

Mobility Wallets 101

November 4, 2024, 2:00-3:00 PM ET

National RTAP
Rural Transit Assistance Program

N•CATT
NATIONAL CENTER FOR APPLIED TRANSIT TECHNOLOGY

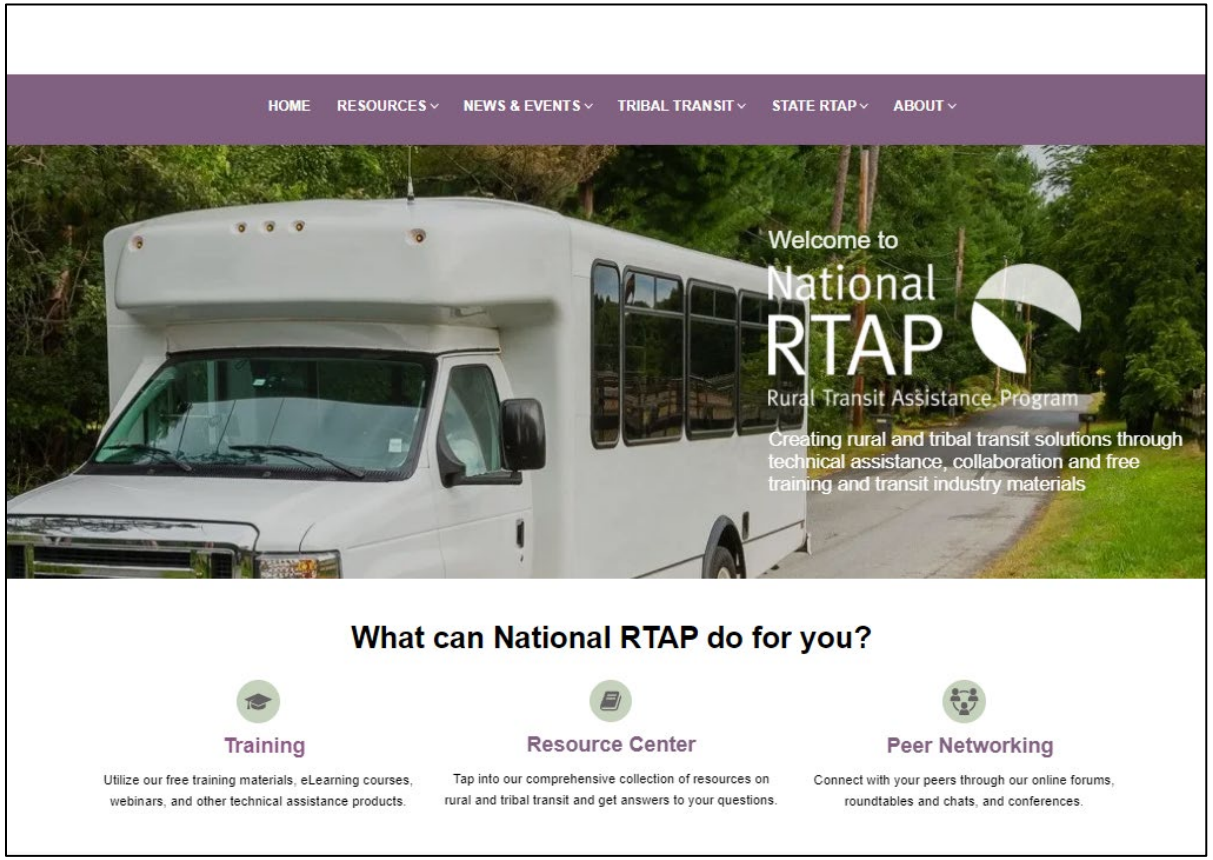
Federal Transit Administration

Welcome and Housekeeping

- The recording/slides will be posted at https://www.nationalrtap.org/Training/Webinars
- Enter questions into the Q&A box in Zoom to be addressed at the end
- If you are having trouble with Zoom, please chat with us
- Please fill out the very brief post-webinar survey
- Stay tuned for additional webinars or workshops on this topic

National Rural Transit Assistance Program

- Technical assistance center funded by FTA through the Section 5311 Program
- Provides free training materials and technical assistance to rural and tribal transit providers and State RTAPs
- Review Board – 14 State DOT and rural and tribal transit agency staff from across the country
- Learn more at nationalrtap.org



National RTAP Resources and Services

Training

manuals, videos, slides, and eLearning for front-line staff and management

Information

and best practices via tech briefs, toolkits, topic guides, articles, and news

Technology Tools

for procurement, cost allocation, website building, and GTFS

Peer Networking

and training via webinars, conferences, roundtables, and online forums

Assistance

through reference services and tech support – bring us your questions!

What is TACL?



http://transportation-tacl.org

The Transportation Technical Assistance Coordination Library (TACL) provides a sustainable methodology and platform for access and findability of rural and tribal transit coordination resources across a diverse range of transportation technical assistance centers and the Federal Transit Administration (FTA).

The FTA-funded technical assistance centers participating in this ongoing work are:

- National Aging and Disability Transportation Center (NADTC)
- National Center for Applied Transit Technology (N-CATT)
- National Center for Mobility Management (NCMM)
- National Rural Transit Assistance Program (National RTAP)
- Shared-Use Mobility Center (SUMC)
- Transit Workforce Center (TWC)

Presenters



Andrew Carpenter

Director

National Center for Applied Transit Technology (N-CATT)



Ty Piontek

Director of Operations

Clinton Area Transit System



Valerie Lefler

Executive Director

Feonix Mobility Rising



Kevin Wassom

Compliance Specialist

Michigan Department of Transportation

National Center for Applied Transit Technology (N-CATT)

- Guiding small transit agencies through the evolving tech landscape
- Building understanding of how to apply tech to you and your staff
- Online Resources and In-Depth Technical Assistance

N•CATT
NATIONAL CENTER FOR APPLIED TRANSIT TECHNOLOGY

Centralized Fare Payment Account – makes multiple modes or agencies available using the same (digital) fare medium; allows trip chaining across options

Information Depot – makes fare information easy to access and use, and provides information in conjunction with trip planning

Equity Tool – enables customized fare programs for different passenger types across multiple agencies; enables entities to fund passengers' accounts

WHAT IS A MOBILITY WALLET?

WHAT DO MOBILITY WALLETS ACCOMPLISH?

