goMARTI™

goMARTI 2.0

Connecting More Riders, More Places

Agenda

- Overview of what is goMARTI
- Overview of the expansion
- goMARTI tools
- Community Benefits
- Media Kit

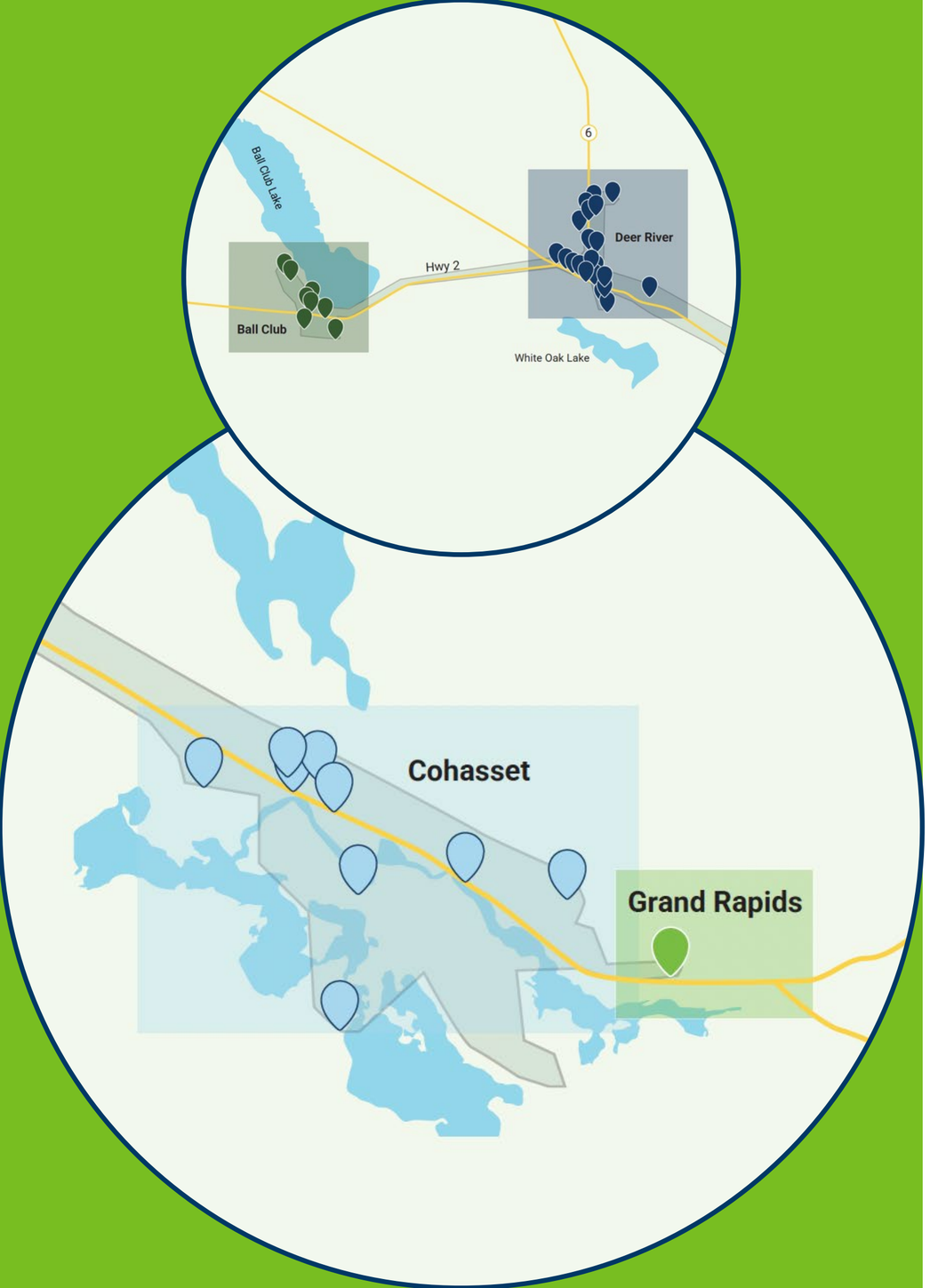
goMARTI - Defined

Minnesota's Advanced Rural Transit Innovations

goMARTI began as an ambitious pilot in 2022 to test autonomous, on-demand microtransit in rural Minnesota's challenging winter conditions. After delivering 35,000 rides and earning strong community support, it has evolved into goMARTI 2.0—an expanded and ongoing service that combines autonomous vehicles (AVs), highway-speed electric vehicles (EVs) and hybrid electric vehicles (HEVs), enhanced rider tools, and local economic and workforce development to create a scalable model for rural transportation innovation.

