

Waupaca  
County

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**Catch-a-Ride**



# Agenda

Who

What

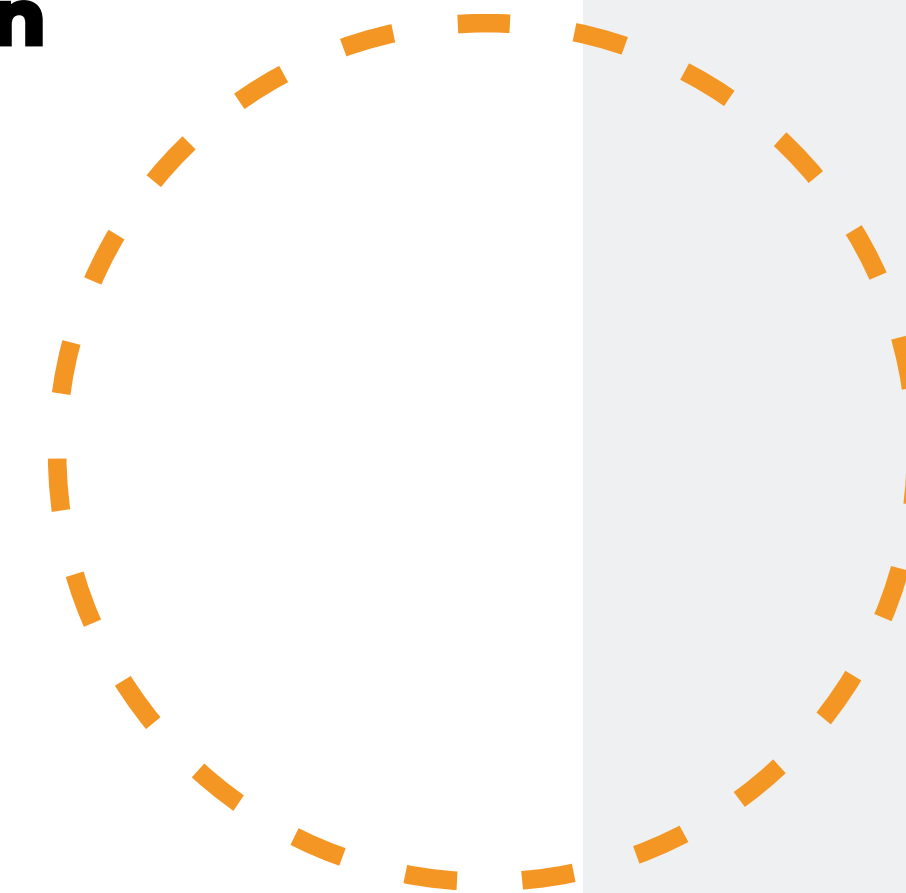
When & Where

Why



# WISCONSIN WORKFORCE INNOVATION GRANT

- Funded by: Wisconsin Department of Workforce Development
- Grant Recipients: **Waupaca County Economic Development Corporation**
  - ▶ Make the Ride Happen
  - ▶ Feonix – Mobility Rising
- Focus on **Employment Rides** as Top Priority
- Additional Capacity – Health, Wellness, Caregiver Support
- Community Development Manager Locally to Support Community Engagement & Partnerships
- Feonix Deploying 5 Vehicles – Offering Service 24/7 – Ensuring Rides Available for Night & Weekend Shifts, Volunteer Drivers, & Partnering with Taxi Services

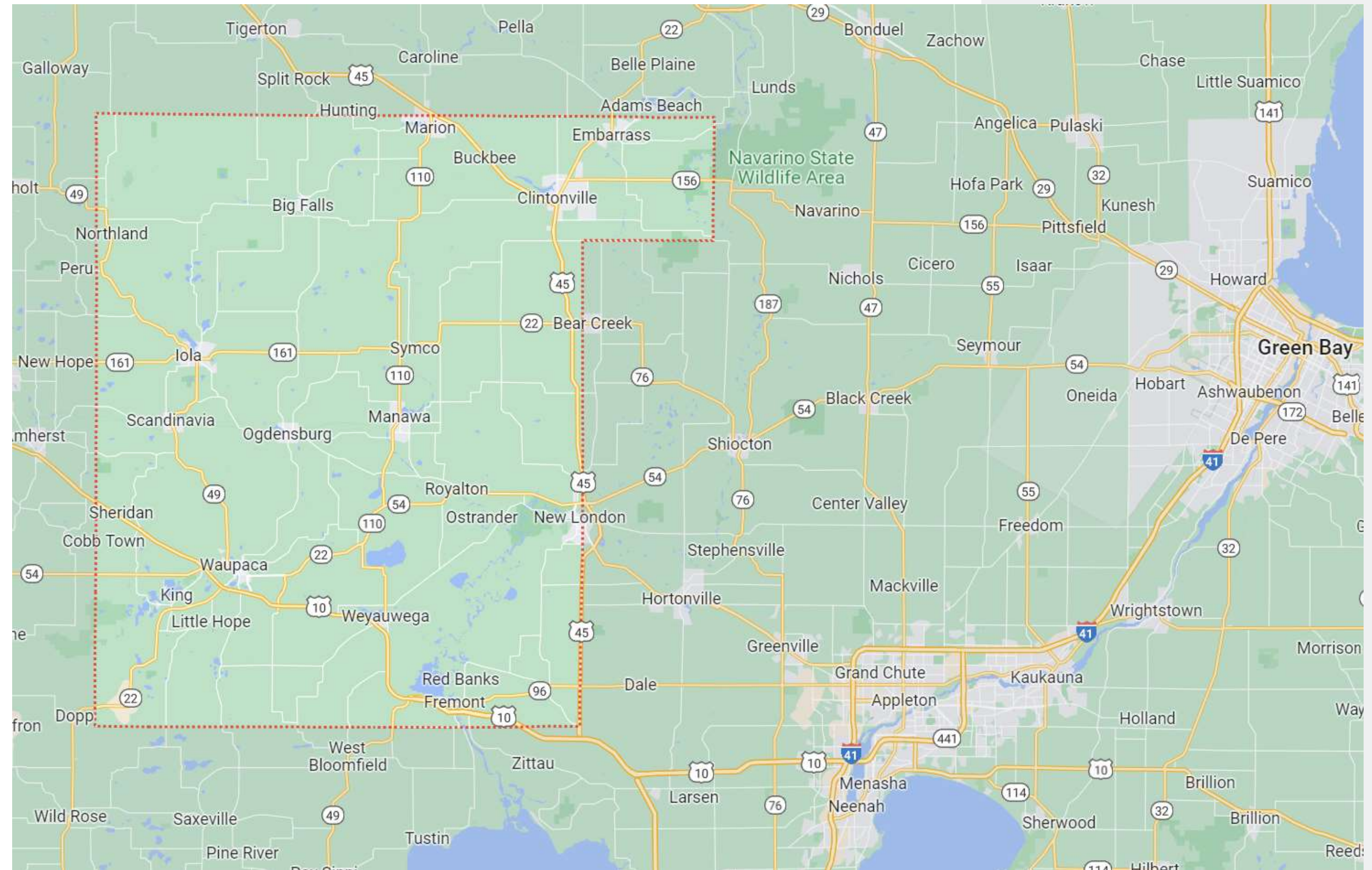




# Waupaca County

Population: 51,812

Sq. Miles: 765





# MOBILITY COORDINATION

- One call / one click - mobility as a service ride booking technology – connect via advanced APIs or via simple online interface
- Coordination and mobility management with existing transportation providers in the community – public, private, non-profit, informal, & grass roots



