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March 31, 2011

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Way2Go 2010-2011, First Quarter Report October 1 through December 31, 2011

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EXECUTIVE SUMMARY

Improving Way2go as an information resource center

During the first quarter of the new program year, Way2Go has made significant progress toward achieving our four key objectives. The first objective is to improve Way2Go as a transportation information resource center, so that consumers have easy access to information on mobility options, services and resources. Key accomplishments toward meeting this objective include the hiring of two new staff members, training of the new year's school-based Transportation Liaisons, and planning for the next Way2Go training for helping professionals.

The hiring of new staff is fundamental to expanding Way2Go's reach and meeting our objectives. In order to improve the Way2Go website and expand our use of diverse internet-based educational strategies, a half-time Web Media Educator and Marketing assistant was selected and hired, to start January 6, 2011. The successful candidate, Ben Ortiz, brought many insightful recommendations regarding the Way2Go website to the interview, and has experience with the use of blogs, social media sites, and other internet-based communication strategies.

A fulltime New Program Educator was hired to help meet Way2Go's priorities of serving the rising population of older adults through 'driver retirement' education, and engaging employers in providing commuter education and support to their employees. Ray Weaver, who will start January 12, will also focus on meeting Way2Go's priority of marketing Zimride Tompkins, the county's new ridesharing website.

Working with Transportation Liaisons in the schools is one of Way2Go's ongoing strategies for disseminating transportation information to priority constituencies. Updated transportation news and job

description guidelines were provided to nine liaisons (serving ten schools) at the annual fall training. In addition, a public Way2Go training for helping professionals was scheduled for January 28, 2011.

Carsharing, ridesharing and travel training

Way2Go's second key objective is that low-income households are both of and utilize relatively sustainable transportation options and resources, particularly carsharing and ridesharing. To this end, we continued to assist in the marketing of Ithaca Carshare's low-income Easy Access membership plan. This included creating and airing an Easy Access radio ad, publicizing and holding an informational open house at Northside housing complex, and highlighting Easy Access during educational tabling at the Ithaca Apple Harvest Festival and the Fall Harvest Festival for kids.

About two to three new households have been become Ithaca Carshare Easy Access plan members a month, with memberships increasing from seven at the end of September, to fourteen at the end of December. The new Easy Access members tend to be highly enthusiastic, and eager to encourage other low-income households to join.

In addition, Way2Go helped finalize the Zimride Tompkins website, a custom-designed tool to facilitate local and regional ridesharing. Way2Go created and initiated a plan to send Zimride Tompkins introductory emails to four audience groups to encourage early sign-ups and gather feedback.

To move forward on coordination of travel training services in the county, a job description was finalized for a fulltime Travel Training Coordinator. The Travel Training Coordinator will be hired during the next quarter.

Dialog among transportation providers and planners

Way2Go convened meetings of the Faster & Farther Network of transportation planners, providers and other stakeholders (F&F) in November and December. At the November meeting, F&F members began brainstorming potential goals for 2011.

The following month, Executive Director of the Downtown Ithaca Alliance (DIA) Gary Ferguson gave a presentation on the DIA's Downtown Ithaca 2020 Strategic Plan. The subsequent discussion identified the need to more effectively connect transportation planning with economic and residential development, and explored common goals between the DIA and the Faster & Farther Network.

ADDITIONAL DETAILS

Improving Way2Go as a one-stop information center

CityVan and Ithaca Carshare Easy Access radio ads

Way2Go produced and aired two new radio ads this quarter in order to boost Way2Go's visibility and help market CityVan services and Ithaca Carshare's Easy Access low-income membership plan. Way2Go wrote the scripts, soliciting and integrating quotes from users of each service. The ad 'voices' included a Way2go staff member, a Way2Go volunteer, and a WVBR radio professional.

