



Research indicates that a lack of community engagement in stormwater funding and management is a key barrier to successful adoption of sustainable funding solutions in New England and elsewhere in the US. This workshop series is designed to build skills and support municipal staff in the use of well-established tools, techniques, and processes to develop community support for stormwater funding solutions in their towns, and does not endorse any particular financing solution.

The multi-session participatory workshop curriculum was developed by EPA with input from Consensus Building Institute, see: [participant workbook](#). The workshop has been hosted in several locations throughout New England, including most recently in Rhode Island using a 8-session virtual approach, similar to what is planned for NH.

[Learn more and register here](#)

**Building Community Support For Sustainable Stormwater Funding
Workshop Series Overview**

<p>Session one: Anchoring programs to stakeholder interests <i>Key Stormwater Application:</i> Stormwater funding proposals must be anchored to municipal needs—if not, they may fail. It takes skill, preparation, and effort to identify your town’s key stakeholders and discover their interests.</p>	
<p>Session 1A Topics</p> <ul style="list-style-type: none"> ● Participant and program Introductions ● <i>Guest speaker:</i> a municipal staff member describes how they successfully adopted a sustainable stormwater funding mechanism and what it took ● Municipal inventory of stormwater program needs and costs 	<p>Session 1B Topics</p> <ul style="list-style-type: none"> ● Negotiation skills for quality stakeholder engagement ● Stakeholder mapping exercise
<p>Fieldwork: Complete a stakeholder map with colleagues and brainstorm interview questions. <i>Purpose:</i> Map your stakeholder landscape.</p>	
<p>Timing: October 18 and 20, 2022 (1 - 3:30) 10/18 will be virtual, 10/20 session will be in person at Great Bay NERR, 91 Depot Road, Greenland, NH</p>	

Session two: Discovering and understanding stakeholder interests

Key Stormwater Application: Key stakeholder interviews will help you to uncover stakeholder interests that inform stormwater funding proposal development—you must ask the right people the right questions in the right way, and then LISTEN and LEARN.

Session 2A Topics

- Review stakeholder maps
- Crafting a great stakeholder interview
- Active listening

Session 2B Topics

- Active listening exercise
- Separating interests from positions
- Refining interview questions and protocol

Fieldwork: Interview several key stakeholders in your municipality.

Purpose: Build relationships and determine key stakeholders' interests.

Timing: November 8 and 10, 2022 (1 - 3:30, virtual)

Session Three: Making sense of what you learn from stakeholders

Key Stormwater Application: Content analysis will help you understand what you have heard in interviews so you can apply this information to your design of a stormwater funding proposal.

Session 3A Topics

- *Guest speaker*
- Identifying key interests and themes from interviews - content analysis principles

Session 3B Topics

- Exercise to identify themes from interviews
- Making sense of feedback and connecting it to municipal stormwater programs

Fieldwork: Prepare to present on key themes from interviews and what they mean for your stormwater program.

Purpose: Synthesize what you have learned, translate your key stakeholders' interests into next steps, communicate progress, and develop messaging.

Timing: January 10 and 12, 2023 (1 - 3:30, virtual)

Session Four: Public outreach program design and key messaging

Key Stormwater Application: To take the next steps in your community, you will need to develop and effectively communicate a locally-compelling approach and messaging based on information from key stakeholders. Designing an acceptable stormwater funding proposal also requires implementing a tailored, community-wide outreach campaign.

Session 4A Topics

- *Guest speaker*
- Presentations from each participating municipality about what they learned through their interviews

Session 4B Topics

- Tools for broad public engagement planning - using the stakeholder map, public participation spectrum, sample public engagement plans
- Exercise using a public engagement plan template
- Workshop debrief

Timing: February 7 and 9, 2023 (1 - 3:30)

2/7 will be virtual, 2/9 session will be in person at Great Bay NERR, 91 Depot Road, Greenland, NH