



MOBILITY RISING

Feonix Michigan Mobility Wallet Challenge

Overview

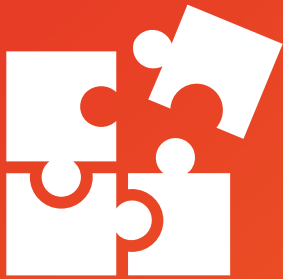
February 13, 2025



OUR MISSION

Mobility solutions for the *health and wellbeing* of every person in every community.

THE PROBLEM



The fragmented labyrinth of resources, policies, and programs for transportation is **not working for those who rely on it the most.**

Transportation to Support Health Equity

A photograph of three business professionals in a modern office setting. A man in a blue shirt is standing and gesturing with his hands, while a woman in a black dress and another woman in a light-colored dress are seated at a table, looking towards him.

**Economic
Stability**

A photograph of a white van parked on a paved surface outdoors. The background shows green trees and a clear sky.

**Neighborhood
& Physical
Environment**

A photograph of a young girl with dark hair tied back, sitting at a desk in a classroom. She is looking towards the camera with a slight smile.

Education

A close-up photograph of a young child's face. The child has dark hair and is resting their chin on their hand, looking directly at the camera.

**Healthy
Food**

A photograph showing several hands of different skin tones joined together in a circle, symbolizing community and support.

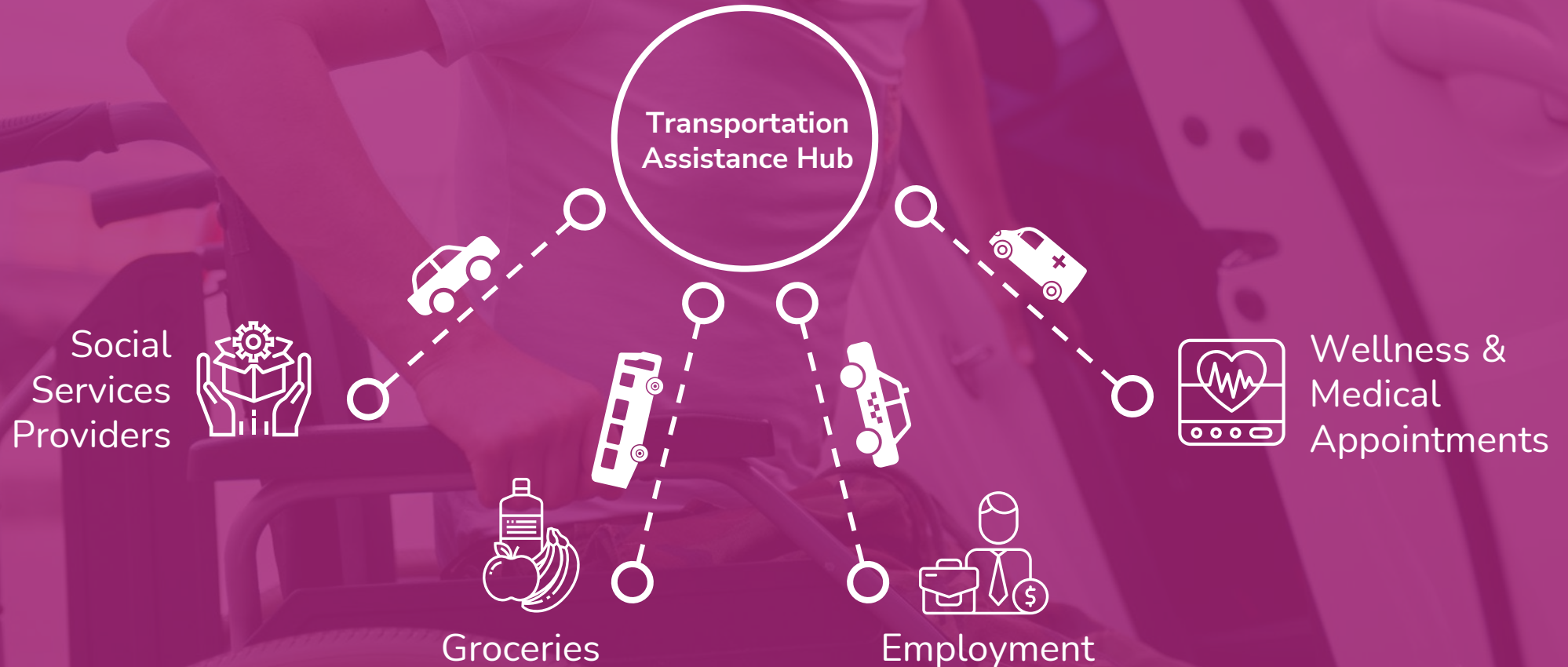
**Community
& Social
Support**

A photograph of a healthcare professional in a blue uniform examining a young child. A woman is holding the child, and another person is visible in the background.

Healthcare

Transportation Assistance Hubs

Enable Mobility for all Social Determinants of Health



Feonix Solution: Transportation Assistance Hub



Staffing

Community Development Manager
Mobility Navigator
Sustainability Outreach



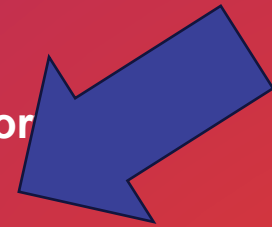
Community Support

Mobility Leadership Circle
Transportation Directory
Transportation Subsidy Library



Technology

Community Operations Support
MaaS Technology
Mobility Wallet



Capacity

Local Transportation Providers
- Public, Private, & Public Transit
Volunteer Drivers

Project Overview



Deploy advanced Mobility Wallet Technology to address transportation insecurity for Veterans and Michigan Families currently living in poverty.

Project Deployment Across 3 Locations/Regions:

1. Wayne County (Urban – Detroit)
2. Kent County (Grand Rapids – Urban/Rural)
3. Jackson, Hillsdale, & Lenawee Counties (Rural)



Timeline – April 2023 – January 2025



Planning



**Technology
Development &
Implementation**



**Ride Demonstration
Phase 1 Begins – Veterans**



**Demonstration
Phase 2 Begins –
Households @ 200% FPL**



April-May

June - July

August – December

January - December

Project Development Partners



SKEDGO



MENLO
innovations

MOCAFI

SUNDBERG FERAR
PRODUCT INNOVATION STUDIO



MICHIGAN STATE
UNIVERSITY

MS
METRO
STRATEGIES, Inc.

M UNIVERSITY OF
MICHIGAN

Wayne County Transportation Partners



Leesa J Transportation LLC

Jackson/Hillsdale/Lenawee County Transportation Partners



Uber



- Dial A Ride Hillsdale
- LBU transportation
- Feonix - Jackson Volunteers
- Midwest Transport
- Prime Transportation



Kent County Transportation Partners



Technology Deployment - Current Status & Path Forward



Live in App Store

- “Catch a Ride” by Feonix - Mobility Rising

Rolling Out Provider Integration in 3 Phases

- August 2023 - Beta - Go-Live
- October 2023 - Phase 1
- January 2024 - Phase 2

Wallet Technology

- Invoice for Wallet Assigned in App - Live
- MoCaFi Mastercard Debit Card – Finalizing Details

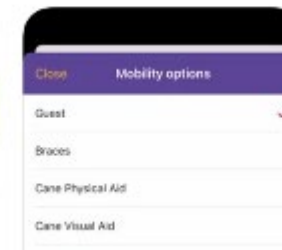
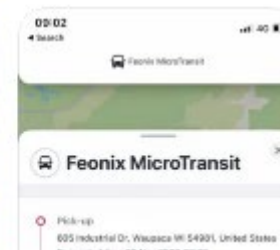
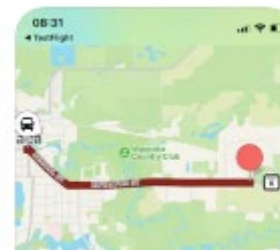
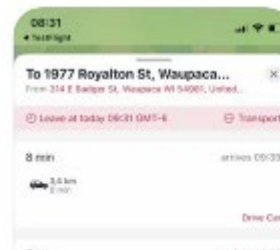
Data Analytics & Mapping



Catch a Ride 4+
Feonix - Mobility Rising
Free

SKEDGO

iPhone Screenshots



Michigan
Catch-a-Ride





Mobility Wallet Accessibility Testing & QA





EXIT



17TH
ANNIVERSARY
GREEKTOWN

Expanding Awareness in Health Equity & Accessibility

Our mission is to expand mobility solutions for the health and wellbeing of every person in every community. Please find below content that we've put together independently or with our partners.

Feonix
MOBILITY RISING

MOBILITY IN HEALTHCARE
AN ENGINE FOR EQUITY AND SAVINGS

Feonix - Mobility Rising White Paper
Authors: Valerie Lefler and Nicole Lim

feonixmobilityrising.org

7 RECOMMENDED STEPS
to Making Transit Technology
Accessible for All

Insights from the MI Ride Paratransit Project in Southeast Michigan
Author Valerie Lefler, Founder & Executive Director, Feonix - Mobility Rising

5 KEY FACTORS to Consider
in Cross-Agency Ride Coordination
with Technology Integration

Insights from the MI Ride Paratransit Project in Southeast Michigan
Author Valerie Lefler, Founder & Executive Director, Feonix - Mobility Rising

Feonix Solution: Transportation Assistance Hub



Staffing

Community Development Manager
Mobility Navigator
Fundraiser



Technology

Community Operations Support Center
MaaS Technology
Mobility Wallet



Community Support

Mobility Leadership Circle
Transportation Directory
Transportation Subsidy Library



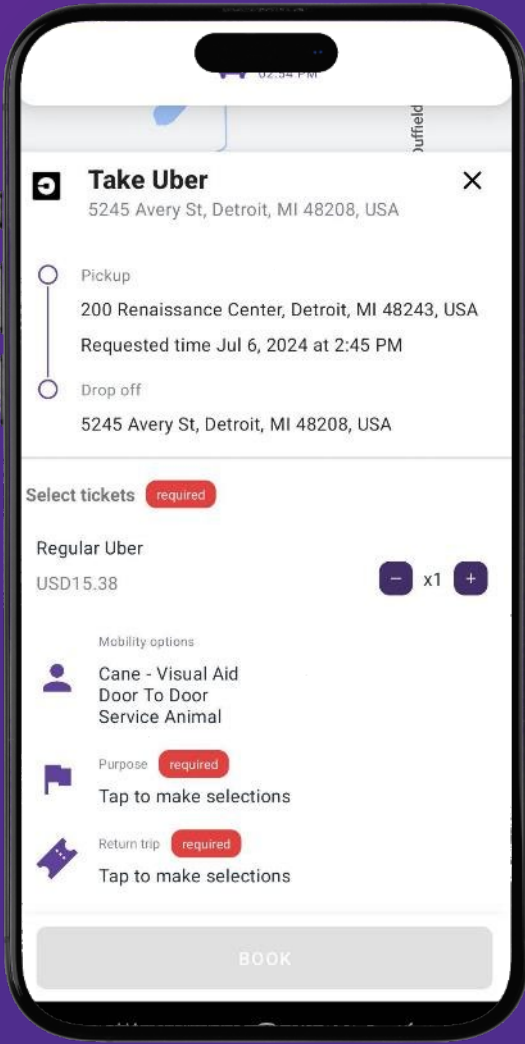
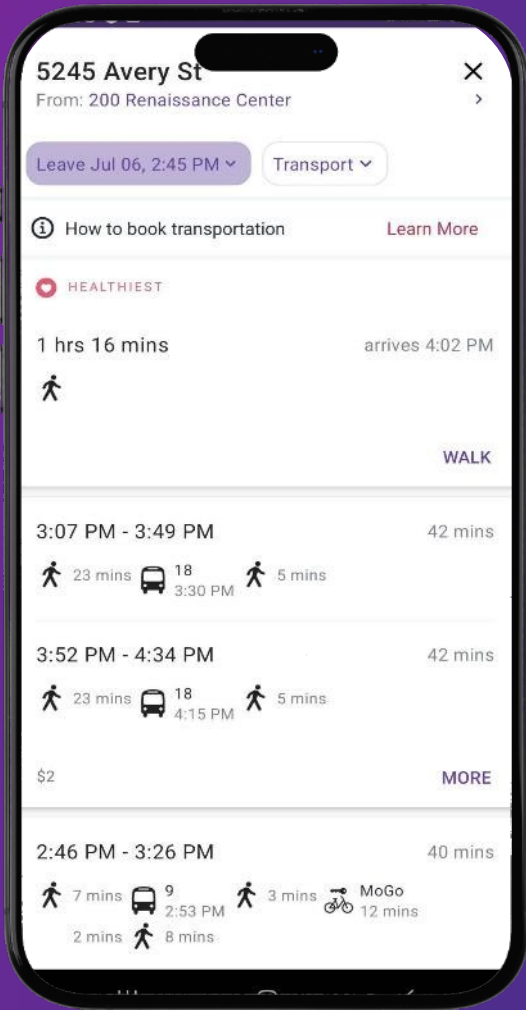
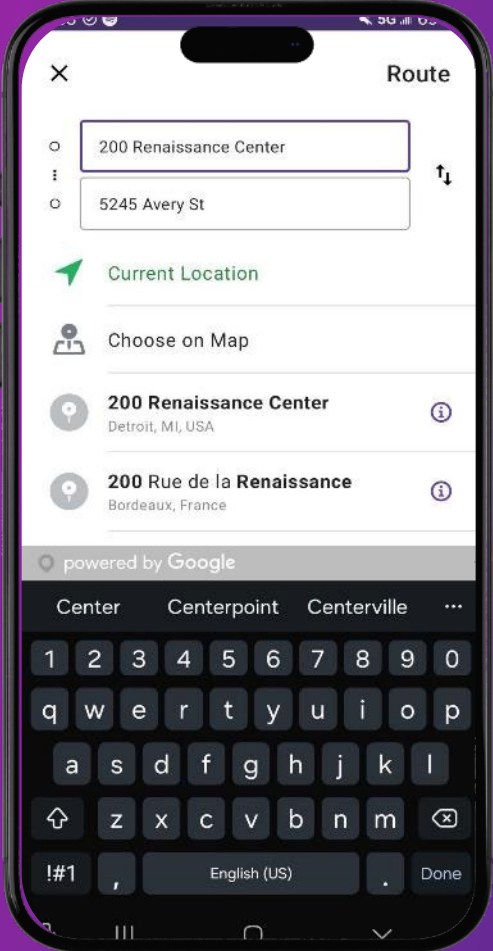
Capacity

