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IBTTA
TOLLING. MOVING SMARTER.

The Mobility Wallet & Equitable Access to Transportation

Valerie Lefler, Executive Director, CEO, & Founder

October 27, 2023

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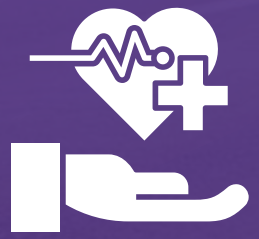
OUR VISION

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

Transportation Barriers

5.8 million

Americans **miss medical appointments** due to lack of transportation resulting in emergency room visits and worsening health conditions.



43%

respondents shared limited transportation is a root **cause of hunger.**

45%

Americans have **no access to public transit.** This is a significant factor in upward mobility of families in underserved neighborhoods.

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The New York Times

TheUpshot

IMPORTANCE OF PLACE

Transportation Emerges as Crucial to Escaping Poverty

Give this article | 70

By Mikayla Bouchard
May 7, 2015

James Baker was pedaling to work along a slick, snow-covered road in Frederick County, Md., when a traffic light changed abruptly. He braked and skidded to the ground, unhurt but making a mess of his clothes before a long day of work and school.

He was on his bicycle that snowy morning last December, about an hour northwest of Washington, because the bus service in Frederick was so erratic. Routes were far apart and the buses often late, making a 30-minute bike ride, whatever the weather, a better option.

His commuting problems highlight a central theme for many low-income people trying to build a better life: A lack of reliable and efficient transportation is often a huge barrier.

In a large, continuing study of upward mobility based at Harvard, commuting time has emerged as the single strongest factor in the odds of escaping poverty. The longer an average commute in a

WORLD ECONOMIC FORUM

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SYSTEMIC RACISM

Why the next step for antiracism is transportation

Apr 22, 2021

Black Americans are more than five times more likely to depend on public transportation to access vital services and opportunities

Image: REUTERS/Eduardo Munoz

Mouchka Heller
Lead, Automotive and New Mobility, World Economic

- COVID-19 acted as a stress test for racial inequities, for example by affecting Black Americans disproportionately;

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THE PROBLEM

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

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Debt Ceiling Deal Includes New Work Requirements for Food Stamps

The agreement will place additional work requirements on older Americans to receive food assistance, but will remove those barriers for veterans and homeless adults.

Give this article

The debt limit agreement includes new work requirements for older adults who

KFF The independent source for health policy research, polling, and news.

Medicaid

ome // Medicaid // 10 Things to Know About the Unwinding of the Medicaid Continuous Enrollment Provision

10 Things to Know About the Unwinding o the Medicaid Continuous Enrollment Provision

Jennifer Tolbert and Meghana Ammula

Published: Jun 09, 2023

1. Medicaid enrollment increased since the start of the pandemic, primarily due to the continuous enrollment provision.
2. KFF estimates that between 8 million and 24 million people will lose Medicaid coverage during the unwinding of the continuous enrollment provision.
3. The Medicaid continuous enrollment provision stopped "churn" among Medicaid enrollees.
4. States approaches to unwinding the continuous enrollment provision vary.

And if it wasn't already complicated enough, we're making it even harder...

Transportation Available to Support Health Equity

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

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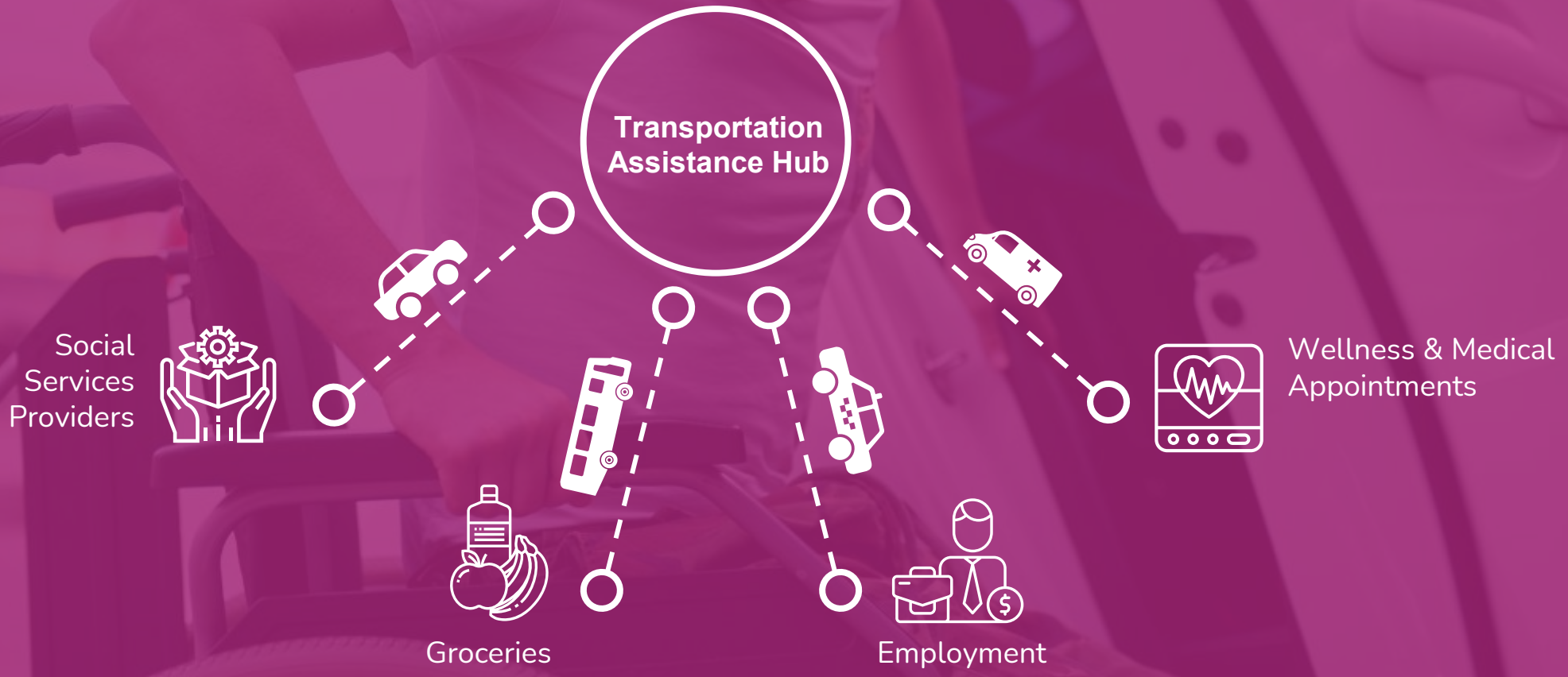
Transportation Assistance Hubs Enable
Mobility for all Social Determinants of Health



