



2025 Annual Report

Plainfield EID Corp
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January 2026

Plainfield Town Council
206 West Main Street
Main Street, Plainfield IN 46168

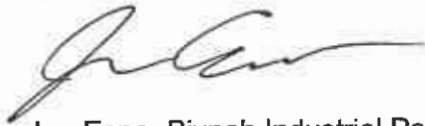
Re: 2025 Annual Report

As the 2024 and 2025 President of the Plainfield EID Corp Board of Directors, I am pleased to share our 2025 Annual Report with the Council. This report provides highlights of our work in 2025. As shared in our 2024 Annual Report, 2025 included a comprehensive accessibility review conducted with the Veridus Group. This process included discussions and feedback from workers, businesses, landowners, and community organizations. The EID Board ratified the 2026-2029 Strategic Plan. The Council received the report as presented and ratified by the EID Board in November. We are pleased the Council approved the new plan.

Included in our 2024 report, we shared our Lyft initiative which was developed in response to common concerns identified through our work with CIRTAs on transportation solutions for those who found using IndyGo to access the existing connection challenging or simply not accessible. The program clearly proved to be successful and demonstrated an unmet demand. For the coming year, we will continue to review transportation options as our primary shared concern and plan to evaluate the long-term viability and operational scope of both the Lyft program and the Plainfield Workforce Connector.

As we spent time in 2025 honoring the work that has brought benefit to the Plainfield community, landowners, and businesses within and outside of the EID, we also recognize the need to continue enhancing and expanding our efforts where possible and to seek continued partnerships to further benefit the community and businesses in the areas they have identified.

Warmest Regards,

A handwritten signature in black ink, appearing to read 'Jon Espe', written in a cursive style.

Jon Espe, Biynah Industrial Partners
2024-2025 EID Corp President

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Introduction

In accordance with Indiana Code, the Plainfield Economic Improvement District (EID) Corporation is mandated to submit an Annual Report to the Town Council each February. The Town Council reviews and formally accepts this report, ensuring transparency and accountability in district operations.

Governance Structure

The governance of the Plainfield EID is entrusted to a volunteer Board of Directors. To gain insights into the Board's composition, responsibilities, and contact information, please visit the [Board of Directors](#) webpage.

Plan Implementation and Oversight

The Board of Directors convened four meetings in 2025 to oversee the execution of the 2020-2030 Strategic Plan. For access to agendas, minutes, and reports related to these meetings, stakeholders are encouraged to contact info@plainfield-eid.com or visit the [Plainfield EID Reporting](#) portal.

The 2020 Strategic Plan laid the foundation for the district's development, emphasizing three core strategies aimed at fostering economic growth and community development:

- Retention and expansion of existing EID companies.
- Development of a robust workforce pipeline through retention and attraction initiatives.
- Enhancement of transportation infrastructure, including the Plainfield Connectors.

These strategies have been refined and continued in subsequent annual plans for 2021 and 2022, maintaining a focus on transportation, business retention, and talent acquisition. Each report underscores the importance of building upon previous efforts and maintaining ongoing communication with local businesses to ensure strategic alignment.

The overarching goal is to support the district's business community by fostering a conducive environment for property owners and enterprises, particularly emphasizing improvements in public transportation, workforce development, and business sustainability.

2025 Key Highlights

- **Approval of 2025 Leadership and Service Agreements:** The Board ratified the 2025 slate of officers, including President Jon Espe, Vice President Jessica Saylor, and Treasurer Cindy Abner. Additionally, service agreements with Kelley and Associate and Alliance ProAdvisors were approved.
- **Implementation of the Accessibility Strategy:** The Board approved a comprehensive five-year accessibility plan developed by Veridus Group, culminating in a finalized, adaptable strategy by September 2025.
- **Ratification of the 2026-2029 Strategic Plan:** The Board officially endorsed a strategic plan prioritizing housing, childcare, workforce development, and transportation, ensuring alignment with long-term community objectives.
- **Transportation Program Funding Adjustments:** An additional allocation of up to \$280,000 was authorized to support increased demand for the Lyft program. A comprehensive evaluation of the program's long-term viability and operational scope is underway.

