About Way2Go

Way2Go is a community mobility education program that works towards a more accessible and equitable transportation system in Tompkins County and beyond. 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. To this end, Way2Go operates as Tompkins County’s transportation information and learning hub, and Way2Go staff develop high-impact partnerships with other agencies and organizations.

In 2016, Way2Go was sought out over 10,000 times for transportation resources and events online, by phone, by email, and in person. Way2Go’s partnerships with other organizations such as AARP, Challenge Workforce Solutions, and the Ithaca City School District has also positively impacted the transportation knowledge, skills, and access of our target audiences – seniors, people with disabilities, and low-income persons – as well as the people who help them, thereby increasing the indirect impact of our work.

This annual report provides a snapshot of some of the work that program staff conducted at various levels of engagement in 2016. Through its broad range in programming, Way2Go continues to educate individuals, decision makers, and organizations about mobility challenges and solutions to bring about the changes necessary for a transportation system that works for all.
ONE-CCLICK, ONE-CALL TO TRANSPORTATION OPTIONS
Way2Go strives to be the leading source for transportation information in the county by providing a comprehensive database of community mobility services through easy-to-use interfaces. We provide this information to the general public primarily through our mobile-friendly website way2go.org and through our partnership with 2-1-1 Tompkins Cortland.

2016 HIGHLIGHTS
• An estimated 3,400 people used way2go.org and they viewed our pages over 8,600 times*
• 2-1-1 Tompkins Cortland answered 1,374 calls about transportation and made 1,411 referrals to services
• The top 3 referred services were FISH (997 referrals), Medicaid Transportation (106), and Gadabout (66)

* These statistics are estimated from 2015 and partial 2016 data as website usage was not captured from February to July due to a backend glitch.

DIRECT OUTREACH
Staff bring their expertise in transportation to groups of all sizes to improve the community’s knowledge of mobility options as well as highlighting transportation equity issues.

2016 HIGHLIGHTS
• Way2Go staff had 1,242 direct contacts with the public
• Over 5,000 people participated in Streets Alive! Ithaca, partly organized by Way2Go
• Staff participate in transportation committees run by DIA and URO, among other organizations.

INDIRECT & MEDIA OUTREACH
Newspapers and radio spots furthered Way2Go’s mobility education, while messaging focused on seniors and school families educated readers of specialized options for them.

2016 HIGHLIGHTS
• Way2Go made an estimated 47,900 contacts through media
• Way2Go was featured on the front page of the Ithaca Journal August 13 weekend edition
• Ithaca City School District sent transportation equity messaging to over 10,000 families
Engaged Transportation Learning

Older Adult Education
Way2Go collaborates with AARP and others to provide resources tailored to the needs of seniors, ensuring that transportation is less of a barrier to be active in their golden years.

Helping Professionals
Way2Go connects professionals who work with seniors, people with disabilities, and low-income persons with up-to-date transportation info and travel training opportunities.

Faster & Farther Network
By harnessing our relationships with professionals in various fields and creating spaces where they can connect, Way2Go is fostering discussions that can lead to transportation solutions for those who are most in need.

2016 Highlights
Way2Go hosted three AARP Driver Safety courses attended by over 50 participants
Two CarFit events trained volunteers on how to improve the “fit” of vehicles for older drivers
Way2Go participated in the Age Friendly Community initiative

2016 Highlights
Way2Go and TCAT trained nine staff from Challenge and Franziska Racker Centers
Our new transportation updates listserv informs over 70 helping professionals
Way2Go staff presented at the Mobility Solutions Summit

2016 Highlights
Bimonthly meetings were attended by 56 people in total to discuss the intersection of transportation and related fields such as healthcare and technology
An active F&F listserv was used 180 times to broadcast transportation news
F&F meetings and subcommittees have been attended by over 15 organizations.

Spotlight
“The May F&F meeting had many presenters covering various aspects in transportation and housing. For example, Seph Murtagh, City of Ithaca Alderperson, discussed the need for denser and more affordable housing where transportation options are plentiful, while DJ Campos shared a poignant example of the housing and transportation roadblocks faced by people returning from prison.”

Hector Chang
Research Assistant
CCETC
Effective Transportation Partnerships

Employer Outreach Program
Way2Go educates employers of best practices and resources like Finger Lakes Rideshare to help address their organization’s transportation challenges and increase knowledge of mobility options in the community.

2016 Highlights
• TST BOCES and Wells College are now part of Finger Lakes Rideshare network
• Way2Go provided transportation strategies to CSMA and TST BOCES based on nearly 500 survey responses in total.
• Tompkins County Commuter Challenge won the International Parking Institute Parking Matters® award in 2016.

2016 Highlights
• 2015-16 was the first school year where a transportation liaison was available at every ICSD school
• A cold-weather school bus for students ineligible for bus service was piloted in 2015-16 and continues this year
• Transportation liaisons reported notable increases in walking, biking, and carpooling at two elementary

School Success Transportation Coalition
Way2Go trains volunteer transportation liaisons in the Ithaca City School District (ICSD) to troubleshoot transportation problems of students and families, and highlight transportation equity issues to generate solutions at the individual, school, and district-wide level.

Spotlight
“The PTA created a fund to provide taxis for 20 low-income families to attend school functions. One family that had never visited the school was so enthused about the opportunity that they fit the entire extended family into a taxi van to watch their student receive an award. When I asked the student about it recently, the student “still considers it the proudest moment of her life.””

Jennifer Heatley
Social Worker
Cayuga Heights Elem.
Additional Initiatives

**TITLE VI CIVIL RIGHTS IMPLEMENTATION PLAN**

Way2Go and CCETC take our commitment to nondiscrimination seriously and we are actively working to meet and exceed the requirements of Title VI of the Civil Rights Act of 1964 following our *Title VI Civil Rights Implementation Plan* and our 2016 update on public outreach activities, all available at way2go.org.

**MOVE TOGETHER NY**

In 2016, Way2Go partnered with the Arc of Schuyler to begin a multi-year project focused on improving access for people with limited mobility options to medical care and employment, particularly in rural areas and where cross county travel is required. Visit movetogetherny.org to learn more.

**SMARTTRIPS ITHACA**

Way2Go partnered with Ithaca Carshare and the Downtown Ithaca Alliance in this NYSERDA-funded project that incentivized and provided personalized transportation messaging and assistance to participating downtown residents, encouraging them to walk, bike, bus, or carpool more often. Read the final report at smarttripsithaca.org or at nyserda.org/publications.

**TRUE COST TOMPKINS**

Ithaca Carshare and urban planning firm Randall + West teamed up with Way2Go to begin the development of a tool and corresponding outreach efforts that help people consider the “true cost” of housing once transport...