The finished Ithaca Carshare Easy Access Plan ad ran on WVBR for 33 spots between November 20 and December 4; the CityVan ad ran for 36 spots between November 24 and December 12. The ads were aired on shows most likely to reach an urban and rural audience respectively. Additional airing of the ads on WVBR and other radio outlets will be considered in the future.

See Appendix A Ithaca Carshare radio ad and Appendix B CityVan radio ad

The Apple Harvest Festival

Way2Go organized a transportation information booth at Ithaca's 28th Annual Apple Harvest Festival from Friday through Sunday, October 1 to 3, 2011. Collaborating with Ithaca Carshare, Tompkins County Department of Social Services and the Ithaca-Tompkins county transportation Council enabled the booth to be actively staff the display table for all three days of the Festival. Way2Go provided the table spot, a display, and coordination of set-up, staffing and take-down of the booth.

Fall Harvest Festival for Kids

Way2Go and Easy Access information was displayed at the Fall Harvest Festival for Kids at the Former P&C Market on Hancock Street, Ithaca, on Monday, Oct. 11, 1:30 to 4:00 pm. At least half a dozen

parents took information on Ithaca Carshare Easy Access plan or other transportation options. If we return to this event, Way2Go will plan a more interactive display, with activities for kids, to increase participation

Enhancing educational outreach to helping professionals

Revisions were made to Way2Go's binder of transportation information, the 'transportfolio,' in preparation for a new round of trainings for helping professionals. Updates and revisions were made throughout the approximately 25-page binder, which also includes additional information pamphlets and guides. As mentioned above, trainings were scheduled for January 28, 2011, offering a choice of a morning or afternoon session.

See Appendix C Sample revised transportfolio pages

Developing a coordinated travel training program

The job description was completed for a fulltime Travel Training Coordinator to lead the development of coordinated, professionalized travel training services across Tompkins County.

See Appendix D Travel Training (TT) job description.

Collaborative educational outreach

ICSD Transportation Working Group

As mentioned above, the fall training was held for nine ICSD staff members who serve as transportation liaisons in ten Ithaca City School District schools. The training occurred November 4th, from 2:30 to 4:00 at the Beverly J. Martin Elementary School.

Way2Go arranged to have representatives from Ithaca Carshare and the Department of Social Services present to answer questions on the Easy Access Carshare membership option for low-income households, CityVan, and the Working Families Transportation. Other topics covered included job descriptions and minimum requirements for receiving the \$200 stipend at the end of the school year. An updated list of transportation resources and contacts was provided, along with updated record-keeping forms.

In addition, at meetings of the ICSD Transportation Equity Working Group, Way2Go helped identify funding needs and options for the ongoing success and sustainability of the transportation liaisons program. We helped write a call for volunteer drivers for RED, a program that offers families rides to school meetings and events, which was distributed through the Human Services Coalition and the Village at Ithaca list serves. We also co-created a presentation on the work of the ICSD Transportation Equity Working Group that was delivered by the Working Group Coordinator Carrie Kerr to the ICSD School Board November 12.

Ithaca Carshare Easy Access Plan Marketing

In addition to the radio ads mentioned above, Way2Go co-organized an information session open house at the Northside Community Center for Tuesday, October 5, from 5:30 – 6:30 pm. Northside is a subsidized housing development managed by the Ithaca Housing Authority, located in downtown Ithaca. Way2Go and Ithaca Carshare seek to market Ithaca Carshare's low-income-qualified Easy Access membership plan there.

The open house announcement went out in the Northside Community Center newsletter, and was posted in prominent locations in the housing complex. However, no residents attended the open house. Whether this was due to lack of interest, the poor weather, the timing of the open house, or other factors, is unclear. After consulting with Northside management and resident contacts, Way2Go and Ithaca Carshare decided to hold another open house in late January, using more extensive and diverse publicity.

See Appendix E Easy Access info session announce

Zimride Tompkins

With the County's contract with Zimride signed and the basic software in place, Way2Go and the Ridesharing Coalition prepared for a soft launch of Zimride Tompkins in the New Year. Zimride

Tompkins is a locally-tailored version of Zimride, a website that enables people interested in sharing rides to find one another.