In addition to quarterly Board meetings, the Finance Committee conducts monthly reviews of invoices and financial statements to ensure fiscal responsibility and transparency.

Strategic efforts continue to focus on three primary initiatives: retention of existing EID companies, development of a workforce pipeline, and enhancement of transportation infrastructure. These initiatives are supported through ongoing collaboration with local partners and stakeholders.

Further details and background information on these initiatives are available through the provided links and documentation.

Return on Investment

The Plainfield EID Corporation addresses specific areas outlined in Indiana Code, notably IC 36-7-22-3, which defines economic improvement projects. These include activities related to development planning, management, and promotion of commercial activities and public events.

The district's efforts are designed to complement and support existing local initiatives without duplicating efforts or replacing funding sources. Instead, the EID serves as a coordinating body to facilitate communication, strategic planning, and benchmarking activities among various entities to foster sustainable economic growth.

Marketing Report

Quick Stats

Direct Company Assistance/Interactions – 21

Emails Sent to Companies, Owners, Partners – 2126

Community & Service Partnerships – 7

Facebook/Instagram Ads Reach – 1,532,892

Connections to Employment Opportunities – 17,731

Targeted ads via Meta (Facebook, Instagram) reached over 1.5 million viewers and yielded nearly 18,000 referrals to EID company employment channels. ~1600 referrals were also made from the EID website to our partners, the Town of Plainfield and other site supported resources.

Nine email campaigns were sent during 2025 to keep stakeholders informed of and involved in EID happenings. 2731 emails went to companies, property owners, partners, and Board of Directors. Our average open rate is 32%. To view the 2025 email communications, click [HERE](#).

Throughout 2025, the EID team engaged with twenty-nine companies addressing specific requests around workforce concerns and micro-transit connection. LYFT (continued micro-transit solutions for EID), Energeo Staffing (workforce discussions, LYFT program), Onin Staffing (added to now hiring page), Spherion Staffing (added to now hiring page), BelFlex Staffing (added to now hiring page), XPO Logistics (added to now hiring page, LYFT program), Kohl's (LYFT impact discussions), Dick's Sporting Goods (LYFT discussions).

Additional companies receiving direct benefit from the LYFT program: Pace, UPS, ERI, EM Brands, StitchFix, Eby Brown, Saint Gobain Abrasives, Siemens, Amazon (2), Fed-Ex, Home Depot, Walmart Fulfillment, GEODIS (2), Prime Distribution Services, Regal Beloit, Walgreens Micro FC, Nice Pak Fulfillment, EPSON USA, and Adelta Logis.

2025 partnerships with seven community organizations and service providers established/continued for the benefit of EID companies included: CIRTA, Sheltering Wings, Family Promise, Childcare Answers, HR Squaretable, 2nd Chance IN, and GO Express Transportation.

The EID team kept up to date on issues surrounding the Plainfield Connector by attending CIRTA board meetings and participating in additional discussions with CIRTA staff and their partners.

Plainfield town council meeting news and happenings that are of interest to the Plainfield EID are shared with the EID board.

The EID team continually seeks engagement with EID companies, partners, and stakeholders.

