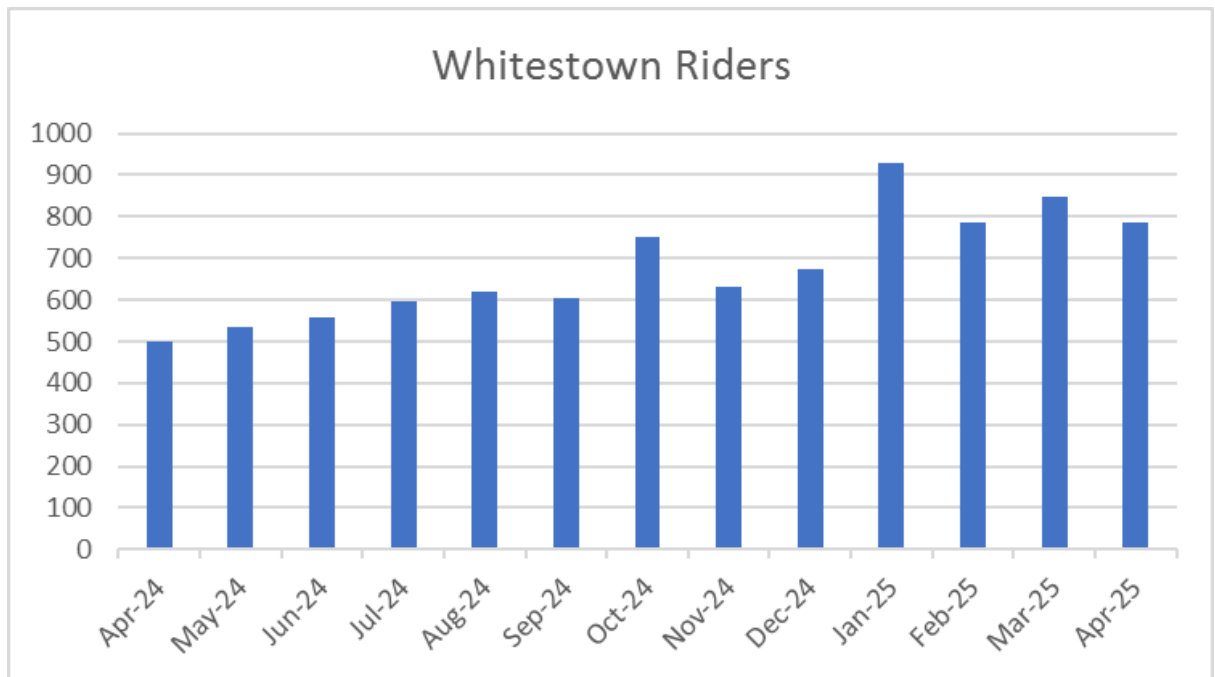




Mobility Management Report April 2025 - Whitestown Connector

CIRTA and Vendor Performance:

- Amanda monitors the route weekly for vendor compliance and route appearance, with the assistance of our Outreach Rep that covers the connector route.
- CIRTA's office continues to receive calls asking how the Workforce Connectors operate and how they connect with IndyGo.
- Minimal concerns have been raised by the riders that commute via the Connector buses.
- GO Express is actively collecting data each day using the ridership form (including on and off counts) to enhance our ridership tracking.
- Customer service has improved with the vendor switch, as callers can reach out to CIRTA to learn where the bus is located and if a complaint occurs, the vendor can provide a screenshot showing the time, location and if the bus was at the stop.
- Amanda is meeting with the vendor regularly to ensure compliance and to provide support as needed.
- The Outreach Team continues to connect with employees at Brooks, Coke Consolidated, FTIC, MavPac, Hoosier Village, GNC, Amazon IND1, ITS Logistics, Cummins and GXO by going on site to educate their employees on all CIRTA's programs, including the Workforce Connector.
- The Outreach Team continues to have a monthly table at the IndyGo Transit Center and the Indianapolis Public Library to educate riders. In March we also connected with Marion County residents at the Indianapolis Zoo, Methodist Hospital, University Hospital, Earth Day event at the Children's Museum, and at the VA Hospital.
- CIRTA continues to stay connected with WorkOne to ensure their employees and those they serve know about the Connector as a resource. CIRTA was present at their March job fair to educate potential employees about the Workforce Connector.
- The new route in Whitestown is set to roll out on June 2nd. Our PR team sent a press release out, the website has been updated, and a public meeting occurred on Thursday, May 8th. Communication has been posted to each Whitestown route sign, as well as on the bus. Todd is working with the town to get the signs moved to their new locations and remove those that will no longer be utilized.
- April was 786 total riders, compared to 848 in March.