Local Transportation Providers
- Public, Private, & Public Transit
Volunteer Drivers

Mobility as a Service



Accessible App Technology



Community Booking Account – “One Stop Shop”



VL Valerie Lefler
Phoenix Admin

+ Create Booking

Irip

Bookings

Sun 26

Depart ↑	Arrive	User	Client App	Status	From	To	Round Trip	Service
11:30 AM (GMT-5)	11:35 AM	Chewbacca Kashyyyk	Michigan Staging	Standby	Meijer, East Michigan Avenue, Jackson, MI, USA	Jackson Urgent Care Clinic, East Michigan Avenue, Jackson, MI, USA		Key Oppc

Mon 27

Depart ↑	Arrive	User	Client App	Status	From	To	Round Trip	Service
9:00 AM (GMT-5)	9:05 AM	Chewbacca Kashyyyk	Michigan Staging	Standby	Henry Ford Jackson Hospital, North East Avenue, Jackson, MI, USA	James J. Keeley Park, West Ganson Street, Jackson, MI, USA		LBU Taxi
9:00 AM (GMT-5)	9:05 AM	Chewbacca Kashyyyk	Michigan Staging	User Canceled	Henry Ford Jackson Hospital, North East Avenue, Jackson, MI, USA	James J. Keeley Park, West Ganson Street, Jackson, MI, USA		LBU Taxi

Tue 28

Depart ↑	Arrive	User	Client App	Status	From	To	Round	Service
----------	--------	------	------------	--------	------	----	-------	---------

Catch a Ride staging

All Apps

All Departments

Search by id

▼ Bookings

All

Next

Price Change Requests

Tickets

Rider Users

Mobility Wallets

► Settings

[Cancellation Policy](#)

[Trip Status Definitions](#)

[Terms of Service](#)

Invoiced Monthly for All Trips Provided

Create Booking

For EHMSS - Life Choices

Michigan

EHMSS - Life Choices

Bookings

All

Next

Charge

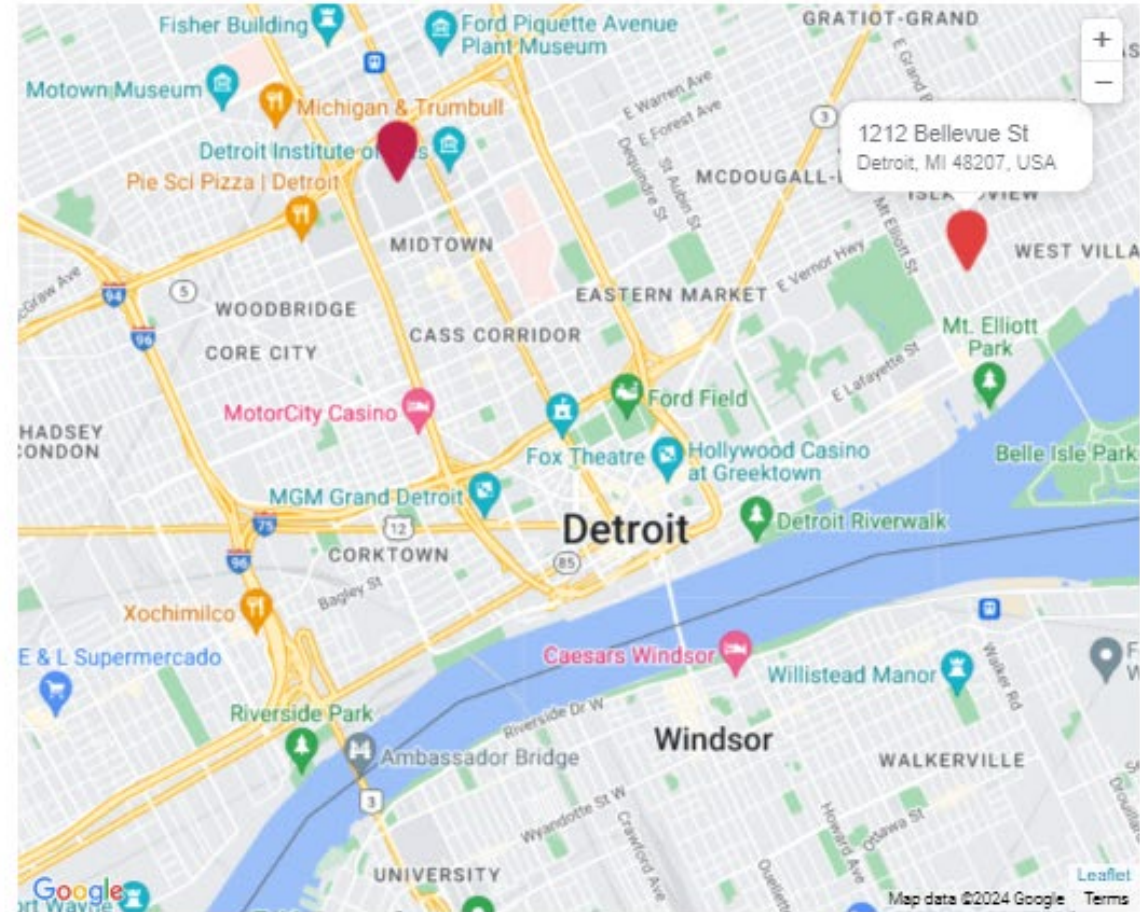
Users

Mobility bundles

From 5294 Cass Ave

To 1212 Bellevue St

Time pick up 03/19/2024 01:13 PM



Cancel

Calculate trips

Multiple Transportation Provider Options

- Volunteer
- Public Transit
- Ride Share
- NEMT
- Accessible & Door to Door Services

[Users](#) > [Test Rider](#) >

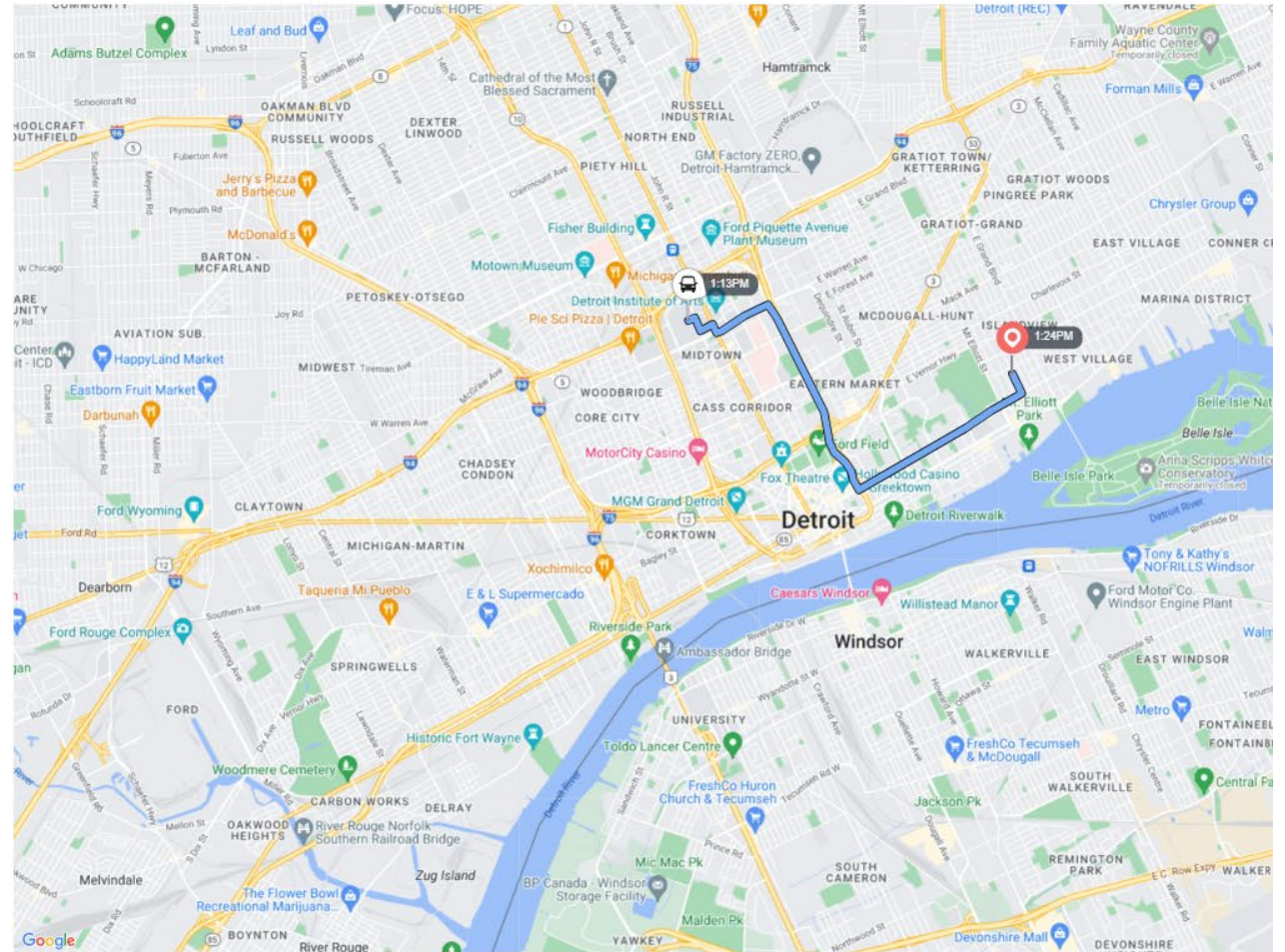
Create Booking

For EHMS - Life Choices

11min	arrives 1:24PM	
Detroit - Volunteers 4 3/4 miles		Details
\$12		
Uber Detroit 4 3/4 miles		Details
\$14		
Care On Wheels 4 3/4 miles		Details
\$53		
Loving Touch 4 3/4 miles		Details
\$60		
Ready Ride Transportation LLC 4 3/4 miles		Details
\$89		
Ride your Way 4 3/4 miles		Details
\$515		

[Back to query](#)

[Book trip](#)



Flexible Payment Options

- Credit Card
- Invoice
- Mobility Wallet
“Assigned Budget”




All > Create Booking


For EHMSS - Life Choices



Select payment method

Existing | New card

 Balance USD8889.61

 Invoice to EHMSS - Life Choices ▾

[Edit Cards](#)

Price	USD16.49
New Balance	USD8873.12

Back

Purchase

Mobility Wallet “Person Centered Mobility”


*Example of
Mobility Wallet
that has Multiple
Transportation
Providers Across
Several Counties*

Mobility Wallets >

Perinatal & Infant Health - High Risk Wrap Around Support

0 Users · Active







SPONSOR IMAGE



MICHIGAN MEDICINE
UNIVERSITY OF MICHIGAN

Michigan Medicine

*Token Transit = SMART &
DDOT Public Transit Pass*

Transport Mode	Discount	Reward points per dollar spent	Offer description
 Token Transit	0%	0	
 Uber	0%	0	
 The Wave	0%	0	
 People's Express	0%	0	
 Gemini	0%	0	
 Loving Touch	0%	0	

Subscription Duration	Subscription fee	Subscribers	Activation status
Monthly	\$0	Current: 0 Upcoming: 0	Activated

Ride United - Public Transit Pass

0 users · Active

DESCRIPTION

Sponsored by: United Way for Southeastern Michigan and Detroit Works!

