

CONDUCTING AND COMMUNICATING STORMWATER RESEARCH TO A DIVERSE SET OF STAKEHOLDERS

*Richard Langan, Cooperative Institute of
Coastal and Estuarine Environmental Technology*

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In some coastal areas, shifting weather patterns associated with climate change are likely to lead to increasingly severe storms that threaten stormwater management infrastructure and generate larger volumes of polluted runoff; other areas will experience increasing periods of drought. As they plan for these extreme events and address existing stormwater concerns, stormwater decision makers require science-based information that supports the selection of economical, effective approaches that will do the best job of protecting water quality and managing the volume of runoff while meeting regulatory demands. For this information to be applied effectively, it must be developed, packaged, and delivered in a way that accounts for the capacity and needs of decision makers. For organizations that produce science-based information in support of effective stormwater management, this challenge is magnified by the multiplicity of audiences associated with the stormwater decision-making—from developers, contractors, engineers, and landscapers to public works staff, land use planners, elected officials, and regulators.

This session will explore audience-based approaches to the communication of emerging, science based information on stormwater management systems and approaches. For example, at the University of New Hampshire (UNH) Stormwater Center—sponsored by the UNH/NOAA Cooperative Institute for Coastal and Estuarine Environmental Technology (CICEET)—researchers operate a unique facility where they evaluate the performance of stormwater treatment systems in a side-by-side setting. The center is exploring which audiences are most appropriate to make use of this data and testing different outreach strategies to reach them, such as trainings, workshops, short courses, and field courses.

In this session, scientists from the UNH Stormwater Center and other organizations focused on providing science-based information to support effective stormwater management will discuss how to generate and disseminate this information to audiences with different needs and capacities.

Richard Langan
Cooperative Institute for Coastal and Estuarine Environmental Technology
University of New Hampshire
35 Colovos Road
Durham, NH 03824
richard.langan@unh.edu
(603) 862-0190