

**For Immediate Release**

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**Cruzin' Together Santa Cruz County Launches**

*Nonprofit Championing Safer Streets for All*

Santa Cruz, CA (September 16, 2026) — Santa Cruz County has a new advocate for safer, more accessible travel: Cruzin' Together Santa Cruz County, a nonprofit formed in 2026 to improve pedestrian, bicycle, and public transit safety through education, outreach, and community-driven advocacy.

Cruzin' Together was created in response to a growing need for safer streets and more equitable transportation options across the county. For the nearly 30% of residents who do not or cannot drive, navigating daily life can be challenging — from reaching work and school to accessing medical care, groceries, and community events. Cruzin' Together aims to change that by elevating the needs of nondrivers and promoting infrastructure and policies that protect the most vulnerable travelers.

**A Mission Rooted in Safety, Equity, and Community**

Cruzin' Together collaborates with local governments, public agencies, nonprofits, schools, and businesses to reduce crashes and injuries and build a culture of shared responsibility on the road. The organization focuses on:

- Pedestrian, bicycle, and public transit safety
- Education and awareness campaigns
- Advocacy for safer infrastructure and lower speeds
- Community engagement and reporting of unsafe conditions

By empowering residents to identify unsafe crossings, dangerous road conditions, and barriers to mobility, Cruzin' Together helps public agencies better understand where investments and improvements are most urgently needed.

"Cruzin' Together was created because safe travel shouldn't depend on whether you can drive. Every resident in Santa Cruz County deserves streets, crossings, and pathways that protect them, whether they're walking to school, biking to work, or riding the bus," said Rebecca Downing, Cruzin' Together Board Chair. "Our mission is to build a community that looks out for one another and makes safety a shared responsibility."

**A Countywide Impact**

Cruzin' Together serves all of Santa Cruz County, including the many residents living in unincorporated communities where safe travel options are especially vital. The organization's work

benefits pedestrians, cyclists, transit riders, older adults, students, people with disabilities, low-income residents, and anyone who depends on alternatives to driving.

"We're already seeing how powerful it is when people experience our county without relying on a car. Cruzin' Together is here to amplify those voices, highlight the barriers nondrivers face, and push for changes that save lives," said Kelly Dillon, Cruzin' Together Board Member. "When we slow down, pay attention, and make room for others, we create a safer Santa Cruz County for everyone."

### Supporting Week Without Driving 2026

Cruzin' Together proudly supports Week Without Driving, a flagship initiative encouraging residents to experience the county without relying on a personal vehicle. The 2026 campaign runs October 1–8, opening with a countywide celebration on October 2 at the Capitola Mall.

This year's Week Without Driving includes:

- A family-friendly safety event at Capitola Mall
- Transportation-experience activities
- Storytelling and community surveys
- Public agency and elected official participation
- A countywide challenge inviting residents to walk, roll, bike, ride transit, or share rides
- The Week Without Driving Contest hosted by Go Santa Cruz County

Last year's Week Without Driving attracted numerous participants, and Cruzin' Together expects even greater engagement in 2026.

Learn More, Donate, and Get Involved.

Residents, businesses, and community partners are invited to learn more about Cruzin' Together, support its mission, and participate in Week Without Driving by visiting:

<https://cruzintogetherscc.org>

### **About Cruzin' Together Santa Cruz County**

Cruzin' Together Santa Cruz County is a nonprofit organization dedicated to improving pedestrian, bicycle, and public transit safety through education, outreach, advocacy, and community programs. The organization collaborates with local governments, agencies, nonprofits, and businesses to reduce crashes and injuries, promote safer infrastructure, and build a stronger, more connected community. Cruzin' Together leads local initiatives including Week Without Driving to elevate the needs of nondrivers and advance transportation equity across Santa Cruz County.

For more information visit <https://cruzintogetherscc.org>.