

Rural Mobility on Demand in Action

Deployment Lessons Learned & Best Practices



Agenda

Overview of Feonix & 2 Rural MOD Deployments

Embracing an Ecosystem Approach

Navigating Supply & Demand

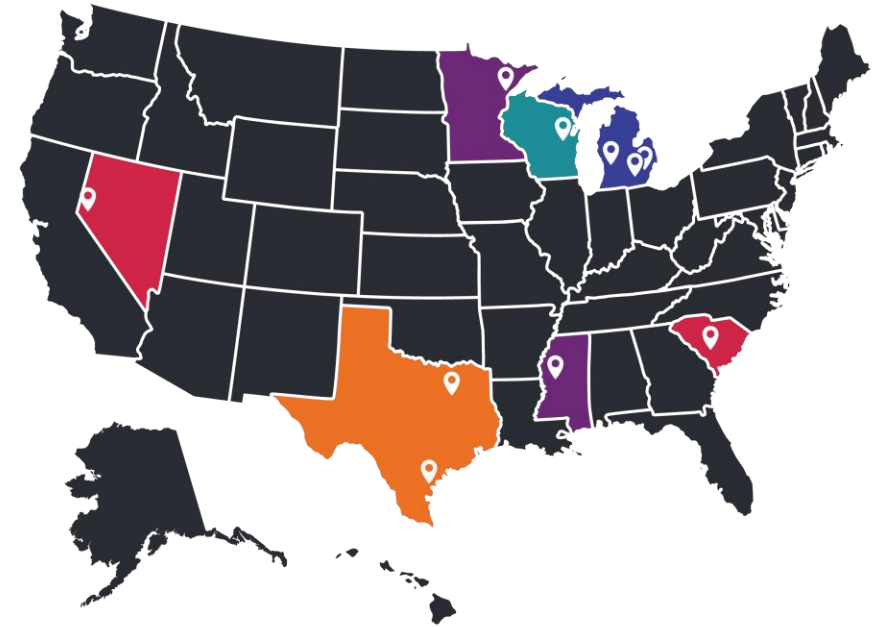
Understanding the User Experience

Technology as a “Power Tool” vs. “Solution”

Feonix – Mobility Rising

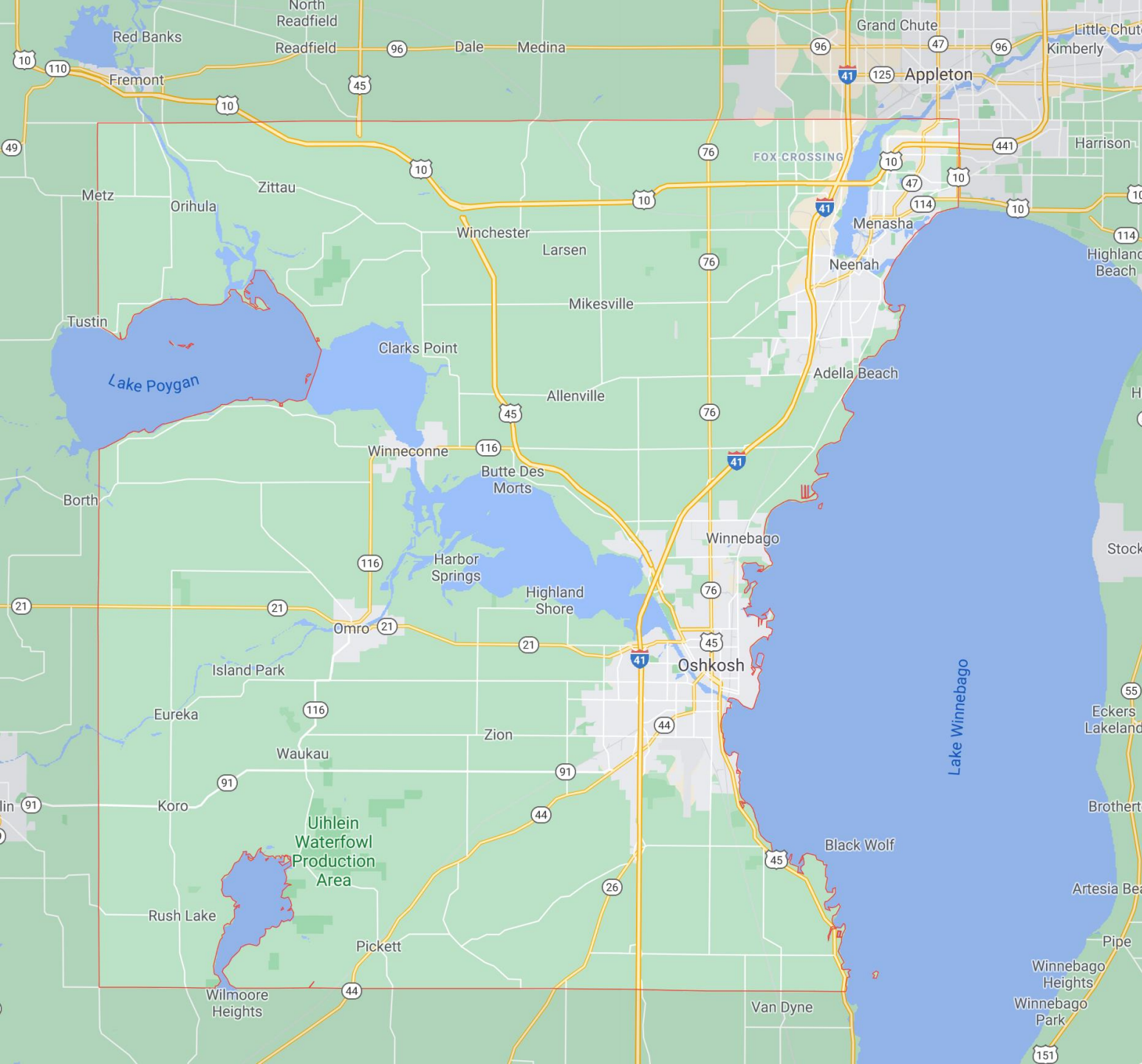
Established in March 2018 – 501(c)(3) Non-Profit

