

A Note from the CEO

As this issue of ***Headways*** goes to press, we are still working through the public process toward finalizing all the difficult decisions of a major Fall Service Reduction. First of all I want to thank all of you who participated in our public process. It does make a difference.

At a tough time like this, we are excited to have something positive to offer our riders, by introducing a game-changing feature of our website that answers the seemingly simple question we hear the most:



“What is today’s schedule at my specific stop or transit center lane?”

Route maps and timetables are the foundation of all transit services, but with over 900 ***METRO*** bus stops to choose from throughout Santa Cruz County, riding the system sometimes requires a best guess as to where your desired stop exists at or between Time Point columns of a schedule, as well as properly identifying the correct inbound/outbound schedule to use on weekdays, weekends and holidays.

To solve this challenge, ***METRO IT, Planning, and Operations*** departments have collaborated on a pilot project called ***Schedule By Stop***, a stop-centric view of “today’s” schedule, based on the same data we provide to ***Google Transit*** for their transit trip plans.

We invite you to try it out at ***<http://scmtd.com/stop>*** (or choose ***Routes: Schedule By Stop*** from our website’s top menu). Use any browser (desktop, tablet, or mobile) to choose from several ways to quickly search for ANY bus stop or Transit Center (including search for stops nearest your current geo-location). **This may quickly become your preferred reference.**

Once a bus stop or transit center lane is selected, the page displays the scheduled or approximate times of all routes serving that location all day long, as well as optional trip detail showing ALL stops that each trip will make from there all the way to the destination.

As you use this new feature of our website, you will become familiar with each bus stop’s unique 4-digit ID, and transit center lanes identified with acronyms such as “SCMC1” (Santa Cruz Metro Center – Lane 1).

Subject to Board approval, ***METRO*** will post this unique Bus Stop ID and related links and information on all of our bus stops and at all transit center lanes in the near future, in order to realize the full benefit of the ***Schedule By Stop*** service.

SMS Text Messaging Alternative to Smart Phones

Everyone is different. Some riders have no mobile phone at all, some have a smart phone with a web browser, but a cell phone with texting is the most common by far. Even those with smart phones may have limited data plans and prefer text sometimes, especially where data reception is low. Those with cell phones can simply text “SCM XXXX” (where XXXX is an actual stop ID) to the number “468-311” (message and data rates may apply). You will receive a 160-character limit reply of the most essential and immediate schedule information.

The success of this pilot program will be dependent upon your feedback.

Please share your thoughts and suggestions by completing a brief survey at:

<http://scmtd.com/survey>