



**Awwa
Research
Foundation**

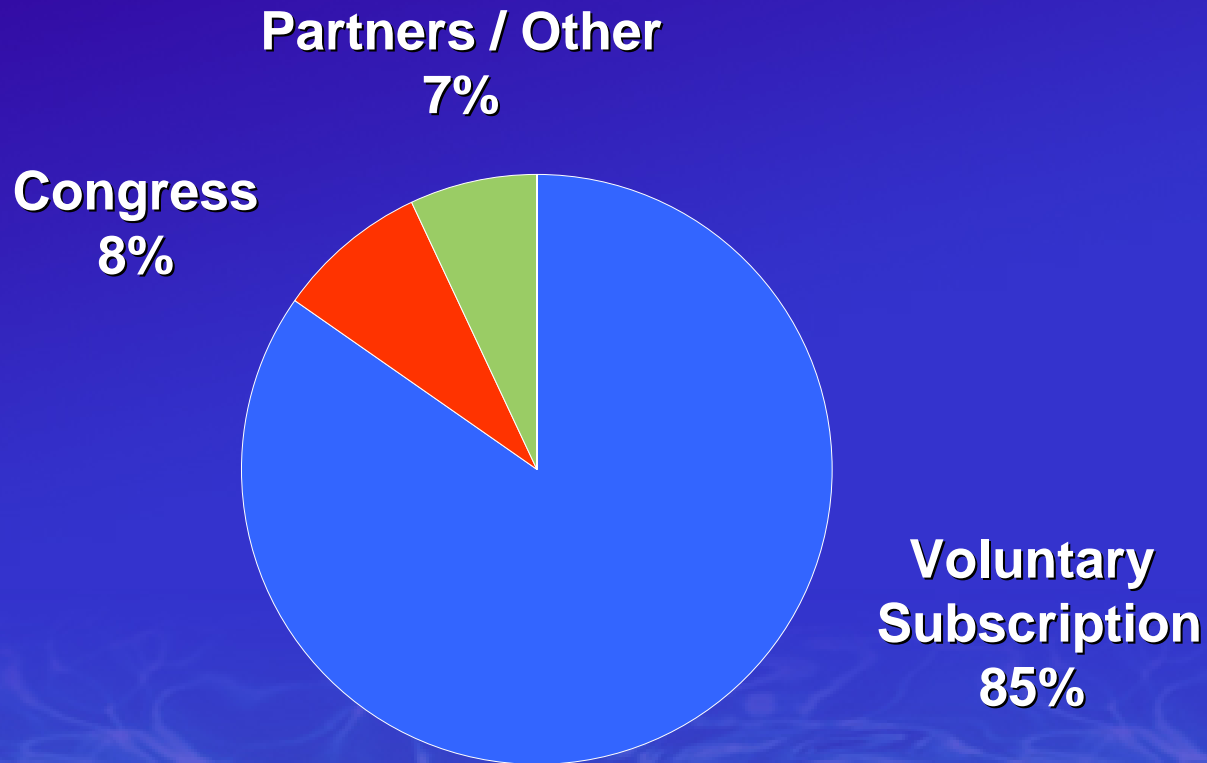
Transforming Policy to Production Through Desalting Research: The Role of NGOs

**MSSC 2008 National Salinity Summit
Las Vegas, NV
January 18, 2008**

Who Are We?

AwwaRF is a member-supported, international, nonprofit organization that sponsors research to enable water utilities, public health agencies, and other professionals to provide safe and affordable drinking water to consumers.

AwwaRF Funding Sources (2007)



Value Added by NGOs

- **Connection to industry**

Robust planning processes for identifying and responding to industry needs

- **Connection to research community**

Competition among top researchers ensures best results

- **Effective project management**

Processes to ensure research objectives are well defined and are achieved in a timely and cost-effective manner

Value Added by NGOs (cont)

- **Outreach and communication**

Effective tools for getting results out to drinking water community

- **Funding leverage**

Federal dollars substantially leveraged by subscriber funds and in-kind contributions

