


1

Presentation Overview

- Introduction & Background on Feonix
- Best practices to Connect & Advertise Innovative Services in Rural Communities
- How to establish a Mobility Leadership Circle to Support and SUSTAIN your Program Activities for Success
- Q&A

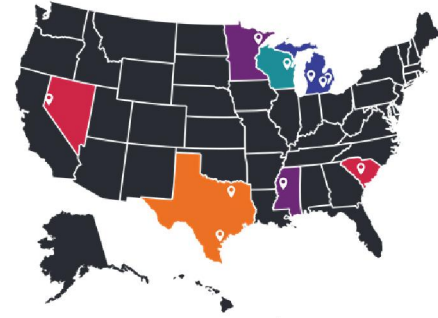
The Feonix logo is located in the bottom right corner of the slide. It consists of a stylized flame icon in white and orange, followed by the text 'Feonix' in a bold, sans-serif font, and 'MOBILITY RISING' in a smaller, sans-serif font below it.

2

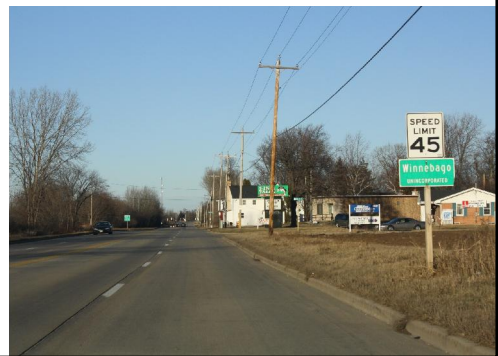
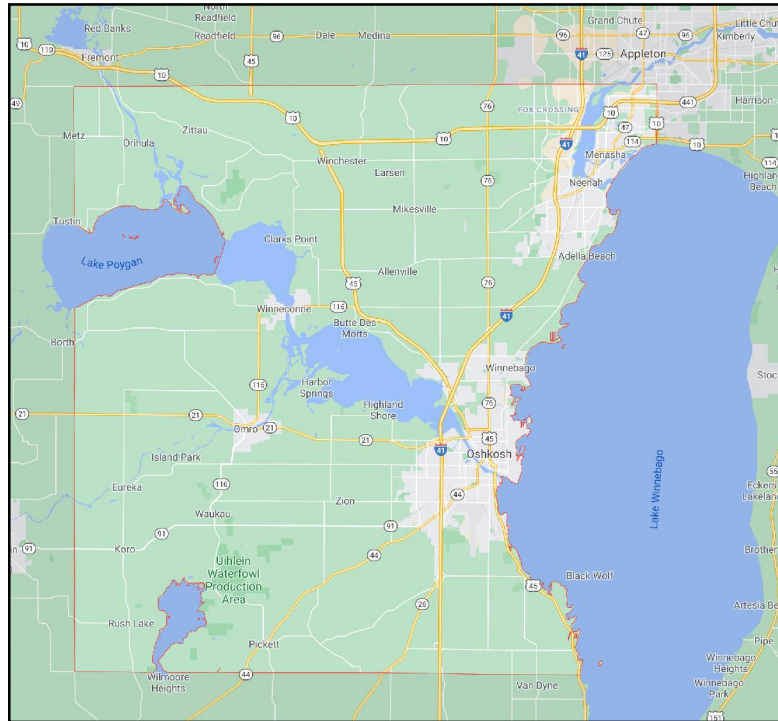
Feonix - Mobility Rising

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*



3



4

Winnebago County, Wisconsin



- Focus on Employment for Underserved Community Members in Winnebago County, Wisconsin

Winnebago **CATCH-A-RIDE**

- Multi-Modal:
 - Volunteers
 - Lyft
 - 3 Taxi
 - 2 Public Transit Agencies
 - 1 Specialty Transport Provider



5

In Winnebago County, 81% of job seekers report lack of transportation a major challenge.



6

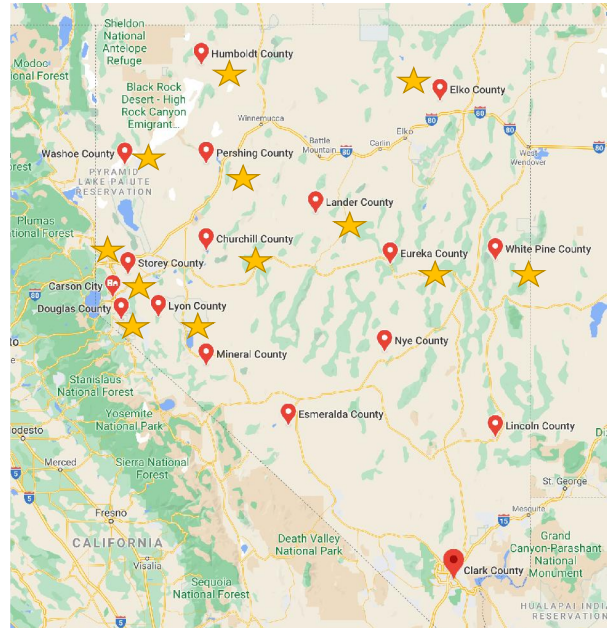
Mobility Leadership Circle Joins Together to Identify & Fill Gaps



