



# Stakeholder Analysis

2050 Transportation Policy Plan



December 2022

[metro council.org](https://metro council.org)



# Stakeholder / Audience Analysis <sup>(1)</sup>



## 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)

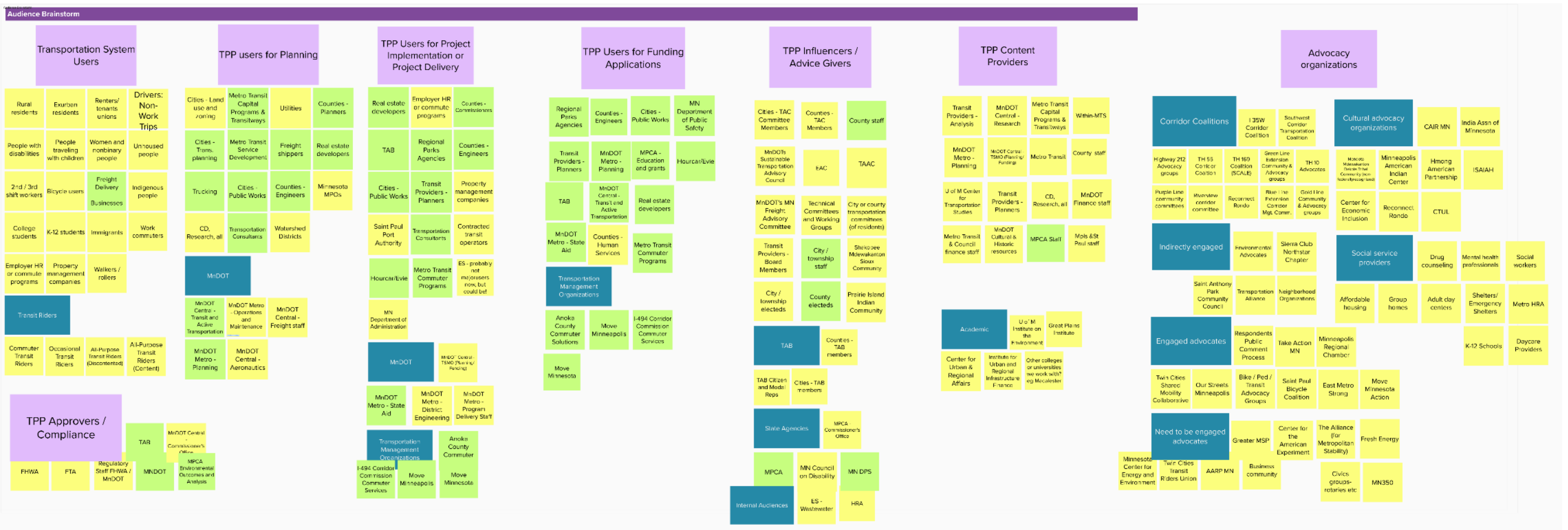


## What this analysis does

- 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.



