



THE PLUM CATALYST

FUTURE MOBILITY | SMART COMMUNITIES

CONSULTING AGREEMENT FOR THE CITY OF GRAND RAPIDS, MINNESOTA

PRESENTED ON APRIL 1, 2022



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PROJECT: goMARTI.COM

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JOINT OBJECTIVES

Grand Iron Range CAV goMARTI.com shuttle project management and initial community engagement for defining the shuttle route and stops

PROJECT FEE

\$78,550

CONTRACT PERIOD

4 months

(April 2022-August 2022)

PROJECT BACKGROUND

In February 2021, the City of Grand Rapids worked with The PLUM Catalyst to support strategic planning and oversight for a new *Mobility* program including strategy, partnerships, and mobility project fundraising. A MnDOT Connected and Automated Vehicle (CAV) Challenge grant proposal was led by The PLUM Catalyst and presented to MnDOT in February 2021. The proposal includes an innovative autonomous vehicle shuttle pilot (goMARTI) with over 12 miles of on-demand AV service provided by May Mobility for the rural community, with specific focus on accessibility and winter weather testing. It includes a launch plan for the AV service starting fall 2022 for 18 months of service, with deep community engagement, innovative career pathways programs, student and teacher experience opportunities, and economic development programs throughout the project.

In April 2021, MnDOT approved a total of approximately \$1.6M of funding for the CAV Challenge goMARTI.com shuttle project, with the majority of the MnDOT CAV Challenge funding going toward Community Engagement and Project Management tasks. The remaining project funding for the shuttle testing and shuttle operations is coming from local partners including the City of Grand Rapids, IRRR, Blandin, and others. The PLUM Catalyst will continue to act as the overall Project Manager, leading the Project Management and Community Engagement efforts for the goMARTI.com project.

The MnDOT CAV Challenge award has been in contract negotiations and is now in pre-award audit, with final contracting/notice to proceed now anticipated in June 2022. MnDOT has explained that the delays are due to a variety of internal hurdles including the recent change of the Commissioner and other staffing shortages and changes internally.

This agreement is being put in place because MnDOT recognizes the impact this final contracting date could have on the overall project plan and has agreed to shift the CAV Challenge funding from the Project Management and Community Engagement Tasks to instead cover the equivalent amount in the Task 5 (Shuttle Testing). The shift in the contract scopes thereby allows the project to launch the Community Engagement as scheduled, in April 2022, and launch the shuttle testing and service in September 2022 as scheduled in the project plan, with no additional costs to either agency.

PROJECT APPROACH & ASSIGNMENTS

The PLUM Catalyst will provide the leadership and project support toward the following:

CAV Challenge Task 1: *Community Derived Route Stops & Service Hours*

CAV Challenge Task 8: *Project Management*

(the above Task Orders are referenced in page 4: *CAV Challenge Grand Iron Range CAV goMARTI.com MnDOT project proposal Scope of Work Summary*)

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ADDITIONAL TERMS & CONDITIONS

Fees - \$78,550

- Community Engagement: \$47,376
- Project Management \$31,174

Additional time - If additional time above the selected option is warranted and agreed upon in writing by both of us, those hours will be billed at \$270 per hour at the end of the monthly cycle in which they were accrued.

Travel expenses - The City of Grand Rapids agrees to pay reasonable and customary travel expenses for any additional business travel agreed upon in advance. Travel expenses include coach airfare, hotel accommodations, ground transportation, meals and related expenses. Use of a personal or company vehicle for travel shall be reimbursed at the IRS 2022 rate of \$0.585 per mile. Expenses will be billed monthly as they are actually accrued and are due on receipt of the invoice.

Payment terms - The PLUM Catalyst will provide the City with an initial invoice in the amount of \$55,000 representing approximately 70% of the total contract, upon execution of this agreement. Monthly invoicing will proceed through the duration of the contract for the remaining amount. Payment terms are Net 15.

Duration - The term of this agreement shall be 4 months from receipt of the first payment. The term may be extended by our mutual agreement at any time.

Best effort - Due to the nature of assignments and work to be carried out, specific results cannot always be guaranteed. We agree that I and The City of Grand Rapids employees will carry out work toward our joint objectives using our own best efforts and that immediate feedback is warranted if either of us feels the other is not utilizing their best effort.

Subcontracting and Staffing - The PLUM Catalyst reserves the right, subject to approval by the City, to hire, retain and/or otherwise utilize the services of subcontractors, hiring agencies, and the like to full staff the Project. All such employees, agents, subcontractors, or representatives of the PLUM Catalyst will be likewise bound to the requirements and performance standards and expectations of this agreement.

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JOINT ACCOUNTABILITIES

The Plum Catalyst accountability includes:

- Adhering to agreed upon deadlines
- Providing a written monthly report on the progress of active assignments
- Responding promptly to company correspondence
- Providing timely notification when projects are nearing completion or reduction of effort so that new assignments can be agreed upon

The City of Grand Rapids accountability include:

- Ensuring access to employees and key individuals at mutually convenient times
- Providing all information that is relevant to the assignments
- Developing new assignments as time becomes available for me to work on them

Our joint accountabilities include:

- Informing each other in a timely manner of information arising that has a bearing on the assignments or our joint objectives
- Using reasonable efforts in scheduling mutually agreeable times for travel and meetings

ACCEPTANCE

Tammy Meehan Russell
Founder & Chief Catalyst
The Plum Catalyst LLC

April 1, 2022

Name
Title
City of Grand Rapids

Date:

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CAV Challenge Grand Iron Range CAV goMARTI.com MnDOT project proposal Scope of Work Summary

The Project Team's approach is described in 8 separate work plan tasks:

Task 1: Community Derived route stops and service hours *"Community Listening"*

This task will create the public and stakeholder route and service area plan including community listening sessions, documenting the initial community derived use cases, and leading to the community's prioritized pilot route area and service hours for the pilot launch.