Transportation Gaps							
Organization & Program	Services	Federal Poverty Level Requirement	Must Reside in Service Area	Employment Requirement	Minimum hours per week	Limited Duration of Service	Program enrollment required
W-2	Monthly bus passes or gas vouchers up to \$50 per month	150% Federal Poverty Level				Limited to 30 days	
WETAP	Vehicle can up to \$1,600 or repair up to \$1,600	150% Federal Poverty Level		Employed or have a job offer		Until vehicle is purchased or repaired	
WHEELS TO WORK	Vehicle can up to \$4,500 or repair up to \$1,000			Employed 3+ months	20 hours		
TRANSPORTATION ASSISTANCE	1-20 bus rides in a six-month period or limited gas vouchers		Live and work on bus route	Actively seeking or starting work		6 months (renewable)	
BUS SERVICE	10 Bus Routes		Live and work on bus route				
ACCESS TO JOBS	Taxi Services	150% Federal Poverty Level	Live and work on bus route	Currently employed	30+ hours	Until exceeds income eligibility	Application must be approved
MAKE THE RIDE HAPPEN	Low-cost rides to work					Until exceeds income eligibility	Application must be approved



7



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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 1/2 State in 2 Years
- Able to Support Coordination of Transportation Services, Enhance Data and Reporting, and Increase Access for Individuals & Social Service Agencies



Neighbor Network
of Northern Nevada



9

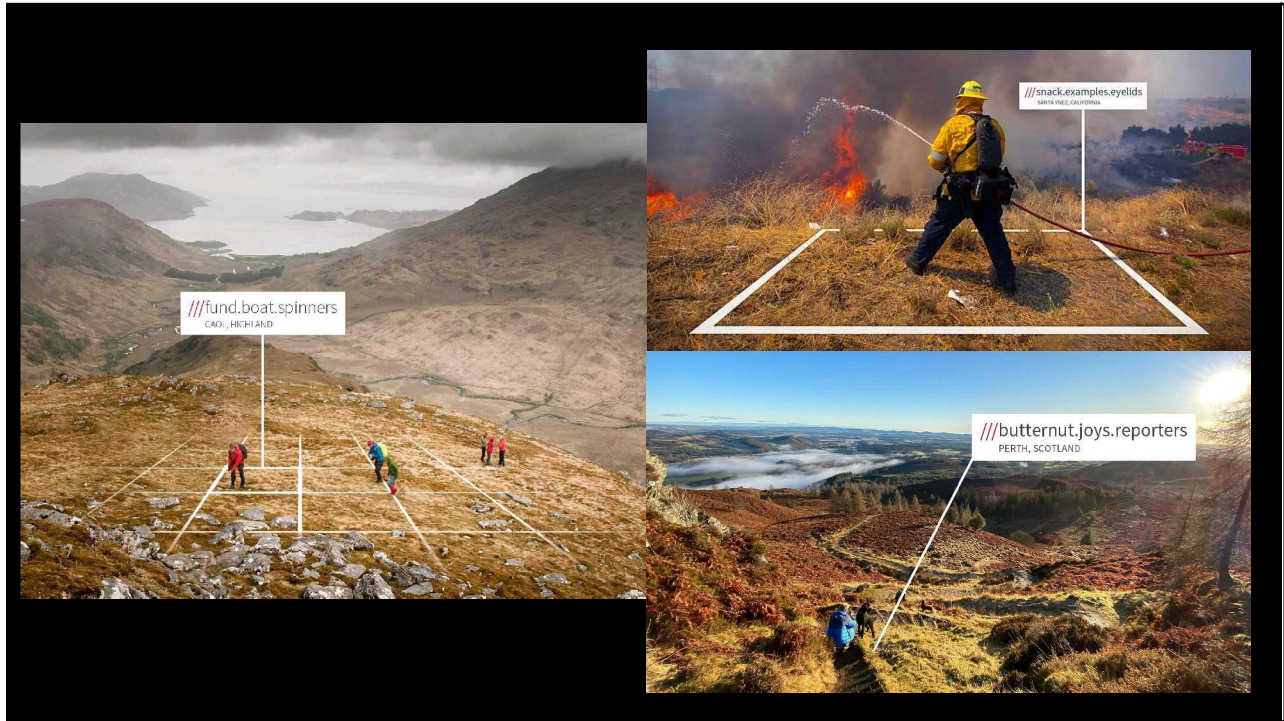
Global Technology Focus

- Fit the Technology to the Transit Agency
- Human Centered Design Approach to Technology Roll-Out & Deployment
- Integration of what3words for Rural Addresses

