Stakeholder / Audience Analysis (1)

Goals

- Understand what audiences to engage
  - When to engage them
  - How to engage them
- Understand how engagement intersects across plans / divisions and the Regional Development Guide
Stakeholder / Audience Analysis (2)

What this analysis does

- Defines the people/organizations affected by our work, who have influence or power over it, or have an interest in its successful or unsuccessful conclusion.
- Prioritizes those people/organizations according to the outcomes you hope to achieve and the value we wish to create in the world.
- Categorizes audiences that are crosscutting and those that are specific to a division or program area.
Brainstorm / categorization
# Categories / Subcategories

<table>
<thead>
<tr>
<th>Transportation system users</th>
<th>TPP users for planning</th>
<th>TPP users for project implementation or project delivery</th>
<th>TPP influencers / advice givers</th>
<th>TPP users for funding applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>TPP content providers</td>
<td>Advocacy organizations</td>
<td>Corridor coalitions</td>
<td>Cultural advocacy organizations</td>
<td>Social service providers</td>
</tr>
<tr>
<td>Indirectly engaged advocates</td>
<td>Engaged advocates</td>
<td>Need to be engaged advocates</td>
<td>Academic</td>
<td>Internal audiences</td>
</tr>
<tr>
<td>Transportation Advisory Board</td>
<td>State Agencies</td>
<td>Transportation Management Organizations</td>
<td>MnDOT</td>
<td>Transit riders</td>
</tr>
</tbody>
</table>

**Transportation Advisory Board**
- MnDOT
- Transit riders
Power vs. Interest / Influence (1)

SUBJECTS
who have significant influence/interest and little power

CROWD
who have little influence/interest and not much power

PLAYERS
who have significant influence/interest and substantial power

CONTEXT SETTERS
who have substantial power but little direct influence/interest

Involve – keep informed
Collaborate – manage closely
Inform – monitor
Consult – Keep satisfied
Power vs. Interest / Influence (2)
Thank You

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