



News Release

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FOR IMMEDIATE RELEASE

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Golden Empire Transit District's RYDE Continues to Grow

Bakersfield, CA — The Golden Empire Transit District (GET) launched its on-demand pilot project (RYDE) on April 7, 2019. The first month of service provided 733 custom trips. May and June service saw positive growth with 1,288 and 1,441 custom trips completed, respectively. A total of 3,462 "RYDES" have been taken in southwest Bakersfield during the first three full months of service. July 3 was RYDE's busiest day to-date with 86 custom trips completed.

"If you enjoy the convenience of services such as Uber or Lyft, then RYDE is the local ride-hailing service you've been waiting for," said Karen King, GET's CEO. "What sets RYDE apart from the competition is that trips are only \$3.50 and all of the drivers are professionally trained."

Customers can book a RYDE using the Microtransit app or by calling GET at 661.869.6380. "Booking a RYDE using the Microtransit app is currently the most popular way for customers to book a ride," said King. 1,556 trips were made during the months of May and June utilizing the app. King would also like to remind customers that they can catch a RYDE simply by approaching a RYDE vehicle and telling the driver where they would like to travel.

Bakersfield residents in the southwest area have been using RYDE to travel to California State University at Bakersfield, the Valley Plaza Mall, and Walmart on Panama Lane. GET will continue to monitor the use of RYDE to determine possible service area expansions next year. GET recently launched a loyalty punch card for RYDE users offering one free custom trip after ten paid "RYDES." Customers can pick up the RYDE loyalty card onboard any RYDE vehicle.

The Microtransit app was developed by the rideshare company TransLoc, which is partnering with GET to provide the pilot program. The pilot program has been extended through January 8, 2020. Visit www.RYDEBakersfield.com for additional information about the pilot program or to download the Microtransit app and try RYDE for yourself.

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 serves 16 routes, operating 7 days a week and transporting more than 6 million passengers each year with its fixed-route buses. In addition, GET operates 21 compressed natural gas GET-A-Lift buses. For more information, visit www.getbus.org or call 869.2GET (2438).

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