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METRO Wins 2025 STAR Award for “One Ride at a Time” Campaign Video

Honorable Mentions Awarded for “How to Ride” and “Next Stop” videos

Santa Cruz, CA (Oct. 7, 2025): Santa Cruz Metropolitan Transit District (METRO) is proud to announce that its *One Ride at a Time* campaign video was honored with the 2025 STAR Award for Best Promotion of a Public Agency by the California Association of Public Information Officials (CAPIO). The award was presented on October 2nd in Long Beach during CAPIO’s annual STAR Awards ceremony, which celebrates excellence in government communications across California.

The *One Ride at a Time* campaign showcases the heart of METRO—its riders, operators, and community partners—through powerful storytelling and visuals that highlight the transformative impact of public transit in Santa Cruz County.

“It’s incredibly rewarding to see One Ride at a Time continue to resonate—not just with our riders, but with the broader community and our colleagues across the industry,” said Danielle Frost, METRO Chief Communications & Marketing Officer. “Our goal with this campaign was to spark a deeper understanding of how public transit supports environmental sustainability and quality of life. We’re proud that our marketing efforts are helping educate and inspire, one ride at a time.”

In addition to the top honor, METRO received honorable mentions for two other standout projects:

- “How to Ride” Video – A friendly, step-by-step video guide designed to make transit more accessible for first-time riders.
- “Next Stop” Social Video Series – A dynamic digital campaign spotlighting local destinations, rider stories, and behind-the-scenes moments from METRO’s team.

One Ride at a Time is a campaign that gives everyone in Santa Cruz County an opportunity to protect our extraordinary natural resources just by simply riding the bus. Since January 2023, every logged ride on a METRO bus donates to local non-profit partners in protecting the environment. All riders have to do is hop on board, log their rides and GO Santa Cruz will make a financial contribution to the Monterey Bay National Marine Sanctuary Foundation and the Bay of Life Fund as part of GO Santa Cruz’s ridesharing incentive program run by the Santa Cruz County Regional Transportation Commission (SCCRTC). To promote the campaign METRO has gradually released buses wrapped with iconic images of the Monterey Bay, taken by renowned photographers like Frans Lanting, that feature inspiring images of whales, sea otters, redwoods, and more.

METRO extends a sincere thank you to CAPIO for this recognition and to the Santa Cruz community for supporting public transit—One Ride at a Time.

For more information on METRO visit scmetro.org or to learn more about METRO’s One Ride at a Time program visit scmetro.org/onerideatatime.

About Us

Santa Cruz Metropolitan Transit District (METRO)

Established in 1968, METRO'S mission is to provide environmentally sustainable transportation to Santa Cruz County. 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 104 buses on 20 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.