



October 7, 2010
The 3rd annual Lilly Global Day of Service
agreenerwelcome.org

Facts

- ✿ A Greener Welcome: Create a more welcoming entrance to Indianapolis by landscaping and enhancing five interchanges along I-70 – from the airport to downtown – the western gateway into the city.
- ✿ Indianapolis project for 2010 Lilly Global Day of Service, Lilly's signature volunteerism program that combines philanthropy with enthusiastic volunteer support, all designed to make a profound and sustainable impact on the communities where our employees live and work.
- ✿ Project is sponsored by Eli Lilly and Company in collaboration with Keep Indianapolis Beautiful.
- ✿ 9,000 volunteers: Over 8,500 Lilly volunteers, plus some 500 volunteers from interchange adopter companies.
- ✿ The project will increase the tree canopy and native plantings and reduce the need for mowing and future maintenance.
- ✿ The project proposal includes public art at three interchanges.
- ✿ The project is expected to provide a greater sense of community pride, economic development opportunities, and enhanced quality of life for residents and commuters.

By the Numbers

- ✿ 9,000 volunteers (8,500 Lilly volunteers and 500 volunteers from interchange adopter companies) will work in two shifts – from 8 a.m. to noon and from 1 to 5 p.m.
- ✿ 5 interchanges enhanced: Sam Jones Expressway, Harding Street, West Street, Illinois Street/ Capitol Avenue, and Meridian Street.
- ✿ 100% native plant palette.
- ✿ 1,614 trees (approximately 16 semi loads of trees).
- ✿ 995 shrubs.
- ✿ 71,309 perennials (approximately 24 semi loads of other plant material.) For the long term success of the project most of the plant blooms will be removed before the plants are installed so the plant has more energy as it enters its dormant stage.
- ✿ Some 18 acres removed from INDOT maintenance schedule.
- ✿ Some 11 acres naturalized within INDOT right of way.
- ✿ 6,172 yards of soil amending (approximately 206 dump truck loads).
- ✿ 2,658 yards of mulch (approximately 206 dump truck loads).
- ✿ Approximately 17,000 fewer net pounds of CO² removed by the trees in the first year, and more each year they grow larger.

Natural Landscape

- ☀ Gateways into urban areas are the first impression that a city can make for residents and visitors. Rather than having dull and underappreciated space greet residents and visitors, A Greener Welcome will mean Indianapolis will soon have acres of native plants that will reduce mowing needs, enhance the landscape for birds and butterflies, and soften the city's hard edges.
- ☀ About 18 acres will be removed from the INDOT maintenance schedule. Most of that area will be naturalized with grasses and plants, and will be mowed less frequently. The remaining area will be classified as no-mow; the plants there have been selected for their appeal as they grow and mature. This means less gas burned and more budget money for other programs.
- ☀ Natural landscapes maintain a strong visual interest throughout the seasons. Plants are in flower at different times, creating a multi-season floral display. Even in winter, the colors of native grasses, seed pods, and other plant materials are more interesting than brown turf grasses and unrelieved expanses of snow. (Source: EPA natural landscaping toolkit. www.epa.gov/greenacres/tooltestkit/testkitshow.pdf Slide 10. Accessed August 9, 2010)

Public Art

- ☀ Public art will show the 100,000 motorists daily that Indianapolis appreciates its cultural life. The interchanges will also contribute to the experience of millions of visitors to the city annually, creating beautiful, lasting impressions.
- ☀ The project proposal includes art at three interchanges:
 - ☀ At Harding Street, drivers will see tall totems created by Jason Bord, a master of fine art sculpture student from Herron School of Art and Design. The totems will direct each viewer's eye between distances across the landscape.
 - ☀ At the West Street interchange, drivers will experience a wave of colorful, lush lotus leaf forms designed by Shi-Fen Liu, a master of fine art sculpture student from Herron School of Art and Design.
 - ☀ The Meridian Street interchange will feature the work of a local sculptor Biagio Azzarelli. "Life Evolving" depicts a ribonucleic acid (RNA) nucleotide molecule.
- ☀ Art is already onsite:
 - ☀ In January 2010, the first public art installation occurred at the I-70/Holt Road interchange. Kathryn Armstrong, a sculpture graduate student at Herron School of Art and Design created the piece entitled *going home*, featuring 34 multi-colored forms that reside on the east and west side of the interchange.

Partners / Interchange Adopter Companies

- RJE Knoll Business Interiors
- Duke Realty
- MS Companies
- Deem A Mechanical and Electrical Company
- Indianapolis Colts
- Elanco

