

**FOR IMMEDIATE RELEASE**

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**Ventura County Transit Operators Implement College Ride Pilot Program for 2018-19  
Academic Year**

*Students enrolled at Ventura County colleges can ride any bus in County free with student ID*

Ventura, Calif. – Transit operators in Ventura County are joining together to implement a College Ride Pilot Program that will allow 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. To board, students need only show their student ID to the driver. Students can take the bus anywhere, anytime, not just to or from school.

“The College Ride Pilot Program will help introduce transit to college students who may not otherwise have used it before” said Darren Kettle, Executive Director of the Ventura County Transportation Commission (VCTC). “This program has the potential to create new, life-long transit users and help 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. It will last the duration of the 2018-19 academic year, at which time it will be reevaluated.

Ventura County transit operators have been providing transit service to the colleges for many years. It has been an ongoing goal to implement a college pass program for local students and grant funding makes the implementation of the pilot program possible.

“Free bus passes will help many college students have an easier time accessing higher education and even work and other services across the county. We thank VCTC for pursuing and offering this grant that will impact students in a positive way,” said VCCCD Chancellor, Dr. Greg Gillespie.

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.

“We are delighted that our students will have the opportunity to ride the bus free of charge,” said Erika D. Beck, Ph.D., President of CSU Channel Islands. “This program goes hand-in-hand with our commitment to environmental sustainability and college affordability. Along with the recent introduction of our two textbook-free majors that use free, reusable and re-mixable materials, each of these efforts makes obtaining a college degree more accessible and affordable for our students.”

“We are so thankful to the Ventura County Transportation Commission and Executive Director Darren Kettle for finding a way to offer this great program,” said California Lutheran University President Chris Kimball. “This provides students with a greener and less expensive alternative to cars.”

Passengers can learn more at [www.goventura.org](http://www.goventura.org) or by calling (800) 438-1112.

### **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 [www.goventura.org](http://www.goventura.org).

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