

Ride Together



Countywide Travel Training Program

A community mobility initiative to build independence, confidence, and access to transit across Contra Costa County.



*We'll ride with
you until you
feel ready.*



*Your route.
Your pace.*



*Getting there
shouldn't be
scary.*



*No wrong
questions*



*Real routes.
Real practice.
Real people.*

CC^{TA}

CONTRA COSTA
TRANSPORTATION
AUTHORITY

Accessible infrastructure alone is not enough.

WHAT PEOPLE FACE

Fear of getting lost or making mistakes

Especially newly disabled or unfamiliar with the system

Language and cultural barriers

First-time users, immigrant communities, non-English speakers

Fear of losing existing services

Paratransit users worried about eligibility



WHAT WE NEED TO BUILD

Confidence

Safe spaces to practice routes, ask questions, and build emotional readiness

Practical skills

Trip planning, Clipper Cards, apps, transfers, self-advocacy

Long-term independence

Not just one route, lifelong navigation skills and mobility access

What informed the program design



Feedback from ATSP Workshop (Feb 2026), GM Meeting, AAC Meeting, Individual Partner Meetings

A group session was held in Feb to brainstorm the program concept. In April, a program concept was presented to the group for feedback, followed by presentations to the Agency GMs and the Accessibility Advisory Committee.

Information from Other Bay Area Programs

Three informational discussions were held with EBP, Marin, and Oakland Seniors United travel training programs.

Subject Matter Expert Consultation

Additional consultation was set up with Sarah Birdwell at PLUM Catalyst and Naomi Armenta at Nelson Nygaard to inform program design.

CCTA Programs Manager is enrolled in the nationally recognized Easterseals Project Action Certified Travel Training Instructor (CTTI) Certification Program.



Who the program serves

MVP focus: older adults & people with disabilities. Future phases expand to other populations.

MVP FOCUS — OLDER ADULTS & PEOPLE WITH DISABILITIES

Older adults

Transitioning from driving; reduced confidence or safety concerns

People with disabilities

Mobility, sensory, cognitive, capable of fixed-route transit but not currently using it

Caregivers & family

Supporting loved ones to travel confidently

FUTURE PHASES — EXPANDED POPULATIONS

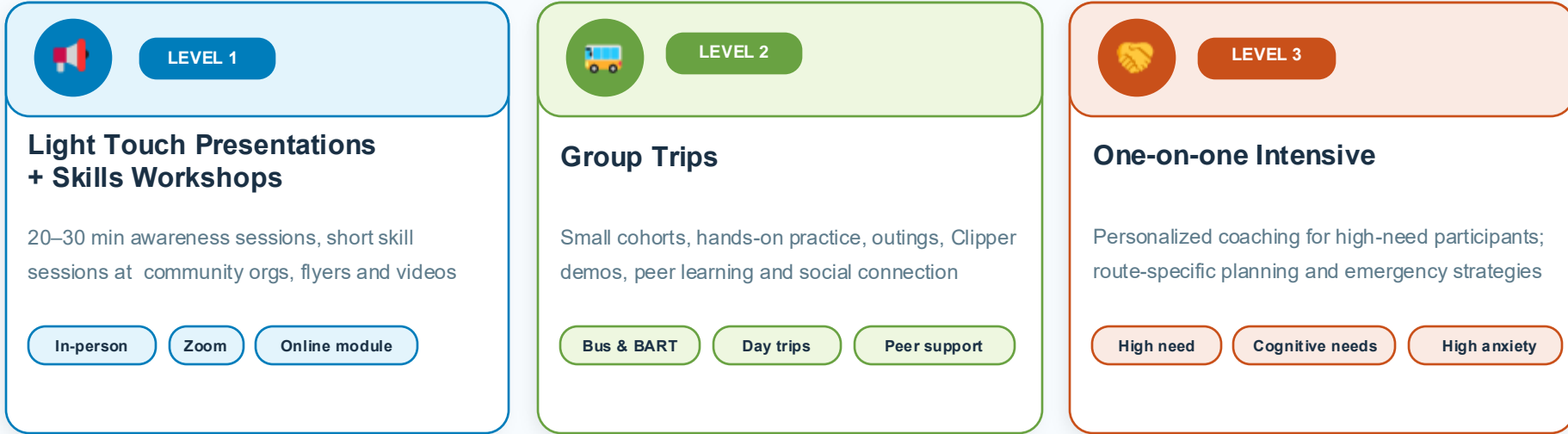
- Youth & transition-age individuals
- Equity Priority Communities
- Multi-jurisdiction travelers

The program is designed to scale. Each phase expands reach while maintaining quality and cultural responsiveness.



