APPENDIX B

AUDIENCE IDENTIFICATION EXERCISE

This appendix contains instructions and worksheets for:

- Brainstorming potential planning outcomes, impacts and benefits
- Identifying potential stakeholders
- Identifying outreach approaches and key messages for identified stakeholders.

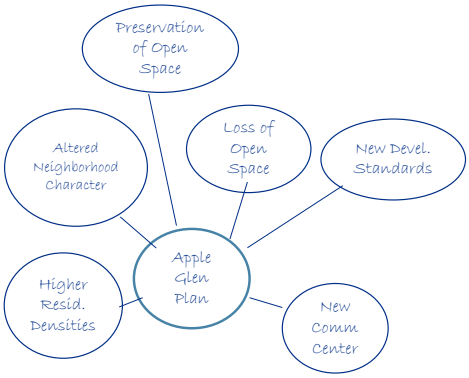
For a 15 minute video guide to this exercise, click here.

STEP 1 – THE IMPACT WHEEL

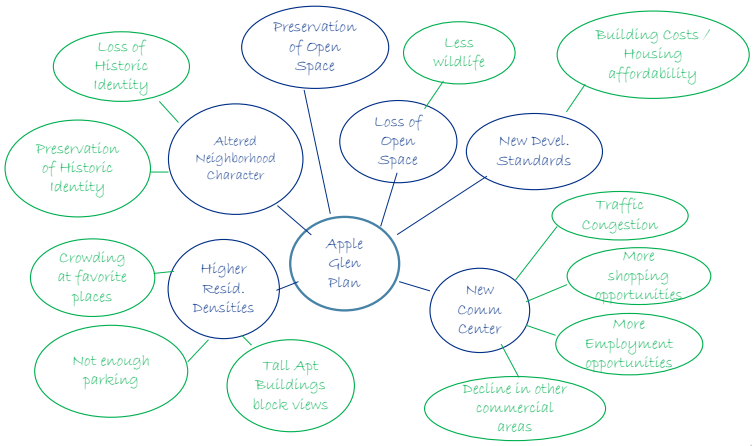
You will need:

- A large piece of paper
- Markers

Write the name of your planning study in a circle at the center of your paper.

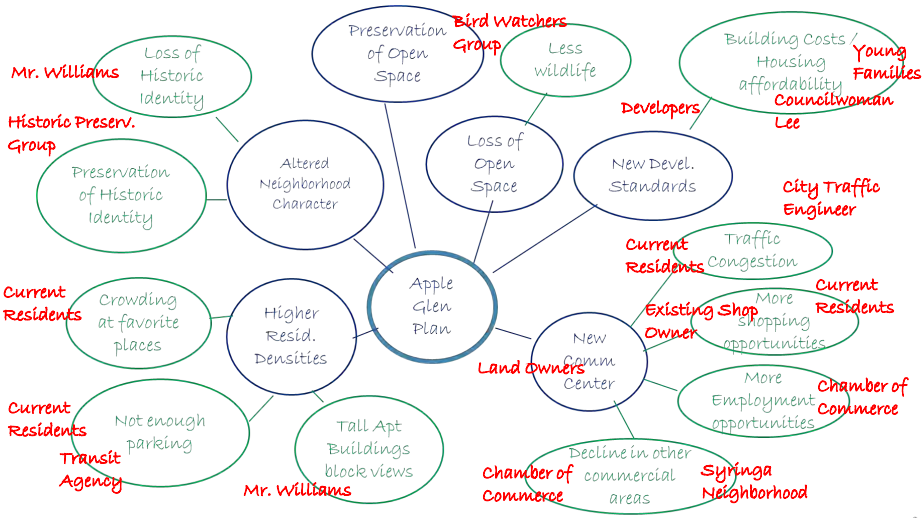


Brainstorm potential outcomes from the Plan.



Then brainstorm potential impacts or benefits related to those outcomes.

