

A Note from the CEO


METRO wants to thank our riders for their patience and loyalty following our unfortunate recent service reduction. As you may or may not know, **METRO** makes minor operational adjustments to the system as needed up to four times a year. Since September, we have monitored the major service changes and considered your rider feedback, and in December we have added a small number of trips where possible, and increased travel time on many routes in an effort to reduce missed connections and to provide more reliable departure and arrival times. Your feedback since September has been valuable to this effort and we encourage that you continue to report the problems you may be experiencing following these December operational adjustments. Your feedback after December will be considered in the March 2017 operational adjustments. **METRO** will continue to look for financial resources to maintain or improve both our Bus and ParaCruz services, especially for seniors, those with disabilities, and veterans in our community. Meanwhile, please read below about a new feature which we hope will make using **METRO** easier.



Alex Clifford,
CEO of Santa Cruz METRO

All METRO Bus Stops in Santa Cruz County will Receive a New Design

While route timetables at each **METRO** bus stop will still be provided as usual, starting in December, the old familiar 12" x 12" branding design will be replaced with a new design (both shown below), displaying each bus stop's unique 4-digit ID and name, and instructions in English and Spanish on how to use **METRO's** new **Schedule By Stop** website and text message services. **Schedule By Stop** answers the simple question all riders have:

 **Para Español,
vea la página 17**

"When is the bus scheduled to be at my stop, or have I missed the last trip?"

Schedule By Stop is available on our website **scmtd.com** in the main menu under **Routes**:

- See today's schedule (whether weekday, weekend, or holiday) at each specific **Bus Stop ID**
- If you are at the stop, follow the instructions to **scmtd.com/stop/xxxx** (where **xxxx** is a valid **Bus Stop ID**)
- At **METRO Transit Centers** go straight to **scmtd.com/stop/lane-code** (where **lane-code** is one of these valid codes: **scmc1, scmc2, scmc3, scmc4, wtc1, wtc2, capm1, capm2, svtc**)
- Once a location is selected, expand any trip displayed to view all the stops & times of the trip and verify direction of travel and where to deboard
- Can also be used to search for any bus stop in the system:
 - Find stops by name, by route, or nearest to your phone's current geo-location
 - Find your stop on the **System Map**, and give it a mouse click for a link to **Schedule By Stop**

Schedule By Stop is also available as a **2-way text message service**:

Just send the text message "scm xxxx" to the number 461-311 (where **xxxx** is a valid **Bus Stop ID** or **Transit Center Lane Code**), and wait a moment to receive a 160-character limit reply of the immediate routes and times at that location.



BEFORE



AFTER