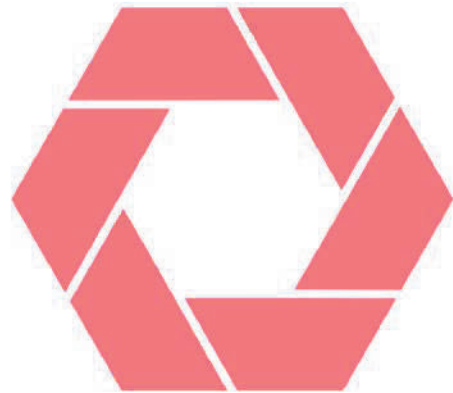


20  
25

Plainfield Economic  
Improvement District

# Strategic Plan



**Plainfield**

*Economic Improvement District*

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# PREFACE

The Plainfield Economic Improvement District (EID) Strategic Vision Plan was designed to be a comprehensive guide to the district's future services and successes. The district was created by local property owners and the Town of Plainfield to address workforce needs, target investment, and improve the business ecosystem overall. Initially, these goals were met through transportation initiatives; this plan serves to inform its next chapter.



## Analysis

## Purpose of a Strategic Vision Plan

A Strategic Vision Plan is a forward-looking document that provides analysis and action steps for focus areas such as transportation, housing, childcare, community infrastructure, and workforce development. It establishes a clear vision for the district's future and defines specific goals to achieve that vision.



## Clear Vision

By anticipating challenges and identifying opportunities, this plan enables the Plainfield EID to respond proactively to the evolving needs of its employers and workforce, ensuring long-term sustainability and competitiveness. It serves as a living guide to direct future investments, strengthen partnerships, and align public and private resources in pursuit of shared outcomes.



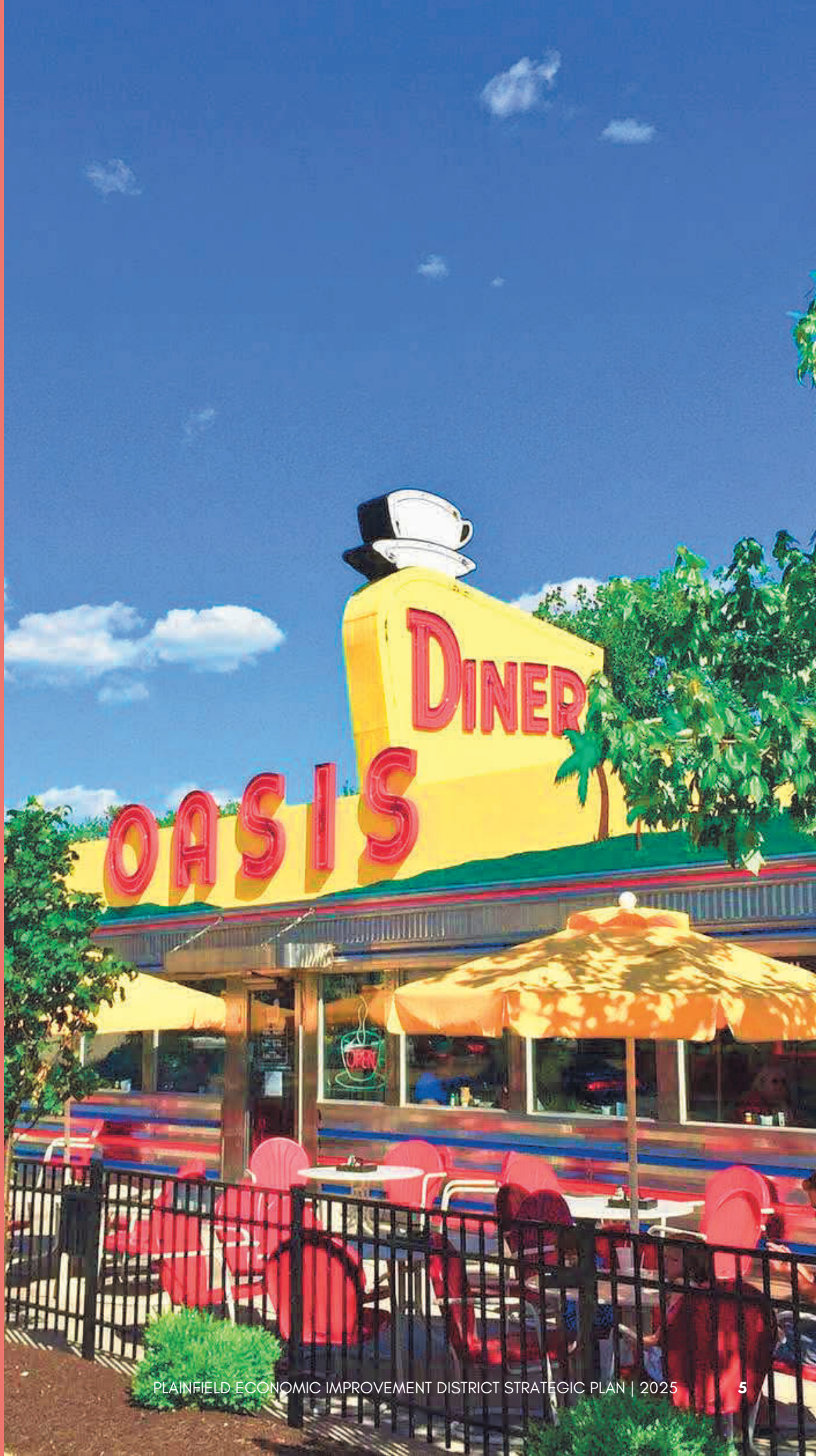
## Local Insights

This plan is the result of thoughtful engagement with stakeholders, including employers and property owners, local leaders, human resource professionals, transportation service providers, and employees. It integrates data analysis, best practices, and local insights to ensure that the district's strategies are not only visionary but also grounded, achievable, and reflective of the district's objectives.



