

A Note from the CEO

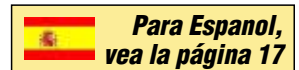
The focus of this Fall CEO Note is Watsonville.

Service to Watsonville residents is one of **METRO's** most important missions. Over 30% of all **METRO** trips, approximately 1.5 million boardings a year, either originate or end in Watsonville; whether its one of the four local routes (72, 74S, 75, 79) or one of the four intercity routes (69A, 69W, 71, 91X). These services not only get Watsonville residents to work, shopping, and medical services, but also to Cabrillo College and other schools throughout the County.



Alex Clifford,
CEO of Santa Cruz METRO

METRO is making great strides forward in improving Watsonville facilities and services and is proud to announce the June 8th opening of the newly remodeled **Watsonville Transit Center (WTC)**, located at 475 Rodriguez Street. The remodeled **WTC** now has two Customer Service Representatives Monday through Friday, 8am to 5pm, transit rider waiting areas inside and out, public restrooms, a ticket vending machine and two retail food outlets. South County residents will no longer have to travel to North County to attend a Paratransit assessment session. A satellite office for the Paratransit Eligibility Coordinator is available for assessments by appointment. Call 831/425-8600 to schedule.



A ribbon cutting event was held at **Watsonville Transit Center** on June 27th (featured on the cover) at which Representatives of State Senator Bill Monning and State Assemblywoman Anna Caballero along with Watsonville Mayor Oscar Rios spoke to the commitment to providing a high-quality facility and the installation of a renovated, fully staffed **Customer Service Information Booth** for the community. **METRO** Board Chair Jimmy Dutra said, "We are pleased to bring this Customer Service to southern Santa Cruz County. The Watsonville Transit Center provides a dry, safe and comfortable place for riders and residents to wait for their bus. From here they can access either a Santa Cruz **METRO** bus, if they are traveling within Santa Cruz County, or a Monterey-Salinas Transit bus should they desire to travel to Monterey County."

In addition to these new customer services the building has undergone its most extensive renovations since the Transit Center's opening in 1995, including interior and exterior painting, roof repairs, improved exterior lighting, new lane signage, new display cases, and improvements to the convenience store. The **Watsonville Transit Center** is an intermodal station and acts as a connecting hub with **Monterey-Salinas Transit (MST)**, **Greyhound**, **METRO ParaCruz**, a variety of taxi services, and **Santa Cruz METRO** Fixed-Route buses.

In terms of bus service, we have addressed the weekend overcrowding on Route 71 by adding 17 new trips, increasing service frequency to 30 minutes from morning to mid-afternoon. **See Service Changes on page 2.**

Another important initiative for Watsonville **METRO** customers is the recent award to **METRO** by the State of California of an electric bus, which will be committed to local Watsonville service. **METRO** will be conducting public outreach over the next year to gather input on possible routing for this service.

Going forward **METRO** will continue to seek ways to improve its services and facilities for the Watsonville community.

Thanks again for your patience, support, and ridership.

Alex Clifford, CEO of **Santa Cruz METRO**