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Catch-a-Ride

Mobility as a Service

Partner with Local Transportation Providers

We reach out to existing transportation providers in the community and first work to partner and integrate technology to optimize use of local options, support small business, and expand capacity if needed.

Public Transit Agencies

Taxi Services

Non-Emergency Medical Transportation Providers

Bike & Scooter Share

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Technology Architecture

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Silos of Transportation Resources & Information

Food Stamps – Printed in 1997

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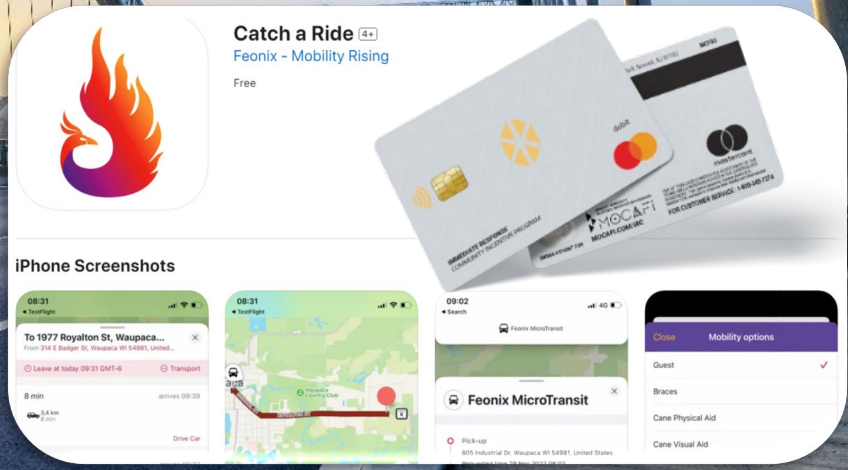
Food Stamps – Every State Uses EBT Cards in 2023

Mobility Wallet for Integrated Access to Transportation Resources

Public Transit	Medicaid	Medicare	TANF/ SNAP	Older Americans Act	Vocational Rehabilitation	+ 100 Other Programs



Banking the Unbanked
with Mobility Wallets & MoCaFi Partnership

Providing a cashless payment option for the unbanked.

Catch-a-Ride

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Michigan Mobility Wallet 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
2. Kent County
3. Jackson, Hillsdale, & Lenawee Counties

michiganmobilitywallet.org

Project Development Partners

SKEDGO

MENLO innovations

MOCAFI

SUNDBERG FERAR PRODUCT INNOVATION STUDIO

MICHIGAN STATE UNIVERSITY

UNIVERSITY OF MICHIGAN

METRO STRATEGIES, Inc.

Current Public & Private Transportation Partners & Technology Integrating into the Mobility Wallet App

