

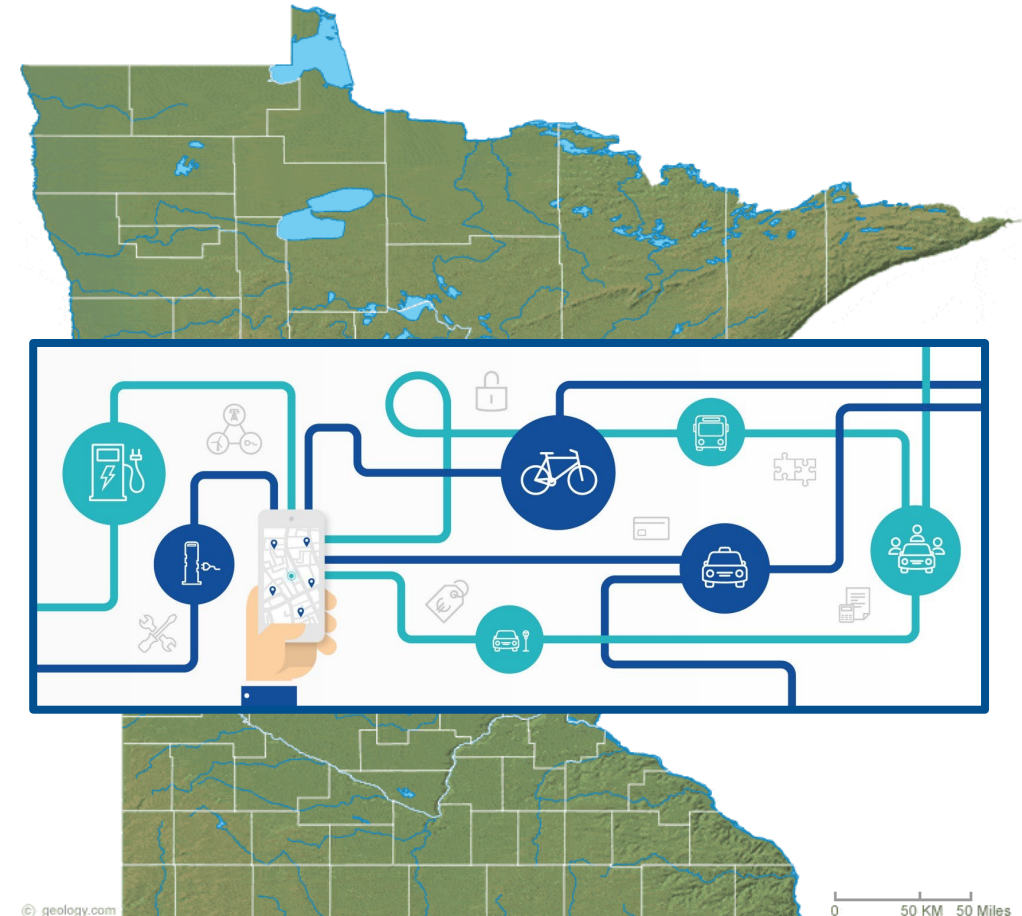
# Moving Greater Minnesota Forward

Elliott McFadden | Greater Minnesota Shared Mobility Coordinator

8/3/2023

# About the Greater Mn Shared Mobility Program

- Started as state rideshare program, expanded to all shared mobility technologies in 2020
- Work focus
  - Building understanding of shared mobility options
  - Build network of organizations in shared mobility space and host Greater Minnesota Symposium
  - Identify opportunities for shared mobility pilots in Greater Minnesota



