

Use the guiding questions below to start your stakeholder outreach brainstorming.

## Ten Helpful Questions to Guide Stakeholder Outreach for Street Projects:

- 1 What is the demographic and business profile of the adjacent community?** Consider the different types of residents, workers, business owners, and service providers that would be directly experiencing any potential street changes on a daily basis.
- 2 Are there already existing community, land-use, transportation, public space, infill, or other types of town projects going on near your planned location?** If so, communicate with stakeholders in those projects as well, and if projects align, attempt to leverage resources amongst your projects.
- 3 Who already manages or serves the space?** Consult with local police, fire, and parks and recreation departments to understand how they might protect or serve the space, and also determine if there are existing district or public space management organizations or owners of privately-owned public spaces.
- 4 Who are the entities and professionals you may be working with for implementation?** This could include a wide range of experts: local or state department of transportation officials, civic or transportation engineers, city/town/community/land-use planners, public works departments, social service organizations, Metropolitan Planning Organizations, and sometimes even local manufacturers to produce future additions to amenities or furniture.
- 5 Who is interested in having things change (and who might be opposed)?** Consider working with organizations serving people with disabilities, Bike/Walk organizations, and other advocacy groups. Get to know the opposing opinions in your community, too.
- 6 Are there participants willing to contribute their own talents, skills, funds, or resources?** Think about including artists or arts councils to provide creative input, students and faculty from local schools and universities to contribute research and on-the-ground time, journalists or bloggers to get the word out, and hospitals or public health professionals to support measurements of health benefits.
- 7 What formal and informal community networks exist?** Uncover the potential of engaging local neighborhood associations, youth groups, recreational groups, “friends of” groups or clubs, immigrant groups, faith-based organizations, etc.
- 8 Who are the network connectors who are trusted by others to provide sound counsel, useful information, and help link people to each other?** Invite Main Street leaders, BID leaders, community group directors, elected officials and their staff into your engagement and project efforts.
- 9 Are there any existing funds that could be used to make improvements or to program the space?** Research potential funders, local foundations, your town’s chamber of commerce, and tourism boards to see who might be willing to support your work.
- 10 Are there existing organizations and potential champions for this space that could provide long-term management and oversight?** As the initial stages of a project come to an end, you will need champions to ensure the place is well-loved over time. Look into community groups or organizations with aligned missions, nearby community centers or libraries that could help program the space, or well-suited city departments and task forces.