

# STAKEHOLDER OPPORTUNITIES



#### Who are our stakeholders?

Anyone who makes decisions based on conditions in the Great Lakes, including public utilities, commercial and recreational users, shipping, and other waterbased industry.

## Why participate as a stakeholder?

Help our research team create products that meet your Great Lakes information needs.

## How you can help:



### Survey

Share your thoughts on Great Lakes information needs and our research products.



#### Interview

Participate in an interview to evaluate the usefulness of a product or share your thoughts on Great Lakes conditions.



## **Focus Group**

Participate in a 1-2 hour small group interview with people who share a common Great Lakes experience.



### Workshop

An opportunity for diverse groups to interact and discuss topics on Great Lakes conditions.



#### Co-design

Work directly with researchers to advise on products that meet Great Lakes information needs.





To participate, contact:

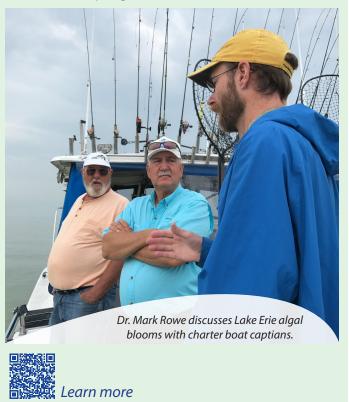
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## TURNING RESEARCH INTO ACTION

Stakeholder-Driven Lake Forecasts

#### Lake Erie HAB Tracker

- The HAB Tracker provides a 5 day forecast of the location, surface concentration, and predicted movement of harmful algal blooms.
- Focus groups were held with Lake Erie anglers and charter captains to understand their information needs and improve forecast design.
- Outcomes included forecast web page updates to address stakeholder questions and provide requested data including wind direction and speed, wave height, and latest toxin sampling results.





## **Lake Erie Hypoxia Forecast**

- The hypoxia forecast predicts where extremely low dissolved oxygen may occur, which creates water quality issues for drinking water treatment plants.
- Focus groups were held with treatment plants to understand how they are affected by hypoxia and what information should be included in the forecast.
- As a co-design partner, Cleveland Water supported design, implementation, and analysis of study results.

