SPONSOR IMAGE



Ride United - Public Transit Pass

Transport Mode	Discount	Reward points per dollar spent	Offer description
----------------	----------	--------------------------------	-------------------

Token Transit	0%	0	
---------------	----	---	--

Subscription duration	Subscription fee	Subscribers	Activation status
-----------------------	------------------	-------------	-------------------

Monthly	\$0	Current: 0 Upcoming: 0	Activated
---------	-----	---------------------------	-----------

Group by

Export data

Mastercard Mobility Wallets & MoCaFi Partnership



Providing a seamless mobility experience. “EBT
Card of Transportation”



Trip date

1/1/2024
12/31/2024

Area

All

Provider

All

Subcounty from

All

Subcounty to

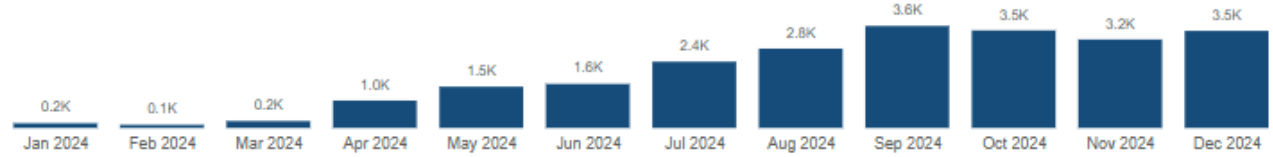
All

23,449
of trips

1149
of unique users

20.41
of trips per user

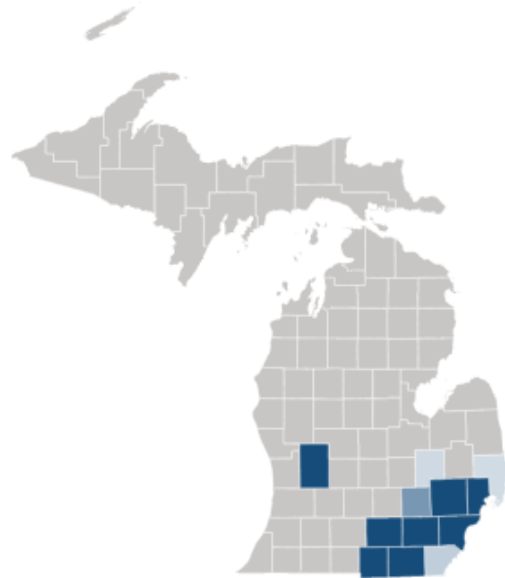
Amount of trips over time



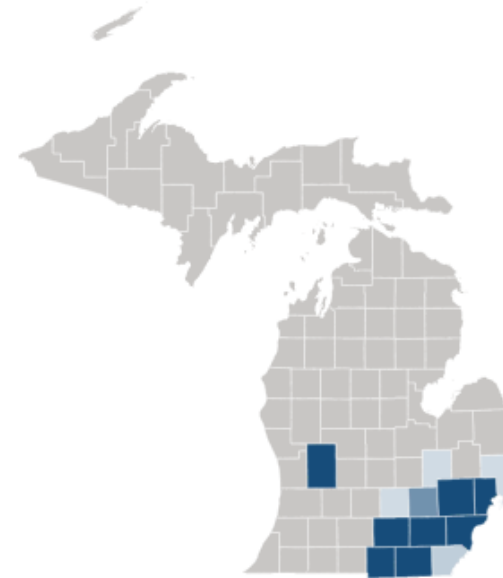
Top 10 origin subcounties

Trips	County subdivision origin
7324	Detroit
3079	Ann Arbor
3008	Ypsilanti
1463	Pittsfield
697	Superior
670	Grand Rapids
431	Scio
424	Adrian
314	Dearborn
305	Southfield

Trip origins (County division)



Trip destinations (County division)



Top 10 destination subcounties

Trips	County subdivision destination
7213	Detroit
3134	Ann Arbor
3021	Ypsilanti
1438	Pittsfield
678	Superior
645	Grand Rapids
437	Adrian
436	Scio
303	Dearborn
303	Southfield

Back





Trip date

1/1/2024

12/31/2024

Area

Michigan

Provider

All

Subcounty from

All

Subcounty to

All

23,449

of trips

1149

of unique users

75

of providers

\$611,245

Total costs of trips

Returning visitors

show values as #:



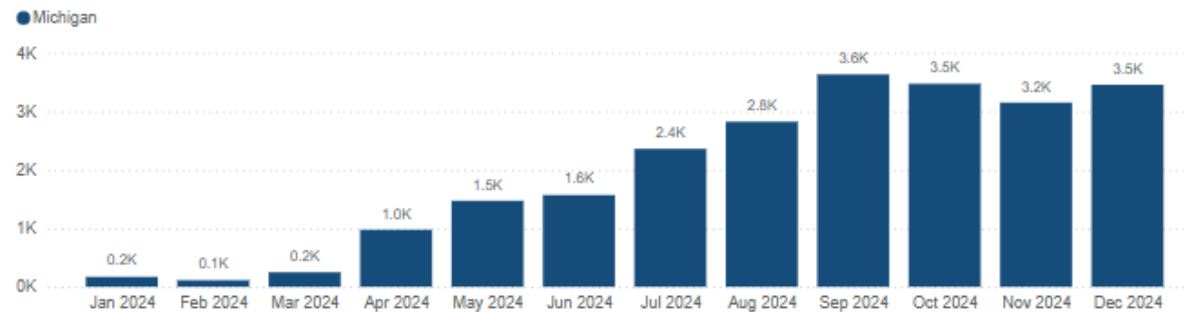
40 %

new users in last 3 months.

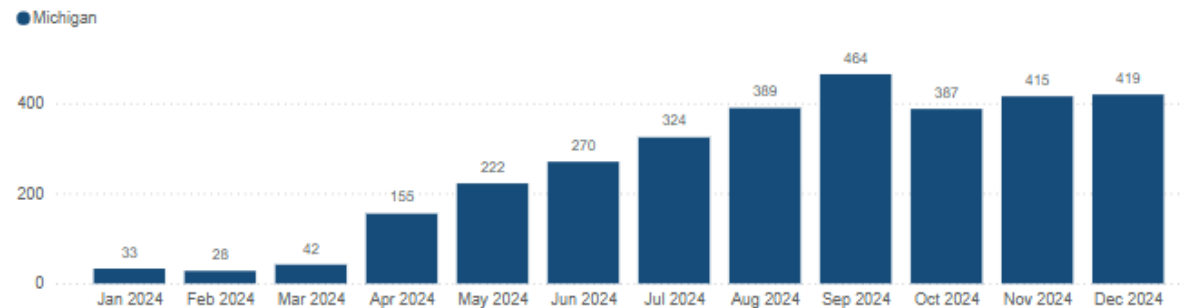
20 %

users with more than 10 bookings in last 1 months.

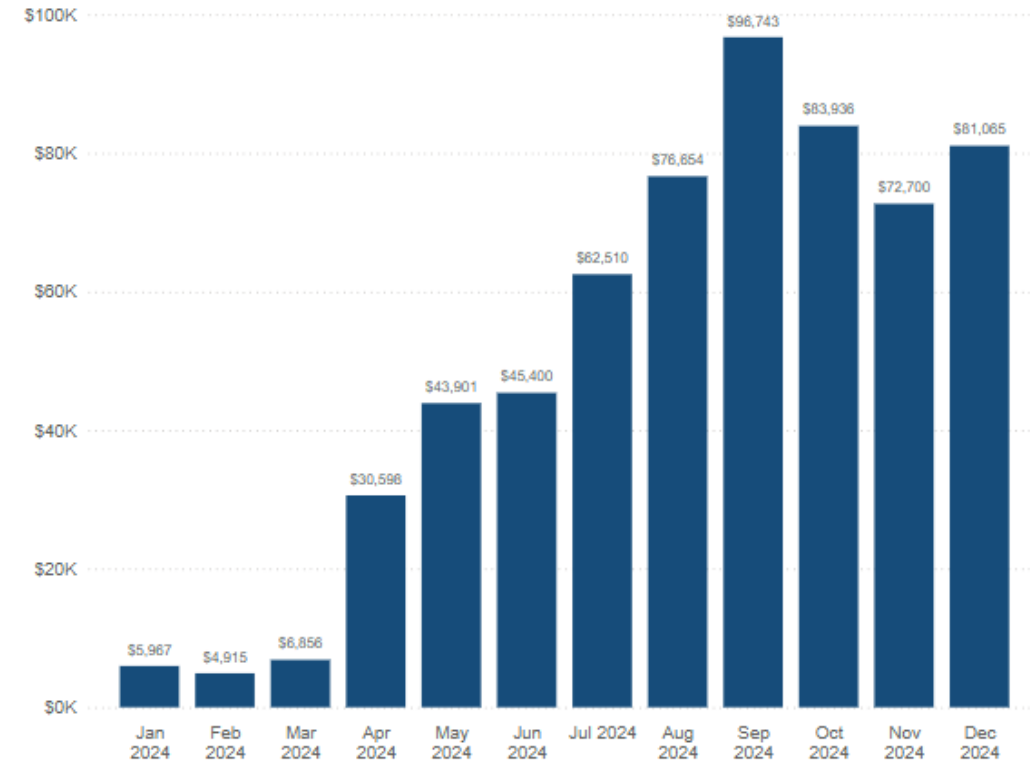
Trips over time



Unique users over time



Monthly trip costs (in USD)





Trip date

1/1/2024

12/31/2024

Area

Michigan

Provider

All

Subcounty from

All

Subcounty to

All

23,449

of trips

1149

of unique users

20.41

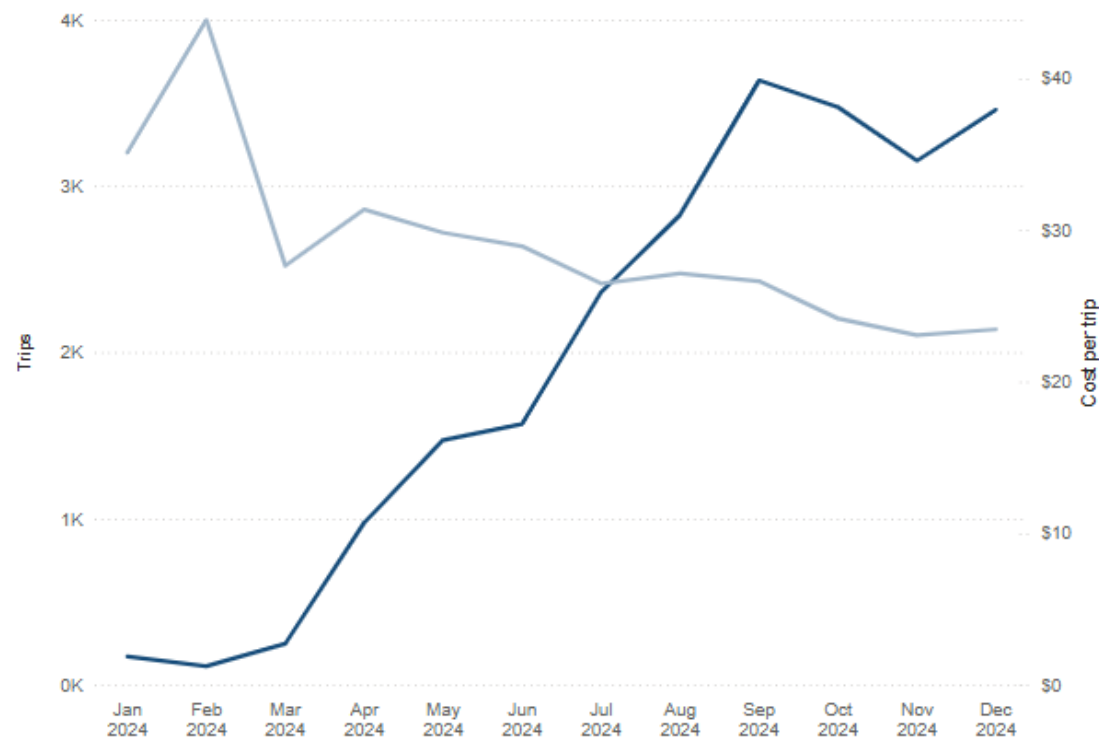
of trips per user

\$26.07

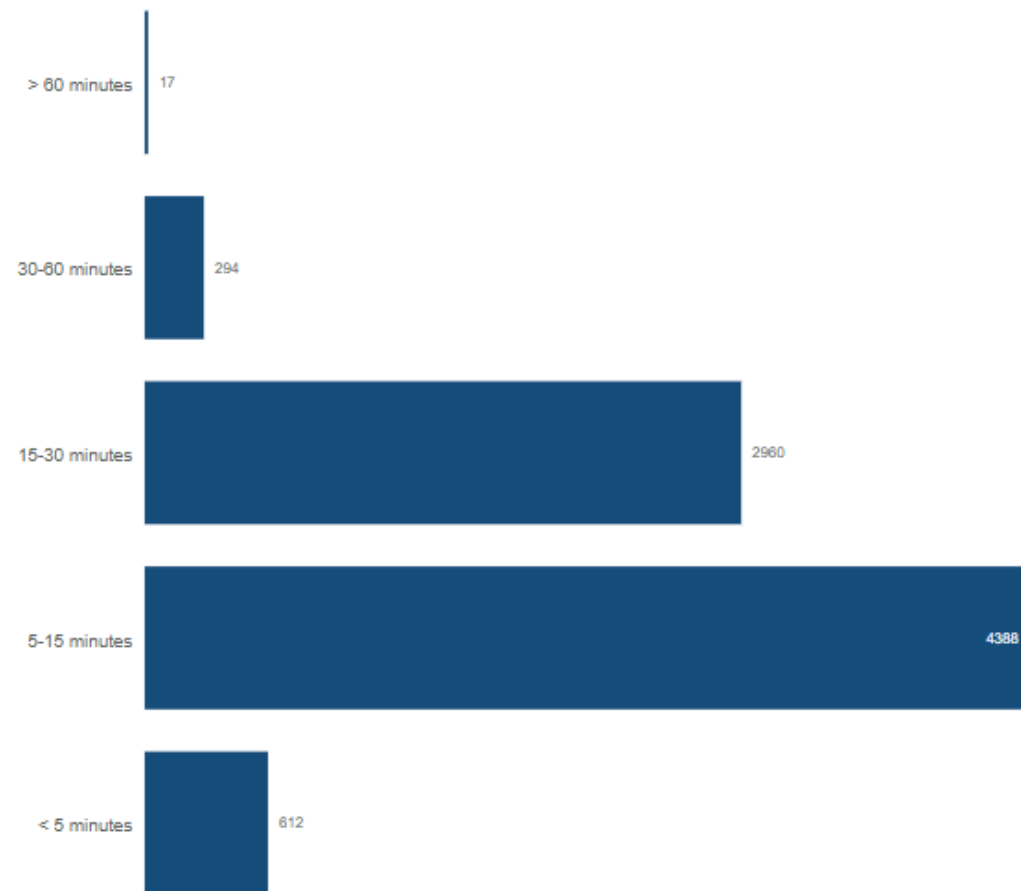
Avg. cost per trip

Trips and Costs over time

● # of trips ● Cost per trip



Trip duration distribution



Mobility Wallet Working Group



Working Group Goal - Provide Leadership & Guidance for the Technology/Mobility Wallet User Experience, Data, & Funding Allocated within the Wallet



NAVY LEAGUE OF THE UNITED STATES
CITIZENS IN SUPPORT OF SEA SERVICES



VA HEALTH CARE | Defining **EXCELLENCE** in the 21st Century
Ann Arbor ♦ Flint ♦ Jackson ♦ Toledo

 **DisabilityAdvocates**

HOPE NETWORK

 **MICHIGAN WORKS!**
SOUTHEAST

 **Kent County Essential Needs Task Force**

 **The Welcome Home Organization (WHO)**

Mobility Wallet “Eligibility” Jan 2024



2023 Income Poverty Guidelines (200%)		
Family Size	Annual	Monthly
1	\$29,160	\$2,430
2	\$39,440	\$3,287
3	\$49,720	\$4,143
4	\$60,000	\$5,000
5	\$70,280	\$5,857
6	\$80,560	\$6,713
7	\$90,840	\$7,570
8	\$101,120	\$8,427
Each Additional Person	\$10,280	\$857

Must have income 0- 200% of Poverty Guideline OR Participate in at least one of the following:

- Medicaid
- Supplemental Nutrition Assistance Program (SNAP)
- Supplemental Security Income (SSI)
- Federal Public Housing Assistance
- Tribal Eligibility Programs (and living on federally-recognized Tribal lands), or
- Veterans Pension or Survivors Pension Program
- TANF

Veteran Funding by Region

Veterans	Wallet Allocation	Total # Individuals Served
Kent County	\$23,142	34
Jackson/Lenawee/Hillsdale	\$14,768	53
Wayne	\$62,090	120

FREE TRANSPORTATION FOR VETERANS

If you live in Wayne County come check out
the Michigan Catch-a-Ride program!

