

Way2Go

CORNELL COOPERATIVE EXTENSION
TOMPKINS COUNTY

ANNUAL REPORT

2022



PREPARED BY
THE WAY2GO TEAM

WHERE WE ARE NOW

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

WAY2GO WELCOMES A NEW TEAM LEADER

Meloney McMurry joined Way2Go as Team Leader in the early fall of 2022, as Dawn Montanye, Way2Go Team Leader since 2017, moved into the role of CCE's Environmental Issue Leader overseeing all of CCE's energy, climate, and transportation programming.

With a background in land use law, local government, and urban planning, Meloney has always had a strong interest in local transportation policy, with a specific focus on transportation alternatives and equity.

Before joining Way2Go, Meloney served as the Deputy Mayor of the Village of Cayuga Heights, and as a member of the Village Planning Board. During this time, she founded the Village's Bicycle-Pedestrian Committee and served as Chair of the Policy Committee of the Ithaca Tompkins County Transportation Council. In these roles, Meloney focused on improving the Village's bicycle and pedestrian infrastructure, and worked to find sustainable solutions to the region's diverse transportation needs.

THIS REPORT IS A SNAPSHOT OF WAY2GO'S WORK IN 2022.

While this was a year of transition as Tompkins County residents began to navigate the "new normal" of our post-pandemic lives, Way2Go continued to provide a broad range of programming. Through outreach and education, we informed individuals, decision makers, and organizations about mobility challenges and solutions in Tompkins County and beyond, and worked to bring about the changes necessary to create a transportation system that works for all.

CONNECTING PEOPLE TO TRANSPORTATION

By enhancing mobility options where they are needed most, Tompkins County has an opportunity to identify solutions that don't just close transportation gaps, but do so in a way that increases the overall sustainability of our transportation system.

A CONTINUED FOCUS ON EQUITY

In 2022, Way2Go continued to shine a light on transportation equity and access as we lead the Transportation Equity Coalition's Transportation Equity Needs Assessment, designed to identify the strengths and weaknesses of our transportation system as experienced by people in underserved communities.

Part one of the assessment included interviews with six key focus groups to get an in-depth understanding of their experiences with Tompkins County's transportation system. Through these focus groups, the Coalition heard directly from people who often experience the most barriers to transportation, including people with disabilities, seniors, youth, BIPOC, or people with limited access to transportation, such as rural residents with limited income or without the ability to drive or access transit.

The information gathered in the focus groups became the basis for the second part of the Needs Assessment, which included the development of a survey tool which was broadly disseminated to reach a diverse cross-section of the Tompkins County population.



The survey results will be analyzed in a meaning-making session designed to help understand how the information gathered can inform our work moving forward, and a final report will help to educate decision makers about the transportation needs in our community and drive potential solutions.

The results of this effort will inform Way2Go's work going forward, particularly as we begin developing our next 5-Year Strategic Plan. We enter this next phase of our programming with renewed energy and anticipation of the exciting challenges ahead.

¹ Transportation Equity Coalition Members include: Bike Walk Tompkins, the Ithaca Tompkins County Transportation Council, the Department of Social Services, TCAT, Gadabout, the Finger Lakes Independence Center, the Center for Community Transportation, Ithaca CareShare, Golthaca and others.

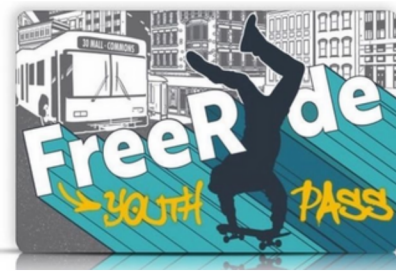
TRANSPORTATION AND SCHOOL SUCCESS

Of particular focus in 2022 was our work as a part of the School Success Transportation Coalition (SSTC), which includes retired educators, transportation service providers, advocacy groups, and community members. The SSTC works with the Ithaca City School District (ICSD) to find creative solutions to transportation challenges, and ensure that children and families have the transportation they need to thrive

