

## PRESS RELEASE

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### **AwwaRF Announces Report on Retaining Water Utility Workforce Knowledge**

(Denver, CO) — Awwa Research Foundation (AwwaRF), the leading nonprofit water research foundation dedicated to advancing the science of drinking water, today announced the publication of a new report on strategies to help drinking water utilities retain the critical knowledge of their personnel in a changing workforce environment.

AwwaRF sponsored the study on which the report is based in collaboration with the U.S. Environmental Protection Agency to provide water suppliers with information on how they can effectively ensure retention of the knowledge held by a retiring and shifting workforce. The report includes specific strategies, tools, and techniques that water utility managers can use.

Knowledge retention is a significant issue for water utilities, as well as for other types of industries, as employees retire or leave to seek other opportunities. The report defines a methodology for how utilities can implement knowledge retention based on an understanding of the key drivers, critical success factors, barriers, costs, and benefits.

“Utilities that successfully deal with knowledge retention will be much better equipped to deal with the challenges ahead,” said Robert C. Renner, executive director of AwwaRF. “These include increasingly stringent regulations, higher customer expectations, aging infrastructure needs, technology pressures, economic constraints, and more. This AwwaRF-sponsored research provides water suppliers with specific guidance on how to successfully retain critical knowledge in their organizations”

The report *Strategies to Help Drinking Water Utilities Ensure Effective Retention of Knowledge* (order #91220) is currently available to subscribers of AwwaRF. The report will become publicly available later this year. To learn more about AwwaRF and its research, please go to [www.AwwaRF.org](http://www.AwwaRF.org).

**About the Awwa Research Foundation (changing to Water Research Foundation January 1, 2009)**

The Awwa Research Foundation (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. With more than 900 subscriber members in the U.S. and abroad, AwwaRF has funded and managed more than 1,000 projects. More information on the Awwa Research Foundation is available at [www.AwwaRF.org](http://www.AwwaRF.org).

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