EID Company Referrals	Total Connections (Running)					2025 TOTAL Plainfield-EID.com Connections									
		Q1	Q2	Q3	Q4					19332					
FedEx	1097	245	246	381	225										
Duke Energy	811	208	189	261	153										
Siemens Healthineers	901	189	220	290	202										
Walmart	706	187	149	222	148										
Campbells	695	173	160	248	114										
ADESA	622	151	134	214	123										
Hendricks County	587	149	115	217	106										
Niagara Water	732	147	172	260	153										
UPS	608	140	153	207	108										
GEODIS	507	134	135	151	87										
Kohls	510	127	98	183	102										
Napa Balkamp	539	120	134	173	112										
Home Depot	471	120	120	155	76										
TKO Graphix	433	119	97	130	87										
XPO	453	119	100	164	70										
Lakeside Books	473	118	97	162	96										
Dicks Sporting Goods	488	113	118	166	91										
MD Logistics	388	105	99	127	57										
Pace Airfreight	452	100	101	145	106										
Saint Gobain	157	100	57	0	0										
EPSON	449	99	109	138	103										
BD	362	98	79	117	68										
Full Beauty Brands	451	94	102	163	92										
Meritor/Cummins	332	83	94	94	61										
Veritiv Corp	332	80	73	117	62										
Bell Techlogix	325	77	76	114	58										
Nice Pak	318	76	103	97	42										
RRD	354	76	85	121	72										
AUX-OPS	306	72	90	88	56										
Latham Pools	271	70	63	88	50										
Old Navy/Gap	292	69	55	102	66										
Sycamore Services	310	60	65	92	93										
Amazon	80	18	22	24	16										
Adelta Logis	0	0	0	0	0										
15812															
						EID Site Visits Events				Q1	Q2	Q3	Q4		
						225				43	67	64	51		
						EID Partner Referrals Events									
						CIRTA 625				159	149	171	146		
						Discover Plainfield 712				131	184	230	167		
						Housing 39				13	8	9	9		
						1376									
						Referrals Connections				Q1	Q2	Q3	Q4		
						Elwood Staffing 301				61	74	96	70		
						Prologistix 187				44	50	55	38		
						Spherion 208				39	63	71	35		
						Integrity Staffing 168				36	52	49	31		
						Energeo 156				35	44	48	29		
						Morales Group Staffing 158				30	50	49	29		
						Crown Staffing 130				30	40	33	27		
						BelFlex 119				25	39	39	16		
						Assemblix Staffing 131				24	41	49	17		
						CFA Staffing 137				22	38	44	33		
						CoWorx Staffing 115				18	32	48	17		
						TMC Workforce 70				11	20	20	19		
						Onin Staffing 39				0	0	10	29		
						Allegiance Staffing 0				0	0	0	0		
						1919									



Ride2Work Program 2025

Transaction amount

\$453,859.04 USD

Amount per ride

\$21.07 USD

Rides completed

21,544

Unique riders

310

Trend charts



Amount per ride



Rides completed



The LYFT “Ride2Work” program stepped out of “pilot” status in February of 2025 having proven the model of point-to-point, on-demand transportation as a companion to the existing Plainfield Connector shuttle.

LYFT’s affordability, reliability and additional service features including decreased ride durations and door-to-door service continued to hold steady throughout 2025.

Demand for LYFT service surged beginning in late May as Kohl’s Distribution Center began promoting the rides program to new and existing associates in need of transportation assistance. By the end of 2025, Kohl’s riders accounted for 93% of LYFT usage.

As of end of year 2025, the EID’s LYFT program reliably provided well over 21,000 rides to 310 unique riders employed in Plainfield; an increase of 1107% over the 1784 rides provided in 2024. There are currently more than 20 EID companies benefitting from the program in addition to the non-profits.

The 2025 average ride cost was \$21.07 per ride demonstrating pricing comparable to the existing Plainfield Connector shuttle while adding enhanced service offerings such as door-to-door pick up and drop off and a total ride time of 30 minutes or less for 78% of riders. 97% of riders arrive to work in less than 45 minutes. The 2025 average ride time was 23 minutes.

September 2025 brought some modifications to the LYFT program for the purposes of increasing program longevity and encouraging a more varied distribution of EID company utilization of the program.

The maximum benefit of the LYFT pass was reduced from \$40 per one-way ride to \$25 with (2) rides available per day. 81.5% of transportation-challenged riders are able to make it to work and home for \$25 or less per ride. 18.5% of riders make use of the subsidy and pay the remaining ride balance out of pocket.

Additionally, to encourage LYFT usage and expand availability to a more varied number of EID companies, the Plainfield EID board voted to cap 2026 company usage at 20% of total ridership per company.