# PROJECT PARTNERS & COLLABORATORS

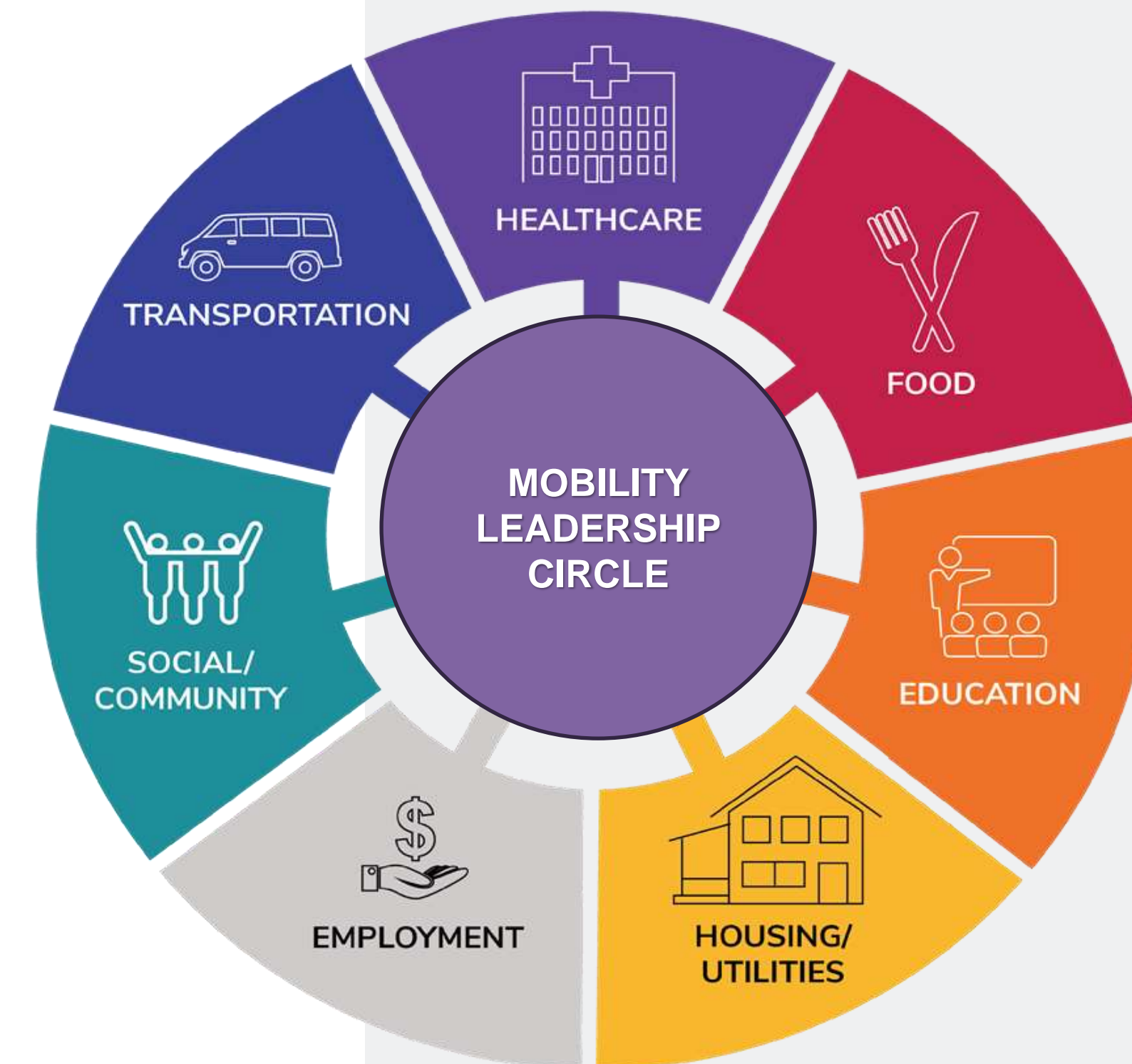
- New London Chamber of Commerce
- Waupaca Area Chamber of Commerce
- Clintonville Area Chamber of Commerce
- Iola-Scandinavia Chamber of Commerce
- University of Wisconsin-Madison-Extension Waupaca County
- East Central Wisconsin Regional Planning Commission
- City of Waupaca
- City of New London
- City of Weyauwega
- City of Clintonville
- City of Manawa
- Village of Fremont
- Waupaca County
- Tyson Foods
- Waupaca Foundry
- ThedaCare Health Services
- ThedaCare Community Health Action Team
- Walker Forge
- Kolbe & Kolbe Millwork Co, Inc.
- The New North, Inc.
- Chaplain Carrie Kreps Wegenast
- And Many others!





# COMMUNITY DRIVEN PROGRAM LEADERSHIP

- Leadership Taskforce - Met Bi-Weekly for 6 Months
  - Get the Wheels Turning
- Mobility Leadership Circle – Meets Quarterly
  - Set Rates
  - Selected Branding
  - Final Call on Key Policy Decisions for Riders (e.g. No-Show)
  - Discusses Community Barriers and Resources
- Sustainability Taskforce – Meets Bi-Monthly
  - Reviews Various Funding Opportunities
  - Helps Secure Matching Funds
  - Brainstorms Answers to Complex Funding Needs/Challenges
- Rider Advisory Committee
  - Holds Services Accountable
  - Provides Organic Feedback & Service Ideas



# CASE MANAGEMENT



Waupaca  
County



**Catch-a-Ride**

- Experts in Passenger Support with Complex Needs
- Screening Passengers for Ride Subsidies & Wrap Around Referrals
- Increasing Access to All Social Determinants of Health





# SUPPORTING ALL COMMUNITY MEMBERS

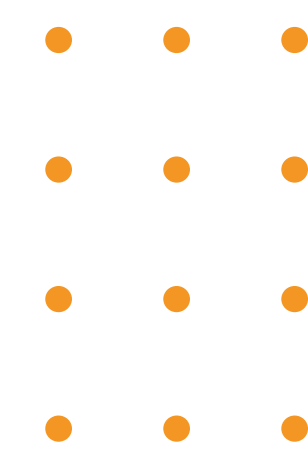
## Including Individuals/Families in Poverty

### Subsidized Rates Available:

Household Income 250% of Poverty Level

- First 30 Days Free
- Rate of \$1 Per Trip Leg

*Must Have Completed Application – Average of Last 3 Months Employment*



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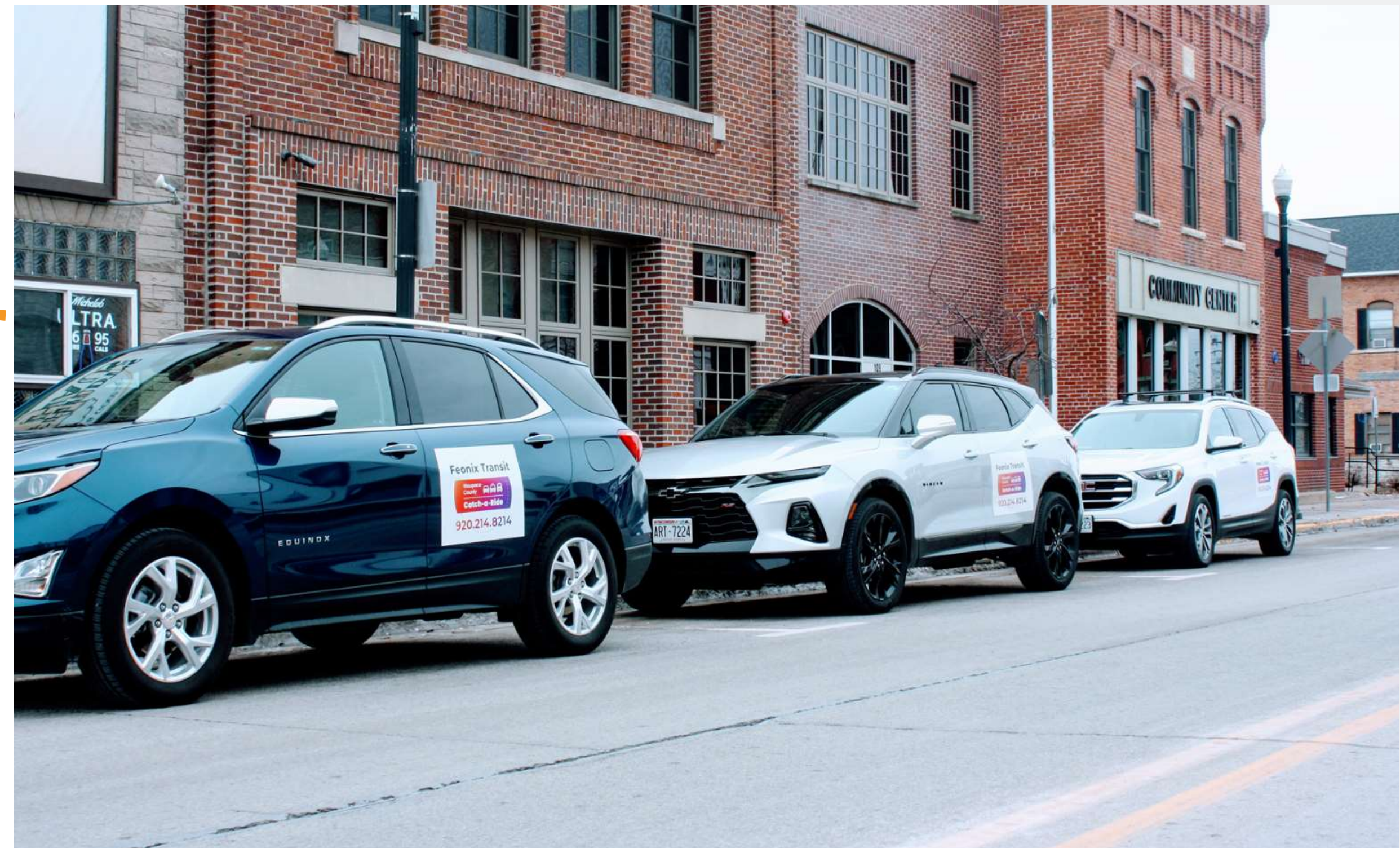
## Catch-a-Ride