- **Vision:** Transportation solutions for the health and wellbeing of every person, in every community.
- **Mission:** We serve communities by removing transportation barriers and promoting equitable mobility. We do this by collaborating with local leaders, utilizing innovative technology, and building dependable and safe transportation networks.
- **Core Values:**
 - Collaborate
 - Innovate
 - Empower
 - *Work Hard & Rise Together*





Overview of Contrasting Rural MOD Deployments



Winnebago County, Wisconsin

- Focus on Employment for Underserved Community Members in Winnebago County, Wisconsin
- Multi-Modal:
 - Volunteers
 - Lyft
 - 3 Taxi Agencies
 - 2 Public Transit Agencies
 - 1 Specialty Transport Provider

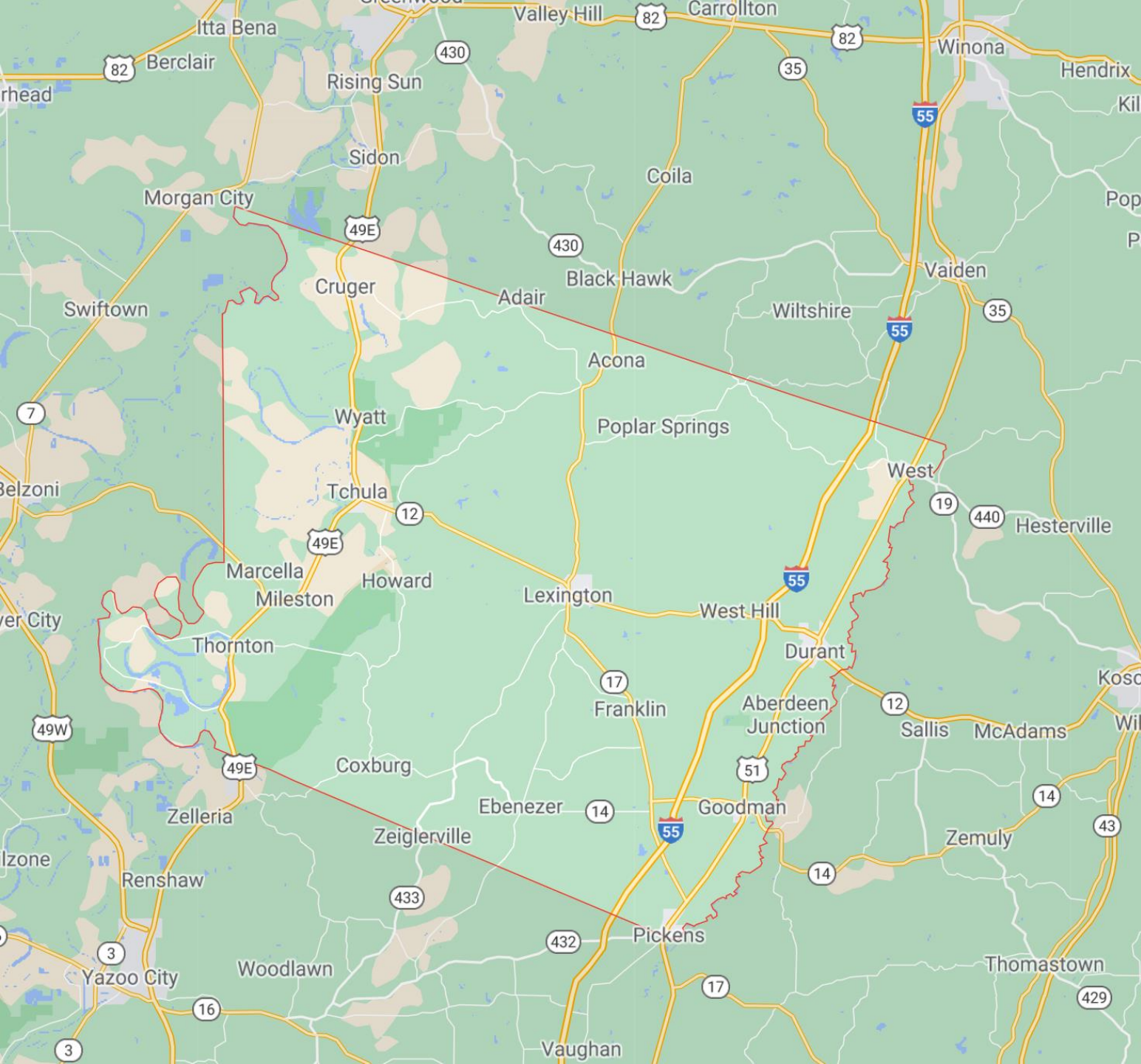


Winnebago   
CATCH-A-RIDE



In Winnebago County, 81% of job seekers report lack of transportation a major challenge.





Holmes County, Mississippi

- Focus on Access to Care & Social Determinates of Health
- Partnership with Centene Corporation to Address Rural Healthcare Crisis
- Multi-Modal
 - 3 Public Transit Agencies
 - Volunteer Driver Program
 - NEMT Services & Supports



City of Lexington

**Lexington
Medical Clinic**





Ecosystem Approach



































Establishing an Ecosystem: #1 Priority

- Public Transit
- Non-Profit Partners
- Private Transportation
- Volunteers
