

# Stakeholder Identification Matrix

**WHAT IT IS:** The Stakeholder Identification Matrix lists possible redevelopment and project stakeholders and can be used to 1) identify those individuals and organizations whose engagement might bring the most value to your project or 2) to stimulate ideas regarding additional stakeholders who may not be in the matrix, but who you may want to involve.

**WHO CAN USE IT:** Anyone managing a community based project or redevelopment i.e. planners, municipal leaders, community groups, nonprofit organizations, or economic development professionals.

**WHEN TO USE IT:** A stakeholder may be particularly important to identify and engage with during one or more phases of a project or stage of redevelopment and less so during other phases or stages. Additionally, stakeholders can be engaged in a variety of ways i.e. by “official” inclusion on an advisory board that meets regularly for the entire duration of the project, by periodically getting a stakeholder’s input from time to time over coffee or via telephone conversation or by soliciting input at a public meeting.

**HOW TO USE IT:** Review the list of stakeholders when considering projects, policies and initiatives to determine whom you might engage. This matrix is not exhaustive and includes stakeholder types that may have different titles in your locality; however, this stakeholder collection may help you determine the right stakeholders.

Who makes sense as a stakeholder may vary depending on which phase your project is in i.e. conceptual, planning or implementation. Stakeholder engagement is a fluid, ongoing process and it is important to reevaluate your stakeholders as your project progresses. You may need to engage less or more stakeholders or different stakeholders in different ways during various phases of your project. Additionally, *not* including a particular stakeholder when it may make sense to do so can have negative consequences such as the inability to obtain buy in for your project.

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*A Stakeholder ... is any individual or organization who has an interest in your project, can be affected by project decisions and/or who can have influence over your project’s planning, approval, funding or implementation.*

## Guidance Tip

*As you review the list, you might consider why that person or entity might like to be engaged and/or consulted by looking at 1) how engagement benefits that stakeholder and 2) how the project, policy or initiative (or the entity putting it forth) would benefit from engaging that stakeholder. Understanding drivers for different stakeholders and decision makers can create an opportunity for stakeholders and practitioners to achieve multiple objectives.*

## Background:

Communities throughout the Midwest are dealing with vacant properties and environmental stressors which limit investment in the community, degrade environmental and economic health and reduce quality of life for residents. Often communities most impacted lack the resources to effectively address these challenges. For example, when project or redevelopment efforts do occur, a community's lack of planning or engagement resources may make it difficult to identify and bring key stakeholders "to the table". This can lead to your project missing out on valuable input and resources that can help to manage challenges, take advantage of opportunities and ultimately make your project as successful as possible.

The Stakeholder Identification Matrix can help you to have the most effective blend of affected, interested or influential parties at the redevelopment or project table and at the most appropriate times. This will help to ensure that your community is best leveraging existing expertise, and funding, regulatory, advocacy and outreach resources needed for your project to successfully address community needs within time and cost limitations.

## Details of the Stakeholder Identification Matrix:

- Stakeholders are broadly organized into the major categories of:
  - *Local Community* - Organizations and individuals that reside in the neighborhood or whose interest area is primarily local;
  - *Professional Services* – Organizations that provide for a fee a service that may be useful for your project;
  - *Government (Local, County/Regional/State/Federal)* – A governing system or group of people; and
  - *Funders* – Individuals and organizations whose primary purpose or mission is to provide funding for redevelopment and other community projects.
  
- The potential Value Add for engagement of each stakeholder is indicated by an "X" in the appropriate Value Add column. Value Adds displayed in the matrix are:
  - *Expertise/Knowledge;*
  - *Funding;*
  - *Regulatory;*
  - *Advocacy; and*
  - *Outreach and Networking*

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*While examples may exist of a stakeholder providing value in all five categories, only those categories that are most characteristic for a given stakeholder are checked in the matrix. Additionally, volunteer or in-kind services may be available from each stakeholder in the matrix. This opportunity should be vetted on a case by case basis.*

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