SKEDGO



10



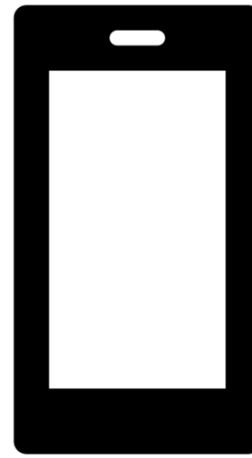
11

Best Practices to Connect & Advertise Innovative Services in Rural Communities



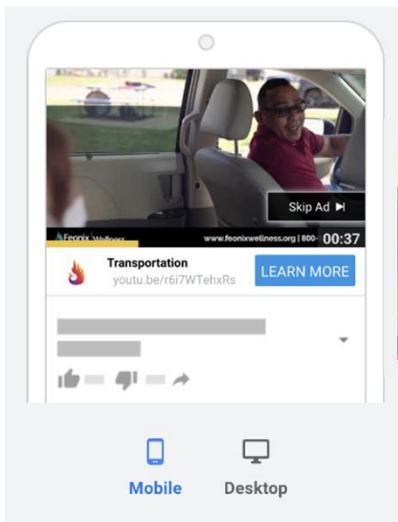
12

Digital Collateral



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YouTube Ads



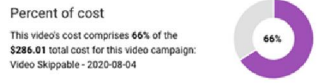
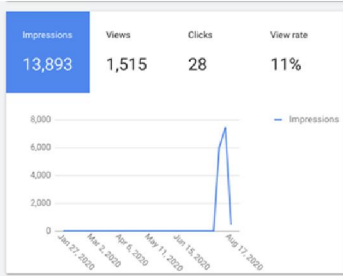
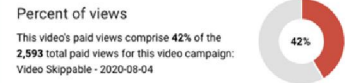
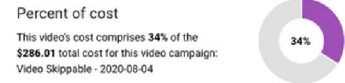
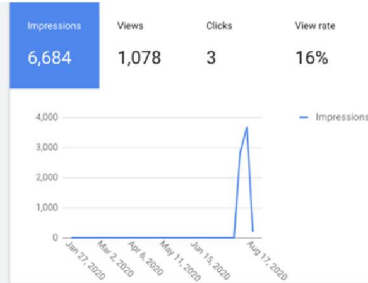
Ride with Feonix Wellness
1.5K views · 1 week ago



14

YouTube Ads Metrics

Video with senior male voiceover with Spanish accent.



Video with older adult female voiceover.



15

\$286 = 2,593 Views

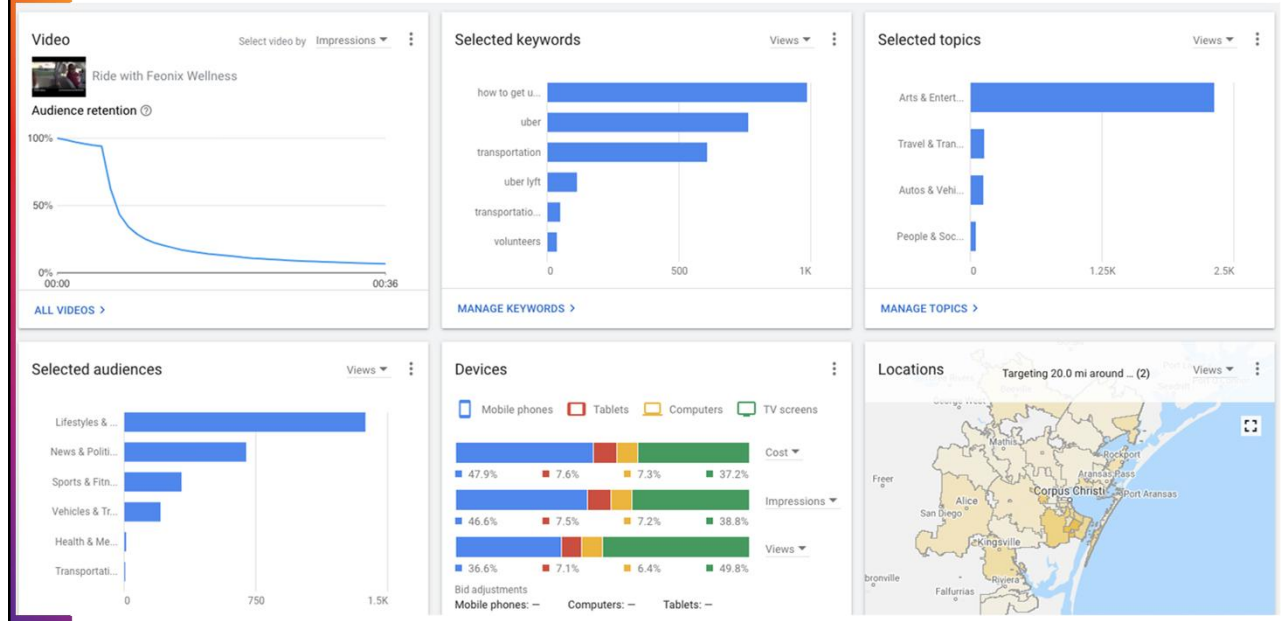
Video ↓	Impr.	Views	View rate	Avg. CPV	Cost	Earned views
Rides with Feonix Wellness 0:37 • Feonix - Mobility Rising	6,684	1,078	16.13%	\$0.09	\$97.19	1
Ride with Feonix Wellness 0:36 • Feonix - Mobility Rising	13,893	1,515	10.90%	\$0.12	\$188.82	3
Total: Videos ⓘ	20,577	2,593	12.60%	\$0.11	\$286.01	4
Total: Campaign ⓘ	20,577	2,593	12.60%	\$0.11	\$286.01	4