We can help you get to:

- » Medical Appointments
- » Picking up Prescriptions
- » Grocery Store
- » Work or Employment Services
- » Social Activities, and more!

Feonix - Mobility Rising and our community partners have come together to provide Veterans funding for rides and a one stop shop for support scheduling and booking rides with local and regional transportation options. Our transportation partners include volunteer drivers, Uber, local transportation providers, and public transportation!



To learn more and sign-up go to:

MichiganMobilityWallet.org

1-800-810-7696

Funding for this program is provided by the Mobility Wallet Challenge grant sponsored by the Michigan Department of Transportation and the Michigan Office of Future Mobility and Electrification.

Funding for Households @ 200% of the FPL

Low Income Households	Wallet Allocation	Total # Individuals Served
Kent County	\$18,286	45
Jackson/Lenawee/Hillsdale	\$10,129	112
Wayne	\$96,585	560



Wayne County Community Referral Partners



Black Family Development, Inc.



Focus:
HOPE

FAN FACE
ADDICTION
NOW
Formerly Families Against Narcotics



STARFISH
FAMILY SERVICES



THE COMMUNITY
BUILDERS

SER
METRO-DETROIT
JOBS FOR PROGRESS, INC.



MICHIGAN
WORKS!

EMPO
WER
MENT
PLAN



MCHS
FAMILY OF SERVICES



*Gracious
Girls*

NIA
Purpose for Life Agency



feonix
MOBILITY RISING

Jackson/Hillsdale/Lenawee County Referral Partners



Helping Hands
Pregnancy Resource Center



Kent County Referral Partners

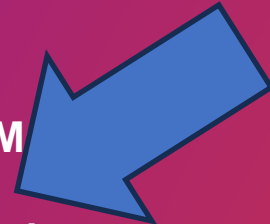


Feonix Solution: Transportation Assistance Hub



Staffing

Community Development M
Mobility Navigator
Sustainability Outreach



Technology

Community Operations Support Center
MaaS Technology
Mobility Wallet



Community Support

Mobility Leadership Circle
Transportation Directory
Transportation Subsidy Library



Capacity

Local Transportation Providers
- Public, Private, & Public Transit
Volunteer Drivers

Mobility Navigator

Individualized Mobility Management

Enhanced Eligibility Criteria for Resources

Expertise & Support Navigating Complete Transportation Ecosystem



Onboarding & Workflow Data Collection



Referral

- Contact Information
- Partner Contact Info

Intake

- MSU Research Pre-Assessment for Impact
- Demographic Info & Mobility Insecurity
- Other Social Determinates of Health Needs

Worksheet

- Transportation Providers Available
- Distance of Rides Needed / Duration Needing Mobility Wallet
- Budget Estimation for Wallet

Check-ins

- Experience with Technology
- Experience with Transportation Provider
- Experience with Call Center

Transportation Security Index



Transportation Security Index (TSI):

A validated, individual-level measure that directly captures the experience of transportation insecurity, regardless of geography or mode of transit (Gould-Werth et al. 2018; Murphy et al. 2021)

<https://poverty.umich.edu/research-funding-opportunities/data-tools/the-transportation-security-index/>

Validated TSI Short-form (6-items)

In the past 30 days, how often did you have to reschedule an appointment because of a problem with transportation?

In the past 30 days, how often did you skip going somewhere because of a problem with transportation?

In the past 30 days, how often were you **not** able to leave the house when you wanted to because of a problem with transportation?

In the past 30 days, how often did you feel bad because you did not have the transportation you needed?

In the past 30 days, how often did you worry about inconveniencing your friends, family, or neighbors because you needed help with transportation?

In the past 30 days, how often did problems with transportation affect your relationships with others?

TSI Score Used to Allocate Mobility Wallet Budget



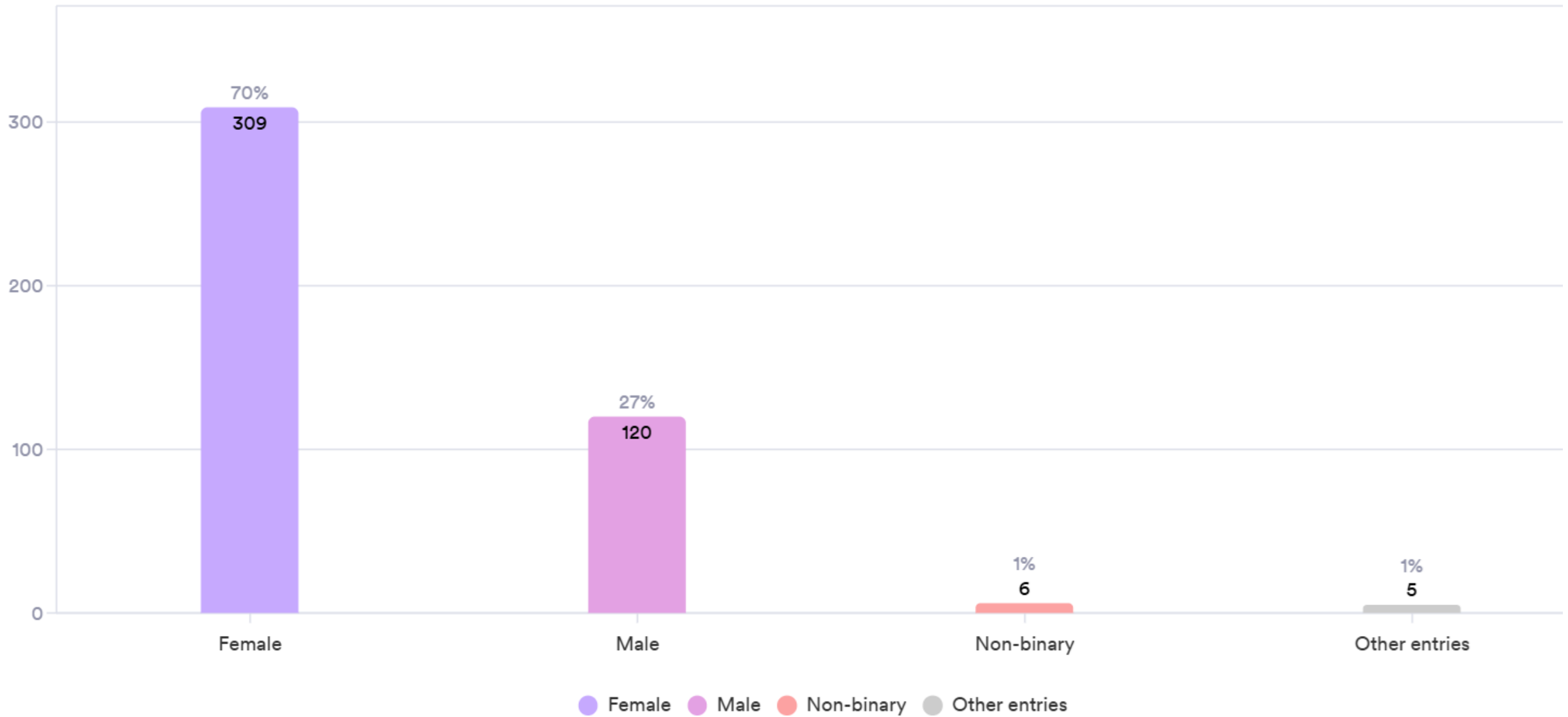
TSI Score		90 Day Wallet	Avg Trip	# Trips	Monthly Trips	Total Trips Per Wallet	Monthly Allocation
Ambulatory							
0-1	Bronze	\$192	\$32.00		2	6	\$64.00
2-5	Silver	\$325	\$32.00	10	3	10	\$108.33
6-7	Gold	\$650	\$32.00	20	7	20	\$216.67
7+	Platinum	\$1,275	\$32.00	40	13	40	\$425.00
Accessible/Door to Door Assistance							
0-1	Bronze	\$900	\$150.00		2	6	\$300.00
2-5	Silver	\$1,500	\$150.00	10	3	10	\$500.00
6-7	Gold	\$2,250	\$150.00	15	5	15	\$750.00
7+	Platinum	\$4,500	\$150.00	30	10	30	\$1,500.00

Intake Survey Participant Insights & Highlights

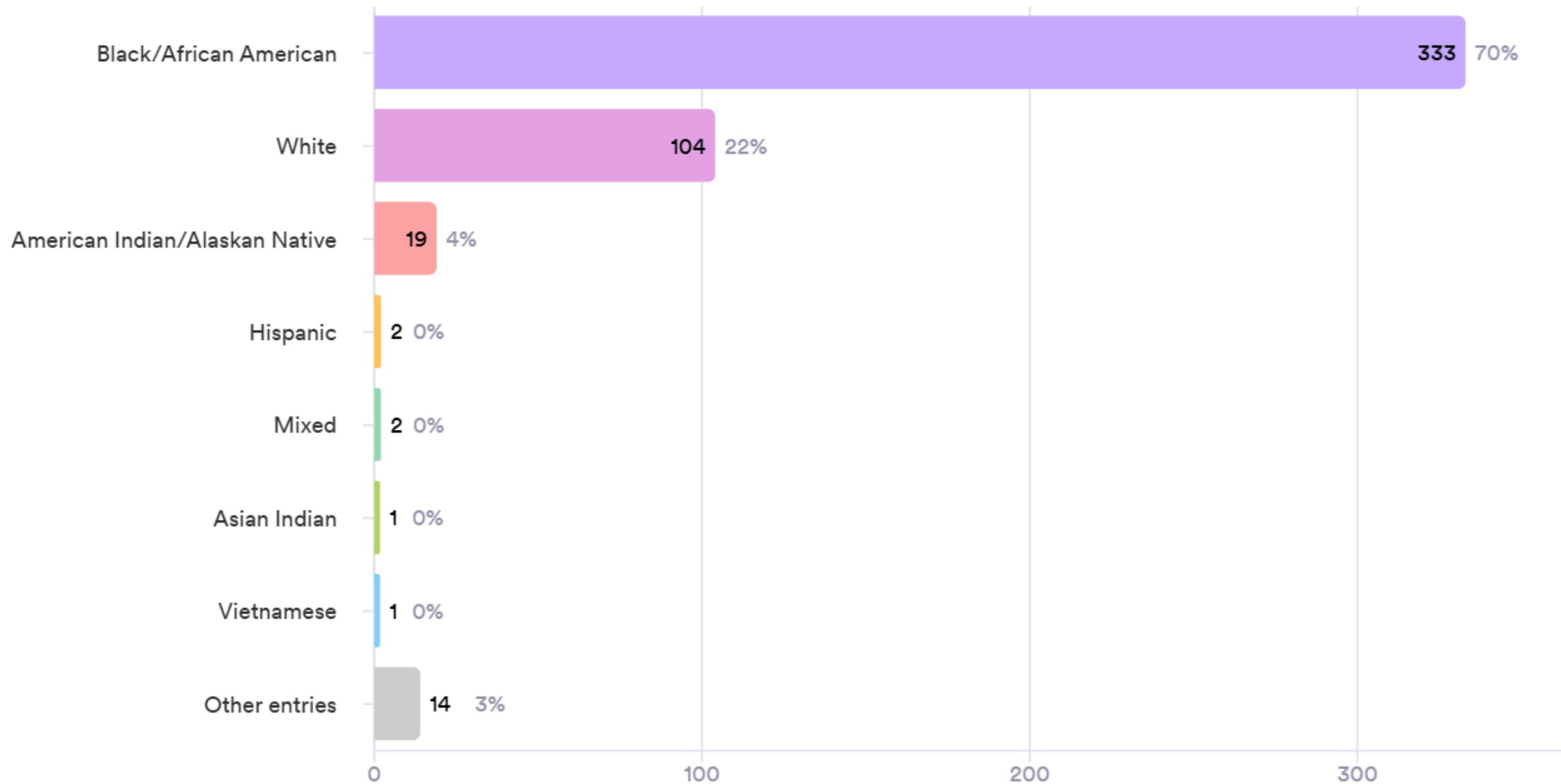
(subset of user data)



