

IDENTIFYING & ENGAGING STAKEHOLDERS

INTRODUCTION:

The stakeholders for each planning process consist of those who see themselves as having an interest or stake in the decision. As a result, stakeholders will vary among projects and decisions.



When Envision Utah is asked to facilitate a community process, they typically engage in the following steps to help identify stakeholders, and encourage their involvement.

1. Prior to the official start of the process, information is provided to jurisdictions of the anticipated process to seek feedback from local officials.
2. Good faith commitments to participate in the planning process are sought from interested individuals and organizations.
3. A steering committee is created representing public officials from local jurisdictions, development professionals, conservationists, media, and community leaders, among others. The steering committee will be witnesses to the process – ensuring that all steps are done in a transparent manner based on sound public input. They will also help ensure that the process represents local values, tests ideas that have some pragmatic grounding, and is communicated in a way that makes sense to residents.

CATEGORIES OF STAKEHOLDER MEMBERS:

It's more important to get the right people than to "fill in the blanks." This list should just inspire thinking.

Municipality

- Mayor and council members
- Planning commission and staff
- Economic development
- Engineers
- Housing and Neighborhood Development
- Public Works
- Transportation
- Community councils

Mobility/Circulation

- Department of Transportation
- Metropolitan Planning Organizations
- Public Transportation
- Transit Agencies
- Bike/Pedestrian Advocates

Urban Design/Land Use

- American Planning Association
- AIA (American Institute of Architects)
- ASLA (American Society of Landscape Architects)

- ULI (Urban Land Institute)
- Congress of New Urbanism
- Planning Professionals

Economy/Development and Finance

- Economic Development
- 'Buy Local First' groups
- Landowners
- Chambers of Commerce
- Business Owners
- Community Reinvestment Act officers
- Financiers
- Realtors
- Developers

Housing

- Housing Coalitions
- Fair Housing Groups
- Renters Associations
- Homebuilders
- Residents of Housing Project

CAPACITY BUILDING SCENARIO PLANNING

Public Sectors

- Congressional Liaisons
- Federal Departments and Agencies (FHWA, EPA, DOT, HUD, etc.)
- State Departments, Boards and Agencies
- State Legislators
- Tourism
- Health Department

Community Groups/Non-Profits

- Environmental Groups and Organizations
- Metropolitan Planning Organizations
- Media
- Historic Preservation Groups

- Public and Private Schools
- Colleges and Universities
- Youth Groups
- Senior Citizen Groups
- Policy Makers
- Community Leaders
- Residents of a particular geographic area
- Racial or Ethnic Groups,
- Socioeconomic Groups
- People affected directly or indirectly from potential decisions or plans
- Community Advocates and Activists
- Special Interest Organizations
- Local Foundations

QUESTIONS THAT MAY HELP IDENTIFY STAKEHOLDERS:

1. Who might be affected?
2. Who are the representatives of those likely affected?
3. Who are the voiceless?
4. Who is responsible for what is intended?
5. Who will be actively opposed?
6. Who can contribute resources or funding?
7. Who would have to change their behavior or practices if this decision were made?

STAKEHOLDER COMMITTEE:

Purpose

- Ensures an open, transparent process
- Provides varied perspectives
- Guides a 'political,' not 'unpolitical' process
- Uses their positions to help publicize the process and community workshops
- Engages leaders behind the scenes
- Provides credibility and support to the process
- Reviews workshop materials, key messages, etc.
- Helps identify local values, concerns, and issue identification
- Lays the foundation for implementation

Membership

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TECHNICAL ADVISORY COMMITTEE:

- May have one or several tech committees to advise on various issues
- The group might help validate scenarios, data, etc.—a sounding board and resource to make sure materials are technically strong, locally relevant, and use the best data available

LINKS FOR IDENTIFYING & ENGAGING STAKEHOLDERS:



"Identifying and Analyzing Stakeholders and Their Interests" (The Community Toolbox)