

# Transit Town Hall

With



August 10th, 2023



SUPERVISOR  
**Manu Koenig**  
1ST DISTRICT



# METRO's Goals

1. Double ridership in 5 years to 7 million trips per year
2. Never buy another tail-pipe
3. Add 160 units of housing on METRO owned property



Protecting Our Wha

<b>CalSTA</b> CALIFORNIA STATE TRANSPORTATION AGENCY	DATE	April 24, 2023
PAY TO THE ORDER OF	Santa Cruz Metropolitan Transit District	\$ 38,589,000
Thirty-Eight Million, Five Hundred Eighty-Nine Thousand and 0 / 100		DOLLARS
FOR	Santa Cruz Zero Emission Intercity Transit Service Expansion Project	
		42
⑆325760408⑆ 003192⑆		

April 27th, 2023



**\$20.4 million awarded by U.S. Dept. of Transportation on July 3rd, 2023**

# Zero-Emissions METRO Buses

Converting 100% of fleet serving Watsonville service area to zero-emissions buses (ZEBs) by 2027

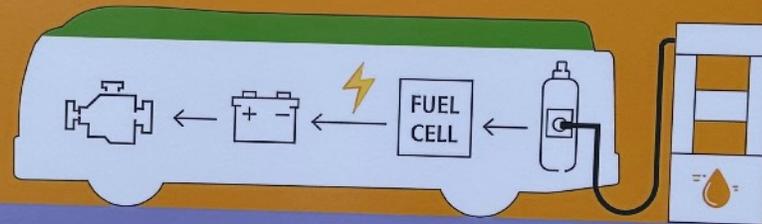


scmtd.com

Powered by:  
**Liquid Hydrogen**

Quantity: 54

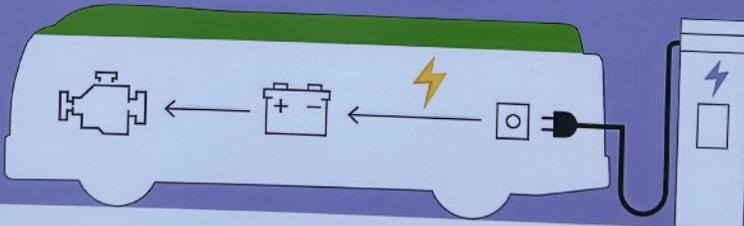
## Fuel Cell Electric Bus (FCEB)



