



Contact: Victoria Romero Valdivia
vromerovaldivia@kerncog.org

(661) 635-2903

FOR IMMEDIATE RELEASE

Kern COG Encourages Kern County Commuters to Rideshare During Rideshare Week 2026

BAKERSFIELD, Calif. — Kern Council of Governments (Kern COG) is encouraging residents throughout the region to rethink their daily commute during **Rideshare Week, October 5–9, 2026**, by participating in the [CommuteKERN Rideshare Week 2026](#) program.

Rideshare Week is an annual statewide campaign promoting carpooling, vanpooling, bicycling, public transit and other alternatives to driving alone. The campaign aims to help reduce traffic congestion, improve air quality and encourage commuters to explore transportation options that can save money and benefit the environment.

Celebrate Transit Tuesday on October 6

As part of Rideshare Week 2026, CommuteKERN is teaming up with **GET Bus and Kern Transit** to celebrate **Transit Tuesday on October 6**.

Information tables featuring games, snacks and resources will be available to thank commuters who choose public transit:

- **BC Transit Center:** 9–11 a.m.
- **CSUB Transit Depot:** 1–3 p.m.

Log Your Trips for a Chance to Win

All commuters who rideshare during Rideshare Week are invited to register at commutekern.org and log their trips between October 5 and 9 for a chance to win a **bicycle donated by Snider's Cyclery**, along with other prizes.

Every trip logged increases a commuter's chance to win.

"We are asking people to find an alternate means of getting to work or school, whether it's carpooling with your coworkers, riding the bus or telecommuting," said Victoria Romero Valdivia, Kern COG's Rideshare Coordinator. "We want to make people feel good, protect our environment and save them some money all at the same time!"

Sharing the ride is a low-cost transportation solution that can help the Kern region address its growing transportation needs while supporting efforts to improve air quality.

“Rideshare Week is a fun way to encourage people to consider a different approach to getting to work or school,” said Romero Valdivia. “The real key is to continue to inspire change in people’s driving behaviors and to think about ridesharing throughout the year.”

For more information, visit **commutekern.org** or call **(661) 868-RIDE (7433)**.

###