- Easier Travel
  - Creating accounts is a friction point for getting new riders; having one account removes friction point for people using many systems
  - Applying for discount programs is opaque and time-consuming; mobility wallets can ease burden on passengers
  - Understanding real-time trip options and costs improves passengers' perceptions of transit services
- Equity
  - Fare capping provides a discount to riders who most need it; the wallet enables it across multiple systems
  - Making it easier for different agencies to add funds to accounts reduces the burden on riders
- Easier Admin
  - Centralized system reduces fare costs across agencies
  - Universal eligibility reduces time spent on evaluating applications

SOME EXAMPLES

- Cal-ITP
  - Coordinate fare collection across state
  - Improve the customer experience and equity programs
  - Lower fare collection costs
- LA Metro/LADOT
  - $1,800 annual travel subsidies for low-income riders, funded by
  - For use across local transit options (Metro Rail, bus, carshare, bikeshare, scooters)
- Michigan DOT – up next!

N-CATT FARE PAYMENT RESOURCES

- Guidebook: New Fare Payment Systems and Payment Technology
- Factsheet: State of the Industry – Fare Payment Technology
- Procurement Case Study: Identifying Fare payment System Needs
- **Direct Technical Assistance**

Michigan Mobility Wallet Challenge

MDOT Office of Passenger Transportation

Mobility Wallets 101 Webinar

November 4, 2024

Kevin Wassom
Compliance Specialist
WassomK@michigan.gov

Michigan Mobility Wallet Challenge

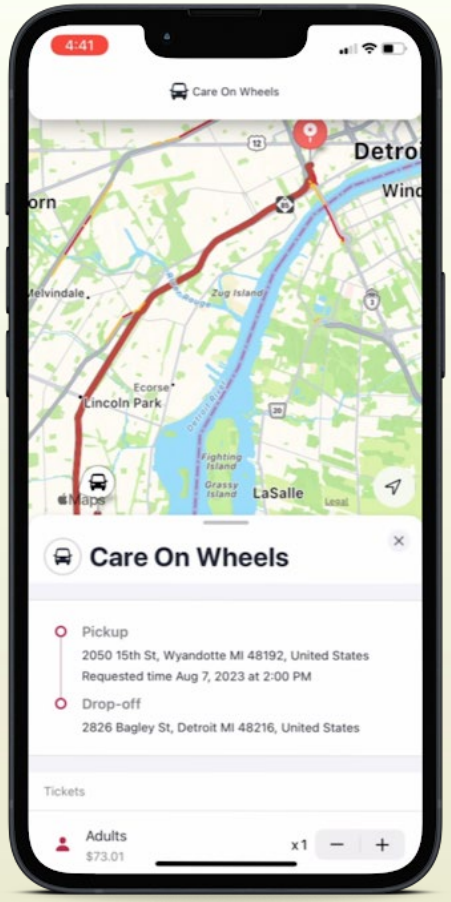
- The Michigan Department of Transportation (MDOT) and the Office of Future Mobility and Electrification (OFME) launched the Michigan Mobility Wallet Challenge in 2022 to explore a Mobility Wallet Pilot Program, which aims to increase the interoperability of transit services and create greater access to personal mobility for Michigan residents.

- Goals:
  - Simplify the transit payment process
  - Allow riders or third-party stakeholders to load funds and/or connect bank accounts to a single platform
  - Streamlined mechanism for fare payment/collection

MDOT

Mobility Wallet Challenge

- Facilitates payment for transportation services
- Improves equity and accessibility to public transit
- Allows riders to load funds and connect to bank accounts and credit/debit cards
- Allows third parties to fund transportation for their clients, patients, employees



Michigan Mobility Wallet Challenge

- Additional partners include:
  - Michigan Department of Labor & Economic Opportunity
  - Michigan Poverty Task Force

- $3.4 million of state funds were awarded to 3 pilot projects. Grantees include:
  - Ecolane, Inc.
  - Feonix – Mobility Rising
  - Regional Transit Authority (RTA) of Southeast Michigan

Michigan Mobility Wallet Challenge

- Ecolane - solution that enables transportation providers to integrate all their modes (fixed route, ADA paratransit, micro-transit, demand-response, rideshare, and bikeshare) into a single mobile app
  - Funding: $888,800
  - Panelist Ty Piontek will provide details

Michigan Mobility Wallet Challenge

- Feonix – Mobility Rising – meeting the needs of veterans and to fill transportation gaps for families and individuals experiencing poverty
  - Funding: $1.5 million
  - Panelist Valerie Lefler will provide details

Michigan Mobility Wallet Challenge

- Regional Transit Authority of Southeast Michigan (RTA) - the capability to access multiple transportation services, including DDOT, SMART, QLine, People Mover, MoGo, and at least one scooter company, and to test methods for deploying fare-capping across multiple providers and subsidy programs with a focus on equity and access for a largely cash-based transit rider population.
  - Funding: $1 million
  - Project is wrapping up the procurement phase

Michigan Mobility Wallet Challenge

More information:

- https://www.michigan.gov/mdot/travel/mobility/initiatives/mobility-wallet-challenge
- https://www.michigan.gov/mdot/news-outreach/pressreleases/2023/03/29/state-of-michigan-announces-mobility-wallet-challenge-partners
- https://www.michiganbusiness.org/mobility/



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Michigan Mobility Wallet Challenge

RTAP – Mobility Wallets 101
November 4, 2024

fenix

MOBILITY RISING

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.**

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Transportation to Support Health Equity



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Feonix Solution:
Transportation Assistance Hub



Staffing
Community Development Manager
Mobility Navigator
Sustainability Outreach



Technology
Community Operations Suppor
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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MOBILITY RISING

Project Overview

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

MDOT

MICHIGAN OFFICE OF FUTURE MOBILITY & ELECTRIFICATION

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

Project Development Partners

SKEDGO

MOCAFI

MENLO innovations

SUNDBERG FERAR
PRODUCT INNOVATION STUDIO

MICHIGAN STATE UNIVERSITY

METRO STRATEGIES, Inc.

