

For Immediate Release

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**METRO Announces Reimagine METRO Summer Service**

Summer Service Enhances Connectivity and Sustainability in Santa Cruz County

Santa Cruz, CA (June 12, 2024): Santa Cruz Metropolitan Transit District (METRO) is excited to announce the launch of its Reimagine METRO summer service changes, aimed at revolutionizing the public transit experience for the community. The upcoming summer service improvements, in effect on June 20th, promise increased frequency, revamped transit center operations, updated routes and extended services to better cater to the diverse needs of riders across Santa Cruz County.

Enhanced Frequency

One of the key highlights of the new service changes is the increased frequency across several routes. Route 1 will now operate at 15-minute intervals from 6 a.m. to 9 p.m., offering more convenience and flexibility to commuters. Responding to popular demand, Route 1 will now travel along Soquel Ave., enhancing accessibility for riders. Additionally, Hwy-17 Express will now operate every 30 minutes during peak periods, providing more frequent service for commuters. Route 90X will also see an enhanced frequency, operating every 30-minutes on weekdays and hourly on weekends.

River Front Transit Center (RFTC) Enhancements

With a focus on improving transit center operations, METRO has introduced updates at RFTC. Hwy-17 Express service will now depart from newly designated Area 4, conveniently located in front of the Trader Joe's on Front St., streamlining the commuter boarding process.

Route 78 Modifications

While Route 78 service will continue to operate, riders can expect slight changes in routing, optimizing the service for improved performance and accessibility. These modifications aim to enhance the overall transit experience for passengers using this route.

Expanded Big Basin Service

In response to community demand, Big Basin service will continue to be available on weekends throughout the summer and fall schedules. This extended service aims to provide residents and visitors greater access to the renowned natural beauty of the Big Basin region, facilitating sustainable transportation options for all.

METRO's commitment to providing reliable, efficient and sustainable public transit options remains steadfast with the rollout of these innovative service changes. The Reimagine METRO

Phase 2 enhancements are designed to elevate the commuting experience for all riders while promoting community connectivity and environmental awareness.

Reimagine METRO Phase 1 Success

During the first phase of Reimagine METRO, METRO saw a surge in ridership, with a 23% increase in the first three months of 2024 compared to the previous period. Key rider segments such as UCSC, Cabrillo College, and K-12 students experienced notable growth, with ridership rising by 27.1%, 26.8%, and an impressive 147.6%, respectively.

The productivity of METRO, measured as riders per revenue hour, also witnessed a 23% year-over-year increase, defying industry norms. This success demonstrates the community's readiness to embrace innovative transit solutions and the positive impact of enhanced transit services.

This success sets a strong foundation for the upcoming service changes in Phase 2, furthering METRO's commitment to delivering efficient, sustainable, and accessible transit services in Santa Cruz County. Join us in embracing the future of public transportation and experience the enhanced transit services with the Reimagine METRO summer service changes.

Ride the next wave with METRO.

For more information on METRO visit scmetro.org or to learn more about Reimagine METRO visit scmetro.org/reimagine.

About Us

Santa Cruz Metropolitan Transit District (METRO)

Established in 1968, METRO'S mission is to provide environmentally sustainable transportation to Santa Cruz County. METRO directly operates county-wide, fixed-route and Highway 17 commuter service, with connections to Santa Clara County and Monterey Salinas Transit at our Watsonville Transit Center. The agency also operates ParaCruz paratransit service. Today METRO operates a fleet of 104 buses on 20 fixed routes and 32 paratransit vehicles.

Every ride on a METRO bus takes cars off the road, significantly reduces greenhouse gas emissions, and supports economic opportunity and quality of life in our community. Moving into the future, METRO strives to meet the following goals:

- Increase transit ridership to 7 million trips annually within the next five years
- Transition to a zero-emissions fleet with a mix of hydrogen and electric vehicles
- Increase affordable housing at METRO-owned transit centers to 175 units in the next 10 years.

For more information, visit scmetro.org.