THE rapid

Care On wheels

LENAWEE COUNTY MICHIGAN

Ride YourWay

JATA
Jackson Area Transportation Authority

HOPE NETWORK

MoGo

KEY OPPORTUNITIES
VOCATIONAL TRAINING
EDUCATE · EMPOWER · EMPLOY

Boaz Bikes

Uber

Lime

Token Transit

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Superpedestrian

Passenger Beta Mobility Wallet
Technology Input Session - July 21, 2023

MENLO innovations

SUNDBERG FERAR
PRODUCT INNOVATION STUDIO

Technology Deployment - Current Status & Path Forward

Live in App Store

- “Catch a Ride” by Feonix - Mobility Rising

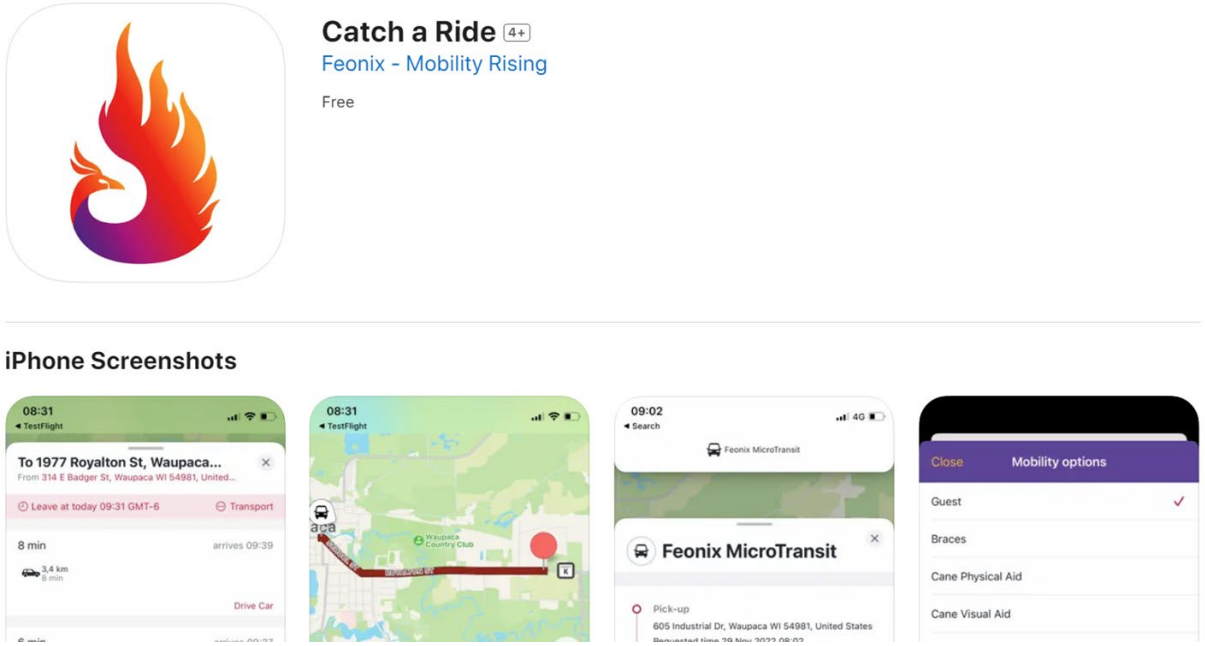
Rolling Out Provider Integration in 3 Phases

- 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 - January 2024

Data Analytics & Mapping - January 2024



Michigan Catch-a-Ride

August 7, 2023 – Purple Heart Day

Launch Celebrations in:

- Grand Rapids
- Jackson
- Detroit

Search for destination

Active Trip

Your active trip will be shown here.
You currently have no active trip.

MY BOOKINGS

Current Balance

USD 8656.61

Favorites See All

coffeee
108 S Main St, Waupaca, WI 54981, USA

Near Trumbull & Porter to 2050 15th St, Detroit, MI 48216, USA
Walk > Shuttle

Home

Work

Catch-a-Ride

Michigan

Bookings
- All
- Next
- Charge 1

Users

Mobility Bundles

Mobility Bundles >

New Bundle

Bundle Name Veterans - Rides to Work

Description Funding for 90 days of transportation for Michigan Veterans

Transport mode	Hide cost	Discount		Reward points per dollar spent	Notification email	Offer description	
Volunteers - Detroit	☐	%	30	0	Enter notification email	Enter offer description	✕
Uber	☐	%	0	0	Enter notification email	Enter offer description	✕

Add transport...

Subscription duration

Add subscription duration...

Restrict visibility ☐

Buyable only once ☐

Cancel

SKEDGO

Mobility Wallet Working Group – Engagement & Sustainable Funding

Provide Leadership & Guidance for the Mobility Wallet User Experience, Research & Funding Allocated within the Wallet

KEY OPPORTUNITIES
VOCATIONAL TRAINING
EDUCATE · EMPOWER · EMPLOY

Mobile GR & Parking Services
CITY OF GRAND RAPIDS

WEST MICHIGAN VETERANS COALITION

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

COMMUNITY · HEALTH · FAMILY
JACKSON COUNTY MILITARY COALITION
HONORING ALL WHO SERVED & THEIR FAMILIES

DisabilityAdvocates

MICHIGAN WORKS! SOUTHEAST

VA HEALTH CARE
Defining EXCELLENCE in the 21st Century
Ann Arbor • Flint • Jackson • Toledo

Kent County
Essential Needs Task Force

HOPE NETWORK

The Welcome Home Organization (WHO)

Mobility Navigators

- **Individualized Mobility Management**
- **Expertise & Support Navigating Complete Transportation Ecosystem**

