



DEVELOPING A FUNDING STRATEGY FOR A PUBLIC ORGANIZATION



INTRODUCTION

A mid-major public transportation provider sought Bâton Global's (B|G) expertise to devise a comprehensive funding strategy that would align with its long-term objectives. The organization's governing board aimed to address immediate and future funding needs through a unified approach.



THE STORY

With a commitment to accessibility, efficiency, and sustainability, this regional transit authority operates a fleet of buses and other transit solutions to connect communities and enhance mobility within a Midwestern metropolitan area. It focuses on improving quality of life by providing reliable, modern, and affordable transportation solutions.



THE CHALLENGE

Amidst complex financial landscapes, the transportation provider's leadership faced the challenge of formulating a cohesive funding strategy. B|G's task involved navigating diverse stakeholder opinions, aligning contrasting viewpoints, and establishing a funding roadmap essential for the organization's future.



THE CHOICE

B|G accurately prepared and facilitated funding workshops, arranging productive discussions among stakeholders. Through exhaustive internal and external research, strategic stakeholder meetings, and collaborative workshops, B|G supported the governing board in reaching consensus on funding options. This approach informed a focused legislative agenda, positioning the organization to secure essential funding approvals and shape its financial future effectively.

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A mid-major public transportation provider faced a pivotal juncture in its long-term planning efforts, necessitating a comprehensive funding strategy to address immediate and future financial needs. Tasked with aligning the governing board's diverse perspectives and priorities, Bâton Global (B|G) spearheaded a strategic initiative aimed at coordinating productive funding workshops.

B|G methodically conducted a comprehensive review of internal and external documentation related to the client's funding strategies. This extensive background research laid the foundation and furnished valuable insights into the organization's financial requirements, future funding prospects, and plausible opportunities.

Leveraging these insights, B|G arranged an array of stakeholder meetings that engaged the leadership team, governing board members, and legislative representatives. These discussions delivered a completed understanding of varied opinions, analyses, and recommendations that would shape the organization's current and future funding landscape.

B|G subsequently partnered with external entities to support the facilitation of funding workshops, guiding discussions, and ensuring alignment with predetermined objectives. These workshops functioned as robust platforms for

the governing board to converge deliberate pivotal decisions connected to the organization's funding trajectory.

The collaborative efforts culminated in a consensus among governing board members, paving the way for a focused agenda in the upcoming legislative session. This streamlined approach empowered state lawmakers to analyze funding requests jointly with the organization's accurately crafted strategy. As a result, the organization gained a distinct advantage, securing a strategic alignment between funding allocations and the board's vision, setting the stage for purposeful and effective financial planning for future endeavors.

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THAT ACHIEVES YOUR GOALS.



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