



NAVIGATING NEW ROADS:

A Four-Pillar Framework for Connected & Automated
Success in Rural & Tribal Communities



THE
PLUM
CATALYST™

FUTURE MOBILITY
CONNECTED COMMUNITIES

ThePlumCatalyst.com





THE
PLUM
CATALYST™

FUTURE MOBILITY
CONNECTED COMMUNITIES

WWW.THEPLUMCATALYST.COM

About us

We are a catalyst for change

We collaborate. We communicate.

We are a social innovation company
leading and implementing innovative
solutions while bringing out-of-the box
thinking in this ever-changing
mobility ecosystem.

Oh, and we have a lot of fun doing it!



TAMMY MEEHAN RUSSELL
CHIEF CATALYST



JUSTIN JOHNSON
DIRECTOR OF TECHNOLOGY



HEIDI CORCORAN
OPERATIONS & OUTREACH



MIKE RUSSELL, PHD
CHIEF OPERATING OFFICER



TRISHA PETERSON
COMMUNITY CATALYST



MICHELLE SCHUERMAN
DIGITAL CONTENT



ALLANTE WHITMORE, PHD
EQUITY ADVISOR



goMARTI.com

PLUM
MOBILITY LABS™

SMART RURAL
SEMINARS



ABOUT US

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

2
OFFICES ST. PAUL
GRAND RAPIDS

AT A GLANCE

- Founded in 2019
- 8 Employees
- Minnesota based
- DBE status in MN, TX, CA
- Approx \$17M in awarded project funding



Understanding
New Technologies

Incorporating Workforce &
Economic Development

4 Pillars of

RURAL & TRIBAL PLANNING

Creating Strategic
Policy Framework

Building and Leveraging
Partnerships

Example projects:

- goMARTI
- PLUM Mobility Labs
- Smart Rural Seminars

Understanding the new
TECHNOLOGY *Readiness*

ELECTRIC VEHICLES
AUTOMATED VEHICLES
CONNECTED VEHICLES

What does it mean to be ready for electric vehicles?

- Power Infrastructure
- Installation Workforce
- Technology Understanding
- Service & Maintenance
- Funding Opportunities & Cost

This is a real challenge.
Especially for rural communities



ATTAIN - goMARTI

- Electric Vehicles (non-AV)
- Autonomous Vehicles
- Transit Planning integrations
- Workforce Development
- Plus lots more!

Still a pilot program for these technologies

The Minnesota Iron Range Resources and Rehabilitation (IRRR) was awarded **\$9.3 MILLION** to expand the region's rural transit options

goMARTI

AUTONOMOUS SHUTTLES

ELECTRIC VEHICLES & CHARGING

ECONOMIC & WORKFORCE DEVELOPMENT

ACCESSIBILITY

INCLUSIVE PLANNING & ENGAGEMENT

ON-DEMAND TRANSIT & TRIP PLANNING

Incorporating
**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

CAREER PATHWAY AND PROGRAM DEVELOPMENT



© The PLUM Catalyst 2024

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



Student Fixtures Project

Creating the strategic
POLICY FRAMEWORK

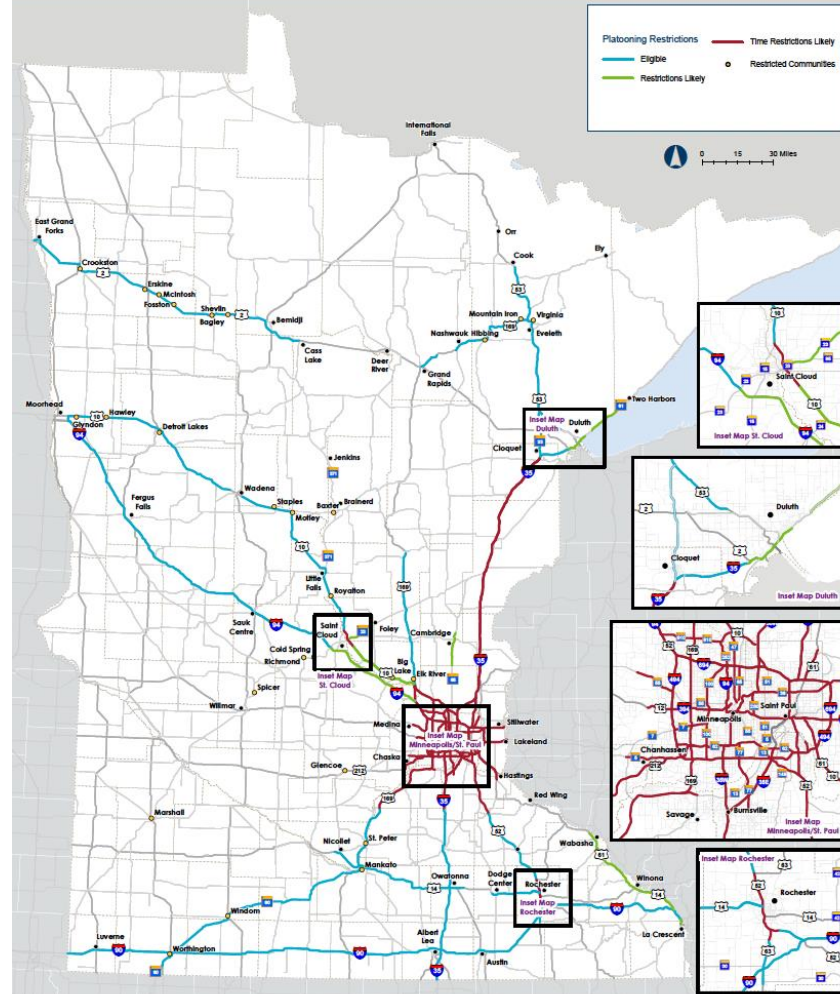
Connected/Automated Vehicles



*“Does your car have any idea why
my car pulled it over?”*

Minnesota Example

- Minnesota's Truck Platooning Policy
- MnDOT CAV Office
- Various Working Groups
- Tara Olds - CAV Director
 - *Email:* tara.olds@state.mn.us
 - *Direct:* 651.368.4921



Building and leveraging
PARTNERSHIPS

Project Partners - goMARTI Example

AGENCY & COMMUNITY PARTNERS

CITY OF
GRAND RAPIDS
IT'S IN MINNESOTA'S NATURE



VISIT
GRAND RAPIDS
IT'S IN MINNESOTA'S NATURE

mi DEPARTMENT OF IRON RANGE
RESOURCES & REHABILITATION

mi DEPARTMENT OF
TRANSPORTATION

ARROWHEAD
TRANSIT

Grand Rapids Area
CHAMBER
OF COMMERCE

IEDC
Itasca Economic Development Corporation

PRIVATE SECTOR PARTNERS

MAY Mobility

via

THE
PLUM
CATALYST
FUTURE MOBILITY | SMART CITIES

NON-PROFIT PARTNERS


Blandin Foundation™
STRENGTHENING RURAL MINNESOTA

MobilityMania
Accessibility for All 

ACADEMIC AND RESEARCH PARTNERS

next
IASO CAREER PATHWAYS

 Minnesota
North College


UNIVERSITY OF MINNESOTA

Critical Community Connections



Thank you!



THE
PLUM
CATALYST™
FUTURE MOBILITY
CONNECTED COMMUNITIES



Heidi Corcoran

Operations & Outreach Catalyst

- **Email:** heidi@theplumcatalyst.com
- **Cell:** 651.245.4779
- **LinkedIn:** [hcorcoran](https://www.linkedin.com/in/hcorcoran)
- **Website:** ThePlumCatalyst.com

