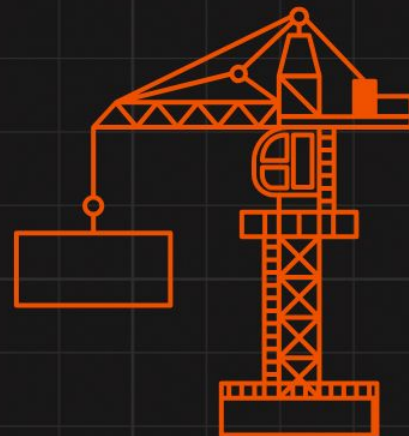


SUCCESSES IN DIRECT FUNDING

Breaking Ground
and Building Futures



THE UNITED STATES
CONFERENCE OF MAYORS



RESULTS
FOR AMERICA



Delivery
Associates

Bloomberg
Philanthropies

ballmer
GROUP



Emerson
Collective

Ford
Foundation

THE
KRESGE
FOUNDATION



Waverley
Street
Foundation

PANEL

Moderator



Leirion Gaylor Baird
Mayor
Lincoln, Nebraska



Celina Benitez
Mayor
Mount Rainier,
Maryland



Quinton Lucas
Mayor
Kansas City,
Missouri



Brian Wahler
Mayor
Piscataway,
New Jersey



Kirk Watson
Mayor
Austin, Texas

Policy Expert

JASON MISTLEBAUER



Director of Grants & Policy, Witt O'Brien's

"Shovel Ready" Applications



ambipar[®]

WITT Ó'BRIEN'S

Be Prepared

Application

- Narrative
 - Templated project summary(ies)
 - Phasing
 - Planning, design, demolition, construction, etc.
- Budget
 - Increased costs
 - Value engineering
 - Prioritization
 - Request for Information (RFI)
- Non-awarded
 - Review provided funder feedback
 - Start a new draft application



ambipar[®]

WITT Ó'BRIEN'S

Be Prepared

Engage the funder

- Relationship management

Review awardees and their projects/applications

- Engage them

Schedule follow-up meetings

- Funder
- Internal team
- External stakeholders



ambipar[®]

WITT Ó'BRIEN'S



ambipar[®]

WITT Ó'BRIEN'S

Focus on the Return on Investment (ROI)

The Shift

- Increasingly view grants as investments - not transfers - and expect a measurable return to taxpayers
- Outputs delivered, outcomes achieved are not enough

“For every dollar spent, what lasting value was created for the public?”



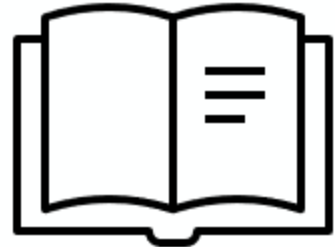
ambipar[®]

WITT Ó'BRIEN'S

Focus on the Return on Investment (ROI)

Define ROI...in Public Sector Terms

- Move beyond “number served” or “projects completed” to capture:
 - **Efficiency gains** (e.g., cost savings, time saved, or reduced duplication)
 - **Economic multipliers** (e.g., jobs created or private capital leveraged)
 - **Long-term benefits** (e.g., reduced future costs or improved resilience)
 - **Public trust and transparency** (e.g., better accountability or civic engagement)



ambipar®

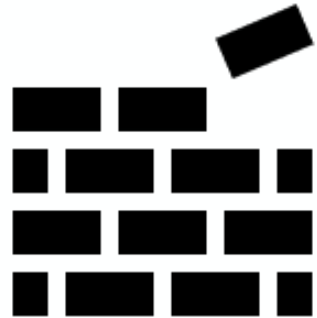
WITT Ó'BRIEN'S

Focus on the Return on Investment (ROI)

Build ROI Measurement(s) Into the Project and Grant Designs

- At the application development stage, include ROI indicators linked to both outputs/outcomes and cost baselines.
 - \$1 invested in broadband access produces \$3 in annual community savings
 - Administrative process time reduced from 90 to 30 days = \$X productivity gain

Use **cost-benefit**, **cost-effectiveness**, or **value-for-money** frameworks as standard practice



ambipar[®]

WITT O'BRIEN'S

Focus on the Return on Investment (ROI)

Equip Teams with Data Tools and Partnerships

- Collaborate with economic development team, data analysts, and academic partners to design ROI models
- Integrate financial, programmatic, and demographic data to quantify impacts over time
- Leverage dashboards to visualize ROI for decision-makers and the public



ambipar[®]

WITT Ó'BRIEN'S

Focus on the Return on Investment (ROI)

Reframe Reporting and Communication

- Move from compliance reports to **investment reports** that speak in returns, not just activities
- Translate outputs and outcomes into plain-language metrics:
 - For every \$1 in ARPA funds, we reduced community flood losses by \$5
 - Each training participant adds \$10,000 in local economic value



ambipar[®]

WITT Ó'BRIEN'S

Focus on the Return on Investment (ROI)

Connect ROI to Sustainability

- ROI isn't just what you achieved - it's what continues after federal funding ends
- Highlight projects that build capacity, efficiency, and/or savings that sustain themselves post-grant
- Funders now view sustainability as part of ROI - ongoing value beyond the grant period



ambipar[®]

WITT Ó'BRIEN'S

Upcoming Events

DEC. 09



**AUTONOMOUS
VEHICLE
TECH
INNOVATION
SESSION**

DEC. 11



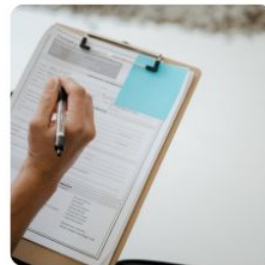
**SAFE STREETS
FOR ALL
WORKSHOP**

FEB. 5



**CLEAN AND
DRINKING
WATER STATE
REVOLVING
FUND
WORKSHOP**

FEB. 26



**GRANT
IMPLEMENTATION,
COMPLIANCE AND
MANAGEMENT
WORKSHOP**

JAN – MAR



**SAFE STREETS
FOR ALL
BOOT CAMP**

localinfrastructurehub.org/calendar



Local Infrastructure Hub

WITH SUPPORT FROM:



THE UNITED STATES
CONFERENCE OF MAYORS



Bloomberg
Philanthropies

ballmer
GROUP®



FORD
FOUNDATION

THE
KRESGE
FOUNDATION

WAVERLEYST
FOUNDATION