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Monterey Bay Aquarium Research Institute (MBARI) Joins METRO's 'One Ride at a Time'
New bus features deep-sea animals photographed by MBARI

Santa Cruz, CA (Feb. 21, 2024): The Santa Cruz Metropolitan Transit District (METRO) and Monterey Bay Aquarium Research Institute (MBARI) are pleased to announce their collaboration on One Ride at a Time, METRO's acclaimed environmental awareness campaign. Stunning images of some of the remarkable animals that MBARI has encountered in the depths of Monterey Bay grace the latest wildlife bus to join METRO's fleet. The goal of One Ride at a Time is to showcase the environmental benefits of transit, encourage bus ridership, and protect Santa Cruz County's extraordinary natural resources, including the unique and fragile deep-sea ecosystem just offshore.

MBARI is a nonprofit oceanographic research center advancing marine science and engineering to understand our changing ocean. Using advanced robots, MBARI researchers are revealing the stunning community of life that thrives deep beneath the ocean's surface. MBARI's remotely operated vehicles (ROVs) serve as a critical platform for ocean science and engineering. Operated from a control room in the heart of one of MBARI's research ships, a team of pilots and scientists steer the submersible as it explores the depths below. MBARI's ROVs have completed more than 7,300 scientific dives and recorded more than 28,400 hours of video. Cameras on MBARI's ROVs film deep-sea animals and communities in stunning 4K ultra high-definition detail.

"We are so fortunate to welcome MBARI to the 'One Ride at a Time' team," said Danielle Glagola, METRO Marketing & Communications Director. "Their technology allows everyone in Santa Cruz County to have an unparalleled glimpse into the beautiful and fascinating deep-sea world that lives in our blue backyard."

MBARI joins renowned wildlife photographers Frans Lanting, Jodi Frediani, and Kevin Lohman in supplying the campaign with breathtaking images of the animal and plant species that depend on the Monterey Bay ecosystem for their survival. By the end of 2024, about 30 wrapped buses featuring inspiring images of birds of prey, whales, sea otters, deep-sea animals, mountain lions, redwoods and more will be traveling throughout Santa Cruz County.

“MBARI’s underwater robots have revealed the stunning diversity of life that thrives in the depths of Monterey Bay. These are our neighbors that dwell in our blue backyard. We hope meeting these amazing animals inspires us all to think about our connection to the ocean and how we can help protect deep-sea animals and environments from threats like climate change,” said Susan von Thun, MBARI Science Communication and Content Manager

Through One Ride at a Time, every ride on a METRO bus donates to METRO’s partners in protecting the environment—the Monterey Bay National Marine Sanctuary Foundation and the Bay of Life Fund.

Every ride on a METRO bus takes cars off the road and significantly reduces greenhouse gas emissions. Moreover, METRO is converting its entire bus fleet to zero-emissions buses (ZEBs). At the end of 2023, METRO had nine ZEBs deployed in the county with more coming every year. To date, seven of the wrapped One Ride at a Time buses are ZEBs.

To read more about METRO’s strides toward increasing bus ridership and transitioning to a zero-emissions fleet, visit scmetro.org.

To participate in METRO’s One Ride at a Time program visit scmetro.org/onerideatatime and start logging your trips today. Logging 25 trips is equal to a \$10 donation to the Monterey Bay National Marine Sanctuary Foundation or the Bay of Life Fund thanks to program partner [GO Santa Cruz](#).

One Ride at a Time is made possible by a partnership between METRO, Santa Cruz County Regional Transportation Commission (SCCRTC), local environmental non-profit organizations, [Monterey Bay National Marine Sanctuary Foundation](#) and the [Bay of Life Fund](#), renowned photographer-writer team Frans Lanting and Chris Eckstrom, Jodi Frediani, Kevin Lohman and MBARI.



About Us

Monterey Bay Aquarium Research Institute (MBARI)

MBARI is a non-profit oceanographic research center founded in 1987 by the late Silicon Valley innovator and philanthropist David Packard. MBARI's mission is to advance marine science and technology to understand a changing ocean. Learn more at mbari.org.

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 94 buses on at least 24 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.