Other LYFT Program Data of Note:

- Top 3 Employers Utilizing LYFT
 - Kohl's
 - Adelta Logis
 - Dick's Sporting Goods

- 2025 Total Travel Hours – 8,249 (that's almost 344 days!)
- Average Miles per Ride – 11.7
- Average Rider's Rides per Month – 19.6
- Most Traveled Day of the Week – Tuesday
- 2025 Total Rider Miles Traveled – 252,518 (that's a trip to the MOON!)
- Who took the most rides in 2025? – Steven did. - 310

VENDOR	2025	January	February	March	April	May	June	July	August	September	October	November	December	2025 TOTALS
CIRTA	Inv Total	\$33,042.45	\$30,244.83	\$33,044.13	\$32,799.16	\$33,043.38	\$31,778.93	\$34,268.18	\$33,006.10	\$32,875.70	\$34,140.15	\$33,078.68	\$33,998.91	\$395,320.60
	Rides	1228	1344	1708	1808	1827	1484	1715	2095	2631	3108	2832	2234	24014
	Cost per Ride	\$26.91	\$22.50	\$19.35	\$18.14	\$18.09	\$21.41	\$19.98	\$15.75	\$12.50	\$10.98	\$11.68	\$15.22	\$16.46
LVFT	Inv Total	\$9,192.33	\$10,676.78	\$10,071.66	\$8,698.49	\$10,450.63	\$20,885.99	\$39,719.74	\$59,374.06	\$61,217.47	\$87,191.45	\$80,903.32	\$55,477.12	\$453,859.04
	Rides	547	602	592	584	630	1083	1862	2610	2602	4185	3793	2454	21544
	Cost per Ride	\$16.80	\$17.74	\$17.01	\$14.89	\$16.59	\$19.29	\$21.33	\$22.75	\$23.53	\$20.83	\$21.33	\$22.61	\$21.07



2025 Plainfield Workforce Connector

Executive Summary

The Plainfield Workforce Connector is designed to provide reliable, employment-focused transportation that supports workforce participation, employer access to labor, and regional economic vitality. In 2025, the Plainfield Workforce Connector experienced significant growth in ridership, community awareness, and overall service quality. A transition to a new transportation vendor, expanded outreach efforts, and increased digital engagement all contributed to the program's strongest performance to date. Ridership increased by more than 70% compared to 2024, demonstrating the growing importance of reliable transportation for employment, healthcare, and essential services. Through strategic employer partnerships, extensive community outreach, and improved rider experience, the Workforce Connector continues to strengthen its role as a critical mobility resource in the region.

2025 Highlights & Callout Statistics

Key performance indicators for 2025 include:

- **24,064 total rides provided in 2025**
- **Over 70% increase in ridership compared to 2024**
- **4,432 website page views** for the Plainfield Connector
- **854 map and schedule downloads**
- **30+ community events and partner locations** promoting the service
- **Over 25 Plainfield EID employer sites engaged** in workforce outreach
- **Outreach to 200+ Staffing Agencies**

2025 New Vendor: GO Express

In 2025, the Workforce Connector transitioned to a new transportation vendor, GO Express. Since this change, the program has experienced notable improvements in

communication, service quality, and accountability. GO Express has demonstrated responsiveness, with a management team, dispatch staff, and drivers who prioritize clear communication and consistent service delivery.

GO Express demonstrates a strong commitment to accountability and continuous improvement. When service concerns arise, issues are reviewed and addressed through established communication and escalation processes, ensuring riders receive accurate information and a high level of care.

