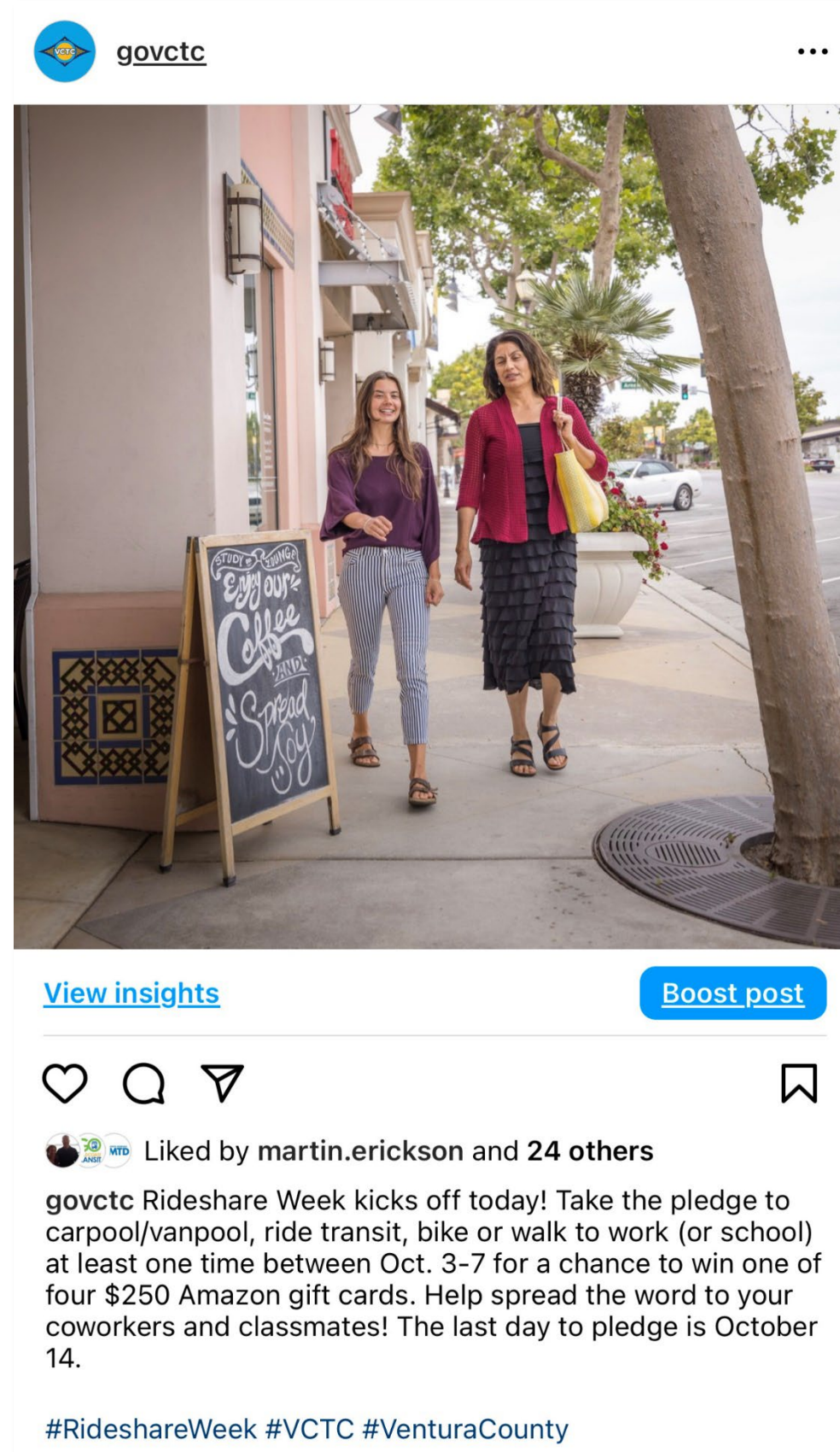


- With the rise of bike popularity, VCTC created a bike map of beginner and family-friendly routes in Ventura County
- Features shared-use paths/separated bike lanes and important destinations
- Includes safety tips, instructions for bikes on transit, and e-bike rules



RIDESHARE WEEK

- Encouraged Ventura County residents to pledge to bike, walk, use transit, or carpool at least once during Rideshare Week



DRIVE LESS. SMILE MORE.

