

TABLE 3.6 Examples of common stakeholder activities.

Stakeholder activity	Considerations
Stakeholder advisory committee	Diverse and representative group; use trained facilitator and group dynamics methodologies, with participatory two-way information exchange via a series of regular meetings.
Targeted group stakeholder meetings	Series of “one-time” meetings held with priority targeted stakeholder groups. Target message to perceived interests and concerns of group and focus on desired outcome of meeting. Use effective spokesperson and/or a peer as an “ambassador”.
Individual meetings	Individual or small group meetings beneficial for more in-depth discussions of needs and ideas with influencers who are supportive and may be opposed to the concept.
Open houses (public meetings)	Focus on educating about general stormwater issues and program needs. Allow time for questions and answers and feedback, but keep the session focused on the topic.
News media	Education of news media with clear and consistent messages. Be proactive rather than reactive. Have preidentified spokespersons.
Pamphlets and printed materials	Printed materials for mass dissemination of information. To be most effective, target materials and messaging to specific audiences. Focus the message on their issues and utility objectives.
Web sites	Web page for mass dissemination of information on background, meeting results, presentations, and other information. Provide background educational materials on general and specific stormwater issues and Web links for other relevant resources.
Social media	Mass dissemination of program needs and utility concept. Create a Facebook page and Twitter account, and encourage others to post their stormwater-related problems and photos.
Radio and television	Effective especially if the local entity has its own television channel. Network channels are likely expensive, but reach a high number of constituents. Consider using public access to broadcast any public meetings conducted and to broadcast informational ads.

Table Courtesy of Water Environment Federation (2013). *User-fee-funded stormwater programs* (2nd ed.). Water Environment Federation. <https://www.wef.org/Store/ProductDetails.aspx?productId=28818404>