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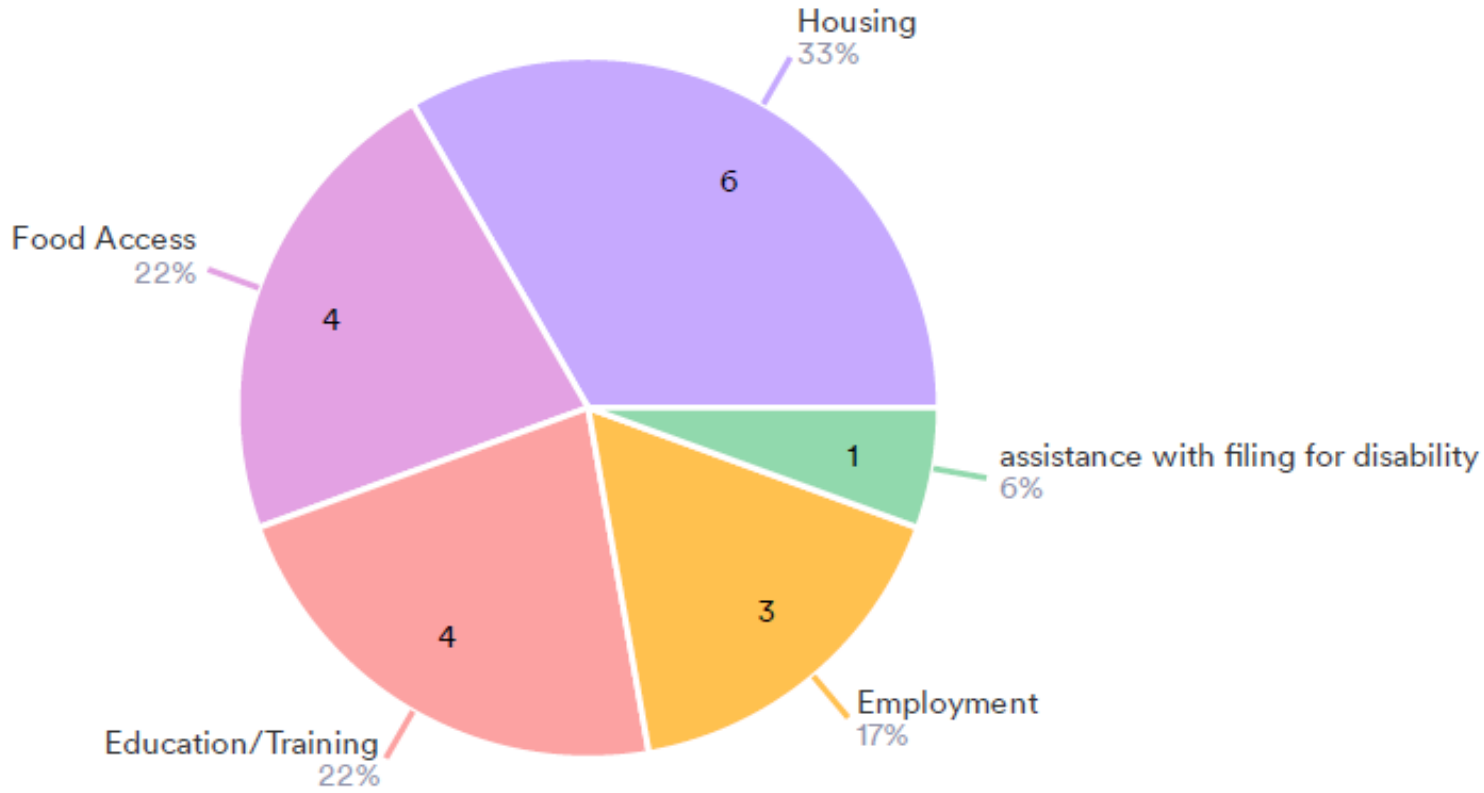
Michigan Mobility Wallet – Identified Social Determinant of Health Needs for Veterans



Rider Referral Workflow

Referral

- Contact Information
- Partner Contact Info

Intake

- Research Pre-Assessment for Impact
- Demographic Info & Mobility Security 411
- Other Social Determinates of Health Needs

Assessment Worksheet

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

Weekly Check-ins

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

Project Data Collection

- **Technology User Satisfaction Scores (Monthly) - Online / Paper**
  - Riders
  - Third-Party Booking Agents
  - Transportation Providers

- **Rider Impact - Pre & Post Assessment (Pre & Post Enrollment) - Online / Paper**
  - Individual Demographics
  - **Transportation Security**
  - Improved Quality of Life
  - Reduced Isolation
  - Improved Health
  - Appointment Adherence
  - Medication Adherence
  - Reduced Stress
  - Reduced ER Utilization
  - Improved Job Satisfaction

Community Partner - Third-Party Booking Agent (Monthly) - Online

- Reduced Stress
- Improved Productivity
- Improved Outcomes
- Cost Avoidance

Community Impact - Mapping & Infographics (Quarterly)

- Map of Rides Booked - Pick-up & Destination
- Community Characteristics & Patterns
- Ridership Characteristics
- Mobility Wallet/Budget Utilization

** Community Resource Coordinators Distribute & Collect Paper Surveys Locally*

U-M – Transportation Security Index

Transportation Security Index (TSI):

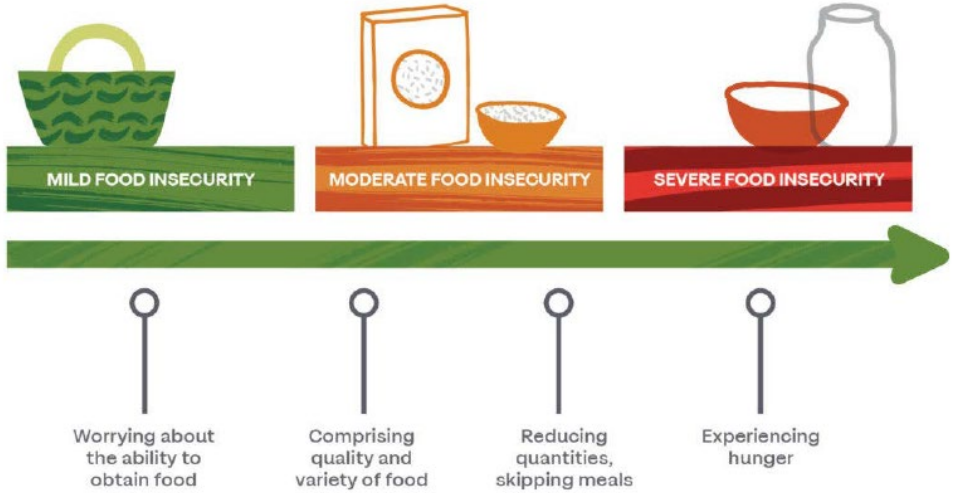
A validated, individual-level measure that directly captures the experience of transportation insecurity, regardless of geography or mode of transit (Gould-Werth et al. 2018; Murphy et al. 2021)