# What is shared mobility?

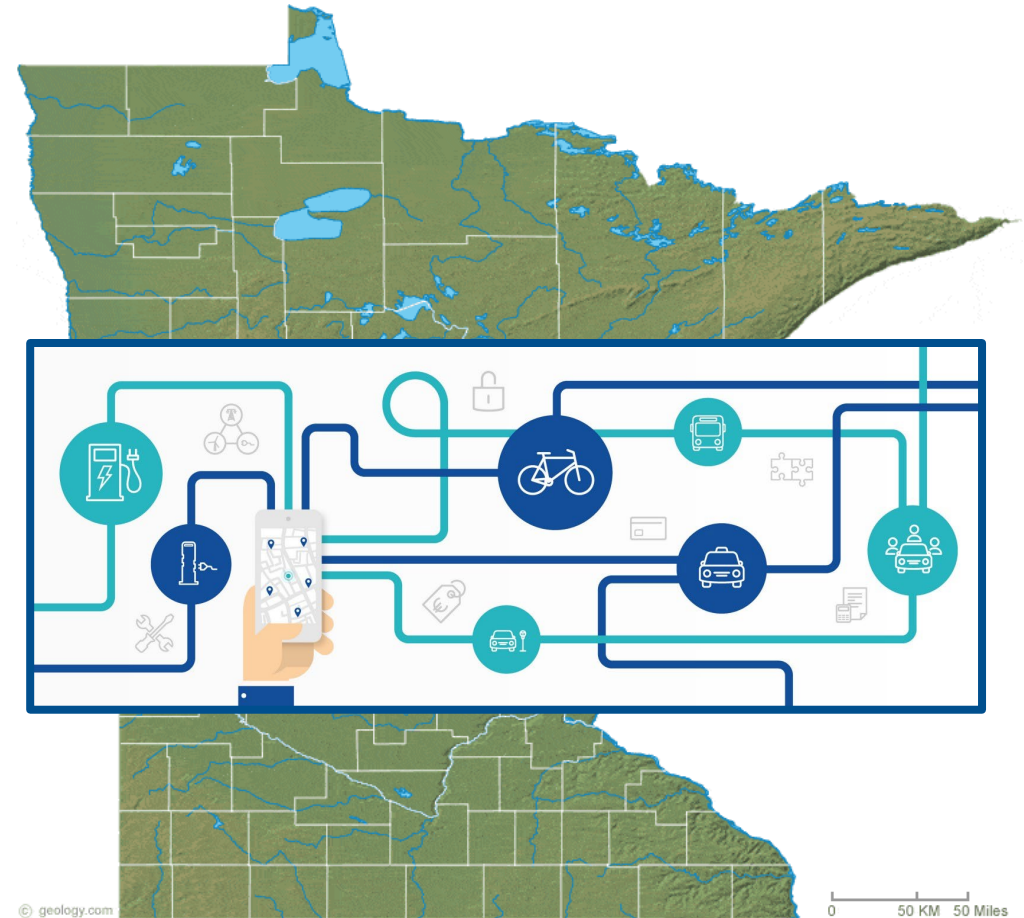


- Transportation services are shared among users
- Users may use the service at the same time or independently of one another
- Same time: public transportation, taxi and ride hail, and carpooling and vanpooling
- Independently: short term car sharing, bike sharing, scooter sharing, delivery

# Moving Greater Minnesota Forward: The Vision

## The Opportunity

Establish the first rural, tribal, and small urban focused innovative mobility ecosystem in the nation.



