



Way2Go

2018

ANNUAL REPORT

Way2go.org



If you have a disability and are having trouble accessing information on this website or need materials in an alternate format, contact tompkins@cornell.edu for assistance.

TABLE OF CONTENTS

ABOUT WAY2GO

5

INFORMATION HUB

6

**INCREASING ACCESS
& EQUITY**

8

PROMOTING SMART MOBILITY

10

INNOVATIVE INITIATIVES

12

SUPPORTING COMMUNITY

14

YEAR IN REVIEW

Way2Go had a busy and exciting year. Our effectiveness was heightened by high impact partnerships with community organizations and service providers.

We partnered with the Ithaca City School District for the 10th year of the School Success Transportation Project. The project helps students and caregivers overcome transportation barriers, all in the name of supporting equitable access to afterschool events and activities. Support from the Administration and the presence of twelve in-school transportation liaisons are key to the project's success.

New developments in mobility technology helped to keep Tompkins County on the cutting edge of transportation innovation. Way2Go's educational efforts included producing and sharing a video on using TCAT's new real time "Where's my bus" app and participating in the development of a first mile last mile "on-demand" transit connection pilot.

As part of our regional work, we helped launch the Supports for Health project, a collaborative effort spanning 5 Counties. Designed to improve access by Medicaid eligible individuals to critical health needs such as prescriptions and healthy food, the goal is to help these individuals avoid emergency and hospital visits. This work is part of a growing recognition of transportation as one of a number of basic conditions that can affect a wide range of health risks and outcomes, collectively called social determinants of health.

Ultimately, access to transportation is a critical piece to having a vibrant community, allowing people to get to jobs and medical appointments as well as access food, children's educational events, social occasions, and religious events. Being strategic about transportation in Tompkins County has enormous benefits for our community, and we're pleased to be a partner in this effort to help fill the gaps that will let people get where they need to go.

Dawn Montanye, Way2Go Team Leader

Way2Go Staff

Norma Gutierrez, *Transportation Educator*

Dawn Montanye, *Way2Go Team Leader*

Megan Pulver, *Transportation Educator*

Sophie Somerfeldt, *Community Educator*

Contact us

way2go.org | info@way2go.org |

(607) 272-2292 |

615 Willow Ave, Ithaca, NY 14850

Way2Go

Take Charge of Your Transportation

**Cornell Cooperative Extension
Tompkins County**

Way2Go operates as Tompkins County's transportation information and learning hub that connects riders with transportation options and facilitates new community solutions. Our vision is for all people and communities to have the transportation they need to thrive.

As part of Cornell Cooperative Extension of Tompkins County (CCETC), Way2Go addresses the transportation knowledge, skill, and service gaps in our community through education to help fulfill CCETC's broader mission of empowering individuals and organizations to thrive and live well.

This report is a snapshot of Way2Go's work in 2018. Through its broad range of programming, Way2Go educates individuals, decision makers, and organizations about mobility challenges and solutions in Tompkins County and beyond, to bring about the changes necessary for a transportation system that works for all.

GOALS AND GUIDING PRINCIPLES

- ◆ We promote new and existing shared mobility options (such as ridesharing, car sharing, ride hailing, bike sharing, and demand-response bus service), while supporting public transit as the core of a robust transportation system.
- ◆ We connect leaders across sectors including health, housing and employment to develop and promote joint solutions that reduce transportation barriers.
- ◆ We support transportation options and choices that reduce negative impacts on the environment.
- ◆ We focus on: 75% equity and access, 15% general information (5% Individual outreach, 10% to organizations) and 10% environmental sustainability.
- ◆ Our primary audiences are those with limited English proficiency, disabilities, and limited income, as well as seniors, rural populations, and newcomers.

INFORMATION HUB

2-1-1 TRANSPORTATION REFERRALS

FISH rides and other medical transportation	88%
Expense assistance.....	8%
Local transportation.....	3%
Other.....	1%

3,130
visits to
way2go.org

Have transportation questions?



24/7 call center provided by



36,000
reached on
Facebook
with
Transportation
Alerts

ONE-CLICK, ONE-CALL TO TRANSPORTATION INFORMATION

Way2Go consistently and strategically shares information on transportation in order to deepen community and regional understanding of existing services. We provide this information to the general public primarily through our mobile-friendly website way2go.org, print resources and our partnership with 2-1-1 Tompkins Cortland. 2-1-1 provides a 24/7 consumer helpline for easy access to local transportation information.

