



# Public-Private Partnerships: A Regional Perspective

Presentation to the IOOS Federal Advisory Committee

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# A sampling of private partners



# Why partner?

- Private sector

- Shared goals
- Business opportunity
- Source of information
- Existence value



- Regional Associations

- Shared goals
- Expertise - technical, scientific, product development
- Implementation – data management, products, platforms
- Leveraging
- Stakeholder



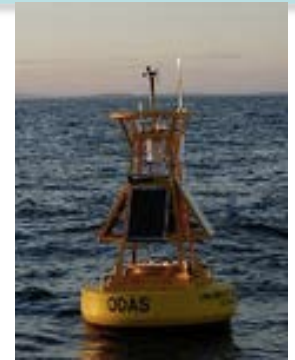
# Partnerships are Diverse!

- Service agreements
  - Observations (e.g. WeatherFlow)
  - Data and information (e.g. ASA, Limnotech)
  - Value-added products (e.g., AxiomAlaska)
- Services - volunteer
  - Data sharing (e.g., Shell, BP)
- Added value
  - Information products (e.g., ROFFs, WeatherFlow, ASA)
- Board and association members
  - “existence value”
  - Networking opportunities, influence



# Partnerships Continued

- Financial support
  - Foundations (e.g., Murdock Charitable Trust)
  - Membership Dues (e.g., NERACOOS, SECOORA)
  - Permit requirement (e.g., Boston LNG)
  - Buoy support services (e.g. Little Traverse Bay, MI)
- Public Policy
  - Contract provisions
- Observing Infrastructure
  - Sensors (e.g., Sea Bird, etc)
  - Platforms (e.g., CODAR, Teledyne)
- Advocacy
  - Hill Visits (e.g. Sea Bird, SAIC, Lockheed Martin)



# Experience to Date

- Strong public-private partnerships happening in all regions
- Private foundations and state bond money supports capitol costs, not long term O&M
- Large national companies initially engaged are no longer
- Large scale value added industries need major gaps filled to capture national market (e.g., ship routing from Boston → Panama Canal Seattle, or “AcuWeather” for coastal waters)
- Cultural issues can lead to confusion/frustration -
  - academics, non-profits, private sector, government
- Evolving relationship of IOOS and private sector – some companies don’t want IOOS to produce products, yet we are driven by stakeholder needs
  - ↻ → business incubator → transfer → private sector

# Recommendations

- Practical ideas for effectively engaging private sector
- Definition of goal - increase access to non-federal data? Product development? Build and sustain the system? Other? Process will flow from desired end game.
- Market research that identifies IOOS strategic potential and where resources should be focused
- National opportunities - Foundations (Gates? Pew?); Business relationships?
- Innovative partnerships that meet IOOS role for serving the public good and private companies need for meeting the bottom line
- Policy changes
  - Data sharing requirement for public leases
  - Leasing or permit monitoring
  - Data sharing agreements
  - FFO requirements

# Additional Thoughts

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- Priorities for lean budgets
  - Critical issue – how to sustain the system
  - Priorities
- Certification/Liability
- Consolidation of NOS budget
- Integration of system