



**5 Year Strategic Plan
2018-2022**



Vision

All people and communities have the transportation they need to thrive

Mission

Way2Go expands access to transportation by connecting people to existing options, and helping develop new community solutions

Guiding Principles

- We promote new and existing shared mobility options (such as ride sharing, car sharing, car hailing, bike sharing, 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 promote, find and develop joint solutions that reduce transportation barriers
- To the extent possible, we support transportation options and choices that reduce negative impacts on the environment
- We focus on: 75% Equity/Access, 15% General Information (5% Individual outreach, 10% to organizations) and 10% Environmental Sustainability
- Our primary audiences: Limited English Proficiency; Disabled; Seniors; Limited income; Rural populations; Newcomers

We evaluate programs based on our capacity and what will have the greatest influence and alignment with CCE-Tompkins Strategic Plan and Way2Go Guiding Principles

5 Year Strategic Plan 2018-2022

Goals

Goal 1) People, particularly those who face barriers to transportation, have the awareness and skills to identify and utilize current transportation options and support services

Goal 2) Leaders in transportation and related fields of health, housing, education, and employment, work together to develop, implement and promote cross-sector solutions that increase transportation access and equity

Goal 3) Community attitudes and habits support transportation that works for everyone

Goal 4) Greenhouse gas emissions from personal transportation are reduced through switching to electric vehicles powered with renewables

(shared goal with the CCETC Energy Team)

Goal 1) People, particularly those who face barriers to transportation, have the awareness and skills to identify and utilize current transportation options and support services

Objectives:	Strategies
<p>Objective 1.1: Consistently and strategically share information on Way2Go and transportation options and services in order to deepen community and regional understanding of what we do and what is available</p>	<ol style="list-style-type: none"> 1. Create and implement a communication strategy (includes: 1-2 outreach events and promoting transportation options with newcomers) 2. Participate regularly and share what we do in gatherings about transportation topics including Coordinated Transportation Planning, Faster & Farther, and Downtown Ithaca Association meetings 3. Way2Go staff promotes the work of the full Way2Go Team 4. Increase awareness of existing transportation options, particularly those more viable in rural areas
<p>Objective 1.2: Update and revise website to improve its usefulness and ensure it is user friendly, with particular focus on our target audiences</p>	<ol style="list-style-type: none"> 1. Continue to revise website navigation and organization 2. Update/create new content and ensure it's user friendly, include website search optimization/keywords to increase visibility-senior transportation and ridesharing 3. Keep Move Together NY website up to date with newly created and relevant reference materials (i.e. meeting lists, directory of services and GIS layers) 4. Have Way2Go website reviewed and tested by 3-5 users who represent our primary audiences. 5. Update and translate existing "how-to" videos where necessary 6. Promote website to our key audiences
<p>Objective 1.3: Staff utilize the Way2Go database to share information on transportation options easily and efficiently with primary populations, identify gaps in transportation services and reduce duplication of efforts by partners (See Full project scope)</p>	<ol style="list-style-type: none"> 1. Format database for sharing with partners 2. Share the database and subsequent updates with partners 3. Update services as they become known and annually review all entries in the database and assess functionality/usefulness

<p>Objective 1.4: 211 provides transportation support through their call center and informs Way2Go on transportation gaps</p>	<ol style="list-style-type: none"> 1. Secure funds 2. Contract and maintain relationship with 211 3. Promote 2-1-1 4. Share updated transportation information 5. Gather data and analysis on unmet needs 6. Use to inform Goal 2
<p>Objective 1.5: Staff of at least 6 organizations who regularly work with our primary audiences, have access to the most up to date transportation information, and the training necessary to help their clients overcome transportation barriers (See Working Project Scope)</p>	<ol style="list-style-type: none"> 1. Update and implement a Way2Go strategy for working with helping professionals 2. Market and disseminate the Way2Go Transportfolio-ensuring it has the most up to date information 3. Have key materials translated into Chinese 4. Share Transportation Announcements via “Helping Professionals” listserv
<p>Objective 1.6: Through five workshops per year, or comparable outreach strategies, the aging population and their caregivers are better informed about safe driving, retiring from driving and alternatives to driving</p>	<ol style="list-style-type: none"> 1. Annually host and promote two AARP safe driving courses 2. Further develop curriculum and carry out two trainings a year on having conversations with loved ones about retiring from driving 3. Co-organize and/or support the success of, at least one Carfit event per year 4. Adapt aging, driving and family conversations content into short videos, post to website, and publicize to community 5. Adapt other aging and driving materials for website and post on Way2Go.org, making available to CCE's statewide as appropriate

Goal 2) Leaders in transportation and related fields of health, housing, education, and employment, work together to develop, implement and promote cross-sector solutions that increase transportation access and equity