## Strategies





# INTRODUCTION

## Areas of Research

To better understand the current situation and needs within the town of Plainfield and the EID, data-driven research on housing, childcare, and workforce development was performed. Those three topics were chosen because they, along with the already offered transportation assistance, are potential items that will help the businesses within the district attract and retain employees. Because the mission of the EID is to help those businesses, the Board was already researching those topics as potential focus areas for the EID.



**Housing**



**Childcare**



**Workforce  
Development**



**Transportation**



*Homes in Plainfield, Indiana*

## Evidence-Based Confirmation of Community Needs

This research section is to be used in tandem with the public engagement section to better understand the driving forces behind the visions and goals for the EID. These findings were presented to the Board at their monthly meetings to provide an outside perspective on those focus areas. In essence, the research served as confirmation to the Board of the need within those focus areas.

# HOUSING

Housing supply is a national issue, but finding localized demand can guide communities to the next steps. The following table shows the 10-year demand within the area around the EID:

Home Value	Rent Value	10-Year Demand
<\$100,000	<\$625	11,971
\$100,000 to \$199,999	\$625 to \$1,249	16,105
\$200,000 to \$299,999	\$1,250 to \$1,564	13,521
\$300,000 to \$399,999	\$1,565 to \$2,079	12,229
\$400,000 to \$599,999	\$2,080 to \$3,124	15,760
>\$600,000	>\$3,125	16,535

*Housing Demand: Civitas Strategies & Esri Business Analyst*

## Understanding Plainfield's Housing Gap

It is important to note that Plainfield, as well as Indiana and the nation at large, face a housing shortage at almost all levels, but especially on the affordable/workforce housing market. According to Esri's 2025 numbers, the median household income within the Plainfield EID is \$71,438, and the per capita income is \$38,616. These statistics are important to consider when viewing housing demand as they further explain the local workforce of the District.

86,121

Housing Units  
Over 10 Years

\$600K+

Home Value in  
Highest Demand

\$100–199K

Home Value in 2nd  
Highest Demand

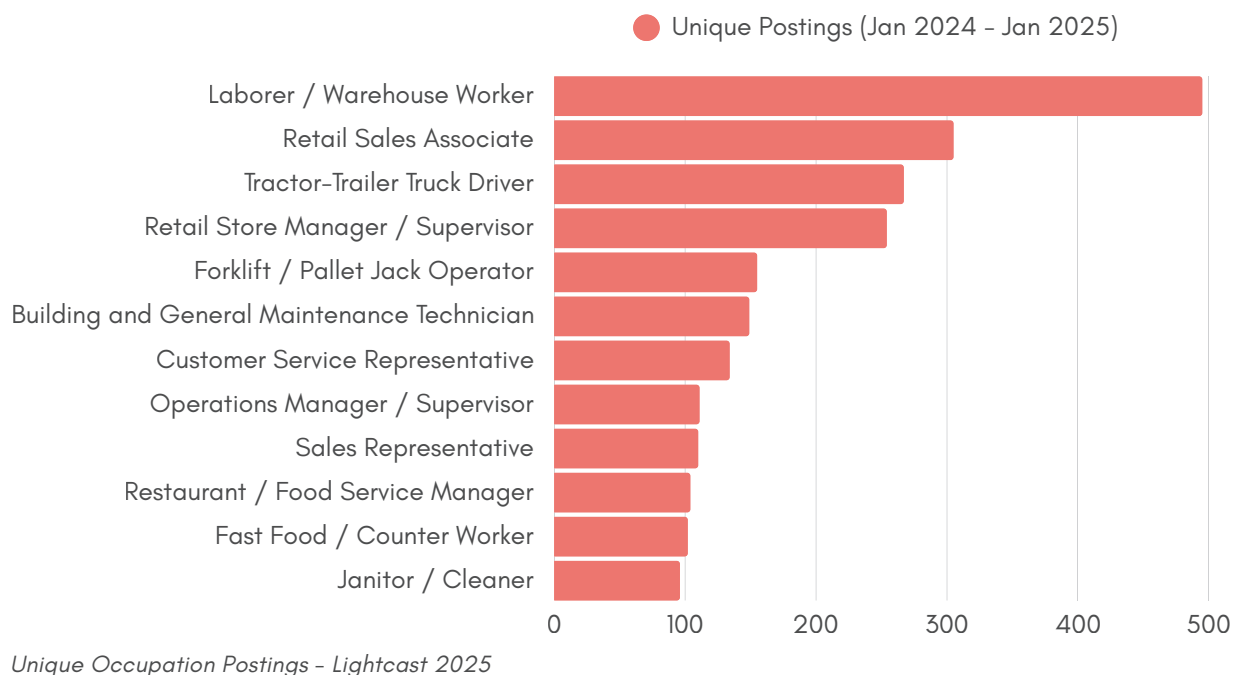
\$71,438

Median  
Household Income



# WORKFORCE

Research on workforce development focused primarily on job postings around the EID from January 2024 to January 2025. The three researched segments were top posted occupations, top posted job titles, and workforce skills. In various forms of engagement, the demand for entry level industrial positions was consistently expressed. The data acquired from Lightcast provides support for qualitative expression of demand. The following chart shows the Top Unique Posted Occupations for the study timeframe.