April Ridership

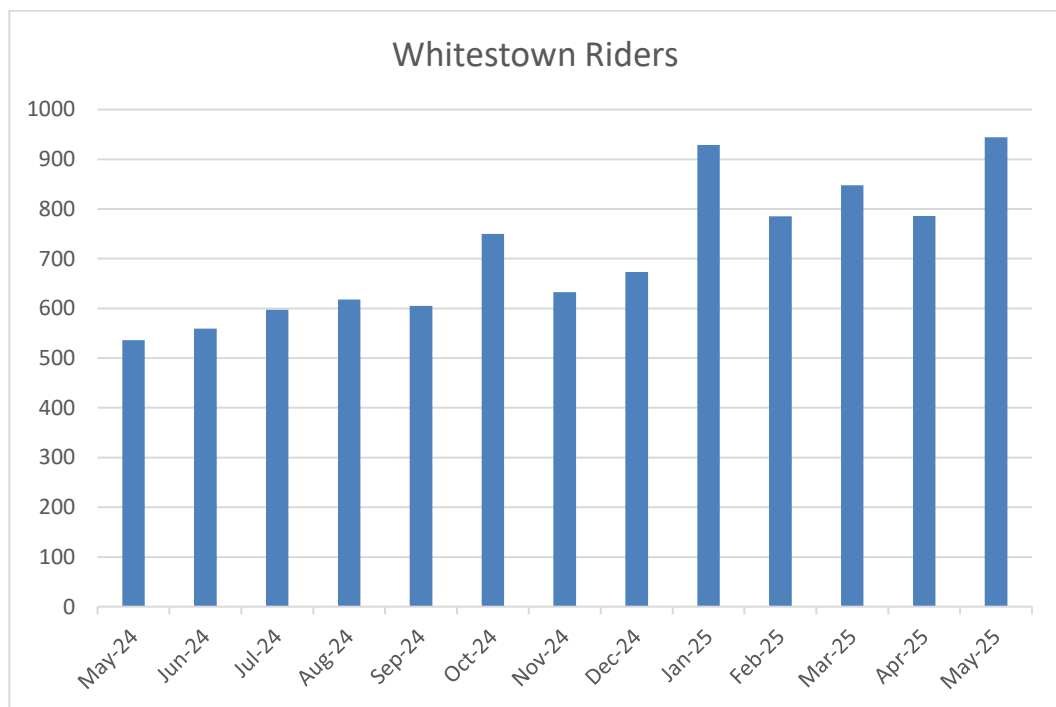
Tuesday	4/1/2025	30
Wednesday	4/2/2025	32
Thursday	4/3/2025	30
Friday	4/4/2025	44
Saturday	4/5/2025	10
Sunday	4/6/2025	0
Monday 14	4/7/2025	22
Tuesday	4/8/2025	40
Wednesday	4/9/2025	28
Thursday	4/10/2025	30
Friday	4/11/2025	30
Saturday	4/12/2025	14
Sunday	4/13/2025	0
Monday 15	4/14/2025	32
Tuesday	4/15/2025	24
Wednesday	4/16/2025	24
Thursday	4/17/2025	24
Friday	4/18/2025	46
Saturday	4/19/2025	14
Sunday	4/20/2025	0
Monday 16	4/21/2025	34
Tuesday	4/22/2025	30
Wednesday	4/23/2025	28
Thursday	4/24/2025	42
Friday	4/25/2025	42
Saturday	4/26/2025	14
Sunday	4/27/2025	0
Monday 17	4/28/2025	42
Tuesday	4/29/2025	48
Wednesday	4/30/2025	32
APRIL TOTAL		786



Mobility Management Report May 2025 - Whitestown Connector

CIRTA and Vendor Performance:

- Amanda monitors the route weekly for vendor compliance and route appearance, with the assistance of our Outreach Rep that covers the connector route.
- CIRTA's office continues to receive calls asking how the Workforce Connectors operate and how they connect with IndyGo.
- Minimal concerns have been raised by the riders that commute via the Connector buses.
- GO Express is actively collecting data each day using the ridership form (including on and off counts) to enhance our ridership tracking.
- Amanda is meeting with the vendor regularly to ensure compliance and to provide support as needed.
- The Outreach Team continues to connect with employees at Brooks, Coke Consolidated, FTIC, MavPac, Hoosier Village, GNC, Amazon IND1, ITS Logistics, Cummins and GXO by going on site to educate their employees on all CIRTA's programs, including the Workforce Connector.
- We also recently connected with Safayieh and had a great meeting informing them of our programs, including the Workforce Connector.
- The Outreach Team continues to have a monthly table at the IndyGo Transit Center and the Indianapolis Public Library to educate riders. In May we also connected with Marion County residents at the IMPD Community Day, Mt. Carmel Church Community Fair, Earth Day at the JCC and State of IN.
- CIRTA continues to stay connected with WorkOne to ensure their employees and those they serve know about the Connector as a resource.
- The new route in Whitestown started on June 2nd. PR did a great job communicating the changes via different channels, the Town of Whitestown did great moving the signs, and GO Express prepared the drivers well for the changes. We have received zero calls regarding the changes since the route started. GO Express also said they have not received complaints from the riders. No news is good news. Amanda rode the route on the first day to make sure the launch went smoothly. Amanda has also been connecting with community organizations to make sure they can share these exciting changes, and our Outreach Team is sharing the changes with the Whitestown employers.
- May was 944 total riders, compared to 786 in April.





MAY	Thursday	5/1/2025	62
	Friday	5/2/2025	26
	Saturday	5/3/2025	20
	Sunday	5/4/2025	N/A
	Monday 18	5/5/2025	46
	Tuesday	5/6/2025	50
	Wednesday	5/7/2025	52
	Thursday	5/8/2025	46
	Friday	5/9/2025	48
	Saturday	5/10/2025	14
	Sunday	5/11/2025	N/A
	Monday 19	5/12/2025	48
	Tuesday	5/13/2025	50
	Wednesday	5/14/2025	40
	Thursday	5/15/2025	36
	Friday	5/16/2025	42
	Saturday	5/17/2025	12
	Sunday	5/18/2025	N/A
	Monday 20	5/19/2025	24
	Tuesday	5/20/2025	42
	Wednesday	5/21/2025	38
	Thursday	5/22/2025	70
	Friday	5/23/2025	38
	Saturday	5/24/2025	12
	Sunday	5/25/2025	N/A
	Monday 21	5/26/2025	N/A
	Tuesday	5/27/2025	34
	Wednesday	5/28/2025	26
	Thursday	5/29/2025	24
	Friday	5/30/2025	32
	Saturday	5/31/2025	12
	MAY TOTAL		944



Central Indiana Regional Transportation Authority (CIRTA) Whitestown Workforce Connector Monthly Report

Prepared by Amanda Meyer | June 2025

Key Wins This Month

- Strong vendor compliance: Weekly route checks show consistency in operations and appearance.
- **557 total rides in June, compared to 944 in May**
- Employer/employee outreach continues.
- Community engagement across 7 major events in Marion County.
- The new route launched with very minimal calls or complaints.
- Whitestown Connector marketing plan is being deployed.
 - Targets a lower-income audience via Direct Mail (6x9 post cards), and Facebook ads.

Operations & Vendor Oversight

Amanda and/or an Outreach Rep conduct regular reviews of the route for vendor compliance, appearance, and performance. GO Express continues daily tracking of on/off ridership data to enhance reporting accuracy. Amanda meets regularly with the vendor to address feedback and ensure excellent service.

