



News Release

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FOR IMMEDIATE RELEASE

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Golden Empire Transit to Launch Pilot Program “RYDE” Offering On-Demand Transit Service in Southwest Bakersfield

Bakersfield, CA – Golden Empire Transit District will launch a six-month pilot project called “RYDE” offering on-demand/microtransit service to better match GET services with the changing ways passengers want to travel. The launch date is Sunday, April 7, 2019. Passengers will be able to request a ride on-demand through a mobile app or by calling 661-869-6380 in southwest Bakersfield (Highway 99, Panama Lane, Old River Road and Rosedale Highway). The shuttles, much smaller than a typical 40-foot bus, will take passengers curb-to-curb within the designated zone. Please go to www.RYDEbakersfield for any questions you might have and keep an eye out on social media for updates.

This new, flexible transit solution has a tremendous potential to expand GET service areas, attract new riders, fill transportation gaps and provide more effective and sustainable ways to reach low-density communities and other traditionally hard-to-service areas.

“One of the benefits of RYDE is that you’re not following a fixed-route schedule. We’re, more or less, following yours,” said Karen King, CEO at GET. “Microtransit is a better way to reach the public, allowing them to schedule trips in a way that is very customer-friendly.”

RYDE vehicles are compact, fuel-efficient CNG shuttles that can comfortably accommodate eight passengers. Riders pay \$3.50 when using the microtransit app – developed by the rideshare company Transloc. Your fare provides you with a one-way RYDE in the zone and/or to a bus hub where you can connect outside the zone to other GET services.

RYDE operates seven days a week. All vehicles are wheelchair-accessible and have two bike racks to encourage multi-modal travel. Shuttles are operated by professional drivers who undergo background checks and extensive safety training.

Golden Empire Transit will collect and analyze RYDE data throughout the six-months pilot program so GET can determine whether to continue and, potentially, expand the service.

Together, in partnership with Transloc’s microtransit app, GET is embracing new approaches when providing public transit options to enhance benefits for the Bakersfield community by bringing greater economic vitality, greener environmental stability and a higher quality of life. “Microtransit represents this next wave of innovation, merging flexible and fixed transit to better serve customers and communities,” said TransLoc vice president Rahul Kumar.

GET was formed in July 1973 and is the primary public transportation provider for the Bakersfield Urbanized Area. It is the largest public transit system within a 110-mile radius. The District's legal boundary includes Bakersfield city limits as well as adjacent unincorporated areas. GET has a fleet of 90 compressed natural gas buses equipped with wheelchair lifts and bike racks. GET services 16 routes, which operate 7 days a week and transport more than 6 million passengers each year with its fixed route buses. In addition, GET operates 21 compressed natural gas GET-A-Lift buses. GET has an economic impact; every \$1.00 GET spends and invests creates \$5.80 in return. The International Standards Organization formally recognizes GET for its certified Environmental Management System. For more information, visit www.getbus.org or call 869.2GET (2438).