## Top 4 Job Postings:



# 495

LABORER/WAREHOUSE WORKER



# 267

TRACTOR/TRAILER TRUCK DRIVER



# 305

RETAIL SALES ASSOCIATE



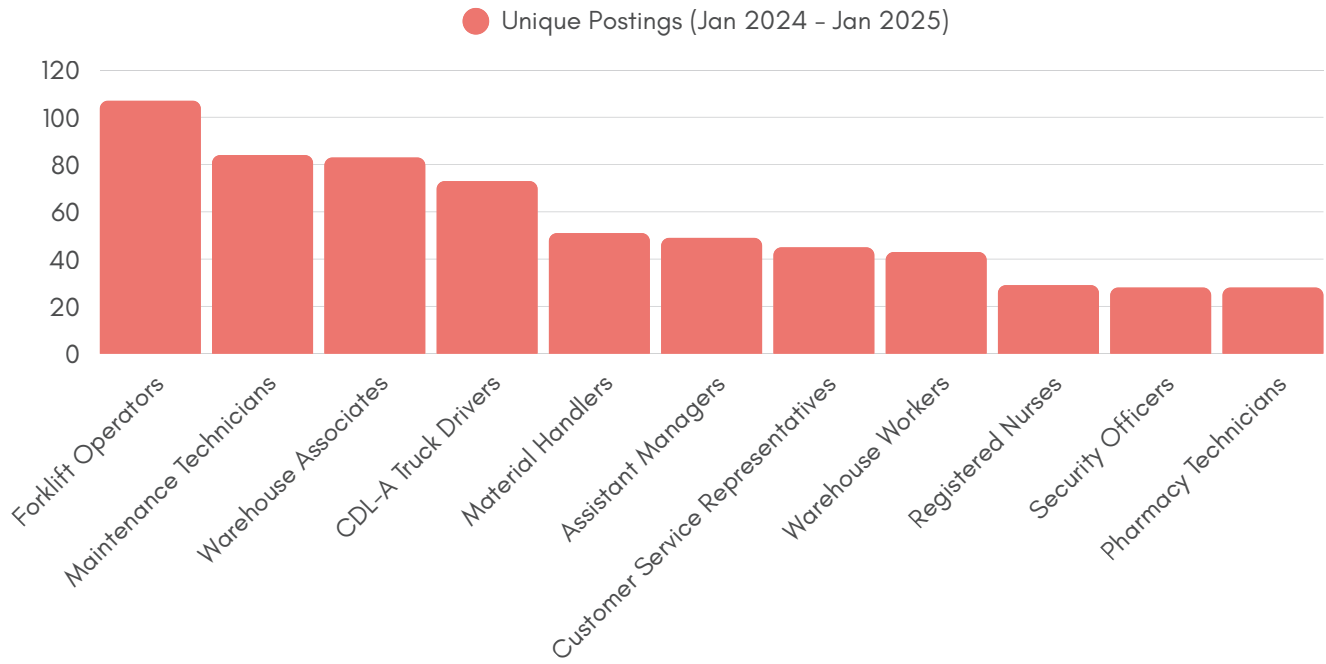
# 254

RETAIL STORE MGR/SUPERVISOR

58%  
OF TOP 12  
POSTINGS



# WORKFORCE



Unique Job Postings - Lightcast 2025

## Top 5 Posted Job Titles:

- 1 FORKLIFT OPERATOR
- 2 MAINTENANCE TECHNICIAN
- 3 WAREHOUSE ASSOCIATE
- 4 CDL-A-TRUCK DRIVER
- 5 MATERIAL HANDLER

The above chart gets more specific with the Top Unique Posted Job Titles from January 2024 to January 2025. Again, the top five job titles exemplify the demand for entry level positions. While there is not a large discrepancy with the top few titles compared to the top four occupations, this is due to the difference between job titles and occupations. Occupations bring together several job titles to form an overarching umbrella category, while job titles are more specific. So even though there is not one job title that sticks out as much more in demand than others, the top group of job titles all fit within the top few occupations.

# WORKFORCE



Job Skills Postings v Profiles – Lightcast 2025

The above chart shows Workforce Skills seen in both job postings and profiles. This is an easy way to see the demand for various skills as well as the supply of those skills. The bars shown as postings highlight how high the demand is for warehousing (1,375), merchandising (771), and forklift truck (582). A note on this data is that the supply is shown based on personnel profiles from various job sites. While those are great for posting jobs, many applicants for those entry level positions may not have a profile and would be less likely to list those skills if they did.

So, the demand shown for each set of skills shown is mostly accurate; exact numbers on supply may be harder to judge. However, based on the data from the previous charts, it can be assumed that the jobs that require those entry level skills continue to be posted. They would continue to be posted due to lack of applicants and/or lack of skilled applicants. So while this chart may not be fully accurate, it can still be assumed there is a large gap between the demand for these skills and the supply of them.



6X

MORE FORKLIFT TRUCK  
POSTINGS THAN PROFILES



5.4X

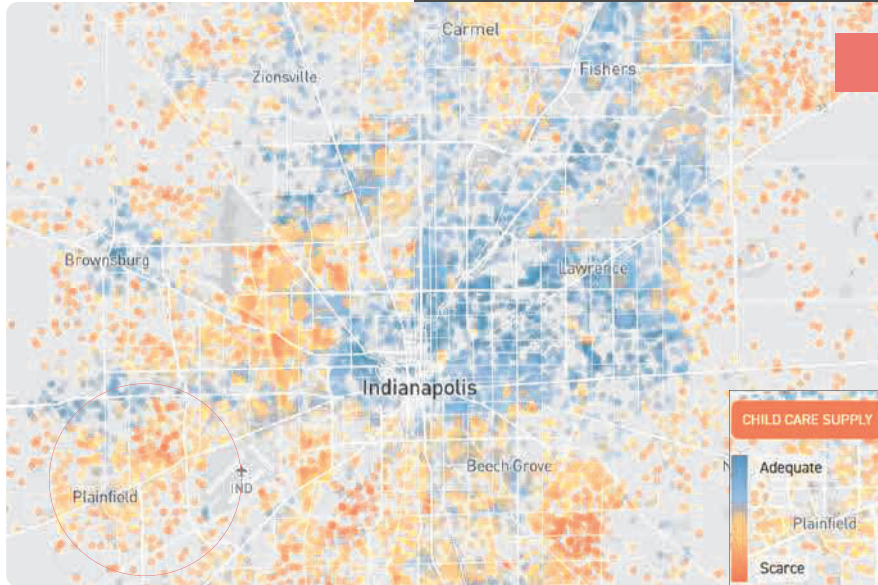
MORE WAREHOUSING  
POSTINGS THAN PROFILES



