Lauren Day
IndyGo

transit’s recent fame.

Indianapolis referendum + the coalition for success
31 routes
400 sq mile service area
132 fixed route vehicles
550 employees
10M trips/year
ADA paratransit > ¾ mile
65% lack alternative option

IndyGo
2017
On November 8, 2016, 59.4% of Marion County residents supported an added tax for dedicated transit funding? So what will this mean?
70% increase in service

IndyGo
2018 - 2021
$72M : 2017 operating budget
(49% local property tax levy)

$54M : dedicated income tax
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<td>Small Starts</td>
<td>20,000</td>
<td>31,000</td>
<td>165,000</td>
<td>50,000</td>
<td>17,000</td>
<td>66,000</td>
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<td>%/total</td>
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<td>NO Small Starts</td>
<td>20,000</td>
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<td>115,000</td>
<td>22,000</td>
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Proposal 3:
transit referendum campaign

structure
message
roles
Value of Transit:

- Access
- Growth
- Job Opportunity
- Equity
- Quality of Life
- Economic Development
- Freedom
- Safety
- Environment
- Financial Benefit
the unifying power is + was the shared value.