UNIVERSITY OF MICHIGAN

Transportation Partners

























Technology Deployment - Current Status & Path Forward

Live in App Store

- “Catch a Ride” by Feonix - Mobility Rising

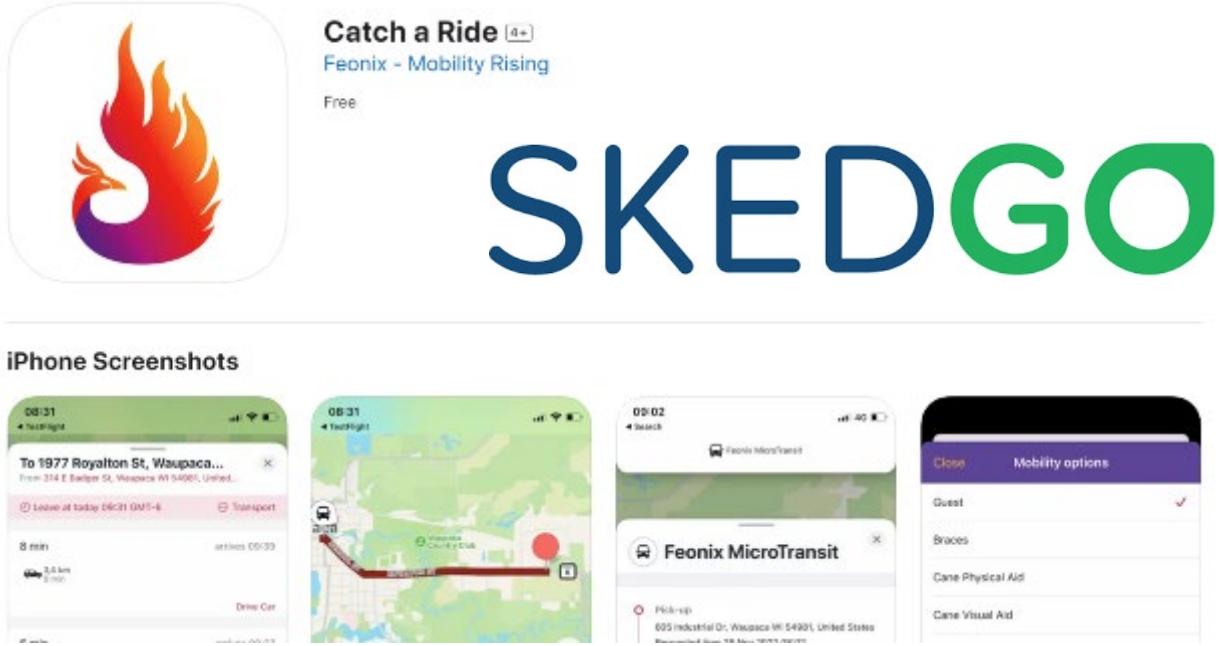
Rolling Out Provider Integration in 3 Phases

- 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



Michigan Catch-a-Ride



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

All statuses | All providers | All payment statuses | Group by None

Export data

BILITY RISING

Obi-Wan Kenobi

Edit user | Reset password | Create booking

ADA ID

-

Email

onlyhope@test.com

Phone

1231231234

Exclusive modes enabled

None

Organizations

Feonix CBA

Wallet

Add wallet

Bookings | Tickets

All statuses | All providers | All payment statuses | Group by Day

Today 07/03/2024 - 07/18/2024

Export data

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No results found

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Users >

Obi-Wan Kenobi

Edit user | Reset password

ADA ID

-

Email

onlyhope@te

Exclusive modes enabled

None

Organizati

Feonix CBA

Wallet

Add wallet

Bookings | Tickets

All statuses | All providers | All payment statuses | Group by

Export data

Assign wallet

Wallet Ride United - Public Transit Pass

Subscription Duration Monthly

Initial Balance $ 50

Note Rides to Work - Wallet Starts July 2024

Details

Transport Mode	Discount	Reward points per dollar spent	Offer description
Token Transit	0%	0	

Subscription Duration	Subscription fee
Monthly	$0

Obi-Wan Kenobi

Edit user | Reset password | Create booking

ADA ID

-

Email

onlyhope@test.com

Phone

1231231234

Exclusive modes enabled

None

Organizations

Feonix CBA

Wallet

Name	Subscription duration	Start	Expiry	Money Balance
Ride United - Public Transit Pass	Monthly	Jul 03	Aug 01	$50

Add money | Remove wallet

Add future wallet

Bookings | Tickets

All statuses | All providers | All payment statuses | Group by Day

Today 07/03/2024 - 07/18/2024

Export data

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No results found

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Full Package

0 users · Active · Visible to nobody

DESCRIPTION

Ford Philanthropy - Access to Care

SPONSOR IMAGE



Ford Philanthropy - Access to Care

Transport Mode	Discount	Reward points per dollar spent	Offer description
Care On Wheels Transportation	0%	0	
WAVE	0%	0	
Volunteers - Detroit	0%	0	
Volunteers - Grand Rapids	0%	0	
Volunteers - Jackson	0%	0	
Key Opportunities	0%	0	
Hope Network	0%	0	
Ride Your Way	0%	0	
Uber	0%	0	
Lenawee Public Transport Authority	0%	0	
Jackson Transportation Authority	0%	0	
Rides to Wellness	0%	0	

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

All statuses · All providers · All payment statuses · Group by None

Example of Mobility Wallet that has Multiple Transportation Providers Across Several Regions

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Highlighted Wayne County Community Partners Assigning Mobility Wallets (200% Household Income Below FPL)

