



New Jersey Infrastructure Bank

DRIVING THE FUTURE OF LOCAL INFRASTRUCTURE

George Rolon
Chief Operating Officer



New Jersey Infrastructure Bank

NJ Water Bank Financing Program

[HOW TO APPLY](#)



NJWB

—
New Jersey
Water Bank
with NJDEP

*Low cost State funds and assistance for
Water Infrastructure projects.*

[LEARN MORE ABOUT NJWB CHOICES](#)

NJ Transportation Bank Financing Program

[HOW TO APPLY](#)



NJTIB

—
New Jersey
Transportation Infrastructure Bank
with NJDOT

*Low cost State funds and assistance for
Local Transportation projects.*

[LEARN MORE ABOUT NJTIB CHOICES](#)

NJ Resilience Bank Financing Program



NJRIB

—
New Jersey
Resilience Infrastructure Bank
with NJOEM

*Low cost State funds and assistance for
Resiliency projects.*

[LEARN MORE ABOUT NJRIB CHOICES](#)



Provide and Administer low interest rate loans to qualified borrowers (counties, regional authorities, municipalities, and water purveyors) in New Jersey for the purpose of financing **water quality, **transportation infrastructure**, and **resilience projects**.**

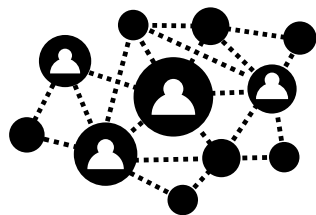


Partnerships

NJDOT



Legitimacy



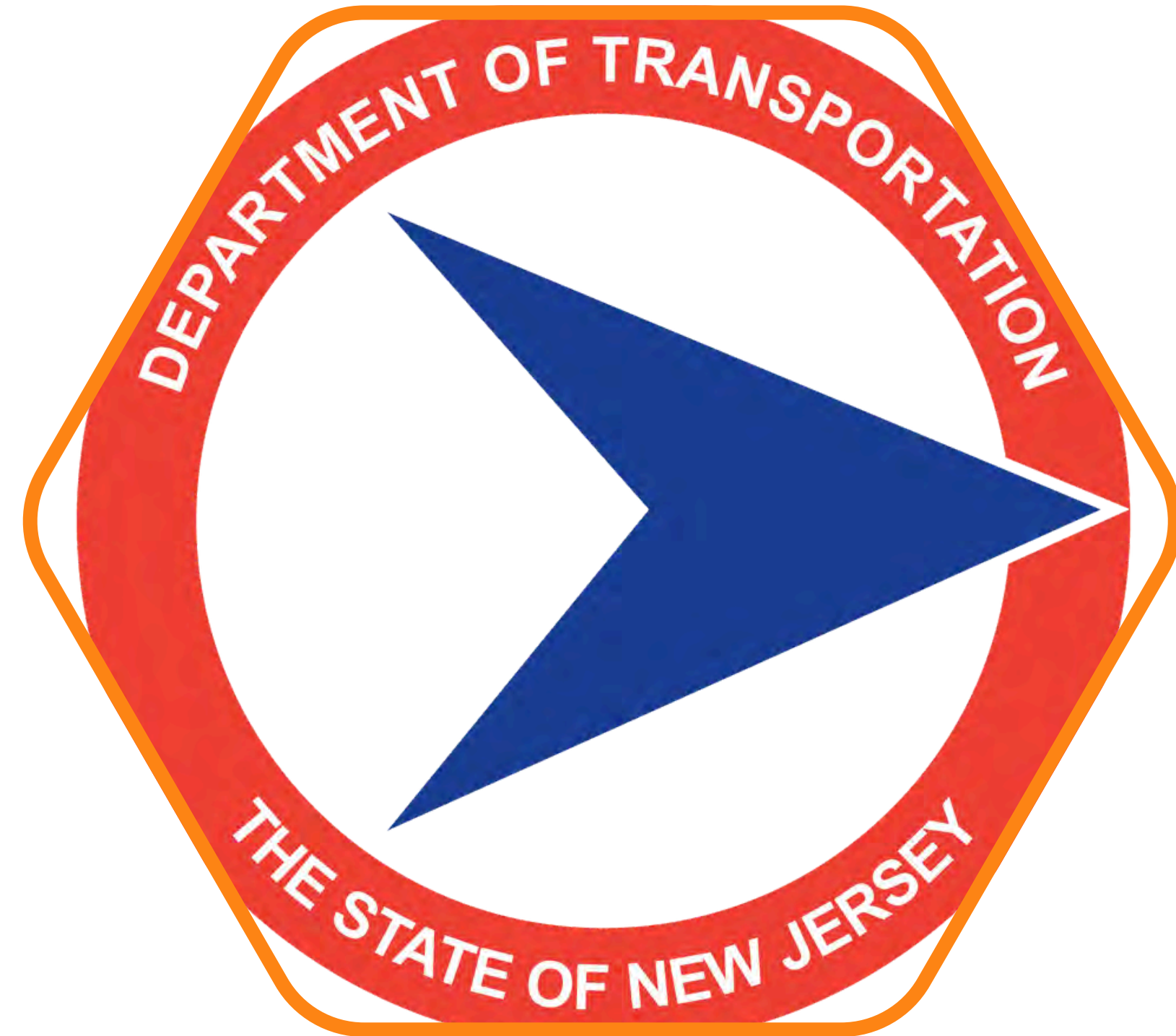
Connections



Expertise

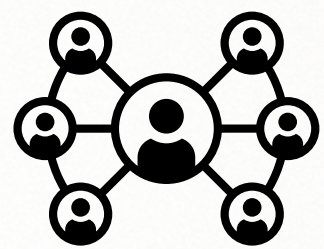


Outreach

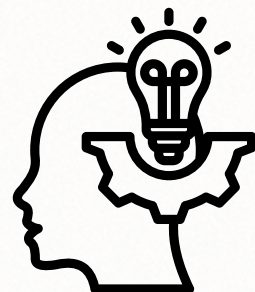


Leverage State Revolving Fund (SRF) Programs

SRF programs have decades of experience financing infrastructure and offer three valuable advantages for SIB outreach:



**Institutional
Relationships**



**Operational
Expertise**



**Cross-
Promotion**



Additional Benefits of SRF Leveraging

Bond Counsel and Financial Advisors

Clientele

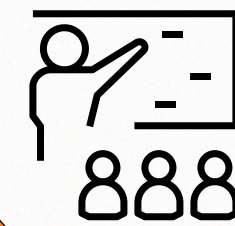
Municipal Clients

Education

Infrastructure Planning

Efficiency

Navigate Finance Structures



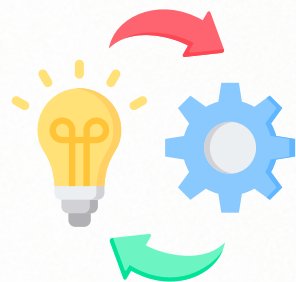
Opportunity for Layering



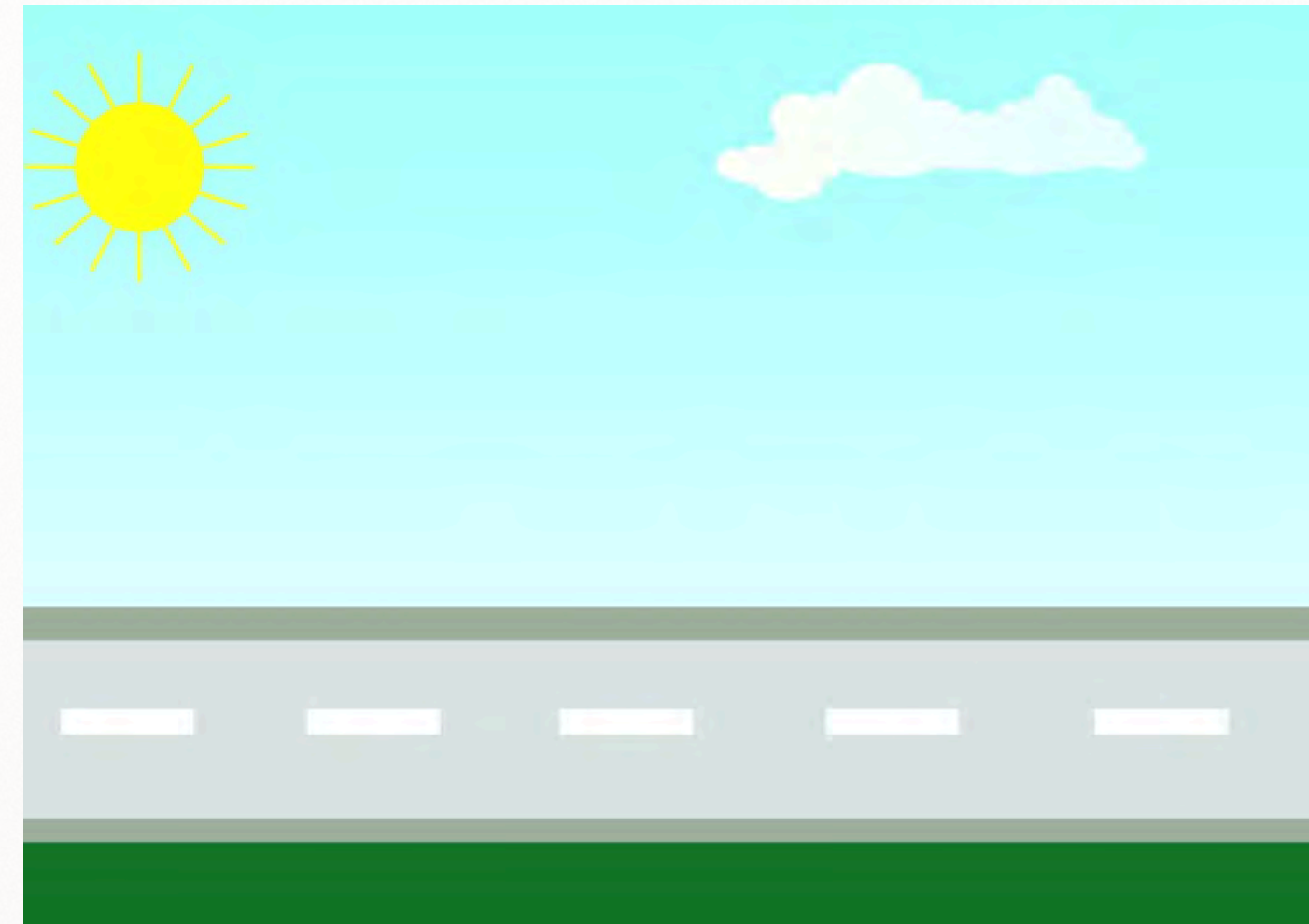
Why Layering Makes Sense



Benefits of Layering SRF and SIB Loans

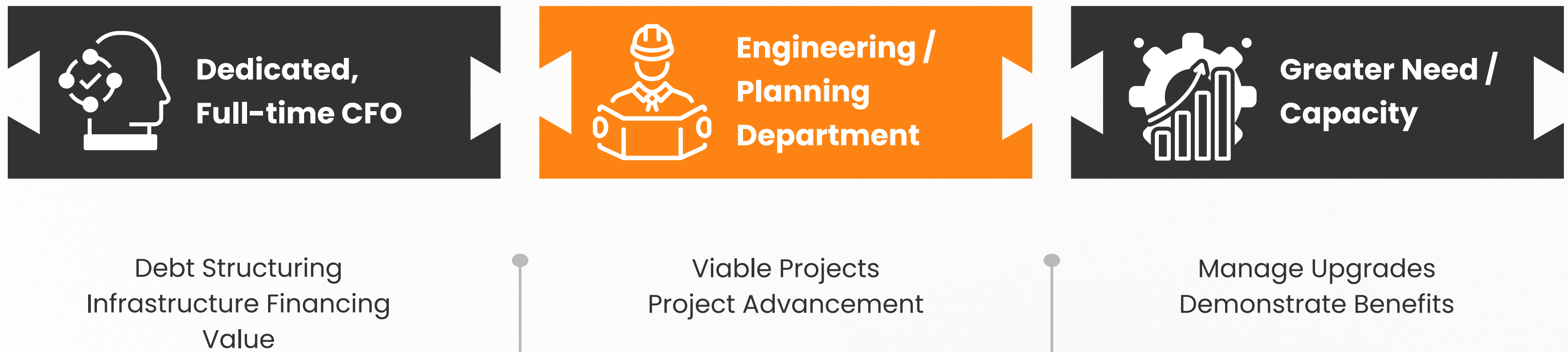


How to Implement



Where should outreach efforts start?

County Level



Starting at the county level builds credibility, leverages professional capacity, and creates early adopters who can validate the program to peers.

