

HAVE A NICE DAY

4060

MARKETING & COMMUNITY OUTREACH UPDATE

FY 22-2023

¡TU COMUNIDAD CUENTA CONTIGO!
¡MANTÉNGANSE SEGUROS EN EL CONTÁCTO DE CERCANÍA!

USA UNA MASCARILLA
PRACTICA EL DISTANCIAMIENTO SOCIAL
LÁVATE LAS MANOS CON FRECUENCIA

VULNERABLE ADULTS ARE
COUNTING ON YOU

SAFE VISITATION



GOLD COAST TRANSIT DISTRICT

CELEBRATING 50 YEARS

***Serving, Moving, and Connecting People to Opportunity
- One Ride at a Time.***

Strategic Priority #5:

Expand Public Awareness

Increase awareness, expand community presence, and build a transit-supportive region through public education, partnerships, and advocacy.



BUILDING A MORE BEAUTIFUL
COMMUNITY

Key Areas of Focus:

- Service changes/new schedules
- Youth Ride Free
- GO Now
- 50th Anniversary web page & share your story
- We GO There





Community Outreach

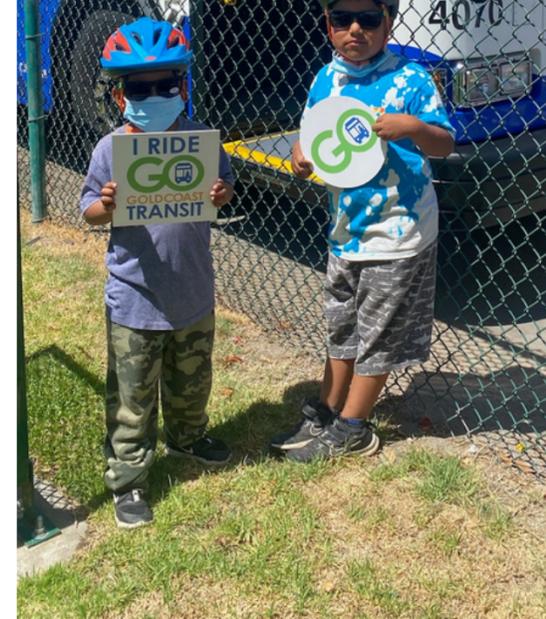
Q3 Jan-Mar 22-2023:

- EP Foster Academy Resource Fair (1/26/23)
- 38th Annual Career Expo City of Oxnard & OC (3/7/23)
- OUHSD Career Expo (3/17/23)
- Oxnard Scholars Art Gala (3/23/23)
- Port Hueneme 75th Anniversary Parade (3/25/23)
- Rio Lindo TK/K Bus Tour & Story Time (3/29/23)

Community Outreach

Q4 Apr to Jun 22-2023:

- Ventura Earth Day Eco Fest (4/26/23)
- Oxnard College Family Festival (5/7/23)
- South Oxnard Senior Center (6/9/23)
- Cal-Gisler Neighborhood Council (6/14/23)
- Swap Meet Justice (6/26/23)
- GO Now Ribbon Cutting (6/28/23)



GO NOW

- Community Events/Outreach
- Flyers to over 150+ businesses, mobile home parks, apartments, clinics, non-profits, public agencies, Neighborhood Council Meetings and Farmers Market
- Website Landing Page
- Newsletter/Email Stakeholders
- Social Media
- Paid Ads
- Free Introductory Rides
- Print: Bus books
- Announcement on Bus Routes



ON DEMAND SHARED RIDES

THE EASY & SAFE WAY
TO GET AROUND THE
NEIGHBORHOOD!



FARE IS \$2 | TRANSPORTATION MONDAY TO FRIDAY 7AM - 7PM | OPEN TO ALL

GO NOW Service Zone



**GCTD IS NOW OFFERING
A RIDESHARE APP SERVICE!**

Travel anywhere in the **GO NOW**
South Oxnard Service Zone for \$2.00!

WAYS TO PAY:

Download Token Transit app
for mobile payment.

