

FOR IMMEDIATE RELEASE

Date



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**Ventura County Transit Operators Implement College Ride Pilot Program for 2019-20
Academic Year**

Students enrolled at Ventura County colleges can continue to ride bus free with student ID

Ventura, Calif. – Last year, transit operators in Ventura County joined together to implement the College Ride Pilot Program, allowing students enrolled at California Lutheran University, California State University Channel Islands, Moorpark College, Oxnard College and Ventura College to ride any bus anywhere in Ventura County for free. VCTC is happy to announce that this program will be continuing for the 2019-20 academic year. To board, students need only show their student ID to the driver and can take the bus anywhere, anytime, not just to or from school.

“The College Ride Pilot Program was very successful the first year so we are excited to have the grant funding to continue it for another year,” said Manuel Minjares, Chair of the Ventura County Transportation Commission (VCTC). “This program has encouraged college students to take the bus who otherwise may not have and has helped boost transit ridership in Ventura County.”

This pilot program is funded by a grant obtained and administered by VCTC from the state of California's Low Carbon Transit Operations Program, a part of the state of California's Cap and Trade program.

Ventura County transit operators have been providing transit service to the colleges for many years and it has been an ongoing goal to implement a college pass program for local students. This grant funding makes the implementation of the pilot program possible and helps bring us closer to a long-term program.

By taking transit, students will be able to save money on gas and parking passes, relieve stress associated with traffic or crowded parking lots and improve the environment by reducing auto emissions. Student riders will also be able to take advantage of the new GoVCbus app and GOVCbus.com to get real time bus arrival information and help plan their trips.

Passengers can learn more at www.goventura.org or by calling (800) 438-1112.