



**CRUZ511**  
Traveler Information

# Program Update

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# Cruz511 Program Emphasis

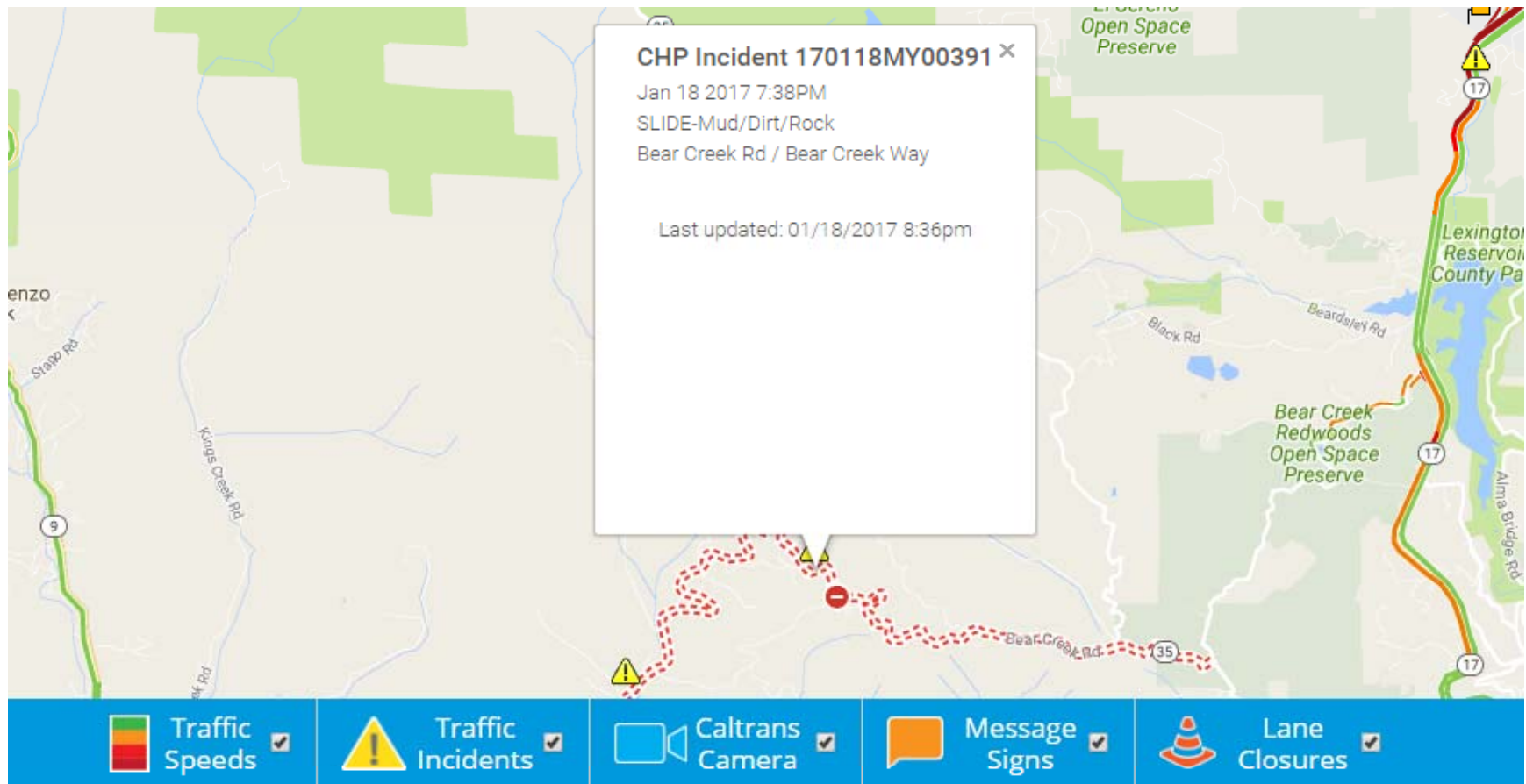
- Deliver traveler information and referral services
- Market the availability of multi-modal and alternative travel options.

