

Emerging Funding Trends:

Optimizing Funding Sources for Your Water and Wastewater Utility

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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

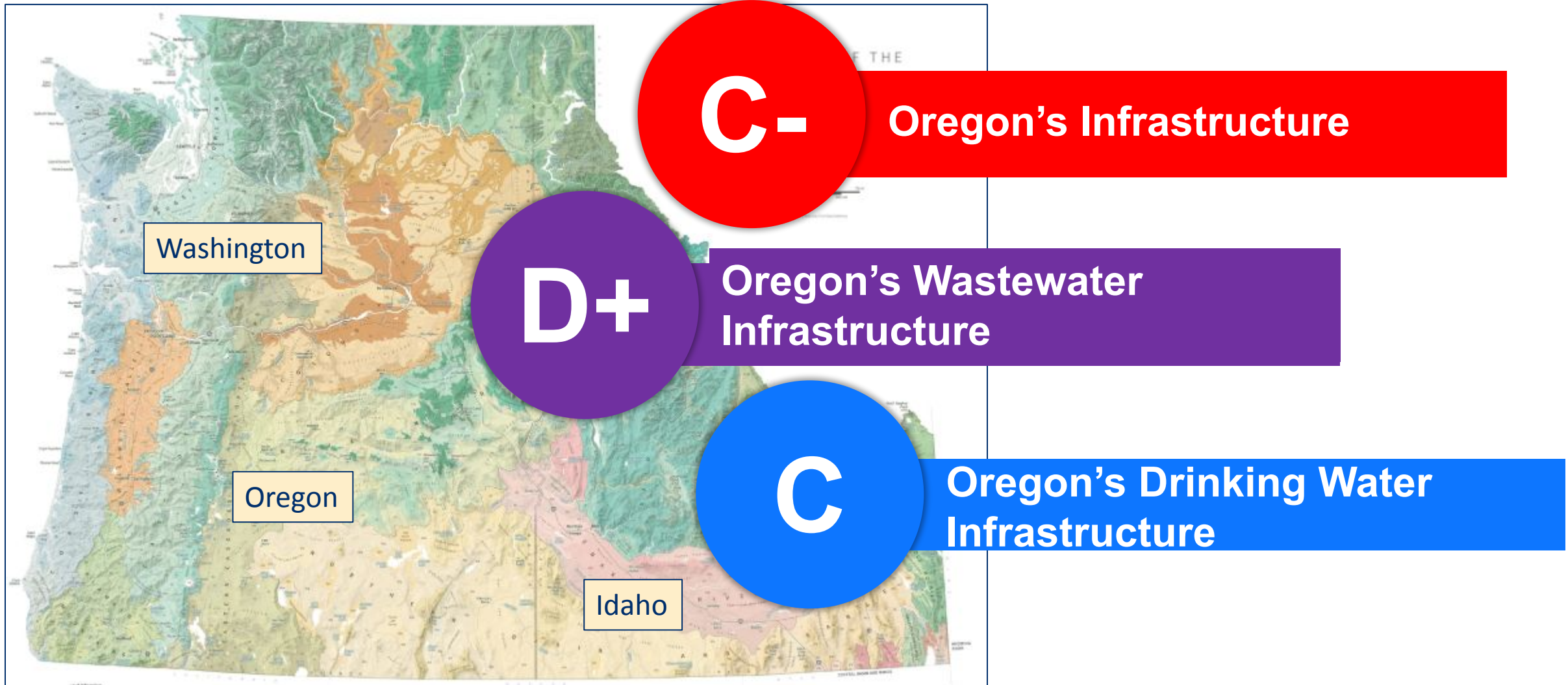


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Background & Challenges: Nationwide Infrastructure



Background & Challenges: Pacific Northwest 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

Do You Tell
Your Story To?

O



WHA

Story Do
You Tell?

T



HOW

Will You Comply with
the Requirements?



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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



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 *The Key to Funding:*

Tell Your Story

**WITH THEIR
PRIORITIES**

In Mind



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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!

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