



**IndyGo Foundation**  
2023 Funding  
Opportunity Packet



## Our Mission and Vision

The IndyGo Foundation's mission is to help our community thrive by connecting people through accessible, equitable, and inclusive mobility solutions.

IndyGo Foundation's vision is to help everyone share in a growing economy and healthier city by enhancing mobility solutions for those who rely on it and those who would choose it – bringing together people, employers, neighborhoods, and investments.

Dear Community Member,

Together, IndyGo and IndyGo Foundation help create a city responsive to the transportation needs of Marion County's diverse riders. IndyGo Foundation is driven by its mission "to help our community thrive by connecting people through accessible, equitable, and inclusive mobility solutions." At its essence, IndyGo Foundation seeks to give as many riders as possible equitable and safe access to the IndyGo transit system. Our greater vision is to help everyone share in a growing economy and healthier city.

IndyGo Foundation is motivated to understand the diverse mobility needs throughout Marion County. Driven by its mission, the Foundation is uniquely positioned to create rapid change toward greater transportation access and equity. By working in step with IndyGo and community leaders, the Foundation acts as a force multiplier, convening partners and leveraging private investment in public infrastructure. Regardless of an individual's destination -- work, school, grocery store, healthcare appointment, or family visit – IndyGo Foundation's priority is eliminating the barriers that may keep riders from getting to where they want to go.

IndyGo Foundation supporters make a powerful public commitment. We have space for a robust slate of visionary funders, donors, and sponsors in 2023. Will you join us as a Partner or Sponsor? The enclosed materials share the benefits of supporting IndyGo Foundation's mission. We welcome the opportunity to have a personal conversation about your support.

We invite you to get involved with IndyGo Foundation today. With your community investment in transportation equity – giving as many riders as possible equitable and safe access to the IndyGo transit system – you will be helping everyone share in our city's growing opportunity, economy, and vitality.

Thank you for being so considerate.

Moving forward together,



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## Transit Equity Day is a National Day of Action to promote equity in public transportation. It is celebrated on February 4, Rosa Parks' birthday.

Rosa Parks was born on February 4, 1913 and was a civil rights icon and activist. She refused when instructed to move to the back of a Montgomery, Alabama, city bus in 1955. While she was not the first to resist bus segregation, her defiance became an important symbol for the Civil Rights movement.

Equity is at the heart of the IndyGo Foundation's mission. We believe access to transportation is as essential as access to electricity and clean water. Transit connects people to jobs, healthcare, education, and to each other.



**About the Cover:** IndyGo Foundation sponsors free-fare service on IndyGo on February 4 in celebration of Transit Equity Day.

## Typical IndyGo Rider

- African American Woman
- Age 35-49
- She is employed but likely has a household income of less than \$25,000 per year.
- There is no vehicle available to her.
- She uses cash on the bus and walks less than 1/4 mile to and from the bus stop.
- She only takes one bus to arrive at her destination
- She uses the bus 5 days a week to travel between home and work.



