Stakeholder Involvement: The Public, Agencies & Interest Groups

Topics

- Perspective
- Importance & learning objectives
- Who are the stakeholders, & what do they want?
- Principles of public involvement
- Types of stakeholder involvement
- Plan for mock stakeholder involvement in the class project
Key Messages

- Identify stakeholders using a variety of methods.
- Engage the public, agencies & interest groups in the project.
- Promote meaningful participation.
- Apply a variety of participation methods.
- Use effective communication methods.
- Use information from stakeholders throughout the CSS process.
- Develop a stakeholder “feedback loop” for decision making.
Importance of Stakeholder Involvement

- Provides information about community values (helps define the Context).
- Promotes compatibility between the transportation project & the human & natural environments.
- Identifies conflicts early when the design is easiest to modify.

What are other benefits of stakeholder involvement, especially regarding the team project?

Who are Typical Stakeholders?

- **Public**
  - Facility users
  - Owners of properties abutting facility
  - Local and regional residents

- **Interest Groups**
  - Community groups
  - Business Operators
  - Advocacy & special interest groups

- **Agencies**
  - Elected & Appointed officials – Local & Regional
  - Federal & State Agencies
  - Metropolitan & Regional Planning Organizations
  - Environmental Regulatory Agencies

Who are the stakeholders in the team project?
How do you identify stakeholders & encourage participation?

- The public & special interest groups
  - Announcements at public meetings, community events, religious services, etc.
  - Posters in local businesses & gathering places
  - Flyers at schools, public centers & parking places
  - Community media ~ newspapers, public access TV, & special service announcements

- Agencies (the review process)
  
  What should be done for the team project?

What do stakeholders want?
(Top 4 objectives for highway projects)

- Engineers
  - Low cost (life cycle)
  - Safety
  - Efficient use of resources
  - Low maintenance

- The Public
  - Safety
  - Harmony with the environment
  - Cost (life cycle)
  - Low disruption

What do the stakeholders want in the team project?
Principles of Stakeholder Involvement

- Openly exchange information & ideas
- Include stakeholders (the public, interest groups, agencies) & the multidisciplinary project team
- Communicate early & continuously
- Establish mutual respect & trust
- Build consensus for decisions

Types of Stakeholder Involvement

- Public hearings
- Workshops
- Focus groups
- Charettes
- Partnering with groups
- Information centers
- Informal meetings with small groups
- Newsletter, email, web site
- Community events ~ fairs, festivals, block parties
- Questionnaires, surveys
- Personal contacts
- Presentations to community groups

What is planned for the team project?
Plan for Mock Stakeholder Involvement in the Team Project

- Stakeholders & roles?
- Type of involvement
  - Workshop/Charette
- Information to present?
- Methods?
- Ground rules?
- Outcomes desired?

Questions / Comments?