



# VCTC Outreach Report

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# 24/25 Outreach Initiatives

## VCTC's impact in Ventura County

- Coastal Express Electric Bus
- Spanish Outreach
- Freeway Service Patrol
- Events
- Tap2Ride
- Bike, Transit, Carpool & More
- Regional Ticket Transfers
- Free Fare Days
- Amtrak/Metrolink Codeshare
- Boys & Girls Club Art Contest
- Annual Community Impact Report





# Coastal Express Electric Bus

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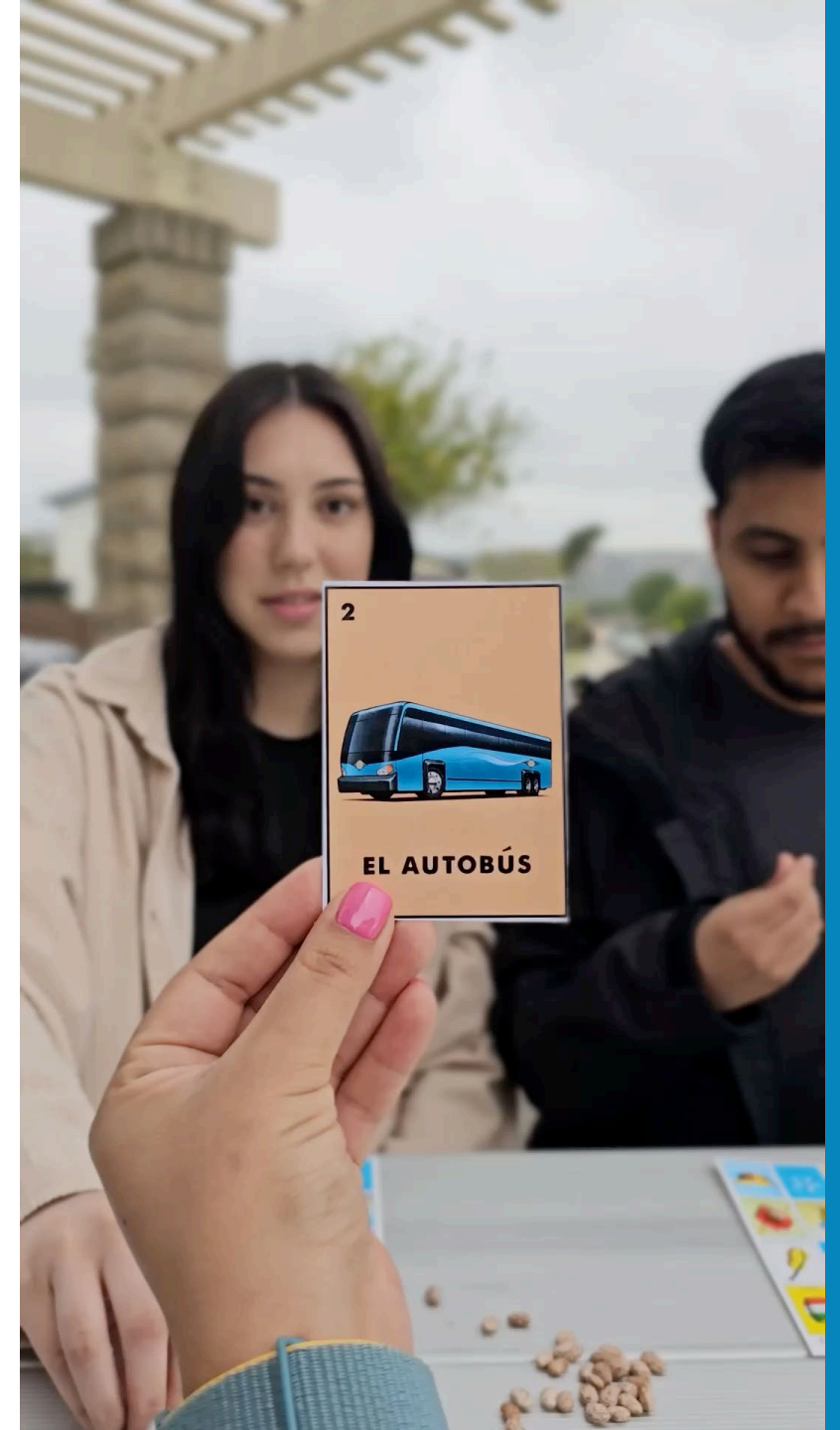
**New buses to make a splash from Camarillo to Goleta**

