

NW Rural
Investment Strategy



Rural Economic Development

Small Ports Seminar – October 25, 2024



Across rural areas in Washington and Oregon, we hear the same concerns.

**Water/
Wastewater**

Housing

**Emergency
Community
Centers**

**Food
Systems**

Broadband

Child Care

**Common issues in communities with
similar, but also unique, circumstances**

**They also
share
some
common
barriers.**

- **Lack of Human Capacity**
- **Lack of Financial Capacity**
- **Language and Cultural Barriers**

The Issue

- **We need to increase access and opportunities for rural communities**

Our Approach

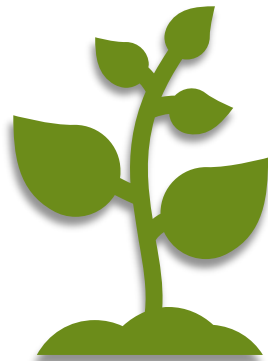
- Core group
- Technical assistance and capacity building
- Access to capital
- Underserved rural communities
- No wrong door

Community Collaboration Levels



Level 1: Comprehensive

Level 2: Specialized



Level 3: Individual

A coordinated approach involving communities, governments, nonprofits, and private entities

Core

Affiliated

Regional

Stakeholders

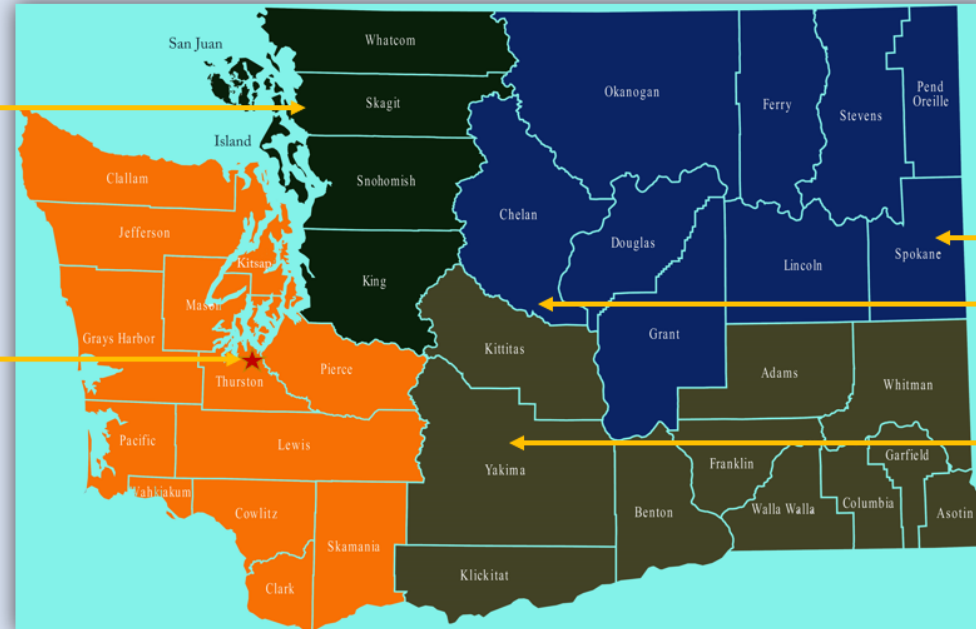
WA USDA
Rural
Development
has five
regional
offices

Rural Development Offices in Washington State

West Side

*Mount Vernon
Area Office*

*Olympia State &
Area Offices*



East Side

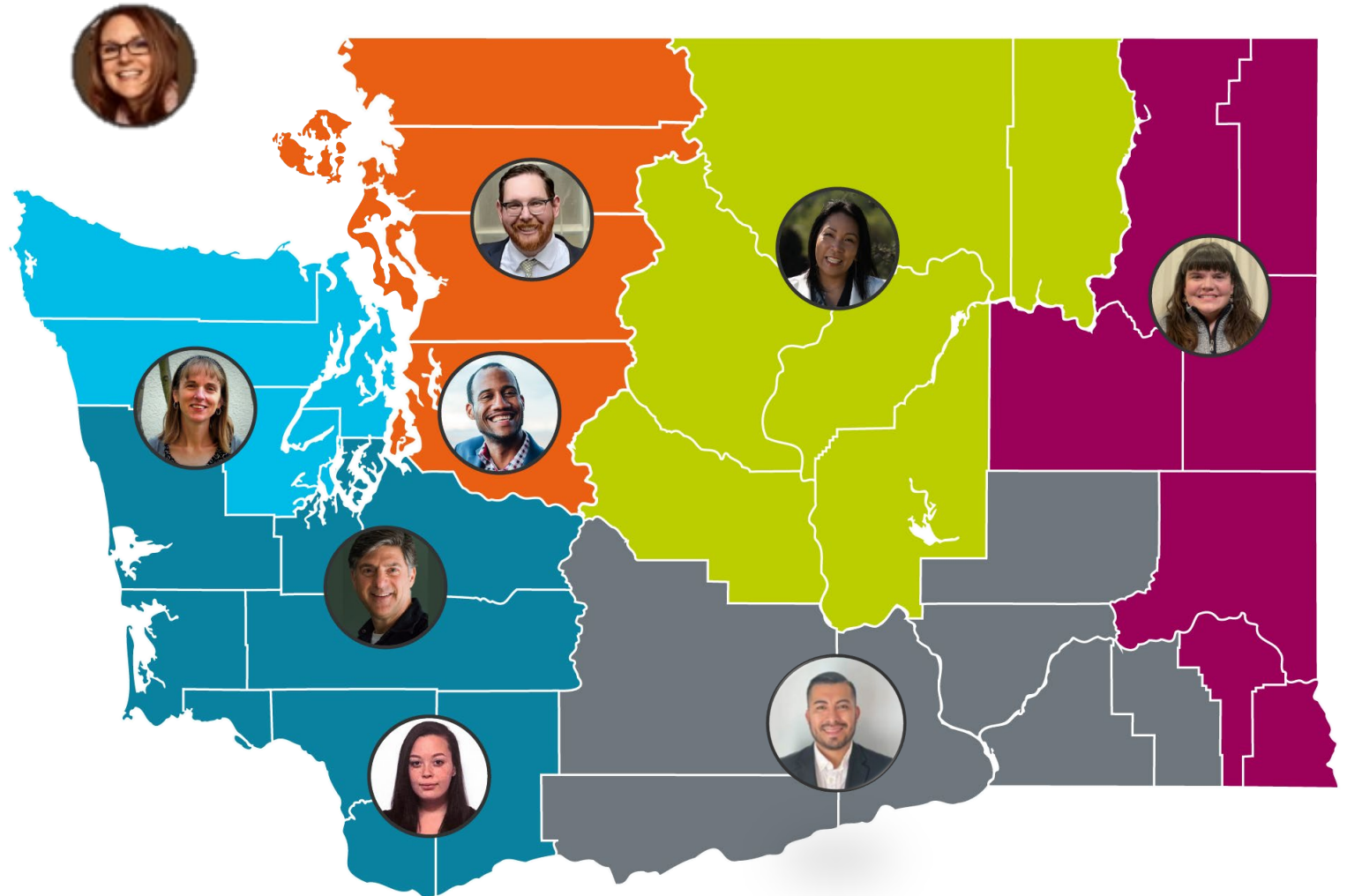
Spokane Office

*Wenatchee Area
Office*

Yakima Area Office

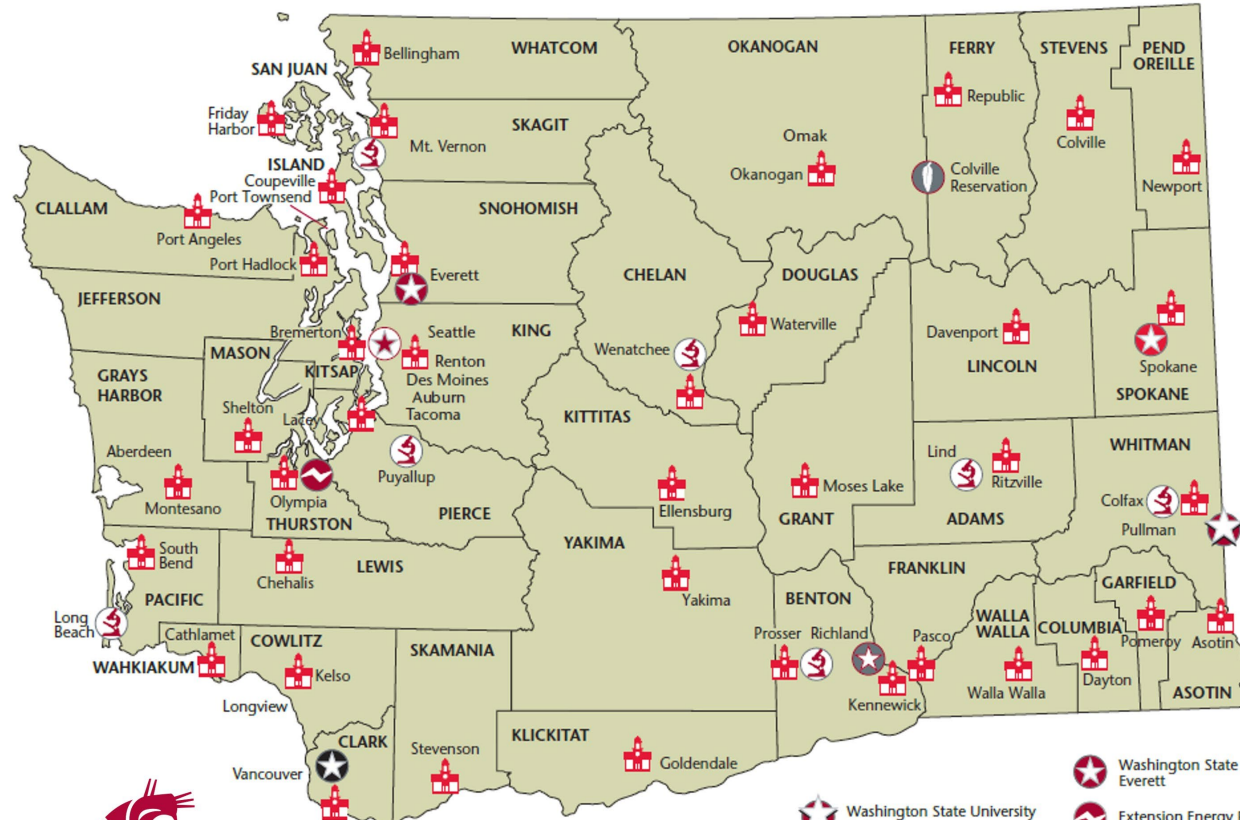
We help
connect
communities
to Commerce
and navigate
resources

Commerce Regional Community Engagement Unit

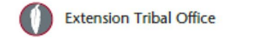
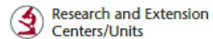


WSU Extension is a natural partner given its long-established Extension offices in every county, focus on rural development, and association with the state's land-grant university.

Washington State University



WASHINGTON STATE UNIVERSITY
EXTENSION



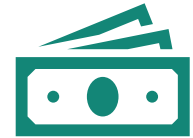
PRWA is currently focused on eastern Washington as it has the greatest concentration of small rural communities. Through NWRIS, it will be expanding services statewide by early 2026.



OUR PROGRESS



**NWRIS and WA
core partners**



**Initial
funding**



**Networking
events**



**Proposed structure
and staff
management**



CIC portal

How philanthropy can help

- Operational funding to **expand statewide**
- Establishment of a **Working Capital Recoverable Grant Fund**
- Establishment of a **Matching Capital Fund**

Be a
rebel,
take the
survey!

Please 😊



