

Mapping community stakeholders

Inclusive, welcoming relationships between governments and their communities can foster innovation and encourage a sense of shared ownership of community projects.

Because open data and information provide a platform for communities and governments to come together and discuss social issues in concrete terms, governments can hugely benefit from being well-versed in community engagement for open data.

Governments looking to meaningfully engage residents should not underestimate the value of dedicating time and energy to understand how different community members participate in governance processes. Governments can look to the communities that center around access to information and open data to begin mapping their community of engaged residents see who is missing from the table.

Stakeholder mapping is a process of understanding the key stakeholders relating to a project. The process involves identifying all individuals who have an interest in the project outcome, in our case, those interested in better access to information and government transparency.

In the private industry, market segmentation is a fundamental tool for building strong engagement and marketing efforts. Open data and community engagement efforts for the public sphere are similar. Once government staff identify their project stakeholders, they can begin to categorize and tailor their outreach to different types of stakeholders' needs and interest. Often the very first step is simply mapping who is out there.

In our work across cities in the U.S., these are the most common open data stakeholder types we've seen appear:

- Business owners/tech entrepreneurs
- Local data intermediaries (people warehousing data)
- Data journalists, local media
- People doing tech and data trainings
- Researchers
- Advocates
- Educators/teachers/professors
- Community organizers
- Civic hackers (volunteers)
- General public

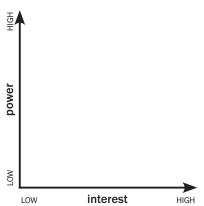
Every city is different, so don't limit yourself to thinking about the groups of people on this list. Use the process below to do your own stakeholder mapping:

Step 1: Identify stakeholders

Thinking through the groups of people listed above, brainstorm a list of key stakeholders, both existing and potential future parties with an interest in data projects.

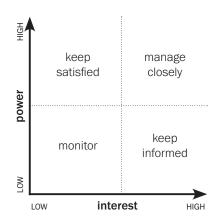
Step 2: Analyze and map

For each stakeholder, think about how much *interest* and *power* they have. Use your answers to these questions to place them on a grid where one axis represents level of interest and the other represents amount of power.



Step 3: Synthesize findings

Using your completed stakeholder map, think about the different strategies needed to engage different types of stakeholders. We recommend these ones:



Try it yourself! Fill in the map below with your community stakeholders. Use it to think about the different engagement strategies needed for different stakeholders.

