

For Immediate Release
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Santa Cruz METRO Offers Free Fares on California Clean Air Day
Wednesday, October 4th

Santa Cruz, CA (Wednesday, September 20, 2023) – To address community health concerns related to air quality, 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 4, 2023.

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

“At METRO, our mission is to protect the earth by providing sustainable transportations for all,” said Michael Tree, METRO CEO/General Manager, “and that’s why we encourage our community to participate in promotions like CA Clean Air Day and METRO’s One Ride at a Time program to help support our local Monterey Bay.”

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 4, 2023, 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.cleanairday.org/pledge/individual/santacruzmetro/> (English) or

<https://www.cleanairday.org/es/pledge/individual/santacruzmetro/> (Spanish).

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/onerideatime.



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About Us

Santa Cruz Metropolitan Transit District (METRO)

Established in 1968, METRO'S mission is to provide easy-to-use, convenient transportation for residents while protecting the environment and building better communities. 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 25 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 Coalition for Clean Air:

Since 1971, the Coalition for Clean Air has worked to protect public health, improve air quality and prevent climate change in California. With offices in Los Angeles and Sacramento, CCA advocates for effective policy solutions to achieve clean air for California. Twitter and Instagram: @CleanAirDay Facebook: www.facebook.com/CleanAirDay