

Toward Zero Deaths

Self-Assessment Tool for Stakeholder Involvement

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Access the tool here:

→ <http://mathi032-tzdassessment.cts-dev.software.umn.edu/assessment-01/> ←

Features of the tool

- Self-assessment: Helps agencies wanting to understand and improve their collaboration with other organizations for TZD
- Developmental approach: What would progress look like?
- Resource orientation: *How* could we improve our work? What are some tools and examples for improvement?

6 dimensions

1. Quality of stakeholder partnerships
2. Engagement strategy
3. Agency capacity for engagement
4. Level of engagement
5. Shared metrics
6. Benefits of engagement

Self-Assessment Tool for Stakeholder Involvement

	Increasing strength of commitment and outcomes → → →				
	A.	B.	C.	D.	E.
1. Quality of stakeholder partnerships	Does your agency know who your stakeholders are?	Have you identified gaps and set priorities for strengthening relationships with stakeholders?	Does your agency know the key stakeholders' priorities, capacities, and desires for partnership on TZD?	Is there mutual trust and respect between your agency and key stakeholders?	Do your stakeholder relationships provide a net advantage to you and your partners?
2. Engagement strategy	Does your agency have a general plan for communication or outreach to stakeholders?	Does your agency have goals for engaging beyond basic communication with stakeholders?	Does your agency differentiate your engagement strategies to accomplish different goals (e.g. gathering information vs. building buy-in)?	Is your agency effectively mobilizing methods, resources, and activities to fulfill your different engagement goals?	Does your agency periodically assess your engagement activities and recalibrate to improve?
3. Agency capacity for engagement	Does your agency have dedicated staff or a consulting budget for communication and outreach?	Does your agency have resources (tools, staff, funding) for general TZD-oriented communication and outreach?	Does your agency have resources for targeted TZD-oriented communication & outreach with differentiated audiences and stakeholders?	Does your agency's staff have skills and resources for supporting collaboration as well as outreach?	Does your agency support skill-building or cross-training for TZD activities among stakeholders?
4. Level of engagement	Informing: Are your key stakeholders aware of your state goals and activities?	Participation: Do key stakeholders provide input to and influence TZD activities in the state?	Collaboration: Do key stakeholders help to implement TZD activities in the state?	Adaptive, shared management: Is your agency part of a well-coordinated TZD network of many active, committed actors in the state?	Inclusion: Do key stakeholders help set priorities, design and implement programs, and measure TZD activities in the state?
5. Shared metrics	Do your agency and key partners share and review crash event data?	Do your agency and key partners have shared metrics for setting and monitoring progress towards goals?	Do your agency and key partners use the data and metrics to identify problem areas and potential solutions?	Do your agency and key partners utilize the data to respond proactively, as well as reactively, to pursue progress on shared metrics?	Are your agency and key partners achieving progress on short- and long- term shared metrics?
6. Benefits of engagement	Burnout: Has your agency avoided a situation where communication or engagement efforts seem to cause more trouble than they are worth?	Resource-intensive: Do your agency's TZD engagement efforts generate at least as many resources as they consume?	Net benefit: Do your agency's TZD engagement efforts provide benefits to collective TZD efforts?	Collaborative advantage: Do your stakeholder relationships provide a net advantage to you and your partners?	Collective impact: Do your state's TZD engagement and collaboration efforts amplify and enhance your positive, collective impact to reduce deaths?

TZD Stakeholder Involvement Assessment Tool

- 1. Quality of stakeholder partnerships

Complete questions below.

A. Does your agency know who your stakeholders are?
 Yes No or unknown

More info

B. Have you identified gaps and set priorities for strengthening relationships with stakeholders?
 Yes No or unknown

More info

C. Does your agency know the key stakeholders' priorities, capacities, and desires for partnership on TZD?
 Yes No or unknown

More info

D. Is there mutual trust and respect between your agency and key stakeholders?
 Yes No or unknown

More info

E. Do your stakeholder relationships provide a net advantage to you and your partners?
 Yes No or unknown

More info

• 2. Engagement strategy

• 3. Agency capacity for engagement

• 4. Level of engagement

• 5. Shared metrics

• 6. Benefits of engagement

1. Quality of Stakeholder Partnerships

Increasing strength of commitment and outcomes → →

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Quality of stakeholder partnerships

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- B. Have you identified gaps and set priorities for strengthening relationships with stakeholders?
- C. Does your agency know the key stakeholders' priorities, capacities, and desires for partnership on TZD?
- D. Is there mutual trust and respect between your agency and key stakeholders?
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1. Quality of stakeholder partnerships

D. Is there mutual trust and respect between your agency and key stakeholders?

Why: Most public managers understand very well that trust is essential to strong partnerships, and probably have had the experience of finding it very challenging to work together when trust is weak or has been violated. Building or restoring trust takes a lot of effort and may seem mysterious or overwhelming, but there are some useful tools to guide your success.

How: You probably have a good sense already about whether there is mutual trust and respect between you and your partners. The “4C’s” are a useful shorthand for diagnosing where there are problems and working on trust.

[The 4C’s are a mnemonic device created by Kathy Quick as an elaboration of work done by [Kasperson and colleagues \(1992\)](#).]

Competence: Does your agency (or your partner) work on TZD goals with skill and professionalism?

Care (or Compassion): Do you and your partners actively demonstrate that you genuinely care about your constituents (for example, young people learning to drive, first responders, road users) and about your partnerships?

Consistency: Do you do what you say you will do? Do you generally act in accordance with your espoused goals and principles? When something goes awry, do you acknowledge the problem and learn from it?

Communication: Do you communicate frequently and proactively with each other about your activities, problems, and opportunities?

Thank you! Self-Assessment Tool for Stakeholder Involvement

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