Creating Your Stakeholder Engagement Matrix

Community issues like abandoned and dilapidated property are best solved with input from all the stakeholder groups in your community. To effectively address the issues surrounding abandoned and dilapidated structures, you will need to identify all potential stakeholder groups and find ways to get them involved. This activity will help you identify those stakeholders, understand how they can be involved, and find ways for them to contribute to the community solution.

Task 1:

Identify each community group or member potentially impacted by abandoned and dilapidated properties. Consider groups you might not traditionally associate with this issue. What social groups are you part of? Are there groups surrounding hobbies like gardening in your town? Why should these groups care about BAD buildings? Why should they be engaged?

List all stakeholder groups and the reason they should be engaged in the Stakeholder Engagement Matrix on the reverse page.

Task 2:

Remember: community support and engagement are critical to the success of your efforts. A strategic approach to engaging impacted individuals and groups about an issue can facilitate maximum short-term stakeholder interest and long-term stakeholder involvement.

Consider all the stakeholder groups you have identified. In the third column of your matrix, add a strategy for recruiting and encouraging their involvement. How can they be reached? What will help galvanize their support?

Task 3:

Getting stakeholders engaged and involved in your efforts means more than getting them to attend meetings. Once you have recruited them, how can they best contribute to the community's success?

What skills or resources do they bring to the table that can be employed for the benefit of the community? How can they have a positive impact on the issues surrounding BAD buildings in your community? List these in the last column.

Stakeholder Engagement Matrix

Who needs to be engaged?	Why should they be engaged?	How can you get them engaged?	What action steps can they take?	Who will contact identified stakeholders?

Who are the Stakeholders?

An effective local effort includes all stakeholders throughout each step of the process to eliminate blight in a community. The groups listed below are examples of organizations or community members who are typically impacted by the existence of blight and abandoned/dilapidated buildings – and who might provide relevant resources and support.

- Neighbors
- Local business owners
- Elected officials
- Code enforcement department
- Police department
- Fire department and volunteer fire fighters
- Board of education
- Youth groups including youth rehabilitation programs
- Hospital administrators
- College or university faculty and staff
- Non-profit organizations
- Housing authorities
- Faith institutions and leaders
- Family resource networks or social services
- Historic Preservation organizations
- Arts councils
- Local realtors
- Local banks
- Economic development authorities
- Utility department
- Solid Waste Authority