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
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
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

<table>
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<th>Transportation Gaps</th>
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<td><strong>Organization &amp; Program</strong></td>
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<td>ACCESS TO JOBS</td>
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<td>MAKE THE RIDE HAPPEN</td>
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East Central Wisconsin Regional Planning Commission

ECWRPC

Feonix MOBILITY RISING
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?

Who are we solving it for?

What is the best solution to the problem?

Observations & Interviews:
Studying users in their native environment in order to get first-hand accounts of users’ experiences and problems.

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

Rapid Prototyping & Design Assessments:
Creating multiple design ideas and assessing with end-users in order to validate design prior to investing in development.

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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 full-time 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
Stage 1: Digital Phone Book – Comfortable Being Listed in Technology with Service Hours, Geo-Fenced Service Area, and Rates with a “Call for Details”

Stage 2: Request Trip Online/In App – Fare Collection in Vehicle with Email Request / Dashboard

Stage 3: Request & Pay for Trip Online/In App with Email Request / Dashboard

Stage 4: Request & Pay Online/In App with Ride Scheduling Technology

Stage 5: Request & Pay Online/In App with Ride Scheduling & Driver Tracking in Real Time
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
Easy-to-use online form builder for every business.

Create online forms and publish them. Get an email for each response. Collect data.
Review

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Questions?

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