



**Awwa  
Research  
Foundation**

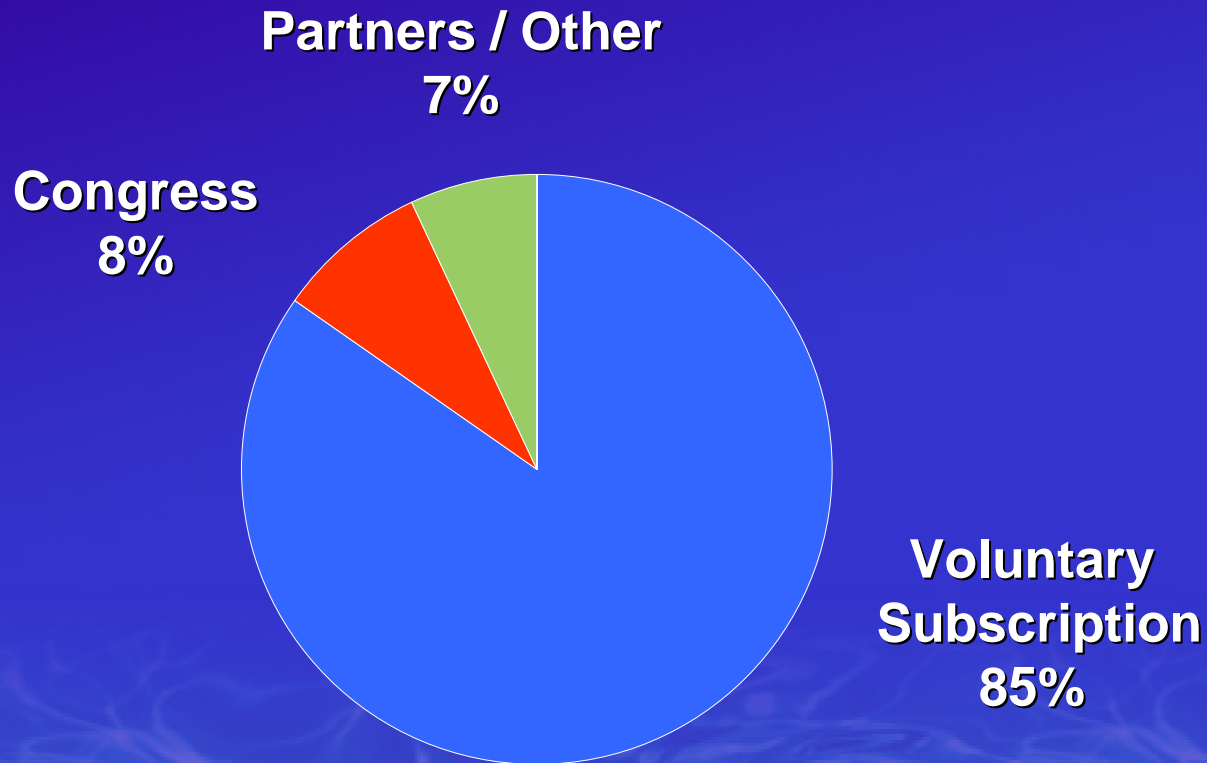
# **Transforming Policy to Production Through Desalting Research: The Role of NGOs**

**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

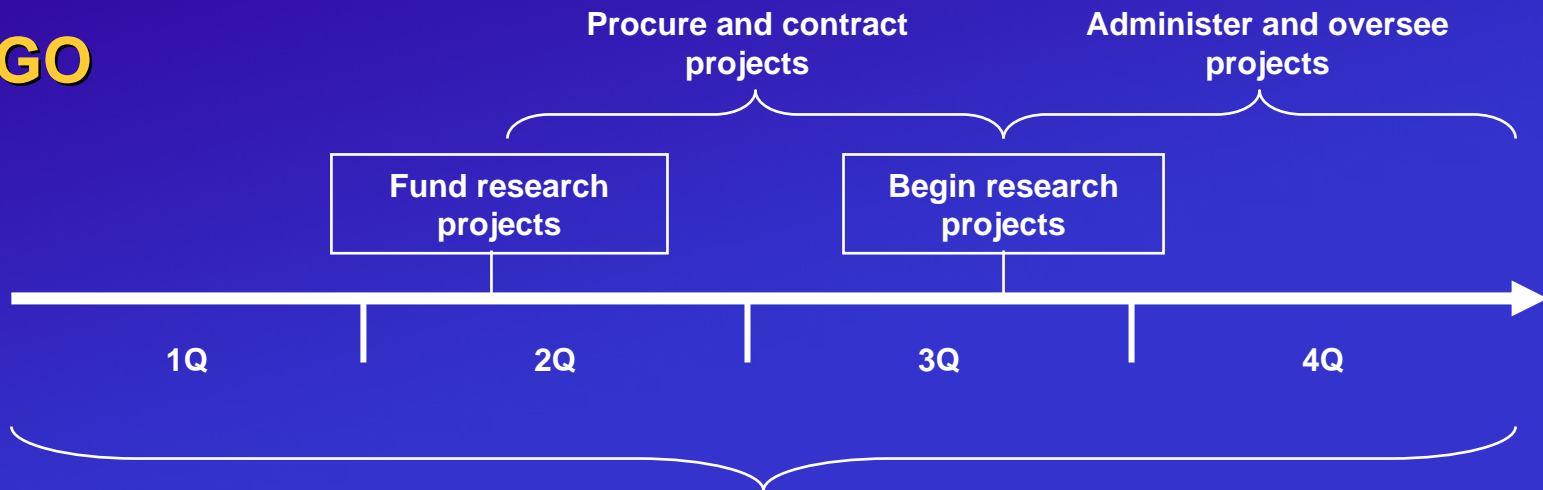
**Agency**

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

Administer and oversee projects

Close out grant

End research projects

Grant ends

YEAR 3

YEAR 4

YEAR 5

## Agency

Oversee and monitor grant

Participate in overseeing projects

## YEARS 3 - 5



Awwa  
Research  
Foundation



# 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](mailto:crayburn@awwarf.org)**