Community Transportation Navigators
Project Overview

The hardest to reach communities often face the most prominent barriers to accessing transportation. Through a peer-to-peer education model, the Community Transportation Navigators pilot seeks to reduce these barriers by building trust, knowledge, and comfort while riding.

In 2018, Hopelink, on behalf of the King County Mobility Coalition, was awarded an inclusive planning grant to evaluate how people find secure and non-cost barrier transportation. One solution that emerged was a peer-to-peer approach to outreach so that people learn directly from transportation champions in their community. Hopelink and King County Metro are launching the Community Transportation Navigator pilot to connect community members to travel options introduced to them by trusted sources. These community leaders have shared experiences, languages, cultures, and geography.

This pilot will primarily serve community members who have lower usage rates of transportation resources. This includes low-to-moderate income community members, people with limited English proficiency, older adults, and immigrant and refugee populations. Prior research and outreach, including two needs assessments (2011) (2019), highlight immigrant and refugee community members’ unique needs. Focus groups conducted in preparation for this pilot specifically highlight the needs of Somali community members and women traveling with young children.

This pilot project will provide the customized and culturally appropriate approach to reach the "hardest-to-reach" communities and improve communities’ mobility, confidence level, and equitable access to opportunity and independence. Individuals benefiting from the program will receive information in a culturally inclusive manner. The program will provide:

- **Education**, access to navigation tools
- **Program Enrollment**, support in enrolling in reduced fare options & eligibility-restricted programs
- **Training Sessions**, creating trust and relationship building with other community avenues
- **Incentive Distribution** and opportunities for continuous engagement.

This innovative solution is based on a peer-to-peer approach. Community members with lived experience are best positioned to assist groups of people with unique needs – like refugees, immigrants, people with disabilities, or people facing housing insecurity. Transportation Navigators will have the experience and skills to provide nuanced support to meet the needs of the communities they represent.

**Initial Pilot Timeline:** May 2022– December 2022

**Audience:** Low- and Moderate-Income, Older Adults, Immigrants, Refugee, Low English proficiency

**Geographic Scope:** King County

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