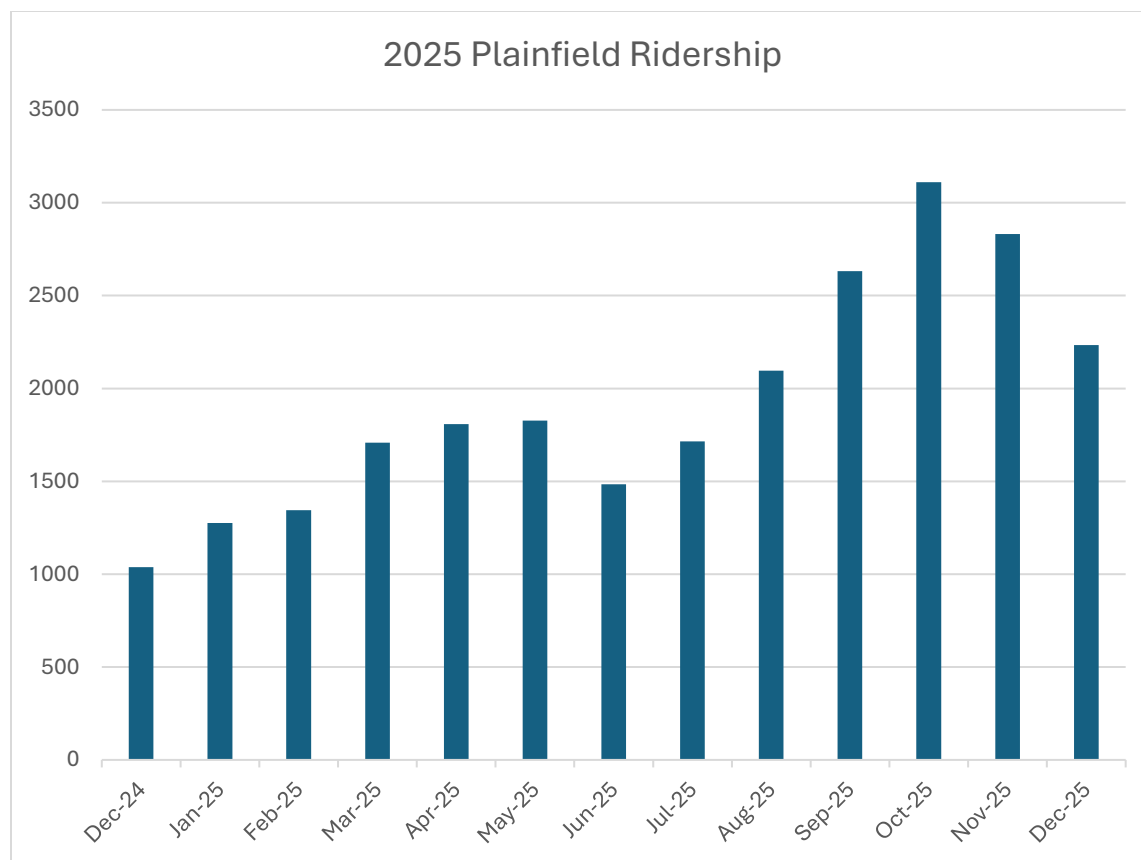
GO Express also provides valuable tools that enhance operational efficiency and the rider experience. Together, these tools improve transparency, reduce uncertainty for riders, and support more efficient service management, including:

- **Real-time vehicle tracking for CIRTA staff**, allowing immediate updates to riders and reducing the need for dispatch calls.
- **Access to screenshots and video upon request**, enabling accurate review of incidents and clear communication with riders.

Ridership Growth Overview

2025 Ridership by Month

Month	Rides
January	1,276
February	1,344
March	1,708
April	1,808
May	1,827
June	1,484
July	1,715
August	2,095
September	2,631
October	3,110
November	2,832
December	2,234



Growth occurred steadily throughout the year, with particularly strong increases in late summer and fall, reflecting both seasonal demand and increased program awareness.

Ridership Summary

Ridership for the Plainfield Workforce Connector increased dramatically in 2025 compared to 2024. Total annual ridership rose from approximately **13,873 rides in 2024 to 24,064 rides in 2025**, reflecting strong year-over-year growth. Monthly ridership exceeded 2,000 rides consistently in the fall, with October 2025 representing the highest ridership month in program history. This sustained growth reflects increased awareness, improved service delivery, and strengthened community and employer partnerships.

CIRTA Website Engagement

Digital engagement played a key role in supporting ridership growth and accessibility in 2025. The Plainfield Connector webpage received **4,432 page views**, indicating strong public interest and awareness of the service.

