



2024 ANNUAL REPORT CARD

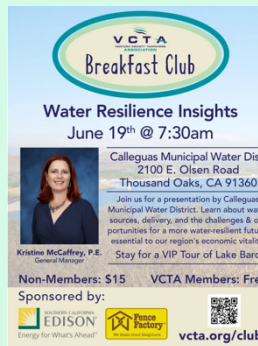
Investigate, Advocate, & Inform



Monthly Events

We Hosted Meetings Addressing Taxpayer Topics!

In 2024, we organized ten Breakfast Club events across the county, featuring guest speakers who addressed issues pertinent to taxpayers. This year, our Breakfast Club sponsors were Sothern California Edison, SoCal Gas & Fence Factory.



We also hosted a special event on Commercial Real Estate in west county in February and joined VC CoLAB for a *Taxed to Death* event discussing election ballot initiatives in September.



Increased Membership

Membership increased 109% in 2024!

Our members receive complementary access to our Breakfast Club and discounted tickets to our Annual Meeting and Foundation events.



We Fought Bond Initiatives

VCTA Defeats Bonds and Provides Oversight on VUSD Measure E

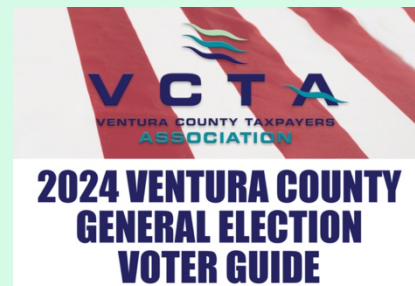
VCTA actively opposed a proposed \$400 million low-income housing initiative by Ventura County and an \$800 million school bond from the Ventura County Community College District. Additionally, the VCTA uncovered an ongoing initiative by the Ventura Unified School District to use a \$14 million rebate from the Measure E Bond to replenish its General Fund, instead of applying it as one-time funding for solar panel installations.



Our Voter Guide

VCTA Comprehensive 2024 Voter Guide

We successfully produced a comprehensive election voter guide, delivering in-depth analysis for each State Proposition and local Measure across all cities. Furthermore, VCTA provided well-researched statements and rebuttals for every school bond measure in the County and for Measure R in Santa Paula, equipping voters with valuable insights to make informed decisions.



Newsletters and Website Traffic

We hit a landmark of 1.16 MILLION newsletter views in 2024!

Our newsletters achieved a 41% open rate, which is above the industry average, with 1.16 million email opens—a 14.5% increase from last year. Click-throughs to our website rose by 383% to 15,689, and overall site traffic grew by 64% to 22,371 visitors. Our top story on Oxnard Street Sweepers earning \$200K was read by ~12K people and featured in the Pacific Coast Business Times. Additionally, our social media presence grew at double digits in 2024 on Facebook, X, and LinkedIn.



VCTA Positions on County and State Issues

We advocated on 35 issues between January and September of 2024!

We challenged Oxnard City Council and the City Manager on paying street sweepers \$200K per year under AB 1886, we gathered signatures for the Howard Jarvis 'Taxpayer Accountability Act,' we fought for local hire and competitive bidding on taxpayer funded projects for VCCCD, VUSD and Ventura County, we distributed 'No on Prop 5' signs, and we opposed the County's plan to replace AMR's ambulance service with Ventura County Fire, citing concerns over pensions, efficiency, and taxpayer burden, and much, much more which can be found at www.vcta.org/2024-report-card.



VCTA will continue to grow our advocacy reach throughout 2025. We plan to take on new, more robust issues on behalf of the taxpayers next year. We will continue to monitor government actions to protect tax dollars. We will increase our educational outreach with our Breakfast Club to a younger audience in 2025. Finally, we will continue to build coalitions with other groups, both local and statewide, to further our goal of promoting the wise use of taxpayer funds.

It is time for YOU to become a member. Your Membership will directly support VCTA in our continued goal of maintaining and advancing meaningful action on behalf of the taxpayers of Ventura County.

BECOME A MEMBER
www.VCTA.org/membership

