

# Emerging Funding Trends:

## *Optimizing Funding Sources for Your Water and Wastewater Utility*

**Kristina Gillespie-Jaques**

Government Affairs and Funding Services Practice Leader



# Agenda

---

- Background & Challenges
- Funding Opportunities
- Building the Right Team
- Crafting the Right Message
- Advocacy
- Key Takeaways

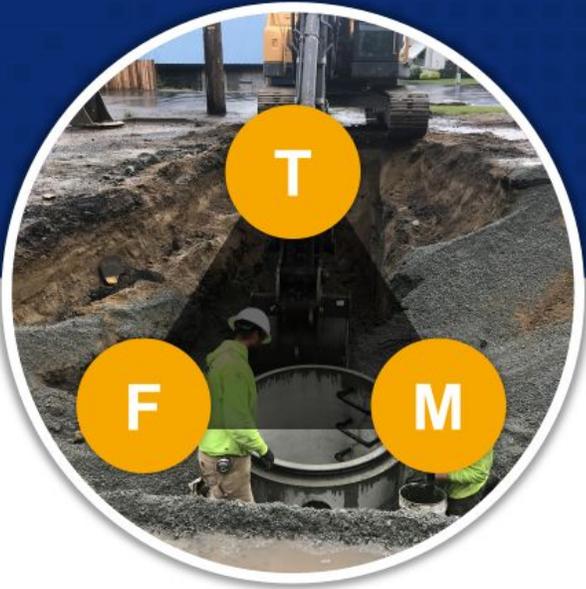
# Background & Challenges



Aging/Failing Infrastructure



Challenging Regulatory Environment



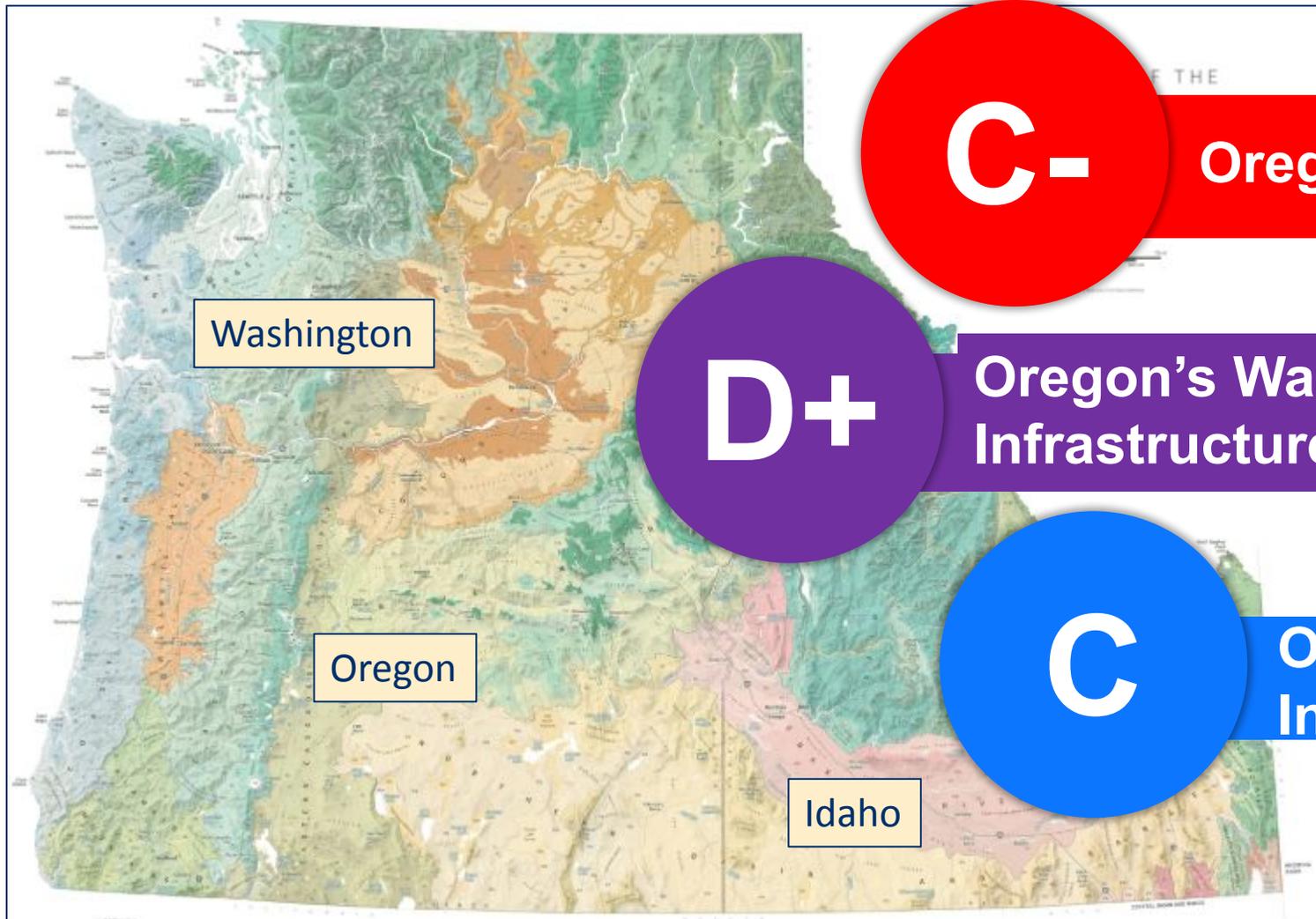
Limited Local Capacity



# Background & Challenges: Nationwide Infrastructure



# Background & Challenges: Pacific Northwest Infrastructure



**C-**

**Oregon's Infrastructure**

**D+**

**Oregon's Wastewater Infrastructure**

**C**

**Oregon's Drinking Water Infrastructure**

# Background & Challenges: **Policy Landscape**

---

- **Changing Decision-Makers**
  - Leadership & Appointee Changes
  - Priority & Policy Impacts
- **Congressional Activities**
  - "Annual" Appropriations
  - Congressional "Earmarks"
- **State/Local Sponsored Funding**

# Funding Opportunities

## GOVERNMENTAL PARTNERS

- Federal Agencies
- State Agencies
- County Governments
- Other/Inter-local Partners



## NON-GOVERNMENTAL PARTNERS

- Non-Profit Organizations
- Corporate Sponsorships
- Traditional Lenders
- Private Donors and Philanthropy



# Building the Right Team

---



## Internal Experts

- Operational Staff
- Clerk/Treasurer
- Governing Council/Board
