

For Immediate Release  
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### **METRO Pacific Station to Close for Redevelopment**

*Transit operations and customer service to move to temporary River Front Transit Center on Monday, Feb. 12<sup>th</sup>.*

*METRO Offers Free Fares Feb. 8<sup>th</sup> – 25<sup>th</sup>.*

Santa Cruz, CA (Jan. 30, 2024): The Santa Cruz Metropolitan Transit District (METRO) announced today that its METRO Pacific Station complex, located at 920 Pacific Ave., will close for demolition and redevelopment. On Thursday, February 8<sup>th</sup> METRO's Customer Service booth and ticket sales at Pacific Station will close to the public, and the lobby and public restroom will remain open until end of day Sunday, Feb. 11<sup>th</sup>. On Monday, Feb. 12<sup>th</sup>, METRO will move transit operations to its temporary River Front Transit Center utilizing curbside space on Soquel Ave., Front St, River St. and River St. South to create three new bus stops (Areas 1, 2, 3) and create multiple bus layover spaces. METRO's Customer Service booth and ticket sales will also open on Feb. 12<sup>th</sup> to the new Customer Experience Center located at 603 Front St. in Santa Cruz.

To help ease this transition for riders and acquaint them with the temporary transit center, METRO will offer free fares throughout its bus system from Feb. 8-25, 2024. Additionally, over a dozen METRO operator trainees will be available onsite Pacific Station and River Front Transit Center during the transition period to assist riders with finding their routes and answering questions.

"We understand that the temporary closure and relocation of transit operations from Pacific Center to River Front Transit Center is a major adjustment for both METRO customers and motorists in downtown Santa Cruz," said Shebreh Kalantari-Johnson, METRO Board Chair. "We are working closely with our riders and the City of Santa Cruz to make this transition as smooth as possible."

The closure of the METRO Pacific Station is the first step in a two-year project to redevelop the property into a vibrant, community hub featuring 126 units of affordable housing along with retail, office space, and onsite transit services. The new mixed-use complex is slated to reopen in February 2026.

“Not only will the redevelopment of Pacific Station provide much-needed affordable housing, but it will help revitalize downtown Santa Cruz and reduce our region’s carbon emissions thanks to easy and robust public transit access,” said Kristen Brown, METRO Vice Chair.

### **Changes in Traffic Patterns**

According to a 2020 Memorandum of Understanding between the City of Santa Cruz and METRO, the City is coordinating the development of a METRO Downtown Transit Center Interim Operations Plan. The Plan designs temporary traffic circulation patterns, determines associated traffic and sidewalk revisions, and identifies locations for ancillary facilities to support METRO’s operations during the redevelopment of Pacific Station.

Key elements include establishing a clockwise traffic flow around the area bounded by Soquel Ave., Front St., River St. and River St. South; the removal of the traffic island at the River St. South/Front St. intersection to facilitate METRO bus movements; general traffic restriping; and conversion of River St. South to one-way southbound.

### **Changes in Transit Operations**

The METRO Downtown Transit Center Interim Operations plan will use curbside space on Soquel Ave., Front St, River St. and River St. South to create three new bus stops (Areas 1, 2 ,3) and create multiple bus layover spaces. On Front St. and River St., the plan will create a shared bus/bike lane adjacent to the curb to facilitate bus movements, bus layover, bus station service, and bicycle movements. To install the shared bus/bike lane, there will be a reduction of on-street parking. Existing loading curbside spaces will be maintained.

For more information visit [City of Santa Cruz - Metro Interim Downtown Transit Center Plan.](#)

METRO plans to board and deboard passengers at three bus stops (Areas 1, 2,3) located at River St. South/Soquel Ave. (See map below):

- Area 1
  - Located at the River St. South/Soquel Ave. intersection
  - Routes Served: 18, 19, 20, 40, 41, 42
  
- Area 2
  - Located at the existing stop on Soquel Ave. between River St. South & Front St
  - Routes Served: 17, 35
  
- Area 3
  - Located at the existing Front St. stop alongside CVS Pharmacy
  - Routes Served: 1, 2, 3, 4, 90X

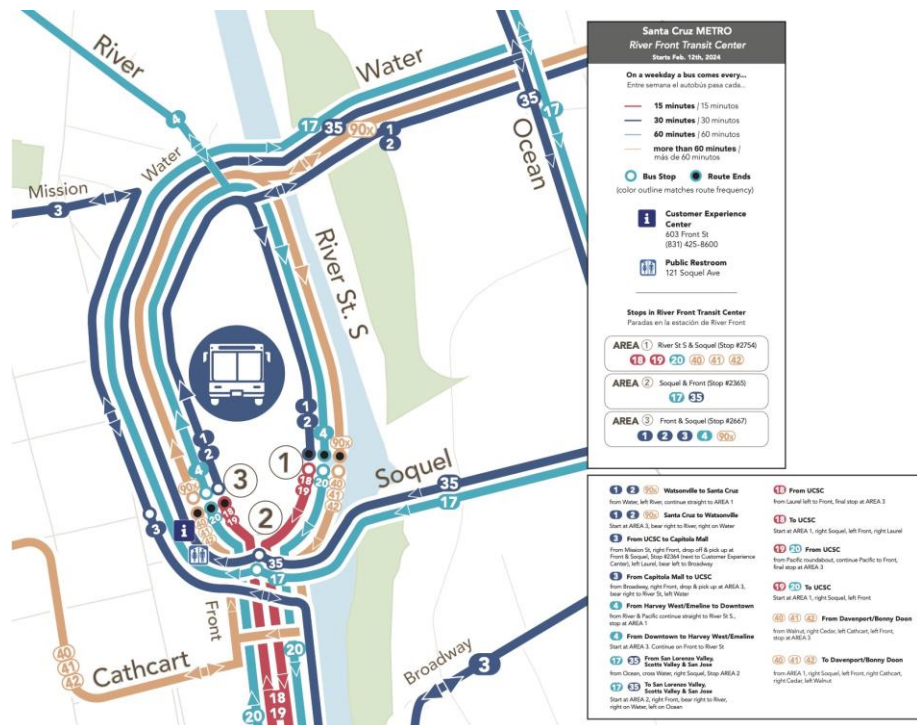
### **Change in Customer Services and Amenities**

METRO’s Customer Service booth and ticket sales will also be relocated from Pacific Station to a temporary Customer Experience Center located at 603 Front St., across from CVS. It will be open to assist customers in-person beginning February 12, 2024, Monday – Friday, 8 a.m.-5 p.m., or by phone at (831) 425-8600.

METRO riders will have access to a public restroom near Soquel/Front Parking Garage at 601 Front St. facing Soquel Ave., located next to Oswald’s Restaurant (121 Soquel Ave.) and across the street from New Leaf.

For more information visit [scmetro.org/transitcenters](https://scmetro.org/transitcenters).

### River Front Transit Center Map



### 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 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.

For more information visit [scmetro.org](https://www.scmetro.org).