3.9X

MORE MERCHANDISING  
POSTINGS THAN PROFILES

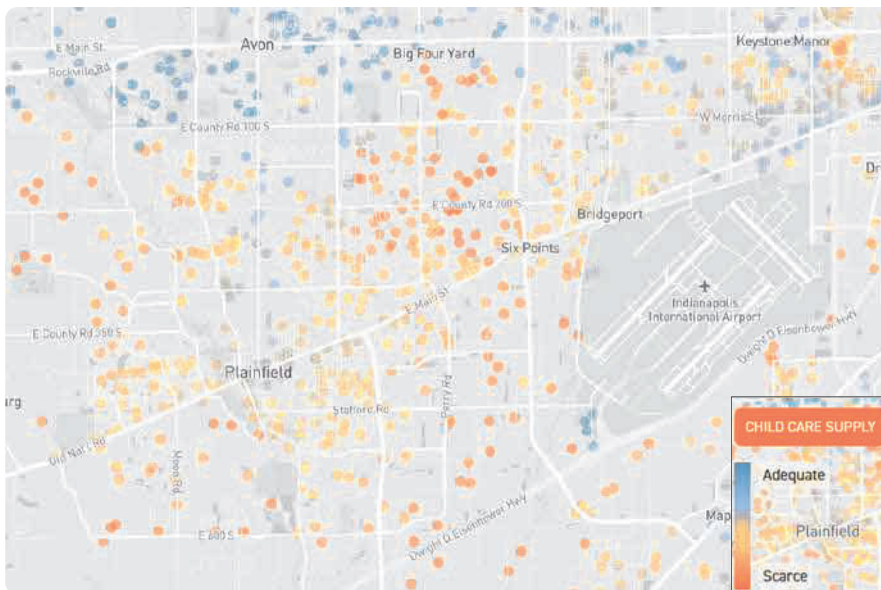
# CHILDCARE



*Childcare access could be **key to strengthening the local economy** and supporting district businesses.*

U.S. Childcare Deserts

Childcare is another issue that extends beyond the Plainfield EID. It is being felt acutely across Indiana, but especially around the District. The map above shows the childcare supply around Indianapolis, with Plainfield and the EID circled in red. The following map zooms in on the area around the EID.



As shown in the maps, the EID struggles with childcare opportunities within its boundaries. Similarly to housing, this was viewed as an opportunity to help businesses address employee retention by working to make childcare options more accessible within the District.

U.S. Childcare Deserts

# TRANSPORTATION

One of the key issues and reasons for the creation of the EID is transportation. Currently, the EID offers two solutions for transportation.

## ☑ Solution 01

The Plainfield Connector runs a bus route from the end of the IndyGo Blue line into the EID. The connector has 25 stops at key locations within the EID. The Connector averages around 300 to 400 rides per week and 50 to 60 rides per day. The bus runs for multiple shifts, and counts people both on their way in and out of work, rather than per ride. So, the riders per route number is lower than the rides per day. However, providing public transportation in this manner is important not only to the initial charter of the EID, but also to the Town of Plainfield as it explores future public transit opportunities. Should IndyGo ever expand beyond Marion County, the Connector serves as an initial blueprint for those future opportunities. It is also important to continue this service as it provides accessible and structured transportation beyond any ride share options.



Plainfield Connector CIRTA Brochure

25  
STOPS IN THE EID

50+  
RIDES PER DAY

300+  
RIDES PER WEEK



# TRANSPORTATION

## ✓ Solution 02

Recently, the EID began providing a secondary transportation option through a partnership with Lyft. Users who join the program get a \$40 voucher per ride when the pickup or drop off location is within the EID. This option provides more flexibility beyond the traditional bus route, and was in trial mode to start the year before being fully opened up to all companies. Currently, Kohl's is the primary company taking advantage of the benefits of this program. It is up to each company's HR representative to send the program's information along to their employees. Since opening up, the Lyft program has seen an increased number of users and those numbers have continued to grow each month.



Lyft Vehicle



Plainfield Kohl's







# INTRODUCTION

Outreach was a critical part of crafting the EID’s Strategic Plan and involved input from both internal businesses and the community at large. Three key engagement methods were used, three surveys, three interviews, and two focus groups, to ensure comprehensive feedback could be collected. Participants were asked about the current strengths and opportunities of the EID, especially regarding core topics like transportation access, housing stability, workforce development, and childcare options.



## Surveys

The first survey, which was sent to Human Resources professionals at EID businesses, gathered data on barriers to recruitment and retention. The second, sent to landowners, had low participation and thus was supplemented with EID Board feedback. The third asked Plainfield Connector users about their ease in getting to work, securing childcare, and affording housing. Together, these surveys provided a clearer direction of how the EID could best serve employee and employer alike.



## Interviews

To complement the survey, interviews were conducted with the town of Plainfield and with transportation providers to seek further opportunities to improve and address service gaps.



## Focus Groups

Two virtual focus groups were hosted by Civitas Strategies in early June 2025. Education and nonprofit leaders were invited to share their thoughts on recommendations, priorities, and strategies for addressing gaps in EID services. These sessions garnered more in-depth comments, strengthening previous insight. This outreach, in combination with previous data, informed goal-setting for the Plainfield Economic Improvement District Strategic Plan.

# SURVEYS

Three surveys, open from March 4 – July 24, 2025, were administered to various EID stakeholders to guide strategic planning. One was sent to human resources representatives at EID businesses. Another was sent to landowners within the district. The last, targeting workers, was posted near Plainfield Connector stops.

The landowner survey had a low response rate and thus was supplemented with feedback from the Board. The other two questionnaires offered direct insight into the factors affecting EID employees; however, the number of responses to them was also limited.

Surveys were designed to be efficient for respondents, and targeted potential focus areas for the Strategic Plan. Questions asked concerned childcare and transportation, housing, targeted workforce development, and the existing conditions and challenges to employment in the town of Plainfield.