1 - 2 of 2



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YouTube Ads Metrics



17

Facebook Ads

Feonix - Mobility Rising - Coastal Bend of Texas
 Sponsored

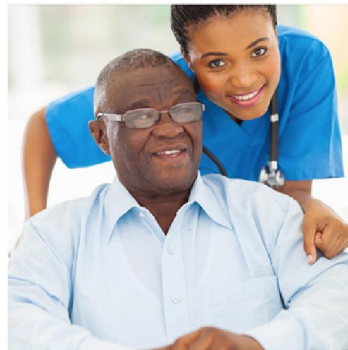
Welcome to Feonix Wellness! Now offering safe, dependable transportation at affordable prices throughout the Coastal Bend.



FEONIXWELLNESS.ORG
Safe, Dependable Transportation

BOOK NOW

Welcome to Feonix Wellness! Now offering safe, dependable transportation at affordable prices throughout the Coastal Bend.



FEONIXWELLNESS.ORG
Safe, Dependable Transportation

BOOK NOW



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Facebook Ads

Feonix Wellness **Feonix - Mobility Rising - Coastal Bend of Texas** Sponsored · 🌐

Welcome to Feonix Wellness! Now offering safe, dependable transportation at affordable prices throughout the Coastal Bend.



FEONIXWELLNESS.ORG
Safe, Dependable Transportation

BOOK NOW

Feonix Wellness **Feonix - Mobility Rising - Coastal Bend of Texas** Sponsored · 🌐

Welcome to Feonix Wellness! Now offering safe, dependable transportation at affordable prices throughout the Coastal Bend.



FEONIXWELLNESS.ORG
Safe, Dependable Transportation

BOOK NOW

Like Comment Share



19

Facebook Ads

Feonix Wellness **Feonix - Mobility Rising - Coastal Bend of Texas** Sponsored · 🌐

Welcome to Feonix Wellness! Now offering safe, dependable transportation at affordable prices throughout the Coastal Bend.



FEONIXWELLNESS.ORG
Safe, Dependable Transportation

BOOK NOW

Feonix Wellness **Feonix - Mobility Rising - Coastal Bend of Texas** Sponsored · 🌐

Visits to the doctor are stressful enough on their own. Let Feonix Wellness drive and ensure you have the ...See More



FEONIXWELLNESS.ORG
Safe, Dependable Transportation

LEARN MORE

Like Comment Share



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Facebook Ads Metrics

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
Nueces and San Patricio Counties – Riders...	Completed	Lowest cost Link Clicks	Using ca...		29 Link Clicks	2,455	2,669	\$0.44 Per Link Cli...	\$12.65	Jul 31, 2020	Jul 27, 2020 – Jul 31, 2020 5 days
Nueces and San Patricio Counties – Riders...	Completed	Lowest cost Link Clicks	Using ca...	Jul 29, 2020, 8:1... 19 days ago	17 Link Clicks	2,686	3,151	\$0.56 Per Link Cli...	\$9.52	Jul 31, 2020	Jul 27, 2020 – Jul 31, 2020 5 days
Coastal Bend – All	Completed	Lowest cost Link Clicks	Using ca...		8 Link Clicks	961	1,072	\$0.48 Per Link Cli...	\$3.84	Jul 31, 2020	Jul 27, 2020 – Jul 31, 2020 5 days
Coastal Bend – All - Copy	Completed	Lowest cost Link Clicks	Using ca...		14 Link Clicks	2,160	2,366	\$0.52 Per Link Cli...	\$7.28	Jul 31, 2020	Jul 27, 2020 – Jul 31, 2020 5 days
Coastal Bend – All	Completed	Lowest cost Link Clicks	Using ca...	Jul 27, 2020, 1:2... 21 days ago	336 Link Clicks	11,320	20,541	\$0.29 Per Link Cli...	\$98.71	Jul 31, 2020	Jul 7, 2020 – Jul 31, 2020 25 days
Nueces and San Patricio Counties – Riders	Completed	Lowest cost Link Clicks	Using ca...	Jul 27, 2020, 1:2... 21 days ago	711 Link Clicks	30,824	73,757	\$0.38 Per Link Cli...	\$268.00	Jul 31, 2020	Jul 7, 2020 – Jul 31, 2020 25 days
Results from 6 ad sets 0					1,115 Link Clicks	38,800 People	103,556 Total	\$0.36 Per Link Cli...	\$400.00 Total Spent		