RIDESHARE WEEK 2022
 Pledge to rideshare Oct. 3-7 for a chance to win \$250
goventura.org/pledge



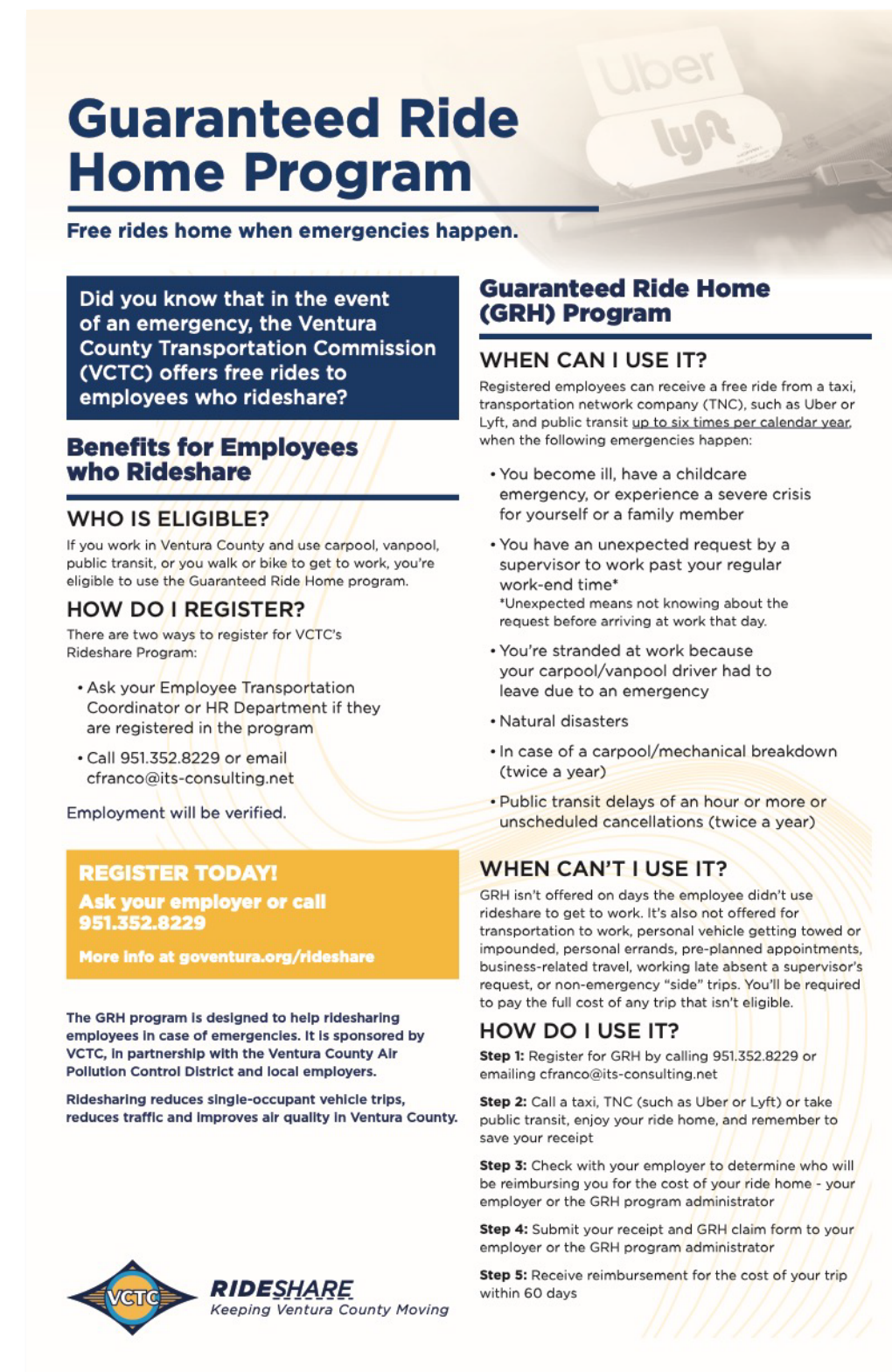
WHAT'S NEXT?



EDUCATING THE COMMUNITY

Coming Soon...

- Long-term campaign with “how-to ride public transit” information for riders
- Long-term bike education campaign (Bike Month, Bike Repair Stations, E-bikes)
- Guaranteed Ride Home educational campaign aimed at the commuters of Ventura County



Guaranteed Ride Home Program
Free rides home when emergencies happen.

