

Worksheet 1: Stakeholder Identification

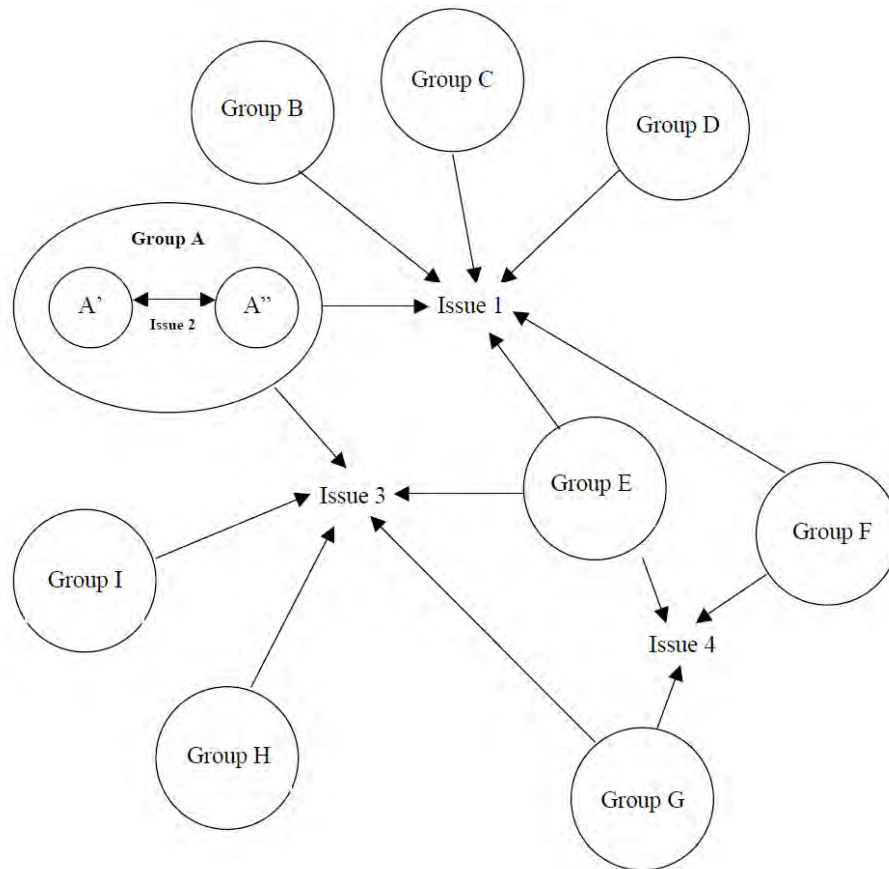
Use this worksheet and the accompanying exercise to identify stakeholders to include in the planning process.

- Instructions:
- 1) Identify the broad topic or specific issues to be addressed by planning.
 - 2) Identify types of stakeholders potentially interested in or affected by the issue.
 - 3) Identify specific individuals or groups that should be involved.

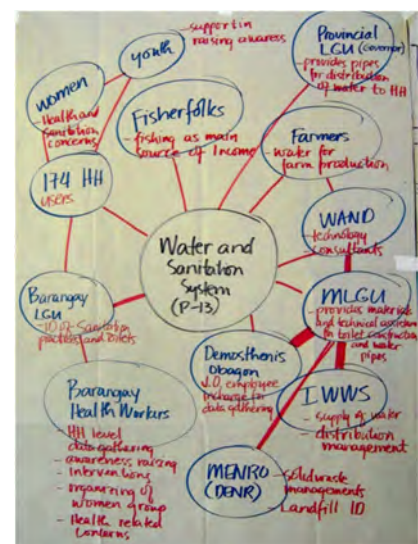
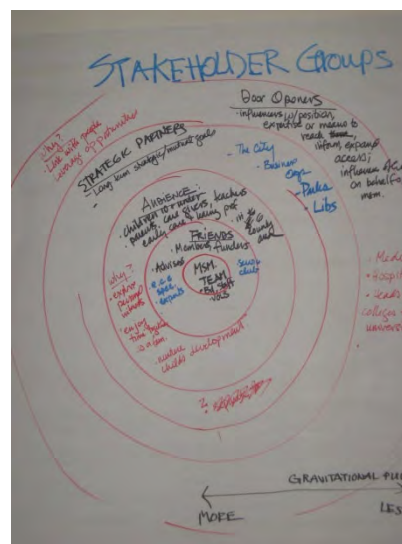
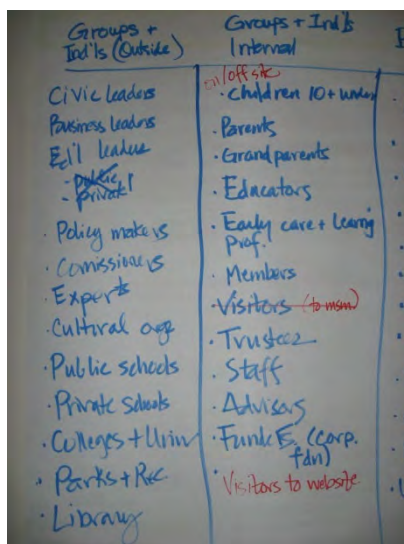
Identify Potential Stakeholders	Identify Potential Issues				
	<i>Example</i> Transportation	Economic Development	Housing	Agriculture	Natural Resources
<p><i>Example</i></p> <p>Local Government</p> <ul style="list-style-type: none"> ▪ Elected officials ▪ Local departments ▪ Regional government ▪ State government ▪ Federal government ▪ Quasi-public agencies 	<p>Public works</p> <p>Highway dept</p> <p>Planning dept</p> <p>RPC / Metro planning org</p> <p>DOT</p>	<p>Community development</p> <p>Econ dev corporation</p> <p>Chamber of commerce</p> <p>WEDC</p>	<p>Housing authority</p> <p>WHEDA</p> <p>HUD</p>	<p>Land and water conservation</p> <p>Extension</p> <p>DATCP</p>	<p>Parks and recreation</p> <p>Land and water conservation</p> <p>DNR</p>
<p>Community Members</p> <ul style="list-style-type: none"> ▪ Age ▪ Gender ▪ Race/ethnicity ▪ Income/employment ▪ Housing status ▪ Familial status ▪ Geographic location ▪ Political view ▪ Opinion leaders 					
<p>Organizations</p> <ul style="list-style-type: none"> ▪ Civic ▪ Cultural ▪ Religious ▪ Business ▪ Geographic ▪ Special Interest 					
<p>Private Sector</p> <ul style="list-style-type: none"> ▪ Health ▪ Education ▪ Business ▪ Retail/services ▪ Manufacturing ▪ Construction ▪ Agriculture ▪ Forestry ▪ Other 					

Exercise 1: Stakeholder Relationship Mapping

Use the following space or a large sheet of paper to identify stakeholders and their relationships to local planning issues and/or each other. If desired, make notes directly on the paper or use different symbols or lines to identify important relationships (i.e. common interests, influence, etc.). This type of exercise is useful for identifying stakeholders, brainstorming potential issues, and uncovering hidden relationships.



Examples:



Graphic from Bryson, 2004 and Bryant, 2003. Photos 1 and 2 from Stakeholder Analysis, Museum Notes Blog, February 7, 2011. Photo 3 from Stakeholder Interests, Sustainable Sanitation and Water Management, 2010.