“This is interesting, 70% of the respondents to our survey said they don't respond to surveys.”

Department of Commerce

Community Regional Engagement Team

Karlana Brailey
(360) 764-9774
Karlana.Brailey@commerce.wa.gov

Leah Brandenburg
(564) 233-1889
Leah.Brandenburg@commerce.wa.gov

Steve Dunk
(360) 259-9967
Stephen.Dunk@commerce.wa.gov

Chris Lovings, King County
(564) 233-1619
Christopher.Lovings@commerce.wa.gov

Joe Downes
(564) 669-8391
Joseph.Downes@commerce.wa.gov

Soo Ing-Moody
(509) 520-7024
Soo.Ing-Moody@commerce.wa.gov

Martin Sanchez
Martin.Sanchez@commerce.wa.gov

Annica Eagle
(564) 669-9428
Annica.Eagle@commerce.wa.gov

Julia Havens, Manager
(509) 720-9656
Julia.Havens@commerce.wa.gov

Visit us www.Commerce.wa.gov

Unit webpage: www.commerce.wa.gov/about-us/community-engagement/

You may also reach us by emailing
community.engagement@commerce.wa.gov

Questions?

Contact Us

Mark Barkley, WA Dept of Commerce, Assistant Director

Office: 360.259.9542 mark.barkley@commerce.wa.gov

Mike Gaffney, WSU Extension, Associate Director

Office: 509.335.4611 mjgaffney@wsu.edu

Tim O'Connell, USDA RD WA, Deputy State Director

Office: 202.768.0587 tim.oconnell@usda.gov

Jody Opheim, PRWA, Executive Director

Cell: 509.432.6504 jopheim@partnersruralwa.org

Helen Price Johnson, USDA RD WA, State Director

Office: 360.704.7700 helen.pricejohnson@usda.gov