

# Way2Go Program Report

# 2014

Way2Go® is a community mobility education program that envisions a community with transportation equity, accessibility and sustainability. In 2014, Way2Go continued to pursue this vision and responded to Tompkins County's transportation needs by deploying a broad range of programs built on a foundation of research-based information, tools and education.

*Way2Go is a registered trademark of Cornell Cooperative Extension of Tompkins County*

## ONE CALL SERVICE

**2,280** CONSUMERS CALLED FOR TRANSPORTATION INFO IN 2014



[Click here for all 2014 call analytics](#)

## PEOPLE REACHED

THROUGH DIRECT OUTREACH WAY2GO REACHED **7,383** INDIVIDUALS

[Click here to view a summary of Way2Go's 2014 Outreach](#)

## SUSTAINABLE MOBILITY

Way2Go, in partnership with many others, organized two Streets Alive! events to promote biking, walking, transit, and build community around sustainable mobility. Over 5,000 people attended these events!



See [streetsaliveithaca.com](http://streetsaliveithaca.com) for more info

## TRANSPORTATION ACCESS

Way2Go trained <b>33</b> Agency Staff to provide travel training to clients	Way2Go educated <b>180</b> Older Adults Through safe driver & transit education
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### Supporting the Riders of Ride Tioga

Way2Go, with DSS and Cornell University, worked to support riders of the cancelled Ride Tioga transit service from Tioga County to Tompkins County. We conducted on-the-bus outreach to impacted riders, conducted online outreach, and more. [Read the case study to learn more](#)

## Case Study

### Partnerships and Persistence Pay Off

For years, Way2Go has been working with 12 of our local schools to build relationships, provide transportation education, and overcome individual and systemic transportation barriers among school families. School staff that we train as Transportation Liaisons have become increasingly proactive in engaging colleagues to solve transportation problems. In fall of 2014, we rolled out two new highly collaborative initiatives: actively promoting ridesharing among extra curricular activity groups, and making public transit bus passes available to students who can use them to participate in school-based activities.

As a result, scores of individual families have been able to get to school meetings, events and activities, and make other trips as well. Ridesharing is expanding from isolated pockets to become more of a norm. Sports coaches and student athletes, and other activity leaders and students have gotten excited about using public transit when feasible. These small interventions are expanding opportunities and may even shift the life trajectories of individual students and families for the better. Moreover, we are gradually creating a school community culture where transportation access is seen as a right and collective responsibility.

[Click here for a more detailed story](#)

## GOING REGIONAL



In 2014, Way2Go launched a pilot program partnership with the Parkway Center to help create a Way2Go program in Oneida and Herkimer Counties. We have worked with staff from the Parkway Center to deploy Way2Go branding, programs and education in that region.

[Visit Way2Go Herkimer & Oneida's Website!](#)

## BUILDING NETWORKS: FASTER & FARTHER

Way2Go coordinates a network of transportation professionals, known as Faster & Farther, to foster a shared vision, continued learning & innovation, and increased collaboration. The network met 10 times in 2014



[Click Here for 2014's Meeting Notes & Topics](#)

Way2Go was made possible by a dedicated and creative team:

Jonathan Maddison, Program Manager  
Mike Heubusch, Streets Alive Co-Director  
Norma Gutierrez, Community Educator  
Sarah Liberatore, Community Educator  
Sophie Somerfeldt, Community Educator