Effective Outreach Strategies

- Targeted Engagement
- Success Story Spotlights
- Leverage Untapped Opportunities
- Address Misconceptions
- Core Messaging



Conference Reach



 **12+**
Conferences

 **100+**
Contacts

 **5%**
Conversion Rate



Conference Display

Swag



PERSONNEL

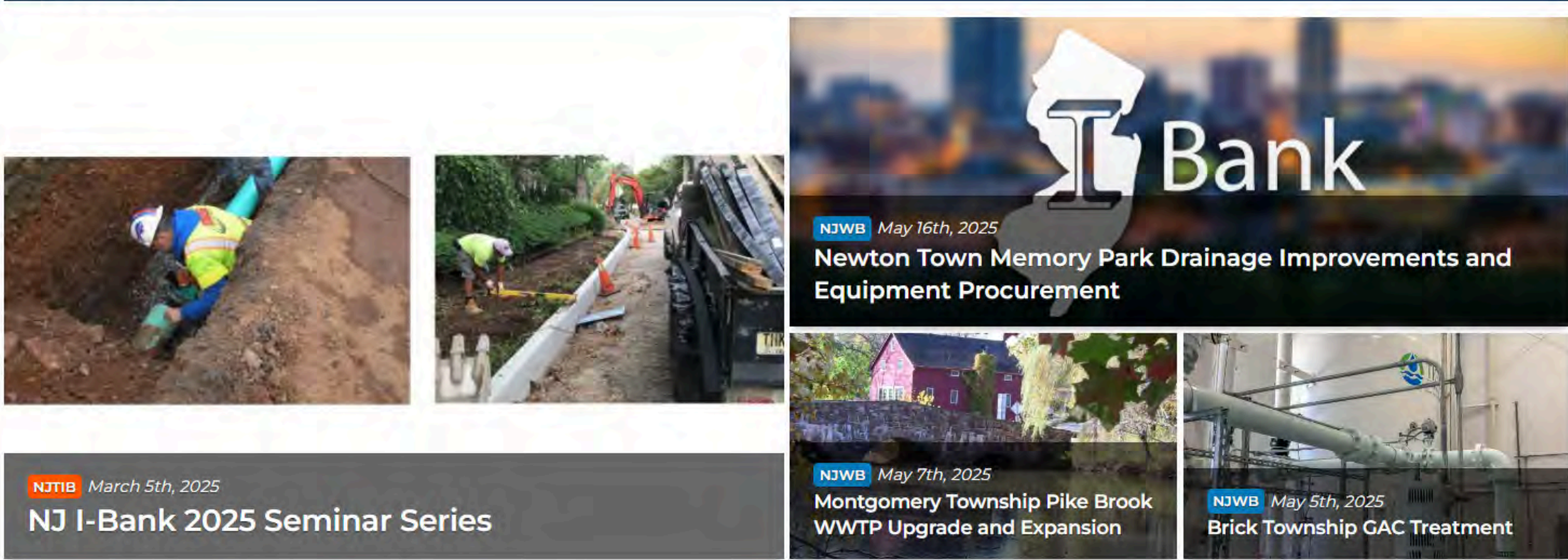


Project Spotlight

NEW JERSEY INFRASTRUCTURE BANK

HOME LATEST ABOUT US INVESTOR RELATIONS PUBLIC INFORMATION TOOLS

HOME » NEWS



NJWB May 16th, 2025
Newton Town Memory Park Drainage Improvements and Equipment Procurement

