

# Stakeholder Action Plan

## Issues Raised by Stakeholders

## Improvement Strategies

## September 2017 Update

## New Strategies

### Communication

\*Stakeholders' perceived ability to inform the decision makers



- General communication should be improved
- Communication has not been consistent
- Stakeholders specifically want to understand how their time and input has impacted the project

- Send an update "postcard" once a month highlighting how input from stakeholders is being used
- Create a decision making flow chart and send out with update
- Invite stakeholders to the colloquium
- Use a section of PFPNH website to clearly document and outline the decision making progression and "story"
- Increase Social Media presence to engage stakeholders
- Invite participation in blog

- The decision flow chart has worked well in terms of illustrating the process and increasing comprehension
- Social media engagement is ongoing
- There have not been further PFPNH blog posts yet- a fall project round-up planned
- Northern New England Chapter of the American Planning Association (NNECAPA) presentation
- Website is launching late September

- Improve marketing materials
- Website updating
- Send out an end of project update highlighting that 4 of final 7 measures came directly from stakeholders and how their concerns about gap areas are being addressed
- Create focus groups with topic specific stakeholders

### Understanding

\*Measures the flow of information from Workgroup to stakeholders



- There is a lack of clear and timely communication
- Stakeholders expressed a desire to have a stronger understanding of the decision making process

- Send update e-mails and offer one-on-one phone calls to hear project updates
- Create and share a clear outline or diagram of what decisions have been made and how they were made (e.g. Transit feedback and how it changed the measure)

- While we have not sent an email update each month, there has been an event or informational e-mail sent out in each subsequent month
- Some of the graphics and diagrams we made for resources for the end of project colloquium did a lot to clarify the process to stakeholders

- Create better graphics and infographics describing who we are and what we do
- Website updating
- NNECAPA presentation: record and market
- Send out an end of project update explaining the role of stakeholders' feedback in the decision-making process

### Commitment

\*Represents the stakeholders' "buy-in" and loyalty to the process



\*These are PlanWorks' definitions of these topic areas

- A lack of consistency in stakeholder involvement and engagement
- Stakeholders have no access to or communication with other parties involved in this project and therefore a lack of networking opportunities
- Absence of clarity as to the role of stakeholders in this round of engagement

- April 27th, 2017 Stakeholder Roundtable
- Create a clear diagram of stakeholder role and the relationship to the workgroup
- End of project Colloquium

- We held three public events which clearly increased engagement with stakeholders. Walking them through the process that was undertaken by the group was useful for stakeholders
- These public events invited stakeholders to network with each other
- The final stakeholder assessment went largely ignored

- Consider an oversight committee to monitor integration of performance measures in our regions & coordinate with Metropolitan Planning Organizations stakeholders' concerns and advice
- Acknowledge stakeholder contributions on the website
- Create an online survey that educates people and gauges understanding of stakeholders and wider regional audience