Intern Team:  
Alyce Dabenspeck  
Ashley Popp  
Mariya Borgodova  
Shawn Fries



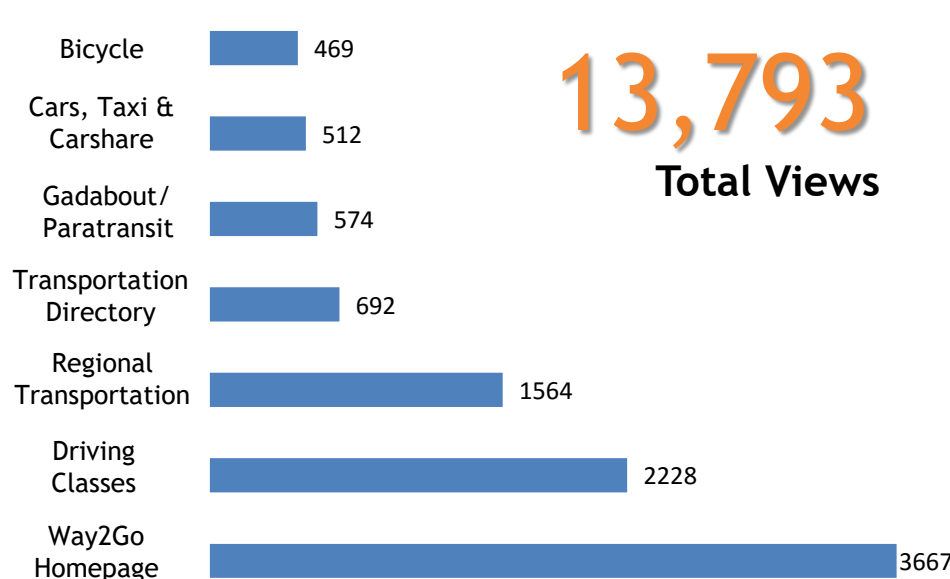
For more see our quarterly reports:  
[Q1, 2014](#) [Q2, 2014](#)  
[Q3, 2014](#) [Q4, 2014](#)

Way2Go is a program of Cornell Cooperative Extension of Tompkins County, under contract with Tompkins County. Way2Go is funded by Federal Transit Administration, New York State Dept. of Transportation and CCETC.

Contact Information: (607) 272 2292 [staff@way2go.org](mailto:staff@way2go.org) Visit us online: [way2go.org](http://way2go.org)

## ONE CLICK WEBSITE

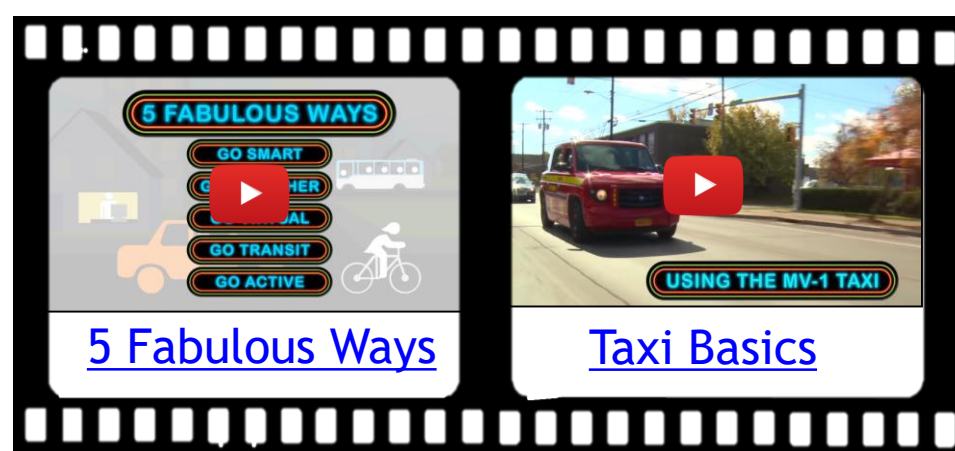
Views to Way2Go's webpages in 2014



[Way2Go online](#)

## MOBILITY VIDEOS

### CREATING INFORMATIVE MOBILITY VIDEOS



## EMPLOYER OUTREACH

Way2Go launched employer outreach efforts in 2014. Several events were implemented to educate commuters about transportation options and build relationships with employers, employees and individuals looking for work.



<b>5,872</b> Vehicle miles avoided	<b>400</b> participants
<b>\$3,523</b> saved by the Carpoolers	<b>13</b> breakfast stations
<b>27</b> Carpool Teams	<b>12</b> partner organizations
<b>66</b> participants	<b>4</b> sponsoring organizations

[Coolest Carpool Challenge Summary Report](#)