Family Size	250% FPL
1	\$2,831.25
2	\$3,814.58
3	\$4,797.93
4	\$5,781.25
5	\$6,764.58
6	\$7,747.93
7	\$8,731.25
8	\$9,714.58
9	\$10,697.93
10	\$11,681.25



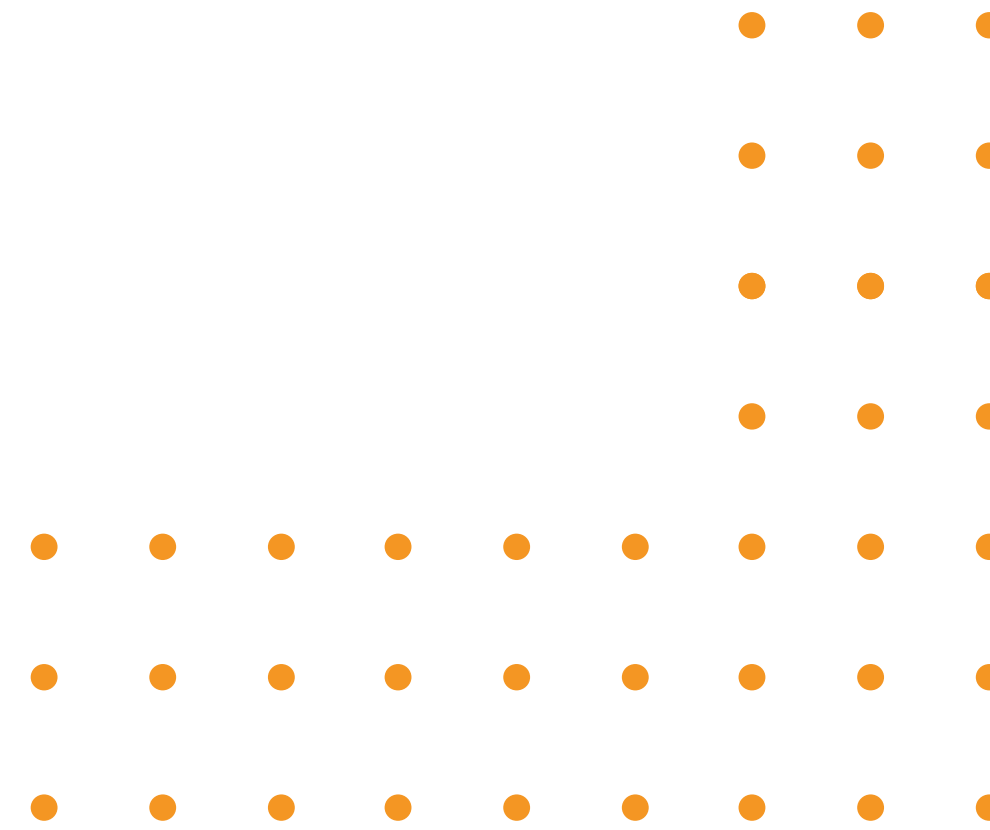
# MOBILITY ECOSYSTEM

- Feonix - Mobility Rising
  - ▶ MicroTransit
  - ▶ Volunteers
- Make the Ride Happen
  - ▶ Volunteers
- Waupaca Taxi-Public Transit
- Clintonville Taxi-Public Transit
- Additional Upon Demand & Request





# FEONIX MICROTRANSIT COMMUNITY TRANSPORTATION



Waupaca  
County   
**Catch-a-Ride**

- Certified Non-Emergency Medical Transportation Drivers
- Ambulatory & Wheelchair Accessible Vehicles Available
- Full Time Positions Local in the Community





# SAFETY IS OUR TOP PRIORITY



## Employee drivers complete significant training:

- Non-Emergency Medical Transportation Certified
- CPR Certified
- HIPAA Certified
- Defensive Driving Certified
- CDC Safety Training
- Mental Health First Aid
- Disability Awareness





# PROVIDING 5 STAR CUSTOMER SERVICE

- Call Center Concierge Customer Support
- Door through Door Support From Drivers
- Ability to Stop at Daycare or Pharmacy
- Support with Bags & Medical Devices
- Follow-up Customer Satisfaction Survey





# MICROTRANSIT VEHICLES

## Neuville Motors Competitive RFP

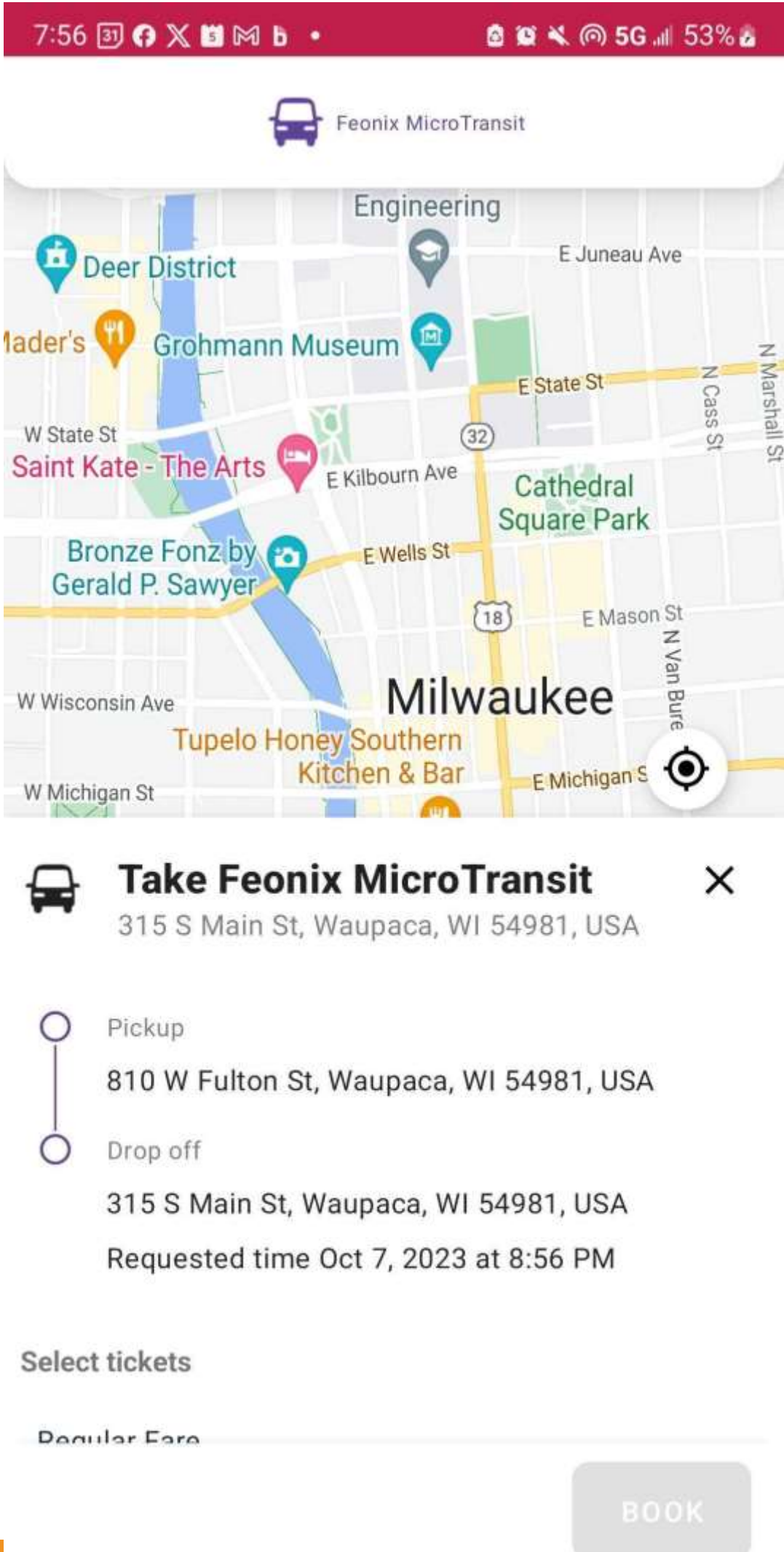
- 1 Electric Vehicle
- 3 Standard SUVs
- 1 Accessible Minivan





