



Engaging Your Stakeholders




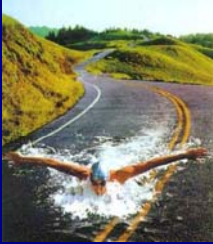
*Sallie O'Hara,
Byway Program Administrator
Friends of A1A*



A1A Scenic & Historic Coastal Byway

Road Map


- "The Hook"
- Principles
- Methods
- Management



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Principles


- Memorable Experiences
- Accessibility & Responsiveness
- Respect People / PDCA /
Focus on Customer / Manage by Fact



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Methods

- **Communicate** (verbal - written - tactile)
 - Redundancy (repeat in many ways)
 - Common Denominator (simplicity)
 - Paint a Picture (picture worth 1000 words)
- **Connect** (show up)
 - Relationship Management (individuals/ groups)
- **Convince**
 - Show Results (graphics)
 - Economic Impact (benefits - ROI)
- **Convert**




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Management

- **Accentuate the positive**
 - Stay transparent
 - Walk the middle of the road
 - Avoid divisiveness
 - Focus on the plan
 - Stay structured and check progress

- **Make it easy to participate**



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Performance Results

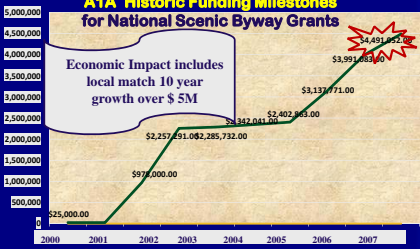
- **Data Do It**



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National Scenic Byway Grants

A1A Historic Funding Milestones for National Scenic Byway Grants



Year	Funding Amount
2000	\$250,000.00
2001	\$978,000.00
2002	\$2,257,000.00
2003	\$1,082,732.00
2004	\$2,187,041.00
2005	\$2,402,465.00
2006	\$8,137,711.00
2007	\$4,491,650.00

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Types of Stakeholders


- Invested community activists
- Community builders
- Business leaders
- Political leaders
- Eco-tourists
- Educators
- Researchers / scientists



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Roles for Volunteers

- Hospitality
- Advocacy
- Community Outreach
- Education






Aerial view of a road lined with red flowers and signs, likely a scenic byway.

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Best Practices

- Blackberry/Cell Phone
- Network for Good



A small airplane flying in the sky.

A woman talking on a mobile phone.

A group of people standing in a line.

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VISIT FLORIDA

- Video image development deliverables
- Target audiences - diversified

Environmental Education Fair

- Stewardship
- Target audiences - kids and adult regional residents

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