MARTI™
Future Mobility
Connecting Rural Communities

MOBILITY LABS
permobil
F5
BraunAbility



Expansion Overview

Coverage at a Glance

- Now serving Grand Rapids, La Prairie, Cohasset, Deer River, and Ball Club
- 150+ pick-up & drop-off locations across 20+ square miles
- Fleet includes
  - Six Autonomous Vehicles (AVs)*
  - One Fully Electric Vehicle (Non-AV's)
  - Two Hybrid (Non-AV's)*
  - *Six total Wheelchair Vehicles - 4 AV's, 2 non-AV's*
- Expanded reach to support regional mobility

GRAND RAPIDS LOCATIONS

goMARTI™

RIDE goMARTI IN GRAND RAPIDS

All your nearby pick up & drop off locations at a glance.

Map updated September 2025

PICK UP & DROP OFF LOCATIONS

1 - West Rapids Elementary School
2 - The Pillars of Grand Rapids*
3 - West Rapids Elementary School
4 - Grand Rapids Clinic & Hospital*
5 - Essentia Health Clinic*
6 - Lakewood Heights Apartments*
7 - SW 9th St & SW 6th Ave
8 - Anytime Fitness*
9 - Klockow/Walgreens
10 - Rocking Round The Clock
11 - IRC-Itasca Resource Center
12 - Aldi
13 - 2nd and 16th
14 - SE 17th St & SE 4th Ave
15 - Colony Square / Timberlake / DQ / Manns Cinema / other businesses
16 - Beacon Hill Apartments
17 - River Hill Apartments
18 - SE 17th St & SE 5th Ave
19 - SE 7th Ave & SE 13th St
20 - DMV
21 - UPS
22 - Industrial
23 - MDI
24 - SE 2nd Ave & SE 7th St
25 - SE 2nd Ave & SE 7th St
26 - 3rd St / Grand Itasca Professional Building / New Song Alliance Church

goMARTI LOCATIONS (continued)

PICK UP & DROP OFF LOCATIONS

27 - YMCA
28 - Public Utilities
29 - River South Apartments
30 - YMCA
31 - River Grand Apartments*
32 - Grand Rapids Public Library
33 - Rapids Brewing / Unwined / Wayne's Automotive / other businesses
34 - Brewed Awakenings/other businesses
35 - Courthouse / Veterans Assistance / Probation Services
36 - Courthouse
37 - NE 5th St
38 - NE 5th
39 - NE 5th St & 6th Ave NE
40 - NE 5th St
41 - NE 5th St & NE 7th Ave
42 - Ace Hardware
43 - NE 7th St & NE 9th Ave
44 - 11th Ave
45 - Grand Rapids Middle School (RJEMS)
46 - East Rapids Elementary School
47 - Ridgewood &NE 8th Ave
48 - NE 11th
49 - Fairgrounds-South Entrance
50 - Fairgrounds-North Entrance
51 - 14th St
52 - 14th St
53 - Lakeshore Place Apartments*
54 - YANMAR Arena
55 - St. Andrews Church*
56 - Reif Center / Grand Rapids High School
57 - Football/Baseball Fields
58 - NW 13th St
59 - NW 13th St
60 - 4th & 12th
61 - 4th & 9th
62 - NW 4th and NW 8th
63 - NW 6th
64 - Church of God
65 - Super One North
66 - Central Square Mall
67 - US Post Office
68 - Central School
69 - Chiropractic & Dermatology Clinic
70 - Majestic Pines*
71 - Target*
72 - Airport
73 - NE 8th St & N Pokegema Ave
74 - Brookstone Manor
75 - Walmart*
76 - MN North-Itasca Campus
77 - Second Harvest Northland Food Bank*
78 - MyPlace Hotel*
79 - Grand Manor II*
80 - IM Hotel*
81 -Timberlake Hotel*
82 - AmericInn*
83 - Best Western Plus*
84 - Country Inn & Suites*
85 - Judy Garland Museum*
86 - The Emeralds*
87 - Zion Church*
88 - First Call*
89 - Forest Lake Motel*
90 - Super One Liquor*
91 - Forest Lake Restaurant*
92 - Blandin Beach
93 - 8th St & 9th Ave NW
94 - 8th St & 6th Ave NW

*indicates door stop

To book a ride:

- Download the app
- Call (218) goMARTI

www.gomarti.com

goMARTI.com

STOP NUMBER

85

rides for all

rides for free

Book a ride

Get the App

Call

or

2-1-1

(218)-goMARTI

Follow us on Facebook

goMARTIshuttle

Visit our website

goMARTI.com

Real World Impact

- goMARTI opens the door to new jobs and training opportunities right here in the community.
- Minnesota is a leader in the “smart rural” movement, which is bringing new technologies to smaller cities including: Grand Rapids, La Prairie, Cohasset, Deer River, Ball Club, and The Iron Range region.
- Miles Driven: quarter million miles covered - enough to circle the world 10 times
- Rider Satisfaction: 94% repeat ridership with a 5/5 approval rating
- Riders Moved: 35,000+ riders moved since fall 2022
- Mobility Support:
    - 5% of rides are wheelchair accessible
    - 9% are shared rides

- Community-Led Service:
    - 100% of new stops come from community feedback
    - 60+ community events in the past year

New Service Hours & Operations

New Ways to Contact

goMARTI app (download available in Google Play and Apple)
Call (218) goMARTI

New Service Hours

Service now runs Mon–Sat from 10 am to 9 pm, and Sun from 8 am to 3 pm.

On-Demand Model

Riders can book trips at the times and places that work best for them.

Scalable Growth

Operations are designed to expand as demand increases across the region.

Dependable Service

Consistent and reliable service ensures riders can count on goMARTI every day.

Our Fleet & Technology

What types of vehicles are in the goMARTI fleet?
Our fleet includes nine vehicles designed to meet a variety of needs:
6 Autonomous Vehicles (AVs): These self-driving shuttles handle most of our local routes.
1 Fully Electric Vehicle (EV): Used for trips requiring highway speeds.
2 Hybrid Wheelchair-Accessible Vans: These provide accessible service and can travel at highway speeds.

Are the self-driving shuttles safe?
Safety is our number one priority. All our autonomous vehicles undergo extensive testing to handle Minnesota's roads and weather conditions. Even though they are self-driving, a trained **Autonomous Vehicle Operator (AVO)** is always on board to ensure safety and assist passengers.

Why do you use different types of vehicles?
Our mixed fleet allows us to provide comprehensive service. The autonomous shuttles are perfect for local, lower-speed routes, while our highway-speed EVs and hybrid vans enable us to connect communities that are farther apart. This approach also allows us to test how different clean energy technologies perform in a rural setting.

Workforce Development

Building local jobs, skills, and a future-ready workforce.

Q: Is this project creating local jobs?

A: Yes. The goMARTI project has created over 25 new jobs in the community, including roles for Autonomous Vehicle Operators, dispatchers, and fleet technicians. It's a key part of our mission to support local economic and workforce development.

Q: Are drivers paid well?

A: Yes, goMARTI Autonomous Vehicle Operators are paid at or above comparable jobs in the area. They are fairly compensated, and a research project is underway to explore sustainable funding models.

Training & Upskilling

Partnering with schools and training programs to build skills that prepare people for careers in mobility and technology.

Workforce Pipeline

Developing a regional pipeline that connects education, training, and employment to support long-term growth.

MN
Minnesota.com
JUL
10,000 lakes

Community Benefits

Expanding mobility access across the region.

Jobs & Training

Connecting workers to job sites and career opportunities.

Support for Residents

Serving seniors, students, families, and visitors across the region.

Tourism & Local Business

Strengthening access to recreation, attractions, and small businesses.

Funding & Partnerships

Q: How is this service free? Who pays for it?
A: The service is funded through a combination of state and federal grants, including a significant $9.3 million ATTAIN grant. This funding ensures we can provide free rides to the community through at least the fall of 2028.

Q: Who are the key partners behind this project?
A: This is a collaborative effort led by The PLUM Catalyst, a St. Paul based transportation project management firm and Iron Range Resources & Rehabilitation (IRRR). Other key partners include May Mobility for autonomous technology, Via for the booking software, First Call 211 for the Call Center and Cummings Mobility for accessible vehicle solutions.

Project Leadership and Partners

•Lead Agency: Iron Range Resources & Rehabilitation

•Project Management: The PLUM Catalyst, a Minnesota-based social innovation leader

•Technology Partners: May Mobility (autonomous vehicle technology, Michigan), Via (app-based booking, routing, and ride-matching, New York), First Call 211 - Call Center

•Vehicle Partner: Cummings Mobility (Minnesota-based provider of wheelchair-accessible vans and mobility products)

QUICKIE

Innovation in Action

Guided by safety, efficiency, workforce, growth, and stronger connections.

AVs in Rural & Winter Conditions

Piloting automated vehicles in rural, snowy environments while testing roadway monitoring tools and building capacity for remote AV operations.

Cross-Platform Multimodal Mobility

Integrating app and call center ride booking, adding the Transit App for expanded route planning, and offering multiple booking options to reach more riders.

Vehicle Mileage & Connectivity

Evaluating fuel and charging needs for rural trips, tracking hybrid vehicle performance, testing microtransit at highway speeds, and improving connectivity along rural corridors.

Tech-Enabled Accessibility

Testing wheelchair ramps and securement systems, evaluating wayfinding tools like audio and visual cues, and improving rider independence through technology.

Experience Self Driving
in Minnesota's Nature
goMARTI.com
MAY Mobility

Self-Driving Shuttle

Technology in Action

Fleet innovation and digital integration supporting regional mobility.

Autonomous, Electric, & Hybrid Fleet

Combining autonomous vehicles with electric and hybrid options to create a versatile fleet that supports reliable and sustainable regional service.

Proven Rural & Winter Performance

Demonstrated reliability in rural areas and snowy conditions, ensuring service continuity in the environments where it is needed most.

Mobility as a Service (MaaS)

Integrating booking, tracking, and trip planning tools into one platform to give riders a seamless and connected digital experience.

goMARTI
GOMARTI
INVER GROVE

Feedback that shapes service.

“It feels good to know our input is shaping the service.”
-goMARTI rider

Rider Surveys

Regular surveys provide feedback that guides ongoing service improvements.

Listening Sessions

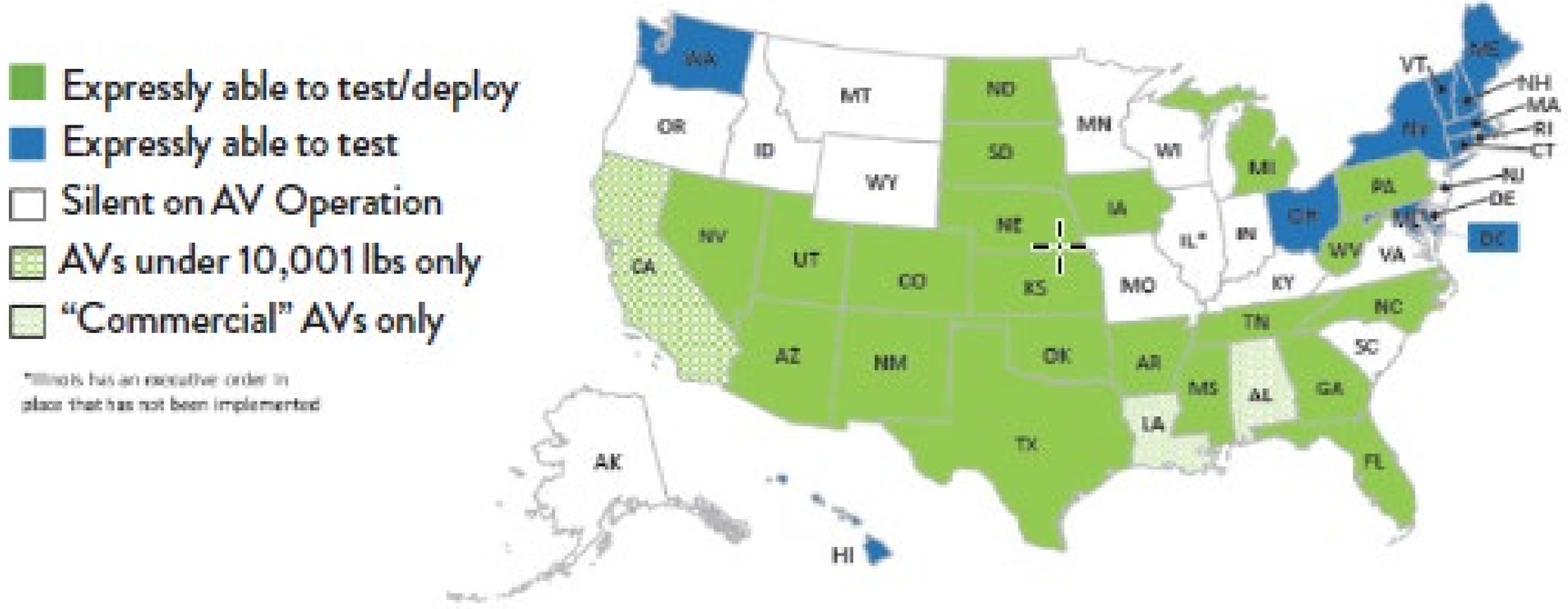
Community discussions help build trust and ensure alignment with local needs.

Local Input

Rider and stakeholder input directly informs decisions about expansion and service design.