A tiered, flexible service model

Participants enter at the right level of support and move toward independence over time.



PARTICIPANT JOURNEY



Building the participant pipeline

Trust-building comes first. Most people need multiple touchpoints before they feel ready to enroll.

HOW PEOPLE FIND US



Community presentations

Senior centers, faith orgs, libraries, housing providers



Trusted messengers

Case managers, healthcare providers, peer ambassadors



Printed & digital materials

Multilingual flyers, bus posters, social media, short videos



Peer word-of-mouth

Those who go through the program share their experience

INTAKE PIPELINE

1

Step 1 — Awareness

Participant hears about the program. Multiple contacts expected before action.

2

Step 2 — Interest capture

Short intake form (paper or digital): location, transit familiarity, service interest. Interest can be from individual or group/org.

3

Step 3 — Match & schedule

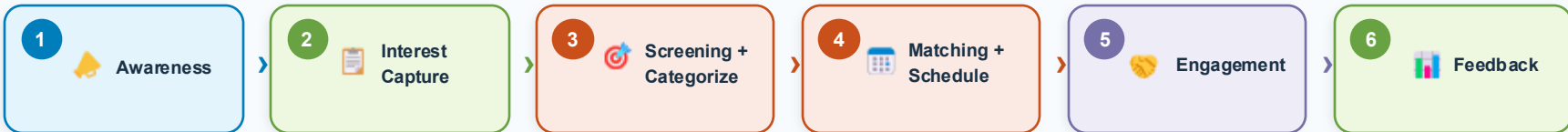
Coordinator assigns appropriate level and follows up with trainer to schedule the session.

★

Incentive: preloaded Clipper Card

Offered to enrollees as a low-barrier motivator and tracking method.

How we match users to the right session



Intake / Sign up form captures

- Name, address, and contact info
- Neighborhood / geographic area
- Current transit familiarity level
- Service preference (info, workshop, trip)
- Accessibility or language needs

Paper or digital · No account required

Two matching pathways

Demand-pooled sessions

- Sign-ups collected in a queue
- When threshold hit (ex: 10 in East County) → session auto-triggered
- Geography + skill level matched

Drop-in scheduled sessions

- Fixed recurring slots at libraries, senior centers, food pantries
- Walk-in or pre-register · No minimum

Screened into one of three

Level 1

Program Orientation

Info session · 20–30 min · Low commitment

Level 2

Skills Workshop

Clipper, maps, boarding · classroom or Zoom

Level 3

Group Trip

Real ride · trainer-led · higher commitment

Coordinator confirms session details with each attendee before session date

Engagement

- Attends first session
- Progresses to deeper modules
- One-on-one if needed

Clipper Card issued

- Loaded at each activity
- \$X workshop · \$X trip
- Max \$XX per participant

Tap tracking

- Clipper tap auto-logged
- Before / during / after comparison
- No surveys

Feedback loop

- Short post-session check-in/survey
- 30/90-day travel pattern
- Informs program improvement

Admin model

- 1 coordinator manages queue
- Batch Clipper loads weekly
- ~5 min per participant per activity

12-module curriculum

Modular and flexible — participants start at their comfort level and progress at their own pace.

1

Getting comfortable with transit

Foundations & confidence

3

Reading transit information

Schedules, maps, stops

5

Riding the bus with confidence

Guided group & solo trips

7

Accessibility & mobility skills

Devices, accommodations

9

Communication & self-advocacy

Asking for help, your rights

11

Maintaining independence

Routine trips, long-term success

2

Paying for transit (Clipper & fares)

Independent fare payment

4

Planning a trip

Step-by-step navigation

6

Riding rail (BART) safely

Station navigation & practice

8

Safety & emergency planning

Problem-solving & delays

10


Practice trips & real-world experience

Actual trips with support

12

Using Microtransit

First/last mile ride-hailing, on demand services like Lyft



How to Buy & Reload a Clipper Card at a BART Ticket Machine

2:06 4:12

Module 2 Playlist

5 videos · 22 min



New to Clipper? Start here

3:45



Buy & Reload at BART Machine

4:12

3

Add Clipper to Your iPhone

3:28

4

Tap & Ride with Google Pay

2:55

5

Check Your Clipper Balance

2:10

CC · Captions available · Video opens in YouTube · Free, no account needed



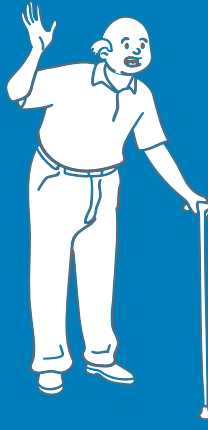
Tip: After watching, you can practice at any BART station or Safeway location. Bring this guide or ask a staff member.