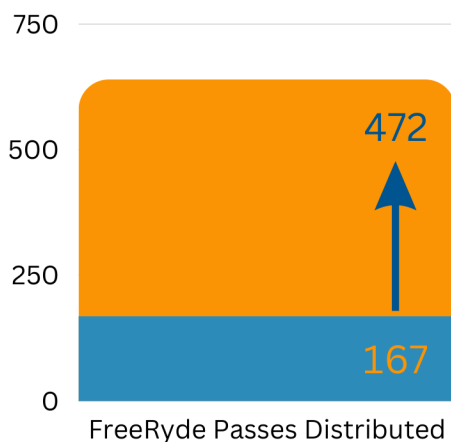
BREAKING STIGMAS

Through this program, we partnered with TCAT and ICSD administration to distribute FreeRyde bus passes to over half of the students over age 14 in the district, allowing them free access to our local bus system. By ensuring that all students receive these passes, rather than just those who may “need” them for financial reasons, Way2Go is helping to break the stigma that public transportation is only for those who cannot afford a car.

Way2Go staff distributed FreeRyde bus cards to middle and high school students alongside TCAT staff during multiple universal school lunch periods, expanding the number of Ithaca High School students with free bus cards from 167 to 639. (Pie Chart: Total, Distributed by IHS/W2G).



In the fall, Way2Go provided educational materials regarding the launch of Ithaca BikeShare’s first 100 new e-Bikes (some staged at Ithaca High School) on listservs, websites, social media, and by word of mouth. SSTC worked with Bike Walk Tompkins to coordinate the distribution of almost 200 free bike helmets at the middle and high schools, as well as the Tompkins County Public Library. Way2Go also facilitated the production of two eBike safety videos by ICSD students.



Together with ICSD Staff, Way2Go has trained 12 Transportation Liaisons (one in each school building) to build awareness of transportation options among students and families, and find creative solutions to families’ transportation challenges. The SSTC also worked directly with coaches, theater directors, and parent caregivers to strengthen a culture of ridesharing at the beginning of the school year in order to increase student participation in practices, performances and games.

ADDRESSING TRANSPORTATION'S CONTRIBUTIONS TO CLIMATE CHANGE

Way2Go worked with CCE Tompkins' Energy Team to strengthen community knowledge of electric vehicles (EVs), so that low and moderate income residents can benefit from the transition to EVs once they become affordable.

EASING THE TRANSITION TO ELECTRIC VEHICLES

Among other activities in 2022, Way2Go offered practical EV education through free online Auto Finance Classes in April and July. Our partner, Alternatives Federal Credit Union, discussed the cost and benefits of loans vs leasing, and ways of refinancing predatory car loans while improving credit scores. CCE educators shared comparisons of the operational savings of EVs compared with traditional gas cars. By advertising through partner networks, we attracted 61 registrants and 28 participants – largely people of color whose financial questions suggested low income streams.

We also organized Car Buyer maintenance classes for the same group, taught by a mechanic partner from Ridge Road Auto, who demonstrated simple techniques to assess used cars before purchase, and to see first hand the basic differences between gas and electric car models.



CORNELL COOPERATIVE EXTENSION OFFERS A 'TUNE ME UP' CAR BUYING CLASS:

THURSDAY, APRIL 7, 2022 AT 6:30PM

**LEARN MORE ABOUT LOANS VS. LEASES;
FINANCING WITH A LOW CREDIT SCORE;
COSTS OF GAS VS. ELECTRIC VEHICLES, ETC.**



JEROME EMANUEL, INSTRUCTOR
CURRENTLY COMMUNITY DEVELOPMENT DIRECTOR AT ALTERNATIVES FED CREDIT UNION; ALSO A BUSINESS ENTREPRENEUR; 20 YEARS WORKING IN AUTOMOTIVE INDUSTRY; FORMER LOAN EXECUTIVE FOR UNITED WAY

JOIN THE CLASS VIA ZOOM (OR CALL-IN)

Way2Go and CCE Energy program hosted and collaborated on six large EV promotion events that spanned rural and urban venues from Ithaca, Dryden, Caroline, Newfield, and Trumansburg. We kicked off the series by hosting and organizing a National Drive Electric Earth Day Show at Cass Park where 19 EV owners showed off their EVs alongside TCAT's electric bus, EVs from CarShare, Maguire, and BikeShare eBikes. Despite damp weather, over 100+ people attended, most of whom spoke directly with EV owners and event leaders to learn about safety, battery range, different types of chargers, how to find EV chargers with owner-informed free apps like plugshare.com as well as comfort of operating an EV with a disability (eg. loading walkers and wheelchairs into different EV models).