AUTOMATED VEHICLE POLICY

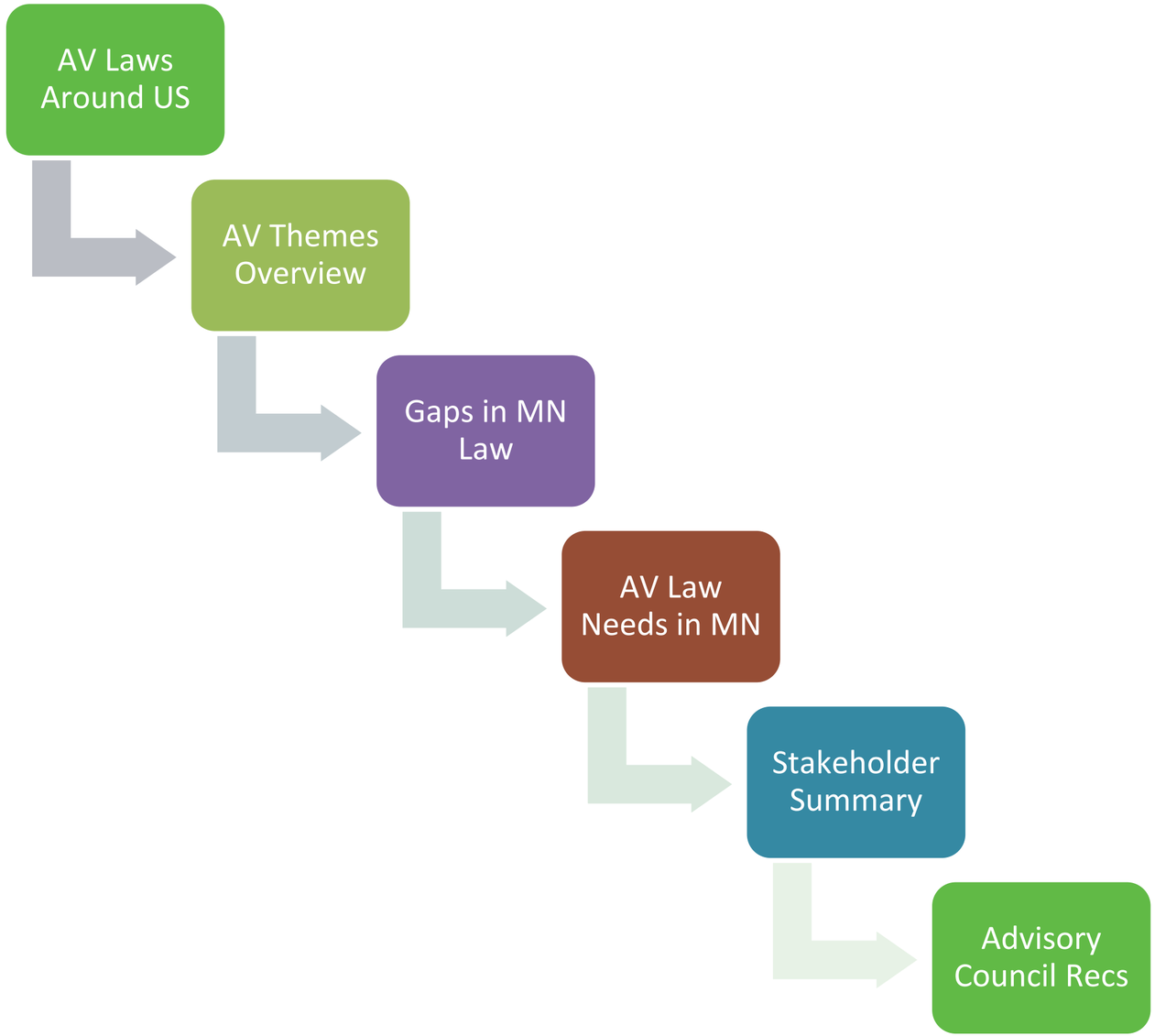
Minnesota is **1 of 16 states** without automated vehicle policy



Source: Autonomous Vehicle Industry Association (AVIA)

AUTOMATED VEHICLE POLICY

- **Anticipate AV Policy legislation** to be introduced in 2026 session
- **Governor's Advisory Council recommendations for AV** deployment by end of 2025
- Resources found on **MnDOT CAV website**
- **Contact MnDOT CAV team** with questions or want to engage



Media Kit

Access The PLUM Catalyst & goMARTI Media Kit here.

Visit goMARTI.com/Media

Media Contact:
Michelle Scheuermann
The PLUM Catalyst
michelle@theplumcatalyst.com
920-342-9281

Thank You

Let’s keep building the future of mobility together.