

Engagement, Education & Workforce Development:

A goMARTI case study



THE
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FUTURE MOBILITY
CONNECTED COMMUNITIES

ThePlumCatalyst.com

The PLUM Catalyst LLC



Passion

Brings the **passion**, empathy and energy to help you with this change!

Learning

Landscapes the trends and systems. Studies, experiences, and provides you the latest info on tech in cities and rural communities

Understanding

Helps you envision and **understand** and innovate your path to a better future of transportation mobility

Mobilization

Deepens the community's engagement and trust in the new mobility options. Builds the public/private partnerships to **mobilize** the latest technologies

Advancing the research and deployment of the emerging transportation technologies that:
save lives, improve accessibility, promote sustainability, and grow our future workforce



AT A GLANCE

- Minnesota based
- Founded in 2019
- 10 employees
- \$25M+ in awarded funding
- DBE status in MN, TX, CA



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Future-proofing for state and local governments with strategic implementation of new transportation technologies



Inspiring the next generation with STEM & transportation



Bringing transportation technology and innovation to everyone





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13%

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of Americans are living with disabilities and need additional care including transportation access

7 out 10

of a Leech Lake focus group have issues with accessing transportation

95%

of Deer River area students are dependent on activities buses for after school transportation

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Our vision is to create a better future that is transformed by new mobility technologies and career pathways....

Starting with making the U.S.'s most accessible mobility systems in Minnesota's rural and tribal nations by innovating all aspects of rural transit and mobility

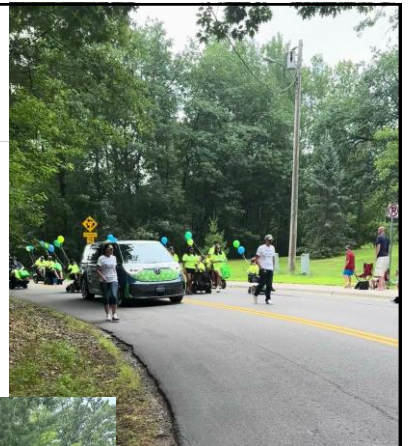


goMARTI

Outreach & Community Engagement

The Heart and Soul of goMARTI

Tall Timber Days



Judy Garland Festival



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Guinness Book of World Records Attempt



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Community Connect



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YoY Ridership

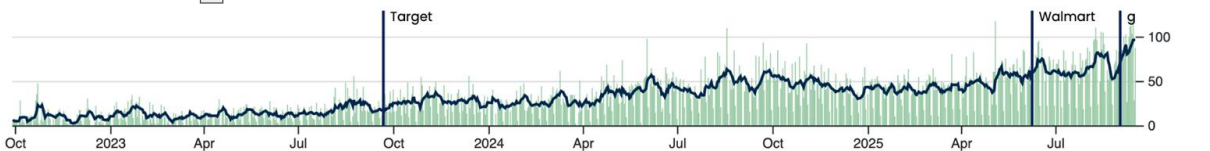
Year 1
5,053 riders

Year 2
11,481 riders

Year 3
14,266 riders
And still counting...

Daily Ridership

■ daily — weekly moving average



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Community Listening Schedule

Community Listening Sessions - goMARTI 2.0 Outreach Plan Schedule

Date	Location	Team Attendance
6/25/24	Second Harvest	Tammy, Heidi, Trisha, Jon
6/25/24	MN North-Itasca Campus	Tammy, Heidi, Trisha, Jon
6/26/24	Cohasset-Bass Brook Community Center	Tammy, Heidi, Trisha, Jon
6/26/24	Rapids Brewing Company	Tammy, Heidi, Trisha
7/11/24	Keisler Wellness Center	Heidi, Trisha

Additional Events

- EMS Captain's Meeting (6/26)
- Itasca County Public Health Presentation (7/15)
- Smart Rural Seminar/State of the Industry Tech Demo (7/23-7/24)
- Tall Timber Days (8/3-8/4)
- Grand Village Micro-outreach Event (8/12)
- MN Council on Disabilities Access Board Presentation (8/13)
- Duty Days at MN North College/Itasca (8/20)
- Grand Itasca Health Care Board Presentation (9/4)
- The Good Life at MN North College/Itasca (9/11)
- Community Connect (9/26)



Community Listening



Mapping & Surveys

Find Trisha (below) with her goMARTI on a stick at the fair to ask questions and learn more about goMARTI services.



goMARTI LISTENING
SURVEY



Help Shape The Future!

The goMARTI team is seeking input from the community to enhance our current and upcoming services.

Please fill out our survey by scanning the QR code. Your feedback is crucial as we expand the shuttle service in your region. Thank you!