# APP BASED BOOKING

## Catch-a-Ride



7:56 5G 53%

Feonix MicroTransit

Engineering  
Deer District  
Grohmann Museum  
Saint Kate - The Arts  
Cathedral Square Park  
Milwaukee  
Tupelo Honey Southern Kitchen & Bar

**Take Feonix MicroTransit** X  
315 S Main St, Waupaca, WI 54981, USA

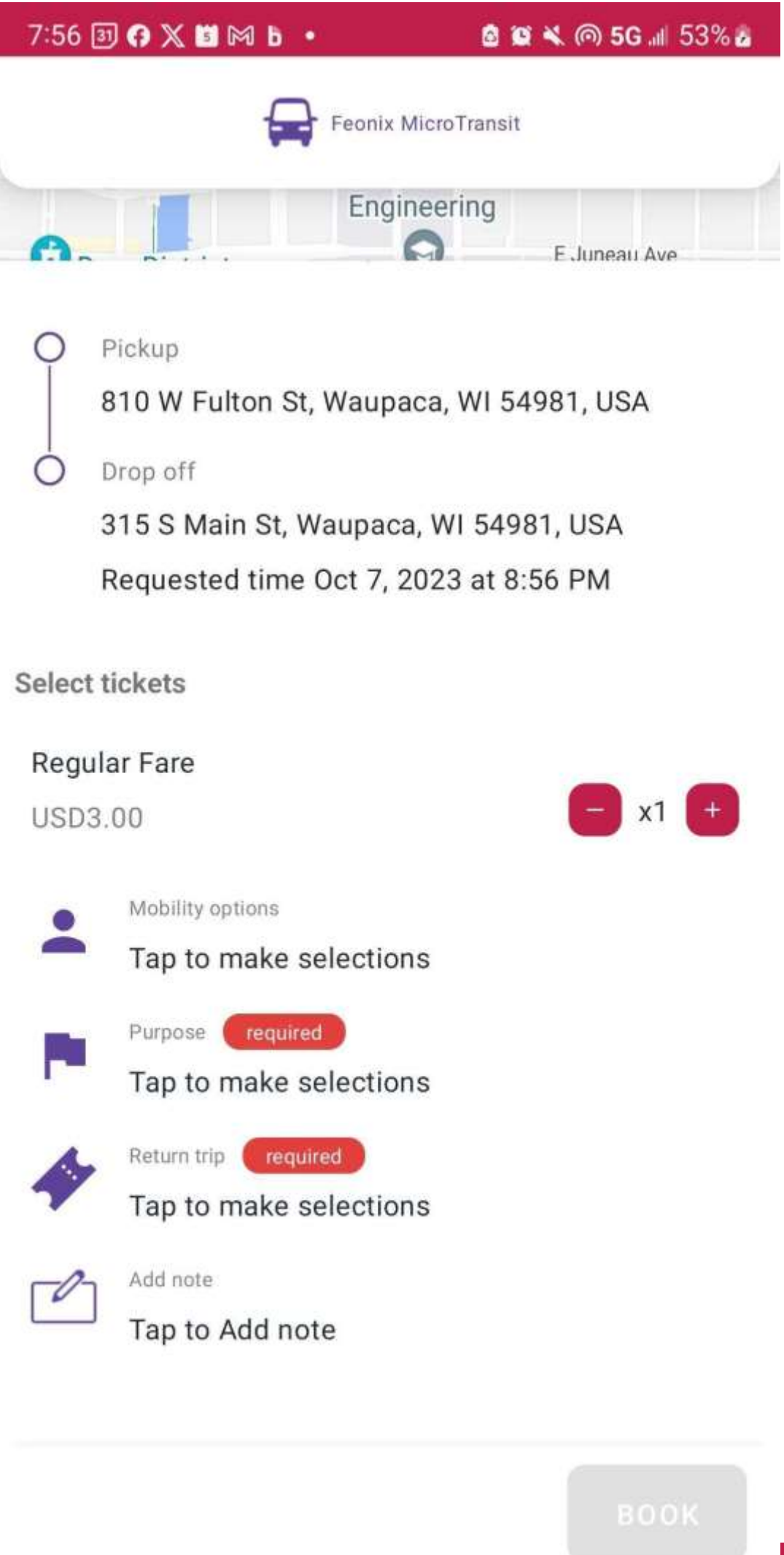
Pickup  
810 W Fulton St, Waupaca, WI 54981, USA

Drop off  
315 S Main St, Waupaca, WI 54981, USA  
Requested time Oct 7, 2023 at 8:56 PM

Select tickets

Regular Fare

BOOK



7:56 5G 53%

Feonix MicroTransit

Engineering  
E Juneau Ave

Pickup  
810 W Fulton St, Waupaca, WI 54981, USA

Drop off  
315 S Main St, Waupaca, WI 54981, USA  
Requested time Oct 7, 2023 at 8:56 PM

Select tickets

Regular Fare  
USD3.00 - x1 +

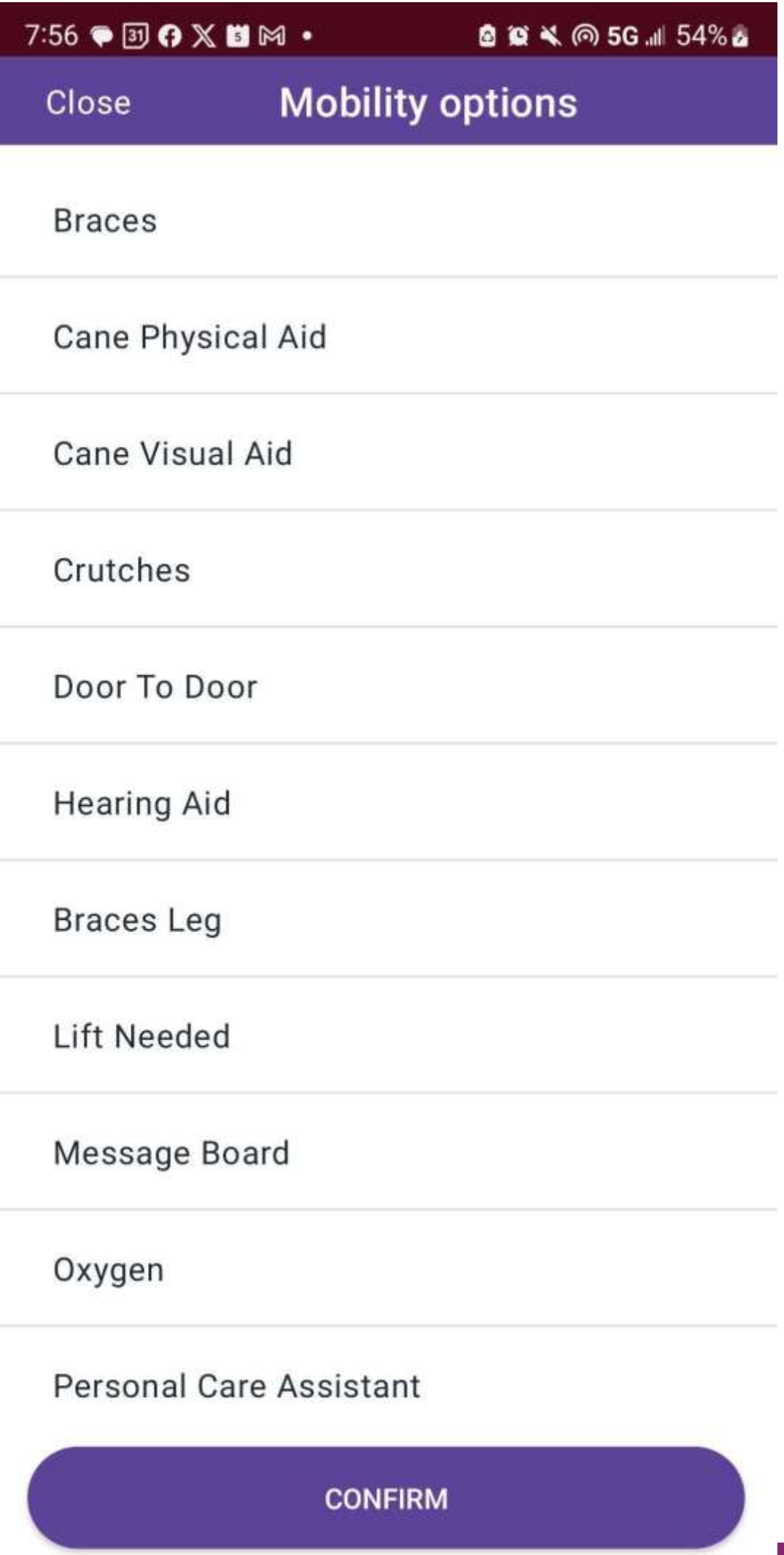
Mobility options  
Tap to make selections

