Public-Private Partnerships: A Regional Perspective
Presentation to the IOOS Federal Advisory Committee

Josie Quintrell
IOOS Association
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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

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