## IndyGo By the Numbers



**87%** of IndyGo riders can be considered “frequent riders” and use IndyGo three or more times per week.

**72%** of IndyGo riders are **employed**, including **17%** that work **part-time**.

**57%** of IndyGo riders are from households that earn **less than \$25,000** annually.

**94%** of IndyGo riders **walk to/from** the bus stop.

**283**  
Buses  
**32**  
Routes  
**2,887**  
Bus Stops  
**5 Million**  
Trips

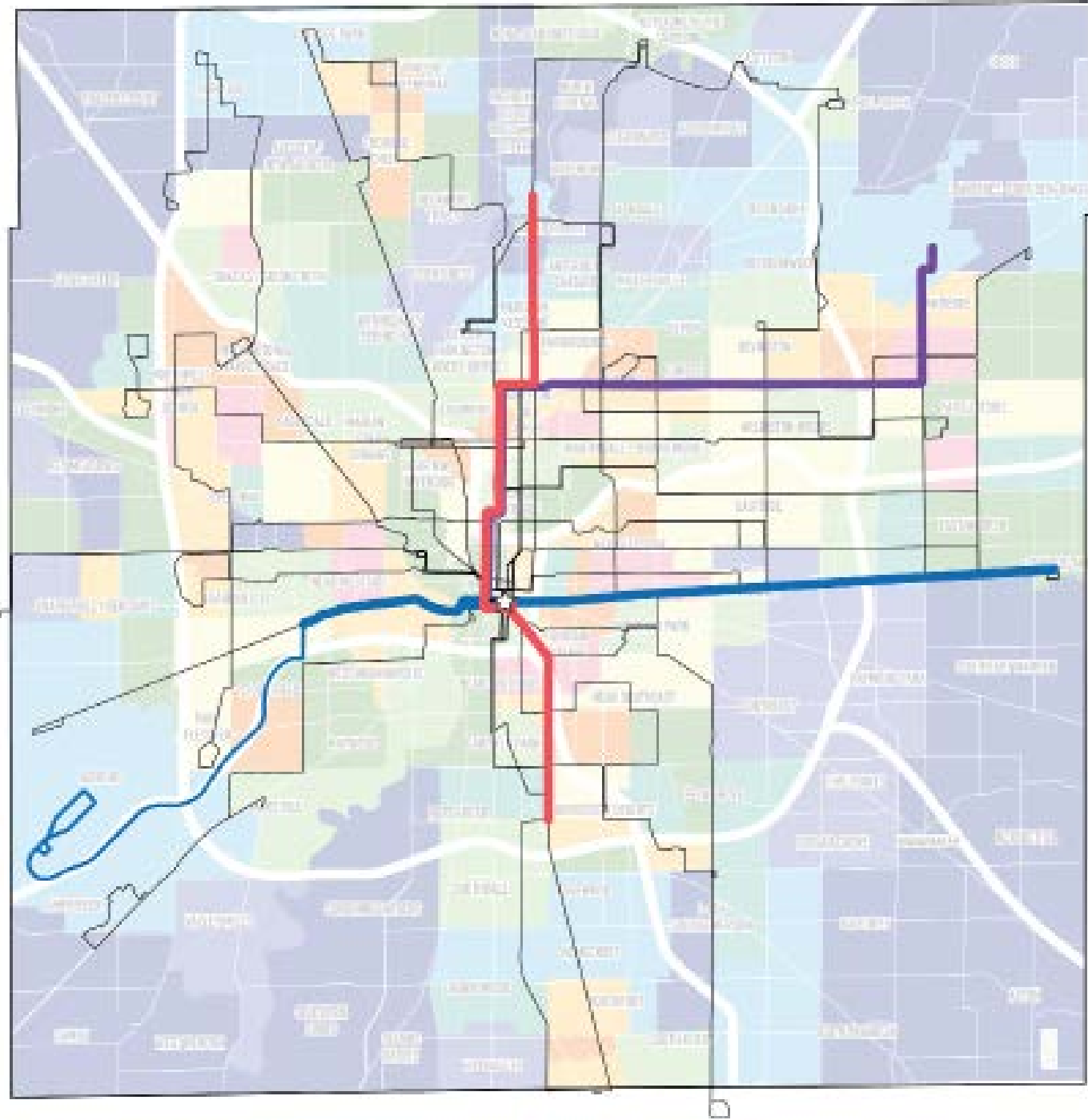
**9%** of Marion County households and **57%** of IndyGo riders **do not have access to a vehicle** either by choice or circumstance.

**55.3%** of **IndyGo riders** are African American, **33%** are White, **5.8%** are Multiracial, **2.8%** are Latinx, **1.5%** are other, **1%** are Asian/Pacific Islander, and **.6%** are Native American.

It takes an average of **\$22,000** to make **one bus stop accessible** and would take **\$40M** to make **all** eligible IndyGo bus stops ADA accessible.



The Mobility Access Fund partners with more than 140 nonprofit organizations to provide free and discounted bus passes.



