

# Managing Diverse Stakeholders

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# Introductions

- **Rickie Clark, public involvement**
  - Central and district offices
  - 20+ years at INDOT
- **Erin Pipkin, vice president, Borshoff**
  - Project 421, New US 31 Hamilton County, I-69 Ohio River Crossing
- **Sean Porter, principal project manager**
  - I-69 sections 2 and 3, SR 46 over Eel River, south split projects 1 and 2



# Agenda

- **How to identify stakeholders**
- **Public involvement plans**
- **Tools for managing stakeholders**
- **Questions**



# Risks of mismanaging stakeholders

## Misinformed stakeholders



**Social media buzz**



**Anti-project groups**



**Negative media attention**



**Questions**



**CHAOS!**



# Identifying stakeholders

- **What motivates them?**
- **What do they fear?**
- **What has impacted them in the past?**
- **Build plan around most impactful strategies**



# Types of stakeholders



- **Property owners**
- **Residents**
- **Motorists**
- **Elected officials**
- **Businesses**
- **Civic and community leaders**
- **Media**

# Benefits of public involvement

- **Builds trust for the agency**
  - Increases credibility
- **Communicates facts about project**
  - Highlights the project's benefits
  - Avoids rumors or false information
- **Expands reach beyond local community**
- **Identifies key milestones**



