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Kern Council of Governments Enhances Free Rideshare Program and Website

'Kern Commuter Connection' Program Helps Commuters to Form or Join Carpools or Vanpools

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FOR IMMEDIATE RELEASE

Bakersfield, Ca June 23, 2009—To help the Kern County driver fight high gas prices and commuting costs, Kern Council of Governments, a regional transportation planning agency, has revised and updated its *Kern Commuter Connection* program and website.

The *Kern Commuter Connection* offers free carpool, vanpool and other clean air commute options to the public via a website and employer outreach services.

The website www.commutekern.org, a free web resource for commuters, offers one-stop shopping for people looking to cut their commuting costs. It's a simple tool for people to find others who have similar commuting patterns so they can form their own carpool or vanpool.

With interactive features such as tracking mileage saved and estimated carbon emissions reduced, users set up a profile that includes their home address or closest intersection, shift times, and other preferences. When setting up the profile, users are notified of potential matches and when new matches register. The website is in a user-friendly format and a way to help reduce traffic congestion and air pollution.

Planned enhancements scheduled to be added next year include an emergency ride home program for those situations in which the rider needs to leave work before or after their car or vanpool.

According to Anne Schoolcraft, Kern COG Rideshare Coordinator, "As the database matures, users will find a wider range of potential carpool matches to contact. The more people registered in the program, the easier it is to find someone commuting at the same time on the same days".

For more information, access www.commutekern.org or call Anne Schoolcraft, Rideshare Coordinator, at Kern Council of Governments at 861-2191.

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