# Model for Moving Greater Minnesota Forward



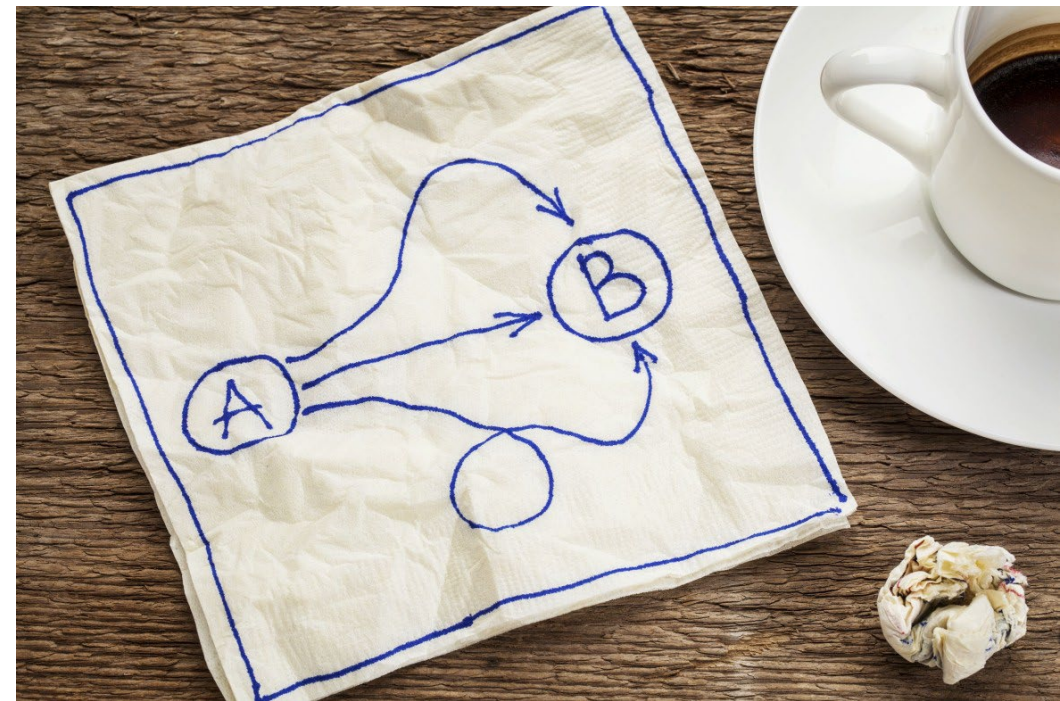
## Three Phases

- Phase 1: Idea development
- Phase 2: Real world test
- Phase 3: Scaling success

All stages focus on an all-sector collaboration to provide technical support and forward-looking road map to manage financing and growth

# Phase 1: Idea Development

- Establish Shared Mobility Lean Startup Incubator with rolling sets of cohorts
- Anyone with an idea that could be tested in Greater Minnesota eligible: transit agencies, municipalities, non-profits, small businesses, entrepreneurs
- Focus on matching Phase 1 success with Phase 2 funding



# Phase 2: Testing

- Establish ongoing programming to help fund shared mobility pilots to get real world data in Greater Minnesota
- Looking for projects who have gone through Phase 1 or similar work
- Funding model will look to partner with Greater Minnesota community partners to produce pilot internally or with private partner
- Annual call for \$500K in funding in January



# Phase 3: Scaling

- Establish programming and support to connect successful pilots with additional funding to scale into long term growth
- Three potential funding avenues
  - Spin off to private investment
  - Develop direct procurement of services through existing or new programming
  - Establish a P3 entity to continue to leverage public, private, and philanthropic dollars





# Review of Moving Greater Minnesota Forward

## Phase 1: Idea Development

Program: 10-week Lean Startup course plus 6-months of coaching

Participants: Local government and community organizations, public transit agencies, small biz, startups, mobility providers

Timing: New cohort every six months starting Sept 2023

*Phase 1 completion*

## Phase 2: Testing

Program: Up to two years of pilot funding

Participants: Local government or public transit agencies with private partner(s)

