



## Santa Maria Transit Agency

Santa Maria, CA, US

Santa Maria Regional Transit, formerly Santa Maria Area Transit, is a bus service located in Santa Maria, California, providing intracity service in Santa Maria and intercity service within Santa Barbara County, including routes to Lompoc, Buellton, and Solvang.







altro

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Altro floors designed for everyone

### Challenge

Prior to 2015, SMRT used ribbed rubber flooring in their buses, a choice that proved to be slippery and difficult to clean - impacting both passenger safety and aesthetics.

"We used RCA Rubber until around 2015 and went to Altro because the rubber was tough to clean and very slick."

— Gamaliel Anguiano, Transit Manager

After switching to easier to clean and easier on the eye Altro flooring in 2016, rider expectations and agency considerations of accessibility and the diversity of their passengers evolved. SMRT sought a more inclusive, inviting, and user-friendly flooring solution - especially for neurodiverse individuals.

### Solution

SMRT partnered with Altro to take the next step and provide a safe, welcoming, visually comforting environment to satisfy the growing need to consider addressing the diversity of their riders.

"We wanted a brighter space and more inviting areas in the buses."

The choice was Altro Transflor Metris™ in Vintage Cherry, a wood-look, slip-resistant, lightweight flooring that brings a warm, familiar, comforting setting to bus interiors.

This aligned with the agency's acknowledgment of inclusive and neurodiversity-friendly design.

### Results

The response to the new flooring was overwhelmingly positive — from both the agency and its riders.

Since transitioning to Altro flooring, the agency has seen:

- A significant increase in ridership
- Positive feedback from riders who say the transit experience feels "like riding in their living rooms"

"Everyone loves the product and look. Since we have gone to Altro Vintage Cherry wood-look, our ridership has increased substantially and we've noticed neurodiverse clientele now using the buses. They are saying it is like riding the bus in their living rooms."

- Gamaliel Anguiano



### The road ahead

"We are also looking at putting the Altro Vintage Cherry flooring in our Driver's Lounge with a digital print of our company Logo!" and "...We have ongoing orders with manufacturers and will ultimately go to Vintage Cherry on all 40' busses, and [are]contemplating doing the same for microtransit."

- Gamaliel Anguiano