Download the App to Request a Ride Now:



Learn more. Visit our website:
www.gctd.org/GoNow

Partnerships with Local Organizations

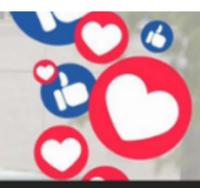
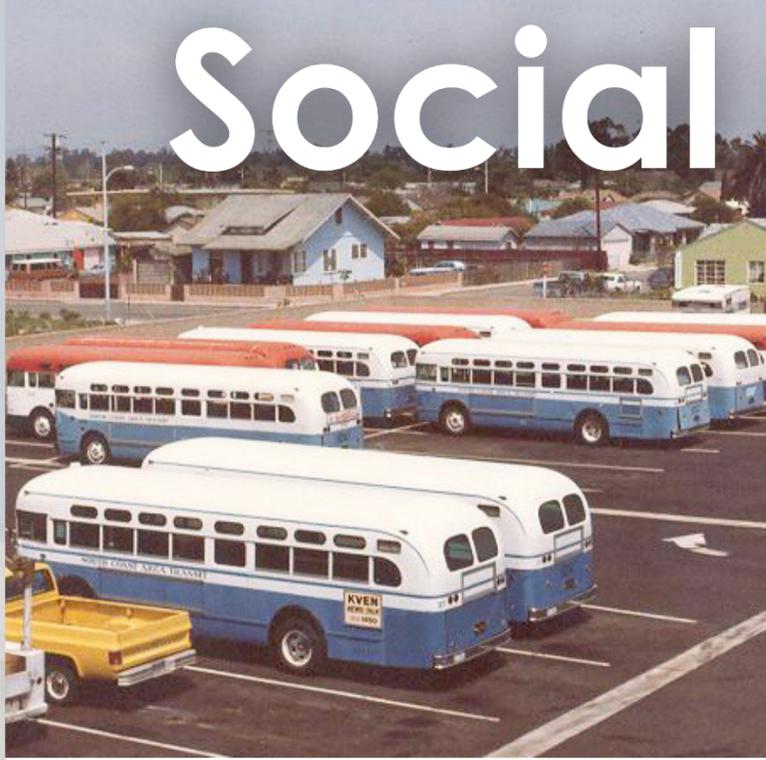


Free Fare Days

- Car Free Day – September 22
- California Clean Air Day – October 4
- Veterans Day – November 11
- Transit Equity Day – February 4
- Earth Day – April 22
- Bike to Work Day – May 17
- Dump the Pump – June 17



Social Media Metrics



Leave a note of appreciation for our GCTD bus operators! ❤️

U guys are more ***amazing*** than the fast and furious drivers



Followers (FY 22-23 Q4)