Objectives	Strategies
<p>Objective 2.1: Way2Go serves as a transportation solutions development hub for understanding transportation barriers and as a convener for identifying solutions both locally and regionally so that efforts are more efficient, coordinated and effective</p>	<ol style="list-style-type: none"> 1. Compile, synthesize and regularly update information on transportation barriers and unmet transportation needs, faced by individuals and transportation providers <ol style="list-style-type: none"> a. In part, draw on data/anecdotes from 211, feedback from helping professionals and Way2Go 1:1 consultations 2. Research and organize information on transportation solutions (including new technology) in development or tried locally-share information with stakeholders 3. Conduct technology status survey and distribute results to other service providers 4. Information is shared at two existing meetings (i.e. F&F, MTNY Partner Provider Meeting, MTNY Advisory Committee meeting, Coordinated Planning meetings) 5. Include suggestions to improve access to transportation services as shared by or identified by transportation users 6. Convene stakeholders in order to evaluate and prioritize barriers and further research on solutions/lessons learned 7. Share already developed (regional map and fact sheets), and any relevant new MTNY materials with partners and decision makers and ask them to share with their audiences to promote a regional perspective and encourage partners to collaborate with each other 8. Create short and comprehensive tools/guides (ex. Tips for writing 5311 proposal; adjusting your operating authority)

	<ol style="list-style-type: none"> 9. Create additional outreach materials in the form of project summary/partner information, for those in the health care and employment fields and those attending related regional conferences 10. Identify and meet with key health care contacts and members of rural health networks or equivalent organizations (differs depending on county) to increase our understanding of the structure and coverage areas of healthcare organizations in our region
<p>Objective 2.2: Help build consensus, and support other organizations for the successful implementation of solutions</p>	<ol style="list-style-type: none"> 1. For each solution, identify Way2Go's role in information sharing, connecting partners and educating decision makers; participate (Ithaca Bike Share, DIA TDM, URO working group, Care Compass-leadership, strategic input, informational resources, outreach capacity)
<p>Objective 2.3: Work with partners to pilot at least one top local and one regional solution, (such as expanded volunteer drivers, voucher program, mobility center) in order to reduce transportation barriers for those not reached through current transportation options</p>	<ol style="list-style-type: none"> 1. Identify and convene key stakeholders and conduct any additional research needed 2. Learn from experience elsewhere using information gathered in 2.0 3. Create and follow an action plan and evaluation criteria 4. Secure necessary funds 5. Consider if and how to scale up
<p>Objective 2.4: Maintain/improve relationships with <i>and between</i> area transportation providers and mobility managers to better understand their capacity/limits in order to maintain momentum and develop realistic solutions</p>	<ol style="list-style-type: none"> 1. Convene or collaborate on at least five F&F gatherings a year that foster collective learning and collective action on shared solutions, including possible policy changes 2. Attend all 7 county coordinated planning meetings, including Tompkins County for MTNY 3. Hold Move Together NY Annual/bi-annual Partner Provider Meetings 4. A Way2Go representative sits on the TCAT Citizens Advisory Committee 5. Attend two regional network events per year to inform about the Move Together NY project and its goals 6. Attend key transportation related meetings including Coordinated Planning, ITCTC and Bike Walk Tompkins

<p>Objective 2.5: Inform the creation of a funding and regulatory structure that fosters collaboration among transportation providers in the Move Together NY region</p>	<ol style="list-style-type: none"> 1. Research and write a report with recommendations describing the funding, regulatory and political structures for rural transportation 2. Make recommendations available, with MTNY project partner support, to NYPTA and other decision making bodies, health care providers, and employers
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Goal 3) Community attitudes and habits support transportation that works for everyone

Objectives:	Strategies
<p>Objective 3.1: Increase awareness of rideshare, with a focus on increasing the number of rideshare drivers regularly coming into and out of Tompkins County</p>	<ol style="list-style-type: none"> 1. Participate as a member of Finger Lakes Rideshare Coalition-Norma <ol style="list-style-type: none"> a. Participate in monthly Finger Lakes Rideshare Coalition meetings in order to bring awareness and focus on those who struggle with transportation, and those organizations who may want to participate in the Coalition, but do not have the resources. b. Help with promotion of FLX through material development and review c. Focus our efforts with the Coalition on TC3. Engage our contacts at TC3 to identify two venues for reaching students and staff about ridesharing for the daily commute. d. Support local and regional networking and referrals to ITCTC, Finger Lakes Rideshare coalition for increasing network reach 2. Participate as a member of Downtown Ithaca Association Advisory Group <ol style="list-style-type: none"> a. Share information on ridesharing with DIA and have them bring to their committee of downtown employers and landlord b. Propose and advise DIA on conducting a survey to understand scope and scale of ridesharing to downtown. 3. Develop content to educate and promote ridesharing <ol style="list-style-type: none"> a. Develop rideshare guide for event coordinators