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

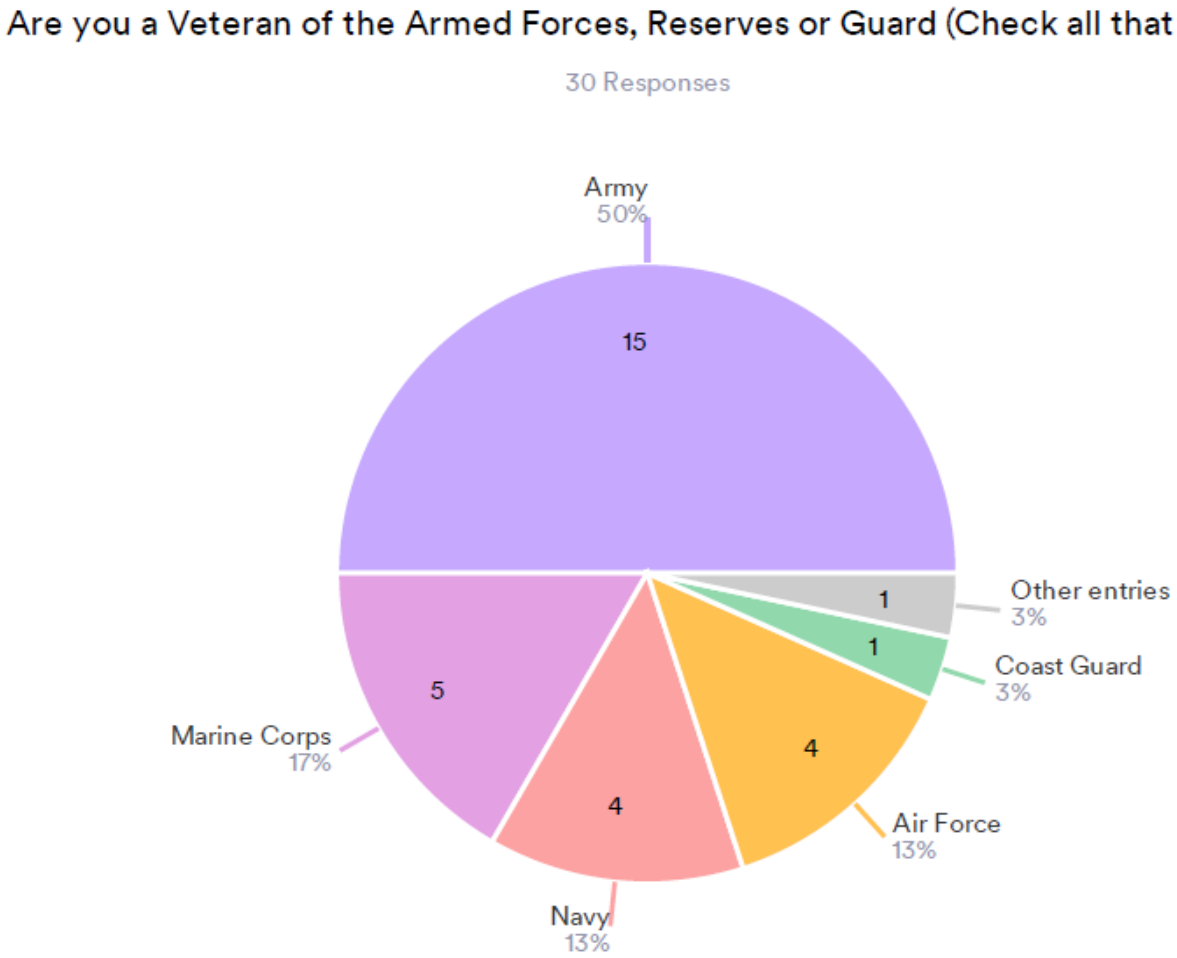
Validated TSI Short-form (6-items)
In the past 30 days, how often did you have to reschedule an appointment because of a problem with transportation?
In the past 30 days, how often did you skip going somewhere because of a problem with transportation?
In the past 30 days, how often were you **not** able 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 Inspiration

