

Engaging Stakeholders

Objective: Brainstorm and list potential stakeholders, identify each stakeholder's primary qualities, and identify engagement ideas.

Activity Instructions:

1) Brainstorm your stakeholders and their qualities.

- a) Identify stakeholders and list their qualities in each quadrant of the Activity Worksheet Stakeholder Brainstorm Template. Think about individuals or groups that could influence, support, or be affected by your Action Plan. Consider their:
 - **Stakeholder Name/Title:** Who is this stakeholder, and what is their official role or position?
 - **Role:** What part does this stakeholder play in your community or in implementing transportation safety initiatives?
 - **Interest in Your Action Plan:** Why would this stakeholder care about or support your Action Plan? What outcomes or priorities align with their goals?
 - **Needs:** What does this stakeholder need from the Action Plan process to stay engaged or contribute effectively (e.g., clear communication, resources, data, decision-making authority)?
 - **Concerns:** What concerns or barriers might this stakeholder have that could impact their support or involvement (e.g., budget constraints, public perception, competing priorities)?
 - **Engagement Ideas:** Based on their qualities, what are some effective ways to engage this stakeholder in the Action Plan (e.g., one-on-one meetings, workshops, advisory roles, site visits, storytelling-based outreach)?

2) Record any next steps or actions you can take after this activity.

Activity Worksheet: Stakeholder Brainstorm Template

My Stakeholders	
Stakeholder #1: _____ • Role: • Interests: • Needs: • Concerns: • Engagement Ideas:	Stakeholder #2: _____ • Role: • Interests: • Needs: • Concerns: • Engagement Ideas:
Stakeholder #3: _____ • Role: • Interests: • Needs: • Concerns: • Engagement Ideas:	Stakeholder #4: _____ • Role: • Interests: • Needs: • Concerns: • Engagement Ideas:

1) Record any next steps or actions you can take after this activity.

Stakeholder #1:

Stakeholder #2:

Stakeholder #3:

Stakeholder #4: