

Company Name: Minnesota Department of Transportation in partnership with Minnesota Department of Iron Range Resources and Rehabilitation
Project Title: goMARTI – Minnesota’s Autonomous Rural Transit Initiative

Project Description:

The [goMARTI self-driving shuttle program](#) is an automated vehicle deployment in Grand Rapids, Minnesota that covers nearly 17 square miles and includes approximately 75 pick-up and drop-off points with a fleet of five May Mobility Toyota Sienna autonomous vehicles, three of which are wheel-chair accessible. The free, on-demand rides can be requested through the May Mobility app or by calling the local [First Call 211](#) service.

The project originated from the Grand Rapids community to address existing transportation challenges and gaps, particularly for people without access to a vehicle or unable to drive, limiting their transportation options. Grand Rapids is a thriving community in northwest Minnesota, with a diverse population and growing economy. Additional transportation options were needed to ensure that the area can provide equitable transit and assist in everyone getting to where they live, work, and play. Unique partnerships formed, bringing together key partners with a shared goal of increasing accessibility and transportation options for residents and visitors in Grand Rapids, Minnesota. [Key partners](#) include Minnesota Department of Transportation, City of Grand Rapids, The PLUM Catalyst, May Mobility, Minnesota Department of Iron Range Resources & Rehabilitation, Itasca County, Via, University of Minnesota, Arrowhead Transit, and Mobility Mania among many others.

This automated vehicle project was the first of its kind in that it:

- Focused on a rural deployment in a community of approximately 10,000 people.
- Had specific goals and evaluated success of:
 - Improve automated vehicle technology and use of equipment and sensors to safely operate in extreme winter weather conditions (blizzards and freezing temperatures).
 - Increase accessibility for people with limited transportation options.
 - Expose, educate, and engage local community about how automated vehicle technology can benefit their transportation needs.

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- Document the impact of automated vehicle technology on a rural community. The impacts looked further than just transportation and included exploring the impact to workforce, business development, accessibility, local economy, and other intersectional areas of transportation.

Many advancements were made over the last full year of the Phase 1.0 of the project including:

- Helped to advance May Mobility's automated vehicle multi-policy decision making technology.
- Achieved over 90% autonomy function in 2024 operations.
- Hired 20 local employees.
- Covered over 140,000km of travel in automated mode.
- In 2024 alone, provided over 12,000 rides —including almost 350 wheelchair trips
- Service operated in temperatures from -19°F to 93°F, across rain, snow, sleet, and fog
- Demonstrated the equipment's capabilities to function properly in varying extreme weather conditions.
- Understood the impacts of winter weather maintenance and timing of operations.
- Understood the importance of pick-up and drop-off location placement in a micro-mobility on-demand service, including moving pick-up and drop-off locations to the door for key destinations.
- Published [Policymaker Summary](#) to inform policy makers anywhere in the world about the successes and key takeaways from the goMARTI deployment.
- Contributed to key findings and lessons learned in Minnesota DOTs Automated Vehicle Pilot Project summary report which can be used as a guide for agencies and local government to successfully develop and deploy future automated vehicle projects and programs.
- Included in [ITS America's ITS Technology Use Case Library](#).
- Brought new visitors to Grand Rapids to experience automated vehicles in rural Minnesota.
- Received \$12 million in federal and state funding to extend operations for an additional three years and expand area of operations.
- Confirmed the critical importance of communities identifying priority transportation challenges and helping to develop appropriate technology solutions for their specific needs.

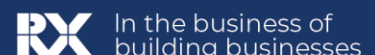
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- 98% of riders surveyed would recommend others to ride goMARTI.

Representatives from many project partners including State of Minnesota employees, The Plum Catalyst, May Mobility, University of Minnesota, and Mobility Mania have been invited to present and have presented about goMARTI on international, national, regional, and local stages to share about the significant challenges overcome and successes gained from this automated vehicle project, especially emphasizing the value the service brings to the community in better meeting their transportation needs. Minnesota has been at the forefront of ITS design and deployment for many decades and continues to be a leader in the ITS industry with its nearly \$7 million research and development, implementation planning, policy, and education and engagement ITS and CAV program. Minnesota Department of Transportation staff are sought out to lead national organizations, NCHRP projects, Pooled Fund Studies and serve on numerous boards to broadly share their knowledge and learnings in the ITS and CAV space.

With published summaries, transferable lessons, and active knowledge-sharing through national platforms, goMARTI serves as a blueprint for rural AV implementation across the U.S. and beyond.

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