



goMARTI
Community Listening
Sessions

Grand Rapids City Council report out

June 27, 2022



Agenda

Introductions: Tammy, Justin, Shana

Community Sessions summary

Final report summary

Pilot Zone and Stops summary

Hours summary

Job Posting and Recruiting

Project next steps

Discussion

Introductions



Tammy Meehan Russell

Role: Project Manager

Co: The PLUM Catalyst



Justin Johnson

Role: Deputy Project Manager

Co: The PLUM Catalyst



Shana Downs

Role: Partnership lead

Co: May Mobility

goMARTI Community Listening Sessions Summary



goMARTI.com

YOU'RE INVITED TO ATTEND

A COMMUNITY LISTENING SESSION

Join us at either session to learn about the free, on-demand self-driving shuttle pilot coming to Grand Rapids in 2022.

Session 1 WED., APRIL 20, 3-4 PM
ITASCA CO HUMAN RESOURCES
1209 SE 2ND AVE GRAND RAPIDS

Session 2 THURS., APRIL 21, 10 AM - 11 AM
LAKESHORE PLACE APARTMENTS
2300 MCKINNEY LAKE RD

Join the project team, which includes government, local and private partners, to learn more about the on-demand free shuttle service and to give feedback on route stops and hours of service.

For more information, contact:

Tammy Meehan Russell, tammy@theplumcatalyst.com
Patty Day, patty@theplumcatalyst.com
Myrna Peterson, myrnakay67@gmail.com

3 sessions were held targeting different community groups

Wed, April 20, 2022

- Service providers, agencies

Thu, April 21, 2022 (2 sessions)

- Senior Community
- Business Community



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YOU'RE INVITED TO ATTEND

A COMMUNITY LISTENING SESSION

Join us for a chance to learn about the free, on-demand self-driving shuttle pilot coming to Grand Rapids in 2022.

THURSDAY, APRIL 21, 12-1 PM
RAPIDS BREWING
214 N POKEGAMA AVE

Join the project team, which includes government, local and private partners, to learn more about the on-demand free shuttle service and to give feedback on route stops and hours of service.

For more information, contact:

Tammy Meehan Russell, tammy@theplumcatalyst.com
Patty Day, patty@theplumcatalyst.com

Goal: Create “community derived” route, stops, and hours for goMARTI

goMARTI Community Listening Sessions



Final Report summary

- 40+ session attendees
- 20+ different organizations
- 38 survey respondents

COMMUNITY RAISED ISSUES

- Accessibility and safety are critical
- Need for availability on nights and weekends as a supplemental service
- Ability to access rides without technology/app (211 to assist)
- Which stops are ideal for the pilot

goMARTI Project

APRIL 2022 COMMUNITY LISTENING SESSIONS SUMMARY REPORT

OVERVIEW

In April 2022, the goMARTI team and partners held three listening sessions in Grand Rapids to engage with various stakeholders in the community to get a better understanding of how the goMARTI self-driving shuttle pilot project could best serve the needs of the Grand Rapids area.

The intent of these listening sessions was to begin a conversation with the Grand Rapids larger community, explain the technology and pilot, and to gather feedback on what would be most beneficial and of use to the community. By listening and gathering feedback, the team will be able to make adjustments and determine pilot stops and hours for the pilot, as well as to begin building trust with the community for a new technology.

LISTENING SESSIONS HELD

- SESSION 1: APRIL 20 @ ITASCA COUNTY RESOURCE CENTER
 - Organizations and providers of social and human services that work frequently with clients in Itasca County were invited to attend.
- SESSION 2: APRIL 21 @ LAKESHORE PLACE SENIOR APARTMENTS
 - Members of the Lakeshore Place Senior Apartment Complex and members of the Northstar Women's Service Association were invited to attend.
- SESSION 3: APRIL 21 @ RAPID BREWING
 - Members of the Grand Rapids business community, including the Downtown Business Chamber and other downtown businesses were invited to attend, in partnership with Visit Grand Rapids.