Did you know that in the event of an emergency, the Ventura County Transportation Commission (VCTC) offers free rides to employees who rideshare?

Guaranteed Ride Home (GRH) Program
Registered employees can receive a free ride from a taxi, transportation network company (TNC), such as Uber or Lyft, and public transit up to six times per calendar year, when the following emergencies happen:

WHEN CAN I USE IT?

- You become ill, have a childcare emergency, or experience a severe crisis for yourself or a family member
- You have an unexpected request by a supervisor to work past your regular work-end time* (*Unexpected means not knowing about the request before arriving at work that day.)
- You're stranded at work because your carpool/vanpool driver had to leave due to an emergency
- Natural disasters
- In case of a carpool/mechanical breakdown (twice a year)
- Public transit delays of an hour or more or unscheduled cancellations (twice a year)

WHEN CAN'T I USE IT?
GRH isn't offered on days the employee didn't use rideshare to get to work. It's also not offered for transportation to work, personal vehicle getting towed or impounded, personal errands, pre-planned appointments, business-related travel, working late absent a supervisor's request, or non-emergency "side" trips. You'll be required to pay the full cost of any trip that isn't eligible.

HOW DO I USE IT?

Step 1: Register for GRH by calling 951.352.8229 or emailing cfranco@its-consulting.net

Step 2: Call a taxi, TNC (such as Uber or Lyft) or take public transit, enjoy your ride home, and remember to save your receipt

Step 3: Check with your employer to determine who will be reimbursing you for the cost of your ride home - your employer or the GRH program administrator

Step 4: Submit your receipt and GRH claim form to your employer or the GRH program administrator

Step 5: Receive reimbursement for the cost of your trip within 60 days

REGISTER TODAY!
Ask your employer or call 951.352.8229
More info at govventura.org/rideshare

The GRH program is designed to help ridesharing employees in case of emergencies. It is sponsored by VCTC, in partnership with the Ventura County Air Pollution Control District and local employers.

Ridesharing reduces single-occupant vehicle trips, reduces traffic and improves air quality in Ventura County.

