

- 1. The Audience:** Ventura County Residents
- 2. The Situation:** Ventura County needs a local transportation sales tax. It has a failing infrastructure, an aging population, inadequate funding for bus and rail service, is unable to maintain local roads and freeways and no way to compete for state and federal dollars. California requires 2/3 voter approval to pass a sales tax. They went to the Voters in 2004 and only received 42% support. In April, 2015, a poll showed a promising 58% support. But is as still shy of the needed target. An education and awareness campaign was launched to move the needle.
- 3. Objectives and Strategies:** The Objective was to move the support needle above 67%. Strategies included raising awareness about the issues facing Ventura County and educating residents about the possibility of a transportation sales tax and what it could mean to the region.

A multi-media campaign that included a new website, digital communications, community newspaper, outreach, social media, radio and direct mail was designed to build on VCTC's most visible brand asset (it's vehicles). The straight-forward messaging (Repair. Preserve. Improve.) lead interested constituents to the keepVCmoving.org website review and comment of the comprehensive transportation investment plan.

- 4. Results:** The results were phenomenal. Interest in the issue grew to 79% and support for a potential tax measure jumped to 69% - two points above the 2/3 threshold.
- 5. AdWheel Award Qualifications:** The campaign was incredibly successful - it eclipsed 69% support for a transportation sales tax in Ventura County. It showcased the best of public transportation: the need, the value and what is possible. The campaign optimized the application of a consistent and visible VCTC brand (using existing brand assets - the bus fleet). The campaign was incredibly comprehensive, strategic and efficient in conveying targeted messaging to a large population. The effort generated unprecedented levels of support - in just three months.

VCTC Direct Mail placed the Future of Ventura County in 276,000 Resident's Hands

High-impact map mailer educated local residents about the issues facing Ventura County and what can be done to address them.

VENTURA COUNTY TRANSPORTATION IMPROVEMENT PROGRAM

THE PLAN

IMPROVE LOCAL STREETS

U.S. 101

L.A. County Line to S.R. 15

Traffic on the 101 is expected to increase 50% in coming years. In order to address bottlenecks and improve traffic flow and safety on Ventura County's primary Freeway, VCTC plans to add 23 miles of improvements including HOV lanes and auxiliary lanes (to make merging onto freeways safer). Additionally, local interchanges will be built to accommodate mobility and safety improvements.

REPAIR PRESERVE IMPROVE

ANNUAL AUDITS & TIGHT FINANCIAL CONTROLS

KEEP BUS FARE LOW FOR STUDENTS, VETS SENIORS & DISABLED

PEDESTRIAN IMPROVEMENTS

BIKE PATHS CONNECTING COMMUNITIES

S.R. 125

To improve traffic flow, relieve bottlenecks and facilitate goods movement on S.R. 125, VCTC plans to add lanes, construct soundwalls, a concrete median safety barrier and interchange and bridge improvements.

\$\$\$ ALL FUNDS STAY LOCAL

30 YEAR INVESTMENT PLAN

The following table outlines the general expenditure categories of the 30 year investment plan.

| | |
|--|---------------|
| Local Streets/Roads | \$1.3 BILLION |
| Freeways/Highways | \$650 MILLION |
| Port & Military Base Access/Regional Road Improvements | \$290 MILLION |
| Bus Service/Low Fares | \$240 MILLION |
| Bicycle/Pedestrian | \$240 MILLION |
| Environmental Preservation | \$240 MILLION |
| Commuter Rail (Metrolink) | \$210 MILLION |

KEEP TRAINS & BUSES ROLLING

IMPROVE SAFETY AT INTERSECTIONS & RAIL CROSSINGS

KEEP GOODS MOVING

ENVIRONMENTAL PRESERVATION

CLEAN WATER RUN OFF

FIX OUR FREEWAYS

REPAIR REGIONAL ROADS

1/2c SALES TAX

\$1/WEEK

\$70,000,000 for transportation improvements in Ventura County

COST AND BENEFITS

The Cost: According to the California Lutheran University Center for Economic Research & Forecasting, the half-cent sales tax will cost a Ventura County resident a dollar a week. The Benefit: A half-cent sales tax raises roughly \$70 million a year for Ventura County transportation improvements.