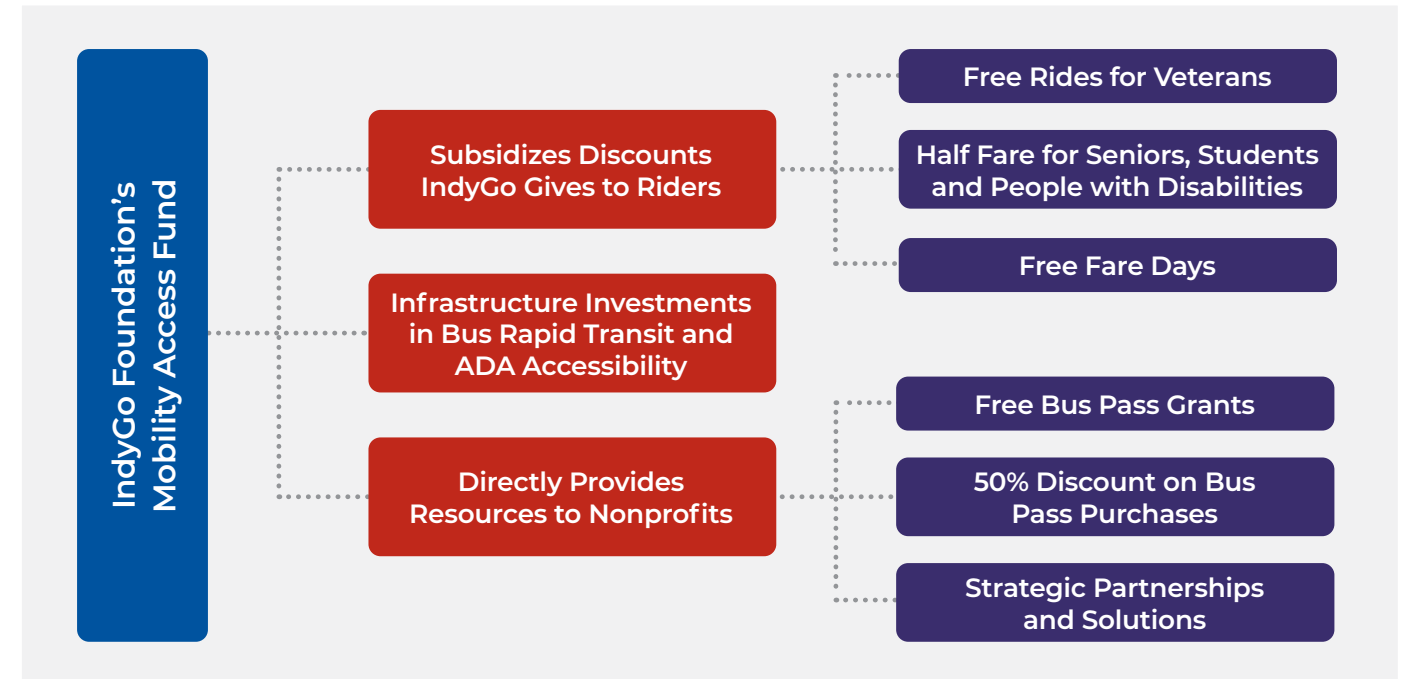
Planned IndyGo Routes with Social Vulnerability Indicator



**The Mobility Access Fund focuses on increasing access to public transportation. When we talk about access to the transit system, we are referring to:**

**PHYSICAL ACCESS** – Riders need well-maintained ramps and sidewalks that create safe and secure connections to and from transit stops.

**ECONOMIC ACCESS** – Riders need to be able to afford to get to their destination, regardless of income level.



We increase access by supporting discounts for Veterans, seniors, students, and people with disabilities. We provide resources to nonprofit organizations. And we invest in infrastructure ensuring bus stops are ADA-accessible. By addressing access, IndyGo Foundation helps to meet not only the needs of the riders but the needs of our entire community.

We all collectively depend on fellow citizens getting to and from their jobs. IndyGo riders are healthcare personnel, teachers, grocery store clerks, and hospitality workers, to name a few

of the essential public transit riders. Mobility is much more than just moving riders. It's about getting riders to their hopes and dreams, to their education and careers, to their families and friends, to their health and well-being, and to another day of life in Indianapolis and the surrounding areas.

