



**2022 Plainfield EID Corp (the 'EID')  
Plan of Action  
Budget**

Plainfield EID Corp  
2680 E Main Street  
Plainfield IN 46168  
c/o Kelley and Associate  
Cinda Kelley 765-721-7481  
[Cinda@kelleyandassociate.com](mailto:Cinda@kelleyandassociate.com)

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## **Strategy 1: Retain and Enhance Workforce Connectors, Shelters, and Walkability Strategic Partnership Opportunities**

Retain and enhance transportation initiatives serving the Plainfield industrial parks: Plainfield Connectors and other 'last mile' modes of transportation:

1. Plainfield Connector
  - a. Continue to build upon the existing efforts of CIRTAs via board meetings, building on efforts and additional modes of transportation options.
  - b. Explore "the last mile" transportation options that are not limited to car and van-pooling and ride-sharing
2. Engagement that optimizes transportation and commuting demands.
  - a. Continue to participate in CIRTAs Board meetings and ongoing communication updates with CIRTAs staff
  - b. Work in a Public-Private Partnership (P3) relationship to pursue optimization of transportation opportunities that support all modes of transportation, ease of transfers, and sheltering opportunities
  - c. Work with CIRTAs and other partners to address public transportation options that could result in addressing common concerns, route efficiencies, and safety needs
  - d. Identify and understand ridership trends, opportunities, needs, and challenges
  - e. Assist in planning and preparation to meet future development and local businesses demands

Discussion includes Public-Private Partners (P3)

1. CIRTAs Staff and Board of Directors
2. Plainfield EID Corp Board of Directors / Owners
3. Plainfield EID Companies
4. Town of Plainfield Economic Development Director: Todd Cook and Scott Singleton



The EID has received requests for additional stops and shelters as an Economic Development and attraction tool. Access Plainfield Staff Bus Shelter Memo here: [Bus Shelter Master Plan](#). The EID Board has agreed to maintain a vendor engagement to provide ongoing maintenance and service needs of all existing Plainfield EID shelters to include landscape and snow removal.

CIRTA's investment of enhanced real-time GPS tracking technology serves as a valuable asset for Connector riders via an on-line app.



Explore "the last mile" transportation options that are not limited to car and van-pooling, and ride-sharing.

Work in a P3 relationship to pursue optimization of transportation opportunities that support all modes of transportation, ease of transfers, and sheltering opportunities.

Assist in ongoing bus stop shelter accessibility and safety planning along with preparation in meeting future development and trending demands. Access the Plainfield Master Plan here: [Sidewalks and Trails Master Plan](#)

## **Strategy 2: Retain Local Industry Strategic Partnership Opportunities**

Retain local industry:

1. Understand and address the current common concerns of the companies within the EID through a variety of communication modes and 1-on-1 meetings.
  - a. Host no less than two combined meetings with staffing agencies.
  - b. Send quarterly electronic newsletter communication on activities and opportunities to all companies, providers, and partners.
  - c. Meet with local officials and leaders to discuss initiatives that impact the EID.
  - d. Attend Town, CIRTA, and other partner meetings as appropriate.
  - e. Attend initiative meetings to remain up-to-date on P3 initiatives.
2. Work in a P3 model with the Town of Plainfield, Plainfield School Corporation, Indianapolis Airport Authority, and the Greater Indianapolis Foreign Trade Zone on various areas of education and training entities.
3. Report to the Plainfield EID Corp Board, landowners, and Plainfield leaders to provide updates and concerns.

Discussion includes:

### Public-Private Partners (P3)

1. Plainfield EID Corp Board of Directors / Owners
2. Plainfield EID Companies
3. Town of Plainfield Economic Development Director: Todd Cook
4. HCEDP: Brian Bilger
5. Indianapolis Airport Authority: Kent Anderson
6. Plainfield School Corporation: [Patrick Cooney](#)
7. Indiana Department of Workforce Development



Develop a Plainfield EID survey targeting expansion of knowledge base regarding the need for immediate, short-term, and projected long-term workforce pipeline that quantify needs for the workforce, skill sets, and training opportunities from On-Job-Training (OJT) to Certifications to other training.



Expand the EID work with Plainfield school corporation to develop an age-appropriate work ethic recognition program for use throughout K-12.

Graduates would add an earned label/sticker to their resume indicating that they have learned and consistently demonstrated work ethic through club participation, sports, and other team-building activities.



Encourage employer job descriptions to indicate depth of career path advancement potential, promotion time frames and expected pay increases and bonuses throughout a candidates' career.

Coaching or mentoring within the employer organization will be encouraged with students earning a "work ethic sticker" and an appropriate recommendation from educators.



[Enhance the Plainfield EID website](#) to transmit additional well-coordinated Plainfield Quality of Life messaging with local partners.

Provide opportunities for PHS students to participate in planning, shooting, and editing videos, web page design, etc., creating "real world" experiences, communication, and responsibilities.

Consider a "thanks for being here" campaign.  
Highlight existing and new companies to the EID through EID marketing.



Work in a P3 model with the Town of Plainfield, Plainfield Community School Corporation, Made@Plainfield, Indianapolis Airport Authority, and the Greater Indianapolis Foreign Trade Zone, and a variety of area educational, training, and transportation entities.



