

Proclamation

DECLARING OCTOBER 23, 2025 AS “goMARTI DAY”

WHEREAS, goMARTI (Minnesota’s Advanced Rural Transit Innovations) launched in September 2022 as a pioneering pilot program to provide innovative, autonomous, on-demand microtransit service in rural Minnesota’s challenging winter conditions; and

WHEREAS, goMARTI has successfully provided over 30,000 rides, earning a 94% repeat ridership rate with a 5/5 approval rating, demonstrating strong community support and trust; and

WHEREAS, goMARTI 2.0 has expanded to serve approximately over 150 pickup and drop-off locations, now connecting Grand Rapids with LaPrairie, Cohasset, Deer River, and Ball Club, including locations and residents within the Leech Lake Band of Ojibwe Reservation; and

WHEREAS, this innovative service provides free, accessible transportation through a diverse fleet including autonomous vehicles, fully electric vehicles, hybrid-electric vehicles, and wheelchair-accessible vehicles, ensuring mobility for all residents regardless of ability or economic circumstances; and

WHEREAS, goMARTI has created over 25 new jobs in our community and serves as a model for bringing advanced transportation technology to rural communities, positioning Grand Rapids as a leader in the “smart rural” movement; and

WHEREAS, goMARTI supports community independence, connection, and economic growth by helping residents and visitors reach jobs, healthcare, schools, shopping, and cultural destinations; and

WHEREAS, October 23, 2025 marks a celebratory Media Day and Community Event at the Judy Garland Museum to showcase the successful expansion of goMARTI 2.0 service.

NOW THEREFORE, I, Tasha Connelly, Mayor of the City of Grand Rapids, do hereby proclaim October 23, 2025 as:

“goMARTI Day”

in the City of Grand Rapids and encourage all residents to celebrate this innovative transportation service that connects our community and demonstrates what is possible when technology is tailored to meet the real-world needs of rural residents.

IN WITNESS WHEREOF, I have hereto subscribed my name and the seal of the City of Grand Rapids, Minnesota, this 27th day of October, Two thousand twenty-five.

Tasha Connelly, Mayor
City of Grand Rapids