



# TRANSIT AMBASSADOR ANNUAL REPORT

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## Executive Summary

The Transit Ambassador Program continues to demonstrate strong volunteer engagement, high satisfaction and meaningful community impact.

Survey responses show that ambassadors are frequent IndyGo riders with system-wide knowledge, possess a strong commitment to continued service and a clear motivation rooted in helping others navigate transit.

Overall findings indicate a healthy, sustainable program with opportunities to further strengthen training, event-based outreach and peer engagement.



# Ambassador Demographics

Most respondents ride IndyGo weekly or daily, highlighting a volunteer base that is highly familiar with services, routes and rider needs.

Our riders use a majority of our routes, with a mix of local routes and Bus Rapid Transit lines.

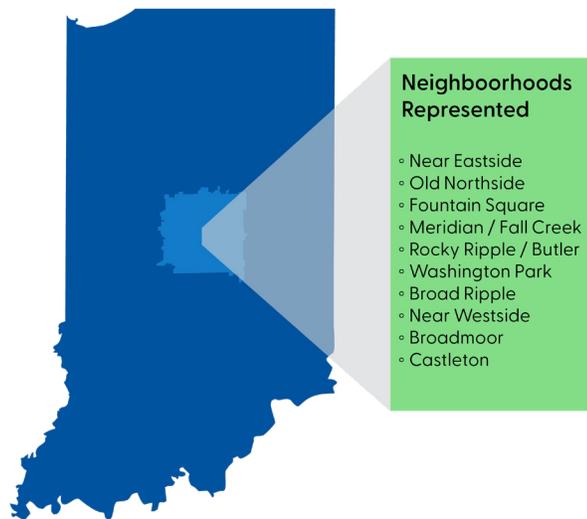
This vast experience supports ambassadors' ability to assist riders across the system.



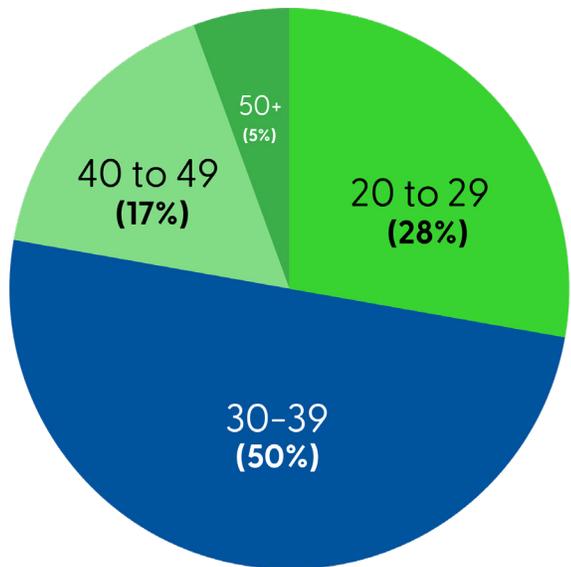
Survey respondents represent a broad range of adult ages, as well as a diverse geographic representation across Marion County.

**70%** of our ambassadors own or have access to a vehicle, but still choose to ride transit regularly.

**30%** of ambassadors solely rely on various forms of public transit to get around.



Ambassadors cover the majority of Indy neighborhoods.



The age group 30-39 makes up 50% of our Transit Ambassador crew with the next highest being 20-29 with 28%.

## Program Experience & Retention

A majority of ambassadors have served for one to two years, with additional participation from newer volunteers. This balance suggests both strong retention and successful onboarding of new ambassadors.

Intent to continue volunteering is exceptionally high. Most respondents indicated plans to remain involved for at least another year, with many expressing interest in long-term commitment.

Three Transit Ambassadors have enjoyed their work so much, they are now full-time IndyGo employees. They now represent safety, fare inspection and data teams. This demonstrates pipelines to leadership and meaningful employment for riders of IndyGo services.



## Training & Growth Opportunities

Ambassadors identified interest in additional training focused on:

- Community and event outreach.
- IndyGo customer service information.
- Fare programs, myKey and rider resources.
- Service updates and system changes.

These show gaps in effectiveness during rider interactions and public-facing events. Enhanced training in these areas would further empower ambassadors as knowledgeable and confident representatives of IndyGo.

## Volunteer Experiences

Respondents consistently describe positive interactions with riders and community members. Ambassadors highlighted experiences such as assisting new riders, participating in neighborhood meetings and helping individuals navigate the system during critical moments.

***“Most of my experiences with riders have been good...I interacted with a family of three and was able to give them information to help complete their journey.”***



## Conclusion

The Transit Ambassador Program benefits from a committed, experienced and community-focused group of volunteers.

Survey findings highlight **strong retention, high satisfaction**, and **meaningful community impact**. By building on existing strengths and responding to training and engagement feedback, the program is well-positioned to continue supporting IndyGo riders and advancing agency outreach goals.