Purpose **required**  
Tap to make selections

Return trip **required**  
Tap to make selections

Add note  
Tap to Add note

BOOK

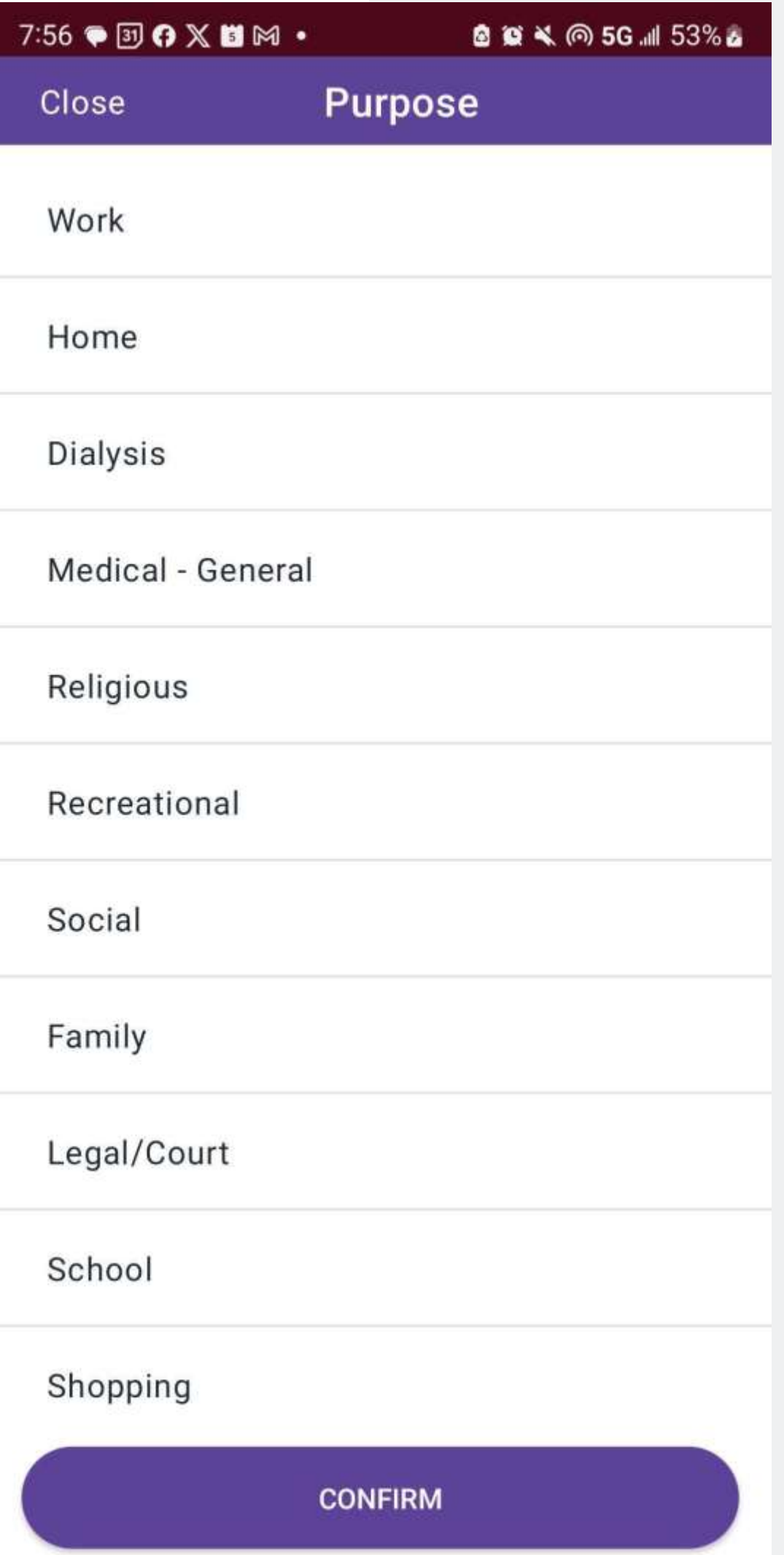


7:56 5G 54%

Close Mobility options

- Braces
- Cane Physical Aid
- Cane Visual Aid
- Crutches
- Door To Door
- Hearing Aid
- Braces Leg
- Lift Needed
- Message Board
- Oxygen
- Personal Care Assistant

CONFIRM



7:56 5G 53%

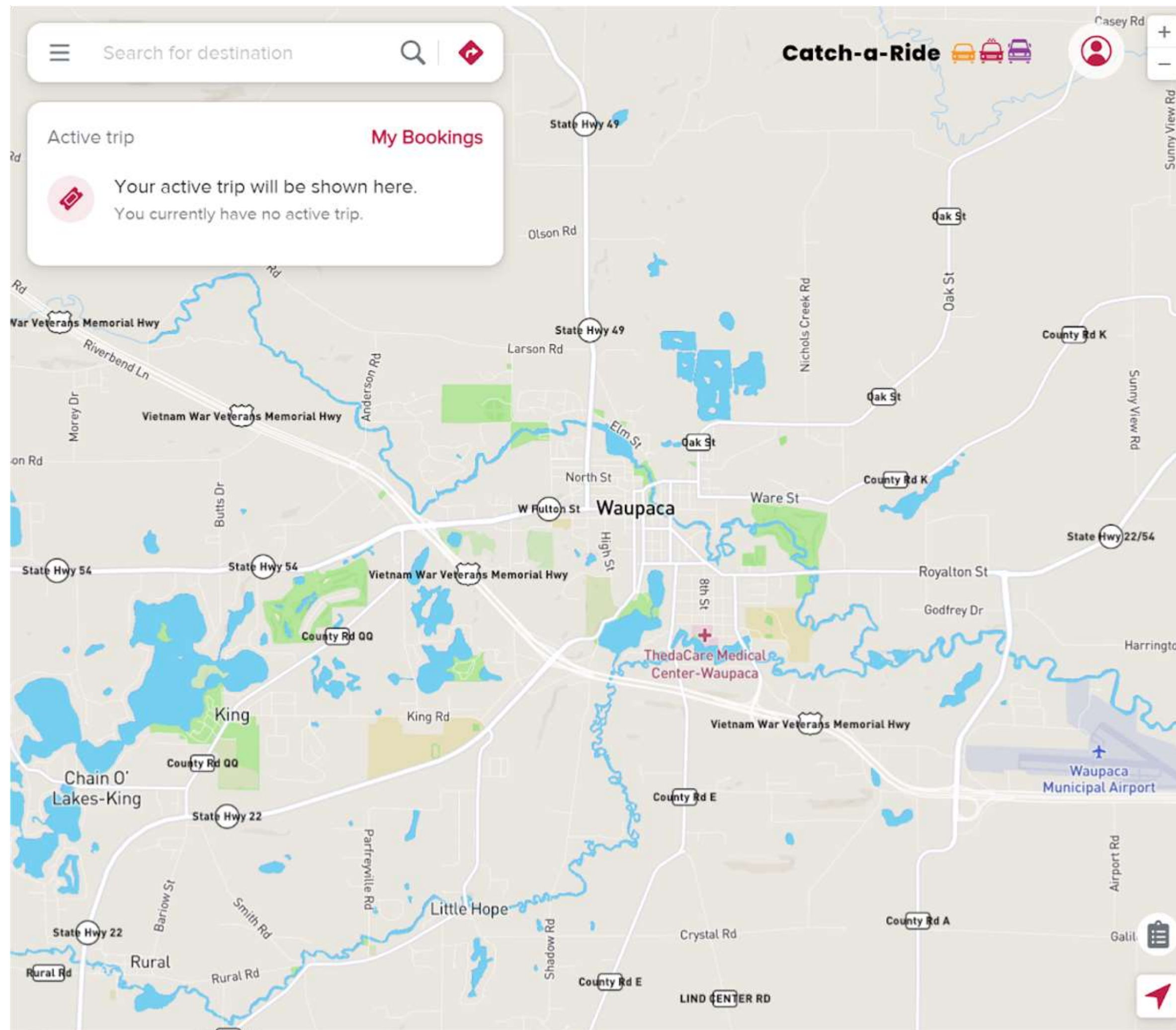
Close Purpose

- Work
- Home
- Dialysis
- Medical - General
- Religious
- Recreational
- Social
- Family
- Legal/Court
- School
- Shopping