Timing: Annual project call starting January 2024

*Phase 2 completion*

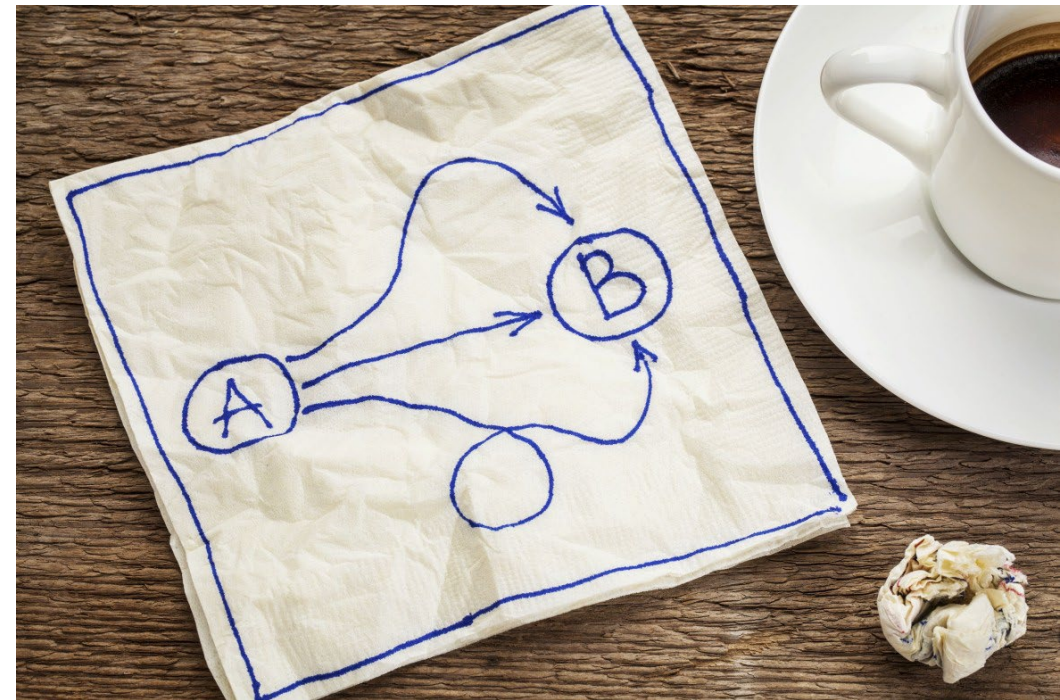
## Phase 3: Scaling

Program: Ongoing funding to scale success

Participants: Local government or public transit agencies with private partner(s)

Timing: Successful completion of Phase 2

## Phase 1: Idea Development Program Summary





**THE LEAN  
STARTUP**

- **Problem/solution focused**  
*Is this a problem worth solving?*
- **Human centered design**  
*Involve customers as much as possible as early as possible*
- **Resource light**  
*Building the least amount you need to test an idea, i.e. your MVP*