CREATE JOBS BOOST LOCAL ECONOMY

LET US KNOW YOUR PRIORITIES PROJECTS

VENTURA COUNTY TRANSPORTATION IMPROVEMENT PLAN

FUNDING BY 38%

NO HIGHWAY PROJECT SHORTFALL 2016

THE FEDERAL BUDGET IS SHORT \$100 BILLION 2020

OUR INFRASTRUCTURE IS DETERIORATING

OUR POPULATION IS ASING

28,000 HOURS STUCK TRAFFIC ON THE 101

SENIOR POPULATION DOUBLE

FREEWAY CONGESTION PROJECTS INCREASE 50%

VENTURA COUNTY TRANSPORTATION IMPROVEMENT PLAN

THE PLAN TO KEEP YOU MOVING

LET US KNOW YOUR PRIORITIES PROJECTS

KEEP US MOVING

VENTURA COUNTY TRANSPORTATION IMPROVEMENT PLAN

VENTURA COUNTY TRANSPORTATION IMPROVEMENT PROGRAM

THE PLAN TO KEEP YOU MOVING

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LET US KNOW YOUR PRIORITIES PROJECTS

KEEP US MOVING

VENTURA COUNTY TRANSPORTATION IMPROVEMENT PLAN

Boosted social media posts expanded reach

Low cost media posts went viral as interest grew in the subject matter.

Ventura County Transportation Commission
Written by Cristina Bonnici [?] · March 11 · 🌐

REPAIR.PRESERVE.IMPROVE. View our plan to keep you moving!

THE FUTURE OF VENTURA COUNTY IS IN YOUR HANDS

Share Thoughts & Ideas
Let us know your priorities, what projects you like & don't like.
WWW.KEEPVCMOVING.ORG

43,638 people reached

Boost Post

Like Scrawl yer thoughts Share

75 Chronological

23 shares 19 comments

Online banners, e-blasts and sidebars reached critical targets

Digital marketing engaged over 4 million viewers



View this email in your browser

VENTURA COUNTY TRANSPORTATION IMPROVEMENT PROGRAM

THE FUTURE OF VENTURA COUNTY IS IN YOUR HANDS

keepVCmoving.org **REPAIR. PRESERVE. IMPROVE.**

Keep Ventura County Moving

What does Ventura County need to keep traffic flowing, people moving and the economy growing? KeepVCmoving.org, a new website launched today, invites you to weigh in on this question.


[Visit the Site](#)

KeepVCmoving.org delves into Ventura County's transportation challenges and outlines a draft plan to solve them. The site explores the idea of a half-cent sales tax as a way to raise billions of dollars for local mobility. It also describes the projects and programs that could repair, preserve and improve our community, if such a tax is approved by voters this November 2016.

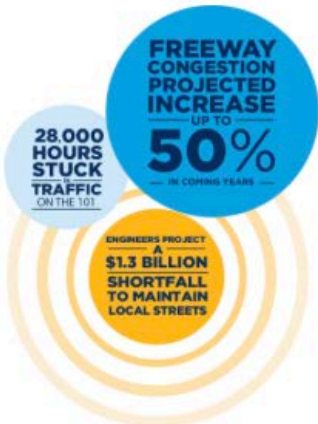
Most importantly, the site invites YOU to join the conversation.

The future of Ventura County transportation is in your hands. Visit www.keepVCmoving.org. Explore the site, review the plan and share your thought and opinions.

[Share Your Opinions](#)



Thanks for sharing this email with your colleagues, friends and neighbors.



