Collaboration: How to Get People to the Table and Broaden Your Stakeholder Groups
Goals for Session

➢ Identify opportunities and initiatives that will improve the outreach to stakeholders and the public in your community

➢ State the 5 I’s of stakeholder involvement

➢ Complete a scenario exercise on how to broaden your stakeholder group.

➢ Determine how you will use what you learned
Advantages of Collaboration

➢ Shared responsibility
➢ Strength in numbers
➢ Networking opportunities
➢ Distribution network
➢ Publicity
➢ New ideas and resources
The Five I’s of Stakeholder Involvement

➢ Identify stakeholders
➢ Invite them to participate
➢ Inform them of the issue
➢ Involve them in the process
➢ Improve the process
Identify Stakeholders

Examples

• Law enforcement
• Public health
• Highway safety
• State and local DOT
• Emergency response
• Boards of Education
• Advocacy/community
• Tribal leaders

Ideas

• Scan the landscape
• Individuals with safety jobs
• Key community leaders
• Non-traditional partners
• Personal interest
Invite Stakeholders

➢ Face-to-face meetings
➢ Email invitation
➢ Follow up phone call

➢ Strategies
  ▪ Provide information on your purpose
  ▪ Make it personal
  ▪ Demonstrate what is in it for them
  ▪ Identify responsibilities up front
Inform Stakeholders

➢ Keep group size manageable
➢ Select meeting date and time in advance
➢ Send out agenda and materials early
➢ Give people ownership
➢ Make meetings interesting and informative
➢ Use newsletters, web sites
➢ Identify resource and information needs
➢ Celebrate victories
Involve Stakeholders

➢ Develop interactive structure
➢ Provide opportunities for feedback and input
➢ Identify spokespersons
Improve the Process

➢ Take what is learned and apply in your community
  ▪ Prioritization
  ▪ Resource use
  ▪ Stakeholder participation
  ▪ Outreach approach
  ▪ Approaches to fatality and serious injury reduction
Scenario #1

- County engineer
- Road diet project
- Help from stakeholders

Obstacles
- Opposition from influential people
- Meetings dominated by a few speakers
- Lack of access to data and information
Scenario #2

➢ Develop local (county) road safety plan
➢ Need input and feedback from stakeholders

➢ Obstacles
  ▪ Key individuals are stretched thin
  ▪ State DOT District not too supportive
  Do not know how to access data
Scenario Exercise

➢ Identify stakeholders
➢ Explain your recruitment process
➢ Develop meeting agenda
➢ How you will keep them informed
➢ Provide examples of active involvement
➢ Determine how to overcome obstacles
➢ Identify group leadership
What did you learn?

What are some lessons learned?
How can this workshop help you reduce traffic related fatalities and serious injuries in your community?