Powered by:  
**Electricity**

Quantity: 9

## Battery Electric Bus (BEB)



In 24 months ZEB Fleet to reach 60% of entire fleet

# Watsonville Station



# Pacific Station North



# Pacific Station South





# HWY 1





# HWY 1



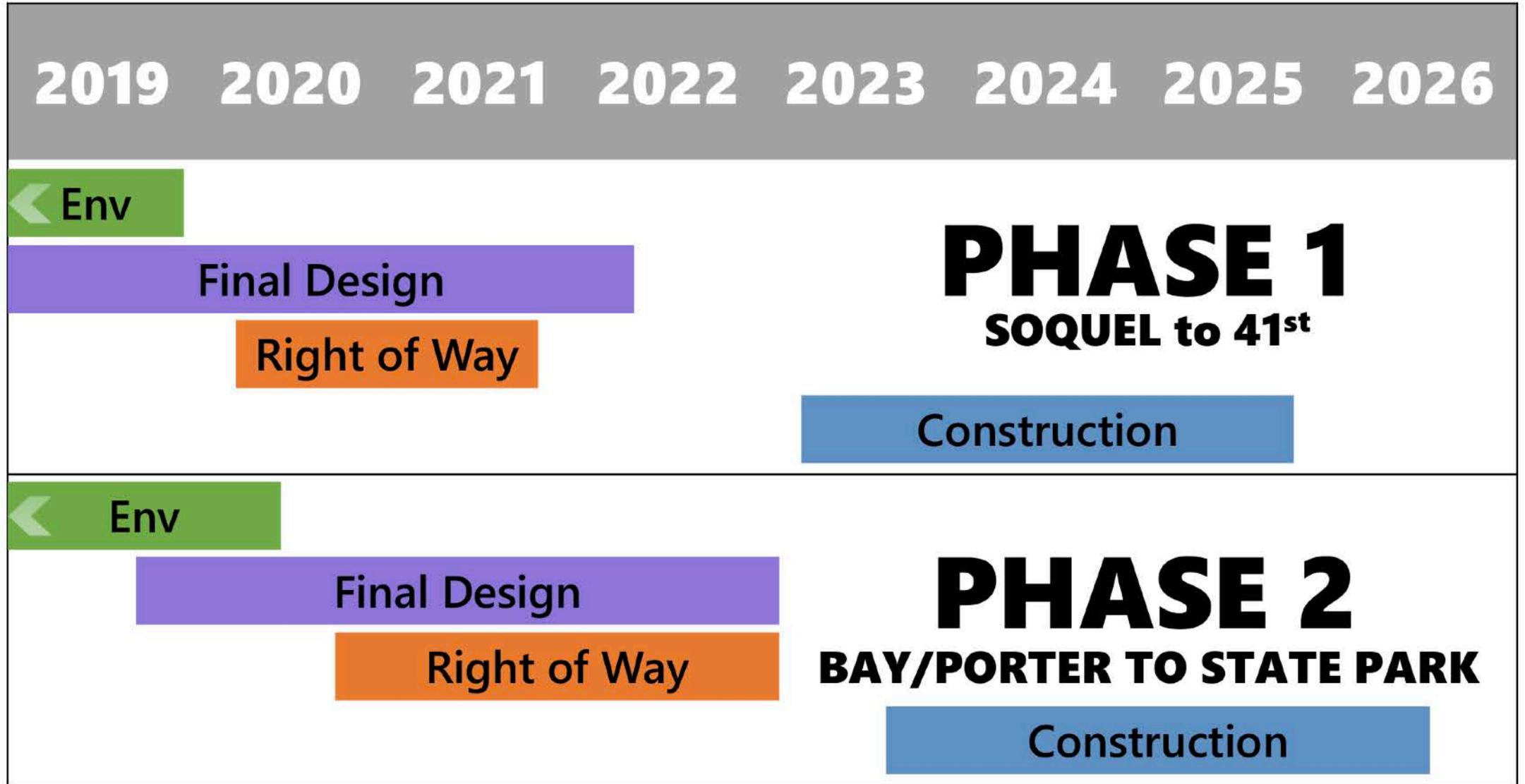
# Bus on Shoulder

Pictured:  
Highway 1 at Freedom Blvd





# Highway 1 - Schedule

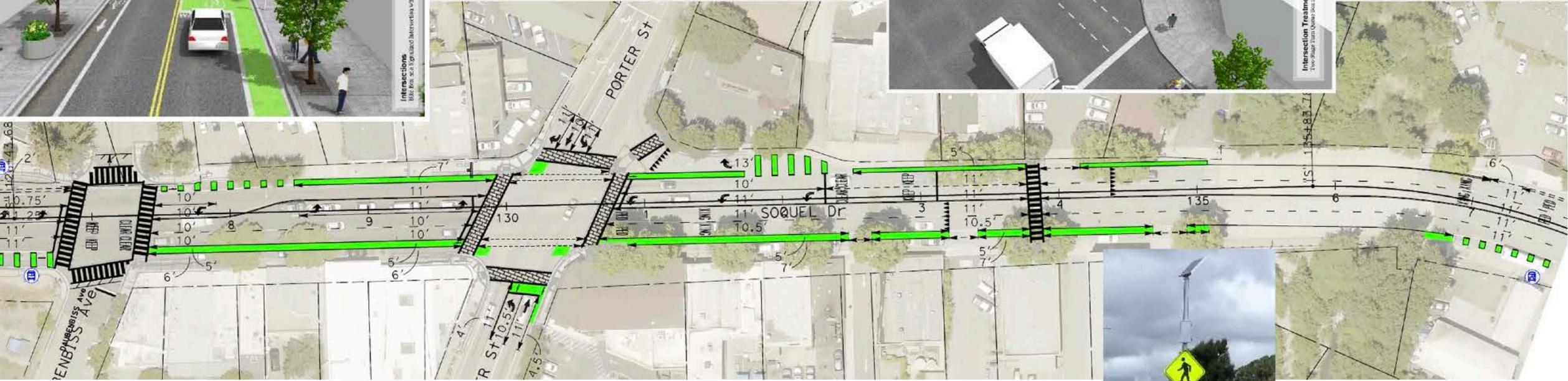


# Soquel Dr Buffered Bike Lane & Congestion Mitigation Project



# Soquel Dr Buffered Bike Lane & Congestion Mitigation Project

## SOQUEL VILLAGE AREA IMPROVEMENTS (DAUBENBISS AVE TO MAIN ST)



# Youth Cruz Free

**K-12 Students ride METRO for free**  
Show your student ID to board (required for 9-12th grade only).

**YOUTH  
CRUZ  
FREE**



# One Ride at a Time Campaign



- 30 buses wrapped by National Geographic photographer Frans Lanting's iconic imagery
- Earn \$10 to donate to nonprofit partners for every 25 rides.
- METRO vendors can choose to donate a share of their contract value to Monterey Bay National Marine Sanctuary Foundation or Bay of Life Fund
