

## For Immediate Release

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### **METRO's "One Ride at a Time" Named Public Outreach Program of the Year**

*Campaign Recognized by California Transportation Foundation at 2024 Transportation Awards*

Santa Cruz, CA (June 14, 2024): Santa Cruz Metropolitan Transit District's (METRO) One Ride at a Time (ORAT) campaign has been named Public Outreach Program of the Year by the California Transportation Foundation (CTF). Recognized at CTF's annual Transportation Awards gala in Sacramento last night, the award celebrates ORAT – METRO's campaign showcasing the environmental benefits of transit – for its innovative approach to encouraging bus ridership and promoting local conservation efforts.

CTF is a statewide nonprofit organization dedicated to highlighting achievement, innovation and excellence in the transportation industry. The annual Transportation Awards "recognize the best and brightest in our industry ... across all modes and from every corner of the state," according to the organization's website.

"We are delighted that One Ride at a Time is being recognized by our transportation peers in California," said METRO Marketing and Communications Director Danielle Glagola. "We hope this campaign inspires other agencies to collaborate with community organizations, artists, and other partners to engage the public in vital transportation and environmental issues."

ORAT gives bus riders the opportunity to protect the Monterey Bay's extraordinary natural resources just by riding the bus. Thanks to ORAT, every ride on a METRO bus contributes to the agency's partners in protecting the environment, the [Monterey Bay National Marine Sanctuary Foundation](#) and the [Bay of Life Fund](#) through the [GO Santa Cruz](#) ridesharing incentive program. To participate, riders simply need to log 25 rides to make a \$10 contribution to one of METRO's local environmental non-profit partners.

"ORAT has been a success because it links the individual choice to ride transit with a cause that resonates deeply in our community – protecting our beloved Monterey Bay," said METRO Marketing and Communications Director Danielle Glagola.

For more information on METRO visit [scmetro.org](https://scmetro.org) or to learn more about METRO's One Ride at a Time program visit [scmetro.org/onerideatatime](https://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](http://scmetro.org).