Zimride Tompkins represents a new type of venture for Zimride, who previously has worked only with large employers and universities, not whole communities. Other Zimride projects have focused on commuters and student trips, while Zimride Tompkins is designed to be utilized for all types of trips. Way2Go and the Rideshare Coalition helped tweak Zimride's functionality to serve such diverse needs, and adapt Zimride's standard website interface to create the Zimride Tompkins home page.

The Zimride Tompkins home page, located at Zimride.com/Tompkins, offers a choice of four networks or "portals" users can log in under: Cornell, Ithaca College, Tompkins-Cortland Community College (TC3), and the wider Tompkins County community. Way2Go is the administrator of the Tompkins County Community Portal, and edited the basic text and links to prepare for the initial soft launch.

See Appendix F Zimride Tompkins sample web pages

Way2Go arranged for email announcements to be delivered in January to introduce Zimride to four audiences and encourage early sign ups:

- Tompkins County employees
- The Downtown Ithaca Alliance membership list
- The ICSD School Transportation Liaisons
- Cornell Cooperative Extension of Tompkins County staff

Employer-based education

As part of Way2Go's ongoing partnership with Ithaca College, Way2Go provided a display and information materials at the 2010 Benefits and Work/Life Fair November 4. The emphasis was increasing awareness of vanpooling, and to help more people seriously consider this option.

The Fair was well attended, with at least 15 visitors stopping to discuss vanpooling. We answered questions by many participants on Ithaca Carshare and TCAT services as well, even though they each also had an information table at the Fair. In addition, a few people also received information on CityVan, ridesharing, Transportation Assistance for Working Families, and bicycling. The County Bicycle Maps were very popular; we gave away about 13.

Collaborative transportation services development and marketing

The Faster & Farther Network (F&F) of transportation providers and planners met in November to share updates on Way2Go, Zimride Tompkins, CityVan, Vanpool and other projects; to prepare for the upcoming meeting with the Ithaca Downtown Alliance; and to begin brainstorming goals for the coming year. Preliminary ideas for future goals included:

- Collaborative promotions, ads, and viral videos
- Integrating generational marketing ideas for consumers of different ages
- Creating bundled transportation service packages
- Integrating payment systems (further) among providers
- Improving wayfinding signage and ease of use of transportation services
- Hosting a "Geek Camp" or other contest for creating open-source mobility-related applications
- Exploring how to link housing development with transportation
- Fostering a culture shift; getting out of the car-culture "box"
- Evaluating how well we are supporting equitable access to mobility services

On December 10th, Way2Go and the Faster & Farther Network hosted Gary Ferguson, Executive Director of the Downtown Ithaca Alliance, who gave a presentation, following by discussion. Joining us were representatives from Cornell University, TCAT, Ithaca Carshare, the Ithaca-Tompkins County

Transportation Council (ITCTC), the County Department of Social Services, Loaves and Fishes, and an organizer of the Ithaca Neighborhood Greenways project.

The Downtown Ithaca Alliance (DIA), Ithaca's designated Business Improvement District organization, created a *Downtown Ithaca 2020 Strategic Plan* to articulate a vision in the best interests of Downtown, the City, and the greater Ithaca community. The plan is centered around "The Community Big Idea, a three-pronged package to revitalize the urban core, reduce regional sprawl, reduce our community carbon footprint, bolster tourism, and strengthen the linkages between our institutions of higher education and downtown." Two of its three components are transit related:

- Creation of 1,500 new urban residential housing units in downtown and along the West State Street corridor
- Rebuilding of the Ithaca Commons to enhance its commercial and community functions, and its **recasting as a transit hub** with a streetcar or other form of enhanced transit running through the middle of the pedestrian mall
- Creation of a **new enhanced transit program** and route that connects the Commons with Cornell University and Collegetown, Ithaca College, and the West End /Waterfront. The enhanced transit could be a streetcar or trolley that would strengthen and encourage corridor development.