VCTC RIDESHARE
Keeping Ventura County Moving

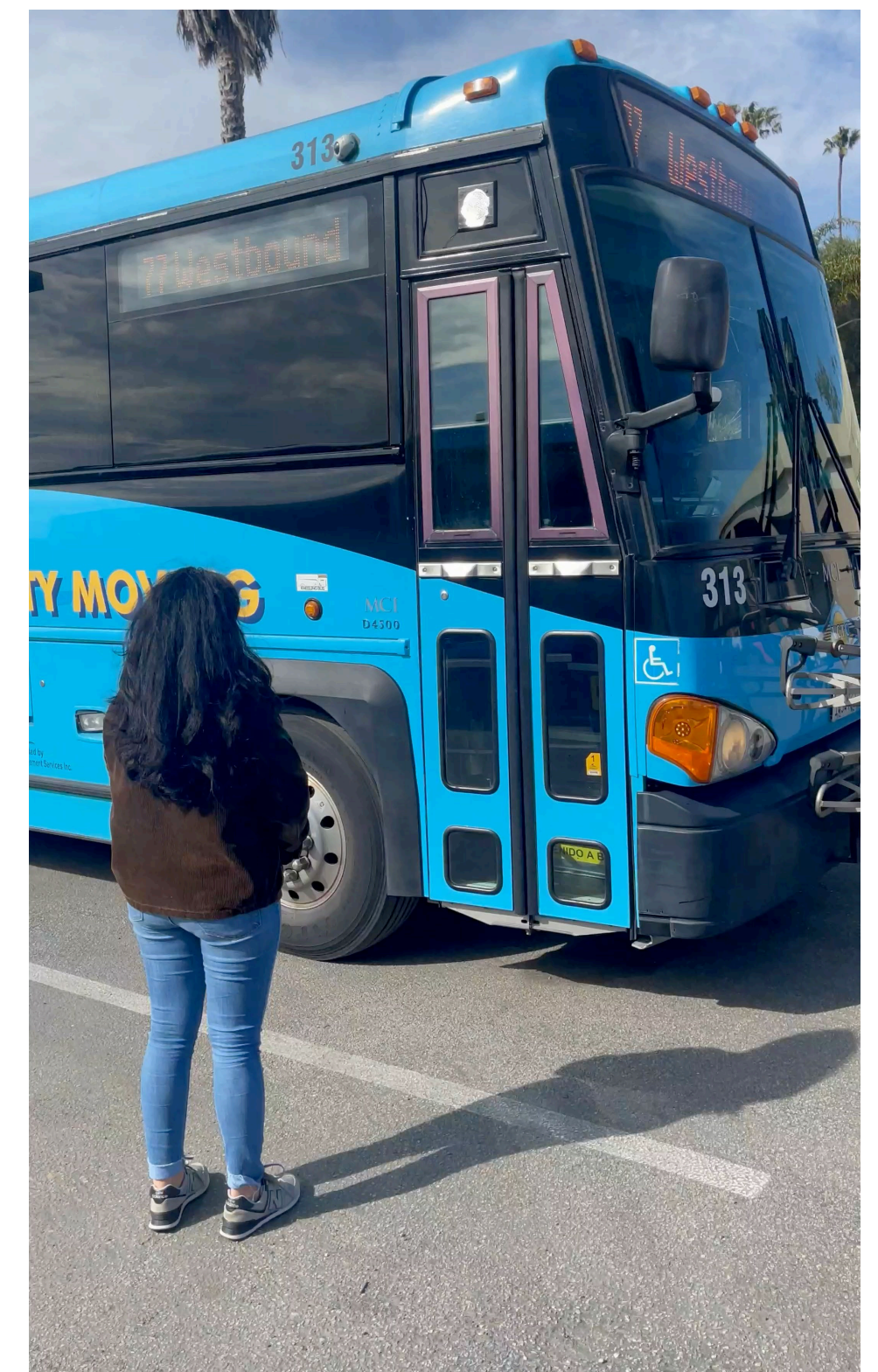


November 21, 2022 5:52 PM

"Why is my bus stop listed as a 'Flag' stop?"

Flag stop means the bus driver will not stop unless passengers are at the stop and literally "flag the bus" (i.e. raise their hand to signal to the driver).

@govctc

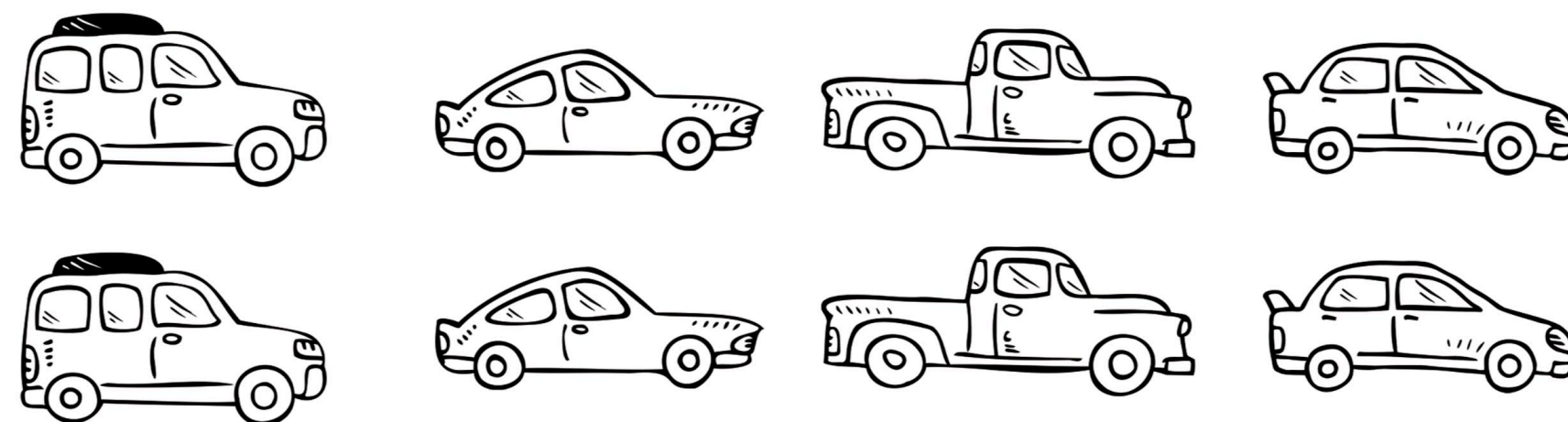


YOUTH ROADSHOW

- Presentations to students in schools and youth groups all over the county
- Custom presentation based on location
- How to ride, where to ride, benefits of transit, programs (Youth Ride Free)



**When you take the bus
rather than driving a car,**





THANK YOU