

Stakeholder Engagement

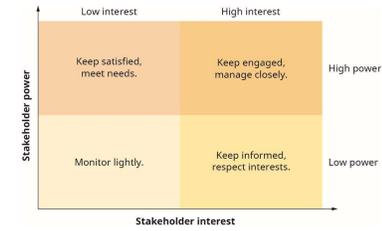
- Public Involvement
- Public Support
- Permitting

Eric Trum, DEQ Watershed Protection




Project Stakeholders

- What interests do they have in the outcome of the project?
- What is their likely reaction to the project?
- What is the best way to engage and communicate with them?
- What is their primary motivation?
- What information do they need from you and how?
- What is likely to make them support the project?
- Who else do they know that might be influenced by them?



Public Engagement Spectrum

INFORM Help public understand problem and solutions	CONSULT Obtain public feedback on existing ideas	INVOLVE Public gives non-binding, influential advice	SOURCE Reporting, designing, executing gov't services	COLLABORATE Partner with the public on all influential choices	EMPOWER Stakeholders own the decisions
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Community Creative options

Increase in... Participant satisfaction

Commitment to action

Available information

Collaborative behaviour

Interaction among stakeholders

Remix of info from IAP2, and Pat Donner, USA EPA and Susanna Haas Lyons' practice (Engagingly)

"Coming together is a beginning; keeping together is progress; working together is success."
— Henry Ford

- What is your stakeholder engagement plan?
- What level of engagement is necessary for success?
- What is the value of engagement – short-term and long-term?
- How do you convey that engagement in an application?
- Stage of engagement reflects stage of the project