Current Followers

1,408

Q3 FY 22-23: 1,304

Gained

104

% Growth

+7.9%



Current Followers

1992

Q3 FY 22-2023: 2,000

Gained

-8

% Growth

-0.4%



1,489

Q3 FY 22-23: 1,361

128

+1.4%



398

Q3 FY 22-2023: 374

24

+6.4%

Current Followers

302

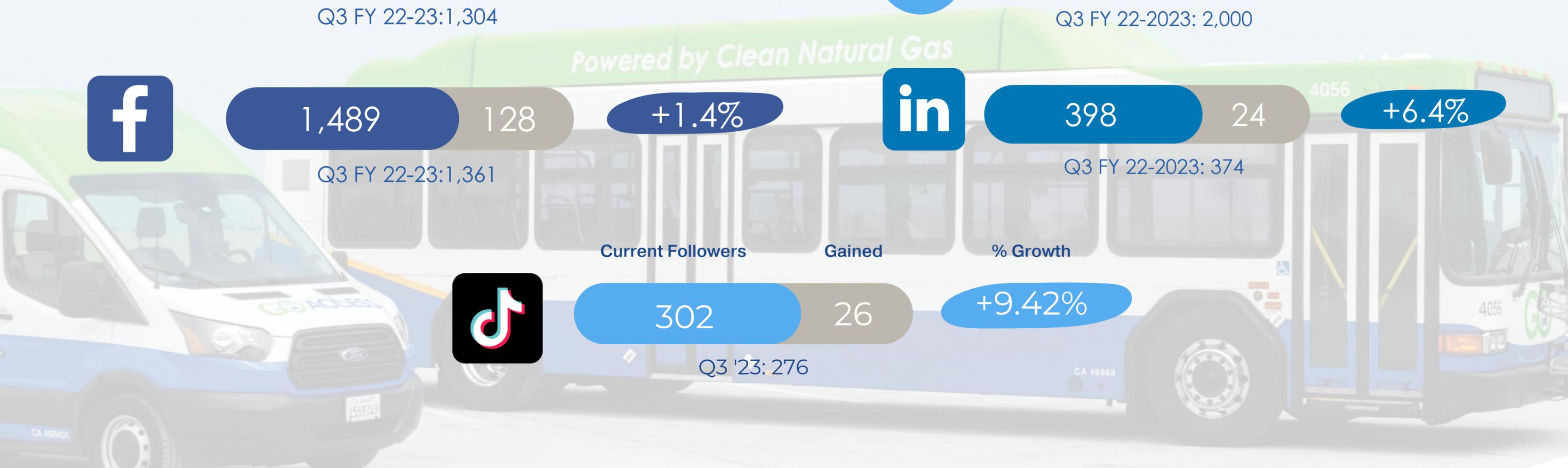
Q3 '23: 276

Gained

26

% Growth

+9.42%





Benchmarking

Represents the last 28 days

Page	Page likes ↓	Page likes change ↑↓	Published content
 Ventura County Transportation Commission VCTC is Ventura County's Regional Transportation Agency. If you drive, take...	3.7K	--	--
 Thousand Oaks Transit Welcome Aboard! Thousand Oaks Transit (TOT) is a practical way to travel t...	2.2K	--	--
 Gold Coast Transit District Gold Coast Transit District provides public fixed-route & paratransit service...	1.4K	↑ 14	12
 Santa Barbara MTD Santa Barbara MTD is a public transit organization serving southern Santa B...	1.3K	--	--
 San Luis Obispo Regional Transit Authority SLO Regional Transit Authority is a county-wide public transit company.	687	--	--



Benchmarking

Represents the last 28 days

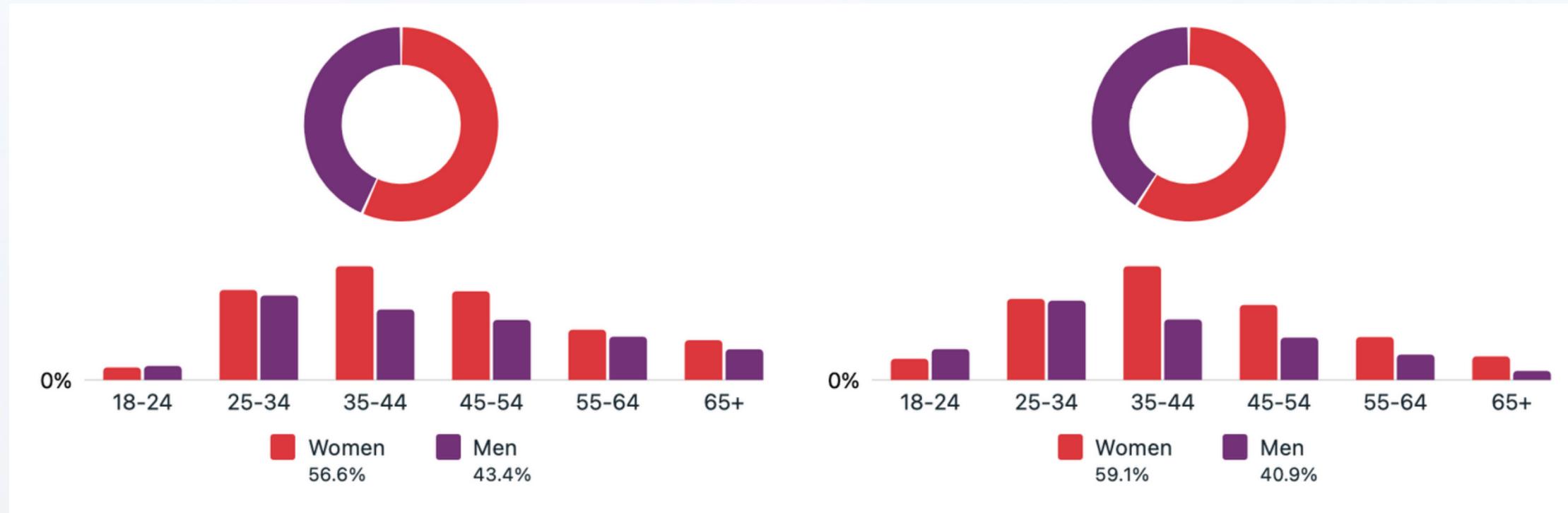
Account	Followers (lifetime) ↓	Instagram follower... ↑↓	Published content
 govctc Ventura County Transportation	1.8K	--	34
 santabarbaramtd Santa Barbara MTD	1.7K	--	26
 goldcoasttransit Gold Coast Transit District	1.4K	↑ 45	54
 totransit Thousand Oaks Transit	842	--	14



Audience



Compared to Q3 FY 22-2023, FB has seen no change. IG saw a 3% increase in Women.



