

**For Immediate Release**

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Contact: Danielle Glagola Frost

(831) 420-2550

[dglagola@scmetro.org](mailto:dglagola@scmetro.org)



**Santa Cruz METRO Offers Free Fares on California Clean Air Day**

Wednesday, October 1st

**Santa Cruz, CA (September 23, 2025)** – To address community health concerns related to air quality and commemorate the start of the first “Week Without Driving” campaign, Santa Cruz Metropolitan Transit District (METRO) has once again pledged to participate in California Clean Air Day by offering free fares countywide, including trips on the Highway-17 Express and ParaCruz, on Wednesday, October 1<sup>st</sup>, 2025.

METRO is offering free fares in support of Clean Air Day to encourage the use of public transit to reduce air pollution, which matters more than ever. It also serves as a reminder that everyone has a role in clearing the air and increasing the health of our community.

“At METRO, we’re committed to protecting our planet by providing sustainable transportation options for all,” said Corey Aldridge, METRO CEO. “That’s why we encourage our community to take part in initiatives like California Clean Air Day and METRO’s One Ride at a Time Program, both of which strengthen our connection to the Monterey Bay and the health of our community.”

Designed around individual actions, California Clean Air Day is a non-profit, statewide program built on the idea that shared experiences unite people to action to improve our community health. On October 1<sup>st</sup>, 2025, millions of Californians will take simple, individual actions to clear the air and improve their and their community’s health. METRO would also like to encourage our employees, riders, and community members to participate in CA Clean Air Day by pledging to take action. Joining the pledge takes less than a minute and includes simple action items like remote meetings, planting a tree or garden, food composting, buying local produce, and of course riding public transit.

To register please visit <https://www.cleanairstday.org/pledge/individual/SantaCruzMETRO1/> (English) or <https://www.cleanairstday.org/es/pledge/individual/SantaCruzMETRO1/> (Spanish)

This year’s Clean Air Day coincides with Santa Cruz County’s inaugural Week Without Driving, running from September 29<sup>th</sup> to October 5<sup>th</sup>, 2025. The weeklong challenge encourages residents to step away from their cars and experience the realities faced by nearly 30% of Americans who walk, bike, roll, carpool, or ride transit daily. Together, CA Clean Air Day and A Week Without Driving highlight the importance of transportation, equity, environmental health, and create a community that’s accessible for all.

For more information visit [bit.ly/wwwd-santacruzcounty](https://bit.ly/wwwd-santacruzcounty) and follow @sctrafficsafety, @santacruzmttd, and @santacruzcountycdi for daily updates and inspiration.

Make your pledge today along with METRO by visiting <https://www.cleanairday.org/pledge/individual/santacruzmetro/> to celebrate this statewide day of action that is easy, fun, and totally California.

And don't forget to double your impact by participating in METRO's [One Ride at a Time](#) program and start logging your trips today. 25 logged trips = \$10 donation to the [Monterey Bay National Marine Sanctuary Foundation](#) or the [Bay of Life Fund](#) thanks to program partner [GO Santa Cruz](#). To learn more visit [scmetro.org/onerideatotime](http://scmetro.org/onerideatotime).



## 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](http://scmetro.org).