

## A Note from the CEO

Santa Cruz Metropolitan

Transit District



2016 was a critical year for **METRO**. We dealt with a major/critical financial structural deficit, which threatened **METRO's** financial viability into the future.



Alex Clifford,  
CEO of Santa Cruz METRO

With the help of many partners including UCSC and Cabrillo College, we have been able to “right size” our service level to match it with available funding. We had to eliminate some service, but have maintained the most vital and most frequently used services, to hopefully continue to provide our community with mobility across the County.

**METRO** wants to thank everyone who helped with the success of Measure D, the Santa Cruz County transportation sales tax measure which will support **METRO's** efforts to continue to provide a viable public transit network, including **ParaCruz** services.

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Along with the rest of the community, **METRO** has had its hands full dealing with the recent weather/storms. Many **METRO** employees have gone above and beyond to work to ensure that bus and ParaCruz services are still operating around the County; in spite of road closures, delays, and the difficulty some **METRO** employees have had getting to work.

As we leave winter behind, we look to continue to improve the quality of service **METRO** provides to the community. I personally encourage you to continue to provide us valuable feedback through our online **Customer Service Report** at [scmtd.com](http://scmtd.com), choose Customer Service at the top of the page to let us know how we are doing and what we could do better with our limited resources. Alternatively, contact our **Customer Service Department** directly by phone at **(831)425-8600** during regular business hours. Your comments are very helpful to us as we attempt to further refine our schedules and allocation of services to where they serve the largest number of riders.

Please keep informed about service disruptions by signing up for **METRO** Alerts at [scmtd.com/subscribe](http://scmtd.com/subscribe) and please help us keep our buses running on-time by moving away from cash and other paper fare media to the Cruz Card. Learn more about the Cruz Card at [scmtd.com/passes](http://scmtd.com/passes).

**METRO** is entering its 50th year of service to the community and we look forward to serving you for many more.

Thanks again for your patience, support, and ridership.

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