- Small Business
 - Economic Development/Start-up Funding
- Home Health Agency Partners
- Churches

Mobility Leadership Circle Joins Together to Identify & Fill Gaps



----- Transportation Gaps -----							
Organization & Program	Services	Federal Poverty Level Requirement	Must Reside in Service area	Employment Requirement	Minimum hours per week	Limited Duration of Service	Program enrolment required
 W-2	Monthly bus passes or gas vouchers up to \$50 per month	 150% Federal Poverty Level				 Limited to 90 days	
 WETAP	Vehicle loan up to \$1,600 or repair up to \$1,600	 150% Federal Poverty Level		 Employed or have a job offer		 Until vehicle is purchased or repaired	
 WHEELS TO WORK	Vehicle loan up to \$4,500 or repair up to \$1,000			 Employed 3+ months	 20 hours		
 TRANSPORTATION ASSISTANCE	1-20 bus rides in a six-month period or limited gas vouchers		 Live and work on bus route	 Actively seeking or starting work		 6 months (renewable)	
 BUS SERVICE	10 Bus Routes		 Live and work on bus route				
 ACCESS TO JOBS	Taxi Services	 150% Federal Poverty Level	 Live and work on bus route	 Currently employed	 30+ hours	 Until exceeds income eligibility	 Application must be approved
 CATCH-A-RIDE MAKE THE RIDE HAPPEN	Low-cost rides to work					 Until exceeds income eligibility	 Application must be approved



If you want to go fast, go alone.
If you want to go far,

GO TOGETHER.