21

Facebook Ads Metrics

Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
Coastal Bend All	Completed	Coastal Bend – All 0 active ads	Lowest cost Link Clicks	Using ca...		8 Link Clicks	961	1,072	\$0.48 Per Link Cli...
Rider Recruitment – county specific	Completed	Nueces and San Patricio Co... 0 active ads	Lowest cost Link Clicks	Using ca...	Jul 29, 2020, 8:1... 19 days ago	17 Link Clicks	2,686	3,151	\$0.56 Per Link Cli...
Rider Recruitment – county specific	Completed	Nueces and San Patricio Co... 0 active ads	Lowest cost Link Clicks	Using ca...		29 Link Clicks	2,455	2,669	\$0.44 Per Link Cli...
Coastal Bend All	Completed	Coastal Bend – All 0 active ads	Lowest cost Link Clicks	Using ca...	Jul 27, 2020, 1:2... 21 days ago	336 Link Clicks	11,320	20,541	\$0.29 Per Link Cli...
Coastal Bend All	Completed	Coastal Bend – All - Copy 0 active ads	Lowest cost Link Clicks	Using ca...		14 Link Clicks	2,160	2,366	\$0.52 Per Link Cli...
Rider Recruitment – county specific	Completed	Nueces and San Patricio Co... 0 active ads	Lowest cost Link Clicks	Using ca...	Jul 27, 2020, 1:2... 21 days ago	711 Link Clicks	30,824	73,757	\$0.38 Per Link Cli...



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Facebook Ads

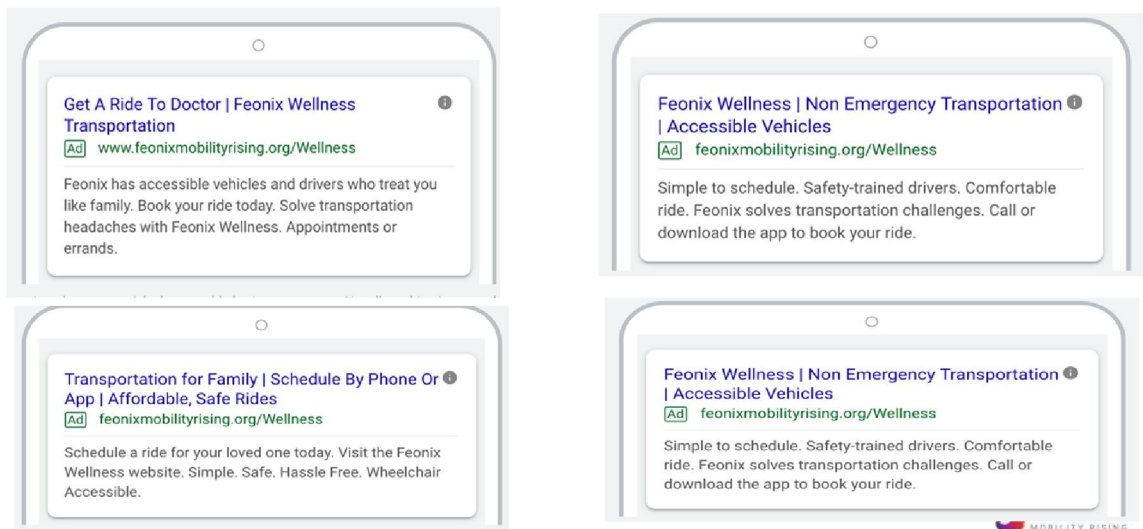


Local recognizable faces matter – try and find local celebrities in your advertisements.



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Google Ads



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Google Ads

Ad 1: Find The Safest Ride | Senior Transportation Service | Feonix Wellness Can Help
feonixmobilityrising.org/Wellness
 Book a ride today! Call or download the app. Feonix Wellness gets you there safely and on-time.

Ad 2: Feonix Wellness Transportation | Let Feonix Drive You There | Booking Rides Is Easy
www.feonixmobilityrising.org/Wellness
 Feonix Wellness gets you there safely and on time. Book a ride for your appointments or errands today!