Hub-and-spoke delivery model

HUB — CCTA

Central coordination

- Curriculum & standards
- Trainer certification
- Data tracking & quality assurance
- Countywide coordination
- Language access & equity oversight



SPOKES — COMMUNITY PARTNERS

Local service orgs



Senior centers, libraries, housing providers, faith organizations

Social services



Case managers, critical services and programs

Transit agencies & city transit



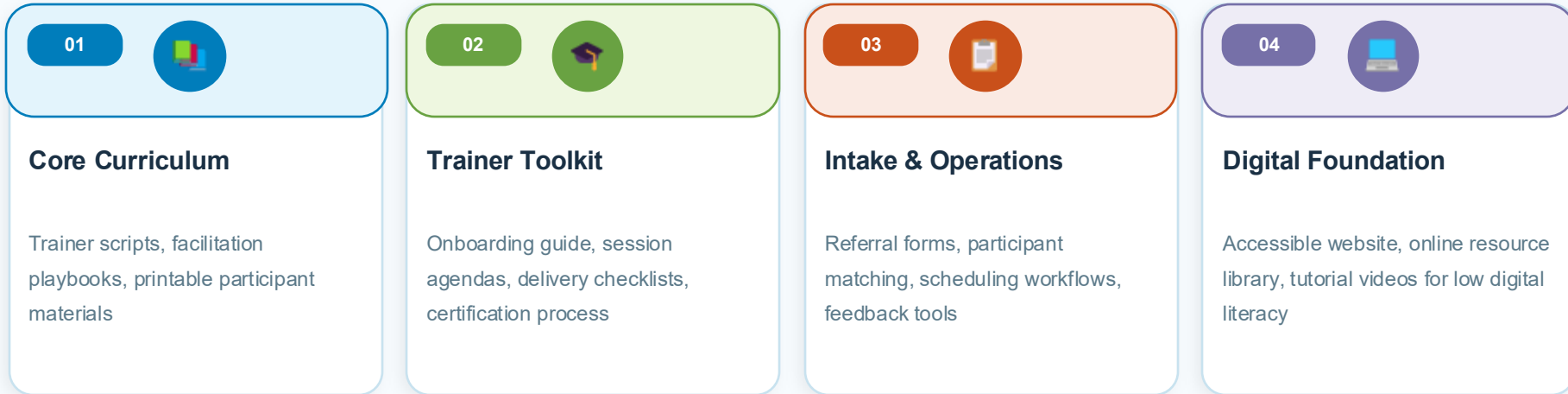
Staff who manage or run accessible transportation services

Train-the-trainer model

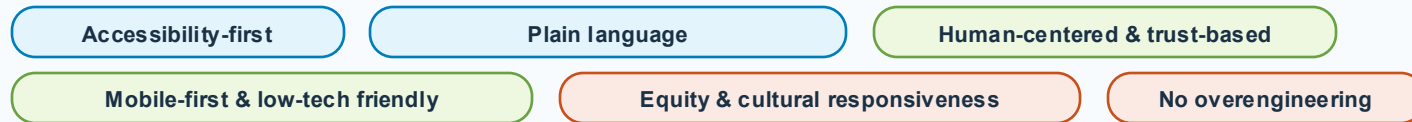
CCTA certifies trainers at partner orgs, agencies, and cities. Peer trainers, experienced disabled riders, build trust through lived experience.

What we're building first

The MVP is a lightweight, human-centered foundation, not a full platform. It sets up the systems, tools, and trust needed to scale.



GUIDING PRINCIPLES



Proposed Phased Rollout

Sep 2026

Phase 1 — MVP

Launch

- Online library live
- Core curriculum ready
- First trainer cohort certified
- Skill workshops & presentations launch
- Focus: older adults & people with disabilities

Feb 2027

Phase 2 — Growth

Expand

- Group outings launched
- Volunteer and peer trainer introduced
- Online module library grows
- Curriculum refined by user feedback

Sep 2027

Phase 3 — Scale

Scale & Sustain

- App feature added (if desired from users)
- Audience expansion
- One on one support and trainings added
- Program improvements from feedback

YOUR INPUT MATTERS

We need your partnership to make this work.

QUESTIONS FOR TODAY


1 Does this model reflect what your communities need?

2 What barriers or gaps haven't we addressed?


3 How can your organization plug in as a partner or training site?

4 What does success look like from where you sit?

HOW TO STAY INVOLVED

 **Share feedback today**
Your input shapes the design

 **Join the design process**
Opportunities to co-design curriculum, intake, and materials

 **Become a training site or partner**
Host sessions, certify staff, or connect participants

 MVP Program launch target
September 2026