

For Immediate Release
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Santa Cruz METRO Offers Free Fares on California Clean Air Day Wednesday, October 5, 2022

Santa Cruz, CA (Wednesday, September 28, 2022) – To address community health concerns related to air quality, Santa Cruz Metropolitan Transit District (METRO), in partnership with Santa Cruz County Chamber of Commerce, 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 5, 2022.

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.

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 5, 2022, 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 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/>

Make your pledge today along with METRO and the Santa Cruz County Chamber of Commerce by visiting <https://www.cleanairday.org/pledge/individual/santacruzmetro/> or scanning the QR code below to celebrate this statewide day of action that is easy, fun, and totally California.

A promotional banner for California Clean Air Day. The top left features the Santa Cruz METRO logo. The main text reads "Join the Pledge for CA Clean Air Day" in large white letters, with "October 5th, 2022" below it. A blue bus is visible in the background. At the bottom left, there is a logo for "CALIFORNIA CLEAN AIR DAY" and the text "FREE FARES ON CA CLEAN AIR DAY". A small QR code is next to this text. The bottom of the banner is green with the URL "www.cleanairday.org/pledge/individual/santacruzmetro/". A large QR code is on the right side of the banner.

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About Santa Cruz Metropolitan Transit District:

Established in 1968, Santa Cruz METRO provides fixed-route and Highway 17 commuter service throughout Santa Cruz County, with limited service connecting to Monterey Salinas Transit at our Watsonville Transit Center and Santa Clara County, transporting more than 5 million passenger trips a year. METRO also operates ParaCruz paratransit service to Santa Cruz County, providing about 73,500 trips per year. METRO's operating budget in FY21 is almost \$55 million and is

funded through a combination of farebox revenue, sales tax, and state and federal sources. Today it operates a fleet of 94 buses on at least 24 fixed-routes. For more information, visit www.scmtd.com. Like METRO on Facebook at www.facebook.com/SantaCruzMETRO or follow us on Twitter at www.twitter.com/SantaCruzMETRO.

About Santa Cruz Chamber of Commerce:

Since 1889, the Santa Cruz County Chamber of Commerce has been committed to promoting the economic vitality and prosperity of Santa Cruz county. The Chamber continues to be the driving force in the county's economic environment, ensuring that opportunities can be realized, risks can be mitigated, and businesses can thrive. As both a visionary for and steward of the economic environment, the Chamber provides the nexus for business, government, and education and creates the collective awareness, understanding and voice for the local community. In service of its mission, the Santa Cruz County Chamber provides programs, resources, and momentum in 3 key areas: Advocacy, Resources, and Connections. For more information, visit <http://www.santacruzchamber.org/>. Like the Chamber on Facebook at <https://www.facebook.com/SantaCruzCountyChamber>.

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