A YEAR IN REVIEW

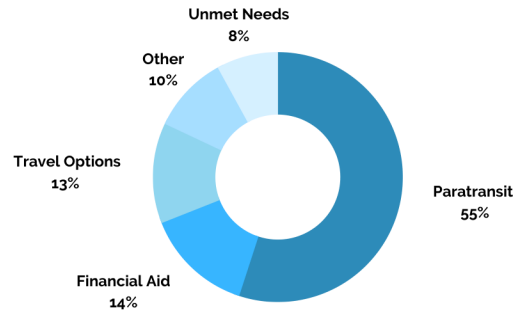
Way2Go informs the community about transportation options and resources through announcements, referrals, workshops, events, videos, social media and more.

REACHING COMMUNITY

One Call Referrals Requests from Individuals

1,292 people received a transportation referral through 211 and Way2Go in 2022.

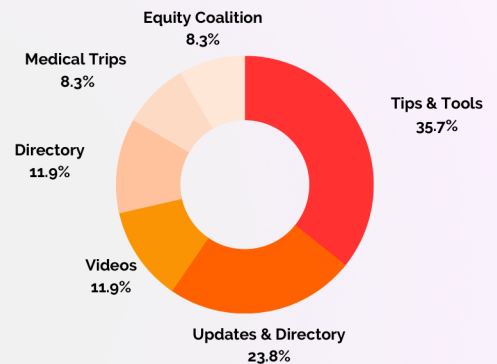
Percentage of calls by category of need:



One Click Website Online resources

11,605 people visited the Way2Go website for transportation resources.

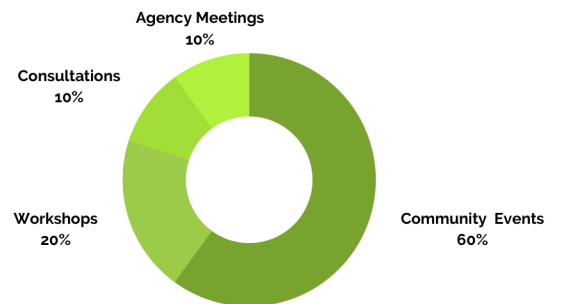
Percentage of views by category of need:



Community Education Engagement Activities

Reached over 2000 community members through various methods.

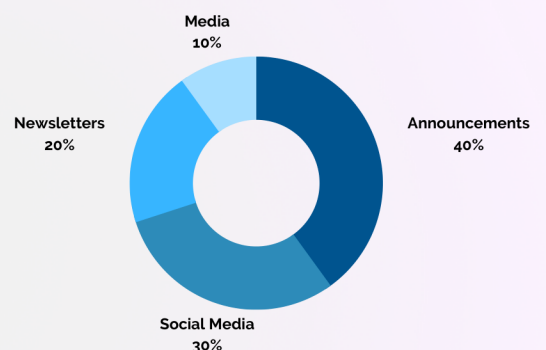
Percentage of reach by category of method:



Community Outreach Updates & Announcements

Reached over 5000 community members through various methods.

Percentage of reach by category of method:



A SPECIAL THANK YOU!

The Way2Go program is a program of Cornell Cooperative Extension and is made possible with funding from the Federal Transit Administration and Tompkins County Special Community Mobility Program as administered by the Tompkins County Department of Planning and Sustainability and the Department of Social Services, as well as Energetics support of our EVLMI programming.

THE WAY2GO TEAM

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Transportation Equity Needs Assessment Liaison

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Program Team Leader

Thank you

THANK YOU TO THE MANY COMMUNITY LEADERS, VOLUNTEERS,
LIAISONS, PARTICIPANTS, STAFF, PARTNERS, AND FUNDERS
FOR YOUR SUPPORT.

WE COULD NOT DO THIS WORK WITHOUT YOU!