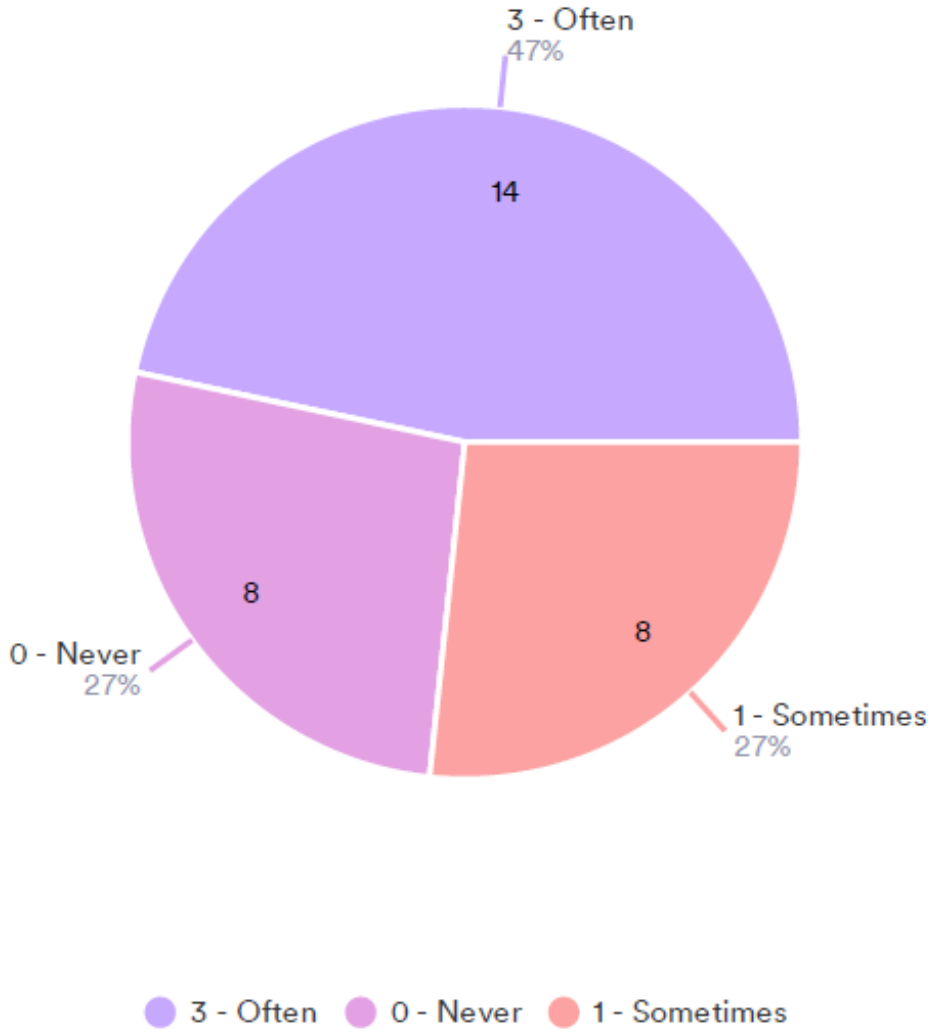
- **Inspiration:** The Food Security Index which directly captures the experience of food insecurity by measuring symptoms (vs inputs):
  - “In the last 12 months, did you ever eat less than you felt you should because there wasn't enough money for food?”
  - “The food that we bought just didn’t last, and we didn’t have money to get more.” Was that often, sometimes, or never true for your household in the last 12 months?



