

Overview

Since its formation in 2015, the CIRDA has been dedicated to improving regionalism by leveraging existing relationships to enhance quality of life and to attract and retain talent, while fostering economic competitiveness in Central Indiana. The Central Indiana RDA consists of representatives from municipalities in the region, specifically Carmel, Greenwood, Indianapolis, and Westfield, with staff support provided by the Indianapolis Metropolitan Planning Organization (MPO). In 2017, the Central Indiana RDA focused attention on funding multiple tasks through the Indiana Economic Development Corporation’s (IEDC) \$150,000 grant. Tasks included:

- Development of a branding scheme and website
- Transit education and engagement
- Strategic planning

Branding Scheme and Website

The RDA contracted with Matchbook Creative to develop a standalone website and brand for the organization. The website allows the public access to meeting minutes, schedules, and education materials relating to the RDA. Additionally, a branding scheme was also folded into the new website, with a font, logo, and color package to help unify the RDA’s messaging and enhance and promote the RDA’s identity within the region.

Transit Education and Engagement

Stones3 Resources was contracted to conduct public engagement and transit education at community events as part of the ongoing Indy Connect initiative. Stones3 convened stakeholder meetings with elected and community development officials representing the member jurisdictions of Carmel, Greenwood, and Westfield to gauge support for possible future transit referendums. It’s estimated that some 2,950 residents were connected through the outreach effort. To supplement the in-person engagement, more than 1,400 residents participated in an online survey measuring transit preferences.

Strategic Plan

As part of the Indianapolis MPO’s Central Indiana Regional Strategic Plan, Fourth Economy Consulting was contracted to determine the RDA’s role as the region continues to grow. The plan is ongoing, but includes case studies highlighting similar authorities and recommendations for the board to consider as progress is made in establishing a regional growth strategy for Central Indiana.

Board Meetings

- February 7, 2017
- April 19, 2017
- May 24, 2017
- August 24, 2017
- October 24, 2017
- December 14, 2017

Board Members

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City of Carmel

VICE CHAIR



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City of Indianapolis

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