- **Low overhead**

Efficient stewardship of funds; ~90% goes to research

Congressional earmark process

NGO

Administer and conduct research
planning

Submit proposal to
agency

Earmark

1Q

2Q

3Q

4Q

Solicit proposal
from NGO

Award funding
grant to NGO

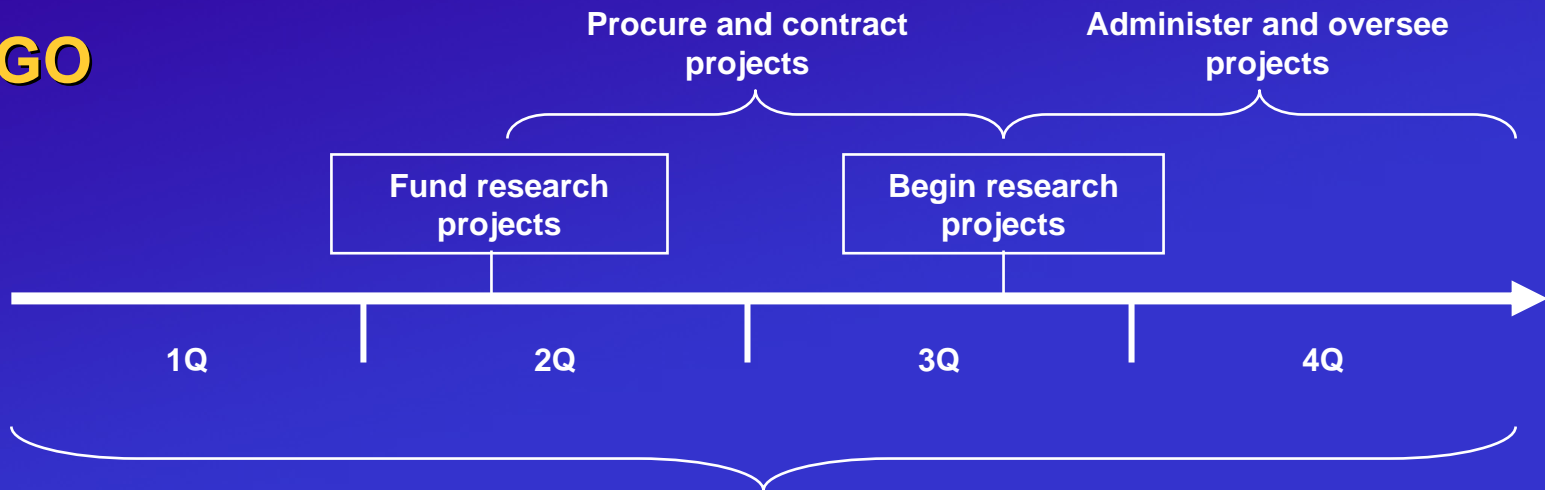
Agency

Participate in research planning

YEAR 1

Congressional earmark process (cont)

NGO



Agency

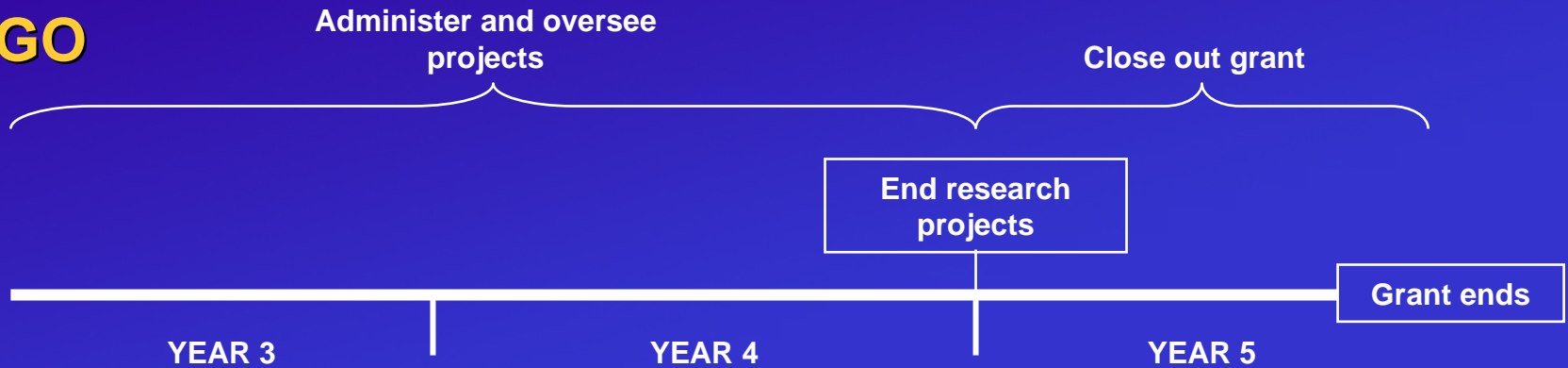
Oversee and monitor grant

Participate in overseeing projects

YEAR 2

Congressional earmark process (cont)

NGO



Agency



YEARS 3 - 5

Other Federal Funding Paths

- **NGO / Agency cooperative program**
 - Multi-year, multi-project
 - Jointly planned and funded
 - NGO typically administers funds and projects
 - Initiated by Congress, NGO or agency
- **NGO / Agency partnership project**
 - Single project
 - NGO typically administers funds and project
 - Initiated by NGO or agency

Determining What's Important - Obtaining Stakeholder Input

- Research planning is conducted and driven by subscribers
- Multiple avenues for subscriber input
 - Collective input from existing groups; e.g. AWWA committees
 - Planning events; e.g., workshops, issues groups, roundtables
 - Subscriber visits by staff
 - Subscriber surveys
 - Ad hoc networking
- Other stakeholders are involved to provide balanced perspective and new ideas

Determining What's Important - Prioritizing Needs and Projects

■ Subscriber relevance

How relevant is the issue to AwwaRF subscribers? What are the potential impacts if the issue is not addressed?

■ Subscriber awareness and expectation

Is the issue being raised often and by a broad cross-section of subscribers? Do subscribers expect our help on the issue?

■ Role of AwwaRF

Is AwwaRF well-positioned to address the issue? Is it more appropriate for another organization to take the lead?

■ Extent of issue

How broadly and deeply does the issue affect subscribers? Is it widespread or confined to a particular region/subset of subscribers?

■ Urgency of issue

Is the issue highly time-critical? Can research deliver timely results and solutions for the issue?

Demonstrating Value

- **Benefits analysis evaluations to quantify industry savings**
- **Case studies of research application by subscribers to quantify utility savings**
- **Subscriber satisfaction surveys**
- **Selected metrics**
 - **Ratio of dollars invested by subscribers to total research value (leverage)**
 - **Value of research funded on a particular issue or in a particular region**

A sunset over the ocean with a bright sun low on the horizon, casting a golden glow across the water and sky. The sky is filled with soft, wispy clouds in shades of orange, pink, and blue.

Thank You!

Chris Rayburn
Director, Research Management
AwwaRF
(303) 347-6188
crayburn@awwarf.org