



# Highway Corridors: Cruz511

## Program Description

For more than 35 years, the RTC has offered transportation demand management (TDM) services to Santa Cruz County with the goal of using the existing transportation system more effectively by assisting travelers to use various modes of transportation, especially sustainable transportation modes. TDM programs use a multi-pronged approach to incentivize and support mode share changes to non-drive alone methods of transportation.

Cruz511, the RTC's TDM service, provides a comprehensive website of resources for travel options around the county, including a trip planner, bicycle maps, accessible travel options, and an interactive traffic map with real-time information on travel speeds, incident details, and lane closures on county roads and state highways. Knowledgeable travel counselors are also available to help people understand their options for getting around.

The Cruz511 program works with non-profits and community-based organizations to deliver messaging around transportation safety. Staff works closely with agencies implementing Vision Zero plans and campaigns around the county by providing resources and guidance. Cruz511 also provides a hazard reporting system where members of the public can report issues that impede access and mobility on our roadway networks.

In Spring 2021, Cruz511 launched GO Santa Cruz County, an online commute management platform that rewards sustainable commuting. Participants earn points for each eligible trip logged on the platform or mobile app. Points can then be redeemed for electronic gift cards, entries into the monthly raffle, or donated to a local nonprofit. Learn more at [www.gosantacruzcounty.org](http://www.gosantacruzcounty.org).



## Program Highlights

- ▶ Provides sustainable commute choices to residents through coordination with major employers in the county
- ▶ Hosts an online and mobile platform to make sustainable commute choices easier for all people to access
- ▶ Coordinates with Metro to promote and encourage transit usage
- ▶ Provides education and informational messaging regarding safety and mobility options to the public

## Total Programming

| Total Funding       | \$ | 300,000/year avg. |
|---------------------|----|-------------------|
| Funding Sources     |    |                   |
| Measure D (Highway) | \$ | 1.3M              |
| Other Sources**     | \$ | 995,000           |

\*Amounts show money programmed beginning in FY17/18 when Measure D funds first became available.

\*\*Includes STBG, RSTPX, STIP, SAFE, City of Santa Cruz and Fund Interest



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**Rethink Your Commute  
and Earn Rewards!**