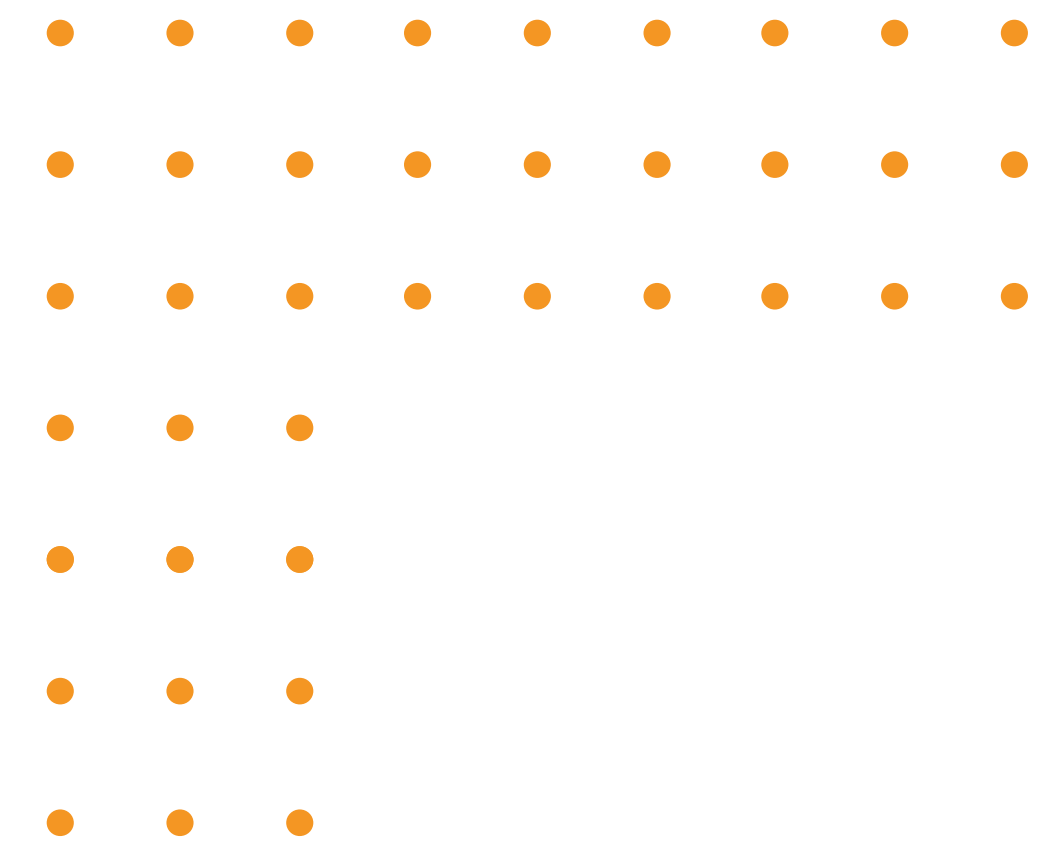
CONFIRM



# Catch-a-Ride





<https://waupacacar.org/>





# MOBILITY WALLET

 Catch-a-Ride ▾

 Wisconsin ▾

Bookings

All

Next

Charge 2

Users

Mobility Bundles

Mobility Bundles >

## New Bundle

Bundle Name

e.g. Group A

Description

Transport mode

Add transport...

Subscription  
duration

Add subscription duration...

Restrict visibility

Buyable only once

Cancel

User Centered  
Mobility Resources





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

+ 100 Other  
Programs



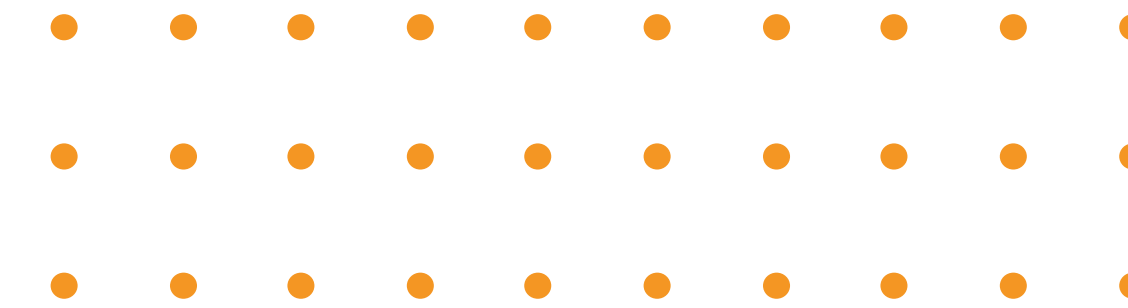
# Food Stamps – Every State Uses EBT Cards in 2023





# INAUGURAL TRIP

**12.15.22 - ThedaCare New London ER Dept. Team Member**





# CURRENT STATUS

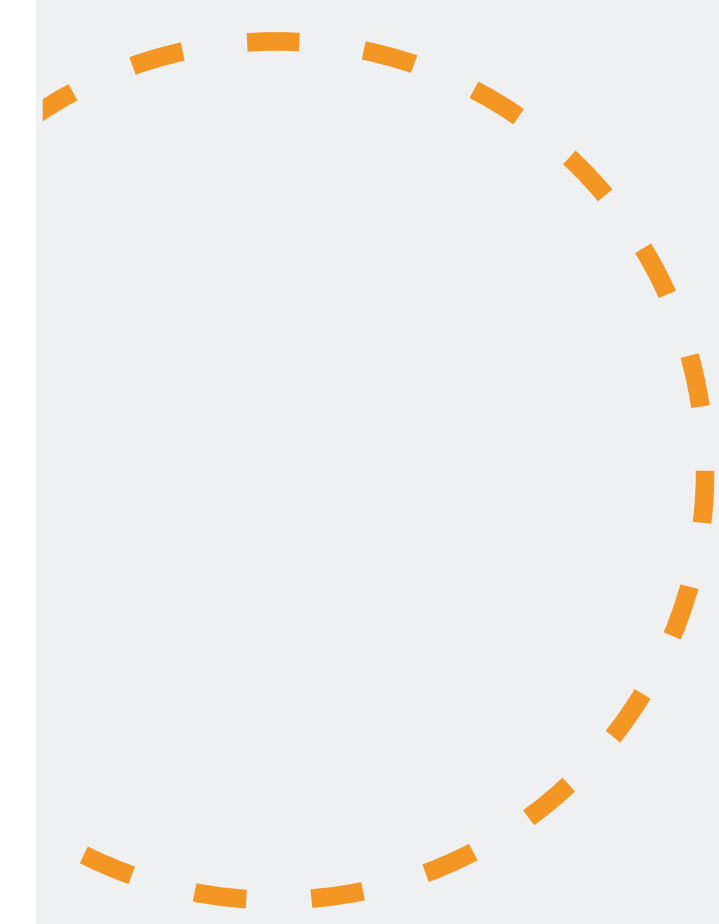
- **Unique Riders – 181 with 4,019 Completed Trips:**

- ▶ ThedaCare New London and Waupaca
- ▶ Tyson Foods
- ▶ Kolbe & Kolbe
- ▶ Waupaca Foundry
- ▶ Creative Converting
- ▶ Kwik Trip
- ▶ Manufacturer’s Pallet Disposal
- ▶ Bethany Homes