Outreach & Community Engagement

Employer Partnerships:

Brooks, Coke Consolidated, FTIC, MavPac, Hoosier Village, GNC, Amazon IND1, ITS Logistics, Cummins, GXO

New Partnerships:

Tradewinds, Safayieh, Walmart RFC

Community Events in Marion County:

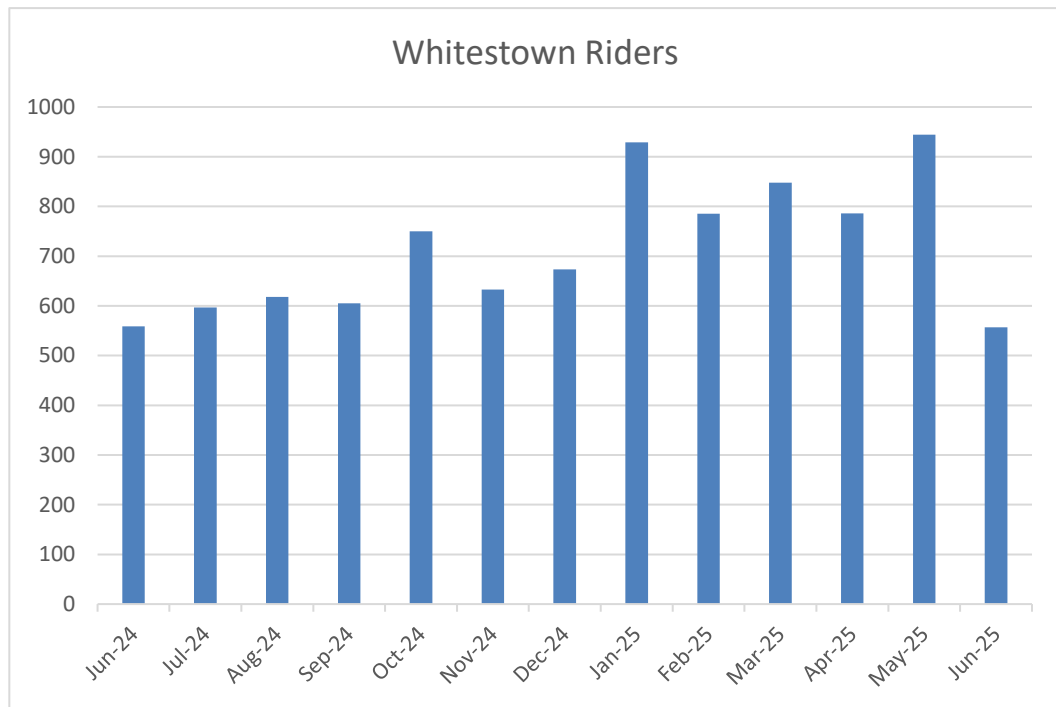
Statehouse Market, Carmel Church Juneteenth Fair, Eskenazi Health, Ascension St. Vincent, Bottleworks / The Garage, Allison Pointe Healthcare, Indy Patchwork Resource Fair

Partner Collaboration:

WorkOne: Ongoing promotion of Workforce Connector at events and with job seekers.
LINK Hendricks County: Ensure awareness of CIRTA's transportation solutions.



Ridership Summary – June 2025





JUNE	Sunday	6/1/2025	N/A
	Monday 22	6/2/2025	22
	Tuesday	6/3/2025	32
	Wednesday	6/4/2025	28
	Thursday	6/5/2025	20
	Friday	6/6/2025	34
	Saturday	6/7/2025	10
	Sunday	6/8/2025	N/A
	Monday 23	6/9/2025	19
	Tuesday	6/10/2025	20
	Wednesday	6/11/2025	16
	Thursday	6/12/2025	28
	Friday	6/13/2025	36
	Saturday	6/14/2025	14
	Sunday	6/15/2025	N/A
	Monday 24	6/16/2025	20
	Tuesday	6/17/2025	28
	Wednesday	6/18/2025	30
	Thursday	6/19/2025	18
	Friday	6/20/2025	28
	Saturday	6/21/2025	2
	Sunday	6/22/2025	N/A
	Monday 25	6/23/2025	26
	Tuesday	6/24/2025	30
	Wednesday	6/25/2025	28
	Thursday	6/26/2025	16
	Friday	6/27/2025	32
	Saturday	6/28/2025	8
	Sunday	6/29/2025	N/A
	Monday 26	6/30/2025	12
	JUNE TOTAL		557