



**FOR IMMEDIATE RELEASE**

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**VCTC introduces VCbuspass – A Regional Transit Pass for Ventura County**

CAMARILLO, Calif. – Bus riders in Ventura County are now able to use a single, touch-free system to pay for fares on any of the county’s regional buses, making it easier to use public transit to travel to work and appointments, to run essential errands and to simply get around.

The Ventura County Transportation Commission (VCTC) has launched VCbuspass, a contactless fare collection system that allows passengers to pay for fares on any of eight Ventura County regional bus systems.

With VCbuspass, riders can buy bus passes online and use them directly from their mobile devices or use a reloadable smartcard when boarding buses. In addition to purchasing passes online, riders may visit one of the many transit pass ticket counters located across the county and load products onto their cards or mobile phone accounts using cash. Beginning this November, riders can go into any CVS drugstore to load value onto their account, with more stores to follow.

In December 2020, VCTC awarded a contract to Cubic Transportation Systems Inc. for the new regional countywide system. The VCbuspass system is powered by Cubic’s Umo Mobility app. The Umo Mobility app is available for both Android and Apple devices.

To begin using the system and to purchase a pass, passengers can download the Umo Mobility app, go to [goventura.org/vcbuspass](http://goventura.org/vcbuspass) or visit a transit pass ticket location. An account is not required to use the system; however, riders are encouraged to register to receive alerts and take advantage of other customer features. Riders who choose not to use VCbuspass can still use cash to pay fares when boarding.

The VCbuspass system is installed on over 160 vehicles across eight transit operator fleets, including Camarillo Area Transit, Gold Coast Transit District, Moorpark City Transit, Ojai Trolley, Simi Valley Transit, Thousand Oaks Transit, Valley Express Bus, and VCTC Intercity transit service. Passengers may buy 31-day passes or add “stored value” that lets riders pay as they go.

“The VCbuspass system gives transit riders all across the county, from Ventura to Simi Valley, greater convenience to buy passes online, and improved safety with faster, contactless

boarding at the farebox,” said VCTC Commissioner and Oxnard Mayor Pro Tem Bryan MacDonald.

More information about VCbuspass, including Frequently Asked Questions and sales locations, can be found on the VCTC website at [goventura.org/vcbuspass](http://goventura.org/vcbuspass).

“With the VCbuspass, VCTC’s regional fare media is moving into the 21<sup>st</sup> century, building upon our goal of improving mobility for Ventura County residents. By leveraging the latest technology, we are able to provide a more convenient and seamless transit experience across the county,” said VCTC Public Transit Director Martin Erickson.

### **About the Ventura County Transportation Commission**

The Ventura County Transportation Commission is the regional transportation planning agency committed to keeping Ventura County moving. Program information is available at [goventura.org](http://goventura.org).

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