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METRO's "One Ride at a Time" Campaign Wins APTA AdWheel Grand Award
Nationally Recognized for Best Educational Initiative, Comprehensive Campaign

Santa Cruz, CA (September 16, 2025): Santa Cruz Metropolitan Transit District (METRO) has been honored with a 2025 AdWheel Grand Award from the American Public Transportation Association (APTA) for its *One Ride at a Time* comprehensive campaign.

The *Grand Award* is the highest honor given at APTA's annual AdWheel Awards, which recognize outstanding marketing and communications efforts in public transportation. This year, APTA selected only 15 winners from more than 330 entries nationwide.

METRO received the award in the Best Marketing and Communications Educational Initiative, Comprehensive Campaign category. Competing in Group 2: transit agencies providing more than 3 million but fewer than 15 million annual passenger trips, METRO's *One Ride at a Time* stood out for its creativity, impact, and strong message.

"Receiving the AdWheel Grand Award is a tremendous honor and a reflection of our community's commitment to sustainability and innovation," said Santa Cruz METRO CEO, Corey Aldridge. "The *One Ride at a Time* campaign embodies METRO's mission to deliver environmentally responsible transit while deepening our connection to the Santa Cruz County community. Every ride helps us move closer to our goals—reducing emissions, expanding access, and building a more resilient future for all."

One Ride at a Time is a campaign that gives everyone in Santa Cruz County an opportunity to protect our extraordinary natural resources just by simply riding the bus. Since January 2023, every logged ride on a METRO bus donates to local non-profit partners in protecting the environment. All riders have to do is hop on board, log their rides and GO Santa Cruz will make a financial contribution to the Monterey Bay National Marine Sanctuary Foundation and the Bay of Life Fund as part of GO Santa Cruz's ridesharing incentive program run by the Santa Cruz County Regional Transportation Commission (SCCRTC). To promote the campaign METRO has gradually released buses wrapped with iconic images of the Monterey Bay, taken by renowned photographers like Frans Lanting, that feature inspiring images of whales, sea otters, redwoods, and more.

METRO was formally recognized for the *Grand Award* during the APTA TRANSform Conference in Boston, Massachusetts on September 16, 2025.

METRO extends its sincere thanks to APTA for this recognition and to the Santa Cruz community for supporting public transit—One Ride at a Time.

For more information on METRO visit scmetro.org or to learn more about METRO's One Ride at a Time program visit scmetro.org/onerideatatime.

About Us

Santa Cruz Metropolitan Transit District (METRO)

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 104 buses on 20 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.

For more information, visit scmetro.org.