



Cruz511

Traveler Information for Santa Cruz County

Project 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 construction, incidents and travel speeds. 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 2019, Cruz511 will develop and deliver an online "trip manager" system that will provide employers, residents and visitors access to rideshare matches, bike resources including bikeshare, transit information that will integrate with Metro's real-time information as well as access to a host of other mobility services such as Scoop, Waze and Uber. This system will provide access to a suite of transportation choices. It will also allow employers to conduct workplace challenges and gamification of sustainable commuting.

Visit **Cruz511.org** for Santa Cruz County traveler information.



Project Highlights

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

Project Costs and Funding (18/19)

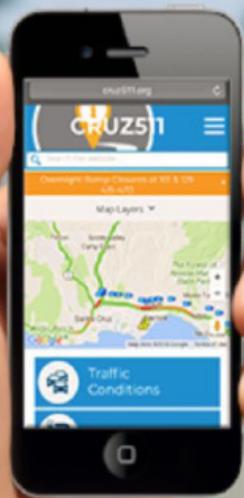
Estimated Project Cost	\$ 380,052
Funding Sources	
Measure D	\$ 150,000
Other Secured	\$ 230,052



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**CRUZ511
HOW
TO:
USE OUR
TRAFFIC
MAP**



**TIPS FOR
RIDING THE BUS**