Ad 3: Feonix Wellness Transportation | Hassle-Free Transportation | Call To Book Today
feonixmobilityrising.org/Wellness
 Trained Drivers Treat You Like Family. Providing Transportation to Appointments Or Errands

Ad 4: Patient Ride Assistance | Call Feonix To Schedule | Non Emergency Transportation
feonixmobilityrising.org/Wellness
 Feonix Wellness helps patients and clients get to appointments. Remove transportation challenges for patients. Wheelchair accessible. Trained drivers.

onix
 MOBILITY RISING

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Google Ads Metrics

Devices

Mobile phones Tablets Computers

Cost: 58.5% (Mobile), 0.0% (Tablets), 41.5% (Computers)

Impressions: 73.9% (Mobile), 0.0% (Tablets), 26.1% (Computers)

Clicks: 50.0% (Mobile), 0.0% (Tablets), 50.0% (Computers)

Bid adjustments: Mobile phones: — Computers: — Tablets: —

Keywords

Keyword	Cost	Clicks	CTR
taxi	\$6.01	4	22.22%
senior shuttle service	\$2.36	1	100.00%
transportation	\$1.95	1	33.33%
driver	\$0.00	0	0.00%
mobility	\$0.00	0	0.00%


MANAGE KEYWORDS > Page 1 of 10

Clicks: 6	Impressions: 23	Avg. CPC: \$1.72	Cost: \$10.32
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Feonix
 MOBILITY RISING

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B2B Print Collateral



Feonix Wellness
MOBILITY RISING

TRANSPORTATION SOLUTIONS FOR YOUR ORGANIZATION

Feonix - Mobility Rising is a non-profit dedicated to bringing transportation to people who need it most.

We believe that every mile matters, and every mile between your office and your clients home makes a difference - that's why we support all social determinates of health. Our team of professionals provides transportation assistance in accessing:

- Doctor's Appointments
- Dental Care
- Social Services
- Prescriptions
- Other Wellness Needs


Research has shown that better transportation access leads to:


- Reduced no-show rates for appointments
- Increased attendance in post-op follow-ups
- Enhanced access to supportive measures, like picking up prescriptions and other home-health needs.




Our Services

- Nationally Certified Non-Emergency Medical Transportation Drivers
- Wheelchair-Accessible Transportation (Coming Soon)
- Local Volunteer Drivers
- Prescription Delivery

www.feonixwellness.org 800-525-5965

 Providing Transportation Services in the Following Counties:
Nauces | San Patricio | Refugio | Live Oak | Bee | Jim Wells | Duval | Brooks | Kearney | Aransas | Kieberg



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B2B Print Collateral

About Us


Feonix - Mobility Rising is a non-profit dedicated to bringing transportation to people who need it most.

We believe that every mile matters, and every mile between your office and your clients home makes a difference - that's why we support all social determinates of health. Our team of professionals provides transportation assistance in accessing:

- Doctor's Appointments
- Dental Care
- Social Services
- Prescriptions
- Other Wellness Needs

Research has shown that better transportation access leads to:

- Reduced no-show rates for appointments
- Increased attendance in post-op follow-ups
- Enhanced access to supportive measures, like picking up prescriptions and other home-health needs.




Feonix Wellness
MOBILITY RISING


TRANSPORTATION SOLUTIONS

Call 972-544-7654 for more information on pricing!

www.feonixwellness.org




Every Mile Matters




If you're interested in donating to help support your community, you can do so through our website:

www.feonixmobilityrising.org/donate



972-544-7654
www.feonixwellness.org



Feonix Wellness
MOBILITY RISING

Our Services

- Nationally Certified Non-Emergency Medical Transportation Drivers
- Wheelchair-Accessible Transportation (Coming Soon)
- Local Volunteer Drivers
- Prescription Delivery

How It Works

Feonix Wellness offers many ways for potential clients to book rides.

Call 972-544-7654

feonixwellness.org

Benefits

Transportation opens doors for people who need it. For example:

- Up to 65% of patients report that following a hospital discharge, they had trouble filling the prescription. In addition, 65% of patients felt having transportation assistance with access or cost would improve medication use after hospitalization or clinics visits.
- A study done in Cleveland, Ohio showed that of adults living at or below 125% of the federal poverty level, almost one third reported that it was "hard" or "very hard" to find transportation to their health care providers.
- Approximately 650,000 children missed or were delayed medical care because of transportation issues.

Customer Testimonials


"The medication delivery service provided by Feonix Wellness is top notch. We were able to get medications in the hands of clients with limited transportation options.

I would recommend Feonix without hesitation to anyone who needs help with medication delivery or non-emergency medical transportation. The staff members are well trained and responsive to the needs of our clients. Thanks for everything Feonix!"


— Russell Ware, Clinic Director, Central Plains Community Center

"Thank you so much for helping me."

— Robert, Feonix Wellness Client



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Feonix Wellness
MOBILITY RISING

Transportation and Access to Care





Feonix - Mobility Rising is a non-profit dedicated to bringing transportation to people who need it most.

We believe that every mile matters, and every mile between you and your destination makes a difference - especially if you don't have easy, reliable access to transportation.


