Transportation access is a social justice issue. You can’t get ahead if you can’t get around, and both are getting harder than ever in California. New technologies and existing transit resources can help, but too often they overlook those who need them most.

To redress inequities and reduce climate emissions, we need to bring fast, affordable, climate-friendly mobility options right to people’s front door. We offer bridges to transportation from affordable housing sites. Our culturally appropriate programming builds confidence and meaningful relationships, helping people understand available transportation, how to use it, and how to advocate to improve it.

Know How to Go will:

- Deliver services to the community, with on-site education and travel planning
- Bring the message home, where the trip begins
- Reach vulnerable communities in culturally and age-appropriate ways
- Foster local advocacy with inter-generational community building
Vulnerable populations need a seat at the decision-making table. Transportation literacy is empowering, and it allows transit users to identify system improvements. Know How to Go will strengthen local leadership and participants’ collective ability to advocate for the mobility options that best serve their needs.

➢ For young adults, mobility is linked to academic and employment opportunity. Early education can establish a lifetime of healthy habits. Know How to Go helps young people gain independence while learning how to be safe on transportation modes newly available to them.
  • Learning bicycle and scooter safety skills
  • Transit training to use buses and BART

➢ Transportation is central to helping newcomers establish themselves in a new place. Refugees and asylees often face language barriers, unfamiliar rules of the road, and hurdles to understanding the administrative aspects of mobility options.
  • Understanding bike and scooter share options and discounts
  • Transit and bike route mapping

➢ As people age, decreased mobility can lead to social isolation and a lower quality of life. Smartphone apps and transit maps can be daunting, but getting past the barriers allows older adults to live robust lives connected to their community.
  • Learning how to use Next Bus and ride-hailing apps, or available alternatives
  • Getting senior Clipper cards for affordable access to public transit

About our Team

TransForm’s Safe Routes to Schools team has 12 years of success supporting families to make healthy, affordable transportation choices. What started as a pilot project in 2006 has grown to become one of the largest Safe Routes to Schools programs in the country, and a national model. Our advocacy helped bring SR2S programs in all nine Bay Area counties.

Our diverse staff has a combined 25 years of experience bringing multi-modal transportation education to a wide variety of populations. We have a strong track record building trust and relationships, cultivating energetic volunteers, fostering behavior change, and empowering individuals to organize others and advocate for change in their communities.

We’re eager to bring our expertise out of the classroom and into people’s homes and communities.

Contact Carrie Harvilla at charvilla@transformca.org to get started or for more information.