



**F O U N D A T I O N**



## 2025-2027 STRATEGIC PLAN



### MISSION

To help connect people to their lives through accessible, equitable, and inclusive public transportation solutions



### VISION

Marion County will be a thriving, equitable community when access to mobility, the ability to move freely, is seen as a necessity and public transit is a safe and convenient mobility solution for everyone



### IMPACT

By working toward our vision, the IndyGo Foundation aims to increase funding for public transit in Marion County and increase IndyGo ridership



### GOALS

1. Raise \$2million in sustainable, community-supported annual revenue that equally supports IndyGo and the IndyGo Foundation's operations and programming

#### SUPPORTING STRATEGIES

- 1.1 Increase the Foundation's visibility and relationship building with businesses, community partners, and potential donors
- 1.2 Align all budgeting processes, allocation of financial resources, and programming with the Foundation's strategic vision and goals
- 1.3 Implement a comprehensive annual development plan focused on diversifying the Foundation's donor base and increasing financial sustainability

## 2. Operate sustainable, measurable programs focused on increasing community awareness, funding, and ridership

### SUPPORTING STRATEGIES

- 2.1 Implement a comprehensive public education campaign to promote the benefits, safety, convenience, and accessibility of public transit
- 2.2 Partner with community-based organizations to ensure public transit is an effective and accessible mobility solution for the most vulnerable residents
- 2.3 Partner with employers to position public transit as an effective economic development strategy aligned with business goals

## 3. Solidify the board of director's governance structure and role and to accelerate the Foundation's vision

### SUPPORTING STRATEGIES

- 3.1 Work in partnership with IndyGo to define and uphold distinct, yet complementary responsibilities and expectations to clearly define the role of the IndyGo Foundation board
- 3.2 Implement an intentional board recruitment and orientation process to ensure a diverse, representative, and engaged board of community leaders
- 3.3 Provide board members with clear opportunities and accountability structures to leverage unique individual strengths and networks

## 4. Streamline annual operations to seamlessly execute programming and fulfill fundraising responsibilities

### SUPPORTING STRATEGIES

- 4.1 Continually assess and adjust organizational structures as needed to align staff capacity with organizational needs
- 4.2 Establish and prioritize clear and consistent standard operating procedures to direct daily activities
- 4.3 Transition operational practices, technology, and communication to be independently executed by the IndyGo Foundation

**The 2025-2027 Strategic Plan was created in the spring of 2024 with the assistance of Taylor Advising and funded through a grant from Eli Lilly & Company Foundation. It was adopted by the IndyGo Foundation Board on June 18, 2024.**