- All-electric bus offers a cleaner, quieter ride, reducing air pollution along the coastal route
- Once running, VCTC will develop a campaign to spotlight the bus and promote ridership
- Showcases the rich biodiversity of the coastal region it serves

# Buenas Campaign Drives Engagement

Speaking to riders in their language, their way

- Continued strong and consistent impact with new card designs featuring popular destinations and real people playing the game
- Since the campaign's launch in June 2022, Spanish-speaking traffic to the site has grown 187% when comparing the first half of the campaign to the second—indicating strong, sustained momentum over the past three years.
- Continues to impress the transit community and deeply resonate with Spanish-speaking families



# FSP: Protecting Drivers, Earning Trust

Freeway Service Patrol campaign drives awareness—and real impact

- Over 2.3K social media clicks (and counting) from locals eager to learn more
- Timely messaging countered scam tow operations with clarity and confidence
- Videos on truck identification, service areas, and cost (free!) resonated strongly with the public





# Community Connections in Action

## Engagement at local events

- Santa Paula Wellness Fair
- Banana Festival
- Ventura College Earth Day
- Santa Paula Earth Day
- Fillmore Earth Day
- Simi Valley Wellness Expo
- Thousand Oaks Arbor Earth Day
- Oxnard Bike Rodeo



CITY OF  
**FILLMORE**  
CALIFORNIA



**Banana Festival**  
A CELEBRATION OF A DIVERSE WORKING PORT



# Launching Tap2Ride with Impact

## New payment options, easier bus rides

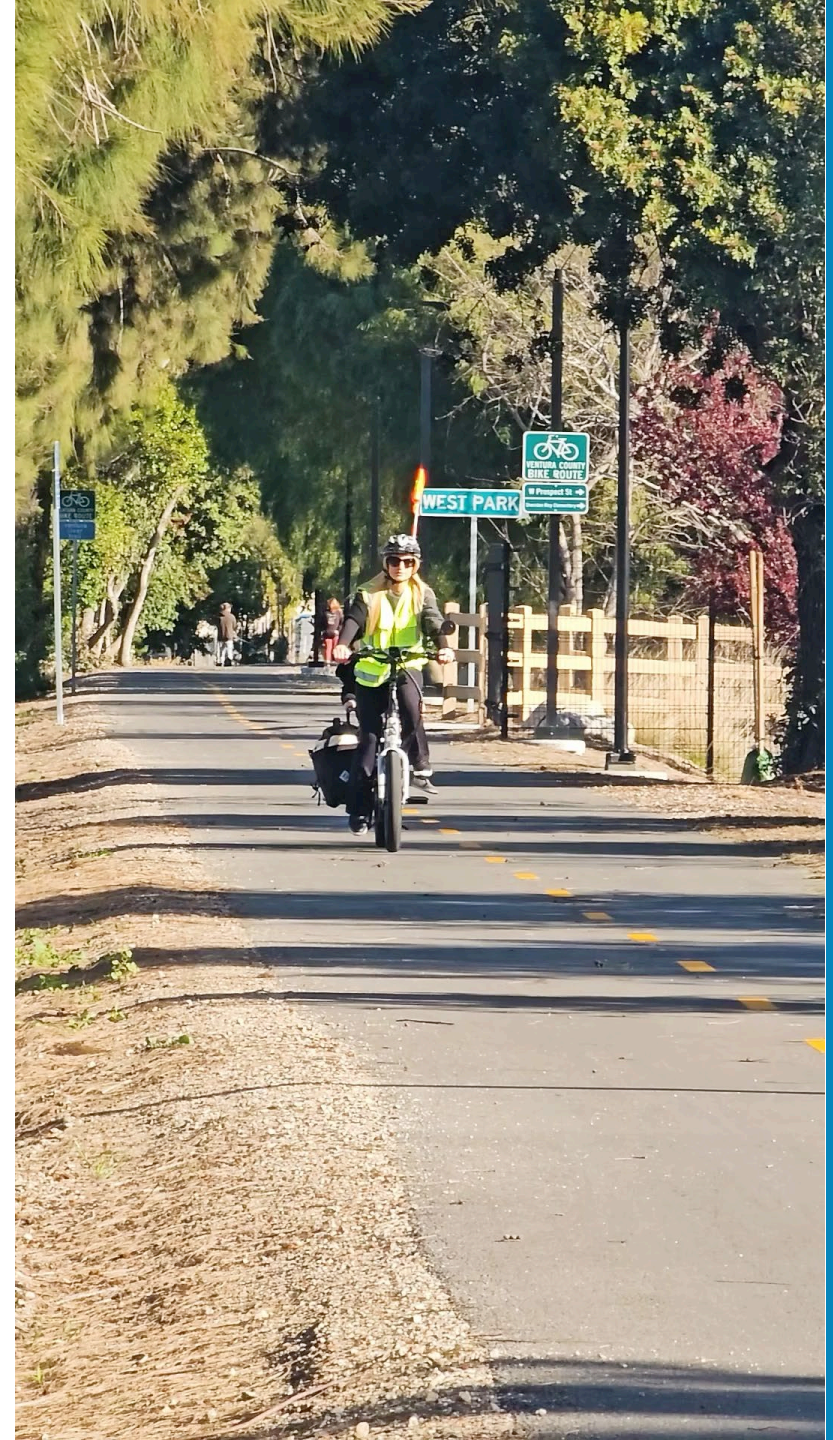
- Developed and launched a cohesive, branded campaign across print, digital, and social media to encourage non-riders to “give it a try”
- Created a dedicated landing page and teaser campaign to build early awareness
- Developing tailored toolkits and comprehensive outreach for a unified, county-wide launch