2018 HIGHLIGHTS

- Increased people’s knowledge of transportation through 3130 visits to Way2Go.org, Way2Go’s website for transportation information.
- With 4,200 views , Way2Go’s educational YouTube videos informed viewers on topics including how to ride the bus, and the how and why of ridesharing.
- Local Chinese and Spanish speakers were served by all six Way2Go How-To videos now with translated subtitles.
- Kept people informed about new services, route changes and educational transportation events via one main Way2Go Facebook page and the co-facilitated Finger Lakes Rideshare page, with a total reach of 36,000 people .
- Provided comprehensive information on biking, ridesharing, car share, and transit options through the Way2Go Transportation Options brochure.
- Distributed over 1,000 Transportation Options brochures through local organizations, colleges and universities and community events.
- Helped people better access medical services through the distribution of the Way2Go Medical Rides Guide in both English and Spanish.

Raising awareness, developing skills



TRANSPORTATION WORKSHOPS

The Transportation Options workshop for human service professionals provided comprehensive training on transportation options in Tompkins County.

AGING DRIVER PROGRAMMING

Community members learned how to discuss safe driving with their aging family members through the public workshop “Aging, Driving and Family Conversations.”

2018 HIGHLIGHTS

- Hosted several workshops at Human Service organizations, including the Tompkins County Health Department and the Department of Social Services, aimed at helping human service professionals troubleshoot transportation challenges faced by their clients.
- A total of 87 professionals attended four workshops; 93% of attendees responded that they learned new information about community transportation options and problem-solving.
- At the Women’s Opportunity Center Job Club, participants learned about Gadabout and sharing rides, and all had plans to do more ridesharing.

2018 HIGHLIGHTS

- Caregivers developed a deeper understanding of how to talk to older adults about safe driving and retiring from driving through the “Aging, Driving and Family Conversations” public workshop.
- 94% of respondents who attended the workshop shared that the program helped them learn steps to support safe driving among older adults.
- Produced an online educational video for caregivers with helpful tips for having conversations about aging and driving.
- Continued to host and support AARP Safe Driving courses at Cooperative Extension helping drivers learn safe driving skills.

INCREASING ACCESS & EQUITY



SCHOOL SUCCESS

The School Success Transportation Project builds a culture of ridesharing and transportation inclusion in the Ithaca City School District. Eliminating transportation barriers allows greater participation by students and caregivers, often resulting in students being more successful academically.

2018 HIGHLIGHTS

- 12 ICSD transportation liaisons helped solve many transportation problems for students and caregivers attending school events and participating in after school activities.
- Through the work of the project, 79 semester and 26 one day TCAT bus passes were given out at no cost to students, allowing participation in afterschool clubs, sports activities, play rehearsal, tutoring, work study and to get to and from the public library.
- Rideshare coordinators and others who went above and beyond helping students with transportation received "You Helped" cards for 10 free admissions to any district event, a potential value of \$100.

SPOTLIGHT

Thanks to the work of the ICSD transportation liaisons :

- Three families received rides from RED Rides volunteer drivers to attend the Boynton Middle School chorus concert.
- A Beverley J. Martin parent was able to secure taxi funding to transport their child to the ER after an injury at school.
- A Caroline Elementary school parent received a ride from RED Rides to both a parent teacher conference and a class event.
- 17 Ithaca High School students received free TCAT bus passes, allowing them to participate in school sports activities .



RED RIDES

Engaging diverse stakeholders to address transportation barriers



FASTER AND FARTHER NETWORK

Way2Go coordinates the Faster & Farther (F&F) Network, hosting a communication listserve and public bi-monthly meetings bringing together leaders in transportation and related issues to foster collective learning and collective action.

ULTIMATE RE-ENTRY PROJECT

Way2Go partnered with the Ultimate Re-entry Opportunity (URO) to discuss how problems accessing transportation serve as a barrier to formerly incarcerated women and men successfully rejoining their local communities.

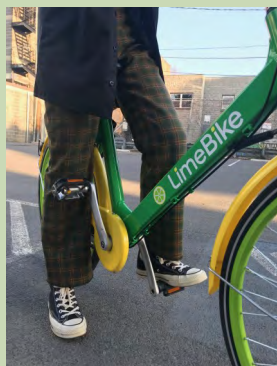
2018 HIGHLIGHTS

- F&F meetings in 2018 focused on supporting community volunteer driver programs and exploring the links between transportation and access to health care.
- One attendee emphasized that they had “learned so many things (about) salient issues on transportation in our county”, while another said they felt confident afterwards that “working together we can organize better, sustainable services.”
- Over 60 people from various organizations participated in volunteer driver discussions, 82% reported that they learned new information about volunteer driving opportunities and felt more hopeful that they could help meet transportation needs.

