

2<sup>ND</sup>  
NATIONAL SUMMIT  
ROAD



ON RURAL  
SAFETY  
bridging THE gap

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



National  
Center  
for  
Rural  
Road  
Safety

[ruralsafetycenter.org](http://ruralsafetycenter.org)

# 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





## 2<sup>ND</sup> NATIONAL SUMMIT ROAD SAFETY ON RURAL SAFETY

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?