African Proverb





Navigating Supply & Demand

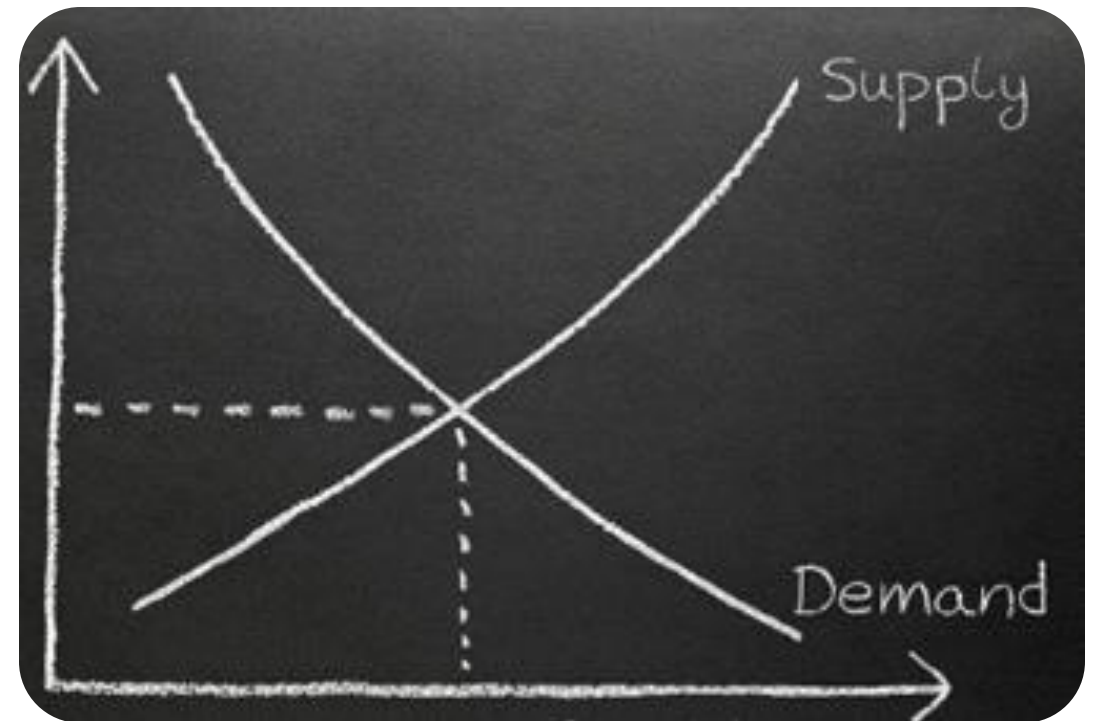
Supply of Transportation

- Assess:
 - Number of Vehicles
 - Ambulatory vs. Wheelchair Accessibility
 - Number of Drivers
 - Driver Training
 - Hours of Services
 - Days of Week
 - Rates for Services – Public/Private/Eligibility Criteria
 - CURRENT CAPACITY
 - Interest in Expanding

Demand for Transportation

(Seek Clarity - # Rides Per Week & Type of Rides)

- Area Agency on Aging (AAA)
- Senior Living Facilities / Assisted Living
- Aging & Disability Resource Centers (ADRC)
- Centers for Independent Living (CIL)
- Community Action Agencies
- United Way
- Lutheran Social Services
- Federally Qualified Health Centers
- Hospitals / Family Supports
- Community Colleges
- Veterans Service Officers



Prioritize Services & Offerings

- Roll Out Services in Layers
 - By Type of Ride Purpose
 - By Day of Week / Time of Day
 - DO NOT START 24/7....
 - By Service Area
 - City
 - County
 - Region
 - By Agencies Eligible to Book Rides





Understanding the Service Design Dynamics

Perspectives

- Passenger
- Caregiver
- 3rd Party Partner



- **Experience Booking a Ride**
 - App
 - Online
 - Phone
- **Experience Paying for a Ride**
 - In Vehicle
 - App / Computer
 - Unbanked
- **Rider Experience**