A Girl Like Me

Black Family Development

Community Home and Supports

Gracious Girls

The Children's Center

Detroit Parent Network

Focus Hope

Ser Metro

Face Addiction Now

Creative Hearts Childcare

The Empowerment Plan

Jump Start

Starfish Family Services

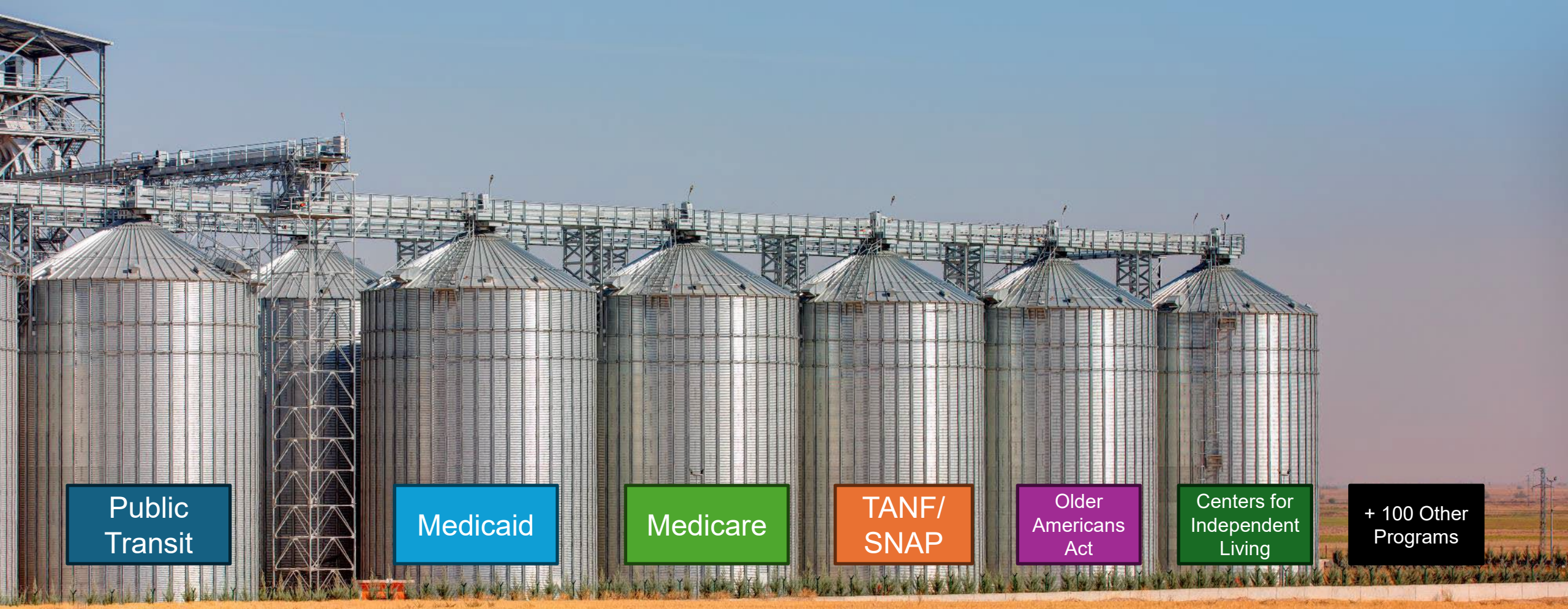
Methodist Children's Home Society

Nia Purpose 4 Life Agency

MDOT Michigan Department of Transportation

MICHIGAN OFFICE OF FUTURE MOBILITY & ELECTRIFICATION

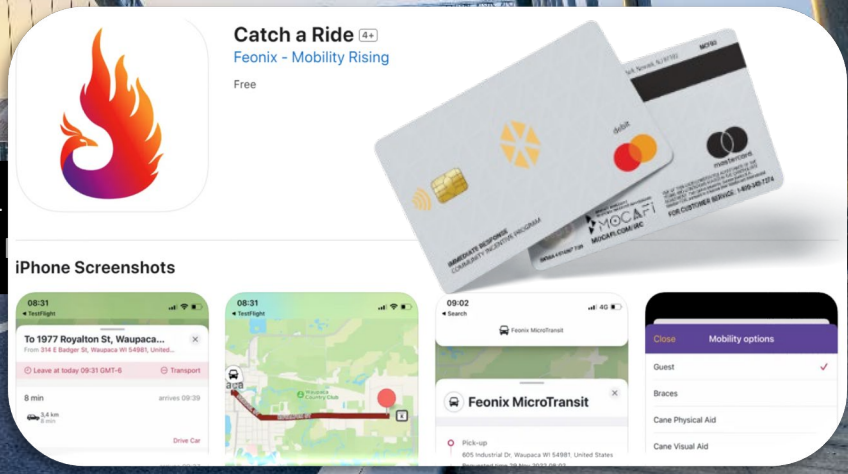
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Transportation Silos of Resources & Information

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Public Transit | Medicaid | Medicare | TANF/ SNAP | Older Americans Act | Vocational Rehabilitation | +



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Food Stamps – Printed in 1997