THE LEAN  
STARTUP

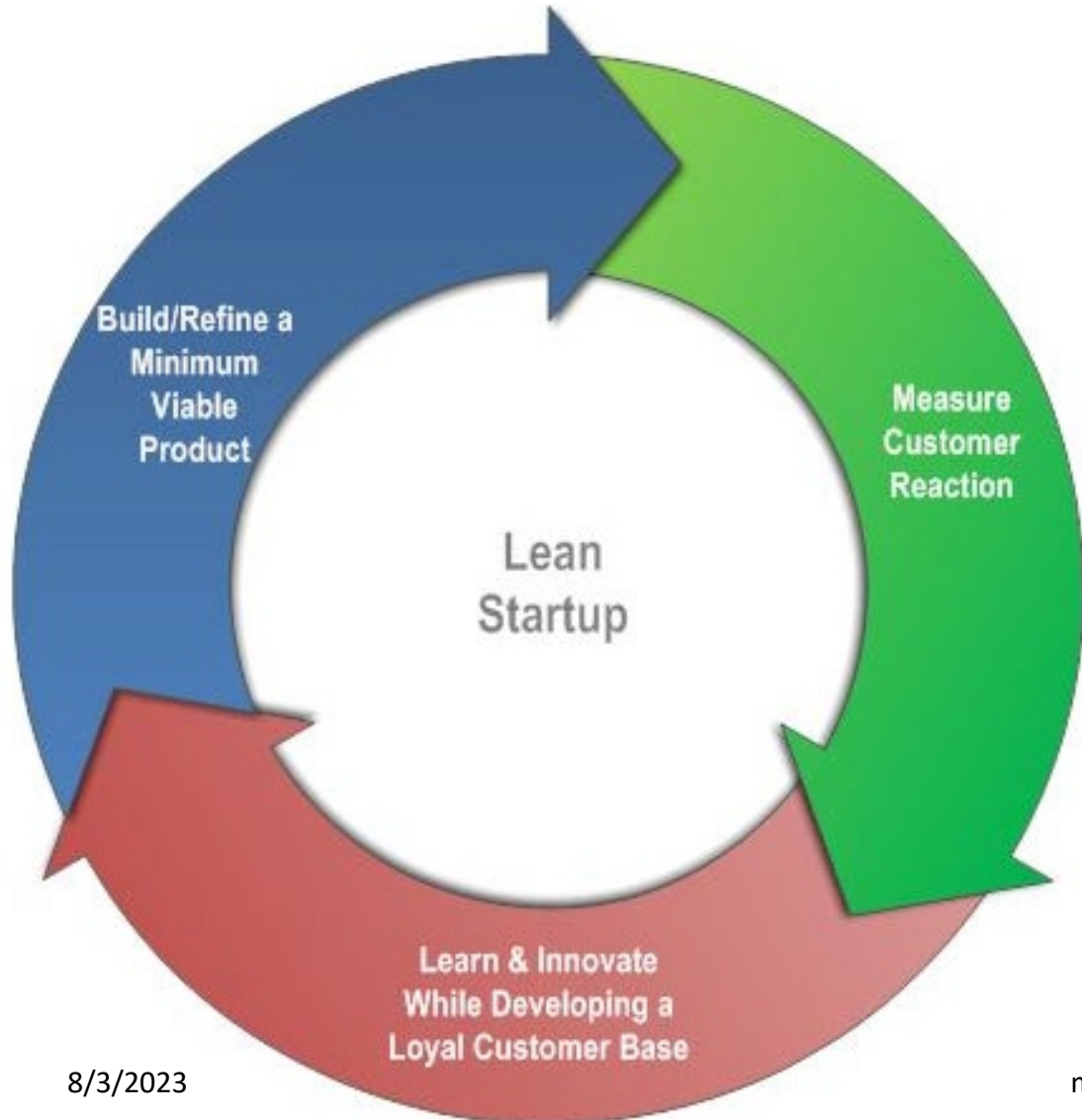
# Innovation framework

- **Built on scientific method**  
*Projects must have provable hypothesis*
- **Metric focused**  
*Impact of actions must be measurable*
- **Only scale when idea meets or exceeds hypothesized results**  
*Refine or pivot in the meantime*



THE LEAN  
STARTUP

# The Lean Model



- **Save Time and Money**
- **Reduce risk**
- **Make a better product**

# Phase 1: Development

- Phase 1 program led by ILT Studios
- 10-week online course and coaching in Lean Startup principles
- Weekly meeting with cohort plus out of class work to develop idea ending with pitch session to review committee
- 6 months of post-course coaching
- \$4,000 stipend available for up to 6 project teams



# Phase 1: Development

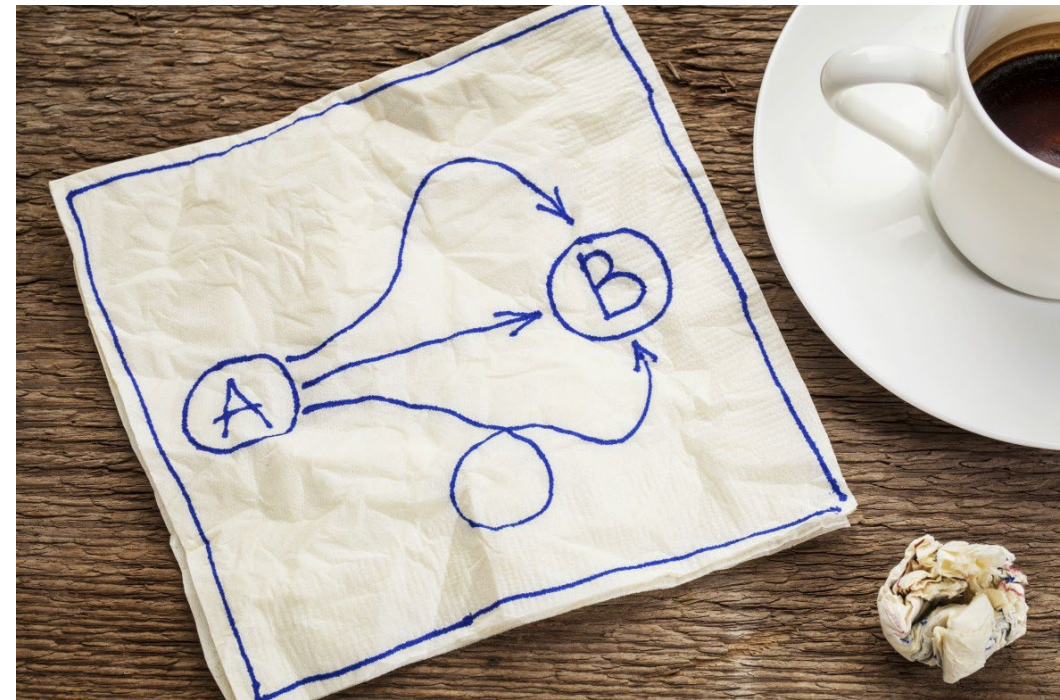
**GOAL:**  
Have idea ready to pursue  
pilot funding (Phase 2)