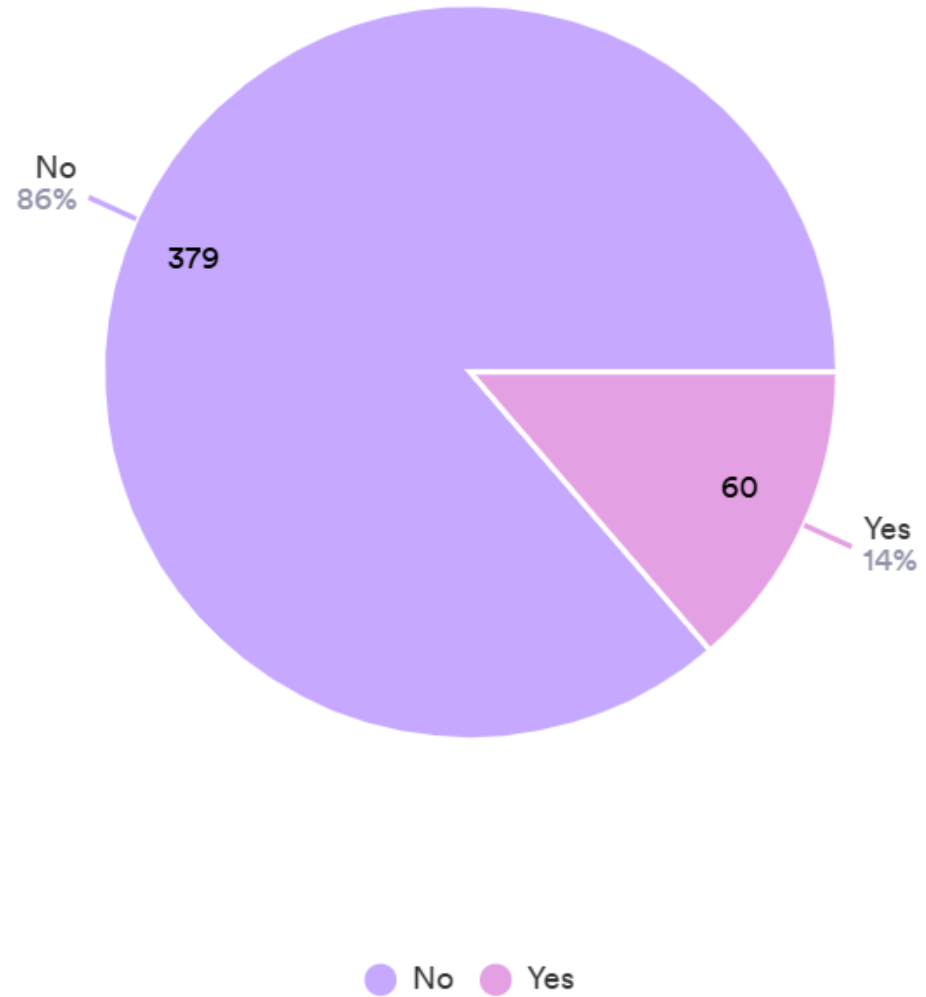
Which one or more of these best describes how you think of your gender?



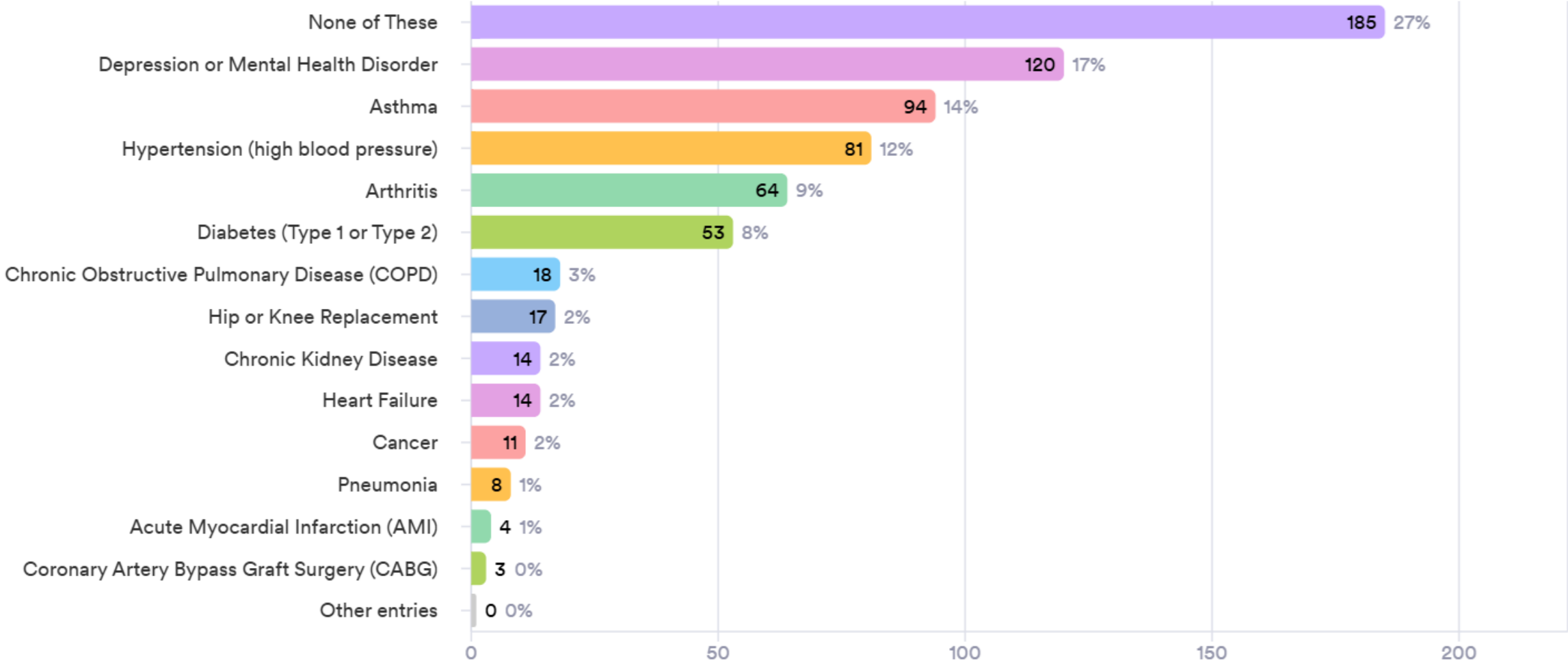
Which one or more of the following would you say is your race?



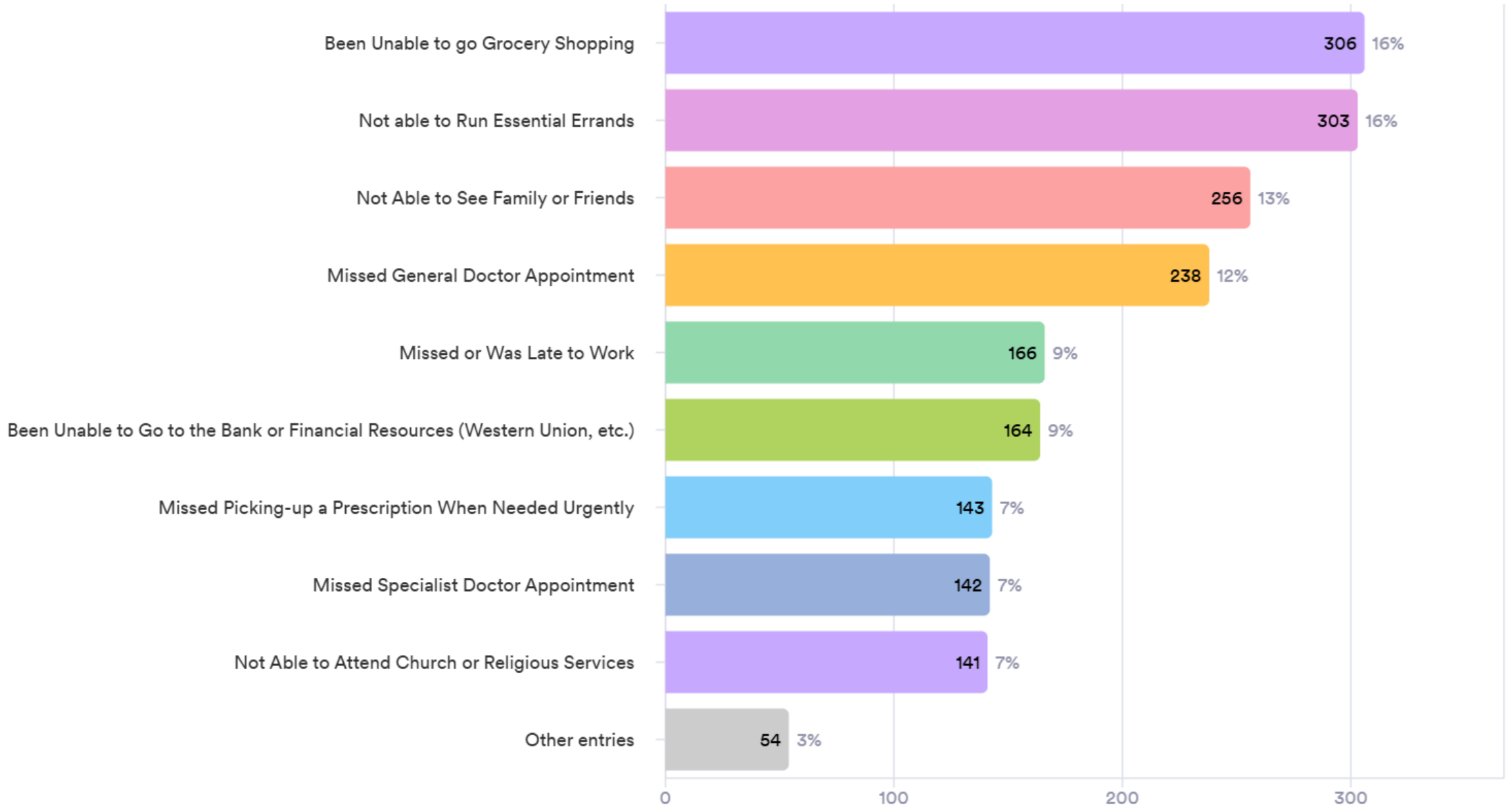
Are you a caregiver to anyone who lives in your household, such as another older adult, grandchild, or adult with a disability?



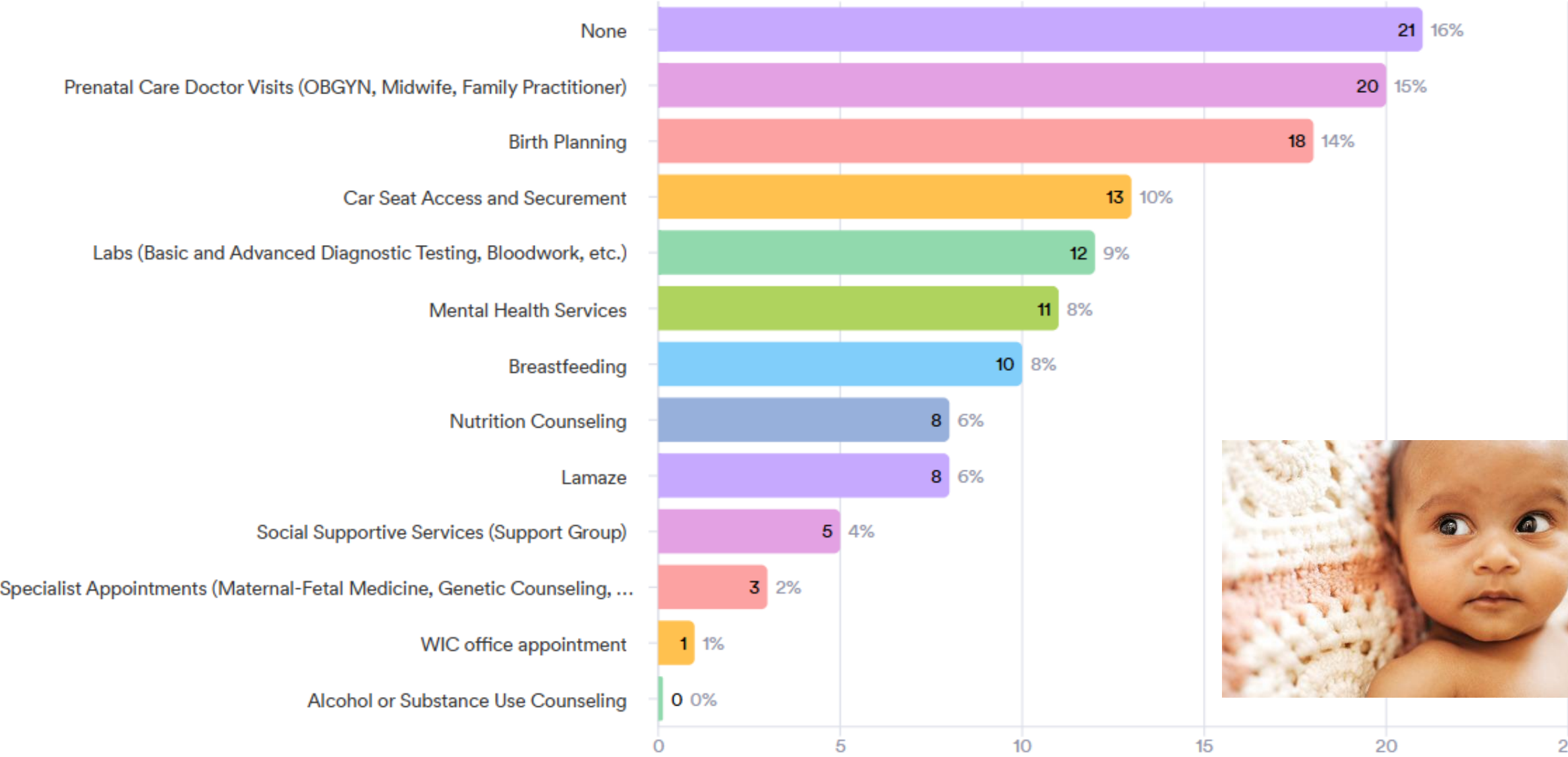
Which of the following chronic diseases or high risk conditions have you been diagnosed with or experienced in the past? Please select all that apply.