Food Stamps – Every State Uses EBT Cards in 2023



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TRIPS

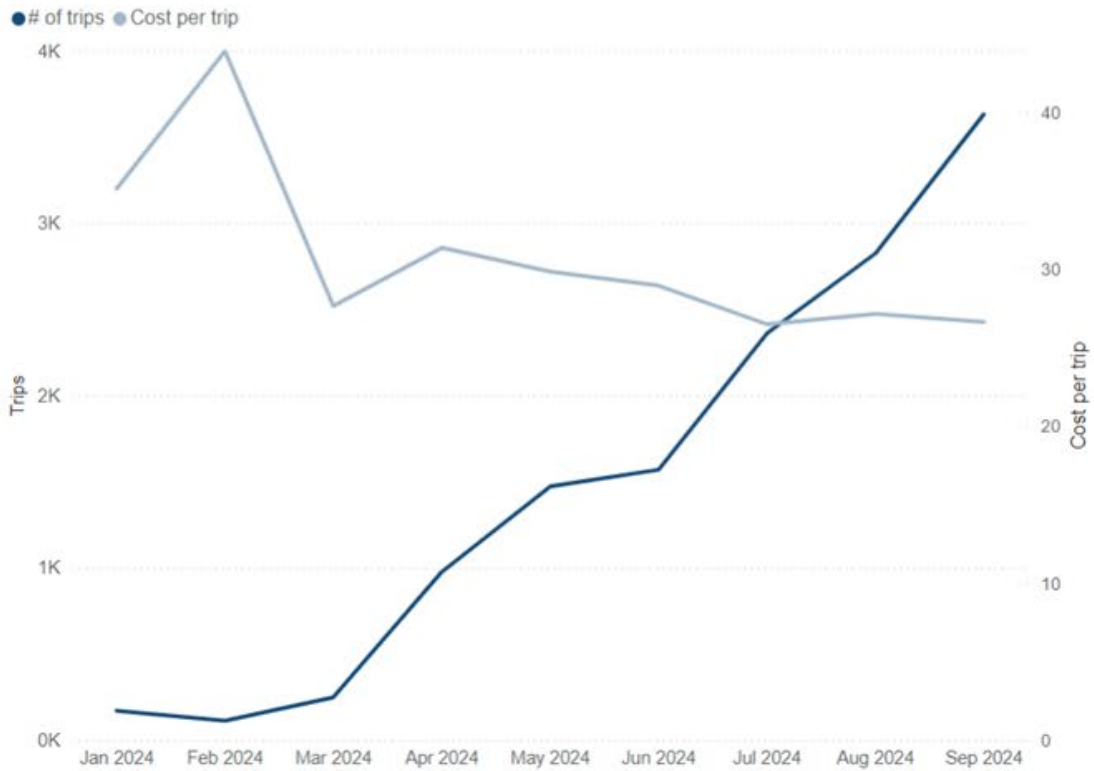
Feonix - Mobility Rising

BY SKEDGO

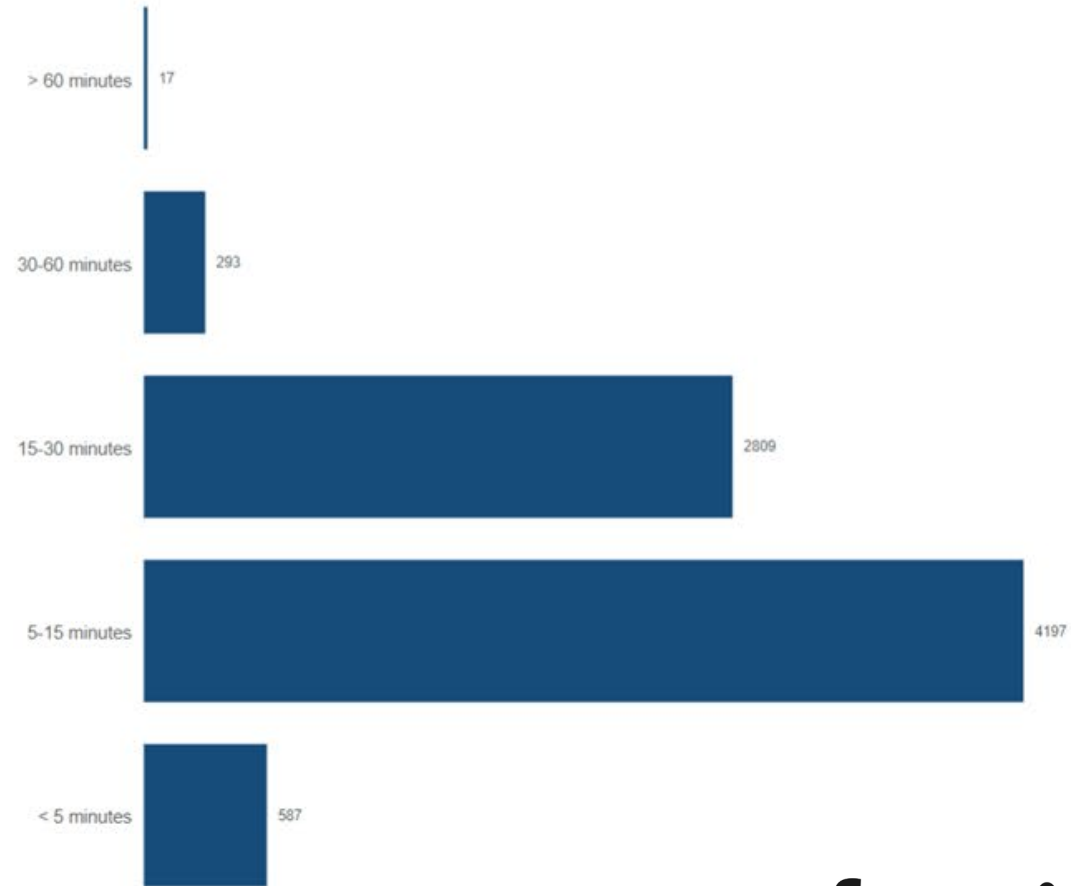
Trip date: 1/1/2024 – 9/30/2024 | Area: Michigan | Provider: All | Subcounty from: All | Subcounty to: All

13,366	864	15.47	27.95
# of trips	# of unique users	# of trips per user	Avg. cost per trip

Trips and Costs over time



Trip duration distribution



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MAPS

Feonix - Mobility Rising

BY SKEDGO

Trip date: 1/1/2024 – 9/30/2024

Area: All

Provider: All

Subcounty from: All

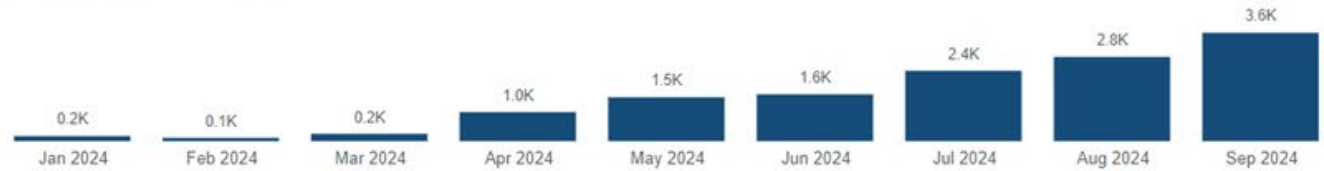
Subcounty to: All

13,366 # of trips

864 # of unique users

15.47 # of trips per user

Amount of trips over time



Top 10 origin subcounties

Trips	County subdivision origin
3590	Detroit
2185	Ann Arbor
2004	Ypsilanti
1031	Pittsfield
463	Superior
336	Grand Rapids
331	Scio
234	Adrian
188	Southfield
128	Westland

Trip origins (County division)



Trip destinations (County division)



Top 10 destination subcounties

Trips	County subdivision destination
3529	Detroit
2234	Ann Arbor
2026	Ypsilanti
1024	Pittsfield
444	Superior
331	Scio
320	Grand Rapids
239	Adrian
187	Southfield
120	Dearborn

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Mobility Wallet Working Group

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

JACKSON COUNTY MILITARY COALITION

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

DisabilityAdvocates

Kent County
Essential Needs Task Force

MICHIGAN WORKS! SOUTHEAST

HOPE NETWORK

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

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

UNIVERSITY OF MICHIGAN

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

Michigan Population Estimates[i]

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
ALICE population[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

Mobility Wallet Accessibility Testing & QA











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?

Thank you!

Valerie Lefler, MPA

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

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MOBILITY RISING



CLINTON TRANSIT

Michigan Mobility Wallet

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Introduction to Mobility Wallets

What is the Michigan Mobility Wallet?

This is a digital platform that integrates trip planning, booking, and payment services across multiple modes of transportation. It allows riders in multiple transit agencies in Michigan to

- Plan for a trip within their county or across agencies or counties
- Book for on demand services or pay for a fixed route service
- Seamlessly pay for different transit options—such as fixed route, ADA, Microtransit, services—using a unified mobile app platform.
- Board the vehicles hands-free with phone in pocket. Fully ADA Compliant boarding process

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Benefits for Transit Agencies

- ✓ Increases efficiency and usability by streamlining planning and booking processes.
- ✓ Enhances rider satisfaction with a more integrated and convenient system.
- ✓ Simplifies boarding process for drivers with fully autonomous experience.
- ✓ No counting tokens, coins, or reconciling punch cards.
- ✓ ACH direct deposit of transactions.
- ✓ ADI integration into your existing trip planning software platform.
- ✓ If you don't have an existing mobile app, this gives you the benefit of seamless mobile booking and payment application all in one that can be fully functional across multiple modes of transportation.
- ✓ Regional accessibility for your riders to connect to recourses and destinations outside of your area especially if you are a rural transit provider.

