

TABLE 3.4 Key aspects to be addressed in a stakeholder plan.

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| Who | Who should be included in the targeted stakeholder groups and in the stormwater advisory committee (if an agency desires to form such a committee)? |
| | Who would be the best messengers for each of these targeted groups? |
| What | What are the goals of (1) stakeholder education, (2) stakeholder involvement, and (3) stakeholder outreach? |
| | What should be the level of engagement and outreach efforts (minimal; moderate; extensive)? |
| | What are the motivations, concerns, and needs of each stakeholder group? |
| | What are the targeted messages and materials for each stakeholder group? |
| | What is the desired outcome and/or action from each stakeholder group? |
| How | How do we best target and engage each of these stakeholder groups? |
| | How should we leverage available outreach materials and resources in the outreach efforts? |
| When | When should stakeholder education occur? |
| | When would be the best timeframe(s) to engage and involve the various internal and external stakeholder groups? |

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>