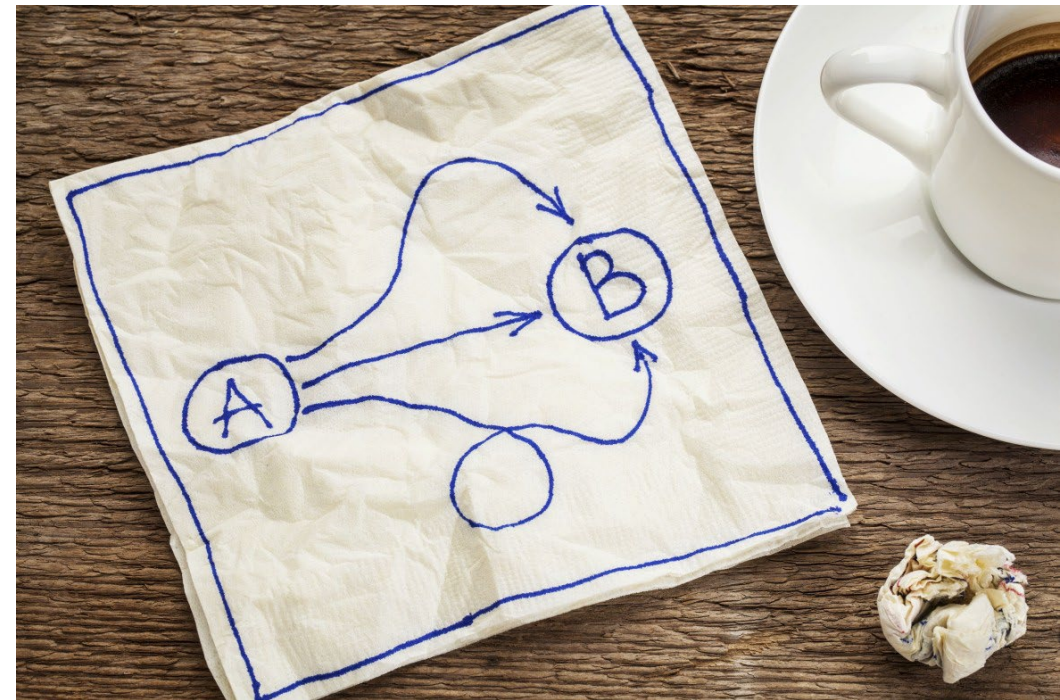
# Phase 1 Application process

- Eligibility: project type
  - New shared mobility services
  - 1<sup>st</sup> time deployment of an existing service in a Greater Minnesota community
  - Improved technology or business model for existing services
  - Expansion of an existing service to a new demographic or community



# Phase 1 Application process

- Eligibility: applicant
  - Municipalities, public transit agencies, community groups, small businesses, startups, or individuals may apply
  - Can be a team of different organizations
  - At least one organization must be based in Minnesota or have an office in the state



# Phase 1 Application process

- Our priorities for project selection
  - 1<sup>st</sup>/last mile connection to transit or supplemental service not currently provided
  - Historically underserved communities not currently served by transit
  - Improved efficiencies or business models for existing services
  - Winterization models for shared mobility
  - Electrification of shared mobility



# Program Schedule



## Phase 1 Launch

- July 26      Launch Phase 1 enrollment
- Aug 22      Lean Startup workshop for interested applicants
- Sept 1      Phase 1 application deadline
- Sept 11      Announcement of cohort
- Sept 20      Initial Phase 1 cohort starts

# Program Schedule



## Phase 1 Launch

- Oct 2023 Enrollment opens for 2<sup>nd</sup> Phase 1 cohort
- Nov 2023 Initial Phase 1 cohort finishes
- Jan 2024 Call opens for Phase 2 project proposals

# What's next?

- Have a shared mobility idea for Greater Minnesota? APPLY BY SEPTEMBER 1!

<http://www.dot.state.mn.us/shared-mobility/moving-forward-phase1.html>

- Sign up and attend the ILT workshop on August 22
- Send questions to Elliott McFadden at [elliott.mcfadden@state.mn.us](mailto:elliott.mcfadden@state.mn.us)



# Thank you

**Elliott McFadden**

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