In addition, Mr. Ferguson explained that the Strategic Plan relies on ten fundamental and basic themes and concepts that permeate all of the recommendations and action items. Of these, half are directly related to goals of Way2Go and the Faster & Farther Network:

- The necessity of mixed-use development
- The need for a dense urban core
- **Reducing automobile usage in downtown**
- **Treating the Commons as a transit hub**
- Utilizing the principles of infill development
- **Clustering pedestrian traffic-generating destinations in downtown**
- **Recognizing transition zones at downtown's edges**
- Preserving and enhancing the retail streetscape
- Recognizing downtown as our community center
- **Viewing downtown as a leader in green practices and sustainability**

Discussion following the presentation highlighted goals shared by the DIA and F&F members, including:

- Improved downtown walkability
- Increased bicycling and bus ridership
- A downtown multi-modal transit hub
- Less downtown traffic
- Making downtown Ithaca College's "collegetown"
- Reducing emissions
- Building on resources we have to make personal car use a last choice for transportation.

In addition, the group discussed the connection between housing and transportation. Currently, considering transportation issues typically happens at the very end of development processes, and we explored what it would take to integrate transportation issues at the front end of development. A subgroup of Faster & Farther members will meet separately with Gary Ferguson to identify possible specific goals and next steps for working together to help bring DIA's vision to life.

**Way2Go 2010-2011, First Quarter Report Appendices A through D
October 1 through December 31, 2011**

APPENDIX A Ithaca Carshare Radio Ad

Ithaca Carshare Ad Script

Voice 1:

A car or a truck can be *so* convenient, but can you afford all the expenses? Consider Ithaca Carshare for a car when you need it, at a small fraction of the cost to own.

Reserve and drive a vehicle *near you* by the hour, and never pay for a car loan, gas or insurance again!

Voice 2:

“My own car was in the shop, and with a busy summer schedule, we were in a bind! We never realized how easy Carshare is to use, and even to afford, with the new Easy Access plan.”

Voice 1

The Easy Access plan costs only \$10 a month, for \$15 dollars of self-serve driving credit. You can use any car or truck in the fleet—and unlike owning, you only pay for carsharing when you use it!

Voice 2:

“The Carshare staff walked us through all our questions. It was clear there was no reason NOT to use carshare!”

Voice 1:

To find out more, and see if *you* qualify for the Easy Access plan, contact Ithaca Carshare at 277-3210, or visit ithacacarshare.org. For information on all *kinds* of ways to get around, call Way2Go of Tompkins County Cooperative Extension at 272-2292, or visit way2goinfo.org.

APPENDIX B CityVan Radio Ad

CityVan Radio Ad Script

Voice 1

Did you know there's a new way to get between Enfield or Newfield and Ithaca? And to get around *within* Enfield or Newfield?

It's called CityVan. CityVan will pick you up right where you are, and costs just \$3 one-way to or from Ithaca. Trips within Enfield or Newfield costs just \$2 one-way.

The night before, simply call Ithaca Dispatch at 277-7777 and say "I'm calling to reserve a CityVan ride."

Voice 2.

"CityVan has helped me out tremendously! I was able to keep my job in Ithaca when my car broke down, and get to other places like the store. The price is amazing and the people are pleasant and kind."

Voice 1

To reserve a ride to, from or within Enfield or Newfield, call 277-7777 and ask to reserve a seat on CityVan. For information on all *kinds* of ways to get around, call Way2Go of Tompkins County Cooperative Extension at 272-2292, or visit way2goinfo.org.