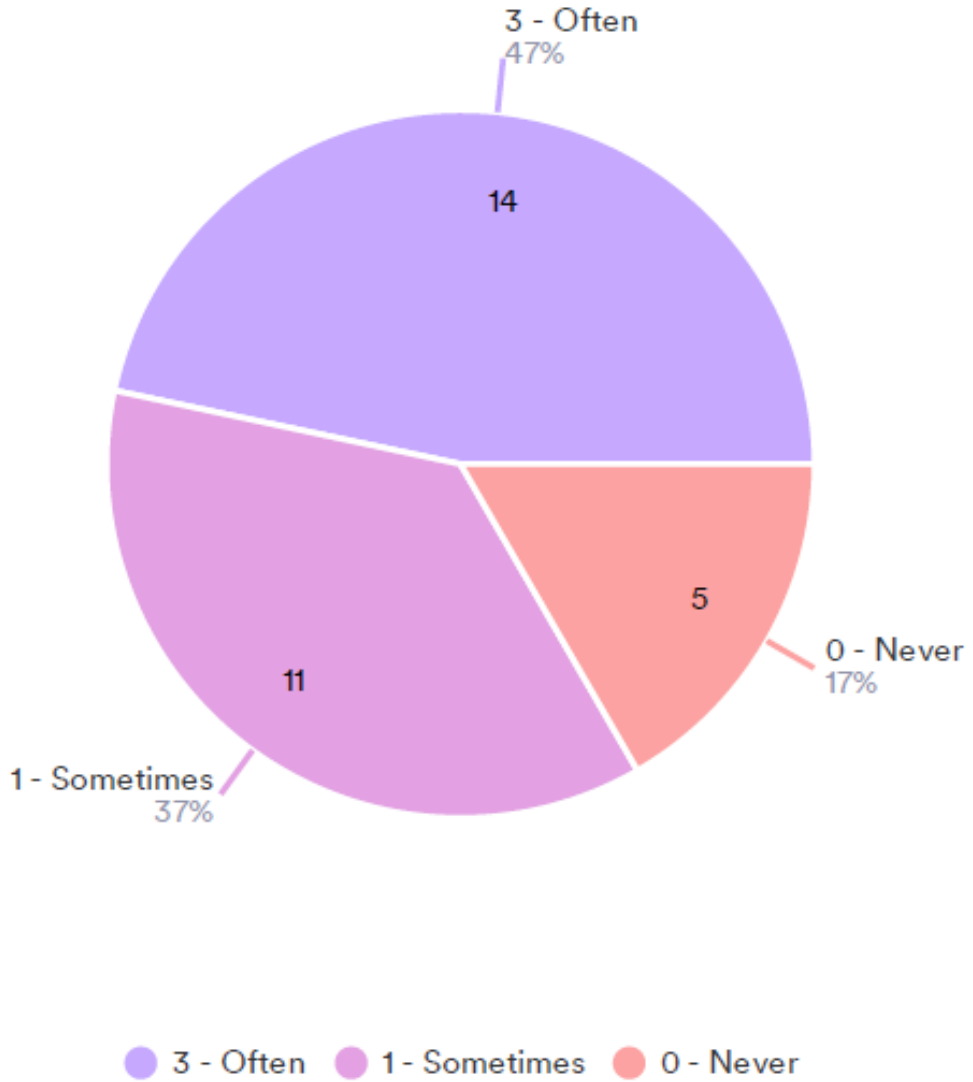
Michigan Mobility Wallet Participants



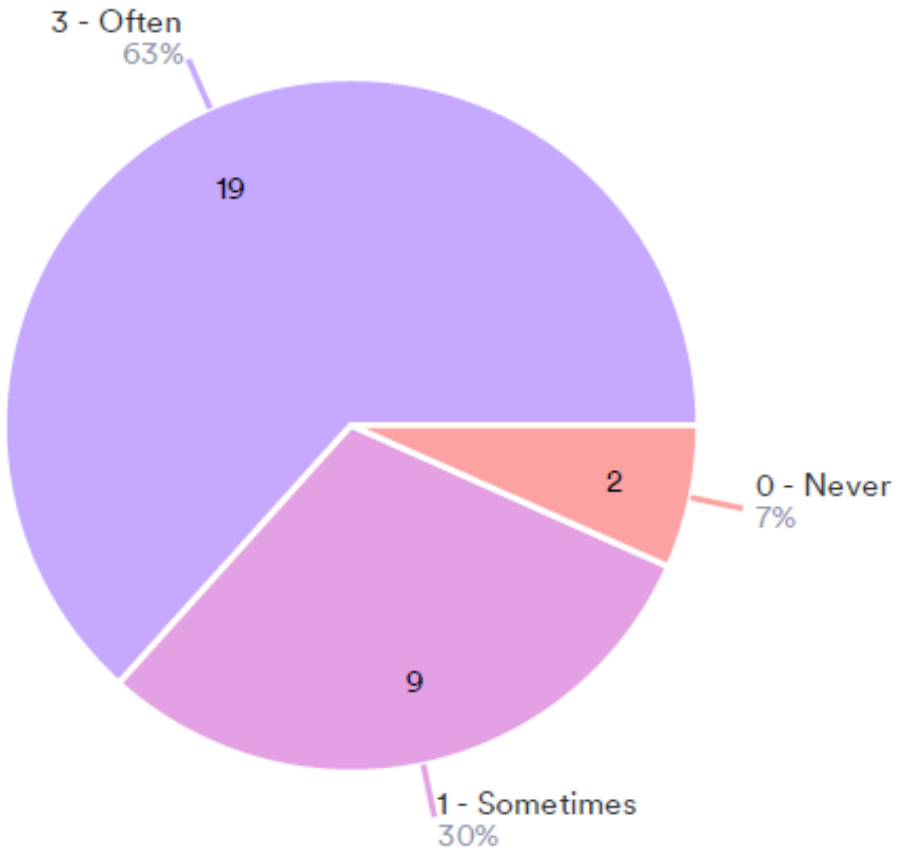
In the past 30 days, how often did you have to reschedule an appointment because of a problem with transportation?



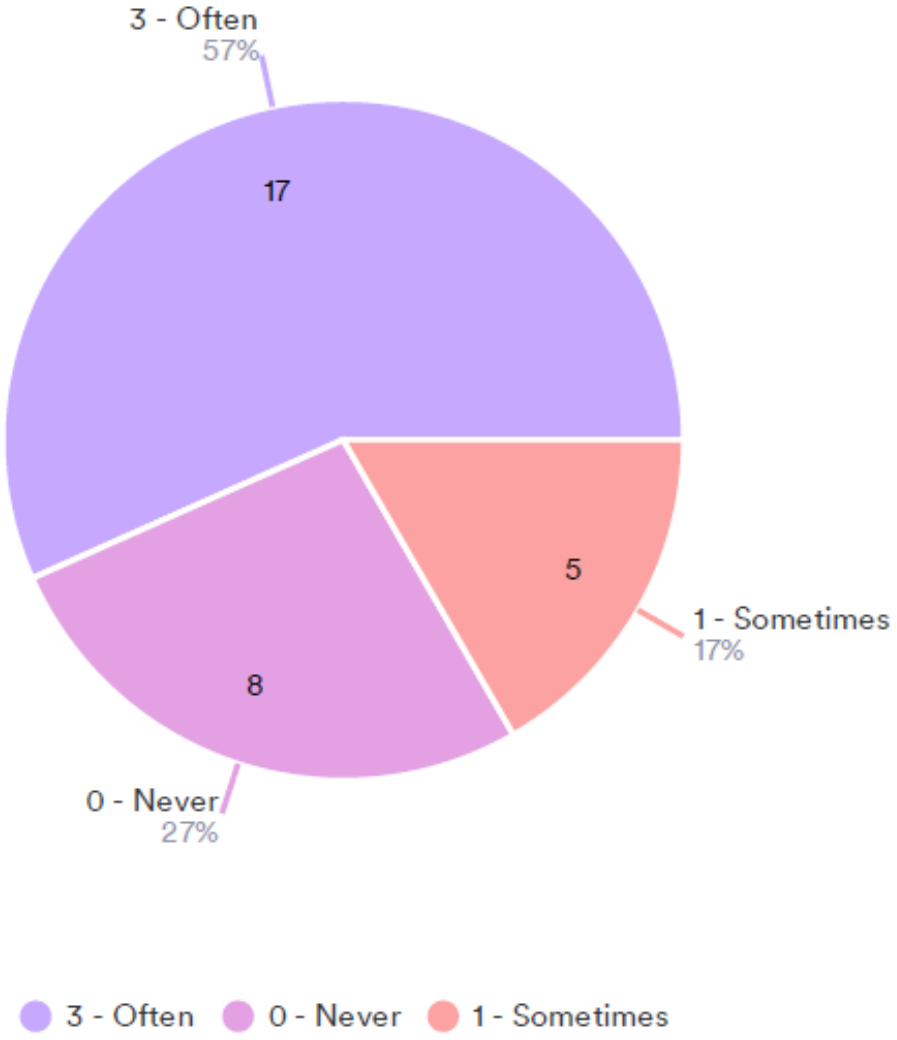
In the past 30 days, how often did you skip going somewhere because of a problem with transportation?