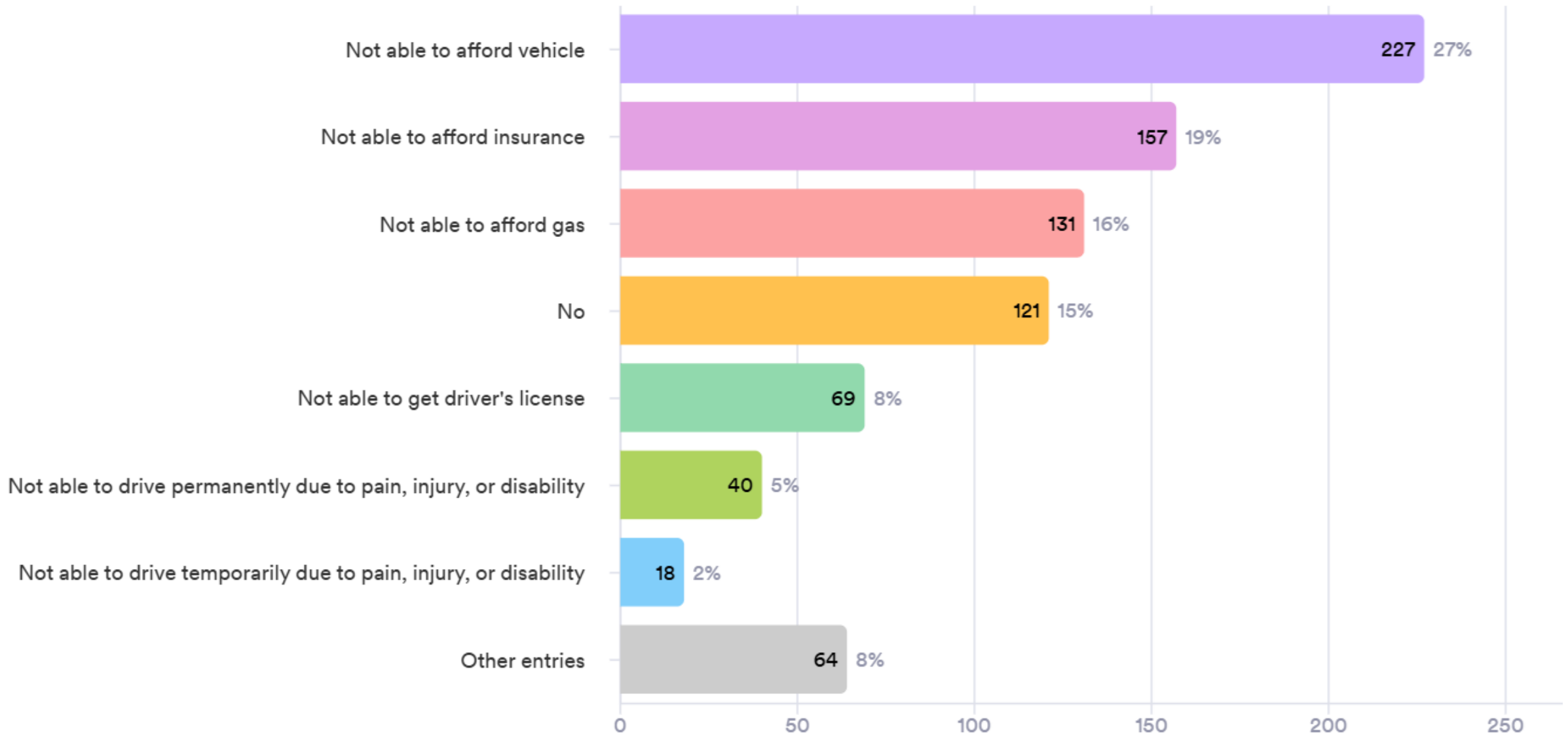
During the past 90 days, which of the following have experienced because you didn't have a way to get there?



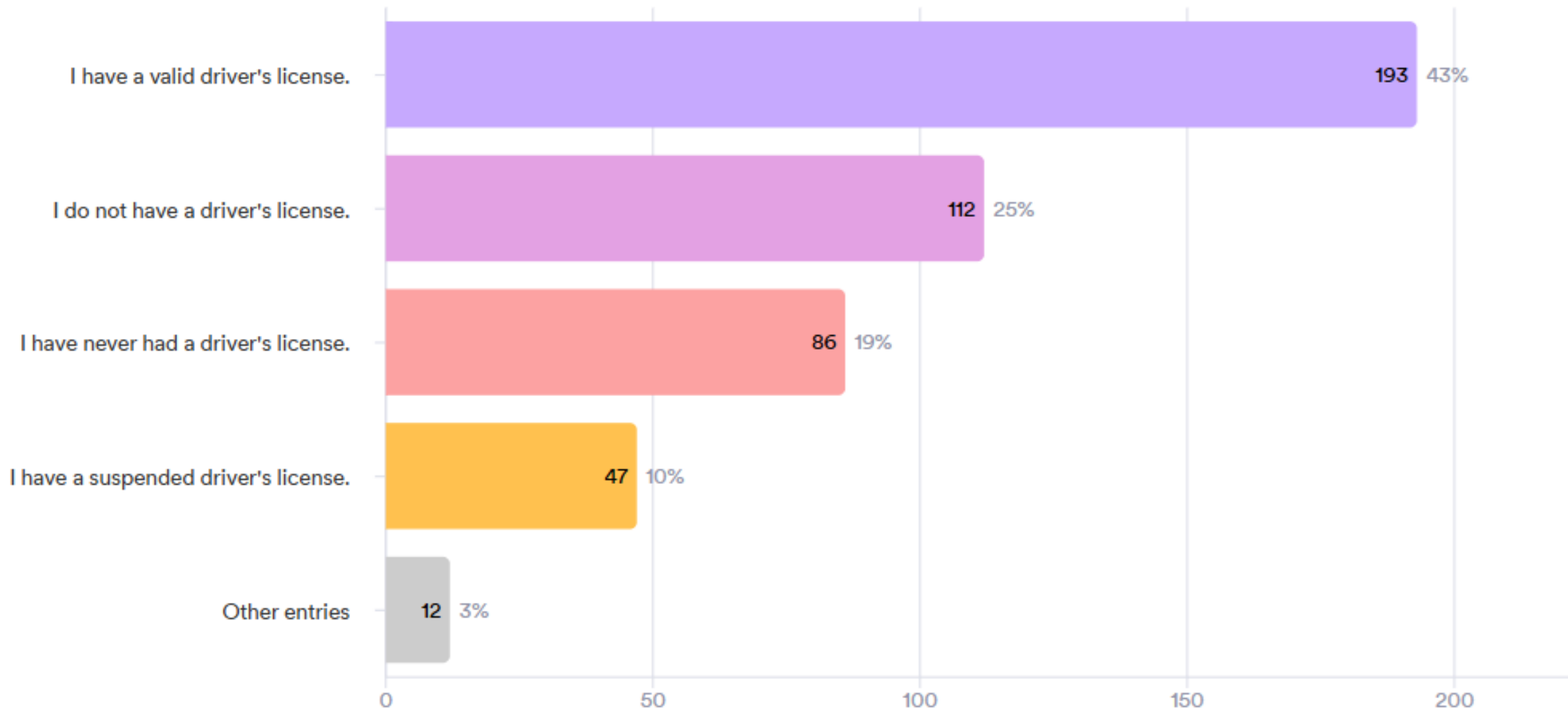
Are you in need of transportation assistance or more information on supportive resources related to your pregnancy or emotional support? If yes, please indicate.



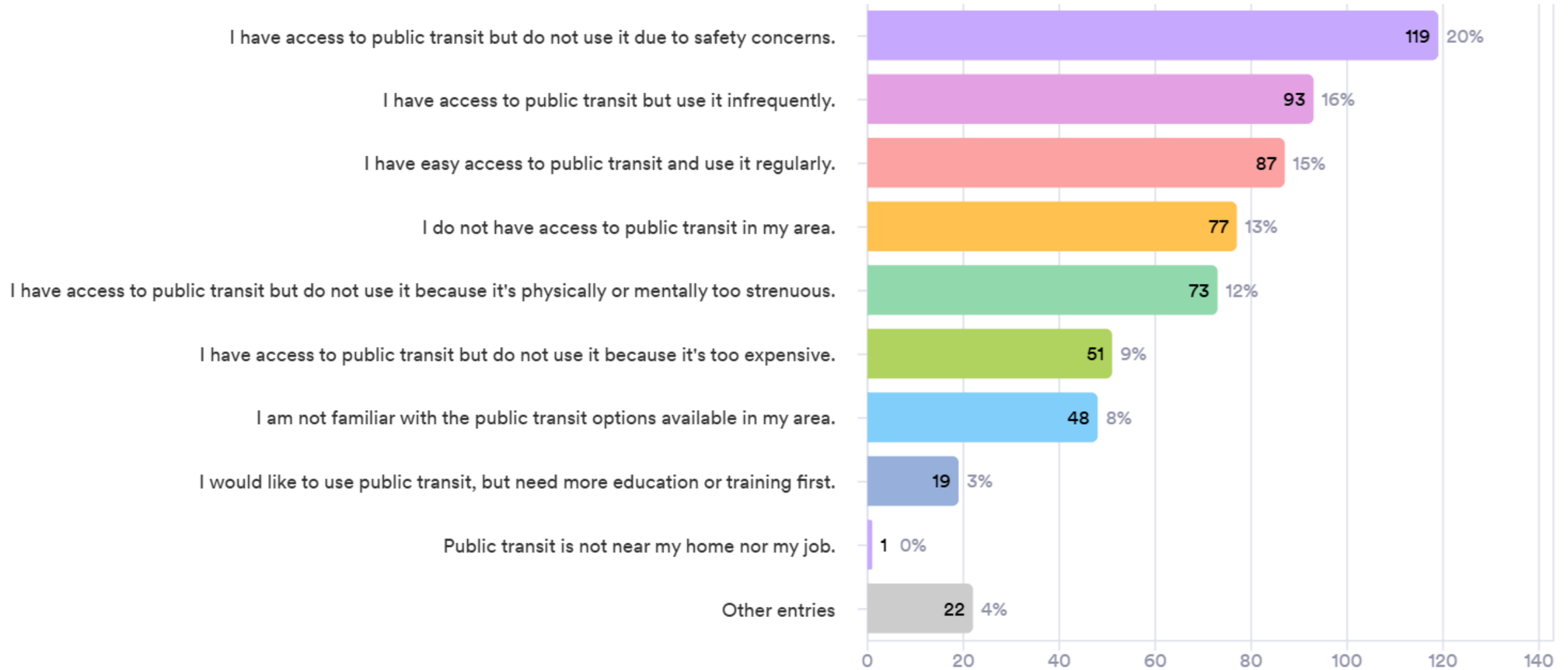
Do you have any personal vehicle transportation barriers?



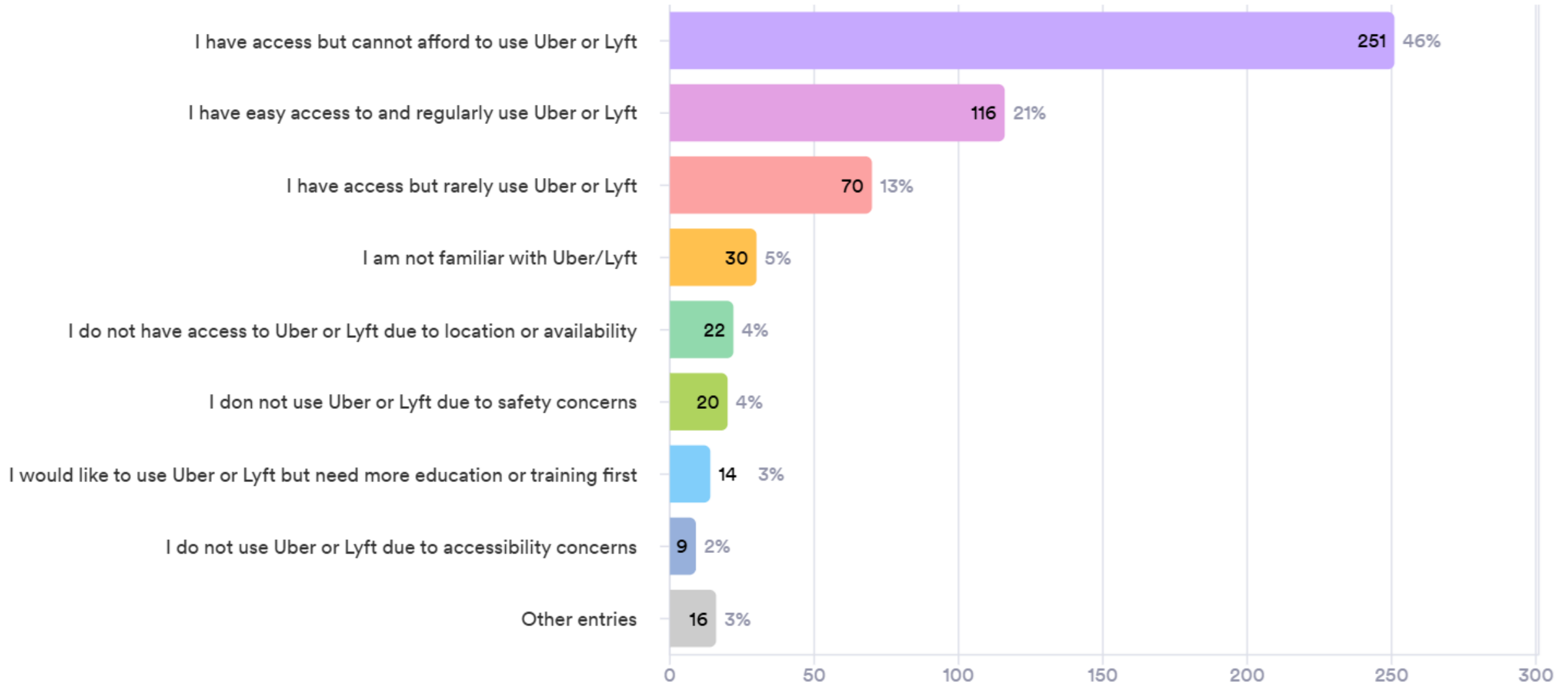
Which of the following best describes your current driver's license status?