## Key Takeaways and Opportunities

### EMPLOYEE SURVEY

- 62% of employees said more transit options would make them stay longer. Some reported, “No transportation going home at night.”
- 54% of employees said the current housing situation/location makes it difficult to stay. As such, 31% said closer and more affordable housing would make them stay longer.
- While childcare wasn’t especially relevant to these survey respondents, transportation and housing came to the forefront as employee retention factors.

### HUMAN RESOURCES SURVEY

- Human resources representatives ranked factors to workforce attraction as: 1) Childcare Support, 2) Transportation Assistance, and 3) Housing Assistance.
- The biggest “Major Challenge” for employers was attendance/reliability.
- External factors to retain employees were ranked as follows: 1) Competition, 2) Cost of Living, 3) Housing Availability, and 4) Public Transportation.
- Among other factors, the trends of childcare, transportation, and housing remained consistent as discussion points with HR leaders.



# INDIVIDUAL INTERVIEWS

Three individual interviews were conducted to complement the focus groups and survey. One was with the account representative for Lyft, one was with representatives for CIRTa, and one was with officials from the Town of Plainfield. Each of these reflected targeted questions about the relationship of the EID and the given organization. Interviewees also had the opportunity to provide open feedback, and extrapolate where they saw the EID going in the future.



## Lyft Interview

The interview with the EID's account representative for Lyft was helpful in identifying future opportunities for that program. While personally unfamiliar with the EID and its goals, Lyft's representative was familiar with similar organizations running the program. They were able to provide feedback on how the EID currently uses and advertises the program, and could also give insight into new opportunities.



## CIRTa Interview

The interview with Central Indiana Regional Transportation Authority (CIRTa) staff provided key insights into the strengths and limitations of the current Plainfield Connector service, as well as opportunities for future coordination with the EID. Topics included ridership data tracking, route optimization, and the challenges of aligning transit service with varied shift schedules. CIRTa emphasized the need for improved pedestrian infrastructure, and recognized strong potential for collaboration with the EID on outreach, data sharing, and future planning, especially as transportation intersects with broader issues like childcare access.



## Town Interview

The interview with Town Manager Andrew Klinger and Economic Development Director Alyssa Woolard created an opportunity to align this Strategic Plan's future vision with that of the Town of Plainfield. While Alyssa sits on the board in a non-voting capacity, the opportunity to receive feedback outside of a board meeting was beneficial. The key takeaways from this interview centered around transportation, childcare, and expansion. Ultimately, the visions and goals for the EID from this Strategic Plan align with the discussion and takeaways from the interview.

# EDUCATION FOCUS GROUP

The education focus group, held on June 10, 2025, included representatives from MADE@Plainfield and the Hendricks County Economic Development Partnership (HCEDP). Chief among the topics discussed was the potential for improving workforce development within the EID. By leveraging educational and training opportunities, the EID can help provide businesses with qualified, driven personnel, and offer an incentive to job-seekers.

Other subjects included the potential for expanding the District to include MADE and Plainfield High School, the opportunity for collaboration with the Hendricks County Workforce Coalition task forces, and the overall branding of the EID. These insights from these discussions helped lay the groundwork for the plan's workforce development strategies.

## Key Takeaways and Opportunities

### COMMUNICATION

- Representatives from MADE and the HCEDP expressed unfamiliarity with the EID's mission beyond limited knowledge of existing transportation programs.
- By increasing communication between MADE, the town of Plainfield, the HCEDP, and other partners, the EID can improve branding awareness and encourage collaboration.

### PARTNERSHIP

- The Hendricks County Workforce Coalition (HCWC) has three task forces, Childcare, Housing, and Transportation, that align with EID priorities as they relate to recruitment and retention.
- In joining the HCWC, the EID can expand its reach within the community.

### EID EXPANSION

- MADE currently works with individual businesses to improve workforce development, but is approaching capacity.
- Potential EID expansion may help MADE expand as well.

# NONPROFITS FOCUS GROUP

The nonprofit focus group included representatives from several local organizations, including INVets, Family Promise of Hendricks County, and Sheltering Wings. In a Microsoft Teams session on June 12, 2025, the participants offered their perspective on the community needs in the town of Plainfield, particularly for EID employees.

Participants highlighted concerns that aligned with existing research, like the need for affordable housing, childcare, and transportation. They also discussed the general conditions that may make employment more challenging in the area, such as food deserts and compensation that is too high to qualify for government benefits, but not high enough to be sustainable. These comments offered a more complete view to the barriers facing current or prospective EID employees, and informed strategies for tackling the Strategic Plan's key focus areas.

## Key Takeaways and Opportunities

### CHILDCARE

- There are few childcare options currently accessible to the drop-off field or near Connector stops.
- Third shift workers may have more trouble accessing childcare.
- Adding options for childcare transportation, and otherwise making childcare more available, could benefit EID employees.

### EXTERNAL CONDITIONS

- Areas around Swinford Park and Franklin Park qualify as food deserts, and many employees may struggle to meet a living wage.
- A Connector stop to a grocery store could help employees access food, or EID collaboration with HCWC task forces may bolster efforts to address these issues.







# INTRODUCTION

The Visions & Goals section is built by the research and engagement section. Based on findings from both of the previous sections as well as through discussions from the Steering Committee, the following visions and goals have been created.

## Categories of Visions & Goals

This section is divided into four categories:

01

TRANSPORTATION

03

CHILDCARE

02

WORKFORCE ATTRACTION & RETENTION

04

SUSTAINABILITY

Each section contains a vision statement as well as several goals that work to accomplish that vision statement. The goals were created with the SMART structure. Each one should be specific, measurable, actionable, realistic, and timely; however, some goals may not hit each aspect of SMART due to the nature of the vision.



# TRANSPORTATION



## Vision:

Reduce or eliminate transportation barriers to work in the EID.

