

GO Buffalo Mom – Transportation Options



The **Go Buffalo Mom Transportation Options Campaign** is a personalized trip planning and education program to provide low income, pregnant women with information on access to alternative transportation options, including **transit services**, **NY511 Rideshare**, a **volunteer-based Travel Buddy Program** and the services that **Go Bike Buffalo** offers.

The program will feature a transportation navigator located on site at the OB clinic to meet with pregnant women to initially assess their trip needs in order to develop an individualized trip options plan to get them to and from subsequent appointments. Frequent follow-up will be incorporated at various points to ensure patients understand their transportation plan and revise if situations change. Navigators will build the capacity of families to plan trips that are the least expensive, most reliable, and shortest route.

Knowledge of transportation alternatives is very limited and even fewer people in the community are aware of some of the convenient, mobile tools available to help people get from place to place. Awareness of new and better options for getting to their appointments will help them meet their goal of a healthy baby.



Understanding the Transportation Navigator Process:

