

May Mobility

goMARTI Case Study

Accessible, on-demand transportation in a rural community to connect aging and limited-mobility residents to local destinations year-round.

Highlights

161k+
miles driven

91%
repeat ridership

5/5
rider approval rating

8,800+
rides requested

Overview

Location
Grand Rapids, MN

Date Launched
September 2022

Partners
City of Grand Rapids – It's in Minnesota's Nature
Via
Department of Transportation
The Plum Catalyst

Use-Case
Door-to-door and crosstown mobility for seniors and those with limited mobility

Route Model
Point-to-point, dynamically routed

5 autonomous vehicles
(3 wheelchair-accessible)

On-demand service with **70+ stops**

35+ miles of roadway service

"May Mobility has made a huge difference in our community for those people who aren't as mobile. It gives them the opportunity to get affordable, accessible transportation to events in the evening and on weekends, to church on Sunday, to a concert, to one of their grandchildren's sporting events, or just out to have dinner with friends."

MYRNA PETERSON
Co-Founder Mobility Mania



Why are AVs right for Grand Rapids?

Like many smaller communities, access to transportation was identified as one of the biggest obstacles facing residents of Grand Rapids. Due to harsh winter weather and an aging population, having a reliable on-demand transit option allows people in the community to stay safe, connected and independent.

goMARTI has helped Grand Rapids in three key ways:

Provides
accessible transportation for seniors and those with mobility challenges.

Safe
on-demand transportation in wintry conditions common to the area.

Connects
all members of the community to services, businesses and events that matter most to them.

> **"A big challenge with an aging population is transportation. Having the ability to have a vehicle — at no cost — bring you to the grocery store...and then bring you home. It's immensely valuable to them."**
>
> **TOM PAGEL**
> City Administrator, Grand Rapids

Growing with the Community

goMARTI has quickly become a valuable part of the Grand Rapids community. The positive impact of the program was featured in a BBC StoryWorks documentary about Technology's Golden Age, highlighting how important it has become for residents who require ADA-accessible transportation. At the 2023 Minnesota State Fair, there was a goMARTI Day to share the benefits with all Minnesotans. Additionally, goMARTI has received a grant to extend the service for another 3 years beyond the original 18-month pilot program.



About May Mobility

Established in Ann Arbor, Michigan in 2017, May Mobility is building the world's best autonomy system. Its proprietary Multi-Policy Decision Making (MPDM) system is at the core of its mission to help make cities safer, greener and more accessible. MPDM's proven track record has delivered more than 335,000 autonomy-enabled rides to date in several public transit applications across the U.S. and Japan.

With key strategic partnerships including some of the world's most innovative automotive and transportation companies, such as Toyota Motor Corporation, May Mobility aims to achieve the highest standard in rider safety, sustainability and transportation equity. For more information, visit www.maymobility.com.

Bring May Mobility to your community.

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