NJTIB March 5th, 2025
NJ I-Bank 2025 Seminar Series

NJWB May 7th, 2025
Montgomery Township Pike Brook WWTP Upgrade and Expansion

NJWB May 5th, 2025
Brick Township GAC Treatment

Displaying All Stories

1 2 3 4 > >>

Filter Tags.. x

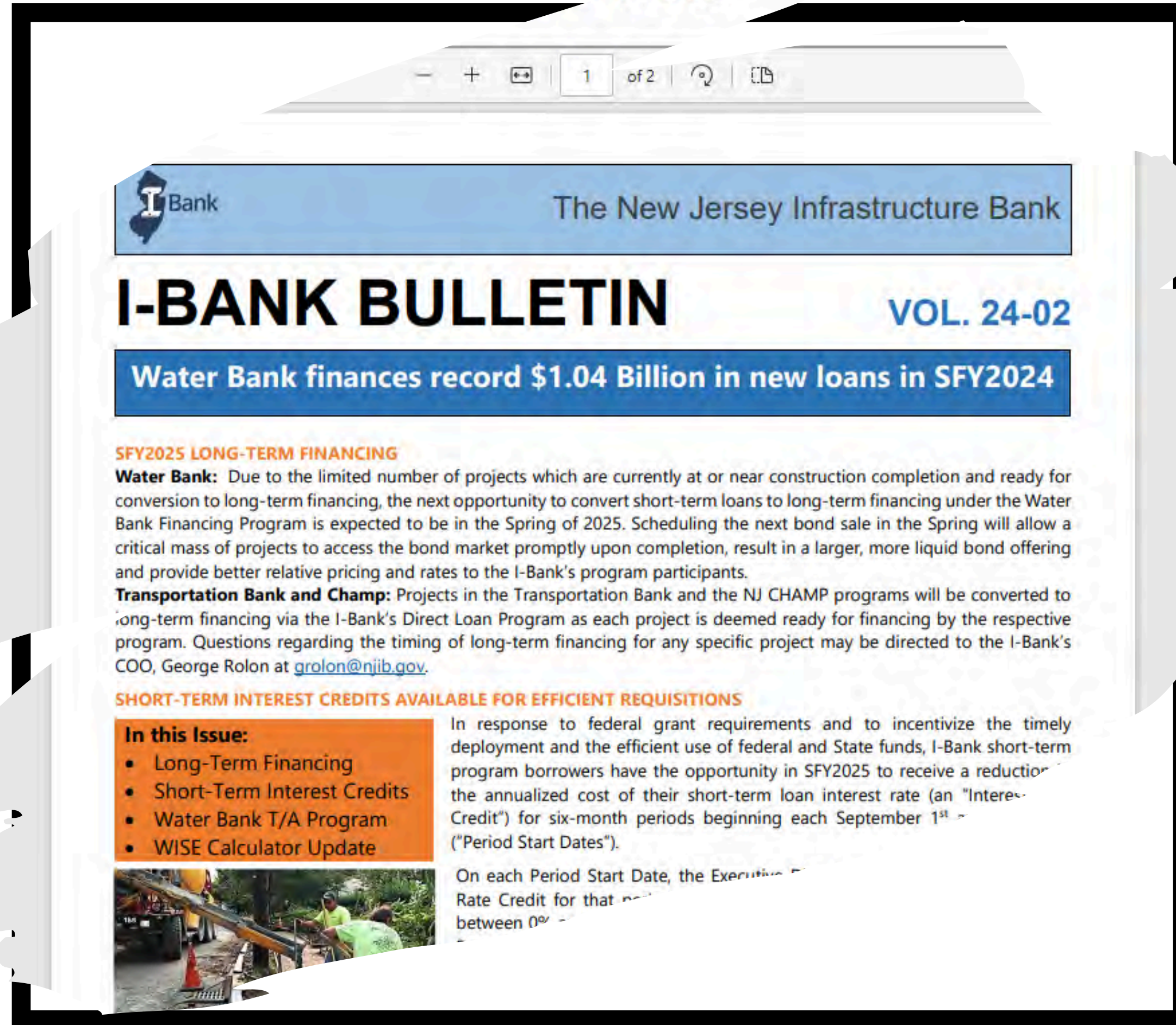
- All 2016
- All 2018
- All 2019
- All 2020
- All 2021
- All 2022
- All 2023

NJTIB April 22nd, 2025
Brick Township MUA Reservoir Infrastructure Mitigation Improvements
The Brick Township MUA ("MUA") recently closed on two loans from the NJ I-Bank to support a project jointly...
[Read More >](#)