High-Tech Anthropology® Framework



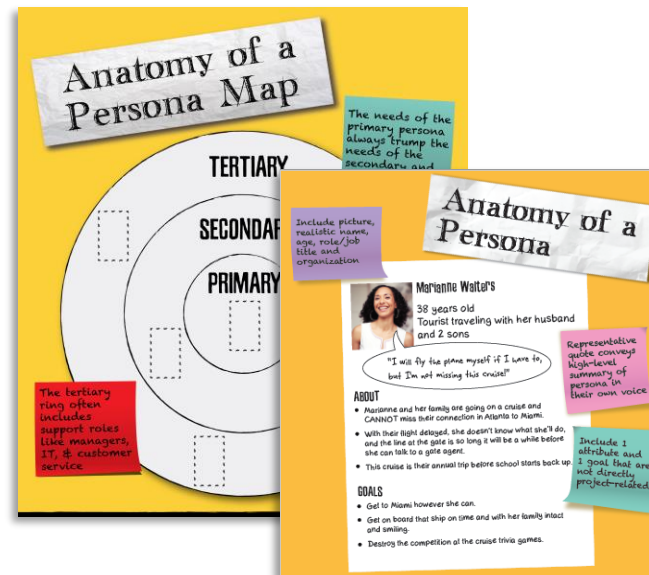
What problem are we trying to solve?



Observations & Interviews:

Studying users in their native environment in order to get first-hand accounts of users' experiences and problems.

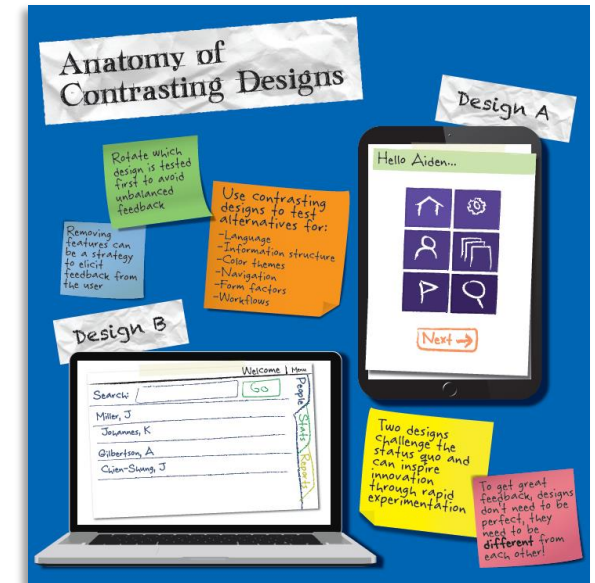
Who are we solving it for?



Personas & Persona Mapping:

Creating personas based on end-user characteristics and having the business prioritize in order to focus and scope the design effort.

What is the best solution to the problem?



Rapid Prototyping & Design Assessments:

Creating multiple design ideas and assessing with end-users in order to validate design prior to investing in development.



Rider Impact – Life Changing

Angelo uses the app to book rides in seconds even with the voice accessibility option, and it has allowed him to “gain months of his life back”. The app has enabled him to experience even more services and opportunities despite the pandemic.


Dovenetta – Uses the app to schedule weekly physical therapy trips – went from 3-5 hours a week on the phone to schedule 6 trips to 15 minutes to confirm details with dispatch.



Brandii & Katherine – Brandii uses the app to schedule her daily rides to work, and her mom, Katherine is able to oversee the rides are scheduled and confirmed. Brandii is gaining independence and Katherine is elated to regain hours of her life back from waiting on hold hours every week and see her daughter claim this freedom.

Elveretta & Nioka – Nioka uses the app as a caregiver for Elveretta to book rides for her Aunt to get to rides to work and to the doctor. Nioka is a fulltime nurse and using this app during the pandemic has been a life saver – with her busy schedule it would have been impossible to maintain her Aunt’s care without this technology.





Using Technology as a Power Tool

Selecting a Technology Vendor

- Start Low Tech- Paper/Clipboard/MS Office/Google/Monday.com or Air Table/Jobber
 - DO NOT NEED TO INVEST RIGHT AWAY...
 - Technology Creates Complexity vs. Solves It In Beginning
 - Save from Buying Technology with Incorrect Solution Set
- Fit Technology to Desired Solution and Partner Needs

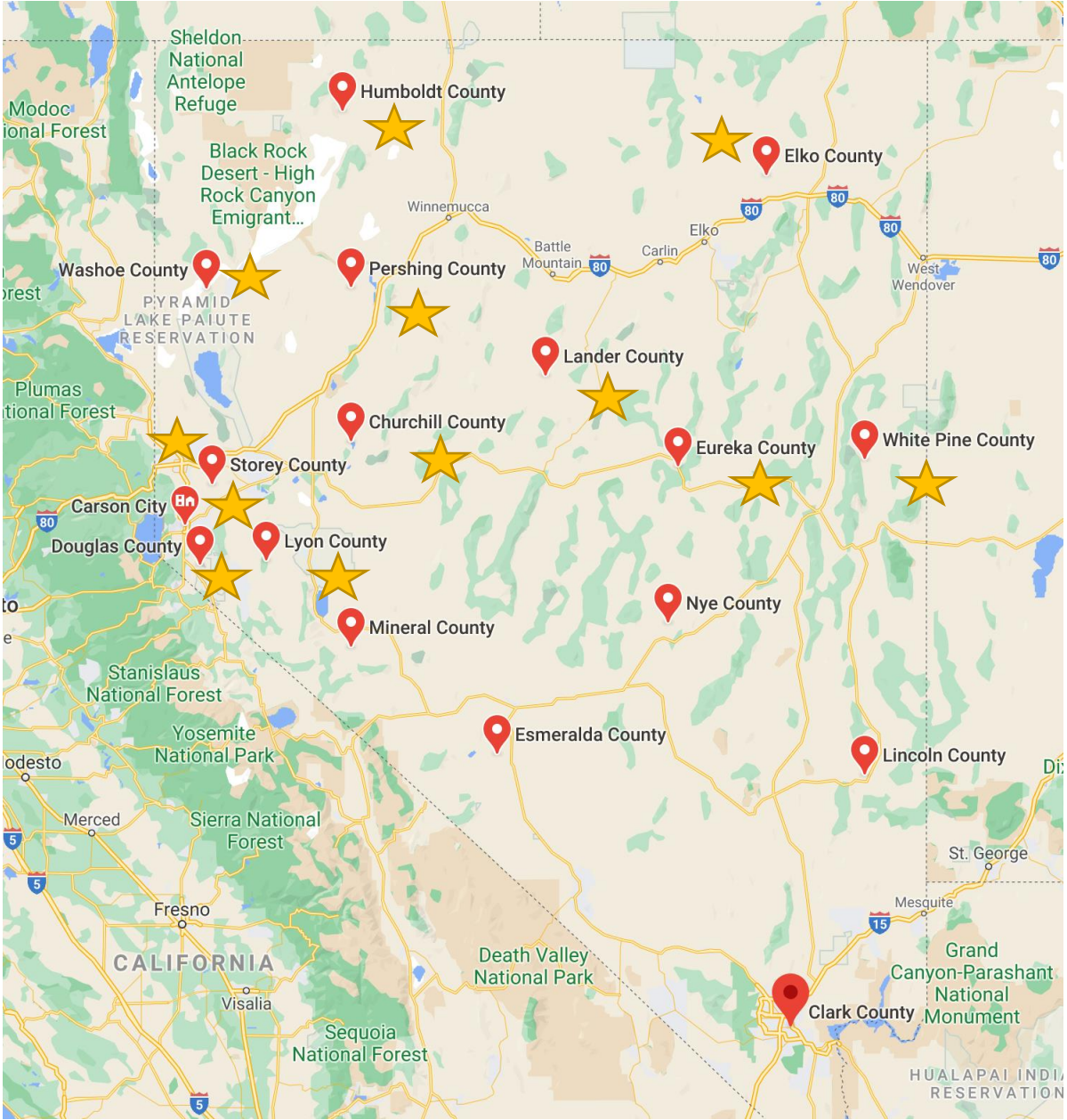


N4 Connect – Rural Mobility as a Service

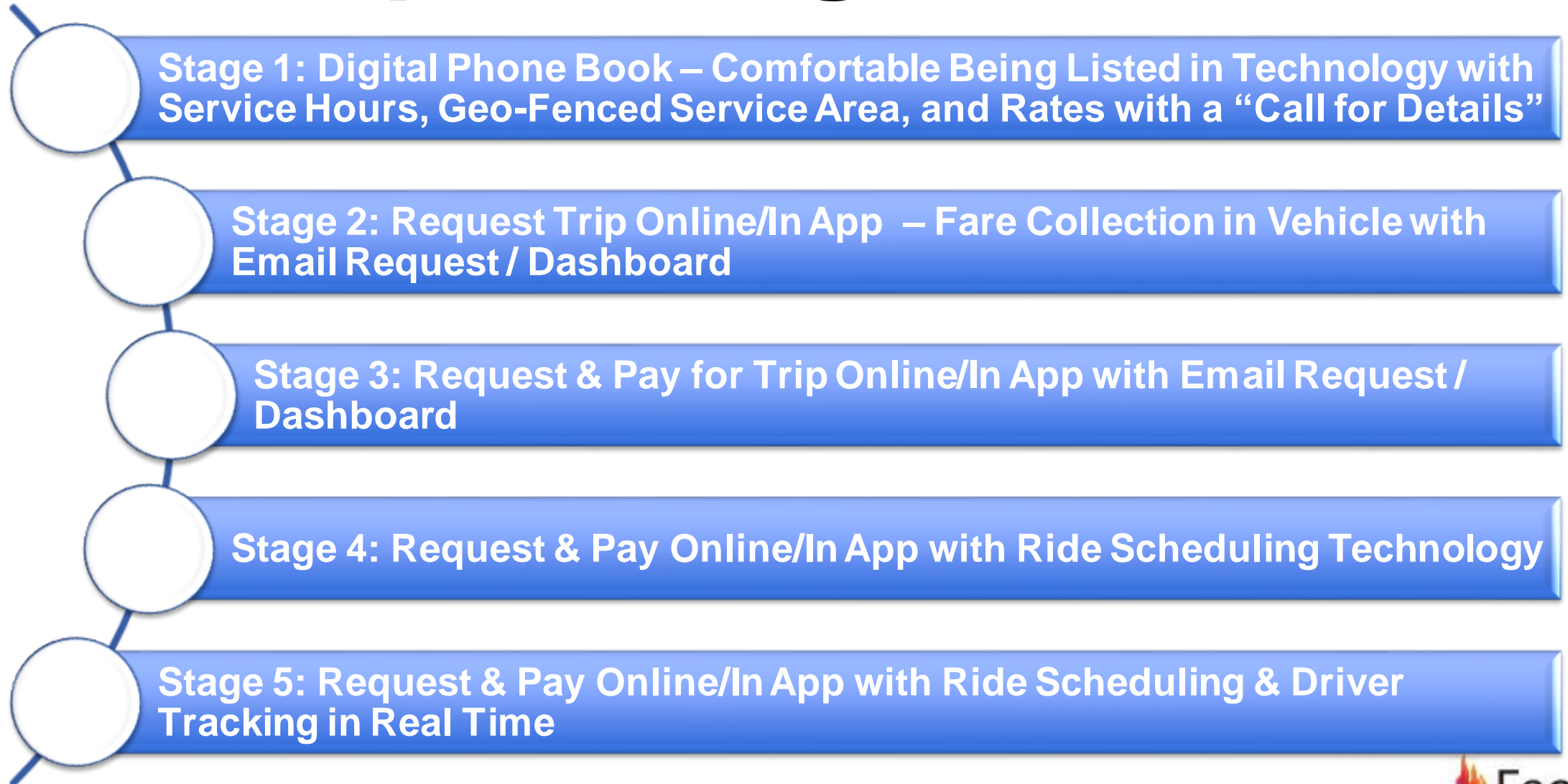
- Connecting 12 Agencies Across Northern Nevada
 - *Majority of Agencies are Not Currently Using Technology*
- Enhancing Connectivity of Services Across Approximately ½ State in 2 Years
- Able to Support Coordination of Transportation Services, Enhance Data and Reporting, and Increase Access for Individuals & Social Service Agencies



Neighbor Network
of Northern Nevada



Example: Stages of MaaS



Global Technology Focus

- Fit the Technology to the Transit Agency
- Human Centered Design Approach to Technology Roll-Out & Deployment
- Integration of what3words for Rural Addresses

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Review

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 @feonix – mobility rising

 @feonixmobility

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Questions?

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