

Center for Community Transportation



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CCT Names Jeff Goodmark as Inaugural Director of Micromobility

The Center for Community Transportation (CCT) today announced that, as part of a collaborative national search process involving the City of Ithaca and other community stakeholders, the CCT Board of Directors and Executive Director Jennifer Dotson have selected Jeff Goodmark as Director of Micromobility, effective July 11, 2022. Most recently, Goodmark was General Manager of Collegetown Bagels and was previously Operations Manager for Lime - the company that brought bikeshare to Ithaca from 2018 to 2020. He is charged with leading the launch of a new, community-run e-bikeshare for Ithaca.

“Launching a micromobility program in Ithaca was a valuable and rewarding experience”, said Goodmark. “As part of the CCT team, I am excited to partner with the City along with other community stakeholders in launching a new e-bikeshare program enabling local control and long-term sustainability. Ithaca has been my home for almost 30 years. I know what it takes to collaborate successfully within these ten square miles.”

Mayor Laura Lewis expressed her support, “I’m pleased to hear of Jeff’s selection as Director of Micromobility at CCT. He brings a tremendous depth of experience and commitment. I look forward to our work together in the future.”

“Jeff brings a wide range of experience in micromobility.” notes Jennifer Dotson, CCT’s Executive Director. “We worked with him when he was managing the Lime fleet locally and got to know his responsiveness and dedication. We are confident that under his leadership, Ithaca’s bikeshare will be extremely successful.”

Goodmark brings considerable experience in launching and operating shared micromobility programs and previously played a lead role in Tompkins County’s initial bikeshare efforts. As Operations Manager for Lime, he was responsible for launching shared micromobility programs throughout the northeast corridor. Goodmark managed a fleet of 1,000+ electric vehicles and developed and presented the status of all daily operations. This included a reduction in total city car trips and an increase in the number of people choosing micromobility on a daily basis, including people of lower income.

The Center for Community Transportation (CCT) is a nonprofit whose vision is to achieve “a community where travel by shared and active transportation is healthy, safe, affordable, and convenient for all”. CCT works with local transportation providers, educators, planners, decision-makers, advocates, and users to fulfill its mission of enhancing transportation access in the community while reducing transportation’s negative environmental and economic impacts. CCT’s mission-focused services and activities include [Ithaca Carshare](#), [Bike Walk Tompkins](#) (and its signature program [Streets Alive! Ithaca](#)), [Backup Ride Home](#), and now (soon to be named) Ithaca Bikeshare.