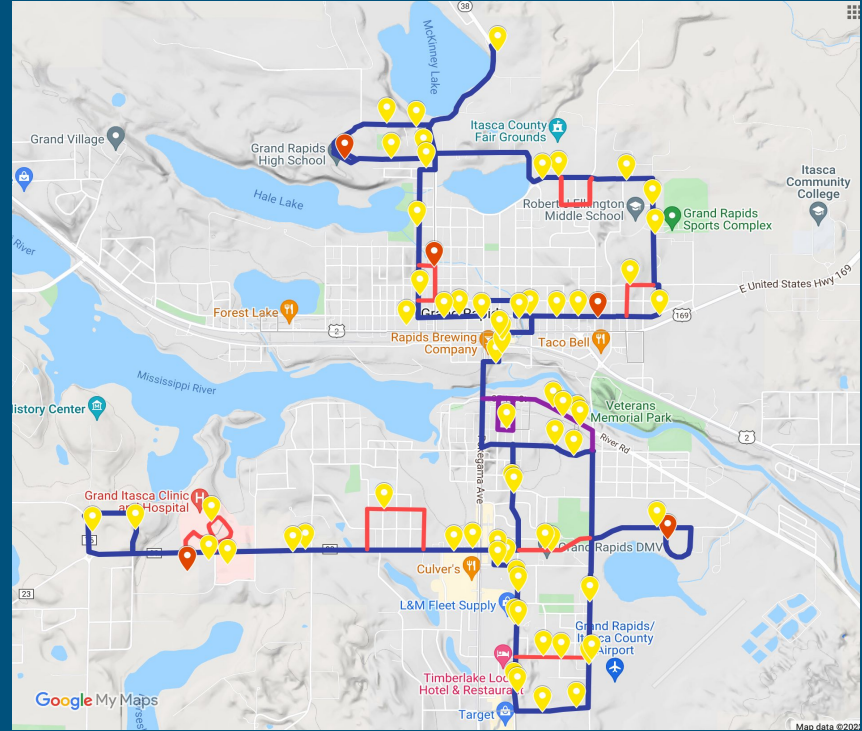
Final results

Pilot Zone and Stop Review



Route is 16.5 sq miles

69 stops total



My maps link: https://www.google.com/maps/d/viewer?mid=1GwiVYbYR70JG0QgOJarpU_HuK-cupms

Grand Rapids, MN - Pilot Zone Points of Interest

Category	POIs
Entertainment	- YMCA, Rapids Brewing, Cinema, Klockow, Brewed Awakening, Anytime Fitness, Reif Center, Fairgrounds
Grocery	- Super One, Aldi
Grocery/Shopping	- Ace Hardware, Walgreens, L&M Fleet Supply
Church	- St. Andrews, Alliance Church, Church of God,
Services	- Hospital, IRC, Library, Schools, DMV, Post Office, Central Square Mall, Courthouse, Civic Center
Residential and Other	- Lakeshore, River Grand, River South, Pillars, Lakewood Heights

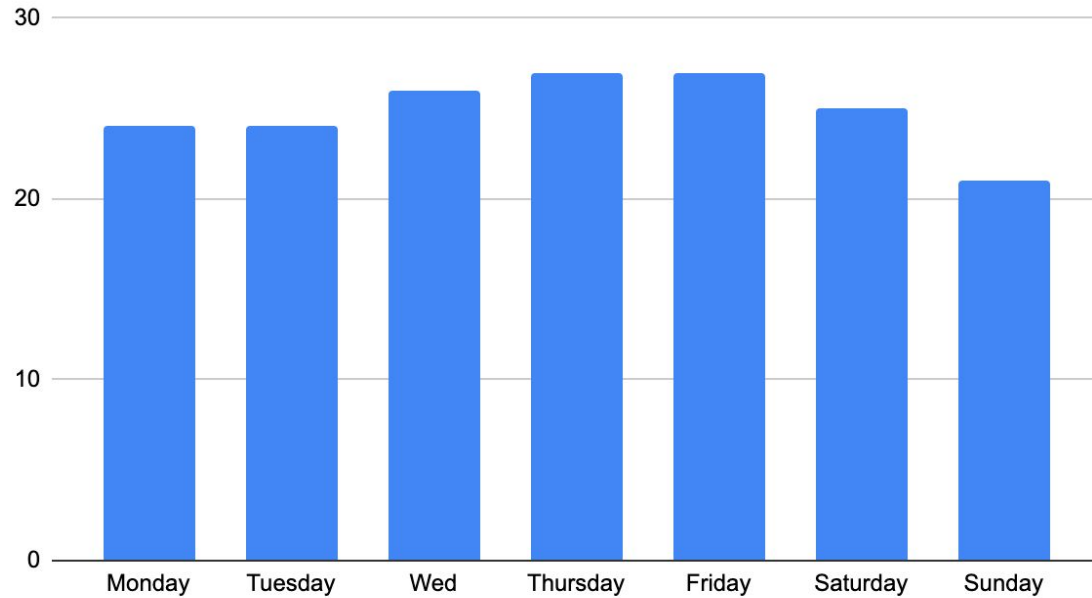
And More!

Pilot Hours of Operation Review & Discussion

Used community listening sessions to have respondents identify days and hours they MOST would like see the pilot.