COMPARE DOLLARS

Most people do not really know how much they are paying for car ownership, fuel, maintenance, insurance, parking, registration and other car costs—or how these compare to other transportation services and strategies. Here are some dollar amounts to help you consider your options:

Average total cost of using a private vehicle for one year:	\$8,000/year	\$650/month	\$150/week	\$20 a day
Average yearly total costs for using Ithaca Carshare:	\$1200/year \$3.30/day	\$100/month	\$23/week	
TCAT full price bus pass for 1 year:	\$450/year \$1.23/day	\$37/month	\$9/week	

Many people have saved thousands of dollars a year by replacing a personal car with walking, bicycling, the bus, carsharing, ridesharing, vanpooling and taxi. Some people even move to do so, finding they can use the money they save to reduce debt, go on vacation, even buy or pay off a house! *For the average total cost of owning and using car for one year, one can:*

Buy a full price year-round bus pass for about	18 years
OR commute in an average-cost vanpool for	5.6 years
OR buy a one-year Ithaca Carshare membership and drive for	93 hours a month
OR rent an average-price car for the weekend for	60 weekend trips
OR rent a car for a week for	27 week trips
OR buy a new \$150 pair of walking shoes for	53 years
OR spend \$400 on a bicycle and/or bicycle gear for	40 years

OR, one adult can, for a year: ride the bus, commute by vanpool, use Ithaca Carshare two hours a week, spend \$30 on taxis a month, buy \$150 walking shoes, invest \$400 in a bicycle, **and** rent a car for a week—and still save over \$4,000 over the average yearly cost of a car.

IT'S NOT ALL OR NOTHING! You don't have to give up your car to save money on transportation! Consider these easy ways to save on money and enjoy the many other benefits of alternative transportation—one trip at a time. Or contact Way2Go for more tips and information!

- o **Share a ride!** Try posting your trips on Zimride.com/tompkins or use other means to find people to share the driving and costs of getting around.
- o **Save on gas money.** Get more miles out of every tank of gas by properly inflating tires, avoiding idling (modern cars need little warm up), and going easy on the brakes and gas.
- o **Pay less for insurance.** Take an online or classroom defensive driving course and enjoy both feeling safer and a mandatory 10% insurance discount for three years!

CARSHARING: ITHACA CARSHARE

Ithaca Carshare means having a reliable, part-time car, without the hassle and expense of owning your own. Members sign out and pay for car usage by the hour. Ithaca Carshare has about 12 cars and a truck parked in various spots around town.

HOW DOES IT WORK?

- 1) Drivers 18 years old and up with at least two years of driving history can apply for membership, which takes a few days to process. Drivers 21 need no personal car insurance; drivers 18-20 must supply liability coverage of at least \$300,000.
- 2) If qualified for membership, you pick one of three plans, and pay for the hours and miles you drive. There are no separate charges for gas, maintenance or insurance.
- 3) As a member, you can reserve any available Carshare vehicle online or over the phone, 24 hours a day.
- 4) To use a Carshare car, members:
 - a) Go to the vehicle they've reserved.
 - b) Unlock it with a Carshare key fob.
 - c) Drive the car anywhere they want.
 - d) Return the car to its original spot by the end of their car reservation period.

IS IT REALLY AFFORDABLE?

When used to **replace or avoid buying** a private car, Ithaca Carshare can save most people many thousands of dollars.

Most car owners pay about \$20 a day, while their car sits 95% of the time. Use Carshare, and you **pay only when you use the car**.

For certain errands and trips, using Ithaca Carshare is much **more convenient** than the bus, and **less expensive** than taxis.

Share Carshare car rides and split the costs, and the **price per hour goes way down!**

CONTACT ITHACA CARSHARE at 607-277-3210 or www.ithacacarshare.org.

THE NEW EASY ACCESS PLAN!

> **For income-qualified members.**

> \$10/month = \$15 driving credit! Credit rolls over, covering, gas, insurance, maintenance, etc..

> Apply for Easy Access at GIAC (ask at front desk or for Travis), or contact Ithaca Carshare as shown above.

IS CARSHARING RIGHT FOR ME?