28,000 HOURS STUCK TRAFFIC ON THE 101

FREeway CONGESTION PROJECTED INCREASE UP TO 50% IN COMING YEARS

ENGINEERS PROJECT A \$1.3 BILLION SHORTFALL TO MAINTAIN LOCAL STREETS

VENTURA COUNTY TRANSPORTATION IMPROVEMENT PROGRAM

THE FUTURE OF VENTURA COUNTY IS IN YOUR HANDS

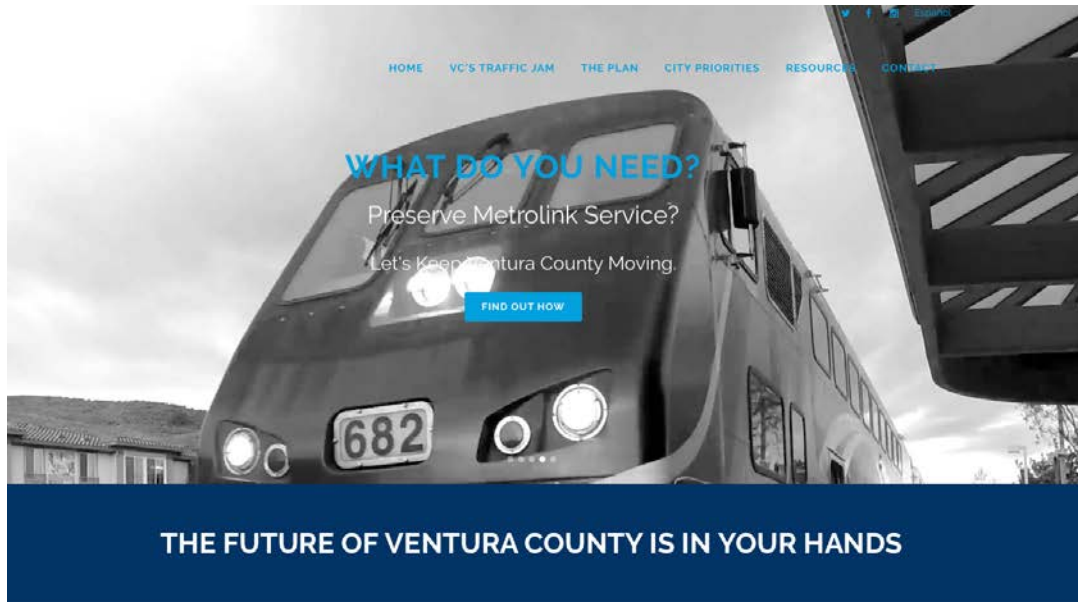
REPAIR. PRESERVE. IMPROVE.

REVIEW THE PLAN. SHARE YOUR VISION AT KEEPVCMOVING.ORG



New website created to keep Ventura County Moving

Newly created website housed all information relative to the plan and provided a mechanism for people to provide input and learn all there is to know.



Repair, Preserve & Improve

While used by everyone, the transportation system gets little attention- until things begin to go awry. When traffic on U.S. 101 slows to a crawl, when potholes begin to multiply, when buses and trains are unavailable, people begin to take notice. Like all of Southern California, Ventura County's population is mobile and growing. More residents and visitors mean more traffic. On the 101, Ventura County's primary transportation backbone, drivers already spend an average of 28,000 hours stuck in traffic. The picture on the 118 isn't much better. All these hours wasted in traffic stifle the productivity of local businesses and rob us of time with our families and friends. And congestion on our freeways is projected to increase by up to 50% in coming years.

VCTC has a Plan to Keep Ventura County Moving

The Ventura County Transportation Commission (VCTC) has developed a comprehensive and balanced plan to meet Ventura County's transportation needs. The plan reflects extensive community outreach and locally-determined priorities. The Commission represents every corner of Ventura County. Members include all five county supervisors, city council members from each of the ten cities, plus two citizen appointees. VCTC is responsible for overseeing transportation in the county.

We want to hear from you.
Review the plan. Join the conversation.

[SHARE YOUR IDEAS](#)



FREEWAYS

Improvements to the US 101 and SR 118

[READ MORE](#)



REGIONAL ROADS

Regional Roads, Port/Military Access & Goods Movement

[READ MORE](#)



COMMUTER RAIL

A sustainable and reliable rail system in Ventura County

[READ MORE](#)



BUS TRANSIT

A quality intercity bus system is vital to Ventura County

[READ MORE](#)

keepVCmoving.org

Broadcast included local radio and digital video

RADIO COPY "MARCH MAILER"

KCLU PROGRAMMING IS MADE POSSIBLE BY CONTRIBUTING MEMBERS AND IN PART BY THE VENTURA COUNTY TRANSPORTATION COMMISSION." THE FUTURE OF VENTURA COUNTY IS IN THE HANDS OF THE VENTURA COUNTY RESIDENTS. V-C-T-C - HAS A PLAN TO REPAIR LOCAL ROADS, IMPROVE TRAFFIC FLOW ON FREEWAYS AND PRESERVE BUS AND RAIL SERVICE. A V-C-T-C MAILER IS COMING TO HOMES WHERE RESIDENTS CAN REVIEW THE PLAN AND SHARE THOUGHTS AT "KEEP V-C MOVING DOT.ORG/SLASH/SURVEY."

DIGITAL VIDEO "REPAIR. PRESERVE. IMPROVE."

https://www.youtube.com/watch?v=Kw_577LETrQ



Local residents were also reached through community newspapers

Putting VCTC directly in front of the communities it serves - pleasing local media and local leaders alike.