Complete the “In Your Backyard” career opportunity page providing job descriptions, career paths, culture, and benefits info through video/picture/text that will be made available to local educators and students generating awareness of local opportunities.

Niagara and EPSON are currently partnering with the EID as the flagship partners.

EID companies will provide job descriptions, career paths, culture, and benefits info through video/picture/text that will be made available to local educators and students generating awareness of local opportunities.

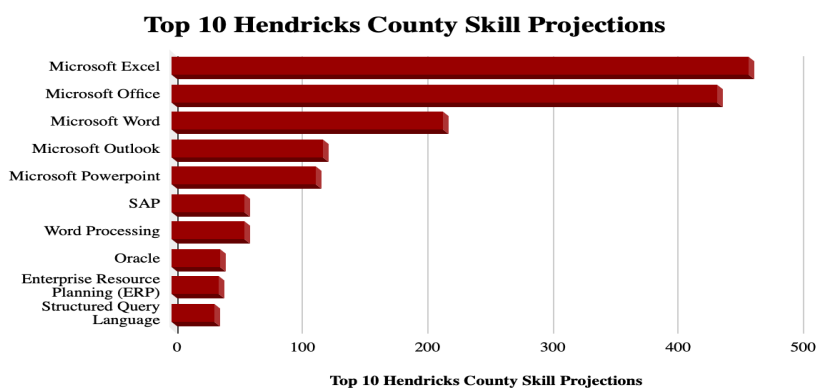


Create a readily available checklist for engaged companies allowing educators and students to identify companies able and willing to assist quickly with proactively recruiting graduates.

Companies will quickly identify interests in school partnership activities such as tours, guest speakers, job shadowing, mentors, and internships.



Partner with Plainfield High School and the Corporation Asst. Superintendent of Instruction to develop a resume posting page for high school seniors and new graduates to allow students will display their resumes and career interests to employers within the EID. Companies will be able to review resumes and reach out directly to students.



### **Strategy 3: Identify, Market to, and Attract Skilled Workforce Pipeline Strategic Partnership Opportunities**

In combination with the efforts of Strategy 2 partner efforts, the marketing team will coordinate on-line and social media efforts to identify and attract potential talent.

1. Support efforts toward creating Awareness, Exploration, and Creation of a Transportation, Distribution and Logistics Pathway.
2. Adopt and begin Marketing strategies recommended in Year 1 Report
3. Work to develop more C-Suite/Leadership relationships as HR isn't always the best contact for EID needs.
4. Continue to develop relationships with groups like Enterprise, Childcare Answers, etc. that deliver "turnkey" solutions that are easy for EID businesses to implement.
5. Begin development of short promotional videos of hiring companies that include individual or in groups to be used in Ads/Posts.

Discussion includes:

#### Public-Private Partners (P3)

1. Plainfield EID Corp Board of Directors / Owners
2. Plainfield EID Companies (Common Concerns and Requests)
3. Plainfield School Corporation
4. Trade Organizations
5. Workforce Development
6. Employment Agencies (staffing and targeted population)
7. Made@Plainfield





Continue communication and partnerships with the Plainfield High School ('PHS') to convene conversations and collaborations between local industries and local school corporations.

Work with PHS and the Indiana Department of Workforce Development in the exploration of potential Pathways that benefit the EID.

Continue to communicate and explore opportunities for training and education with entities in the industry who may or may not be interested in [Made@Plainfield](#)



Consider a Linked-In Ad campaign when/if higher level (Management or C-Suite) candidate need is expressed.

Maintain a partnership with IN-vets to connect veterans from across the US to opportunities.

Continue Vet-specific ads to appropriate military bases with a message developed w/ Invets.

Further segment into Leadership/Management vs. Entry Level categories.



Add employee testimonial videos for Connector and employers.

**Plainfield EID**  
**Profit & Loss Budget Overview**  
 January through December 2022

	Jan - Dec 22
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Program Income	
Program Income	722,025.00
<b>Total Program Income</b>	722,025.00
<b>Total Income</b>	722,025.00
<b>Expense</b>	
Contract Services	
Accounting Fees	5,000.00
Auditing Expense	10,000.00
Legal Fees	5,000.00
Management Services	48,000.00
Marketing Expense	
Advertising	12,000.00
Marketing Services	33,600.00
<b>Total Marketing Expense</b>	45,600.00
Tenant Retention	37,500.00
Workforce Development	30,000.00
<b>Total Contract Services</b>	181,100.00
Facilities and Equipment	
Rent & Storage	4,000.00
<b>Total Facilities and Equipment</b>	4,000.00
Maintenance	25,000.00
Office Supplies	1,200.00
Other Types of Expenses	
Insurance - Liability, D and O	2,200.00
<b>Total Other Types of Expenses</b>	2,200.00
Shelter Expense	
Accessibility Improvements	50,000.00
Shelter Expense - Other	60,000.00
<b>Total Shelter Expense</b>	110,000.00
Transportation Service	
Admin Fees	35,000.00
Pilot Program	5,000.00
Total Weekday Fees	350,000.00
<b>Total Transportation Service</b>	390,000.00
<b>Total Expense</b>	713,500.00
<b>Net Ordinary Income</b>	8,525.00
<b>Net Income</b>	8,525.00