Every day, at least 30,000 people navigate Indianapolis without access to a vehicle. There is no other organization in Indianapolis dedicated to increasing access to public transportation. Join us today.

## Bus Rapid Transit

- Bus Rapid Transit (BRT) is a high-quality, high-capacity service with fast, frequent, and reliable transportation to access jobs, food, education etc.
- The Red Line opened in 2019. The Purple Line is under construction, opening in 2024. The Blue Line is in the design phase.
- The Red and Purple BRT lines represent 52.2 miles of infrastructure improvements on some of the busiest corridors in Indianapolis.
- With 25.8 miles of sidewalk included in the projects, BRT improves pedestrian safety and accessibility on a large scale.
- The IndyGo Foundation has developed a comprehensive package for the Red and Purple lines naming sponsorship that includes 715 million annual impressions.
- Each of the 45 stations on the lines is available for sponsorship with an average of 8 million annual impressions. Sponsorships are \$50,000 per station.



### BRT Station Sponsor Benefit Highlights

Supports the Mobility Access Fund

Sponsor branding included on the glass panels of the sponsored station with additional customization available.

Partnership announcements can include a press release, dedicated social media posts, and a ribbon-cutting event at the station.

## Free Fare Days

IndyGo has been fare-free, system-wide, on select holidays for many years. Starting in 2022, the IndyGo Foundation began to seek sponsors for these free days and identify new days to bring attention to transit equity.

### Free Fare Day Opportunities include:

- Martin Luther King Jr. Day
- Thanksgiving Day
- Christmas Day
- New Year's Eve
- Transit Equity Day – Sponsored by the IndyGo Foundation
- Election Day – Sponsored by AARP of Indiana

### Sponsorship of a Free-Fare Day starts at \$25,000 and provides:

- Proceeds to support The Mobility Access Fund
- Logo recognition for your company on all bus and bus station pay terminals on the sponsored day.
- Recognition as the sponsor of the fare-free day on IndyGo and Foundation social media and newsletters leading up to the day.
- Opportunity to issue a joint press release between your company, IndyGo, and the Foundation.
- Opportunity to display at the Julia Carson Transit Center on the sponsored day or a day leading up to it.
- Onboard bus announcements recognizing your sponsorship.
- Logo recognition in the donor listing on the Foundation's website and Annual Report.

## Ways to Support the Mobility Access Fund

- Make an unrestricted contribution so we can direct funds to the most urgent needs.
- Sponsor a specific component of the Mobility Access Fund, such as free rides for veterans, students, and people with disabilities.
- Support infrastructure needs in neighborhoods of your choosing.
- Support direct resources to nonprofits.
- Conduct an employee-giving campaign.
- Sponsor a stop on a Bus Rapid Transit (BRT) Line



	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500	\$500-\$2,499
The Mobility Access Fund	BRT Stop Sponsor	Free Fare Day	Mobility Access Fund Contribution	Mobility Access Fund Contribution	Mobility Access Fund Contribution	Mobility Access Fund Contribution
Signage on sponsored station	•					
Signage on fare box covers for free days		•				
Message included in IndyGo employee newsletter	•	•				
Impact Report (post sponsorship report)	•	•	•			
Opportunity to give a nonprofit of your choice bus passes	•	•	•			
Press Release	•	•				
Indygo Social Posts	•	•				
Foundation Social Posts	•	•	•	•		
Recognition on Foundation Website	Logo	Logo	Logo	Logo	Logo	Name



The **3rd Annual IndyGo Foundation Golf Outing** is a great way to get out of the office, practice your swing and putts and support the Foundation's mission. With the financial support of sponsors and participants, the Foundation can contribute to providing mobility access to Indianapolis residents.

**Eagle Creek Golf Club**  
**Thursday, September 28, 2023**

The sponsorship deadline is August 15, 2023.