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

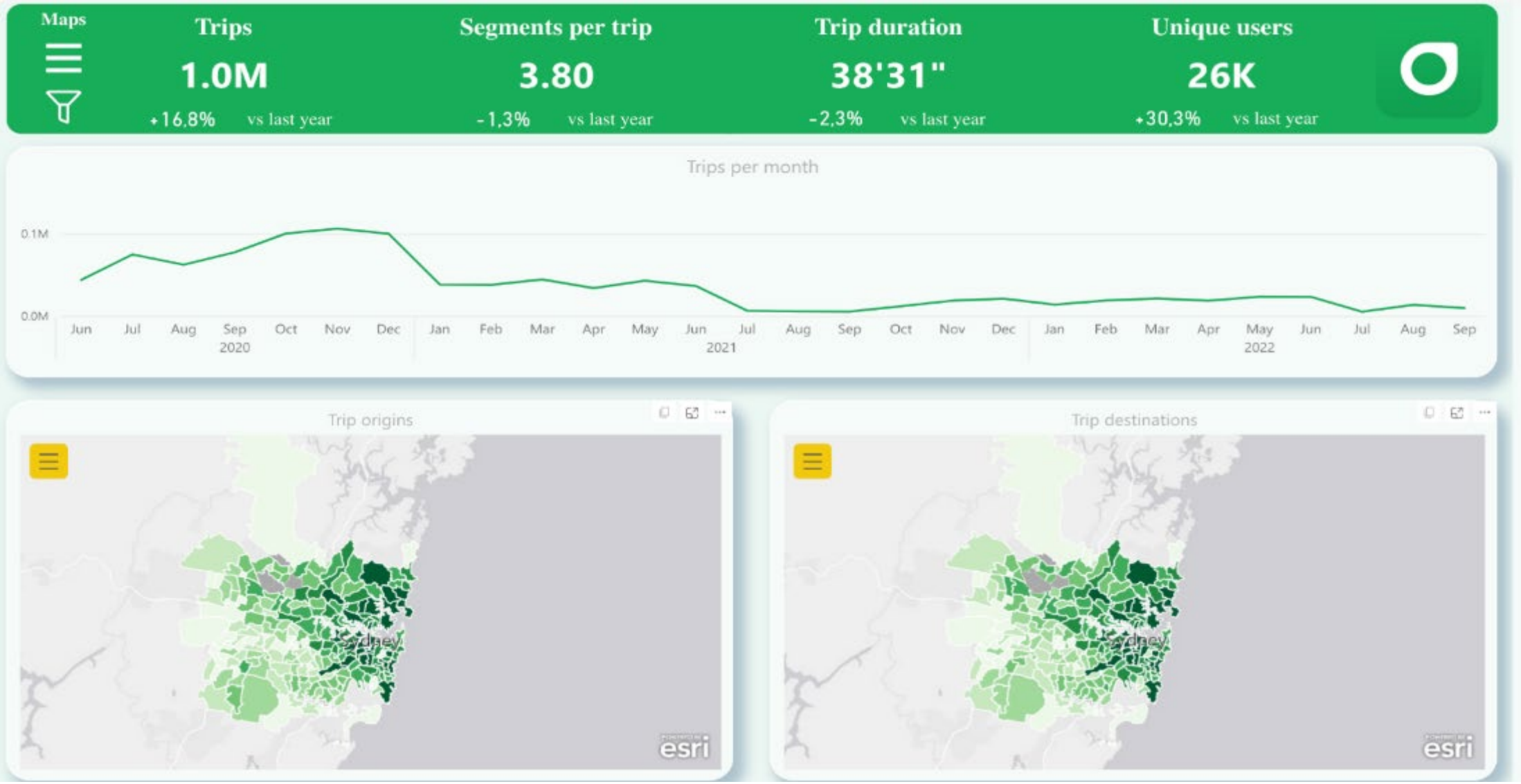


In the past 30 days, how often did problems with transportation affect your relationships with others?



Analytics Dashboard

Displaying trips per month and aggregate trip data.



Analytics Dashboard

Travel mode data analysis.

Analytics Dashboard

Trip volume by time and number of trips by duration.

Thank you!

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