- **Times of Day Currently Serving:**

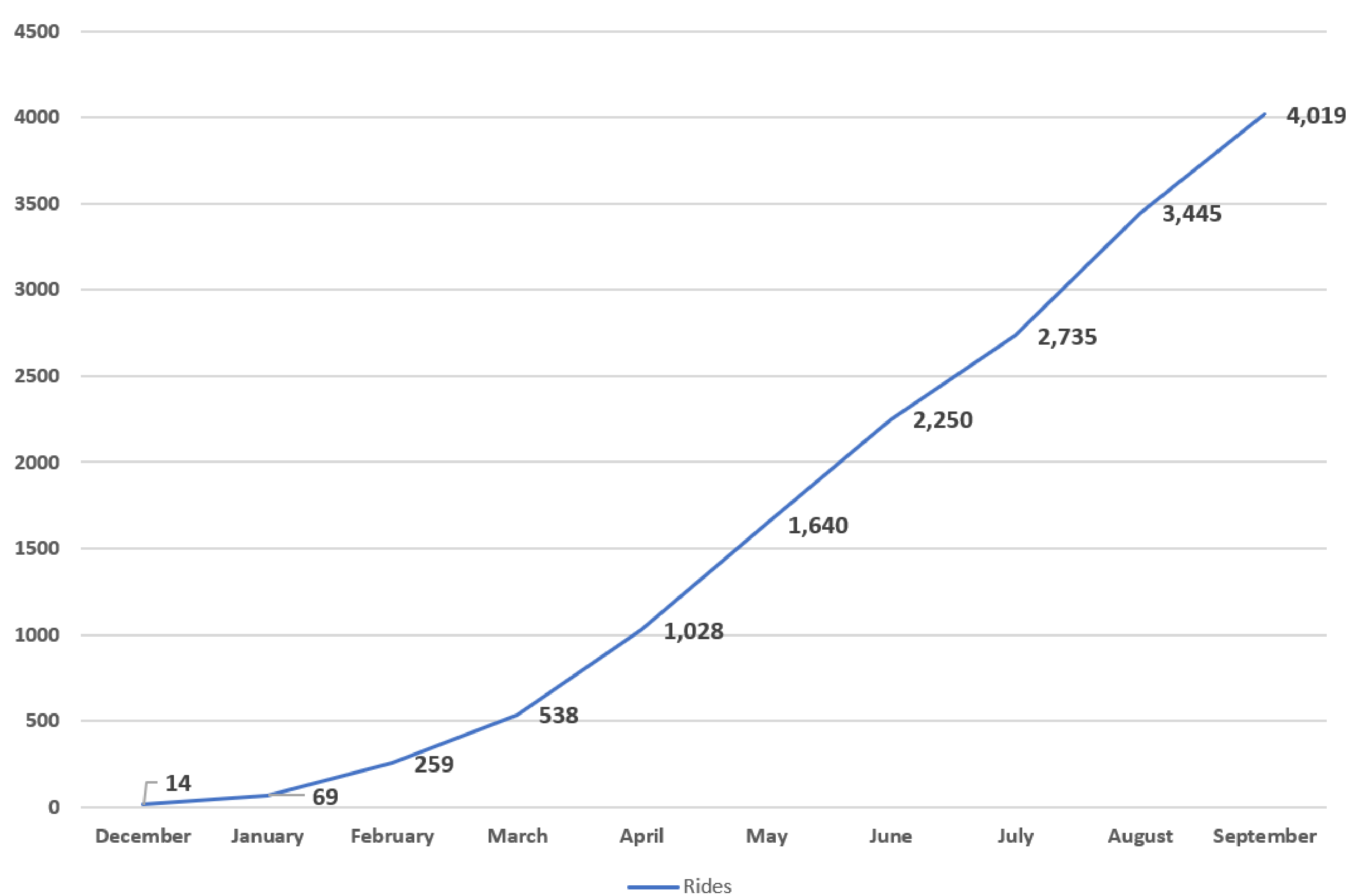
- ▶ 24 hours/day
- ▶ 7 Days a week

- **Accepting Payments via Call Center, Web, & App - \$3 Rides**



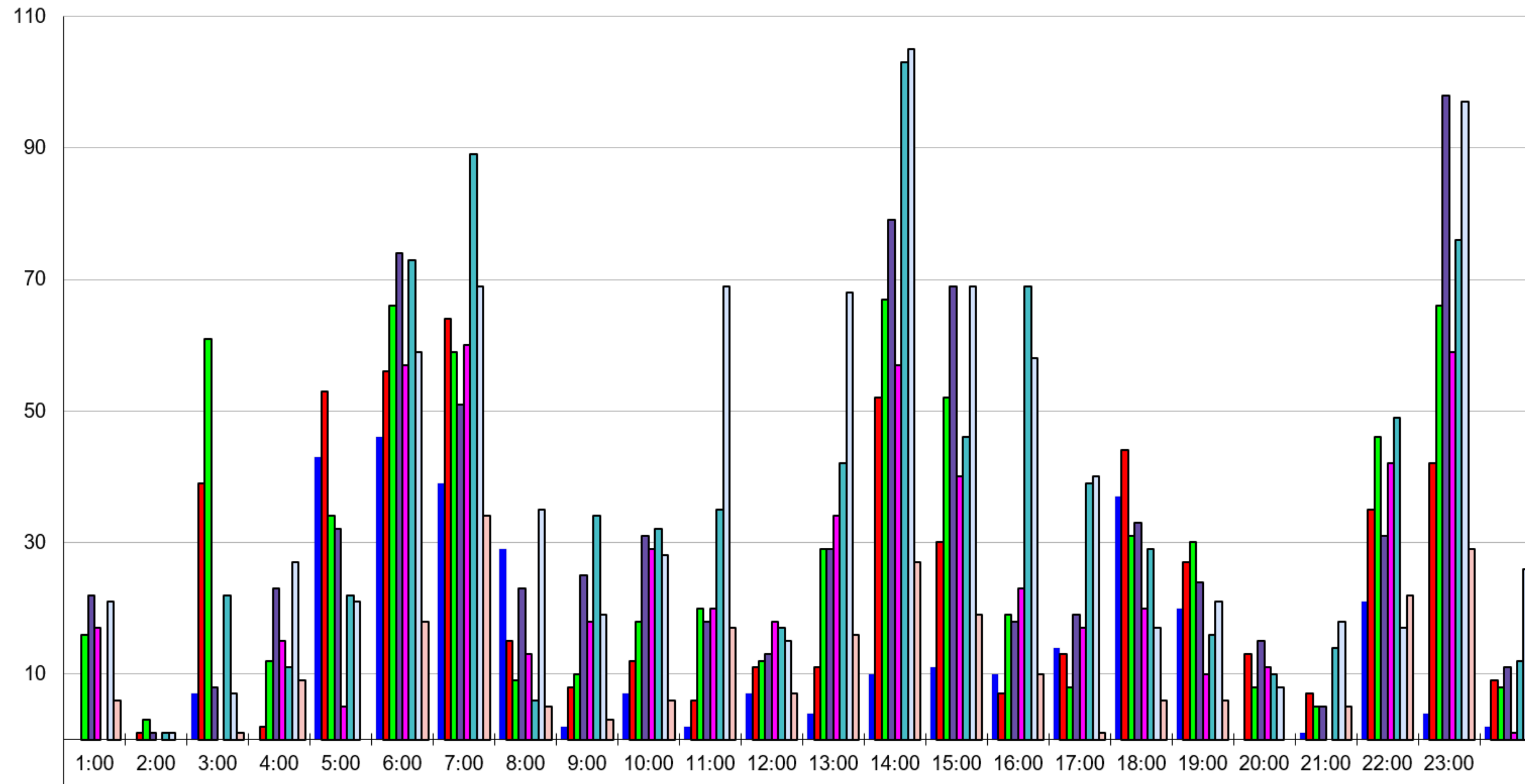


# Waupaca County Catch-a-Ride Trips





# Rides per Hour - Aggregate

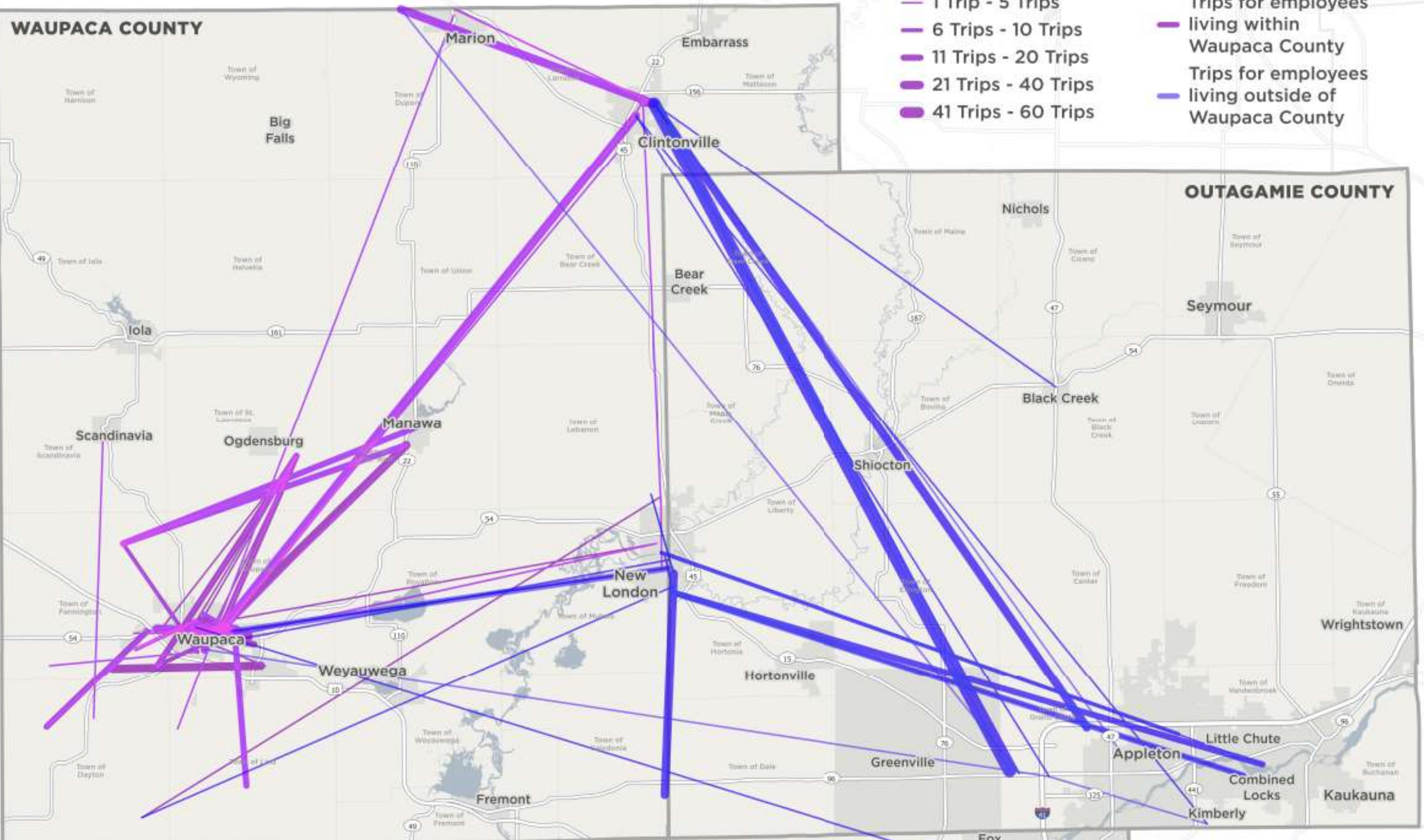


Peak Times of Service



## Waupaca County Catch-a-Ride Trip Destinations

### WAUPACA COUNTY



#### Total Completed Trips

- 1 Trip - 5 Trips
- 6 Trips - 10 Trips
- 11 Trips - 20 Trips
- 21 Trips - 40 Trips
- 41 Trips - 60 Trips

#### Rider Locations

- Trips for employees living within Waupaca County
- Trips for employees living outside of Waupaca County



## Waupaca County Catch-a-Ride Quick Facts

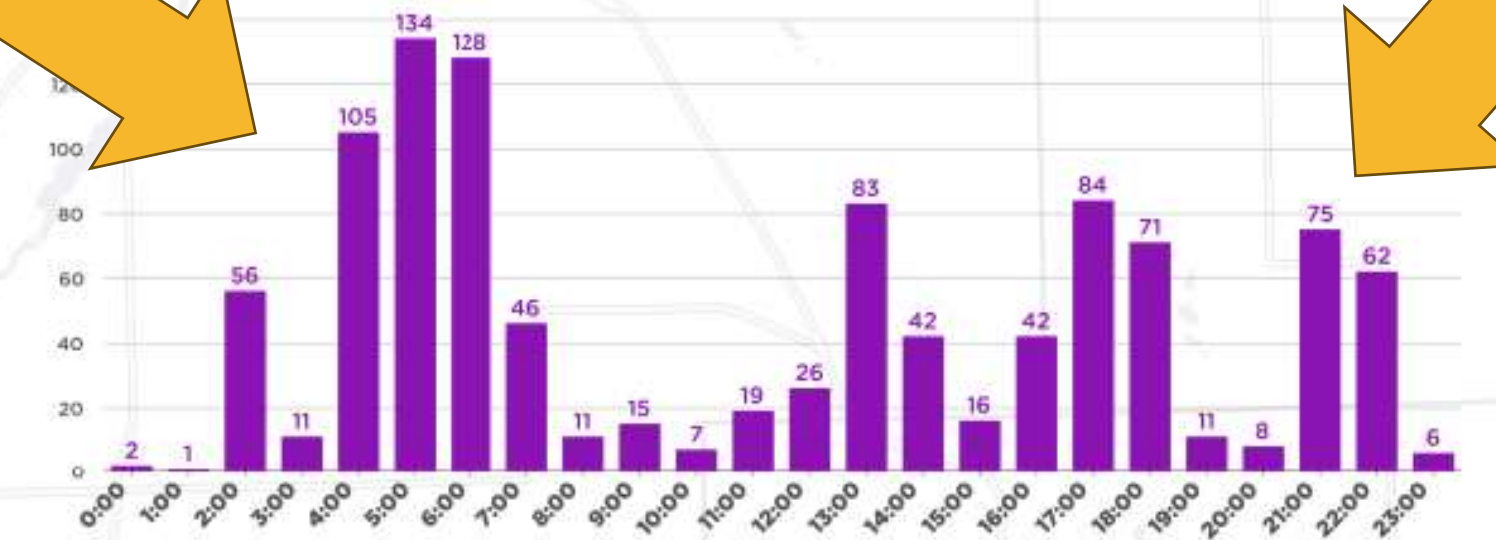
<b>1,000</b>	<b>204</b>	<b>15,842</b>	<b>9</b>	<b>27</b>
Total number of all completed trips	Total number of trips for employees living out of the county	Total mileage of all completed trips	Avg. mileage of trips for employees living in the county	Avg. mileage of trips for employees living out of the county