To register, visit

[www.indygo.net/foundation/iptf-golf-outing](http://www.indygo.net/foundation/iptf-golf-outing)

Foursome \$800

One golfer \$200

3RD ANNUAL IndyGo Foundation GOLF OUTING	SPONSORSHIP LEVELS							
	Masters	Food/ Beverage Sponsor (2 Max)	Golf Cart Sponsor (2 max)	Ace	Eagle	Birdie	Hole (30 max)	Foursome
<b>BENEFITS OF SPONSORSHIP</b>	<b>\$25,000</b>	<b>\$10,000</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$800</b>
Your sponsorship supports the Mobility Access Fund.	•	•	•	•	•	•	•	•
Number of foursomes with logo recognition on your golf carts.	4	2	2	2	1	1		
Recognition as either the Beverage Cart Sponsor or the Food Sponsor.		•						
Logo recognition on all golf carts for one course.			•					
Recognition on all communications related to the Golf Outing.	•							
Logo on swag bag given to all participants.	•							
Recognition and speaking opportunity at dinner and awards presentation.	•							
Logo and quote featured prominently in the Golf Outing Impact report.	•							
Recognition in social media posts on both Foundation and IndyGo accounts.	•							
Featured article in the 2023 Annual Report.	•							
Opportunity to have an IndyGo executive play in one of your foursomes.	•	•						
Recognition as sponsor of a hole with logo on signage and opportunity to activate on sponsored hole(s).	2	2					1	
Name included in the press release.	•	•	•					
Access to names of attendees.	•	•	•					
At least one Social Media mention on Foundation accounts.	•	•	•	•				
Opportunity to activate display table in the welcome area.	•	•	•	•				
Logo on the Welcome Signage.	•	•	•	•	•			
Opportunity to distribute a promo item to participants in swag bags.	•	•	•	•	•	•		
Recognition on the Foundation website.	•	•	•	•	•	•	•	



# The Many Ways And The Many Community Partners that Support IndyGo Foundation

## Infrastructure Improvements

“Transportation access for our community is critical, especially for those who rely on public transit options to and from work, healthcare appointments, and other daily tasks,” said **Adairius Gardner, Director of**

**Government Affairs, IU Health.** “By providing the needed upgrades, these stops will allow riders to wait safely for buses and help those without financial means gain access to valuable transportation.”



Indiana University Health

## Nonprofit Bus Pass Grants And Discounts

“For 40 years, we have focused on increasing equitable access to transformational opportunities, with the goal of every person reaching their full potential,” said **Marianne Glick, chair of the Glick Family Foundation.** “IndyGo Foundation and the other over thirty community organizations selected

for grants are building community and creating opportunities that wouldn’t exist otherwise. From protecting core civil rights, to connecting students to career coaching, and immersing children in the arts, these organizations are helping people access what they need for productive and meaningful lives.”



**CICF** CENTRAL INDIANA COMMUNITY FOUNDATION THE INDIANAPOLIS FOUNDATION HAMILTON COUNTY COMMUNITY FOUNDATION



Indiana University Health

## Free and Discounted Rides Offered by IndyGo

“Without it (free rides for veterans), HVAF would spend over \$70,000 a year to equip our veterans with the bus passes they need to travel throughout our city. We

are thankfully able to redirect that funding to support direct service work.” – **Emily Hildebrand, CEO of HVAF (Helping Veterans and Families) Indiana.**



Indiana University Health



## Free Fare Days

“This partnership [with IndyGo Foundation] is just one piece of a sustained effort to make it easier to understand when, where, and how to vote,” said

**Addison Pollock, AARP Indiana Director of Community Engagement.** “We’re proud to partner with IndyGo to provide free fares to riders on Election Day.”



## Vaccination Incentives

“At Anthem Blue Cross and Blue Shield, we are dedicated to making the health care system simpler, like working with community partners to help make access to the COVID-19 vaccination widely available and convenient,” said **Dr. Kimberly Roop, Anthem Blue Cross and Blue Shield’s Medicaid Plan President**

in Indiana. “Anthem is pleased to participate in this important public health outreach to increase the vaccination rate in Marion County.” **The pop-up vaccination clinic at the Carson Transit Center will conveniently connect those who ride IndyGo to the vaccine, making it easier for people on the go.**







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[www.Indygo.net/Foundation](http://www.Indygo.net/Foundation)

IndyGo Foundation is a 501(c)3 charitable nonprofit. Tax ID 83-2474739