Ithaca Carshare works best for:

> Drivers who want to use a car or truck without having to own one

> Households who want to let go of a car or avoid buying a second (or third) one

> People who live or work near an Ithaca Carshare car or truck location, or have another way of reaching one.

> People who don't need to take and keep a car at work every day

Taking these types of trips:

✓ Errands, appointments, meetings, shopping, visiting and leisure activities

✓ Trips with many stops, or to places outside convenient bus service.

Carshare doesn't work as well for:

- Trips where the car will sit for a long time.

- One-way trips.

APPENDIX D Travel Training Job Description

Position Description

Working Title: Way2Go Travel Training Coordinator

Classification Title: Extension Program Educator II

Office Location: 615 Willow Avenue, Ithaca, NY 14850

Supervisor's Classification Title: Extension Community Educator

Tompkins County Cooperative Extension's Environment Team and Way2Go program are committed to diversity and inclusion in our workplace, and to cultivating a workplace culture where every employee is trusted, valued and respected.

General Responsibilities:

Travel training is a service that enables people to overcome diverse barriers to independent use of transportation services through individualized, hands-on assistance. The Way2Go Travel Training Coordinator will organize and work with a network of human service organizations to identify, coordinate, professionalize and publicize travel training currently provided in Tompkins County.

Additional responsibilities include identifying unmet travel training needs and opportunities, and developing a prioritized plan for increasing the scope and impact of local travel training services. The Travel Training Coordinator will also evaluate the effectiveness of services and coordination efforts, and assist with other Way2Go program support activities as needed. Way2Go is a hub of transportation information, dialog and action promoting transportation equity and sustainability.

Duties & Responsibilities:

Coordinated Travel Training Program Development and Implementation(85%):

- Create and maintain a database of existing local travel training services, including constituencies served, services provided, and training given to service providers.
- Market current travel training services to transportation providers, human service professionals, and potential users of travel training services
- Organize agencies currently providing or interested in travel training into a network that contributes to program development, implementation and evaluation.
- With the travel training collaborative network, identify unmet travel training needs, and create and help implement a prioritized plan for meeting them.
- Utilizing outside resources as needed, organize professional training for volunteer and paid travel trainers that meets national standards and incorporates local information.

- Assist in the creation of a travel training website and “how-to” video clips on using TCAT buses, GADABOUT, taxis, carshare, ridesharing and other mobility options.

Utilize consumer feedback to identify, help prioritize and communicate to transportation planners and providers measures to remove obstacles and improve ease-of-use for people using various mobility services.

Document the travel training program, evaluate the effectiveness of travel training services and services coordination, and participate in strategic planning for travel training program improvement and development.

Additional Program and Cornell Cooperative Extension of Tompkins County CCETC Support Activities (15%):

- Perform additional Way2Go program support activities as needed, such as answering internet or telephone inquiries, preparing displays and program materials, and participating in public events.
- Integrate diversity inclusion into program planning, program activities, and interpersonal interactions, in the spirit of CCETC’s Diversity Statement.
- Participate in CCETC staff meetings, staff committees, and ongoing professional improvement activities, as agreed upon with supervisor.

Reporting Relationships:

- Reports to and receives direct supervision from the Way2Go Program Manager and works as a member of the Environment Program Team.
- Duties will be performed within general policies and guidelines of CCETC.
- CCETC personnel policies designate a six-month period with close supervision and support after which s/he is expected to work more independently but will continue to receive the ongoing support and general supervision of the Way2Go Program Manager.

Degree and Experience Required:

- An Associates degree and 2 years of relevant volunteer or work experience; or High School Diploma (or High School Equivalency) and 4 years volunteer or work experience.

Knowledge, Skills, and Abilities:

- Proven ability to contribute to and help lead collaborative, community-based projects.
- Demonstrated success working with people of diverse backgrounds, cultural identities and life experiences, particularly people with disabilities, older adults and households with limited economic resources.
- Proven commitment and ability to integrate diversity inclusion into communication skills and program planning, materials and delivery.
- Experience organizing educational events and meetings.

