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

Matching your outreach to your time and dollar investment

EXPENSE

TIME

Paid Advertising
Website
Media Relations
Small Group Presentations
Single Point of Contact
Public Meetings
Social Media
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
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