### Top Ten Pickup Locations

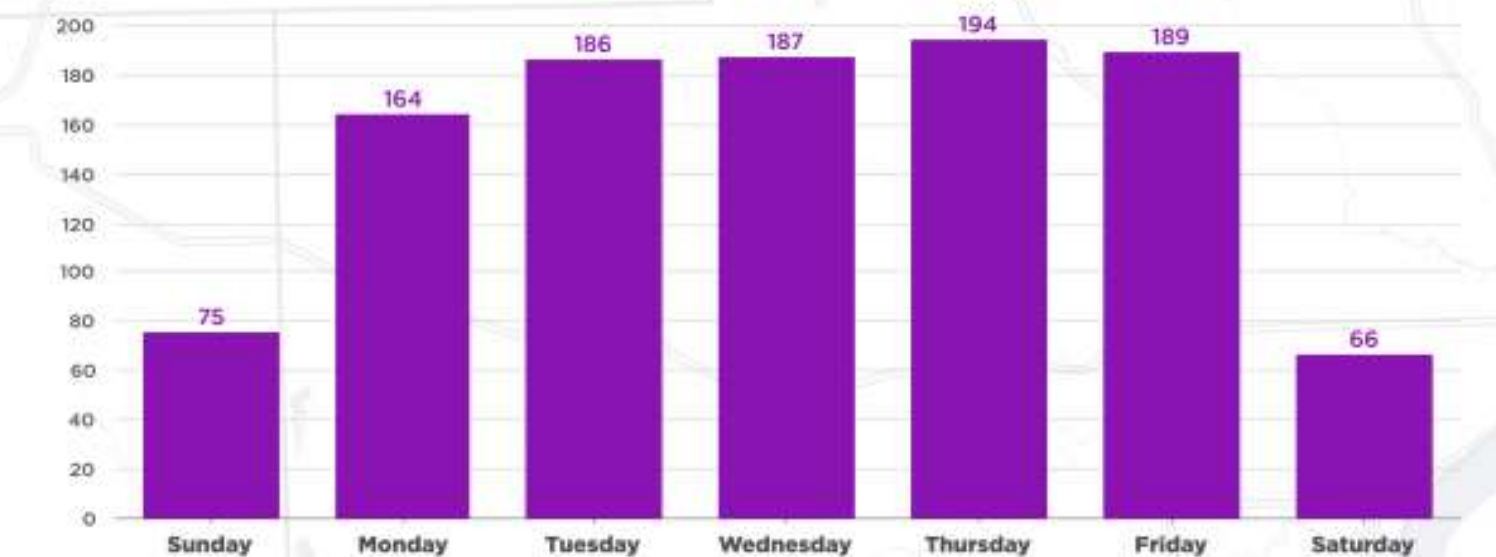
- 358 Pickups** City of Waupaca
- 200 Pickups** City of Clintonville
- 98 Pickups** Town of Farmington
- 84 Pickups** Town of Grand Chute
- 73 Pickups** City of New London

- 59 Pickups** City of Manawa
- 34 Pickups** Town of Dupont
- 29 Pickups** Town of Hortonia
- 26 Pickups** Town of Caledonia
- 24 Pickups** Town of St. Lawrence

### Total Pickups per Hour



### Total Pickups per Day



**Disclaimer**  
This project is being supported, in whole or in part, by federal award number SLFRP0135 awarded to Waupaca County Economic Development Corporation via the Wisconsin Workforce Innovation Grant Program by the U.S. Department of the Treasury.



# Next Steps

- Integration of Public Transit
- Recruit Volunteers
- Secure Funding for Regional Expansion
- Rural “County Based” Public Transit Funding Application
- Identify Research Partners
- Expand Alternative Fuel Options





# MORE INFORMATION? QUESTIONS?

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**Catch-a-Ride**