Feonix Wellness is designed to get you where you need to go. We provide transportation assistance in getting to:

- » Doctor's Appointments
- » Dental Care
- » Social Services
- » Pharmacies
- » Groceries
- » Church


Our Services

-  Nationally Certified Non-Emergency Medical Transportation Drivers
-  Wheelchair-Accessible Transportation (Coming Soon)
-  Local Volunteer Drivers
-  Prescription Delivery

www.feonixwellness.org 800-525-5965


 Providing Transportation Services in the Following Counties:
Nueces | San Patricio | Refugio | Live Oak | Bee | Jim Wells | Duval | Brooks | Kenedy | Aransas | Kleberg

B2C Print Collateral



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General Information Collateral






PROVIDING TRANSPORTATION SERVICES IN THE FOLLOWING COUNTIES:

Nueces | San Patricio | Refugio | Live Oak | Bee
Jim Wells | Duval | Brooks | Kenedy | Aransas | Kleberg







800-525-5965

feonixwellness.org




 **Need a Ride?** 

Feonix Wellness can help you get where you need to go.

 Doctor
  Prescriptions
  Social
  Dentist
  Work
  Grocery

800-525-5965 | feonixwellness.org



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Word of Mouth Advertising

- Local AM/FM/Internet Radio Stations
- Local Facebook Garage Sale Sites or K-12 School Facebook Groups
- Post Office Billboards
- Church Bulletins
- Utility Bill Add-Ins



31

No Graphic/Media Expertise? No Problem

The image shows two overlapping website screenshots. The background is the Fiverr homepage, featuring a search bar with the text "Try 'logo animation'", a "Search" button, and a list of popular services including "Voice Over", "Translation", "Logo Design", and "Articles & Blog Posts". Below the search bar, there are logos for "facebook", "Google", "MIT", "NETFLIX", "PayPal", and "intuit". The foreground is a screenshot of the Design Pickle website, which has a dark header with navigation links: "Services", "Solutions", "Our Work", "Pricing", "About", and "Resources". The main content area features the headline "A New Approach to Graphic Design. Simple. Scalable. Reliable." and a video player with a play button and the text "Save money. Create more." Below the video are "Get a Demo" and "See Plans" buttons. At the bottom of the Design Pickle screenshot, it says "Trusted By Thousands of Businesses Worldwide" and lists logos for "PACIFIC RETAIL", "POSHMARK", "LEVO", "SOCK & FANCY", and "Trainual".

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How to Establish a Mobility Leadership Circle to Support and SUSTAIN your Program Activities for Success