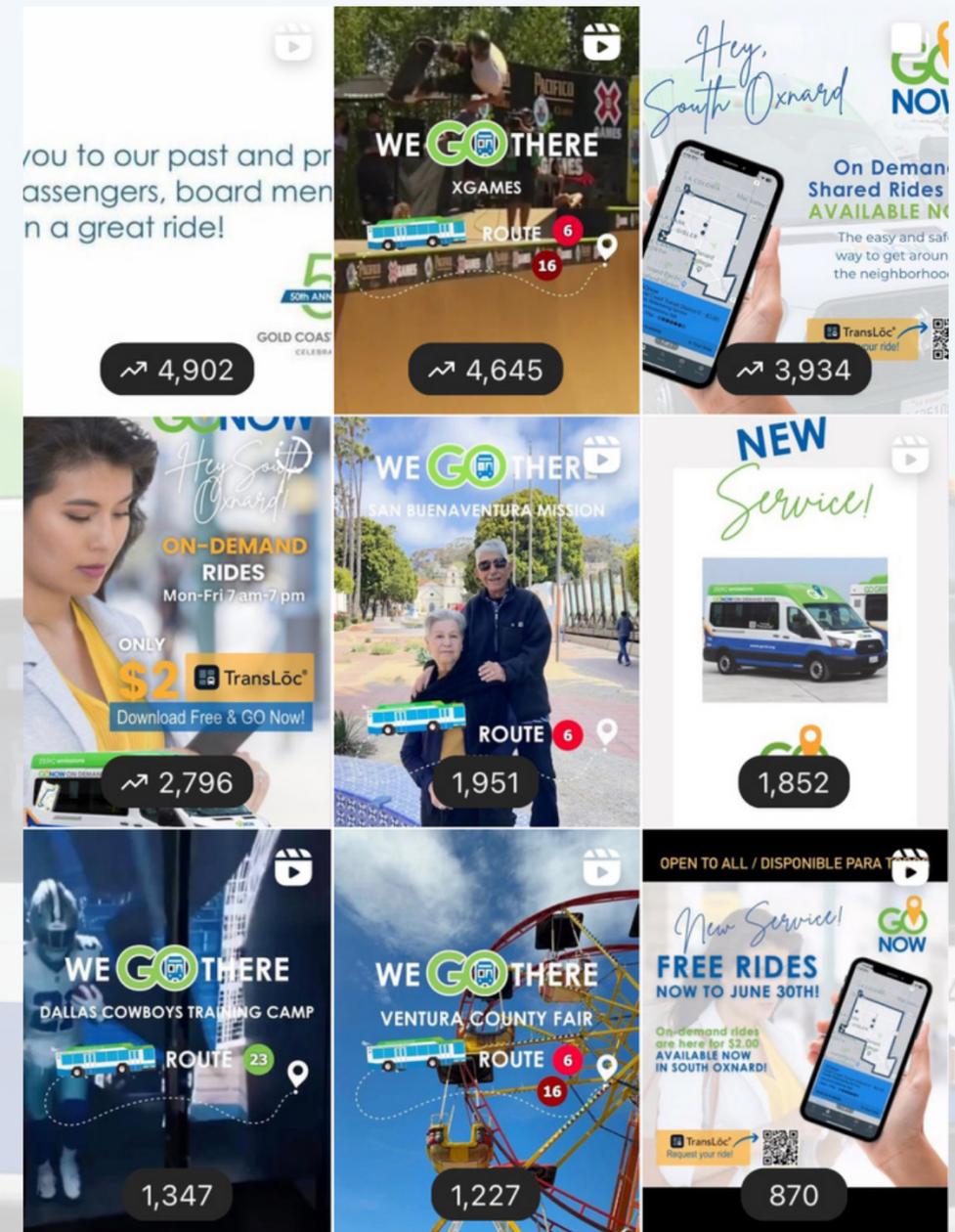
Compared to Q3 FY 22-2023, Followers rose in Oxnard by 105% pushing Ventura to second place.

Location
 34.7% Oxnard
 16% Ventura
 49.3% Other (largely VC)

Language
 79.8% English
 10.3% Spanish
 9.9% Other

Engagement

- Video
- Community Events
- Free Rides
- Service Changes
- 50th Anniversary



Top Performers

GCTD, previously known as SCAT was formed by a Joint Powers Agreement between Ventura, Oxnard, Port Hueneme, and Ojai in July 1973, and began operations in November 1973. Oxnard and Ventura Transit Lines were merged together to form SCAT. Making this year our BIG 5-0!
pic.twitter.com/RTBrInFJUu

Reach: 15
 Engagement: 3

Reach: 134
 Engagement: 113

NEW
Service!

GO NOW

Reach: 207
 Engagement: 10

Lean Natural Gas

Reach: 5,159
 Engagement: 208

Thank you to our past and present staff, passengers, board members - it's been a great ride!

Reach: 5,453
 Engagement: 76

goldcoasttransit

GCTD was founded on July 17, 1973, as ...

GCTD Bus Ad Sales Program



Thank you! Questions?



OJAI | OXNARD | PORT HUENEME | VENTURA | COUNTY OF VENTURA gctd.org | 805.487.4222