

Stakeholder Analysis

2050 Transportation Policy Plan



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)

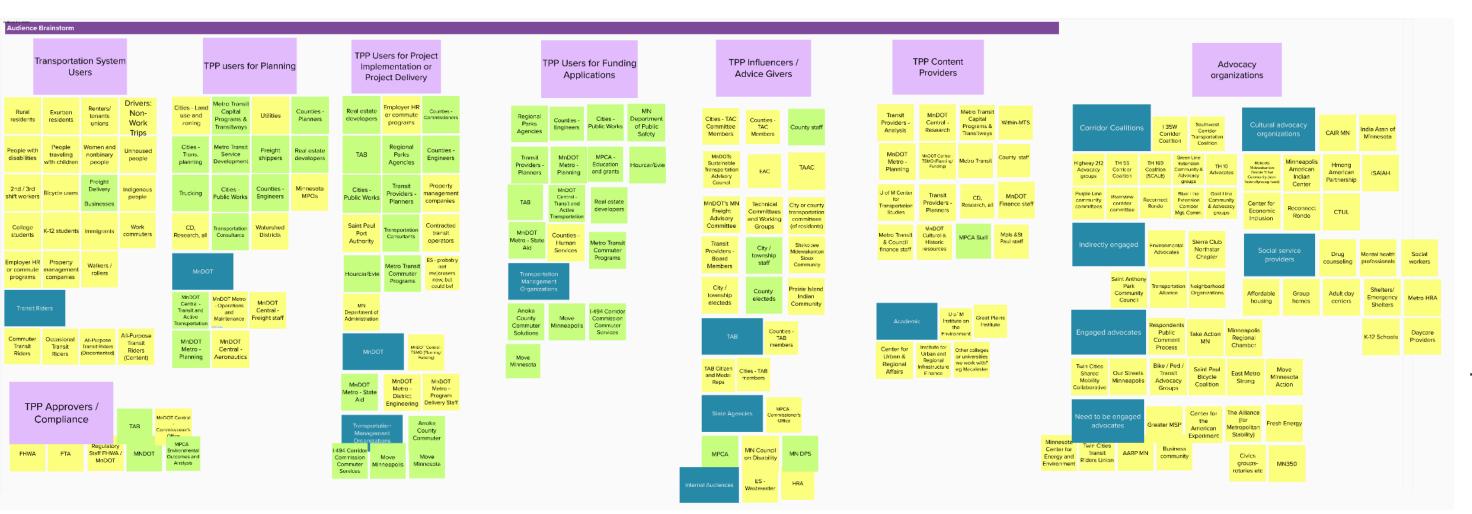


What this analysis does

- 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.

Metropolitan Council

Brainstorm / categorization



Metropolitan Council

Categories / Subcategories

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

Metropolitan Council

Power vs. Interest / Influence (1)

high 1

Involve – keep informed

Collaborate – manage closely

SUBJECTS

who have significant influence/interest and little power

PLAYERS

who have significant influence/interest and substantial power

CROWD

who have little influence/interest and not much power

CONTEXT SETTERS

who have substantial power but little direct influence/interest

low

INTEREST/INFLUENCE

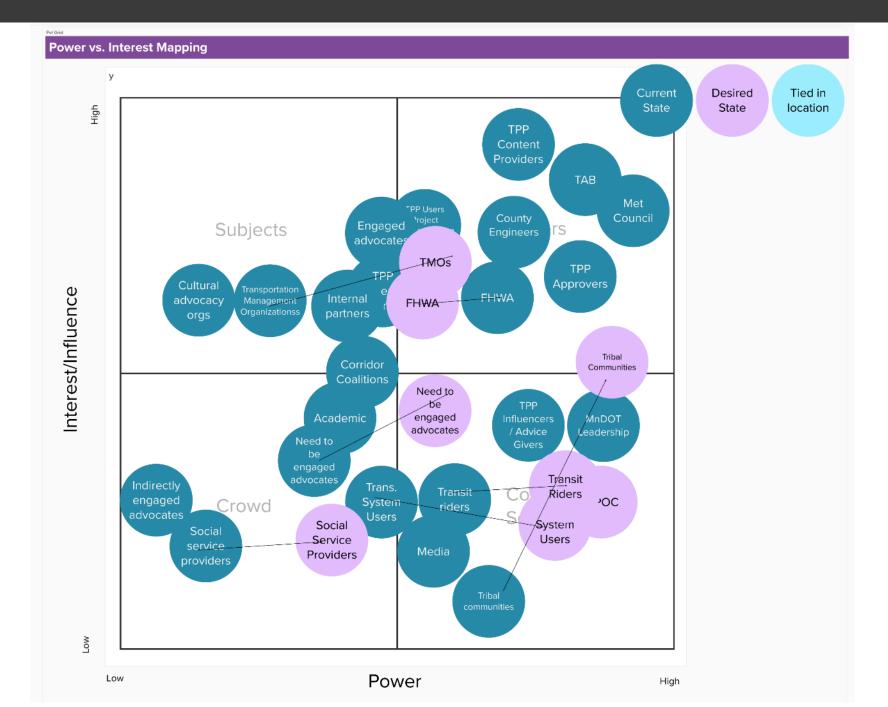
Inform – monitor

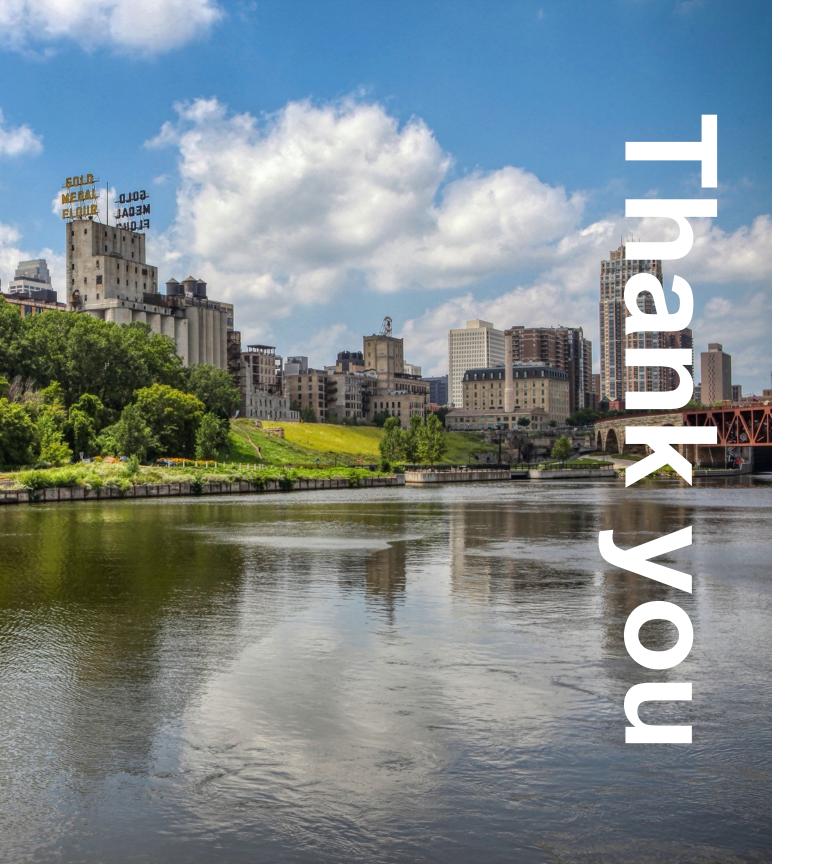
POWER

Consult - Keep satisfied

high

Power vs. Interest / Influence (2)





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