



Who was the target audience for this entry?

Elected officials, local leaders, stakeholders, and community partners.

What was the situation/challenge for creating this entry?

We develop these annual reports to set a guideline for the coming fiscal year as well as a financial summary of the agency. These plans are used as a blueprint when working with community and government partners on project funding. The plan also acts as a guideline for stakeholders and partners for the year.

What was the strategy/objective of this entry?

We aimed to develop a document that is different from the traditional, bureaucratic, documents commonly seen in government. We were able to make the document more engaging by implementing storytelling techniques in our copy and developing an eye-catching layout design.

What results/impact did this entry have? (i.e. increased ridership, higher sales, greater public awareness, etc.)

With careful and creative design and thoughtful copywriting combined with exacting accounting, Foothill Transit created a new standard for their annual reports. Compelling narratives aligned more strategically with the standard tables to make the content more easily understood and allowed stakeholders to develop a better understanding of the agency's financial progress and planning. This has led to greater stakeholder participation in leadership, more informed discussions, and increased confidence in agency governance.

Please tell the judges why this entry was submitted and why it should win an AdWheel Award.

With a thoughtful design and storytelling approach, the conventional Business Plan and Budget illustrates our agency's story in a way that is both informational and visually engaging. It highlights the past and the future to provide a friendly, usable communication for every level of the organization and extends the agency's brand both nationally and locally.



Business Plan and Budget FY2022

BUSINESS PLAN AND BUDGET FY2022

ADOPTED

FOOTHILL TRANSIT MISSION

To be the premier public transit provider committed to Safety, Courtesy, Quality, Responsiveness, Efficiency, and Innovation.

VALUES

ACCOUNTABILITY
We establish, maintain, and enforce a strong culture of accountability at all levels of the organization, taking the responsibility entrusted to us by the communities that we serve.

RESULTS
We value the achievement of operational goals and initiatives as defined in our business plan and meeting all levels of the organization.

INTEGRITY
We are committed to high ethical standards based on accountability, honesty, respect and transparency, and a high level of fiscal responsibility.

DEDICATION
We are a team united in sharedness for each other; we inspire and provide for our many opportunities by creating our own energy in our community and industry, and through the team recognition of appreciation.

INCLUSION
We are committed to creating a culture that facilitates equal access to opportunity and promote participation among our diverse and talented team members, valuing the unique perspectives that each one brings.

TEAM MEMBERS
Our team and each other recognize the care we provide for our communities, as an essential operational component, understanding the best of our humanity to one another. We are also committed to supporting the team through education, development and recognition.

COMMUNITY ACTION
We value and are committed to open, honest, and respectful communication, collaboration, innovation, and constructive.

SUSTAINABILITY
We embrace sustainability because it benefits all aspects of our business while helping our communities by protecting the environment through financial and responsible stewardship of resources.

BUDGET SUMMARY

Funding Assumptions

- Payroll increases: increase due to the contract
- Capital Revenue: include formula and competitive grants
- OMSA: All funds will fund operating expenses

	Project Budget	FY2022 Budget
Operating and Other Revenues		
Fare Revenue	\$ 4,750,000	\$ 4,304,500
Operating Subsidies	305,575,400	317,796,340
Property Management	500,000	464,500
Special Revenue	300,000	310,000
Total Operating & Other Revenues	\$ 311,125,400	\$ 313,875,340
Capital Revenues	\$ 94,400,000	\$ 74,575,000
Total Revenues	\$ 405,525,400	\$ 388,450,340

	Project Budget	FY2022 Budget
Operating & Other Expenses		
Total Operating Expenses	\$ 346,505,400	\$ 353,922,240
Non-Operating Expenses	245,000	784,500
Total Operating & Other Expenses	\$ 346,750,400	\$ 354,706,740
Capital Expenditures		
State Capital Programs	\$ 3,633,000	\$ 3,633,000
Operating Capital Programs	74,766,100	64,778,000
Total Capital Expenditures	\$ 78,399,100	\$ 68,411,000

FY2022 BUDGET COMPOSITION

MEMBER CITIES Anaheim, Azusa, Bakersfield, Bradbury, Claremont, Covina, Diamond Bar, Orange, El Monte, Glendale, Industry, Pomona, La Puente, La Verne, Redlands, Rosemead, San Dimas, South El Monte, Temple City, Walnut, West Covina, and Los Angeles County

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