2018 HIGHLIGHTS

- Way2Go and URO hosted focus groups and community conversations to learn more about how transportation is a barrier to finding and keeping a job.
- Way2Go partnered with URO on the Ride to Court initiative to convene 16 community members, the District Attorney and Department of Probation staff to discuss barriers and solutions for getting to mandated appointments.
- Way2Go informed employers at URO’s Beyond the Box Networking and Job Fair on how lack of transportation affects employability.

PROMOTING SMART MOBILITY



FINGERLAKES RIDESHARE

In 2018, the Fingerlakes Rideshare Coalition increased awareness of the platform among students, commuters and community residents.

2018 HIGHLIGHTS

- Way2Go, a member of the Fingerlakes Rideshare Coalition, was interviewed along with other coalition members by WRFI News Radio to discuss the initiative's growth.
- Use of Zimride Rideshare saved riders 20,556 gallons of gas, \$288,331 dollars, and reduced CO₂ by 394,054 lbs.
- Way2Go educated Ithaca Festivalgoers on rideshare by coordinating directly with Fingerlakes Rideshare Coalition to promote the platform before and during the festival.

LIME BIKE

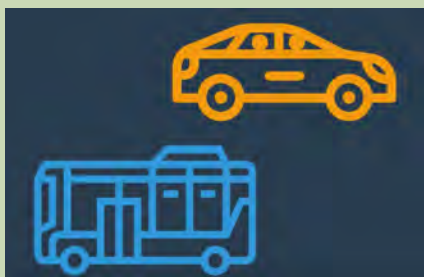
In 2018, the City of Ithaca invited Lime, a private dockless bikeshare operator, to set up Ithaca's community-wide bikeshare system with 200+ accessible bikes.

SPOTLIGHT

Way2Go partnered with Bike Walk Tompkins to educate the public on using Lime bikes bikeshare and how to access its low-income program. In 2018, 19,392 riders rode nearly 55,000 miles over 83,017 unique rides. The increasingly popular dockless bikes help provide a fun, affordable, and environmentally friendly alternative to motor vehicles in the Ithaca community. The use of Lime bikes prevented the emissions of 43,500 pounds of CO₂ in the county. Way2Go worked with a Lime bike liaison to train school administrators for Lime Access, which provides qualifying low-income riders with heavily discounted rides.



Encouraging people to use active and shared transportation options



DOWNTOWN ITHACA ALLIANCE

Way2Go partnered with the Downtown Ithaca Alliance (DIA) to work one on one with employees to help them find the best alternative modes of transportation for their commute to reduce driving alone and downtown parking demand.

SPOTLIGHT

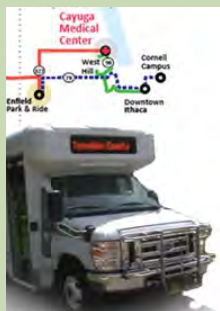
Way2Go supported the successful launch of The Downtown Ithaca Alliance's GoIthaca pilot. The program helped 76 hospitality employees from Marriott and Hotel Ithaca develop Transportation Demand Management plans. It also produced a cluster map to identify ridesharing potential based on geographic locations of participating staff.

Our involvement in the project helped increase awareness of available transportation options and identify solutions to gaps in services, including those that reduce negative impacts on the environment. The pilot is an effective means to help address community-wide dependence on single occupancy vehicles.

2018 HIGHLIGHTS

- At least three major, and a cluster of smaller employers, developed transportation demand management plans to help recruit employees to reduce driving alone and shift to alternative modes of transportation.
- As a participant in DIA's working group and advisory committee, Way2Go helped to educate downtown employers, local and regional transportation service providers and program coordinators on Transportation Demand Management.

INNOVATIVE INITIATIVES



Move Together NY focuses on improving access to healthcare and employment for individuals who cannot drive, or don't have regular access to a vehicle.



Project Website/Interactive Map:
www.MoveTogetherNY.org

SPOTLIGHT

Out of county transit travel is often hindered by the fact that services typically stop at county lines. A pilot linking TCAT and Schuylers County Transit from Schuylers Hospital and Cayuga Medical Center was continued in 2018. With education and outreach support from MTNY, the service provided a total of 2,299 trips in 2018, up from 517 trips in 2017. The route fills a critical service gap for people needing to cross county lines for jobs and medical appointments.