- Take METRO to Big Basin on weekends until September 10th

# Reimagine METRO



**Take Our E-Survey –  
Before August 15**

Register for the Meeting at  
**[scmtd.com/ReimagineMetro](https://scmtd.com/ReimagineMetro)**

# Why redesign this network?

- There's **less service** than in the past.
- Infrequent buses require **long waits** and cause **overcrowding**.
- It can be **difficult to understand** how to get from A to B.
- Buses are often slow and **unreliable**.
- The public has told METRO they are ready for change.

# What can METRO do this year?

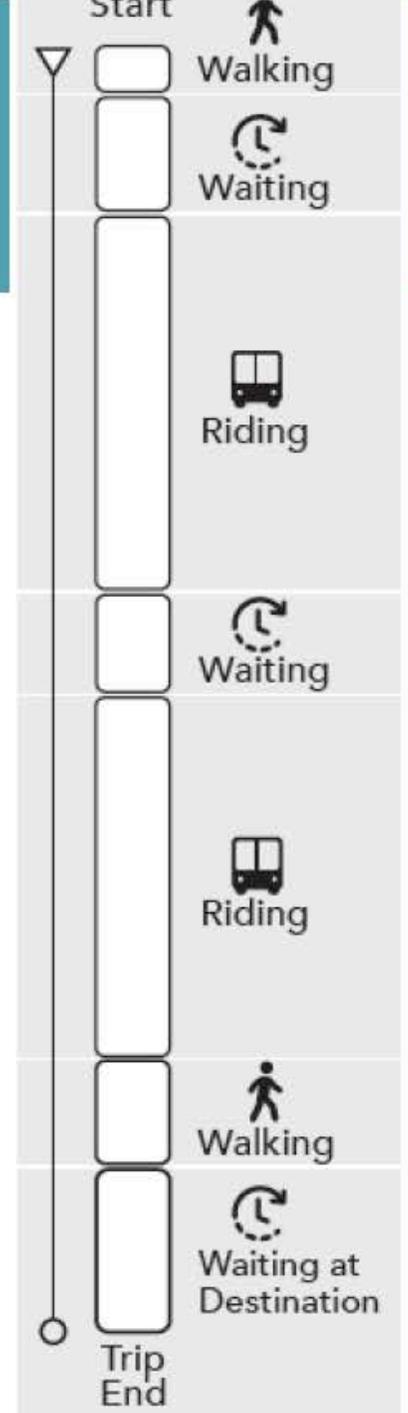
The project team has developed two alternatives to improve METRO service by this December. **Both alternatives include:**

- **More service.** ~10% increase overall.
- **Higher frequency** in areas with higher demand.
- **Simpler and more direct routes**, especially in Watsonville.
- **Better transfers.** Shorter waits, no second fare.