STEP 1 –IMPACT WHEEL, CONTINUED



Next to each potential outcome, impact or benefit, write the name of individuals or groups who may care about them.

Step 2: Stakeholder Grid

For each person or group that you identified on your impact wheel in step 1, write their name in the box below that best reflects their level of support or opposition and interest for potential planning outcomes. **Note that public involvement strategies are needed for all four quadrants!**

Anticipated Level of Support: Opposed → Supportive

A: Somewhat Supportive (Supportive but Low interest) ***Goal for this group: Maintain Support***	***B: Actively Supportive (Supportive and Interested)*** ***Goal for this group: Mobilize Support***
C: Somewhat Opposed (Opposed but Low Interest) ***Goal for this group: Ensure they do not become active opponents***	***D: Actively Opposed (Opposed and Interested)*** ***Goal for this group: Build consent/lessen potential opposition***

Low → High

Anticipated Level of Interest

DLCD

plangineering

STEP 3 - STAKEHOLDER ASSESSMENTS

Print out the following worksheets, and fill them out for the stakeholders listed on your stakeholder grid. There is one form for each quadrant of the grid:

- Somewhat Supportive
- Strongly Supportive
- Somewhat Opposed
- Strongly Opposed

"Somewhat Supportive" Stakeholders

"Somewhat supportive" people may generally support the plan's purpose and potential outcomes, but may not be motivated to participate in the planning process. We will need to make sure they have access to plan information and are aware of opportunities to provide input and feedback.

1. What are the likely interests or "stake" of people in this group? What potential issues or benefits will they care about?

2. What initial key messages could be used in reaching out to people who are "somewhat supportive"?

3. What are the best ways to get the word out to people in the "somewhat supportive" group? Are there key individuals or organizations that could help distribute information?

4. What other ideas could be helpful for interacting with this group?

"Strongly Supportive" Stakeholders

"Strongly supportive" people may support plan's purpose and potential outcomes, and are likely to be motivated to participate in the planning process. We will need to provide opportunities for them to become educated about important planning concepts and the plan development process, and to provide input and feedback as the plan unfolds.

1. What are the likely interests or "stake" of people in this group? What potential issues or benefits will they care about?

2. What initial key messages could be used in reaching out to people who are "strongly supportive"?

3. What are the best ways to notify people in the "strongly supportive" group of the planning process and input opportunities? Are there key individuals or organizations that could help distribute information?

4. What strategies could we use to collect input/feedback and engage "strongly supportive"people in the planning process?

"Somewhat Opposed" Stakeholders

"Somewhat opposed" people may be opposed to the plan's purpose or potential outcomes, but not necessarily to the point that they are motivated to participate in the planning process. For this group we will need assertive strategies to make sure they are provided with plan information and notified of opportunities to provide input and feedback. We will need to make an extra effort to encourage them to engage in the process.

1. What are the likely interests or "stake" of people in this group? What potential issues or benefits will they care about?

2. What initial key messages could be used in reaching out to people who are "somewhat opposed"?

3. What are the best ways to notify people in the "somewhat opposed" group of the planning process and input opportunities? Are there key individuals or organizations that could help distribute information?

4. What strategies could we use to collect input/feedback and engage "somewhat opposed"people in the planning process?

"Strongly Opposed" Stakeholders

"Strongly opposed" people may feel that potential planning outcomes could be personally detrimental, or could negatively affect something that they deeply value. We will need face-to-face interaction opportunities to build trust and respect between this group and the planning team, so that an open, constructive dialogue is possible.

1. What are the likely interests or "stake" of people in this group? What potential issues or benefits will they care about?

2. What initial key messages could be used in reaching out to people who are "strongly opposed"?

3. What are the best ways to notify people in the "strongly opposed" group of the planning process and input opportunities? Are there key individuals or organizations that could help distribute information?

4. What strategies could we use to build informed consent with "somewhat opposed"people during the planning process?