- Proven project management skills, including long-term planning and evaluation skills.
- Demonstrated ability to work successfully with volunteers, peer educators, and/or program participants using a strength-based and leadership development approach.
- Ability to work independently and as part of a team.

Special Requirements:

- Ability to meet travel requirements of position. Mileage reimbursement will be provided.
- Willingness and ability to work flexible hours, including occasional nights and weekends.

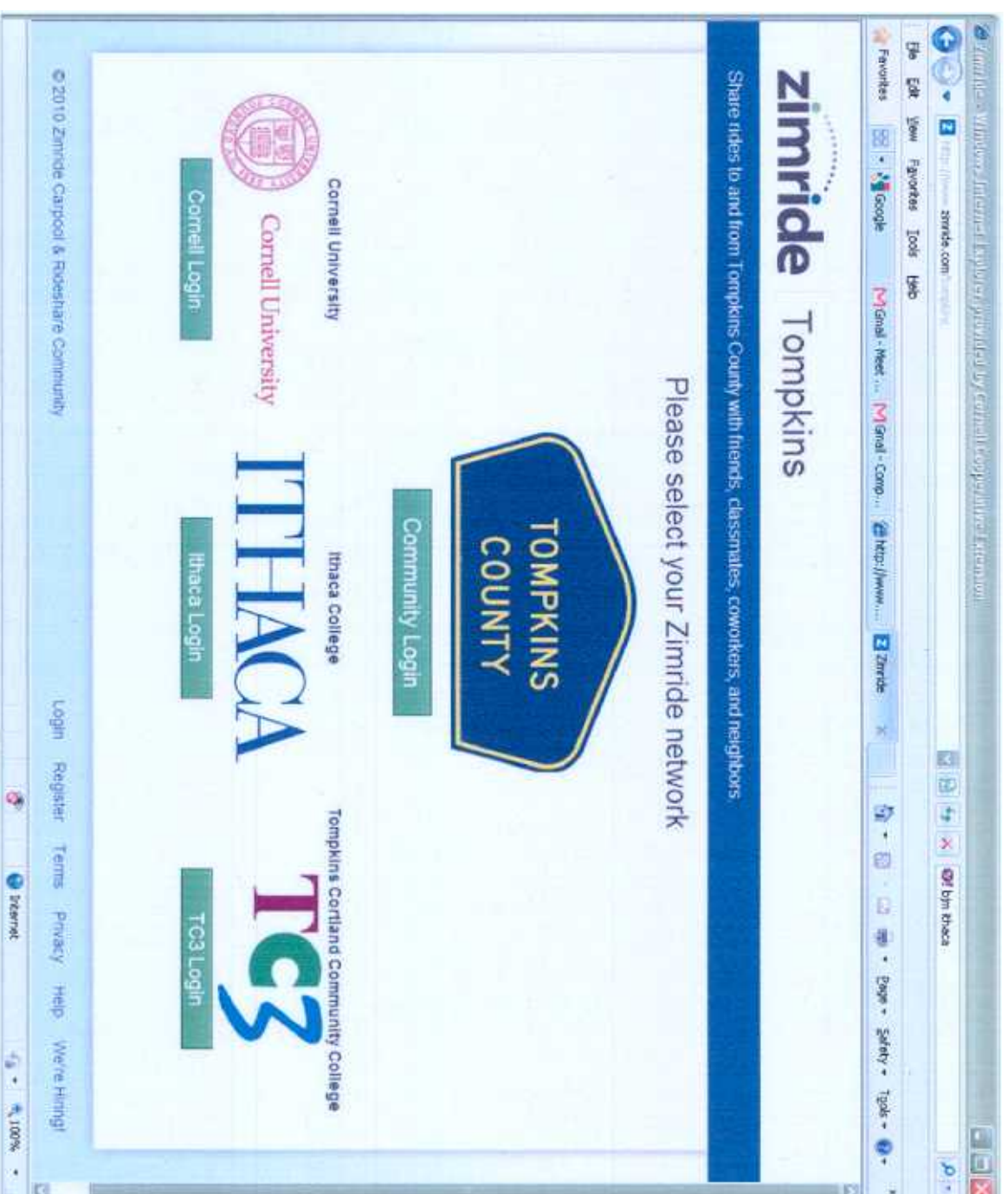
Cornell Cooperative Extension of Tompkins County provides equal program and opportunities. No person shall be denied employment on the basis of any legally prohibited discrimination involving, but not limited to, such factors as race, color, creed, religion, national or ethnic origin, sex, sexual orientation, age, or qualified disability.