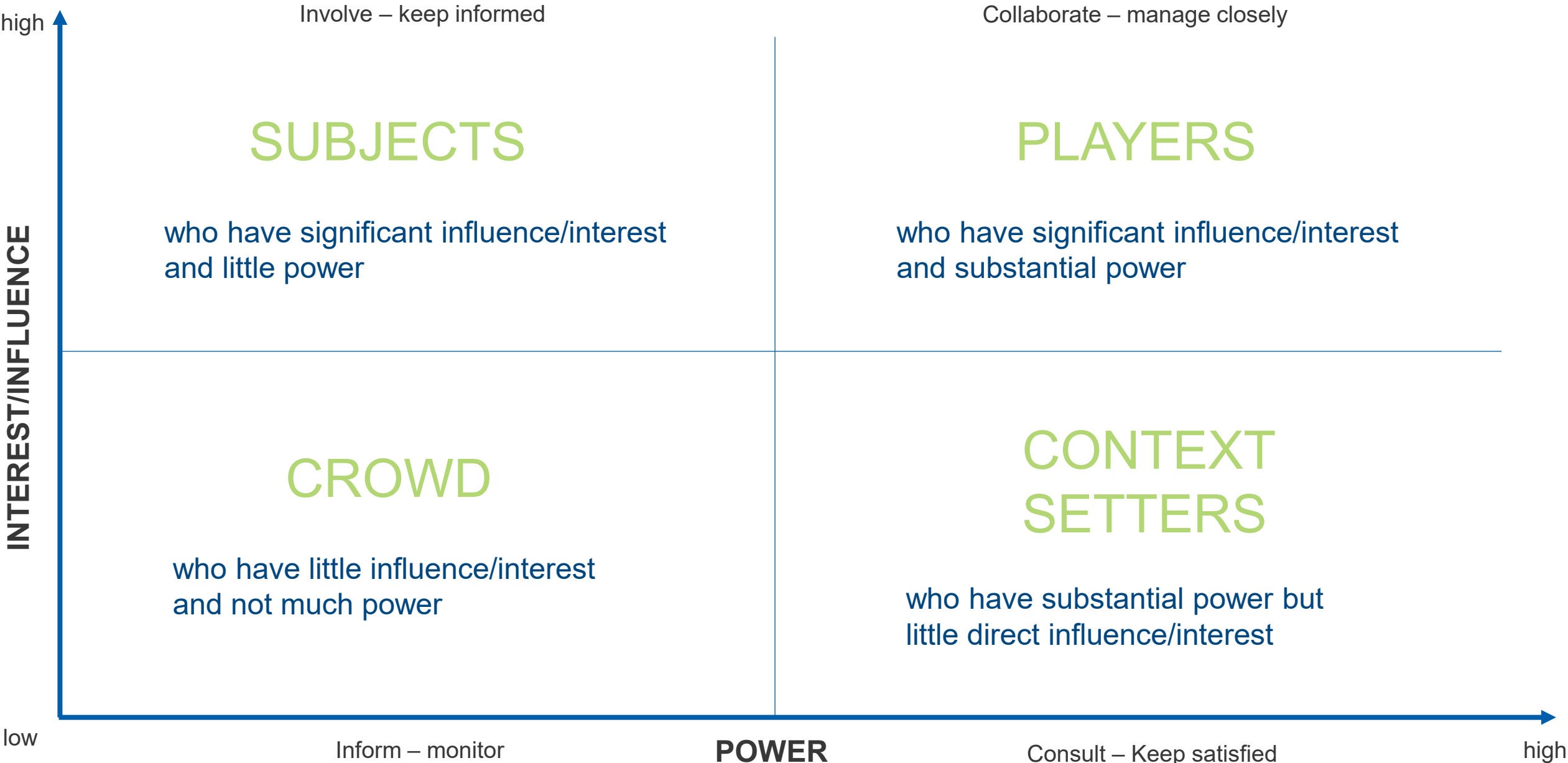
# Brainstorm / categorization



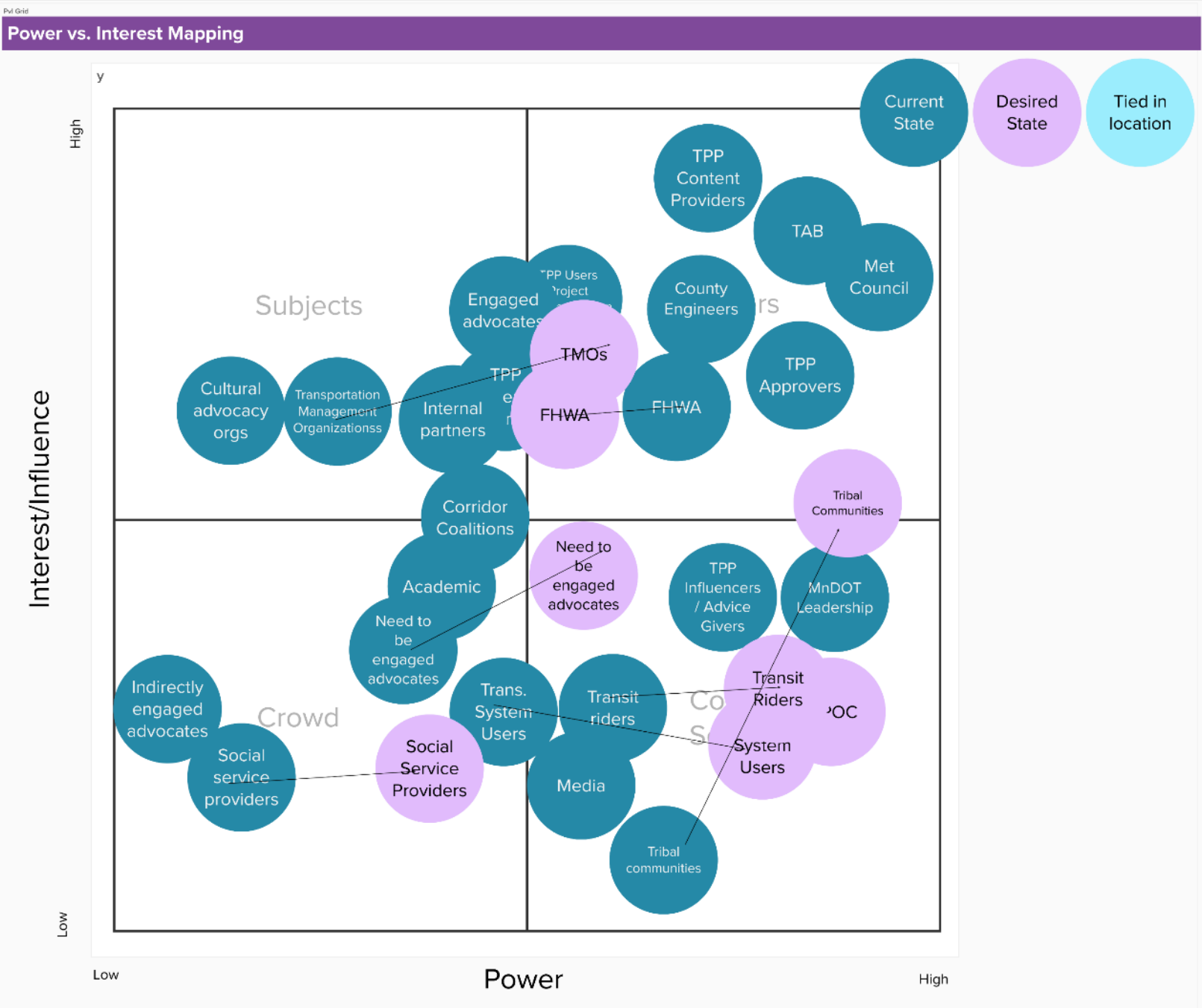
# Categories / Subcategories

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

# Power vs. Interest / Influence (1)



# Power vs. Interest / Influence (2)







Thank you

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