



**WATER
RESEARCH
FOUNDATION™**

ADVANCING THE SCIENCE OF WATER®

Top 10 Benefits of Subscribing to the Water Research Foundation

guided regulation scientifically credible research shared knowledge professional growth tested approaches planning tools

Outstanding Value, Unparalleled Benefits. Be part of the nation's largest and most well-established research foundation devoted solely to drinking water. Join our network of local, regional, national, and international water suppliers committed to providing safe and plentiful drinking water.

1. Gain More Than \$460 Million in Valuable Water-Related Research:

As a research cooperative, we pool your resources with other subscribers' contributions, plus federal and private monies. That way, we provide you with more, better-funded research at a fraction of what it would cost you to do on your own. For every research dollar invested in the Foundation, the average subscriber—using just one research report a year—receives more than \$30 worth of research in return. And the Foundation published more than 50 research reports last year. While participation costs many subscribers just pennies per customer, you gain world-class research and best practices.

2. Guide Regulation: We build trust with regulators by inviting them to join our research committees. The resulting science on the costs and benefits, liabilities and advantages of water quality standards lays the groundwork for good regulation, thereby costing water suppliers less and enacting regulations that can be achieved in a reasonable timeframe. Water utilities have avoided millions of dollars in unnecessary technology purchases because regulations are grounded in real-world data.

We leverage your dollars with other subscribers' contributions, federal monies, and partners' funds. In 2008, \$12.7 million in subscriber funds were leveraged into research valued at \$20.7 million.

3. Stay Current with Your Customers:

Our Webcasts and project updates keep your finger on the pulse of the water supply community's most pressing issues, allowing you to communicate knowledgeably when an issue appears in the newspaper or at a city council meeting. Our tools also help you communicate critical water information to your customers, the press, and the general public.

4. Learn Proven, Tested Approaches:

The Foundation's more than 800 research reports, most of which are available online for you to download immediately, provide access to more than \$460 million in drinking water research. Among them are case studies that let you see how your peers in similar situations handled technical and management problems. That means you can duplicate problem-solving strategies on your own, saving time and avoiding hiring expensive consultants.

5. Plan for the Future: Our research anticipates the problems that utilities will face now, a decade from now, and into the future. From climate change to security threats, from aging infrastructure to trace



pharmaceuticals in drinking water, we help prepare your utility, your customers, and your stakeholders for the future.

6. Shape the Future of Public Drinking

Water: By joining in, you help shape the course of water research. By sharing your priorities and concerns, you help guide our research agenda. Your subscription and your contribution of time and effort ultimately help shape the future of public drinking water by ensuring that the people and organizations who know water best have a stake and a say in the discussion.

7. Grow Professionally: We provide your utility’s staff the opportunity to oversee a research project’s technical direction and performance. By doing so, your team will meet other water supply professionals, hone research skills, and advance as professionals. This network includes more than 950 water utilities, manufacturers, and consultants who provide 80 percent of the nation’s drinking water.

8. Manage Risks: We understand that the provision of safe drinking water must be subject to the highest management rigors. Our evidence-based research shows you how to make risk management a central part of your culture. Our forward-looking research agenda then helps anticipate and prepare for risks, and provides you

“Our subscription simply brings value. It directly allows us to increase service and reduce cost. And it allows us to plug into research that we otherwise couldn’t conceivably undertake on our own.”

— Rob Hunter,
commissioner,
Department of Watershed
Management,
City of Atlanta

with the tools to communicate about emerging and existing threats to water quality and quantity.

9. Apply Our Tools: We don’t do science for science’s sake. Rather, our outcome is applied research that you can take to work and use today. For instance, our guidance manuals provide specific recommendations on data collection and interpretation, installation techniques, product purchases, asset reinvestment timelines, and much more.

10. Build Accurate Budgets: When you rely on our research to help solve a problem, you will gain knowledge and tools to resolve an issue. These resources place you one step ahead in the planning process. That allows you to spend your time on planning and accurately budgeting for the work involved, helping you stay on time and under cost projections.

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