Additionally, riders and partners downloaded the Plainfield Connector map and schedule **854 times**, demonstrating active use of CIRTAs online tools for trip planning and navigation. These metrics highlight the importance of maintaining accurate, user-friendly digital resources to support riders and partner organizations.

These resources are used not only by riders, but also by employers, staffing agencies, and community partners assisting individuals with trip planning.

Community Outreach & Events

In 2025, CIRTAs promoted the Workforce Connector at more than 30 community events, healthcare facilities, and partner locations throughout Central Indiana. Outreach efforts focused on reaching residents who rely on transportation to access employment, healthcare, education, and community resources-

Events and outreach locations included:

- Allison Pointe Healthcare
- Ascension St. Vincent
- Black Expo
- Bottle Works / The Garage
- Carmel Church Juneteenth Fair
- Damien Center Health and Wellness Fair
- Dia de la Familia Fest
- Earth Day at the Children's Museum
- Earth Day at the JCC
- Eskenazi Health
- HOPE Team Meeting
- IMPD Community Day
- Indianapolis Public Library
- Indianapolis Urban League Back-to-School Event
- Indianapolis Zoo
- IndyGo Transit Center
- Leadership Hendricks County
- Methodist Hospital
- Momentum Indy
- Mt. Carmel Church Community Fair
- Neighbor Power Indy

- Patchwork Indy Community Resource Fair
- Patchwork Indy Holiday Bazaar
- State of Indiana Statehouse Market
- University Hospital
- VA Hospital
- WorkOne
- YMCA Avondale Meadows

This extensive outreach strengthened partnerships, increased awareness, and directly supported ridership growth across the service area.

Employer Partnerships

CIRTA staff actively engaged with employers throughout 2025 to promote the Workforce Connector as a reliable transportation solution for employees. These partnerships are essential to supporting workforce stability and access to employment.

Employer sites visited in 2025 include:

- Amazon IND2
- Amazon IND5
- Aux Ops
- Becton & Dickinson
- CH Robinson
- Chewy
- CoreMark
- Cummins
- DGP Intelsius
- ERI
- FedEx
- GXO
- Ingram Micro
- IU Health Supply Chain Integrated
- Kohls
- Kuehne + Nagel
- Neovia / Whirlpool
- Niagara Bottling
- Saint-Gobain Abrasives
- Shutz Container Systems

- STS Packaging
- Starkey
- Thermal Structures
- Walgreens Micro Fulfillment
- Walmart Distribution Center

These partnerships support improved employee attendance, reduce transportation-related absenteeism, and strengthen employer workforce reliability.

Looking Ahead

With continued ridership growth, strong vendor performance, and expanding community and employer partnerships, the Plainfield Workforce Connector is well-positioned for continued success. CIRTAs remains committed to improving access, strengthening partnerships, and ensuring reliable, high-quality transportation for the communities it serves. In 2026, CIRTAs will continue to focus on service refinement, performance monitoring, and targeted outreach to ensure the Workforce Connector remains responsive to evolving employer and workforce needs.

8:19 PM

01/11/26

Accrual Basis

Plainfield EID
Balance Sheet
As of December 31, 2025

	Dec 31, 25
ASSETS	
Current Assets	
Checking/Savings	
#5841 Checking	29,483.85
#5868 Money Market	532,295.90
#7193 Schwab One	1,064,227.82
Total Checking/Savings	1,626,007.57
Other Current Assets	
Prepaid Expenses	
Prepaid Expenses--Insurance	698.00
Total Prepaid Expenses	698.00
Total Other Current Assets	698.00
Total Current Assets	1,626,705.57
TOTAL ASSETS	1,626,705.57
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	101,489.94
Total Accounts Payable	101,489.94
Total Current Liabilities	101,489.94
Total Liabilities	101,489.94
Equity	
Unrestricted Net Assets	1,695,723.77
Net Income	-170,508.14
Total Equity	1,525,215.63
TOTAL LIABILITIES & EQUITY	1,626,705.57