Task 2: Community Engagement & Outreach

This task includes developing plans for generating awareness, input, engagement, and support for the goMARTI.com shuttle pilot program including executing those plans in collaboration with community stakeholders throughout the pilot.

Task 3: Set-up Pilot and Site

In this task, technology partner May Mobility will complete the route mapping and set up any required infrastructure. Additionally, the May office and vehicle storage site and the Via on-demand app and local call center service will be set-up.

Task 4: Deployment Preparation

Planning the launch is critical for a successful deployment, ultimately leading to a successful launch. Once the final pilot route has been prioritized, the layout of the site, proper permitting, management of customers and a plan for day-to-day operations must be addressed. Some infrastructure modifications may be made to maximize safety and overall user experience.

Task 5: Shuttle Testing and Operations

The Project Team will launch and manage the public AV shuttle pilot (goMARTI.com) programmed to meet the community derived transportation challenges.

Task 6: Collection and Sharing of Data

The Project Team recognizes that this project will be among the first rural, winter, accessible focused AV pilots in the country, possibly the world. The team also recognizes the value of learning the impacts of the many aspects involved in launching an AV accessible pilot in the rural, winter environment. May Mobility provides custom reporting in the form of periodical reporting (monthly) as well as real time incident reporting. Data collected during operations will include testing data and operational data.

Task 7: Program Evaluations and Summary

The goal of this task is to evaluate and summarize the AV safety and performance, accessibility impacts, public feedback after demonstrations, and public engagement activities.

Task 8: Project Management

The Project Manager will manage scope, schedule, budget, and risk throughout the project.

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TASK DETAIL

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Task 1: Community Derived route stops and service hours “Community Listening”

This task will create the public and stakeholder route and service area plan including community listening sessions, documenting the initial community derived use cases, and leading to the community’s prioritized pilot route area and service hours for the pilot launch.

Subtask 1.1 Develop the community route and service development plan: This task will work with the current project planning team and the identified Grand Rapids community groups. The team will develop the initial pre-launch community engagement plan and provide a detailed outline of how the team will define and prioritize the initial service area(s) and provide input on vehicle fleet makeup.

Subtask 1.2 Develop the community use cases: The Project Team will engage the local government and advocacy groups as already outlined in the team and others identified in Task 1.1. Contacts within the communities will be identified and contacted. If a stakeholder group is receptive, initial outreach and engagement meetings will be held and/or surveys will be sent. The meetings will consist of a project introduction with questions for the participants. The following are examples of the types of questions that will be asked in the meetings and/or included in the online surveys:

- Are there certain areas of the city where you would like to see an AV shuttle?
- What are your major concerns, if any, about using AV’s in Grand Rapids?
- What do you see as some of the benefits of using an AV in Grand Rapids?
- What destinations would you visit if you had regular transportation?
- What barriers do you experience in using (or trying to find) transportation?

The project team will document use cases for the initial shuttle pilot program.

Initial use case examples already identified in the initial planning include some of the following: providing a connection between the north and south areas of the city, stopping at significant points of interest (grocery stores, dining, shopping, leisure and recreation activities, housing, lodging and hotel areas, hospital and assisted living locations), providing access to social events and providing service on the evenings and weekends.

The project team has already started these community use case discussions and the aligned route draft planning including technical research and route scouting.

Subtask 1.3 Prioritize the community use cases: The final route and service hour selection will maximize ridership, especially the transportation challenged individuals, while providing the optimal productive feedback and data to further advance autonomous technology. The final use cases leading to the route and service hours will be summarized and prioritized based on an agreed upon prioritization method between the lead task supporters. Examples of prioritization categories will include: forecasted ridership, rider needs (accessibility), current service, technical route limitations, budget limitation, etc.

Subtask 1.4 Finalize and present custom route and service pilot: The final route and service hour selection will be presented back to the community through public workshop(s) and community engagement outreach meetings. The technology, the route development process, and the final service plans will be shared.

Task 1 Deliverables:

- Engagement plan including survey questions and the list of local groups participating
- Process document with selection criteria for route prioritization
- Prioritized list of use cases used in initial service area
- Documentation of route and service area

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TASK DETAIL

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Task 8: Project Management

The Project Manager will manage scope, schedule, budget, and risk throughout the project.

Subtask 8.1 Project Team Kick-Off and Project Management Meetings: Create a list of Project Team members to maintain a project contact list through the duration of the project. Project Team meetings will occur as part of Tasks 1-9. Convene a project kick-off meeting with the Project Team and convene weekly project update meeting phone calls. Identify members of larger stakeholder team/advisory team.

Subtask 8.2 Project Management Reporting: Project Manager will provide project oversight, management and quality assurance/quality control for the duration of the project.

Deliverables:

- Project Management Team and Stakeholders Contact List
- Agendas and Minutes
- Arranging meeting dates and times

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