# Promoting Rideshare Year-Round

Ongoing campaigns promote bike, transit, carpool, and more!

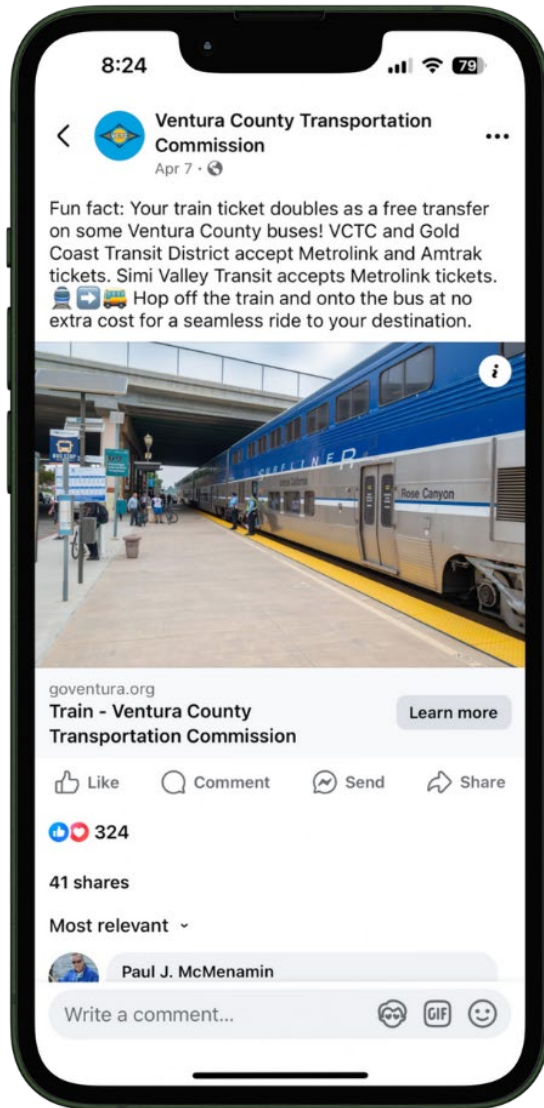
- Rideshare Week campaign boosted reach by 41%, earning over 115K impressions and 163 pledges
- Consistent bike ads continued momentum post-campaign, showcasing scenic rides in Ventura County
- Bike Month campaign features engaging videos and strong emphasis on e-biking benefits, driving 350 pledges