# WWW.CRUZ511.ORG



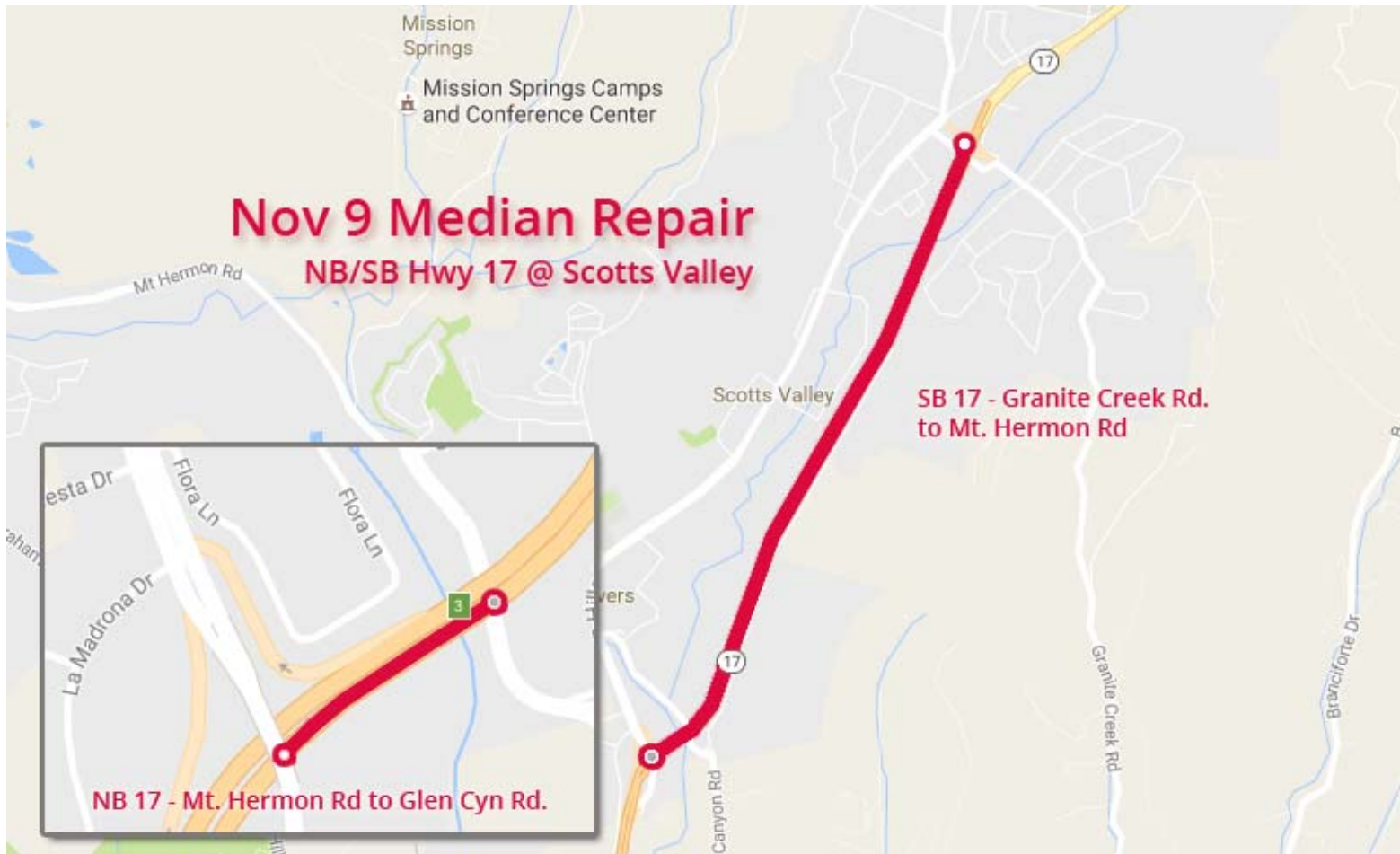
- Web-based 511 service for travelers in Santa Cruz County
- Central resource for traveler information
- Mobile-responsive