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Clinton Transit's Experience with Mobility Solutions

1.Unified Trip Planning & Payment:

Riders can now plan and pay for trips across various modes of transportation (buses, paratransit, and ride-share) using one platform.

2.Hands-Free ADA-Compliant Payment:

Clinton Transit introduced ADA-friendly hands-free payment options, significantly improving the accessibility for all riders, especially those with disabilities.

3.Rider Behavior Analytics:

By analyzing the additional data through the platform on rider habits, Clinton Transit was able to use this additional mobile trip booking data to make decisions that enhanced the overall rider experience.

4.Enhanced Customer Satisfaction:

The Mobility Wallet reduced barriers for riders, leading to an increase in ridership satisfaction and positive feedback regarding ease of use and convenience.

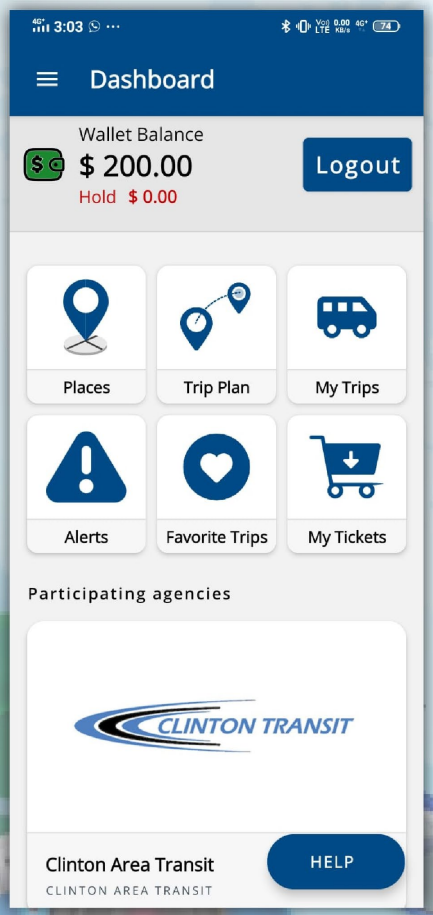
5.Operational Efficiency:

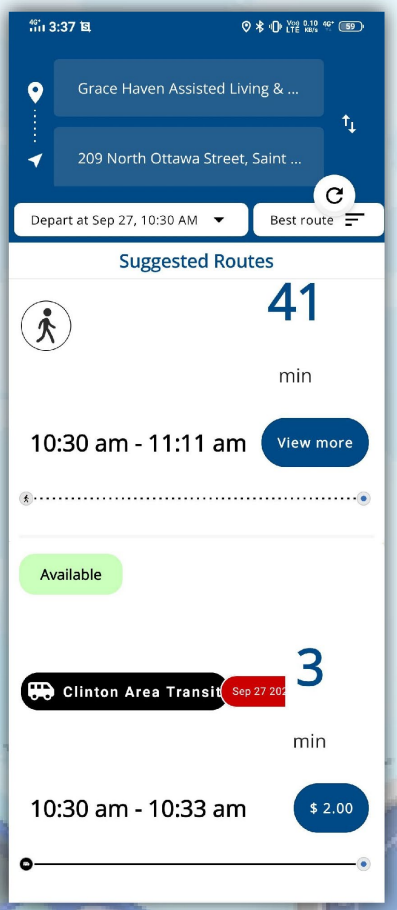
Integration of payments and trip planning into a single system streamlining operations, reducing the workload for staff and improving overall service delivery.

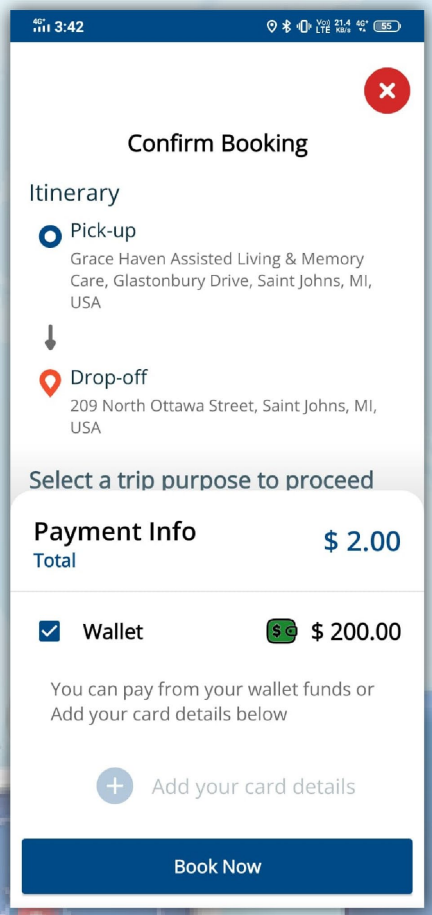
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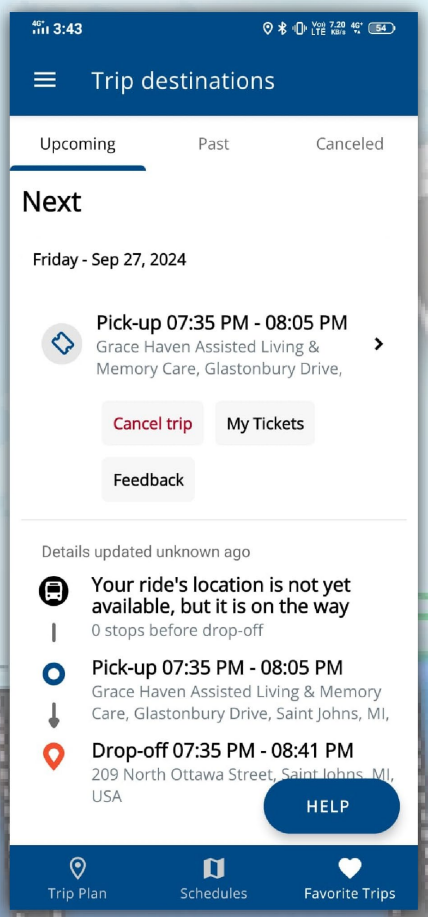
CLINTON TRANSIT