	<ul style="list-style-type: none"> b. Update rideshare website page, adding more tips and how tos c. Update/revise rideshare video with particular emphasis on rural audiences and long distance commuters (or do new video for rural? This year or next?) d. Create digital sign, roadsign, poster <ol style="list-style-type: none"> 4. Work directly with coordinators for 2 local events (ID which 2) and 1 regional event per year to promote rideshare 5. Support rideshare as a key feature for work with Ithaca City School District (see Objective 3.3 below) 6. Share information on ridesharing generally, and 511 and Fingerlakes Rideshare/Zimride platforms through Move Together NY 7. Evaluate efforts, identify lessons learned and share this information with regional and national transportation professionals
<p>Objective 3.2: Educate at least 5 employers and their employees on transportation options as well as best practices related to organizational policies that help employees, particularly those in our target audiences, get to work</p>	<ol style="list-style-type: none"> 1. Participate and share Way2Go knowledge and resources as a member of the DIA Transportation/Mobility Committee/Advisory Committee for DIA NYSERDA grant 2. Share with DIA, Way2Go’s approach with employers using the Transportfolio and onboarding 3. Identify opportunities to partner with employers to help them meet their transportation needs-collectively develop a strategy to engage employers 4. Research funding opportunities 5. Meet with contacts involved with Care Compass, FLPSS and the DSRIP 6. Move Together NY consults and coordinates with other Way2Go projects and the “BLOB” on existing and future employer outreach efforts 7. Develop and implement a strategy for working with employers (compatible with regional efforts through Move Together NY), to share information on transportation options with employees as described in 2 above, and to inform employers how organizational policy and practice can best support transportation access and equity among employees

<p>Objective 3.3: Foster a culture and practice of transportation equity and community-based problem solving among ICSD school communities, and others as feasible so that students and caregivers are not limited in their participation by transportation barriers</p>	<ol style="list-style-type: none"> 1. Train and support a team of ICSD staff liaisons to serve as transportation educators, advocates and problem-solvers in their respective school communities. <ol style="list-style-type: none"> a. Convene liaison team meetings 3-4 times a year to provide transportation educator training and facilitate sharing of strategies among liaisons/across the district b. Support liaison activities through periodic updates, reminders, and adaptable outreach language/materials. c. Facilitate collection and evaluation of liaison activity records, and annual service awards for active liaisons. 2. Regularly engage and collaborate with ICSD administrators such as the Superintendent, Director of Transportation, Director of Athletics, Director of Arts, etc. to implement the language, policy and practices of inclusive transportation problem-solving, especially the expansion from friendship-based ridesharing to group activity-based ridesharing. 3. Coordinate with TCAT and ICSD to make free TCAT bus passes available to students/families who can use them to support student and caregiver engagement and success. 4. Meet regularly with the School Success Transportation Coalition to explore and support innovative solutions to inclusive transportation access in ICSD schools. 5. Share similar information and strategies with other schools or educational advocates, where appropriate, as capacity allows.
<p>Objective 3.4: Partner with TCAT to identify and support ways they can enhance and/or expand their services and increase ridership</p>	<ol style="list-style-type: none"> 1. Enhance educational outreach to primary audiences on the capacity of TCAT and ways they are exploring enhancement of service, including information on the new travel app 2. Take part in discussions and provide feedback on explorations of new technologies, services and ways to increase ridership 3. Consider creating a video for “What’s a bus stop” project-as per request from TCAT-aligning with our other video priorities

	<ol style="list-style-type: none"> 4. Share TCAT seasonal schedules, updates to route changes and any translated materials with our priority audiences as outlined in our other objectives.
<p>Objective 3.5: Local and regional community event coordinators - for one to two events - are assisted with incorporating equitable, environmentally-responsible transportation information into their event outreach in order to educate and ultimately change behavior of event goers</p>	<ol style="list-style-type: none"> 1. Define criteria and select 1-2 non-CCETC priority events and associated strategies (building off of the guide outlined below) for supporting event coordinators. 2. Develop a guide for best practices for event coordinators interested in transportation-education and support, similar to the guide to healthy meetings and reducing the environmental impact of meetings. (Utilize experience from what we did for Grassroots and FLX Rideshare and Sophie’s work with Lara ESNY) 3. Make the guide available to event coordinators generally through strategic outreach. 4. CCETC models this goal. Using the best practice guide, Way2Go staff will work with CCETC staff organizers of at least two CCETC events per year, (such as CCETC annual meeting, Green Building Open House, Parenting Education trainings,) to integrate transportation access and education into their event planning and promotions

Goal 4) Greenhouse gas emissions from personal transportation are reduced through switching to electric vehicles powered with renewables
(shared goal with the CCETC Energy Team)

Objectives:	Strategies
Objective 4.1: Provide outreach and education in order to increase number of Electric Vehicles in Tompkins County	<ol style="list-style-type: none"> 1. Participate on EV Steering Committee 2. Participate on Energy Task Force 3. Participate in the public outreach campaign about EVs scheduled for 2018 4. Coordinate with Get Your Greenback, CCETC Energy Team and NYSEG's Energy Smart Communities to promote EVs 5. Utilize and create as needed, materials that address myths and misinformation about EVs and their environmental impacts
Objective 4.2: Select up to three additional ways Way2Go can contribute to EV work by the end of 2018	<ol style="list-style-type: none"> 1. Work within CCE (energy team and ESC) to identify opportunities where Way2Go capacity is needed (Idea: Educate people on options to shift charging to off peak times)