



2025 Build America Center State Infrastructure Bank (SIB) Symposium

The Role of Outreach in Building a Successful SIB Program

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Working Together for Georgia



The Georgia Transportation Infrastructure Bank (GTIB) is a grant and low-interest loan program administered by the State Road and Tollway Authority (SRTA). SRTA works in conjunction with the Georgia Department of Transportation (GDOT) to ensure safe and responsible transportation infrastructure for the state of Georgia.

Outreach is Critical to GTIB's Success

- GTIB accepts applications annually, typically from November to January
- GTIB funding requests have been 4X the amount available in recent years
- Success factors, which may change from year to year are conveyed annually (e.g., in previous round all applications included....)

Outreach is critical to ensuring local governments know funding is available and to increasing the likelihood that applications are consistent with GTIB investment objectives

Who GTIB Targets via Outreach

- SRTA focuses on getting the word out to local governments
- This done by reaching to both staff and elected officials

Contacts generated through outreach are treated like leads – SRTA staff follows up consistently to increase the likelihood of an application(s)

How GTIB Conducts Outreach

SRTA first leverages governmental agencies and professional associations to help us spread the word

- Georgia Department of Transportation (GDOT)
- Regional Commissions
- Metropolitan Planning Organizations
- Professional Associations:
 - Georgia Municipal Association (GMA)
 - Association of County Commissioners of Georgia (ACCG)
 - Georgia Planning Association (GPA)
 - American Society of Highway Engineers – GA Chapter (ASHE)
 - Association of Council of Engineering Companies of GA (ACEC)

SRTA seeks in-person presentation opportunities wherever possible

Outreach is rounded out via direct email campaigns

Type of Information GTIB Conveys

Along with a program overview and key dates GTIB provides success factors from previous rounds

GTIB Funding is Available in 2025!

- Up to \$16M available
- Loan and grant applications will be accepted November 12th through January 14th, 2025
- Highlights from GTIB's awards in 2024:
 - All rural applicants received funding at 100% of the requested amount advancing Governor Kemp's goal of supporting Georgia's rural communities
 - All projects receiving awards had a loan component continuing SRTA's focus on stretching GTIB funds even further

Type of Information GTIB Conveys (cont'd)

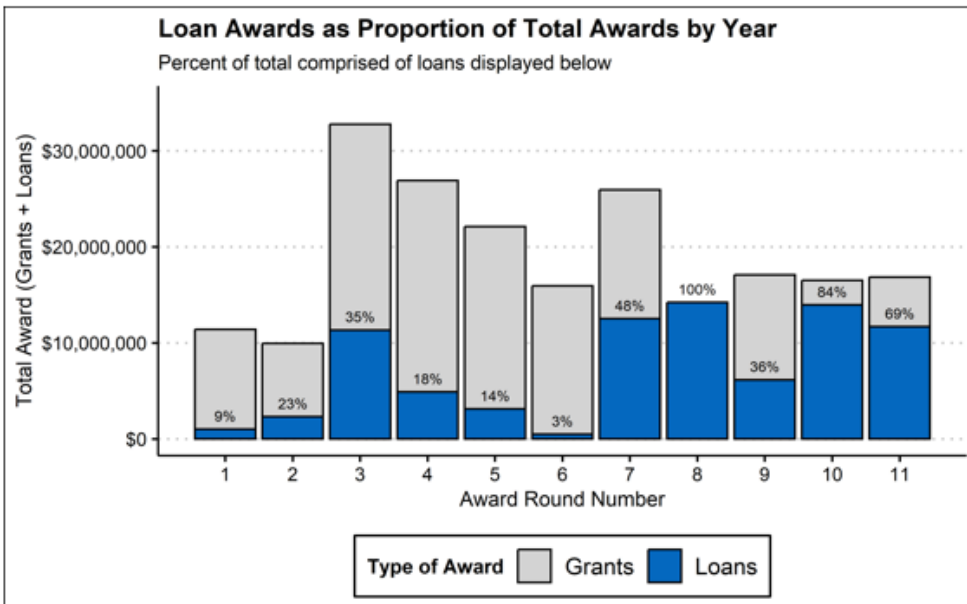
GTIB funds reduce project cost by accelerating project delivery – a key message sent to prospective applicants

GTIB funds allow communities like Pike County to accelerate project delivery and reduce project costs.

- Pike County Resurfacing Project (10th Round - 2022)
- GTIB Loan/Grant: \$4,967,660/\$993,532
- Repayment Terms:
10 years - 2.66%
- **By accelerating project delivery six years, Pike County saved \$500K to \$2M**

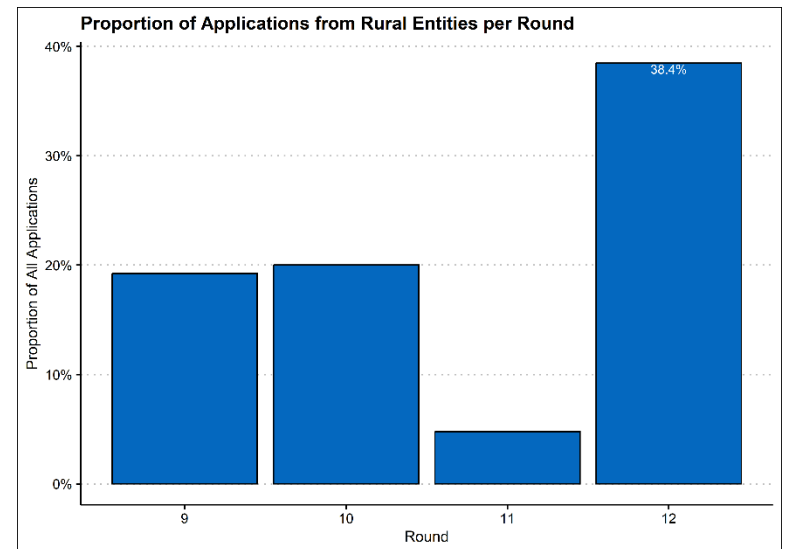


Outreach Leads to Positive Results



GTIB increased the percentage of loan dollars awarded significantly since Round 6/FY18

The share of rural applications received increased substantially in Round 12/FY25



Questions?

For more information on GTIB go to:
<http://www.srta.ga.gov/gtib>, scan the
QR code or contact David Cassell, SRTA
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