SCAN ME



Community Listening Sessions

Themes and Takeaways

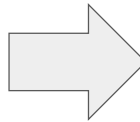
Suggestions for Improvement

- **Larger** signage with **brighter colors**
- Requests for **shelters at stops**
- **Improved sign placement** for better visibility and accessibility
- Feedback for **clearer mapping features** in the mobile app

Interest in Car-Sharing

- 61% were unfamiliar with car-sharing
- 57% expressed an interest and willingness to learn more

Signage Upgrade



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Signage



Community Listening Sessions

Findings - Hours of operation

- Top Priority - service to **start earlier than 2 PM**
- Second Priority - service **added Mondays**
- Third Priority - service **extended on Sunday**

50 -> over 70 hrs / wk

Hours of Operation

Monday: Not in operation

Tuesday - Friday: 2:00 p.m.-10:00 p.m.

Saturday: 10:00 a.m.-10:00 p.m.

Sunday: 8:00 a.m.-2:00 p.m.

*Hours are planned and are subject to change

Hours of Operation

Monday – Saturday: 10am-9pm

Sunday: 8am-3pm

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Community Listening Sessions

Themes and Takeaways

Engagement Overview

- Most identify as **brand new riders** - enthusiastic about the service potential
- **36 out of 59 respondents** provided contact information for further participation

Primary Uses for goMARTI

- Community events - 59%
- Medical appointments - 49%
- Shopping - 49%
- Employment - 32%
- Church - 24%
- School - 19%



Community Inspired Design



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WORKFORCE & ECONOMIC DEVELOPMENT

Incorporating Workforce & Economic Development

Examples:

- Create short & long-term economic development opportunities
- Understand Career Pathways
- **Create opportunities for upskilling & reskilling**
- Build K-12 (inspirational) programs
- **Teacher Externships**
- **Student Internships**

CAREER PATHWAY AND PROGRAM DEVELOPMENT

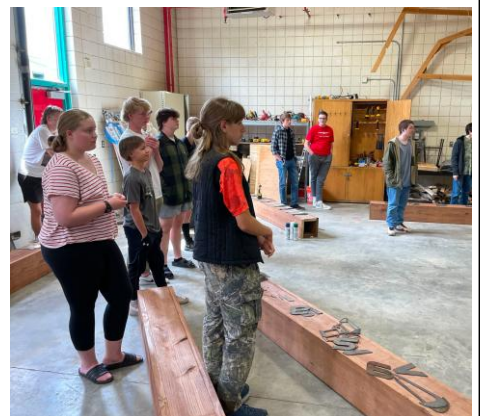


Rural and tribal community members wear many hats in community leadership.
New mobility projects offer more opportunities for **new** workforce and economic growth

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NEXT
CAREER PATHWAYS

Student Showcase
May 2021





Student Fixtures Project

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Next
IASC CAREER PATHWAYS



NEXT Pathways PLUM Mobility Labs students and Senator Klobuchar Oct 2022

Travel Training

- Comprehensive Curriculum
 - ◆ Cover all available public transit options
- Technology Integration
 - ◆ Seamless trip planning
- Practical Experiences
 - ◆ Hands-on learning to build confidence



Free, Fun & For Everyone



goMARTI™



goMARTI Travel Training Interest Form

B I U  

Want to learn how to ride goMARTI with confidence? We'll walk you through how to book a ride, find your stop, and enjoy your trip. Whether you've never tried goMARTI before or just want a refresher, we're here to help. Fill out this form and a member of our team will contact you to get started.

Email *

Valid email

This form is collecting emails. [Change settings](#)

Full Name *

Short answer text

Research with Impact

Meet Sarah



A single mom

Wants an option while she gets back on her feet

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Meet Patty



A passionate volunteer

Wants access to healthcare

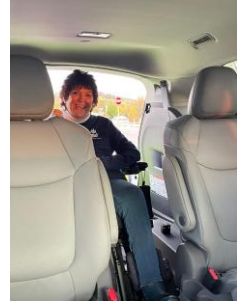
Meet Adam



A Leech Lake Band member and father of 2

Wants a full time job opportunity.

Meet Myrna



A retired teacher

Wants to be able to go to social activities

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Meet Sarah



Thank you so much for this service. I am a single working mother and my car broke down recently. Struggling financially right now this service helps me still be able to afford getting to and from work while I'm out of a vehicle and I'm so grateful for that.

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Meet Patty

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This technology and program are a God-send! It has been life-changing for me. A TBI left me a recluse, and the bus with its lengthy calls and then being unpredictable, I stopped all therapy, doctor, psych, and social appointments. I have now attended 6 appointments due to this service and they were desperately needed. THANK YOU SO VERY MUCH!



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Meet Adam & Quinn

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From Ball Club



From Grand Rapids

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Meet Myrna

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<http://www.youtube.com/watch?v=aaN3y8iNO5o>

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Project Partners - goMARTI

AGENCY & COMMUNITY PARTNERS



PRIVATE SECTOR PARTNERS



NON-PROFIT PARTNERS



ACADEMIC AND RESEARCH PARTNERS



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goMARTI Theme Song Contest

Available on:



http://www.youtube.com/watch?v=TgkGhnBv_bQ

By Jim Cagle – Winner of the goMARTI Song Contest

Thank you!



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