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.CRÚZ511.ORG

- Web-based 511 service for travelers in Santa Cruz County
- Central resource for traveler information
- Mobile-responsive
Real-time Traffic Conditions
ALERT: Powerful storm approaching this weekend, use caution while traveling.
Information Help Desk

- 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

429-POOL
Countywide Bike Map

SANTA CRUZ COUNTY BIKE MAP
Santa Cruz County Regional Transportation Commission

The 2016 map of Santa Cruz County features bicycle paths, lanes, and alternate routes. Free

2016 Santa Cruz County Bike Map Now Available!
Online Ridematching

511 RideMatch Service

Ridematching Apps

511

waze

scoop

MuV
Public Information & Awareness

Cruz511 Traveler Information

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...
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

Nextdoor.com
Questions?