# Transferring to the Bus Made Easy

## Train ticket allows free bus connections

- Social media content highlighted the ease of using your Metrolink or Amtrak ticket to connect to the bus for free
- Consistent organic and boosted content steadily increased awareness and engagement for the transfer connection service
- Boosted social media posts reached 43K Instagram/Facebook users



# Continuing Success with Five Free Fare Days

Campaign encourages Ventura County to “leave your car behind and try transit”

- Social media promotion received 126 shares and counting
- Created a dedicated car card to be placed in all buses across the county for Transit Equity in honor of Rosa Parks
- Campaign saw a 23% increase in impressions on social media ads compared to last fiscal year



# Amplifying Codeshare with Real Voices

## User-Generated Content highlights customer experiences

- Authentic content boosted credibility and engagement (outperforming branded content)
- English and Spanish ads promoted the Metrolink and Amtrak Pacific Surfliner Codeshare in Ventura, LA, and Santa Barbara Counties.
- Campaign collected a total of 327 shares and 575k+ impressions across Meta and TikTok (and counting)



# Youth Art Celebrates Transit Connections

## Theme: Exploring Ventura County by bus

- 6th annual contest connects the county through youth creativity
- Winning artwork featuring transit from local clubs displayed on VCTC buses
- This tradition strengthens youth engagement, building early connections to transit and fostering local pride
- Contest to continue in FY 25/26



# VCTC Delivers Annual Report to the Community

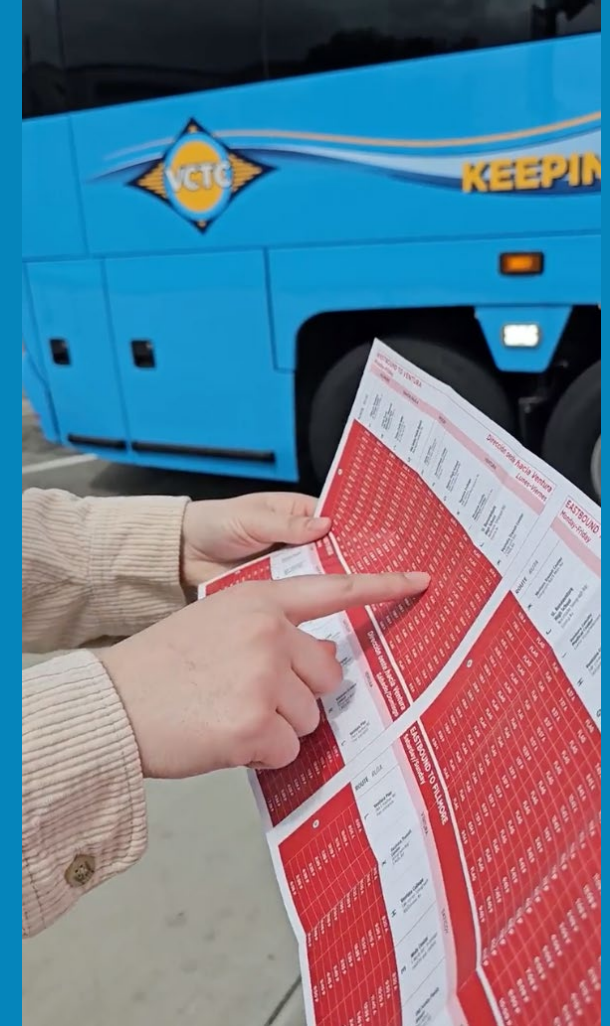
Reports illustrating the power of partnerships share how VCTC serves Ventura County

- Shared meaningful progress and success stories across Ventura County
- Highlighted community voices, strategic partnerships, and ridership impact
- Presented in a compelling, easy-to-understand format for the public



# On the Horizon

- Tap2Ride Regional Launch
- Coastal Express Schedule Change
- Electric Buses





Ventura County  
Transportation  
Commission

# Thank you

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