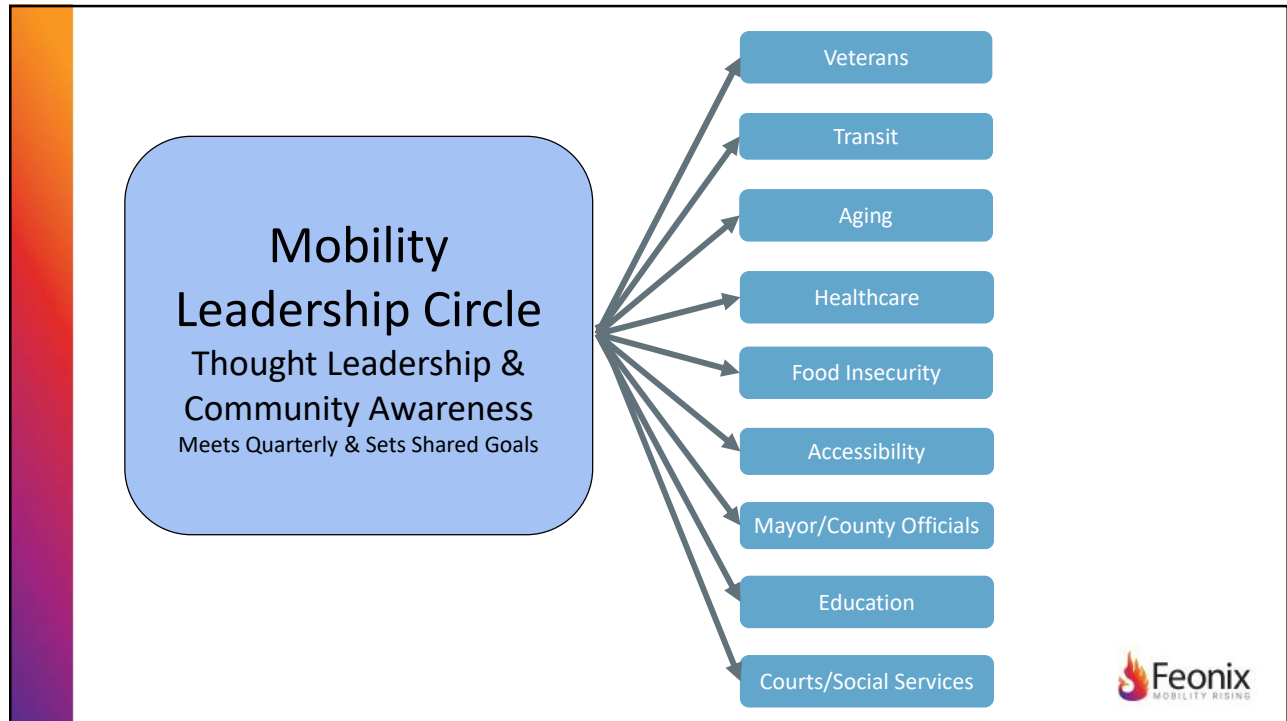
33

Mobility Leadership Circle

- Originated with Concept Amalgamation of:
 - ITS America's Leadership Circle &
 - National Center for Mobility Management Advisory Body



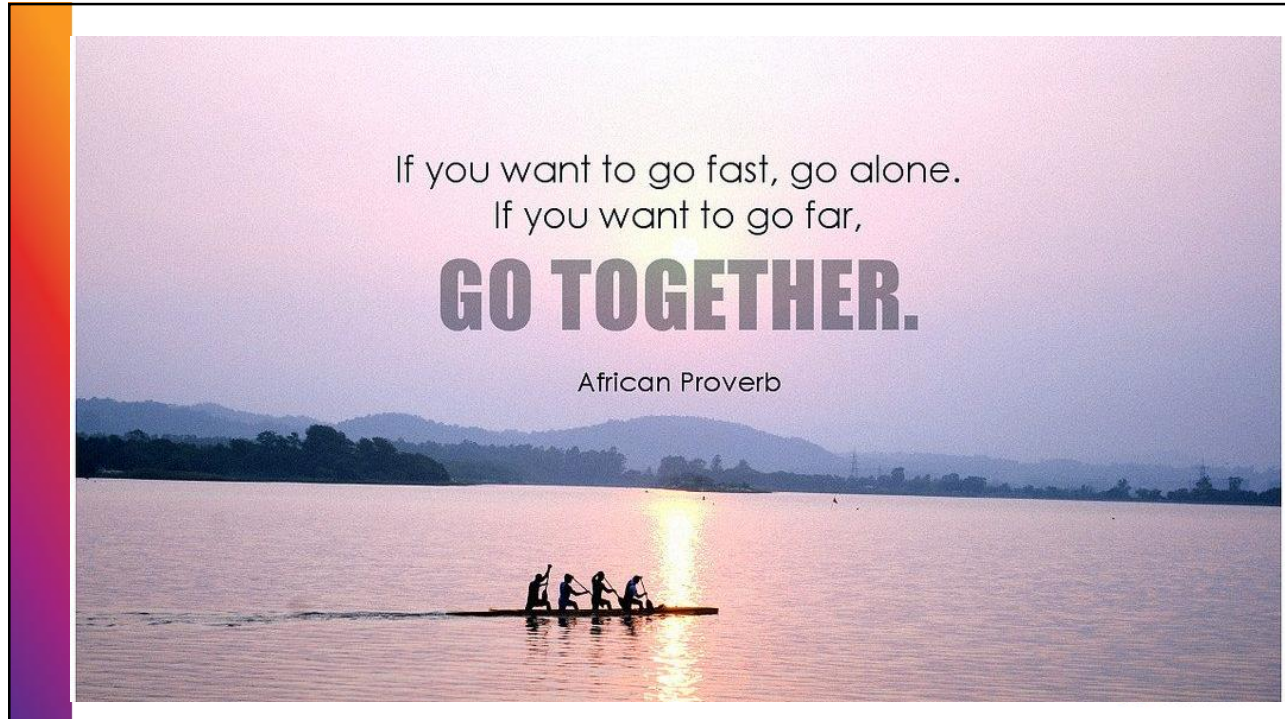
34



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Mobility Leadership Circle (MLC)

What: An MLC is a stakeholder group. This is the time when community leaders come together to hear updates about the status of the program and provide input and feedback about challenges or next steps.

When: MLC meetings take place quarterly.

Why: The effect that community dynamics have on the success or failure of a program cannot be overstated. The MLC has the power of bringing together people from many different backgrounds- people that may not get the chance to work together under normal circumstances. In an MLC meeting, you can draw upon the those backgrounds and ignite collaboration to address community needs.



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Sustainability


- Over 130 Federal Programs Fund Transportation
- Grantstation.com
- RFP's Require Collaboration & Demonstrated Impact
 - MLC's Provide Warm Leads for:
 - Letters of Support,
 - Match Funding,
 - Testimonials, &
 - Established Community Relationships



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 @feonix – mobility rising

 @feonixmobility

 @feonixrising

 @feonixmobility

Questions?

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Valerie Lefler, MPA
Executive Director
valerie.lefler@feonixmobilityrising.org
@Valerie_D_Lefler