## Goals:

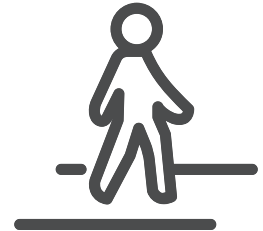


01

Within the next year, a cost-benefit analysis of the Connector, Lyft, Uber, and other options will be conducted to determine the best path forward.

02

Over the next 5 years, the EID will work with the Town to analyze and build pedestrian and other infrastructure to increase transportation opportunities within the EID. The EID will work with its budget to support this through dedicated funding for design, planning, and implementation efforts.



03

In the 6 months following Goal 1, a promotion campaign for the transportation systems will be run directly to the businesses and HR, marketing the transportation system benefits.

# WORKFORCE ATTENTION & RETENTION



## Vision:

Local workforce development and job opportunities are promoted and marketed within the EID.

---

## Goal:

---

Within 6 months, a new page on the EID website will be created that merges the pages for companies, now hiring, available talent, and INVets. The candidate resumes page will be deleted. This will create an easier one-stop page for employees looking for jobs and information on companies, as well as for companies looking for information on local talent.

Starting Points:

i. INVets webpage	iii. Candidate resume webpage
ii. High School webpage	iv. Companies webpage

# CHILDCARE



## Vision:

Childcare opportunities are expanded within the EID.



*KinderCare in Plainfield, Indiana*

## Goals:

01

Within 3 months, the EID website will add a “childcare” page to highlight current childcare opportunities immediately within and surrounding the EID.

02

Within the first six months of the strategic plan’s adoption, the Plainfield Economic Improvement District (EID) will establish a Blue Ribbon Commission tasked with studying the availability, accessibility, and affordability of childcare within the district. The commission will be composed of representatives from within the EID boundaries, including business leaders, human resources professionals, local government officials, and, if feasible, employees directly impacted by childcare challenges. This diverse group will conduct an in-depth, 18-month review of the childcare landscape, identifying barriers to access, evaluating potential partnerships, and exploring opportunities for the EID to invest in programs that support employee retention through enhanced childcare options. At the end of this process, the commission will present a comprehensive set of recommendations to the EID Board for review and potential implementation.

03

Following Transportation Goal 1, ideal stops/locations at childcares will be added to the chosen transportation methods.

04

Within 5 years, the EID will work with the Town to improve pedestrian infrastructure surrounding each childcare location to improve accessibility to and from the provided transportations and surrounding businesses.



# SUSTAINABILITY



## Vision:

Provide a dynamic and unified district that works towards a resilient and prosperous future.

## Goals:

- 01 In 1 year, the EID will rebuild their website to better position their brand and opportunities to current and future internal businesses, as well as external partners and potential employees.
- 02 In 3 years, the EID will determine an external marketing strategy that expands on the current quality of life in conjunction with the Chamber of Commerce, promoting the EID within greater Plainfield.
- 03 Prior to the expiration of the EID in 2029, the board will perform the necessary actions to ensure the renewal of the EID.
- 04 Over the next year, the Board will take a strategic look at businesses, educational, and non-profit entities that might consider asking to be included within EID boundaries.
- 05 Within 6 months of establishing the strategy, the EID will begin conversations within entities identified in goal 4.
- 06 The EID will explore greater workforce collaboration opportunities with the High School and MADE to mitigate liabilities and increase internship opportunities.
- 07 In 2 years, additional key external partners of the EID will be identified. (i.e. Guildford and Washington Townships, Traders Point Christian Church, etc.).
- 08 In 1 year, following the identification of external partners, a quarterly engagement strategy that communicates business needs and opportunities will be implemented.
- 09 In 1 year, the EID will determine the best ways to have continual contact with the businesses as HR professionals move around.
- 10 In 2 years, a quarterly engagement strategy that allows for a clear communication interface to learn of business needs will be implemented.
- 11 Within 1 year, the EID board will begin to conduct board training every other year to increase their understanding of and ability to complete their responsibilities.





# INTRODUCTION

This implementation section provides a structured framework for advancing the EID’s strategic plan. This matrix serves as a tool for guiding decision-making, resource allocation, and project management to ensure each priority is addressed effectively and in a timely manner.

## Implementation Matrix

The matrix outlines each goal along with its associated strategies. For each goal, the matrix identifies:



### RESPONSIBLE PARTIES:

The key agencies, departments, or organizations tasked with leading the effort.



### POTENTIAL FUNDING:

The key agencies, departments, or organizations tasked with leading the effort.



### PRIORITY LEVEL:

The relative importance and urgency of each goal to help with project sequencing.



### TIMELINE:

An estimated timeframe for goal completion to maintain accountability and progress.

## How the Matrix Provides Value

This matrix is designed to offer a clear and actionable roadmap for implementing the EID’s strategic planning priorities. It should be used as a reference tool for project coordination, resource management, and progress tracking, helping the EID maintain focus and momentum throughout the implementation process.



# TRANSPORTATION

## Goal 01

Within the next year, a cost-benefit analysis of the Connector, Lyft, Uber, and other options will be conducted to determine the best path forward.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Identify project lead (internal or external)	<ul style="list-style-type: none"> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>EID budget</li> </ul>	High	1-3 months
2	Rider analysis for Lyft & the Connector	<ul style="list-style-type: none"> <li>Project Lead</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	3-6 months
3	Connector route & Lyft location analysis	<ul style="list-style-type: none"> <li>Project Lead</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	3-6 months
4	Research alternative methods	<ul style="list-style-type: none"> <li>Project Lead</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	6-9 months
5	Compare current & alternative methods	<ul style="list-style-type: none"> <li>Project Lead</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	6-9 months
6	Recommendation to the Board & Identification of forward path	<ul style="list-style-type: none"> <li>Project Lead</li> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	12 months



