



The Indiana Citizens' Alliance for Transit educates on the benefits of transit and advocates for the immediate development and ongoing support of comprehensive transit options in communities across Indiana.

October 3, 2011

RE: Support ICAT's Mission to Improve Transit in Indiana

Dear Transit Supporter,

Since our formation nearly three years ago, the Indiana Citizens' Alliance for Transit (ICAT) has tirelessly advocated for the immediate development and ongoing support of comprehensive transit options in communities across the state. Thanks to dedicated members and partners like you, ICAT has made tremendous progress toward its mission. Highlights of our work include:

- Two awards (in 2009 and 2011) from the American Public Transportation Association's Local Transit Coalition Grant Program for use in the development of an ICAT strategic plan and outreach, educational, and advocacy activities;
- Participation through sponsorship, presentations, and exhibits at more than 25 conferences and events throughout the state;
- A public rally and letter-writing campaign (Spring 2010) in opposition to impending IndyGo budget cuts, resulting in a commitment by the City of Indianapolis to bridge funding and avoid service cuts;
- Pro-transit opinion pieces published in major Indiana newspapers including the Indianapolis Star and the Northwest Indiana Tribune; and
- Direct advocacy on behalf of thousands of Hoosiers to local, state and federal officials urging support of policies to expand and improve transit services and funding.

While proud of our accomplishments so far, we know we are just getting started. Over the course of the next year, ICAT must intensify efforts to educate key decision-makers and voters about the many benefits of mass transit. At the same time, we will vigilantly watch

for – and swiftly react to – proposed legislation and policy that either enhances or threatens public transportation around the state. And we will continue our outreach into the community in an effort to grow our membership and build momentum for the cause.

However, because ICAT has no dedicated staff, we have reached a crossroads in our organizational development. We cannot continue to successfully carry out our mission to educate and advocate for more and better transit in the state of Indiana without additional resources. **We need your financial support!**


Your generous contribution will allow us to:

- Hire staff to direct implementation of our work plan and manage day-to-day operations;
- Build a force for transit advocacy by growing and mobilizing ICAT membership;
- Represent ICAT to key stakeholders at events across the state;
- Advocate more often and more effectively for pro-transit policies at all levels of government.


We know that enhanced mass transit development is as important to you as it is to us. Transit creates jobs, enhances economic development, attracts employers to the state and makes our current workforce mobile. The time for adequate transit in the state of Indiana is long past due. With your generous donation, ICAT will continue to expand upon its work and make our shared vision a reality.

We welcome the opportunity to speak with you further about sponsorship and contributing membership opportunities and to answer any questions you may have. Thank you in advance for your consideration and support.

Sincerely,



Amelia Miller
Chair
Indiana Citizens' Alliance for Transit
chair@indianacat.org



Kim Irwin
Executive Director
Alliance for Health Promotion
kirwin@acsm.org



Our Mission

The Indiana Citizens' Alliance for Transit (ICAT) educates on the benefits of transit and advocates for the immediate development and ongoing support of comprehensive transit options in communities across Indiana.

Our Story

ICAT was formed in 2008 in response to the expressed need for an independent and inclusive body to organize and connect transit supporters, coordinate advocacy efforts and generally advance a statewide transit movement. Stakeholders from around Indiana were recognizing the importance of transit to the successful future of local communities and the state and there were citizens eager to “do something” to make expanded transit a reality. Since its inception, ICAT has represented a wide spectrum of business, community and individual interests.

Our Work in Action

We support the development and use of transit through consensus-building, research, public education, and grassroots and legislative advocacy.

We promote the vast and varied benefits of transit and its importance to all citizens, including but not limited to issues of:

- Choice, access, mobility & opportunity
- Economic & community development
- Public health & safety
- Environmental protection

We are comprised of statewide members and work across all levels of government.

We seek to inform, connect, motivate and mobilize our membership base and provide opportunities for meaningful participation and engagement.

Our work is long-term and extends beyond any one project, initiative, or campaign.

Our Next Steps

ICAT has developed, adopted and begun implementing a workplan focusing on six goals within two priority areas—programming and operations.

Goal 1—Catalyze a robust discussion across the state about transit and related issues

Goal 2—Build an informed and mobilized base of transit advocates

Goal 3—Establish a recognizable brand and identity throughout the state

Goal 4—Develop an effective, collaborative organizational governance structure

Goal 5—Secure financial resources to sustain the organization

Goal 6—Engage broad, strategic and inclusive support for ICAT's mission