







# Santa Cruz METRO Operations

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Q: What is METRO doing to grow ridership?

- METRO will continue to offer discounts to seniors, disabled and youth and to offer to larger entities the opportunity to take advantage of the bulk pass program.
- METRO will continue to participate in community events throughout the county, such as parades, the Santa Cruz County Fair and First Friday, to market the service and grow brand awareness.
- METRO will establish a marketing effort to attract new riders to routes that have the capacity to absorb more riders.