# TRANSPORTATION

## Goal 02

Over the next 5 years, the EID will continue to work with the Town to analyze and build out pedestrian and other infrastructure to increase transportation opportunities within the EID. The EID will work with its budget to support this through dedicated funding for design, planning, and implementation efforts.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Identify gaps in pedestrian infrastructure	<ul style="list-style-type: none"> <li>• Kelley &amp; Assoc.</li> <li>• EID Board</li> <li>• Town of Plainfield</li> </ul>	<ul style="list-style-type: none"> <li>• EID Budget</li> <li>• Town Budget</li> </ul>	Medium	12-15 Months
2	Prioritize those gaps based on childcare, connection to existing trails, and external connectivity	<ul style="list-style-type: none"> <li>• EID Board</li> <li>• Town of Plainfield</li> </ul>	<ul style="list-style-type: none"> <li>• EID Budget</li> <li>• Town Budget</li> </ul>	Medium	12- 15 Months
3	Begin implementation	<ul style="list-style-type: none"> <li>• EID Board</li> <li>• Town of Plainfield</li> </ul>	<ul style="list-style-type: none"> <li>• EID Budget</li> <li>• Town Budget</li> </ul>	Medium	24-36 Months

# TRANSPORTATION

## Goal 03

In 6 months following Goal 1, a promotion campaign for the transportation systems will be run directly to the businesses and HR, marketing the transportation system benefits.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	The transportation section of the webpage will be updated to reflect changes	<ul style="list-style-type: none"> <li>• Kelley &amp; Associates</li> <li>• EID Board Representative</li> </ul>	<ul style="list-style-type: none"> <li>• EID Budget</li> </ul>	Medium	15 Months
2	Create flyers to mail to HR teams at each company	<ul style="list-style-type: none"> <li>• Kelley &amp; Associates</li> <li>• EID Board Representative</li> </ul>	<ul style="list-style-type: none"> <li>• EID Budget</li> </ul>	Medium	15 Months
3	Create virtual flyers to email HR teams	<ul style="list-style-type: none"> <li>• Kelley &amp; Associates</li> <li>• EID Board Representative</li> </ul>	<ul style="list-style-type: none"> <li>• EID Budget</li> </ul>	Medium	15 Months

# WORKFORCE ATTRACTION & RETENTION

## Goal 01

Within 6 months, a new page on the EID site will be created that merges companies, now hiring, available talent, and INVets and deletes candidate resumes page. This will create an easier one-stop page for employees looking for jobs and information on companies and for companies looking for information on the local talent.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Understand the goal of the EID's site in terms of employee - employer relationship	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	1-3 months
2	Identify key elements from current web pages	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	1-3 months
3	Put those key elements on one page in an easy to read and understand format	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	3-6 months
4	Update this page as Sustainability goal 1 updates the entire site	<ul style="list-style-type: none"> <li>External contractor</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Low	9-12

# CHILDCARE

## Goal 01

Within 3 months, the EID website will add a “childcare” page to highlight current childcare opportunities immediately within and surrounding the EID.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Create a new childcare page on the website that highlights closest locations and future developments	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> <li>External Contractor</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Medium	3 - 6 Months
2	Update this page as Sustainability Goal 1 updates the entire site	<ul style="list-style-type: none"> <li>External contractor</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Low	9 - 12 months



# CHILDCARE

## Goal 02

Within the first six months of the strategic plan's adoption, the Plainfield Economic Improvement District (EID) will establish a Blue Ribbon Commission tasked with studying the availability, accessibility, and affordability of childcare within the district. The commission will be composed of representatives from within the EID boundaries, including business leaders, human resources professionals, local government officials, and, if feasible, employees directly impacted by childcare challenges. This diverse group will conduct an in-depth, 18-month review of the childcare landscape, identifying barriers to access, evaluating potential partnerships, and exploring opportunities for the EID to invest in programs that support employee retention through enhanced childcare options. At the end of this process, the commission will present a comprehensive set of recommendations to the EID Board for review and potential implementation.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Appoint a blue ribbon panel to study best practices	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	1-3 Months
2	Study Issues affecting the District & Case Studies from around the Country	<ul style="list-style-type: none"> <li>Blue Ribbon Panel</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	12 Months
3	Present Findings/Solutions to the Board	<ul style="list-style-type: none"> <li>Blue Ribbon Panel</li> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	Medium	15 Months
4	Engage Board/Town in Solution Discussion	<ul style="list-style-type: none"> <li>EID Board</li> <li>Town Representatives</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	Medium	18-24 Months

# CHILDCARE

## Goal 03

Following Transportation Goal 1, ideal stops/locations at childcares will be added to the chosen transportation methods.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Review chosen transportation methods process for new stops	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Medium	24-36 Months
2	Add new stops when applicable	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Medium	24-36 Months
3	Work on Transportation goal 2 and Childcare goal 4 for pedestrian infrastructure	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> <li>Town of Plainfield</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Low	24-36 Months

# CHILDCARE

## Goal 04

In 5 years, the EID will work with the Town to improve pedestrian infrastructure surrounding each childcare location to improve accessibility to and from the provided transportations and surrounding businesses.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Identify childcare locations that are inaccessible to pedestrians	<ul style="list-style-type: none"> <li>• Kelley &amp; Associates</li> <li>• Town of Plainfield</li> </ul>	<ul style="list-style-type: none"> <li>• EID Funds</li> <li>• Town Funds</li> </ul>	Medium	18-24 months
2	Prioritize locations and infrastructure upgrades based on Town and EID budget/ability	<ul style="list-style-type: none"> <li>• Kelley &amp; Associates</li> <li>• EID Board</li> <li>• Town of Plainfield</li> </ul>	<ul style="list-style-type: none"> <li>• EID Funds</li> <li>• Town Funds</li> </ul>	Medium	18-24 months
3	Begin upgrades	<ul style="list-style-type: none"> <li>• EID Board</li> <li>• Town of Plainfield</li> <li>• Contractor</li> </ul>	<ul style="list-style-type: none"> <li>• EID Funds</li> <li>• Town Funds</li> </ul>	Medium	18-24 months

