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## Santa Cruz METRO Welcomes Michael Tree as New CEO/General Manager

**Santa Cruz, CA (Friday, March 25, 2022)** – The Santa Cruz Metropolitan Transit District (METRO) welcomes new CEO/General Manager, Michael Tree. The announcement was made today during METRO’s Board of Directors Meeting broadcast on Community TV. Tree’s start date with METRO is Monday, April 25, 2022.

“Following a nation-wide search and many hours of work by our recruitment team, I’m happy to announce the appointment of Michael Tree as Santa Cruz METRO’s new CEO/General Manager. We’re excited by his extensive expertise and knowledge of public transit as well as his proven track record in increasing connectivity for the public. We look forward to Michael expanding our zero-emissions bus plan so METRO can continue to reduce our emissions and our impact on the environment.” – Larry Pageler, METRO Board of Director Chair



CEO Tree has more than 27 years of experience in the public transit industry and city management. His most recent experience as Executive Director of the Livermore Amador Valley Transit Authority (LAVTA) focused on increasing the agency’s transportation options to improve ease of use and connectivity for riders. Resulting in an increased number of Rapid Routes with 15-minute all day frequency and expanded travel options for passengers with disabilities.

While Executive Director of LAVTA, Tree was also the Executive Director for the Tri-Valley – San Joaquin Valley Regional Rail Authority, a new rail authority created by the State of California to plan and deliver the Valley Link commuter rail project; a 42-mile, 7-station project. Under Tree’s leadership, the rail authority completed the feasibility report, environmental work, preliminary design, and assembled more than \$700 million for the project.

“I’m pleased to hear of the appointment of Michael Tree as METRO’s CEO/General Manager and look forward to handing the baton over to his new leadership. CEO Tree’s long standing experience in public transit will be a huge asset to METRO and I look forward to him continuing to strengthen our bond among our employees and community.” – Dawn Crummié, METRO Interim CEO/General Manager & HR Director

In his career, CEO Tree has been named *Transit Manager of the Year* by both the California Association for Coordinated Transportation and the California Transit Association, and in 2020 LAVTA was named the *North American Transit Agency of the Year* in its category by the American Public Transit Association. CEO Tree holds a master’s degree in Transportation Management from San Jose State University and a bachelor’s degree in Business Management from Brigham Young University.

“I’m excited to lead Santa Cruz METRO into its next chapter. The future holds opportunity for METRO to improve the quality of life for residents through better connectivity, especially for those who are disadvantaged. I’m also committed to growing the zero-emission fleet at METRO to protect our environment. I look forward to strengthening the partnership with our employees, passengers, and the board as we deliver attractive and innovative service.” – Michael Tree, METRO CEO/General Manager

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**About Santa Cruz Metropolitan Transit District:**

Established in 1968, Santa Cruz METRO provides directly operated fixed-route and Highway 17 commuter service throughout Santa Cruz County, with limited service connecting to Monterey Salinas Transit at our Watsonville Transit Center and Santa Clara County, transporting more than 5 million\* passenger trips a year. METRO also directly operates ParaCruz paratransit service to Santa Cruz County, providing about 73,500\* trips per year. METRO's operating budget in FY22 is almost \$57 million and is funded through a combination of farebox revenue, sales tax, and state and federal sources. Today METRO operates a fleet of 94 buses on at least 24 fixed-routes and 32 paratransit vehicles. For more information, visit [www.scmtd.com](http://www.scmtd.com). Like METRO on Facebook at [www.facebook.com/SantaCruzMETRO](https://www.facebook.com/SantaCruzMETRO) or follow us on Twitter at [www.twitter.com/SantaCruzMETRO](https://www.twitter.com/SantaCruzMETRO).

\*Reflect pre-pandemic ridership numbers