

For Immediate Release

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Contact: Danielle Glagola

(831) 420-2550

dglagola@scmtd.com

**Santa Cruz County Launches First-Ever “Week Without Driving” Campaign with Community Celebration at Capitola Mall**

Santa Cruz, CA (September 17, 2025): From September 29 to October 5, 2025, Santa Cruz County invites residents to step out of their cars and into a new perspective during the inaugural Week Without Driving campaign. This weeklong challenge encourages participants to experience life without a personal vehicle—mirroring the daily reality of nearly 30% of Americans who walk, roll, bike, carpool, or rely on public transit.

To kick off the campaign, a community celebration will be held at Capitola Mall on Tuesday, September 30 at 11 a.m., featuring local organizations, transit experts, and advocates for accessible transportation.

Hosted by the County of Santa Cruz Community Development & Infrastructure Department, the Santa Cruz County Community Traffic Safety Coalition, and Santa Cruz METRO (METRO), the event will include:

- Informational booths from County agencies, cycling groups, and accessibility advocates
- Stories from residents who navigate Santa Cruz County without a car
- Opportunity to connect with and hear from local officials and transportation planners
- Raffles, games, and food trucks

To join [Week Without Driving register online](#) to receive a toolkit with tips and resources and log your daily transportation habits using #SCWeekWithoutDriving.

"We can all join in during this week by walking, riding a bike, sharing a ride, or hopping on a bus," said METRO Board Chair, Rebecca Downing. "Every time we choose to get out of our car, we gain a new perspective that helps us create a community that's truly accessible to all."

Other Week Without Driving Initiatives:

- In support of Week Without Driving and CA Clean Air Day Santa Cruz METRO will be offering free fares on October 1, countywide.
- Santa Cruz County Regional Transportation Commission (RTC): Log your trips at gosantacruzcounty.org, including bike, walk, transit, or carpool—during the week to be automatically entered into a raffle for exciting prizes.

Local Challenges, Local Solutions:

Santa Cruz County's geography—marked by mountainous terrain and rural communities—poses unique transportation challenges. While Highway 1 remains the primary corridor, alternatives are often limited. Recent efforts including the Soquel Drive Buffered Bike Lane & Congestion Mitigation Project, Santa Cruz METRO's Reimagine METRO initiative, and expanded safety initiatives, signal progress toward multimodal accessibility. Yet, gaps persist, especially in Watsonville, San Lorenzo Valley, and North County.

Beyond the Week: A Call for Lasting Change:

Organizers hope the campaign will spark long-term conversations about transportation equity, infrastructure investment, and inclusive mobility. Residents are encouraged to share their experiences, connect with local officials, and explore alternatives to driving that benefit the entire community.

Join the Week without Driving initiative at the Capitola Mall celebration on September 30 at 11 a.m. and share your journey on social media using #SCWeekWithoutDriving.

For more information visit bit.ly/wwd-santacruzcounty and follow @sctrfficsafety, @santacruzmttd, and @santacruzcountycdi for daily updates and inspiration.

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.

ABOUT THE COUNTY DEPARTMENT OF COMMUNITY DEVELOPMENT & INFRASTRUCTURE

CDI serves all unincorporated areas in the county. The department's mission is to improve customer service, streamline projects, and to align public infrastructure and private development to further County goals in attainable housing, reliable transportation and sustainable environment. For more information, visit <https://cdi.santacruzcountyca.gov/> or follow the department on [Facebook](#), [Instagram](#), [Twitter](#) and [Nextdoor](#).

ABOUT THE COMMUNITY TRAFFIC SAFETY COALITION

The Community Traffic Safety Coalition (CTSC) envisions safe, accessible, and equitable transportation for all. The mission of the CTSC is to prevent traffic-related injuries and fatalities for all road users, with a focus on people bicycling and walking. For more information, visit sctrafficsafety.org or follow the Coalition on Facebook and Instagram @sctrafficsafety.