# SUSTAINABILITY

## Goal 01

In 1 year, the EID will rebuild their website to better position their brand and opportunities to current and future internal businesses as well as external partners and potential employees.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Add budget line to outsource web development	<ul style="list-style-type: none"> <li>EID Board Leadership</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	9-12 months
2	Review other EID webpages	<ul style="list-style-type: none"> <li>EID Board</li> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Medium	9-12 months
3	Select firm to rebuild website	<ul style="list-style-type: none"> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Medium	18-24 months
4	Collaborate with firm to create new webpage	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Medium	24-36 months



# SUSTAINABILITY

## Goal 02

In 3 years, the EID will determine an external marketing strategy that expands on the current quality of life in conjunction with the Chamber of Commerce, promoting the EID within greater Plainfield.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Identify role of EID marketing itself (to businesses, workers, or other)	<ul style="list-style-type: none"> <li>EID Board</li> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Low	3-6 months
2	Work with Chamber and HCEDP to identify marketing opportunities	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID budget</li> </ul>	Low	6-9 months
3	Determine characteristics of EID to best market in conjunction with those parnters	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Low	9-12 months
4	Create strategy for a minimum of weekly touchpoints	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Low	12-15 months
5	Implement Strategy and monitor best results	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Low	15-24 months

# SUSTAINABILITY

## Goal 03

Prior to the expiration of the EID in 2029, the board will perform the necessary actions to ensure the renewal of the EID.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Present a new petition in accordance with IC 36-7-11	<ul style="list-style-type: none"> <li>EID Board</li> <li>Kelley &amp; Associates</li> <li>Property Owners</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Low	3 years

# SUSTAINABILITY

## Goal 04

Over the next year, the Board will take a strategic look at businesses, educational, and non-profit entities that might consider asking to be included within EID boundaries.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Identify key factors of the EID that make joining desirable	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Medium	6-9 months
2	Create a list of the type of business that most benefits from and to the EID	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Medium	12-15 months
3	Review neighboring businesses to analyze who best fits within EID	<ul style="list-style-type: none"> <li>EID Board</li> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Medium	15-18 months

# SUSTAINABILITY

## Goal 05

Begin conversations within entities identified in goal 4 within 6 months of establishing the strategy.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Build "Marketing Piece" to provide to businesses that identify strengths of belonging to EID	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Medium	24 - 26 months
2	Begin conversation about the opportunities the EID brings	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Medium	27- 30 months



# SUSTAINABILITY

## Goal 06

The EID will explore greater workforce collaboration opportunities with the High School and MADE to mitigate liabilities and increase internship opportunities.

	Strategy	Responsibility	Funding	Priority	Timeline
1	Contact the High School and MADE	<ul style="list-style-type: none"> <li>• Kelley &amp; Associates</li> <li>• EID Board</li> </ul>	<ul style="list-style-type: none"> <li>• EID Budget</li> </ul>	High	1-3 months
2	Begin conversation about the opportunities for partnerships	<ul style="list-style-type: none"> <li>• Kelley &amp; Associates</li> <li>• EID Board</li> </ul>	<ul style="list-style-type: none"> <li>• EID Budget</li> </ul>	High	3-6 months
3	Create a solution for more open dialogue and partnership between the three entities	<ul style="list-style-type: none"> <li>• Kelley &amp; Associates</li> <li>• EID Board</li> </ul>	<ul style="list-style-type: none"> <li>• EID Budget</li> </ul>	High	6-12 months

# SUSTAINABILITY

## Goal 07

In 2 years, additional key external partners of the EID will be identified. (i.e. Guildford and Washington Townships, Traders Point Christian Church, etc.).

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Identify current key external partners	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Low	1 month
2	Review surrounding region for potential partners	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Low	1-3 months
3	Outreach and conversations with the potential partners identified	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Low	3-6 months

# SUSTAINABILITY

## Goal 08

In 1 year, following the identification of external partners, a quarterly engagement strategy that communicates business needs and opportunities will be implemented.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Establish 2-3 potential engagement strategies	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	1-3 months
2	Implement monthly engagement strategies with metric tracking	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	6-9 months
3	Review initial monthly metrics to determine preferred strategy	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	9-12 months
4	Install the strategy with the best metrics	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	12 months+

# SUSTAINABILITY

## Goal 09

In 1 year, the EID will determine the best ways to have continual contact with the businesses as HR professionals move around.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Review current engagement strategy	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	1-2 months
2	Identify gaps	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	1-2 months
3	Research best practices for engagement	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	3-6 months
4	Identify 3-4 best practices to implement	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> <li>EID Board</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	6-9 months



# SUSTAINABILITY

## Goal 10

In 2 years, a quarterly engagement strategy that allows for a clear communication interface to learn of business needs will be implemented.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Complete Sustainability Goal 2	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	9-12 months
2	Roll out the identified strategies	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Medium	1-3 months (following goal 2)
3	Metrics will be used to determine engagement levels	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Medium	3-9 months
4	Analyze metrics to rank strategies according to best engagement	<ul style="list-style-type: none"> <li>Kelley &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Medium	9-12 months

# SUSTAINABILITY

## Goal 11

Within 1 year, the EID board will begin to conduct board training every other year to increase their understanding of and ability to complete their responsibilities.

	Action Steps	Responsibility	Funding	Priority	Timeline
1	Identify external board trainer	<ul style="list-style-type: none"> <li>EID Board leadership</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	3-6 months
2	Create schedule for 2 board trainings over next 4 years	<ul style="list-style-type: none"> <li>EID Board Leadership</li> <li>External Trainer</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	6-9 months
3	Conduct initial training	<ul style="list-style-type: none"> <li>External Trainer</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	High	9-12 months
4	Identify opportunities for an advisory board	<ul style="list-style-type: none"> <li>EID Board Leadership</li> <li>External Trainer</li> </ul>	<ul style="list-style-type: none"> <li>EID Budget</li> </ul>	Low	9-15 months