# Real-time Traffic Conditions



# Construction & Traffic Alerts

**ALERT: Powerful storm approaching this weekend, use caution while traveling**



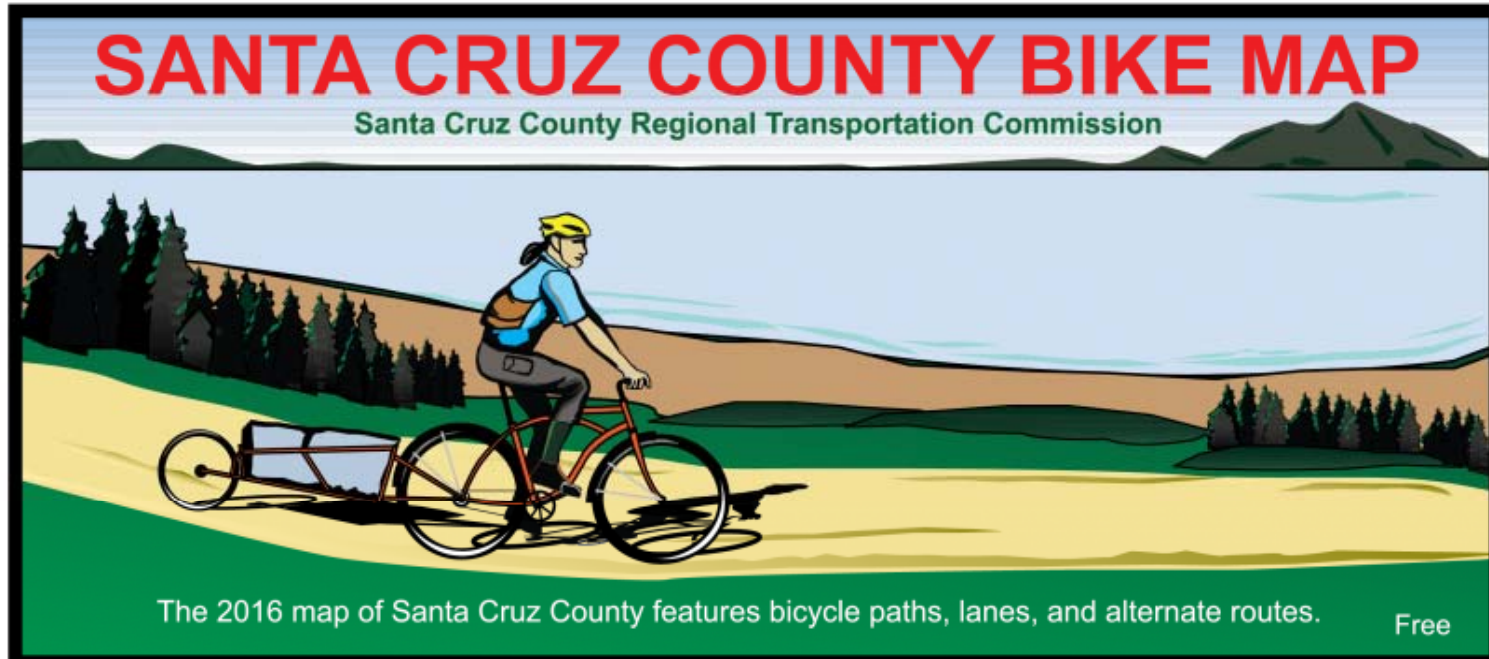
# Information Help Desk



429-POOL

- Refer callers to accessible travel services (Community Bridges Lift Line and Metro Paracruz)
- Assist motorists with current highway/road conditions
- Provide options for out of town travel on transit

# Countywide Bike Map



**2016 Santa Cruz County Bike Map Now Available!**

# Online Ridematching

511 RideMatch Service

Ridematching Apps





# Public Information & Awareness



Get Real-time Traffic Info for Santa Cruz County and beyond!



