1.1 Identify Stakeholders

Purpose

Identify who should participate in the project so that the plan is well supported and leads to an actionable outcome. The stakeholders should represent a variety of voices from those that may be impacted by the project, can help fund or implement the project, or have the authority to make decisions about the project area.

The worksheet identifies three types of project participants: the project team, which leads the project; an advisory group comprised of key stakeholders who will actively participate in the project; and other targeted stakeholders, including interest groups, and leadership and decision makers who need to know about decisions in real time.

Ideally, the project team should work through this worksheet as a group, using the suggested departments and agencies as a starting point. It would be helpful in this exercise to establish guidelines or criteria for identifying participants. Some recommended criteria include:

- ✓ The stakeholder owns an asset that the city cares about
- ✓ The stakeholder has the authority to regulate, make policy, or make decisions about an asset or asset class
- ✓ The stakeholder will be affected by the assessment or potential strategies
- ✓ The stakeholder has the potential to either politically help or hinder the process of assessing hazards and implementing strategies
- ✓ The stakeholder has specialized expertise that will help the city with technical questions
- ✓ The stakeholder may be able to provide funding or otherwise assist in implementing strategies
- ✓ The stakeholder represents typically underrepresented community members
- ✓ The stakeholder may be able to make critical connections to other relevant topic areas and/or projects that the project team may not be aware of

Approach

Before kicking off the project, the project lead should work through this worksheet in conjunction with their manager, or another city authority who will be overseeing or approving the project. The worksheet can be used to establish the internal project team first, then by the full project team once convened.

Outcome

1. An initial, comprehensive list of key project participants. This list is adaptable and may change over the course of the project as more information is gathered but should represent the best understanding of who will be affected by, or have opinions about, the project.
2. An understanding of potential roadblocks or allies within the community who can either slow down or enhance the assessment and/or the implementation of resilience strategies.
3. An initial exercise to bring the project team together and begin working as a team.

1.1 Identify Stakeholders

Agency or Entity	Contact	Reason for including stakeholder
Project Team		
Comprehensive planning		
Land use		
Transportation		
Public works		
Local emergency planning/ management		
Geographic information systems		
Advisory Group		
Local Agencies		
Building code enforcement		
Fire departments/districts		
Floodplain administration		
Parks and recreation		
Public information office		
Natural and cultural resources		
Stormwater management		
Transportation (roads/bridges)		
Finance		
Economic development		
Housing		
Health and social services		
Solid waste management		
Other local agencies that may have a stake in resilience		

1.1 Identify Stakeholders

Agency or Entity	Contact	Reason for including stakeholder
Special Districts and Authorities		
Utility districts		
Parks districts		
Public and private schools		
Public and private hospitals		
Non-Governmental Organizations		
Community-based organizations		
Private sector businesses, economic development entities, or business groups		
Private utilities		
Public-private partnerships or collaborative		
Faith-based organizations		
County, State and Federal Partners		
State office of emergency services		
State energy agency		
State office of housing and community development		
State planning office		
State water agencies		
Federal emergency management agency		

1.1 Identify Stakeholders

Agency or Entity	Contact	Reason for including stakeholder
Leadership and Decision Makers		
City council/board of commissioners		
City and/or County planning commission		
Other local, regional, or state elected officials		
Interest Groups		
Environmental groups		
Social justice groups		
Neighborhood groups		
CERT teams		
Cultural groups		

Adapted from FEMA Worksheet 2.1, Mitigation Planning Team Worksheet

1.2 Stakeholder Mapping

Purpose

Use this exercise with the project team to map out the relative interest and influence of the project's primary stake-holders. This exercise is designed to help understand the level of engagement and outreach that will be needed for each stakeholder and to determine stakeholder's desired or needed participation level. Further this exercise may identify groups that initially are not interested in the project but have high influence or will be heavily impacted by the project. These disconnected stakeholders will require a higher level of engagement and more resources to ensure they become interested enough to participate. This category may apply to disadvantaged communities or high level stakeholders.

Approach

After completing the worksheet 1.1 Identify Stakeholders, map those stakeholders' interests (or potential level of impact) and influence levels. This will help to develop targeted and effective strategies for each audience. Update during the process as more information becomes available. (Use additional sheets as needed)

Outcome

This exercise will result in a better understanding of the needs for various audiences and help to develop engagement strategies targeted to the particular needs of each stakeholder or stakeholder group.

1.2 Stakeholder Mapping

High Influence/Impact, Low Interest:
Keep Satisfied, Targeted Engagement

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High Influence/Impact, High Interest:
Manage Closely, Engage Deeply

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Low Influence/Low Impact, Low Interest:
Monitor and Share Information

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Low Influence/Low Impact, High Interest:
Keep Informed, Consult

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