Pilot Days

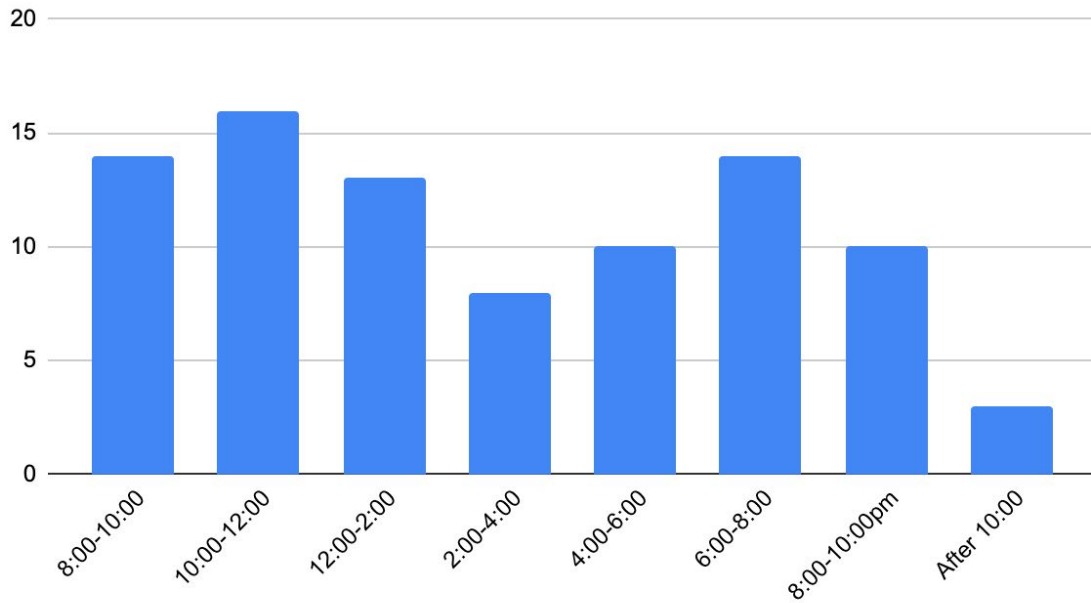
Days Requested - Community Listening Sessions



- 38 Total responses
- Monday & Tuesday were the lowest weekdays

Pilot Weekend Hours

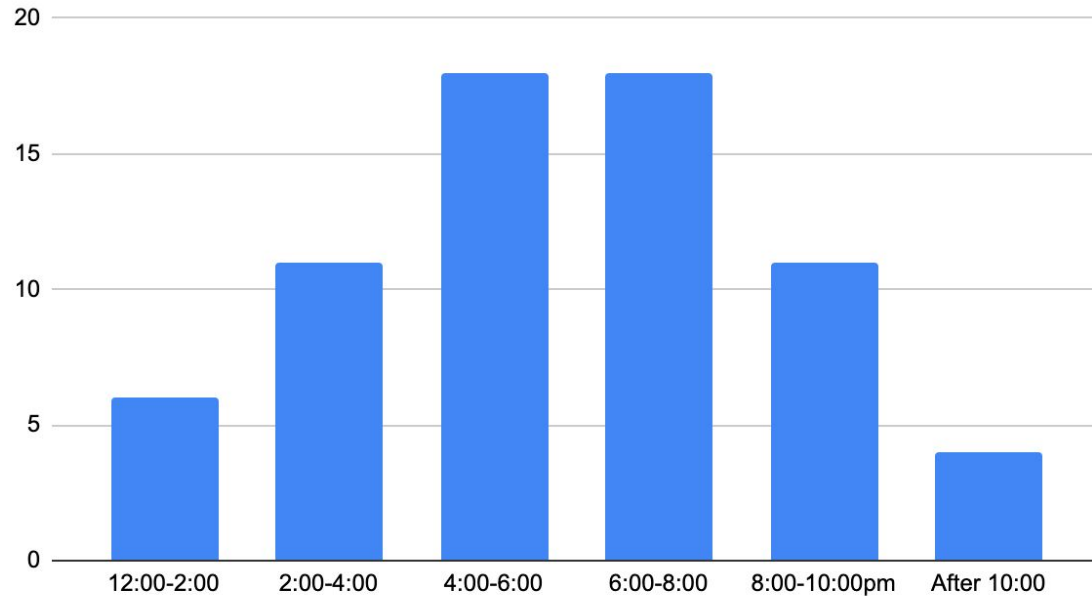
Weekend Hours - Community Listening Sessions



- 38 Total responses
- Most Sunday requests were for the early times while there were requests for later operations other days.

Pilot Week Day Hours

Weekday Hours - Community Listening Sessions



- 38 Total responses
- 4:00-8:00pm is the most requested time period.

Recommended Pilot Hours

Monday	Closed
Tuesday	2:00-10:00
Wednesday	2:00-10:00
Thursday	2:00- 10:00
Friday	2:00-10:00
Saturday	10:00-10:00
Sunday	8:00-2:00

goMARTI latest updates and *select* next steps

6/07: Itasca County funding approved!

6/09: CAV Challenge: goMARTI project - Final contracting and NTP from MnDOT!

6/30: Press Release target date

7/1: Site Team hiring

7/1: Launch goMARTI Song Competition

7/15-8/15: Site Team and Operator training

Noted community events (goMARTI static demonstration):

7/29-7/30: Grand Rapids, Weekend of Wheels

8/6-8/7: Grand Rapids Tall Timber Days

9/9-9/10: Grand Rapids River Fest

goMARTI.com Public Launch:

targeting September 26, 2022

Job Postings and Recruiting Plan

May Mobility full time positions posted for hire

- Field Engineering Technician
- Site Manager
- Site Supervisor

Autonomous Vehicle Operators (AVO's) posted

Visit [goMARTI.com](https://www.goMARTI.com) to learn more and to apply

Share with others!

Thank you!