3000+
residents
engaged in
regional transit
discussions



MOVE TOGETHER NY (MTNY)

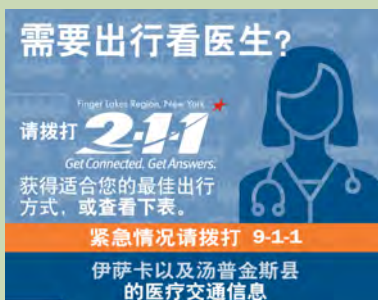
Way2Go and the Arc of Schuylers have teamed up for a fourth year with the goal of creating a more well connected inter-county transportation system through collaboration with mobility managers, and transportation and health care professionals in nearby counties.

2018 HIGHLIGHTS

- Move Together NY (MTNY) staff partnered with regional mobility managers to increase state agency staff and Legislatures' awareness around rural transportation issues during Transit Awareness Day in Albany.
- Staff partnered with transportation agencies in Chemung, Schuylers and Steuben counties to create reference maps and update their coordinated transportation plans using the MTNY Online Interactive Map. The map now includes transit routes and employment data for the counties.
- MTNY secured a grant for mobility managers in five counties to increase access to services for Medicaid eligible participants. Key to receiving the grant was strong networking facilitated by MTNY staff and engagement of mobility managers.

Closing information and service gaps

98 vouchers
were used so
people could
access medical
support



SPOTLIGHT

Supports for Health provides information and resources on transportation options. 156 staff and volunteers at health care and community-based organizations were trained to make referrals to the program, and 98 vouchers utilized for 57 unique Medicaid-eligible individuals. In 2018, more than 50 percent of callers were referred to other services they were previously unaware of.

SUPPORTS FOR HEALTH

Supports for Health, a pilot project, helped increase access to critical health related services for Medicaid Enrollees in Cortland, Chemung, Schuyler, Steuben and Tompkins Counties. While Medicaid provides transportation to medical appointments, other health-related needs are not covered such as picking up prescriptions.

2018 HIGHLIGHTS

- Supports for Health provided transportation vouchers for project participants to help reduce hospital emergency room visits and re-admissions and improve overall health outcomes for high-risk Medicaid eligible individuals.
- Examples of voucher uses were: trips to purchase medical supplies and equipment, access to diabetes management or fitness classes, access to crucial benefit renewal appointments, and health-related crisis prevention.
- The Supports for Health voucher program is a regional pilot project made possible by funding from the Care Compass Network's Innovation Fund.

SUPPORTING COMMUNITY



12 Electric Vehicle (EV) Charging Stations have been installed throughout Ithaca

350+ Bike to Work & School Day Participants



Bike There

SUPPORTING COMMUNITY PROJECTS

Way2Go informed and improved decision-making and planning by supporting green transportation options, partnering with: Ithaca Tompkins County Transportation Council, Ithaca City School District, Downtown Ithaca Alliance-Transportation Managers Association, Ithaca Carshare/Bike Walk Tompkins and Tompkins Consolidated Area Transit (TCAT).

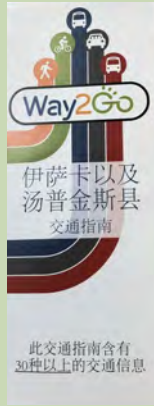
ENVIRONMENTAL SUSTAINABILITY EFFORTS

- Increased awareness of EV options with students and their parents at Ithaca College's September Welcome Weekend event.
- Increased the community's knowledge of EV's by partnering with Get Your Green Back Tompkins on a user-friendly buying guide.
- Increased awareness of alternative transportation with Ithaca College students and staff, including bike to work, Lime bikes, and the Finger Lakes Rideshare service, at their Sustainability Fair.
- Participated on the Energy Task Force, and gained information on Tompkins County's Energy goals and relevant policy considerations for the community.

Our commitment to civil rights and sustainability



Reducing language barriers through the Language Line, closed captioned videos & translated materials



自行车

Way2Go AND CCETC

Way2Go and CCETC take our commitment to equity and inclusion seriously and we are actively working to meet and exceed the requirements of Title VI of the Civil Rights Act of 1964. In 2018, Way2Go's commitment included translating key materials to help make transportation information accessible to Tompkins County's diverse communities.

2018 HIGHLIGHTS

- Made translation services available in 240 languages for in-coming callers with Limited English Proficiency through Language Line.
- Translated the Transportation Options brochure and Medical Rides Guide into Chinese and Spanish in collaboration with local native speakers at TST BOCES.
- Translated materials from six local organizations into Chinese and Spanish and disseminated widely. Each brochure provides key information about mobility services that often serve low income populations, people with disabilities and seniors.



© 2019 Cornell Cooperative Extension of Tompkins County
way2go.org | info@way2go.org | (607) 272-2292 |
615 Willow Ave, Ithaca, NY 14850