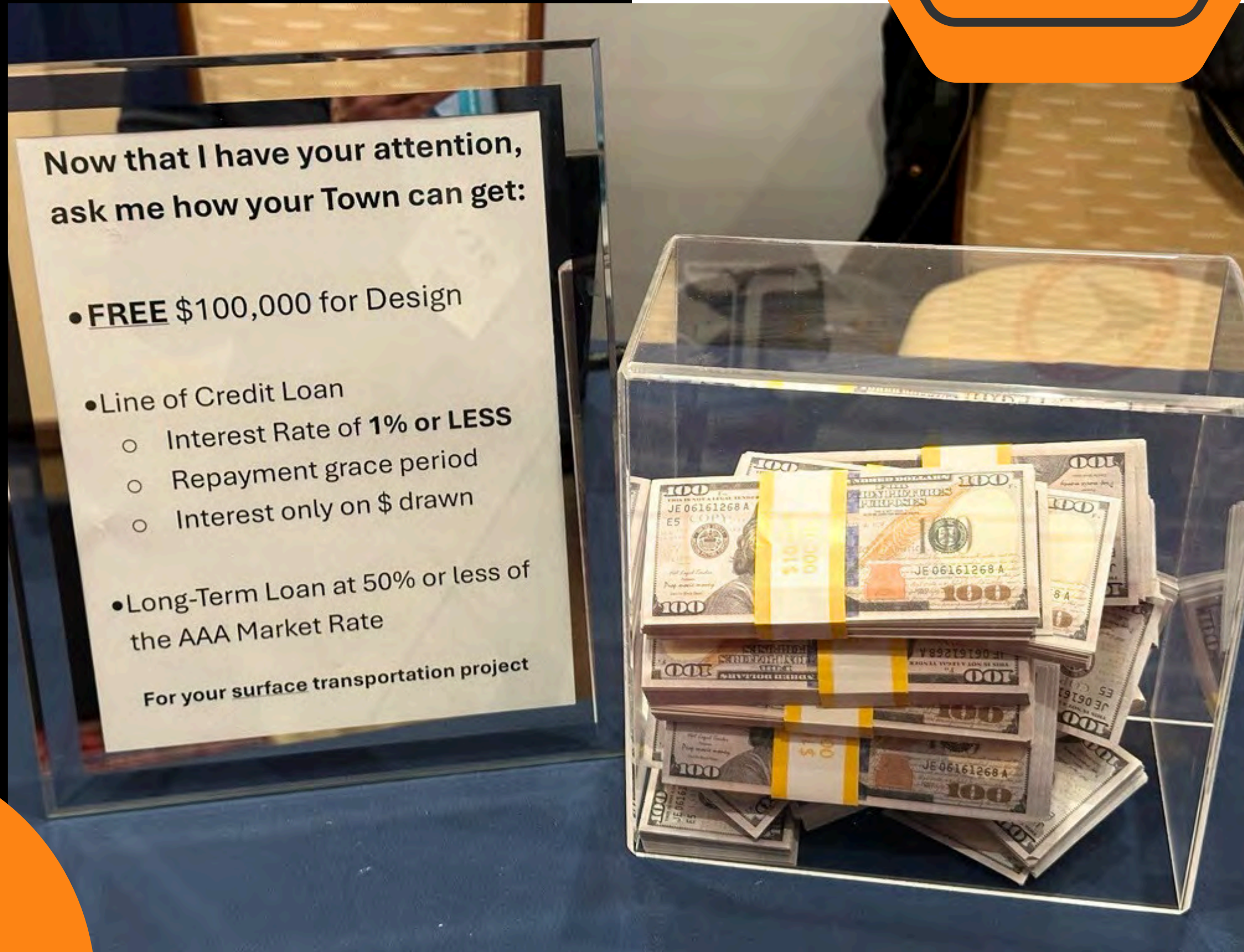
NJWB April 17th, 2025
Brick Township MUA Reservoir Infrastructure Mitigation
The Brick Township MUA recently closed on two loans from the NJ I-Bank to fund a project co-financed by th...
[Read More >](#)

NJWB April 17th, 2025

Quarterly Bulletin



Core Messaging



In Summary

Partnerships



Leverage SRF / Layer

County Level

Key Marketing Personnel

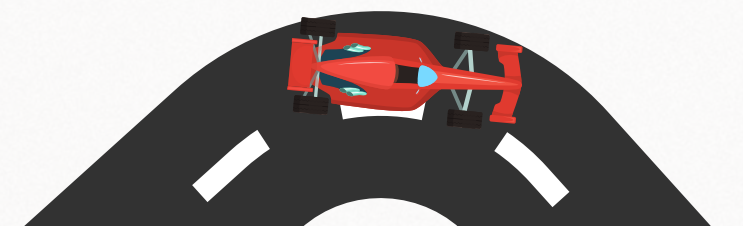
Digital Platforms

Target Engagement

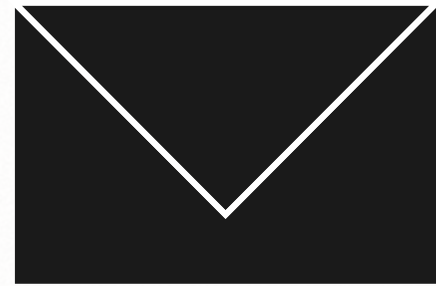
Address Common Misconceptions

Core Messaging

SWAG!



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