

OGAG Transparency and Understandability of Information Subgroup Data Stewardship Toolkit Project

Who are your stakeholders? (Oct. 26, 2017)

The understandability subgroup has been talking with DC government open data practitioners about their stakeholders and have compiled this list of types of stakeholders that are likely to be relevant to all data stewards. We hope that the list will help agencies better engage with a wider range of their stakeholders.

Common ground

From our research talking with representatives of DPMED and DOEE, we identified some stakeholders they have in common:

- Grantees
- Other agencies
- Journalists
- Communications team
- Business community

Full list

Consumers of agency services

- Consumers of your agency's services (i.e., program participants), without forgetting those with the least equitable access to the service
- Intermediaries (e.g., permit expeditors, community members who help consumers get access to government services)
- People and businesses that are identified in the dataset (i.e., listed by name)
- Community volunteers and community groups who are grant recipients for your agency's programs.

Communities

- Surrounding geographic community, i.e. people and businesses that live, work, or operate in the area the data is about, including their neighborhood organizations (such as DC Advisory Neighborhood Commissions, neighborhood organizations) and coalitions (such as business improvement districts).
- Surrounding economic community, such as private sector enterprises operating in an impacted market or that are subject to regulations by your agency, contractors looking for business opportunities, permit holders
- Civic activists, nonprofits/NGOs, and subject matter experts outside of your agency who advocate for or analyze relevant policy

- Anyone else with a problem that could be solved, or whose life or business would be impacted, by the application of data (inside or outside of govt) either directly or indirectly

Information professionals

- Infomediaries (journalists, etc) who will analyze or transform the data to convey a story to their constituency
- Records requestors using Freedom of Information laws
- Data wranglers who will download and analyze/use the dataset (academic researchers, infomediaries, concerned residents, civic hackers, entrepreneurs).
- Organizations that create the data standards that the data conforms to

Internal stakeholders

- Experts within your agency
- Your agency's public information office
- Other peer agencies with similar programs, that you exchange data with, that infrastructure is shared with, or that need help using your data
- Government entities who have oversight over your program, such as your bosses, the Mayor, the Council.
- Your data publishing partner (i.e. OCTO) and other agencies who manage your information technology resources.

External governmental stakeholders

- Neighboring jurisdictions (other cities, states) that have similar programs
- Federal agencies with similar programs or that your agency reports data to
- Organizations that fund your agency's work, such as federal government agencies, foundations, corporate partners, and taxpayers