# On transit, travel time includes every part of your trip!

Travel times presented here are **door-to-door**. They include:

- **Walking** to and from bus stops
- **Waiting** for the bus
- **Riding** on the bus
- **Transferring** between buses, if necessary



# What is Access to Destinations?

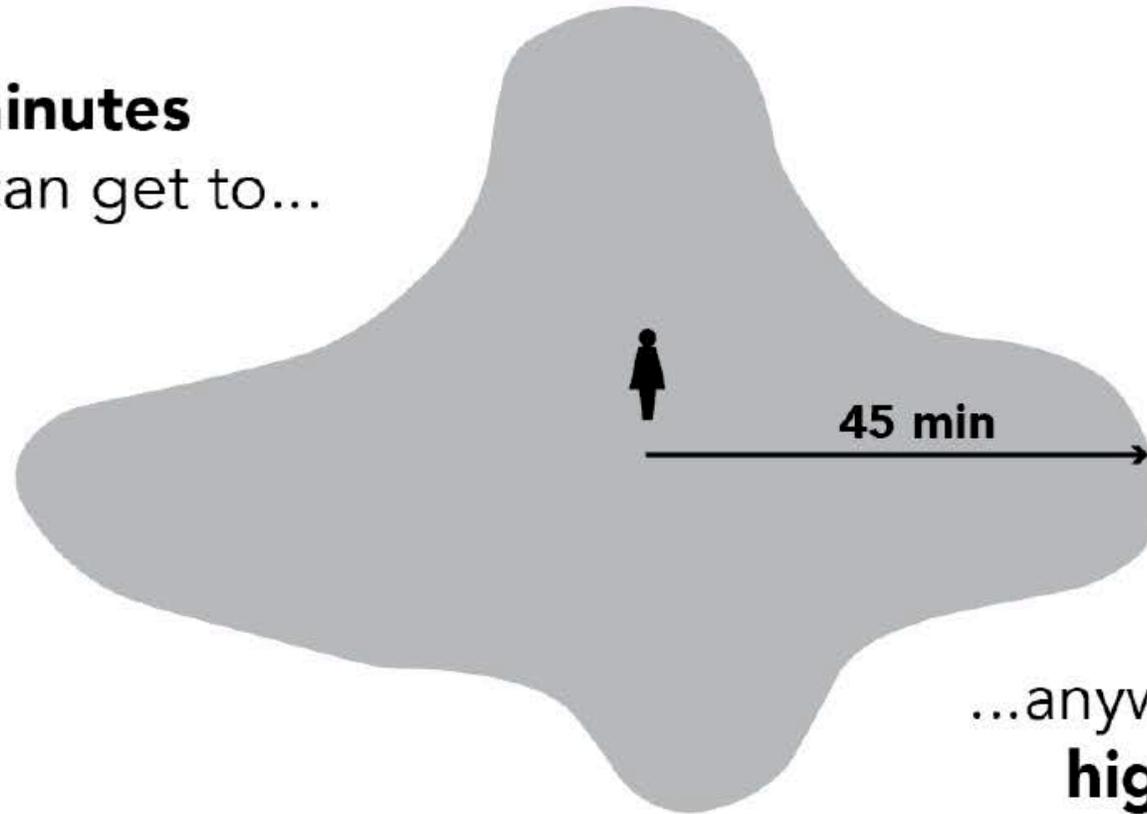
**Here is a person.**





# What is Access to Destinations?

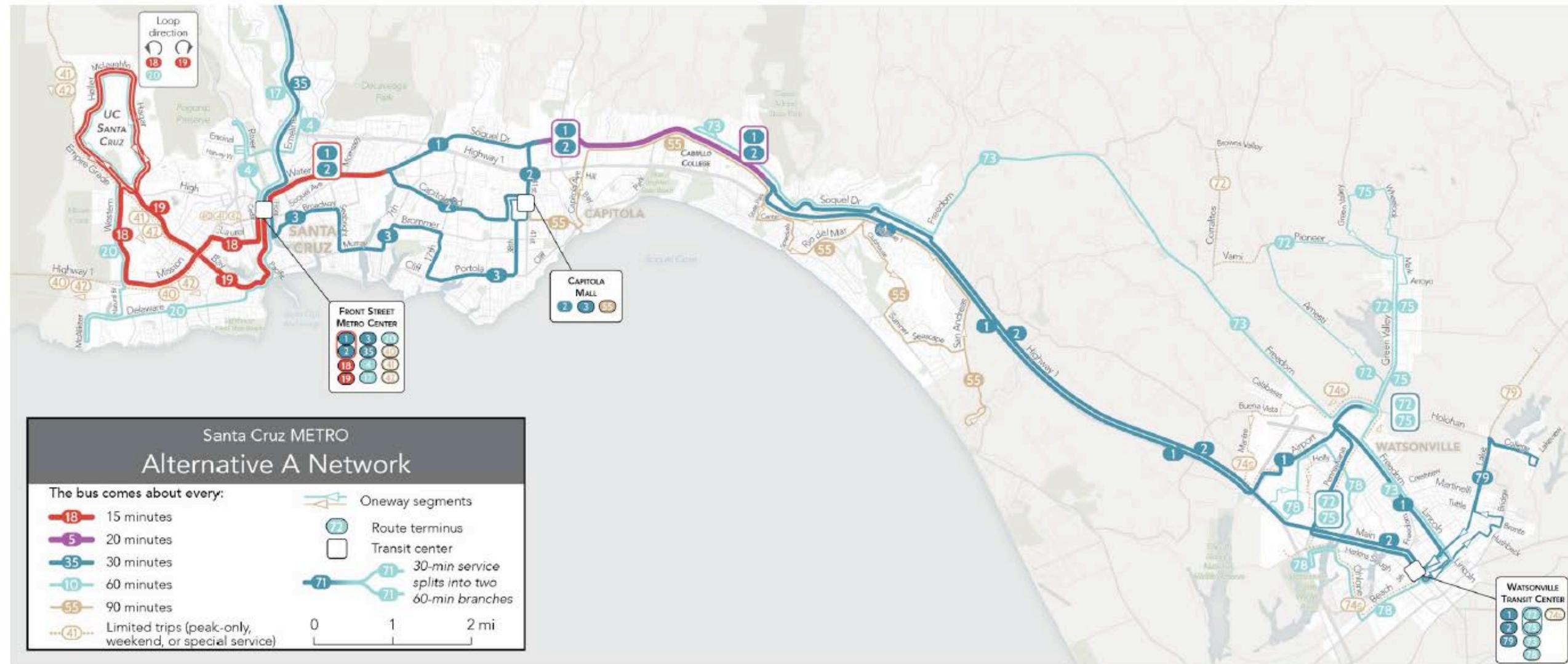
In **45 minutes**  
she can get to...



