

Traffic Safety Action-shop

Worksheet #2: Identifying and Communicating with Stakeholders

Stakeholders consist of any individuals or groups who may be impacted by the problem or have a role in creating the solution... or both! It's important to understand who they are, what their interest or values are related to your traffic safety issue, and their potential role in a solution. Use this worksheet to collect ideas about the stakeholders who might help you solve your problem.

Stakeholders: Brainstorm individuals, groups, or organizations with a stake in your issue, or who may already be working on your issue. (<i>e.g. Commissioners, neighborhood associations, PTAs, neighbors, existing advocacy groups, City Bureaus, businesses, etc</i>)	Stakeholder's Role Are they an ally or potential partner? Do they have influence or power over the desired outcome? What is their level of awareness of the issue?	Modes and Methods How will you reach out to the stakeholder? Consider stakeholders may require multiple touch points throughout your process. <i>See ideas on the back of this page.</i>	Message What can you say to the stakeholder that appeals to their values/interests? What will create an incentive for them to participate? (profit, public perception, employee/customer safety, etc.)

Tools and methods to conduct outreach and education to various stakeholders.	
In-Person: <i>What groups, stakeholders, influencers can you meet with in person to share your issue and understand level of support and other considerations?</i>	Examples: 1:1 meetings; networking, presentations, group meetings
On Paper: <i>How can you get the word out and share information about your issue?</i>	Examples: emails: newsletters; flyers; A-frames; posters
Media: <i>How can you use the media to create awareness, educate, and elevate your issue?</i>	Examples: Media event; Media “press release”; editorial/Op-ed in local paper; radio, facebook advertisements
Social Media: <i>Images often speak louder than words. Social media is a great (and typically, free) way to share images, videos, and information, that can reach a large audience..</i>	Examples: website, facebook, twitter, youtube