For Booking



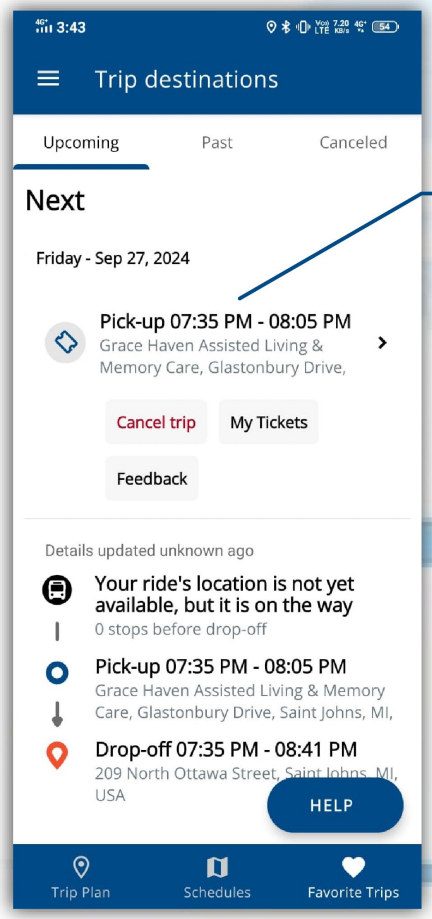




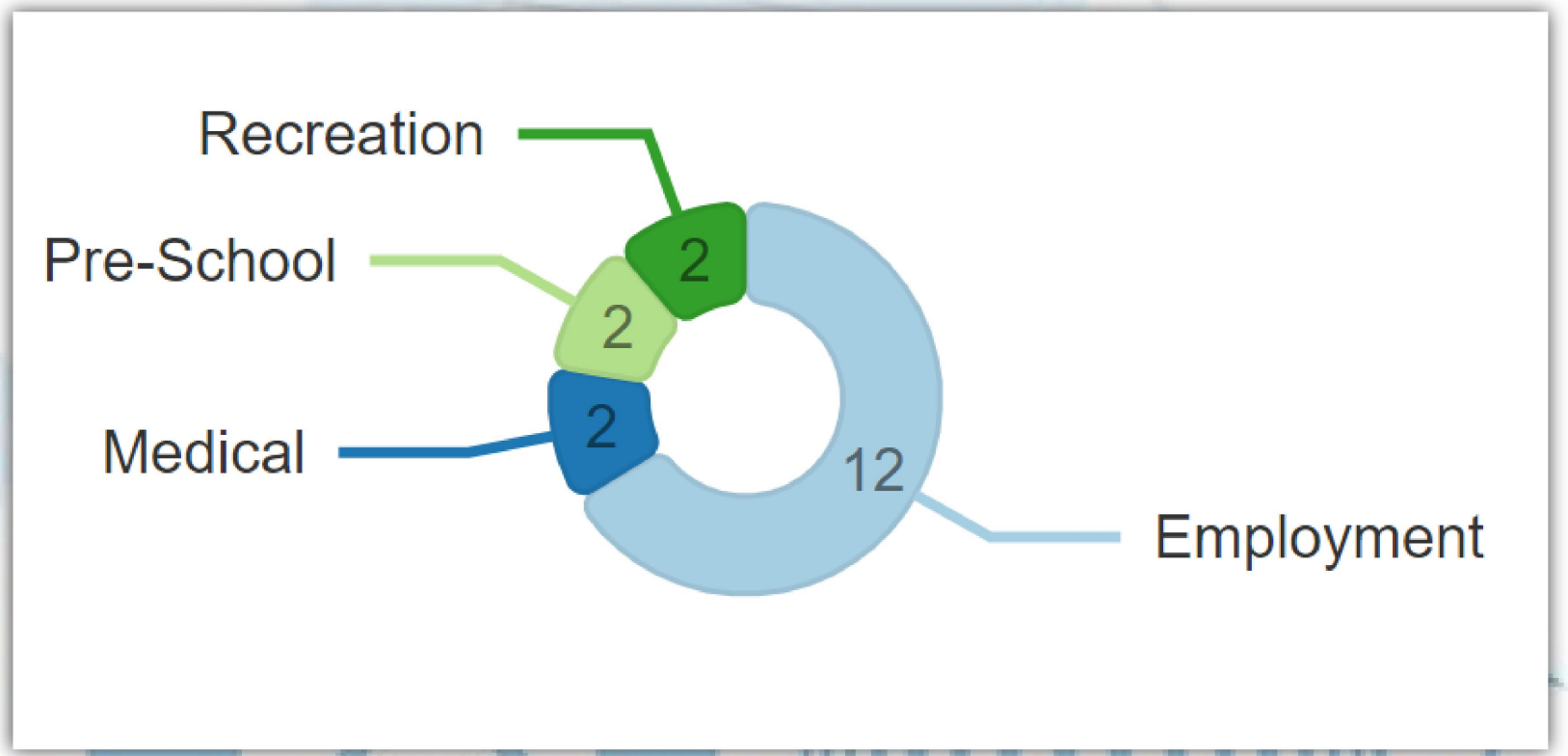


CLINTON TRANSIT

Trip Purposes Breakdown

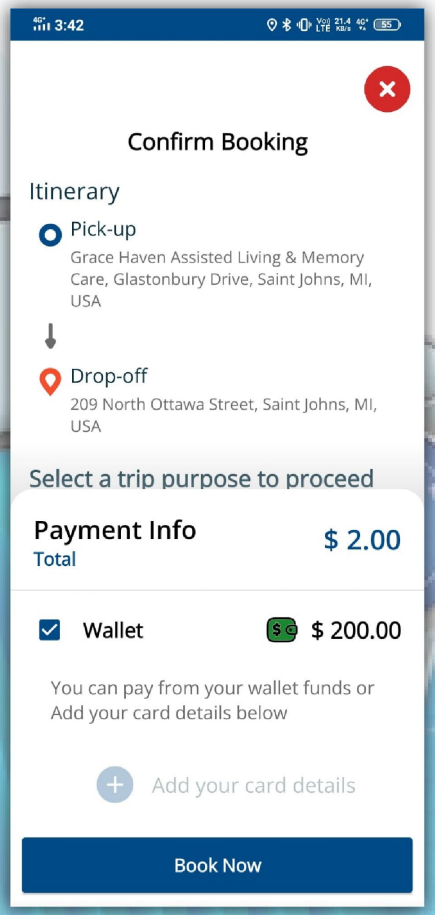


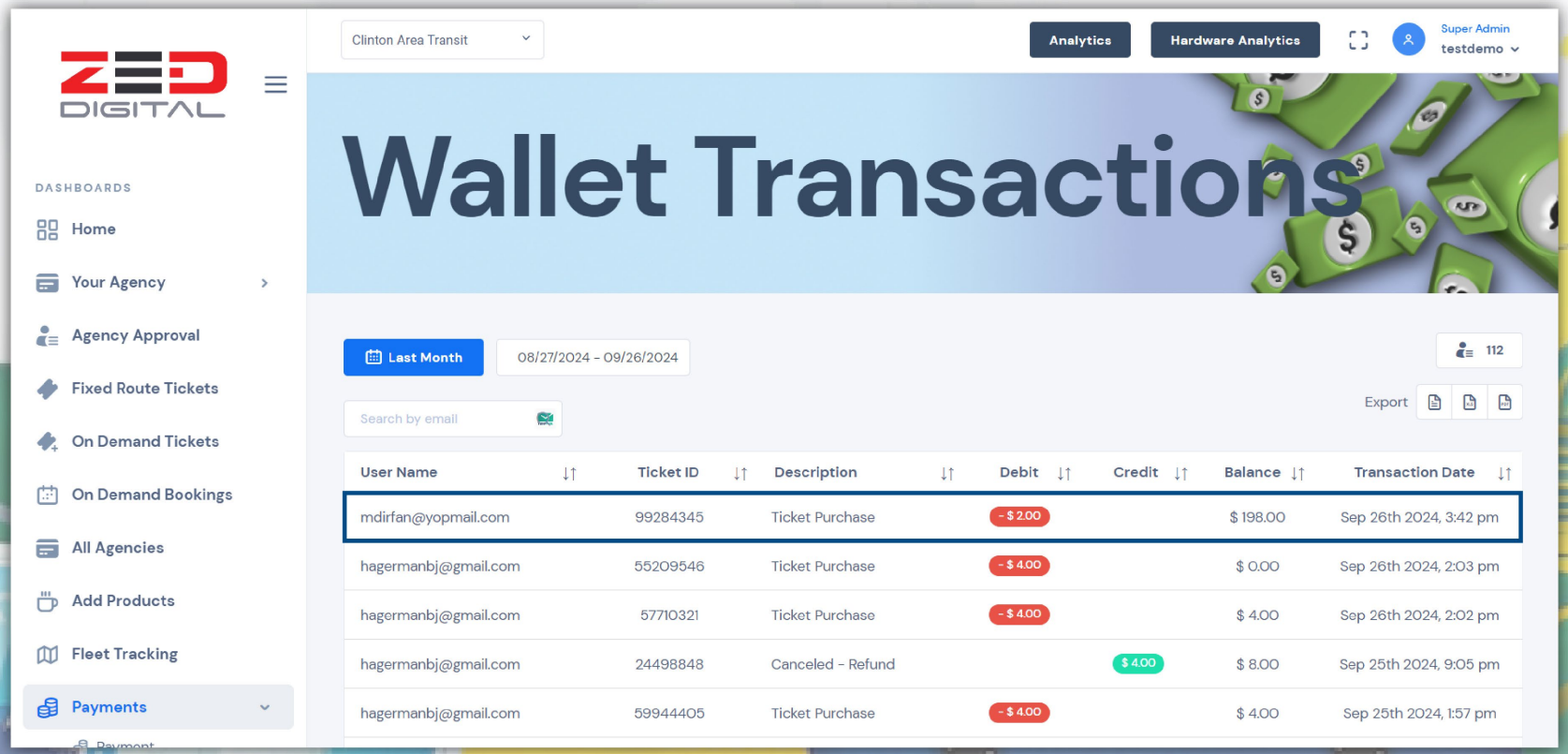
For Medical Purpose



CLINTON TRANSIT

Wallet Transaction





AI Driven Payment Validations

Fully Automated Validator (ADA Compliant)



- Hands free validation of tickets with phone in pocket.
- Ticket verification integrates with wallet GSM V364.
- Validators check for tickets while phone is in foreground, background mode.
- Validators track Boarding and alighting time of passengers
- Origin and destination of their trips
- ADA compliant
- Supports smartcards or smart keychain validation

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CLINTON TRANSIT