- Mayor/Board President

## Subject Matter Experts

- Legal Counsel
- Consulting Engineer
- Grant Writer/Administrator
- Funding/Regulatory Agency Staff
- Technical Assistance Providers

# Crafting the Right Message

---

**WH**



**WHA**



**HOW**

Do You Tell  
Your Story To?  
**O**

Story Do  
You Tell?  
**T**

Will You Comply with  
the Requirements?



**MERRICK**<sup>®</sup>

# Crafting the Right Message - Practical Tips

- Read the Funding Notice!
- Focus on...
  - Eligibility Criteria
  - Evaluation Criteria
  - Required Documentation
  - Funding Limits, Match Requirements
  - Application Deadline & Submittal Process
  - Associated Reporting & Compliance Activities
  - FAQ Section
- Talk with the POC



**MERRICK**<sup>®</sup>

 *The Key to Funding:*

**Tell Your Story**

**WITH THEIR  
PRIORITIES**

**In Mind**



**MERRICK®**

# The Importance of Advocacy

- ✓ Sustain Funding Investments
- ✓ Prioritize Resiliency & Security
- ✓ Provide Sustainability & Future-Proofing
- ✓ Advance Science-Based & Cost-Effective Regulations

[Share Your Story!](#)

# Key Takeaways

---

- Be Informed
- Be Prepared
- Be Collaborative
- Be Creative
- Be Committed
- Be An Advocate for Your Community!

# Contact Me!

---

**Kristina Gillespie-Jaques**

*Government Affairs and Funding Services  
Practice Leader*

[kristina.gillespie@merrick.com](mailto:kristina.gillespie@merrick.com)

P: 208-602-4623

<https://www.linkedin.com/in/kristina-gillespie-jaques-827510b8/>