# Public involvement investment



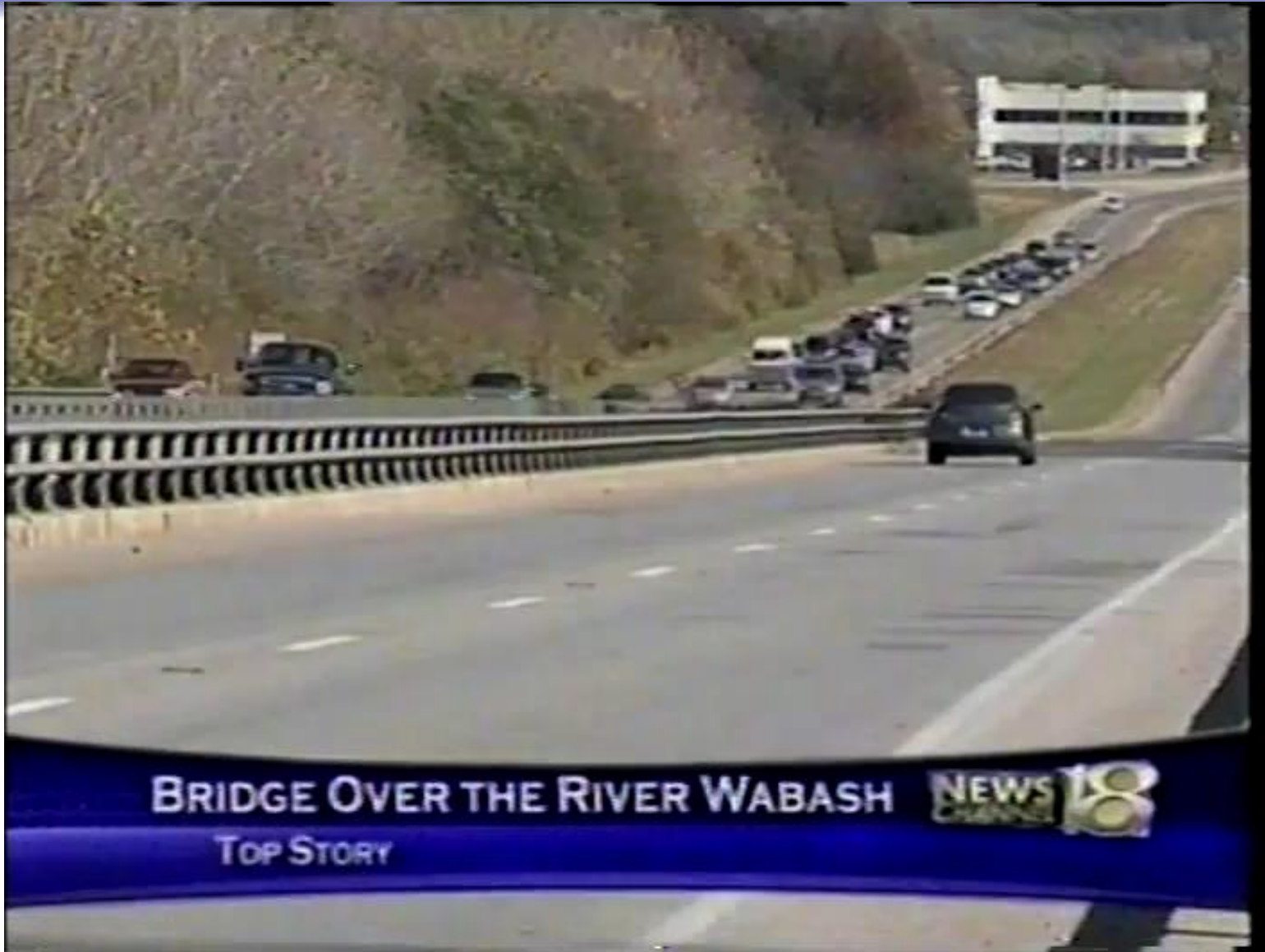


# Public involvement plans

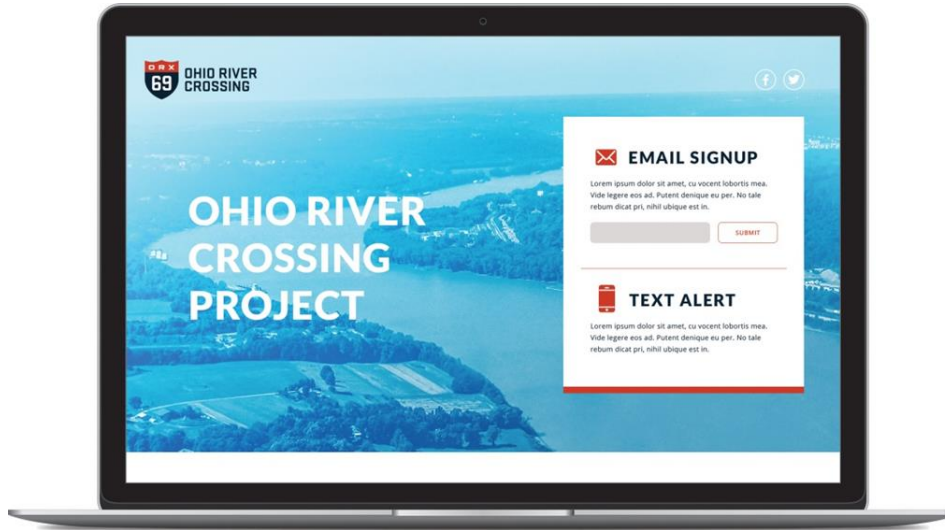
- **Reach key audiences to educate and inform them of a project**
- **Maintain regular, clear contact with stakeholders**
- **Meet stakeholders where they are**
- **Help avoid pitfalls and prepare for questions**
- **Teach and motivate local leaders**