Mobile ready, traveler-friendly website including traffic speeds, incident locations, traffic cameras, lane closures, alerts and detour information

Also at Cruz511:

- Directions for trips by bike, bus, car, or on foot
- Electric vehicle charging spots
- Shared ride options
- Free online ride-matching service
- Park and Ride lot locations
- Countywide bike map
- Report a bike or walking hazard
- Accessible travel options
- Cost of driving calculator
- Transportation resources for employers, schools & organizations



[cruz511.org](http://cruz511.org)

▶ 831.429.POOL

▶ [info@cruz511.org](mailto:info@cruz511.org)

Cruz511 is a service of the SCCRTC



Cruz511 Traveler Information

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TRAFFIC - WALK - BUS - BIKE - POOL! Cruz511 is your centralized source for traveler information in Santa Cruz County.



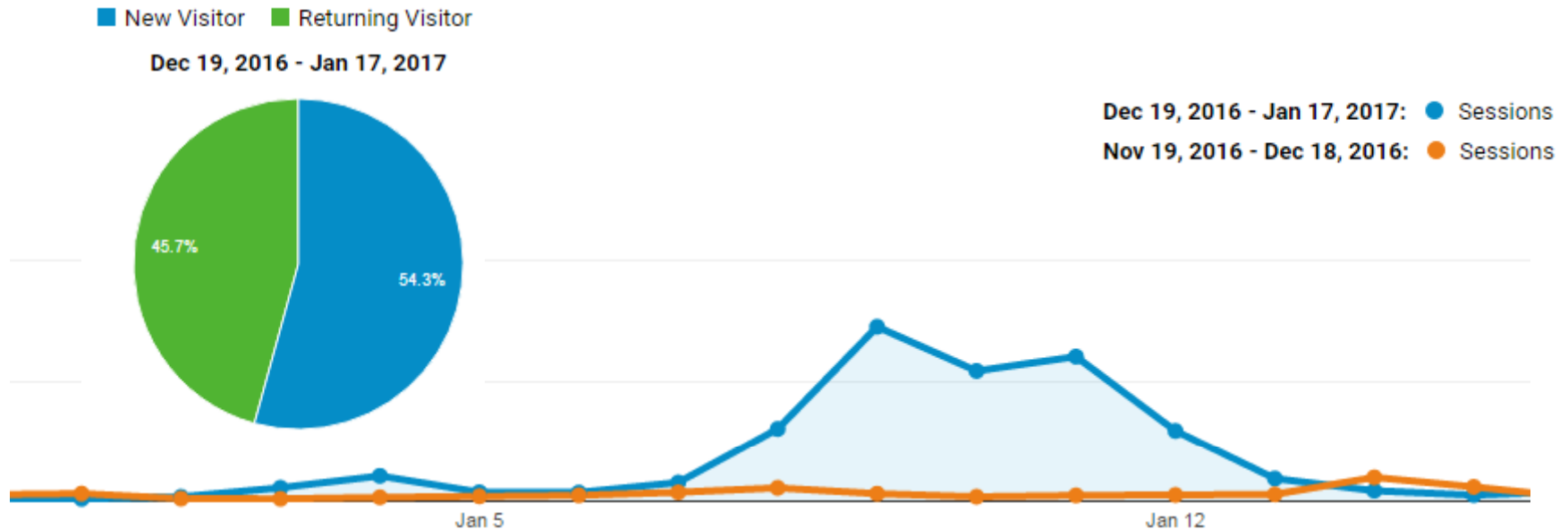
Travel smarter with Cruz511

Cruz511 is a new community service of the Santa Cruz County Regional Transportation Commission designed to be a one-stop shop for transportation users as well as a go-to place for information about emergencies that impact the...

[CRUZ511.ORG](http://CRUZ511.ORG)

Learn More

# Measuring Online Activity



- Spikes in activity during rainy days, last storm Jan 9 – 6000 daily sessions compared to average 500 sessions
- Ability to measure website traffic, set benchmarks, and refine content

# Social Media Integration



@Cruz\_511

facebook

@Cruz511



[Nextdoor.com](https://www.Nextdoor.com)

Questions?