The Future of Ventura County is in your hands

With roads in need of repair and traffic congestion on Ventura County freeways projected to increase by up to 50%, VCTC has a plan to repair local streets, improve freeway traffic flow and preserve bus and rail service. Visit keepVCmoving.org to review the plan and share your thoughts to keep Ventura County moving.

Visit keepVCmoving.org

[KeepVCmoving.org](http://keepVCmoving.org) is your online source to learn all about VCTC's comprehensive plan to meet Ventura County's transportation needs and share your thoughts on Ventura County's future.

Business leaders come together to discuss transportation

The Chambers of Commerce Alliance of Ventura and Santa Barbara Counties hosted a forum: Transportation: Where do we go from here? Federal, state & local officials discussed Ventura County's growing traffic congestion & ailing transportation infrastructure and identified alternatives, such as a county-wide sales tax, to address them.

 @Go_VCTC   @GoVentura



Campaign generated media support

Media outlets (critical of past efforts) became more supportive of potential tax.

The image shows two screenshots of the Ventura County Star website. The top screenshot is an opinion column by Fiona Ma, dated April 16, 2016, titled "Fiona Ma: Ventura County voters should support transportation sales tax". The article discusses a potential half-cent sales tax increase for transportation funding and mentions that California Transportation Commission officials warned that Ventura County's planned high-occupancy vehicle (HOV) lanes on Highway 101 might be scrapped due to lack of funding. It also notes that gas taxes, which fund a large portion of California's infrastructure projects, will be going down, despite the urgent need for an estimated \$50 billion in infrastructure funding.

The bottom screenshot is an article titled "Officials make case for Ventura County transportation sales tax", dated February 26, 2016, by Mike Harris of the Ventura County Star. The article reports that federal, state, and local officials on Friday made the case for a possible half-cent transportation sales tax to be placed on Ventura County's November ballot. It states that without the approximately \$70 million a year such a tax would raise, the county's transportation infrastructure will not be adequately maintained. The program was sponsored by the Chambers of Commerce Alliance of Ventura and Santa Barbara Counties. It also mentions that state and federal transportation funding is in decline, according to Darren Kettle, executive director of the Ventura County Transportation Commission, which is considering placing a sales tax measure on November's ballot.

Both screenshots show the website's navigation menu, including sections like NEWS, SPORTS, BUSINESS, OPINION, ENTERTAINMENT, BLOGS, LIFESTYLE, JOBS, HOMES, CARS, CLASSIFIEDS, and WEEKLY ADS. There are also weather widgets, search bars, and social media links visible.

The comprehensive and successful campaign is a model for other transit systems to follow

Strategic multi-media program, built from bus design, to educate about potential transportation sales tax.

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Education and Awareness Plan

Community Newspaper ads running

- All local/community newspapers
- Advertorials - every other week

Radio Flights

- First flight leveraged "Unmet Needs"
- Stations include: 100.7 KHAY-FM; 103.3 KVYB-FM; 95.1 KBBY-FM; 106.3 KRRF-FM; 1450 KVEN-AM; 102.9 KXLM-FM (Hispanic); 88.3 KCLU-FM (NPR); 104.7 KCAQ-FM; 105.5 KFYV-FM; 95.9 KOCP-FM; 1590 KVTA-AM

On-going e-blast program

- Weekly/as needed

11 Presentations and counting

- Branded presentation
- Targeting Business and Community
- 11 more scheduled

Enhanced Social Media

- Expanded platforms
- Activity up 26%

Created Community Outreach Database

- 800 and counting

Produced "Repair. Preserve. Improve." Video

- 44,000 people reached on Facebook
- Use(d) in multiple formats

Enhanced "Unmet Needs" Communications

- Branded Unmet Needs efforts into education and awareness format
- Added radio and print support

Radio Flight continues Next Week

- :15 second spots begin 2/22
- Phase 1 drives listeners to website
- Phase 2 reminds listener of mailer

Launched "keepVCmoving.org" website

- Source and repository for all public information

Online Ads

- Targets Ventura County
- Projects to 7.3 million impressions
- Display and search
- Web and mobile

Leveraged Events

- Unmet needs

Direct mail piece out in March

- Every household in Ventura County
- 12-page info piece w/ questions
- Spanish version housed on website

Q&A and other Collateral in development

- Developing suite of leave-behind information

Branded System Signage

- New branded bus stops
- Keep Ventura County Moving