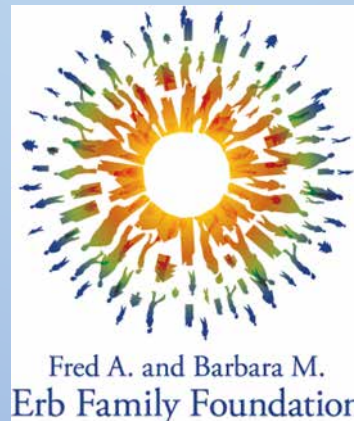


# Great Lakes Stormwater Technology Transfer

Wednesday, May 31<sup>st</sup>

Donald Carpenter and Michael Polich



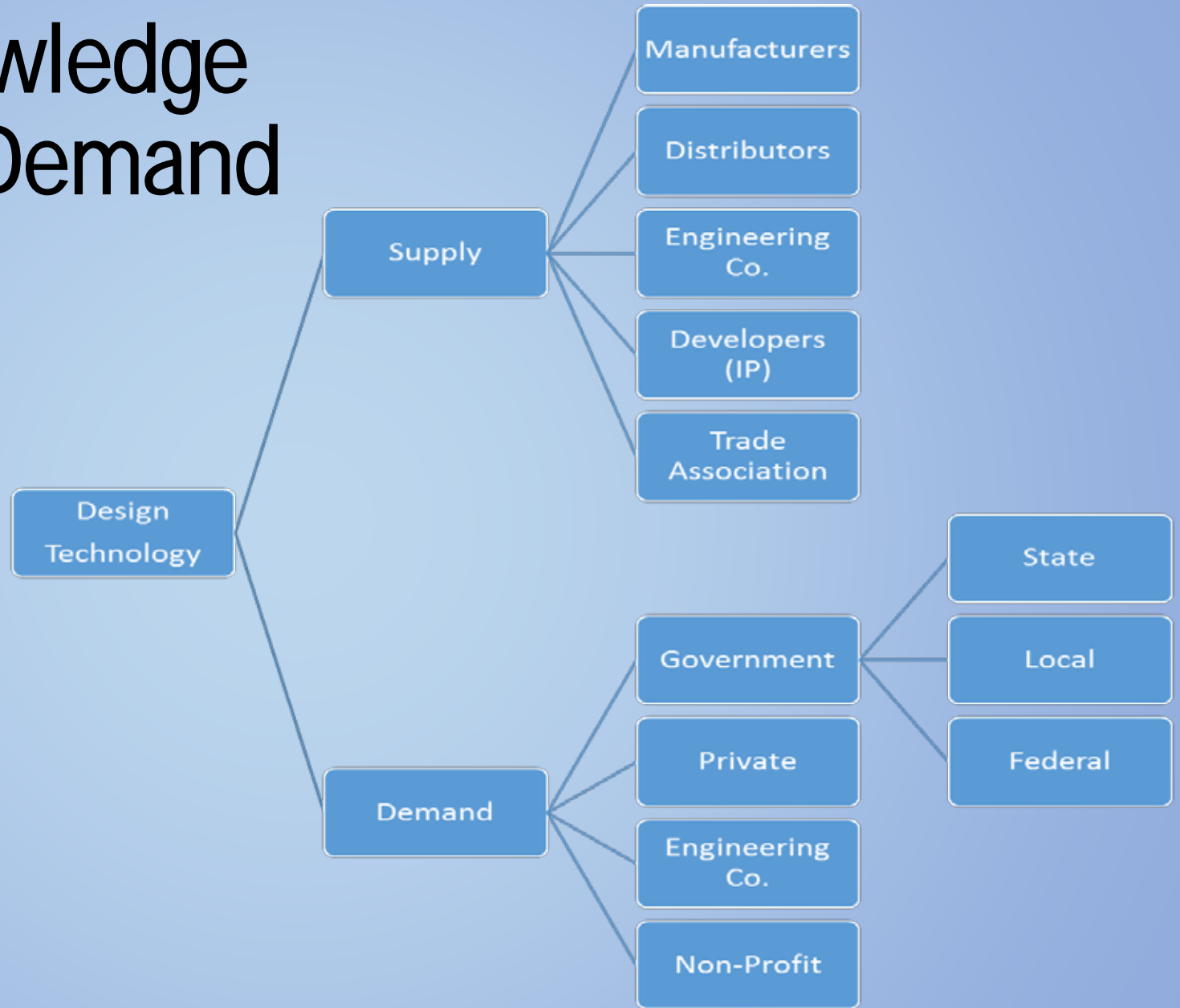
# Project Goal

Scope specific barriers and opportunities related to technology transfer and inspire willingness to participate in a longer-term regional stormwater technology transfer collaborative that will address those barriers over time

# Project Tasks

- A. Interview stormwater professionals
- B. Hold stormwater technology transfer focus groups
- C. Develop a needs assessment and common agenda for stormwater and green infrastructure technology transfer needs
- D. Facilitate Launch of a Great Lakes Stormwater Technology Transfer Collaborative

# Transfer of Knowledge Supply vs. Demand



# Project Timeline

- Interviews (Oct. – Jan.)
- Focus Groups (April – May)
- Workshop (September)

# Project Timeline

- **Interviews (Oct. – Jan.)**

- § Assess practitioner needs related to stormwater technology

- § One-on-one interviews with 43 stormwater practitioners

- § Needs Assessment – Phase I

# Interviews

- Summary of Interviewees
  - § Demand: 23
    - 20 Local government
    - 3 Non-profits
  - § Supply: 9
    - 7 Manufacturers
    - 2 Engineering Firms
  - § Consultants: 11
    - 8 Engineering Firms
    - 2 Non-profits
    - 1 Testing Lab



# Interview Themes

1. Coordination and Regional Approaches
2. Matching Technology to Needs
3. Confidence in Performance
4. Maintenance and Warranty Concerns
5. Regulations and Other Adoption Drivers
6. Reducing Risk—Shifting Culture to Test New Technologies/Approaches
7. Leadership as a Driver
8. Market Barriers for Small Manufacturers
9. Cost



# Project Tasks and Timeline

- **Focus Groups (April - May)**

- § Validate and elaborate on needs identified from interviews
- § Mississauga, ON; Cleveland, OH; Appleton, WI
- § Needs Assessment – Phase II





**FOCUS GROUP PARTICIPANTS WANTED:**

**Stormwater Management  
Innovations & Needs Analysis**

**MAY 19 – 9 to 11:30 AM**

City of Kaukauna Municipal Building  
144 W 2nd Street, Kaukauna, WI 54130

**WANTED FOR A FOCUS GROUP:**

city engineers and planners, consultants, stormwater technology manufacturers  
and distributors, contractors, academics, and non-profit representatives

**Share your thoughts, challenges and needs related to green  
infrastructure and stormwater technology transfer.**

Help us validate challenges and opportunities for accelerating green infrastructure  
design and stormwater technology transfer and explore a collaborative environment  
for stormwater management innovation

**Register for the focus group by May 15 by emailing**

**[dcarpente@itu.edu](mailto:dcarpente@itu.edu)**

**Refreshments will be provided!**



Erin A. and Robert M.  
Erb Family Foundation



# Focus Group Themes

- Matching Technology to Needs
- Confidence in Performance
- Cost/Benefit Ratio
- Reducing Risk—Shifting Culture to Test New Technologies/Approaches
- Drivers: Leadership and Regulations

# Project Tasks and Timeline

- **Workshop (September)**
  - § Share preliminary guidance documents
  - § Organize and moderate the workshop
  - § Formally launch the collaborative

# Great Lakes Stormwater Technology Transfer

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