All Cornell Cooperative Extension positions are contingent upon adequate performance and availability of funds.

AA/EOE

See also the sound recordings of Appendices A and B, submitted with this report, and Appendix E, submitted as a separate document.

APPENDIX E Zimride Sample Website Pages



APPENDIX E Zimride Sample Website Pages

Zimride - Windows Internet Explorer provided by Cornell Cooperative Extension

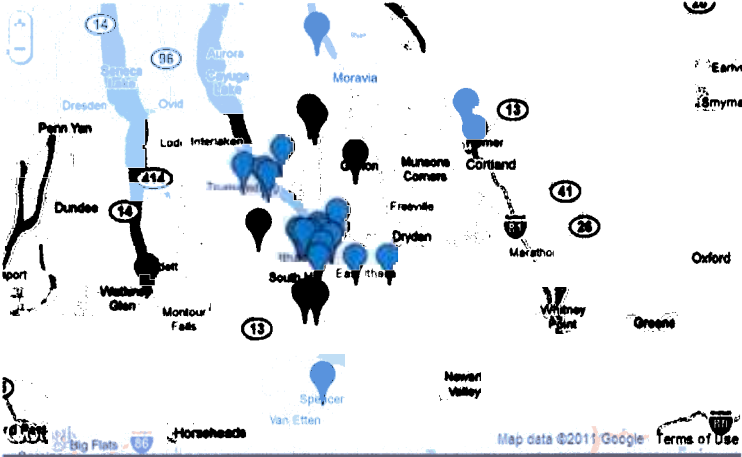
http://www.zimride.com/tompkins/static/splash/

File Edit View Favorites Tools Help

Favorites Google

zimride Tompkins

Share rides to and from Tompkins County with friends, classmates, coworkers, and neighbors.



Miles Posted: 53,106 Potential CO₂ Reduced: 41,211 lbs

Commute Origins [\(View all\)](#)

- Ithaca 78 rides
- Trumansburg 6 rides
- Spencer 4 rides
- Groton 2 rides
- Locke 2 rides

Travel Destinations [\(View all\)](#)

- Boston 10 rides
- Ithaca 4 rides
- New York
- Madison
- Los Angeles

New to Zimride? It's free and easy

[Sign Up!](#)

Zimride member login

☐ Keep me signed in [Login](#)

[Can't access your account](#)

[Login with Facebook](#)

What is Zimride Tompkins?

Zimride is a fun and easy way to share the seats in your car or catch a ride. With Zimride Tompkins, you can find friends, classmates, and coworkers going the same way you are.

Who can use this site?

Zimride Tompkins is for those who work, live or spend time in Tompkins County.

Done

Internet 100%

The screenshot displays the Zimride website's 'Add Ride' page. At the top, the navigation bar includes 'Home', 'Profile', and 'Find rides starting from...'. The main header features the Zimride logo and the name 'Tompkins'. Below this, a map of Ithaca, NY, is shown with a red pin indicating a location. To the right of the map is a form for adding a ride, with fields for 'Starting From' (Example: 500 So. Meadow St. Ithaca, NY 14850) and 'Going To' (Example: 311 College Avenue, Ithaca, NY). A 'Find Ride' button is located at the bottom right of the form. The footer contains links for 'Logout | Admin' and 'Add Ride'.