

# Protecting Our Monterey Bay, One Ride at a Time



**Santa Cruz Metropolitan Transit District (METRO) is delighted to launch One Ride at a Time, an innovative campaign to showcase the environmental benefits of transit, encourage bus ridership and protect Santa Cruz County's extraordinary natural resources.**

Our home, the Monterey Bay region, is the hottest hotspot for biodiversity in North America, according to the Nature Conservancy. Its dynamic confluence of land and sea creates unique ecosystems and supports iconic wildlife from secretive mountain lions to majestic blue whales.

**Beginning in January 2023, every ride on a METRO bus donates to our partners in protecting the environment:** the Monterey Bay National Marine Sanctuary Foundation and the Bay of Life Fund.

One Ride at a Time is made possible by a partnership between METRO, Santa Cruz County Regional Transportation Commission (SCCRTC), Monterey Bay National Marine Sanctuary Foundation, Bay of Life Fund, and renowned photographer-writer team Frans Lanting and Chris Eckstrom.

**We invite you to join us in protecting our Monterey Bay, one ride at a time!**

## Why METRO Is Leading This Campaign

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 94 buses on at least 24 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.

One Ride at a Time is an opportunity to not only educate the public about the benefits of public transit and the unique natural resources of the Monterey Bay but also inspire people to take action.

The goal is to increase ridership and establish METRO as the environmentally smart transportation choice for Santa Cruz County while supporting organizations making a difference in our community.

**The beautifully wrapped One Ride at a Time buses will remind people of the positive impact they make every time they choose transit over a personal vehicle.**

To read more about METRO's strides toward increasing bus ridership and transitioning to a zero-emissions fleet, visit [scmtd.com](https://scmtd.com).

## Two Ways to Join Us

### Desktop

1. To participate, create an account on [scmtd.com/gosantacruz](https://scmtd.com/gosantacruz) the online ridesharing portal administered by SCCRTC's GO Santa Cruz County program.
2. Once enrolled, use the portal to log your bus trips, earning 10 points for each trip with a maximum of two rides per day that count towards point accruals.
3. When you reach 250 points, or 25 rides, you can use the portal to select one of our non-profit partners to receive a \$10 donation.
4. You can also see the greenhouse gas emissions reductions you've made by riding public transit and compete against other riders to see who can make the biggest impact.

### Mobile

1. Download the Commute Tracker app from the app store or Google Play store.
2. Setup your account and select CRUZ511.org.
3. Follow the prompts to allow Commute Tracker to automatically log your trips by turning on location tracking.
4. When you reach 250 points, or 25 rides, you can select a nonprofit partner to receive a \$10 donation.

**For more help setting up Commute Tracker, visit: [scmtd.com/ctsetup](https://scmtd.com/ctsetup)**

## Building Momentum

To promote this campaign, METRO will release pairs of buses wrapped with Frans Lanting's iconic images of the Monterey Bay from the Bay of Life Project. The result will be roughly 30 fully wrapped buses traveling throughout Santa Cruz County and featuring inspiring images of whales, sea otters, mountain lions, redwoods and more.

To heighten the campaign and emphasize the importance of protecting our Monterey Bay, METRO will inform the community about the conservation and education efforts that the Monterey Bay Sanctuary Foundation and the Bay of Life Fund are making to promote protection of the species and landscapes pictured on the buses. Transit center displays, interior bus signage and interactive content on our website will teach riders about the programs their donations support.

The first pair of bus wraps will be unveiled in January 2023 coinciding with the opening of Lanting and Eckstrom's Bay of Life Exhibition at the Santa Cruz Museum of Art & History.

Throughout 2023, METRO will support the campaign with advertising, social media, and community outreach events at places like the Monterey Bay National Marine Sanctuary Exploration Center and others, featuring the wrapped buses and Lanting's powerful photos.

## Our Partners



[scmtd.com](https://scmtd.com)



**Monterey Bay**  
National Marine  
Sanctuary Foundation

[montereybayfoundation.org](https://montereybayfoundation.org)



**BAY OF LIFE**  
FUND

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