Any Questions?
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Upcoming National RTAP Events

Introducing the Updated Marketing Transit Toolkit

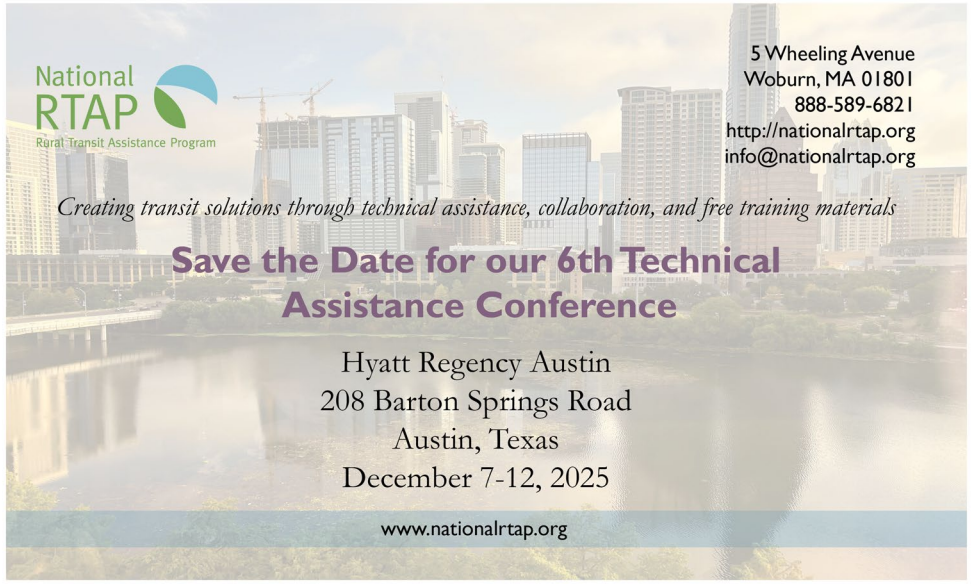
November 12, 2024, 2:00-3:15 PM ET

Succession Planning LinkedIn Learnalong

January 7, 2025, 2:00-3:00 PM ET

Books in Transit Discussion Group – The Lost Ticket

February 20, 2025, 2:00-3:00 PM ET



To register or to access recordings, slides, or summaries, go to:

nationalrtap.org/Training/Peer-Roundtables-and-Chats and nationalrtap.org/Webinars.

Thank You

National Rural Transit Assistance Program

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Webinar Survey

U.S. Department of Transportation
Federal Transit Administration