...anywhere in the  
**highlighted area.**



# Alternative A – Lean toward Frequency



**Santa Cruz METRO  
Alternative A Network**

The bus comes about every:

- 18 (Red) 15 minutes
- 5 (Purple) 20 minutes
- 35 (Dark Blue) 30 minutes
- 10 (Light Blue) 60 minutes
- 55 (Orange) 90 minutes
- 41 (Dashed) Limited trips (peak-only, weekend, or special service)

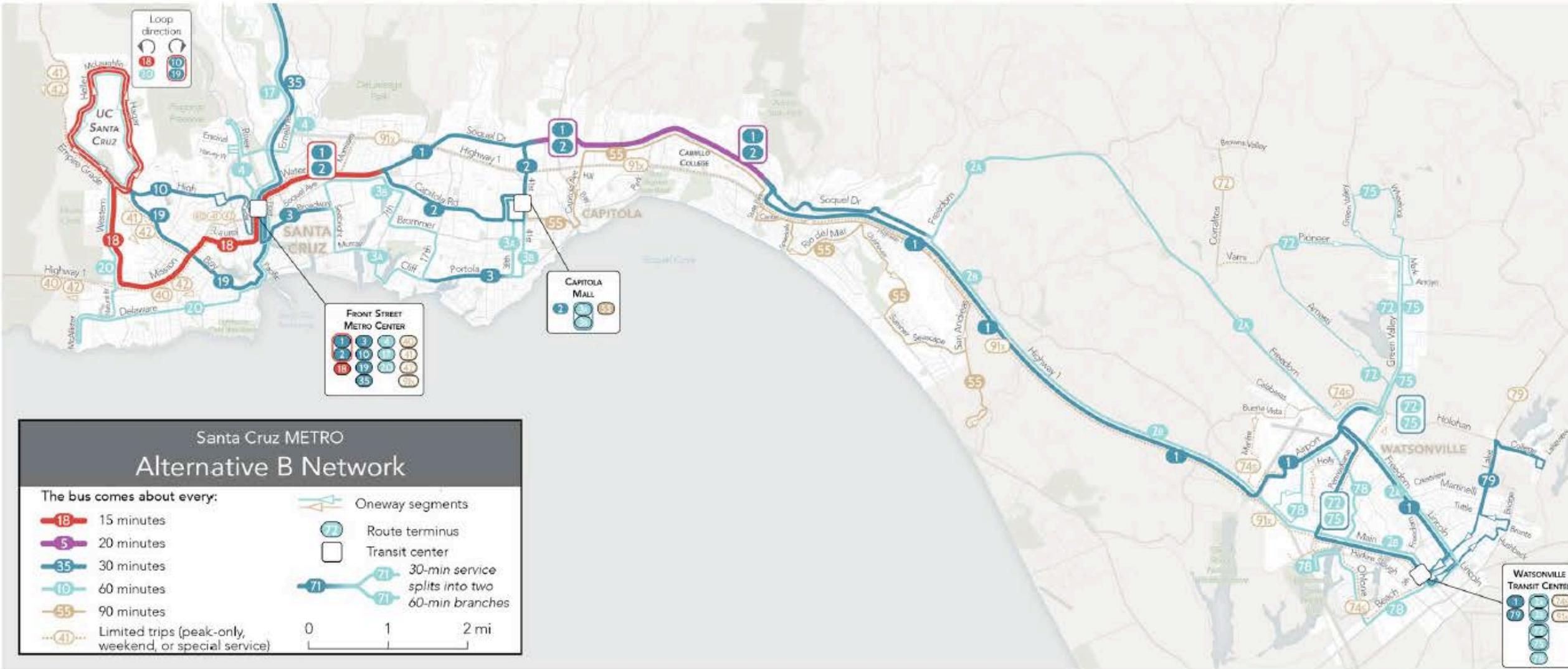
 Oneway segments  
 Route terminus  
 Transit center  
 30-min service splits into two 60-min branches

0 1 2 mi

**WATSONVILLE TRANSIT CENTER**

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# Alternative B – Lean toward Coverage



# Next Steps

- August 25: **Board direction** on a preferred alternative.
- September to November:
  - Develop and publish **new route schedules**
  - Develop a **Draft Future Network Plan**
- December: Implement short-term **service changes.**
- Early 2024: finalize the **Future Network Plan**

# Questions?



First.District@SantaCruzCounty.us



@1stSuperSCC

***Thank You!***