# US 52 over Wabash River



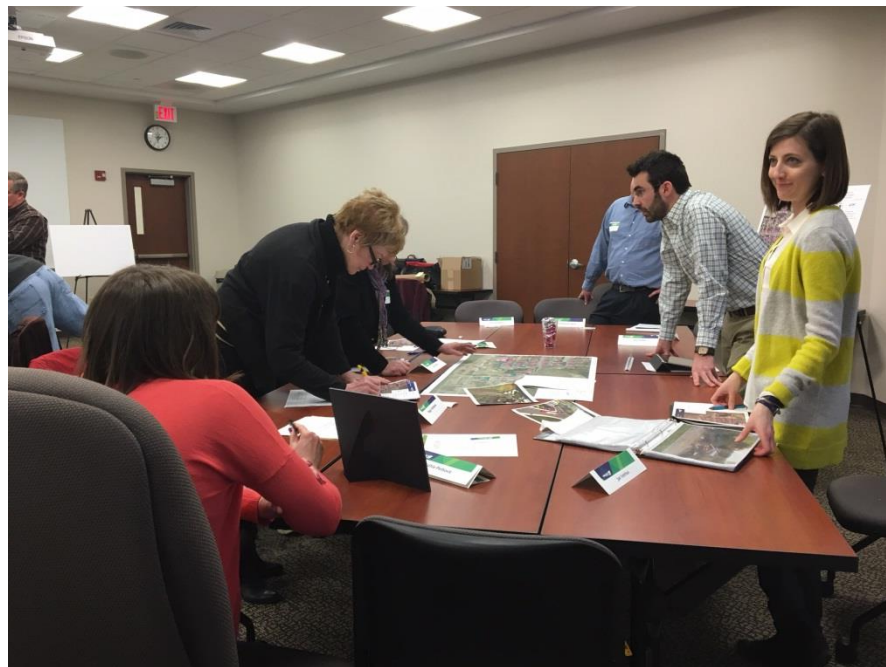
# Tools for reaching stakeholders



- **Websites**
- **Social media and videos**
- **Public information offices**

# Tools for reaching stakeholders

- **Briefings for elected officials**
- **Community advisory committees**
- **Grassroots outreach and small group presentations**
- **Public meetings**



# Targeted key messages

- **Identify one single primary message**
- **Identify key drivers in decision making**
- **Plan for tough questions**



# Elected officials

- **Brief elected officials first**
- **Consider their feedback before meeting with the public**
- **Identify what aspects of your project can and will likely change**



# Community advisory committees



- **When to form a committee**
- **How they can impact a project**
- **How many meetings you should have**

# Small group presentations

- **Identify one or two spokespersons**
- **Present to small groups**
- **Participate in community events**
- **Post materials in public spaces**





# Public meetings/open houses



- **Select a time that works for your stakeholders**
- **Publicize it**



- **Location is everything**
  - ADA compliance
- **Know your role**

# Public meetings/open houses

- **Spread the word**
- **Give them some eye candy**
- **Plan for the naysayers and questioners**
- **Designate one person to speak with reporters**
- **Accommodate those who cannot attend**



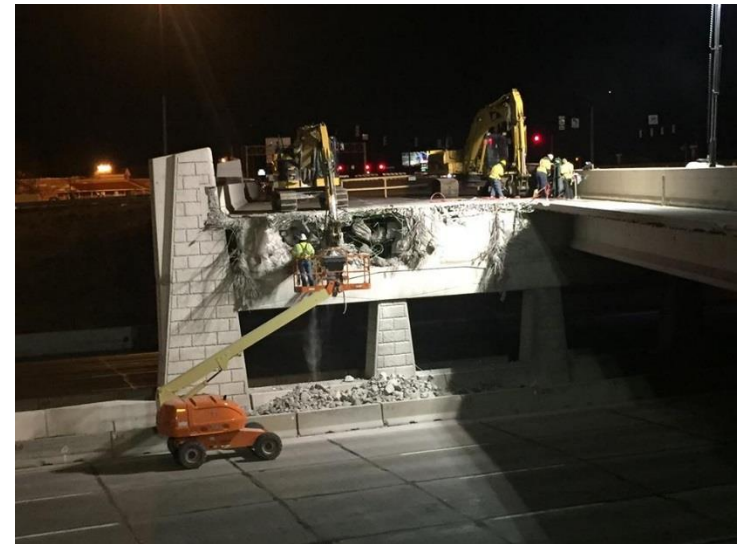
# How digital impacts outreach

- **Provides 24-access to information**
- **How social media and citizen journalists impact public projects**
- **Demand regular, clear updates**
- **Helps anticipate pain points**
  - Provide forum for all sides of an issue



# How digital impacts outreach

- **Rockville Road over I-465**
  - More than 1,500 stories
  - Thousands of shares and reactions



# Social media channels

- Facebook, Twitter, Instagram, LinkedIn, etc.
- Video is very effective
- Opportunity for live chats



# Questions