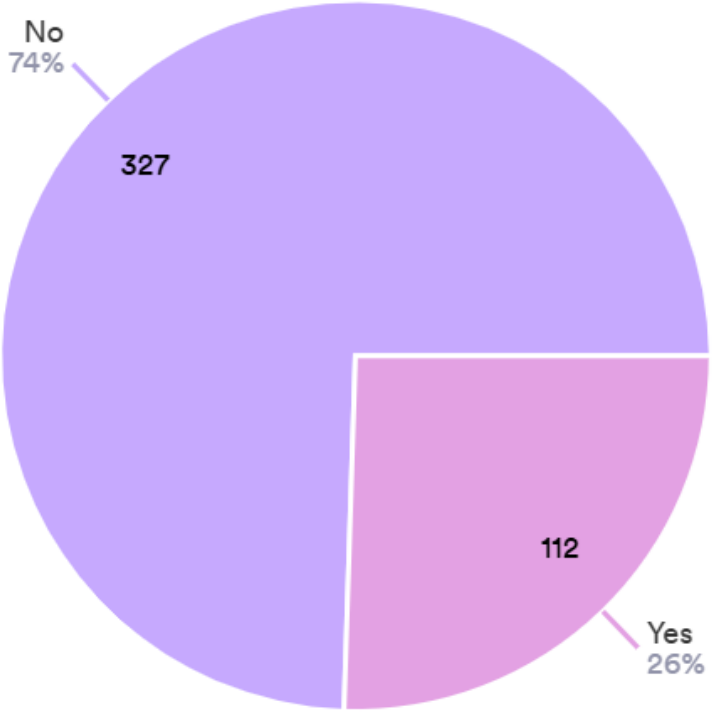
Which of the following options describe your ability to use public transit in your community:



Considering your current situation, which of the following options describes your ability to use ride-sharing services like Uber or Lyft?

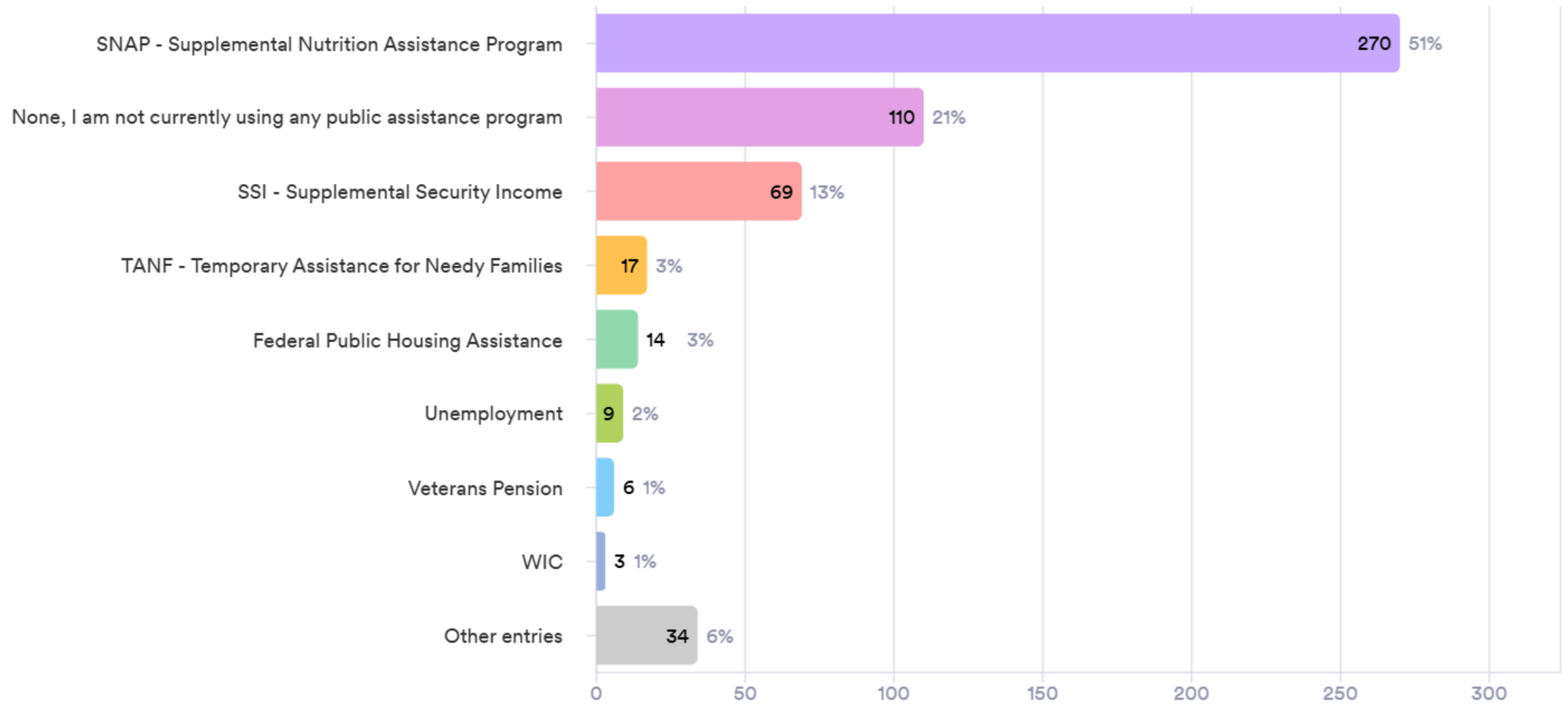


In the past 90 days, have you went to the Emergency Room because you could not get a ride to your regular doctor or urgent care?

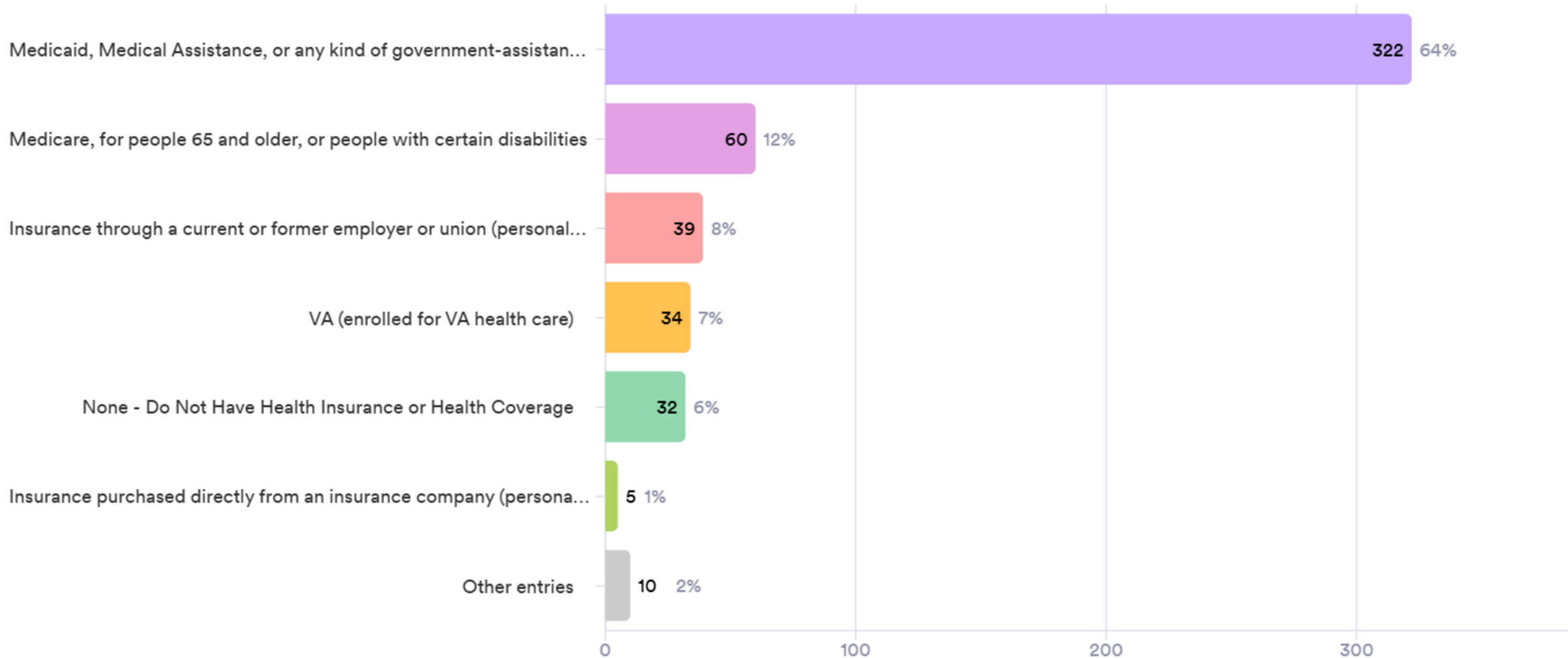


● No ● Yes

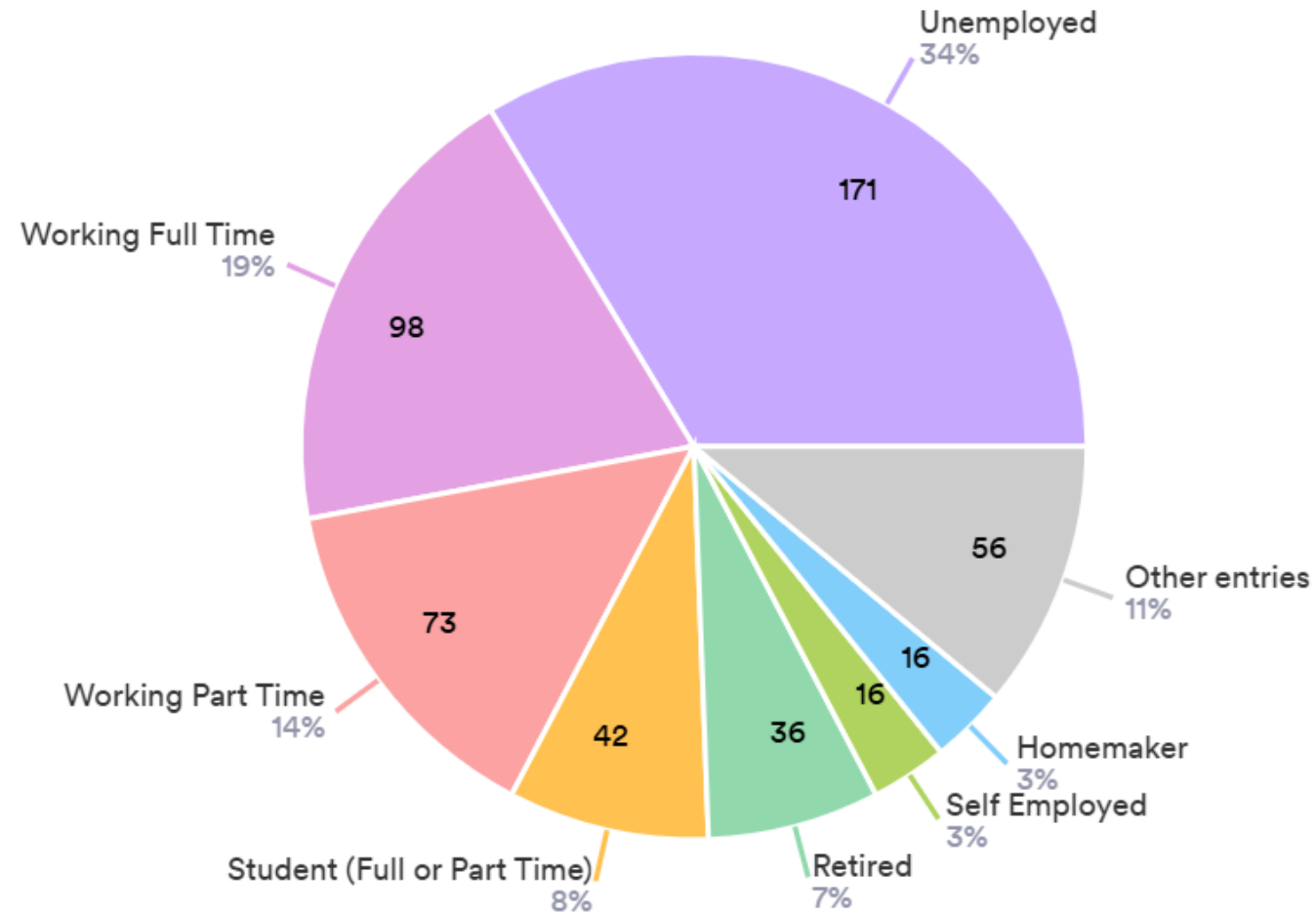
I am going to read you a list of public assistance programs. Please tell me which, if any, of these programs you are currently using:



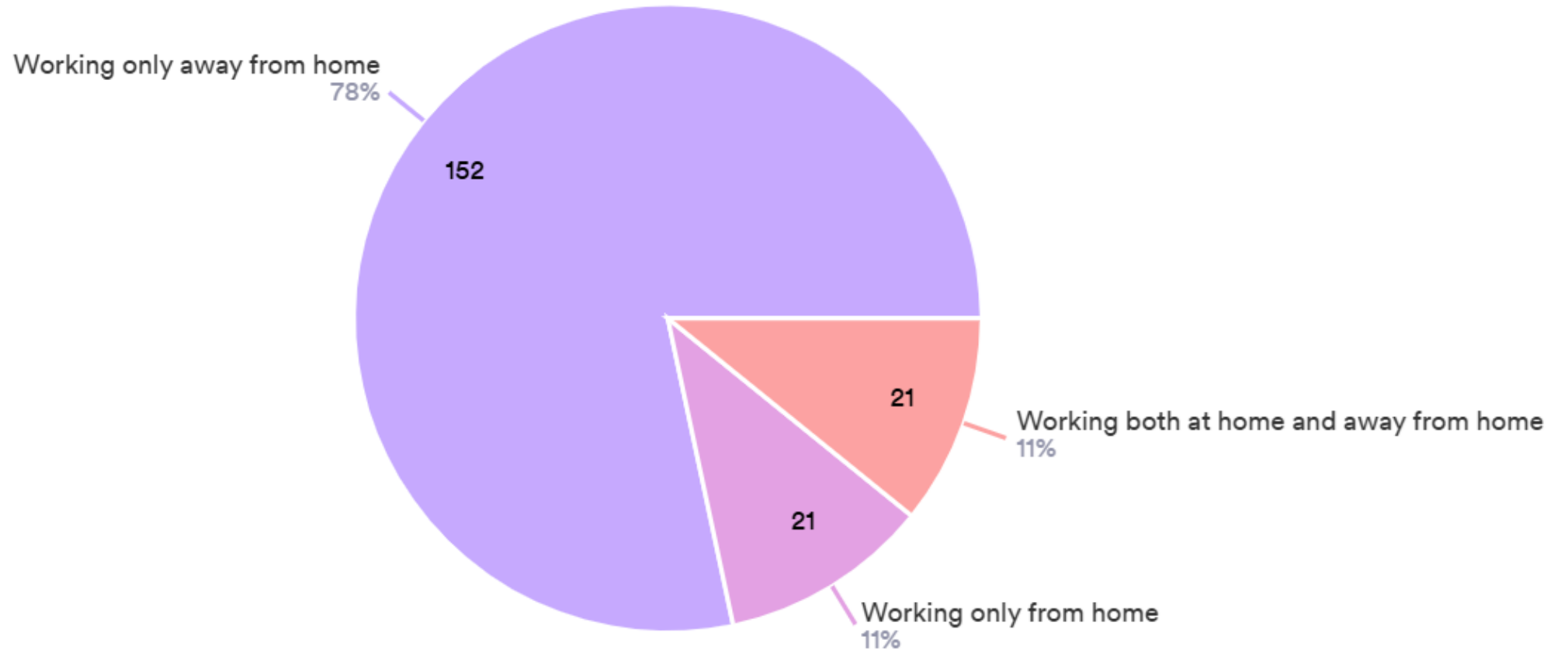
Are you currently covered by any of the following types of health insurance or health coverage plans?



Which of the following describes your current employment status?



Are you currently working from home?



Research Review will Include Data in 5 Categories

1. Veteran Referrals (exclusive)
2. Low Income Household Referrals (exclusive)
3. All Participants
4. Veteran Participants (across the entire data set)
5. Low Income Household Participants (across the entire data set)

All Data Reviewed by Region in Each of the 5 Categories



MICHIGAN STATE
UNIVERSITY

Michigan Population Estimates for Selected Segments of the Population using Public Use Microdata Sample (PUMS) Datafiles

Michigan Population Estimatesⁱ

Population Estimate	All	Female	Male
MICHIGAN	10,034,118	5,063,281	4,970,837
Population segments			
Asset limited, income constrained population ⁱⁱ	946,938	540,298	406,640
Asset limited, income constrained and employed	339,327	208,851	130,476
<u>ALICE population</u> ⁱⁱⁱ	112,215	66,516	45,699
Veteran ^{iv}	475,209	39,795	435,414
Individuals with self-reported disability	1,473,604	762,233	711,371
Subsegments created by interacting variables^v			
Veteran with self-reported disability	153,017	9,407	143,610
Asset limited, income constrained veteran	18,665	2,848	15,817
Asset limited, income constrained veteran with disability	8,567	1,205	7,362
Asset limited, income constrained veteran without vehicle in the household	5,397	1,144	4,253
Asset limited, income constrained disabled veteran without vehicle in the household	2,645	131	2,514



Public
Transit

Medicaid

Medicare

TANF/
SNAP

Older
Americans
Act

Centers for
Independent
Living

+ 100 Other
Programs

Transportation Silos of Resources & Information



Public Transit

Medicaid


Medicare

TANF/
SNAP

Older Americans Act

Vocational Rehabilitation

+

Catch a Ride 
Feonix - Mobility Rising
Free

iPhone Screenshots

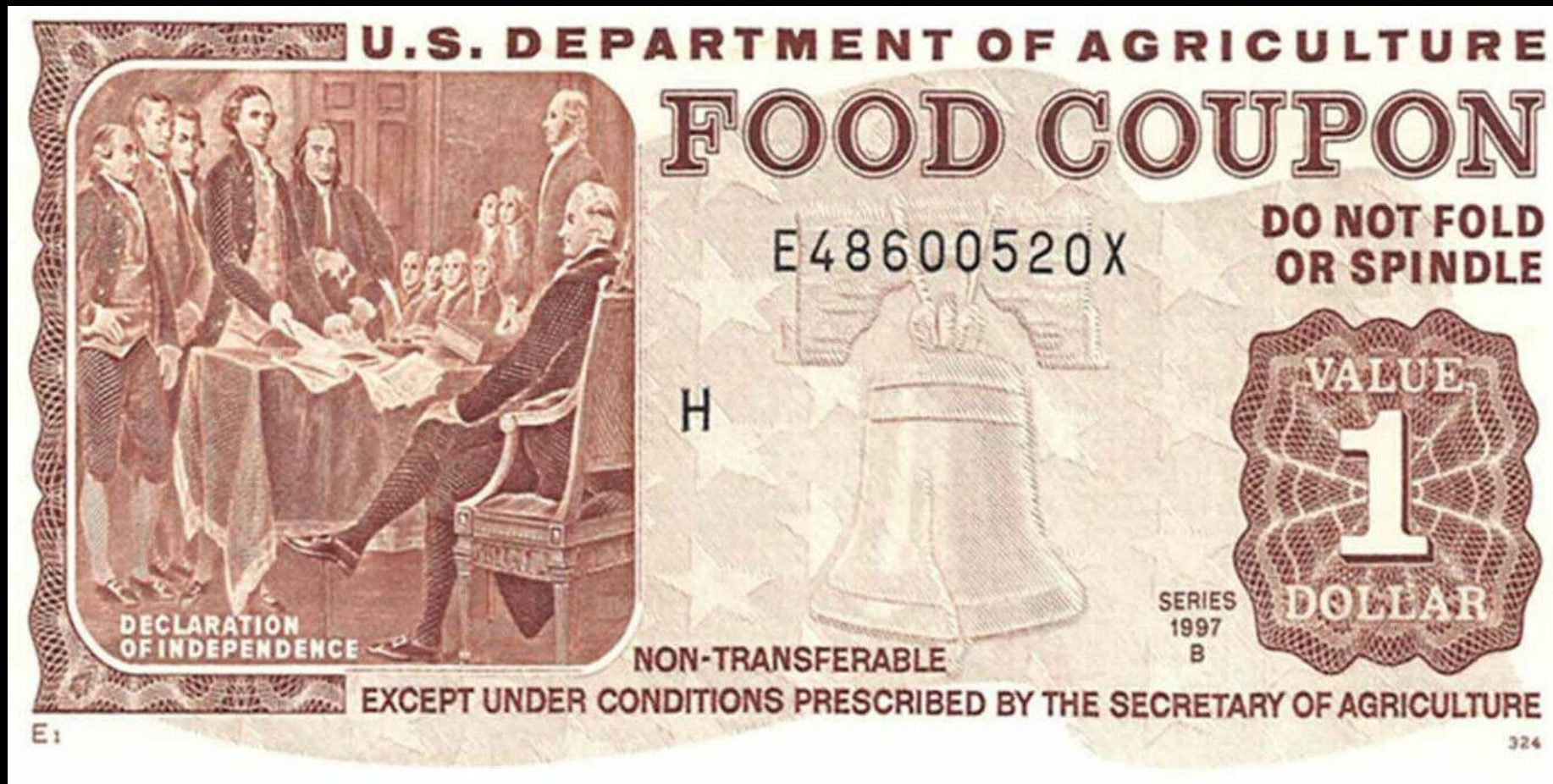
To 1977 Royalton St, Waupaca...
From 314 S Badger St, Waupaca WI 54981, United States
Leave at today 08:31 GMT-6
8 min
5.5 km
Drive Car

08:31
To 1977 Royalton St, Waupaca...
From 314 S Badger St, Waupaca WI 54981, United States
Leave at today 08:31 GMT-6
8 min
5.5 km
Drive Car

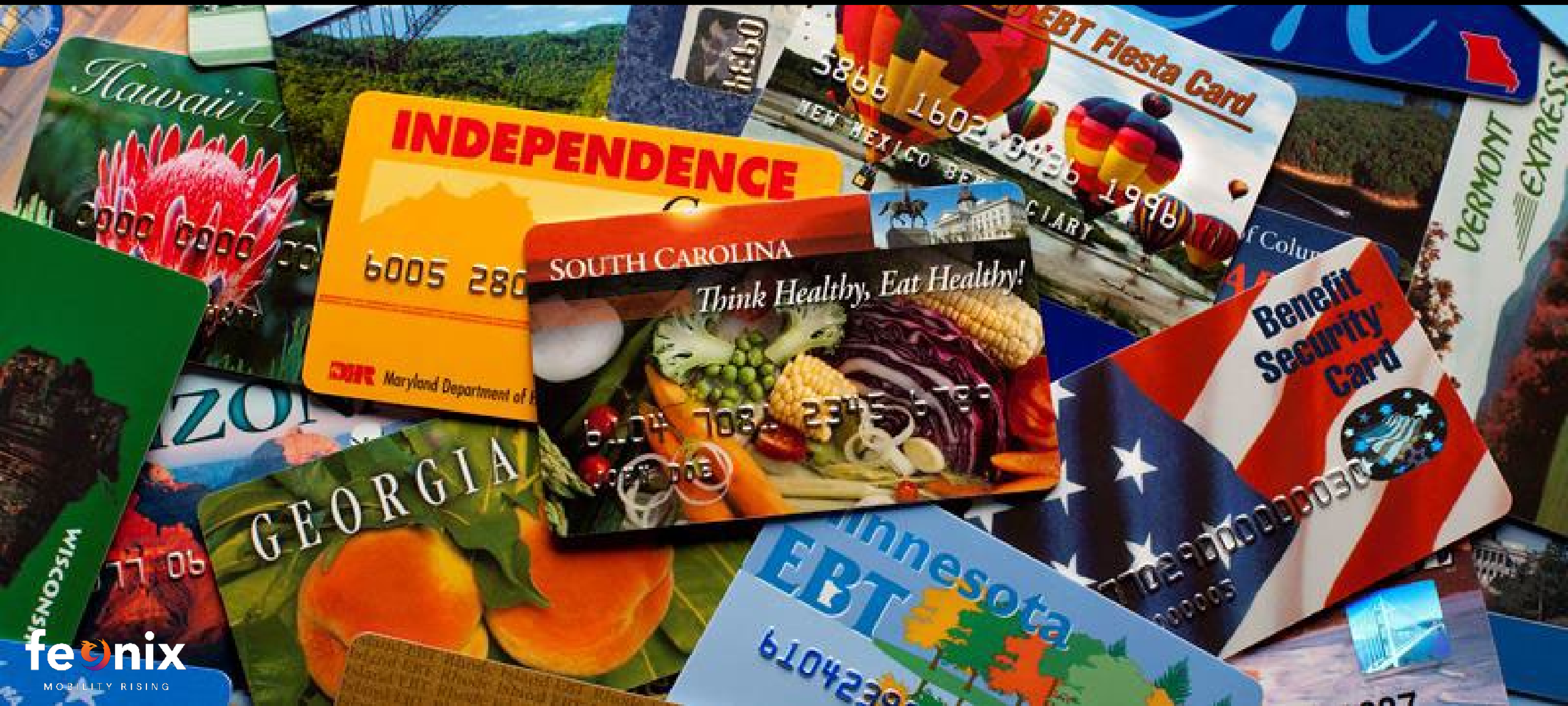
09:02
Search
Feonix MicroTransit
Feonix MicroTransit
Pick-up
455 Industrial Dr, Waupaca WI 54981, United States

Mobility options
Guest
Braces
Cane Physical Aid
Cane Visual Aid

Food Stamps – Printed in 1997



Food Stamps – Today Every State Uses EBT Cards



Thank you!



Valerie Lefler, MPA

Founder & Executive Director
vlefler@feonix.org
402-806-0315

