



Date of Memo: September 07, 2023
Current Meeting: September 27, 2023
Board Meeting: September 27, 2023

BOARD MEMORANDUM

TO: Indianapolis Public Transportation Corporation (IPTC) Board of Directors
THROUGH: President/CEO Inez P. Evans
FROM: Chief Public Affairs Officer Lesley Gordon
SUBJECT: Consideration and approval of Resolution 2023-06 free fare on Election Day

ACTION ITEM A – 5

RECOMMENDATION:

Approve Resolution authorizing IPTC to offer free rides on Election Day (November 7, 2023) for both fixed route and IndyGo Access service.

BACKGROUND:

In accordance with its mission, the IndyGo Foundation secures sponsorships and donations to increase access to IPTC. This includes free fare days such as Transit Equity Day and Election Day.

DISCUSSION:

To encourage civic participation, the IndyGo Foundation has secured a sponsorship with AARP Indiana to provide free fares on Election Day. The Foundation will pay \$20,000 of the sponsorship to IPTC to cover lost revenue. The same sponsorship took place in 2022.

ALTERNATIVES:

Decline the sponsorship from AARP and not offer free rides on Election Day.

FISCAL IMPACT:

The average revenue for a Tuesday in November is approximately \$19,644. The sponsorship portion to be paid to IPTC is \$20,000. The Foundation purchased AARP branded bags to cover the fare boxes last year that can be reused this year.

DBE/XBE DECLARATION:

N/A

STANDING COMMITTEE DISCUSSION/RECOMMENDATION:

This action will be reviewed by the Service Committee on September 21, 2023.