

WEBINAR SERIES

# VALUE CAPTURE

Capitalizing on the Value Created by Transportation Improvements



FHWA launches its latest webinar series on Value Capture strategies beginning in January 2023. The webinar series spotlights the Value Capture techniques promoted by the Federal Highway Administration's (FHWA's) Everyday Counts (EDC) initiative. This year's series focuses on Value Capture strategies to leverage Federal and state grants including the intersection of Federal innovative finance and innovative project delivery tools. These webinars will detail value capture best practices collected from across the nation and will re-introduce the series of Value Capture primers that FHWA published from 2021 to 2022.

Value Capture techniques can generate sustainable, long-term revenue streams that can support debt issuance and repayment used to build highway interchanges, corridor improvements, transit stations, and other infrastructure. Value Capture techniques can also be used to leverage Federal and State grants, attract private capital, provide access to Federal low-interest-rate loans, and seed funding to get projects off the ground. Revenue from value capture techniques can also be used to fund ongoing operations and maintenance costs for highways, which are generally not eligible for Federal-aid funding.

Value Capture is a set of powerful techniques that recover a portion of revenues created by public infrastructure investments and can:

- Help close funding gaps.
- Leverage and optimize Federal and State resources.
- Accelerate project delivery, generate seed funding to get the project off the ground.
- Trigger much-needed economic development/redevelopment to promote livability, create jobs, and improve environmental conditions.
- Help achieve system performance goals and maintain transportation infrastructure assets in good repair.
- Save time and money

The webinars will feature subject matter experts and peers who have successfully utilized Value Capture in tandem with innovative finance and project delivery techniques to advance new and modernized infrastructure projects. Registration is free, but space is limited. Certificates of completion and confirmations of attendance are available! [Register now!](#)

## TARGET AUDIENCE

These webinars are intended for professionals from States, cities, counties, tribes, and metropolitan and rural transportation agencies looking for innovative funding and financial strategies to pay for transportation projects. This would include professionals involved with directing and managing aspects of highway-related programs and projects, such as planning, environment, project development, design, construction, operations, maintenance, and finance.



U.S. Department of Transportation  
Federal Highway Administration

WEBINAR TOPIC and REGISTRATION LINK	DATE	TIME	REGISTER ONLINE
<a href="#">Value Capture: Advertising, Naming Rights, &amp; Sponsorships</a> Learn how Value Capture strategies can help offset operating and maintenance expenses such as advertising, naming rights, and highway sponsorships! Advertising and naming rights are largely an untapped potential revenue source that can be used to fund transportation projects. It can be used in a wide range of settings, including urban, rural, and suburban environments to help fund capital projects and operations and maintenance	12/6/2023	1:00pm-3:00pm ET	<a href="#">Register Now!</a>
<a href="#">Value Capture Toolkit for Practitioners: An Overview</a> The toolkit will help better communicate with decision makers and give you powerful value capture funding strategies to assist in supplemental funding for transportation projects. The toolkit also provides a series of Value Capture strategies that State and local governments should consider in the capital planning process prior to making transportation investment decisions.	12/20/2023	1:00pm-3:00pm ET	<a href="#">Register Now!</a>

Since 2019, at least 300 states and locals have implemented Value Capture techniques to fund new street infrastructure capital, maintenance, and preservation projects that can accommodate growth, support successful economic development/redevelopment, and create jobs and economic growth. Visit the FHWA [Value Capture website](#) for additional information

**For additional information, please contact:**

Thay Bishop, FHWA Innovative Finance Support, 404-562-3695, thay.bishop@dot.gov  
 Stefan Natzke, FHWA National Systems and Economic Development, 202-366-5010, Stefan.Natzke@dot.gov

**Resources: Available Now**

- Consult the Value Capture Implementation Manual for information applicable to all Value Capture strategies of roadway projects. See the FHWA's [Value Capture website](#) for case studies, best practices, value capture primers, lessons learned, FAQs, value capture toolkit, and resources.
- Watch a [short video](#) on how Value Capture optimizes agency resources and [Value Capture Overview](#).
- Value Capture Strategy [Primers](#), [Case Studies](#), & [Frequently Asked Questions](#)
- Check back for much more, as new resources are under development!

**Professional Development Hours (PDHs):**

- Upon request, the FHWA Center for Innovative Finance Support can provide an email verifying your attendance and Certificate of Completion. Please contact thay.bishop@dot.gov or valuecapture@dot.gov to make a request.
- A 120-minute webinar is equivalent to 2.0 PDHs (1.0 PDH per hour of participation in the webinar)

