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Balancing Community Concerns:
Planning for Social and Political Risk
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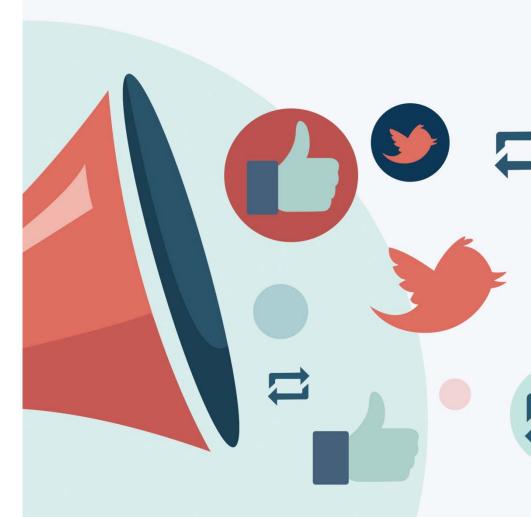
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HDR

PUBLIC ACTIVISM ON THE RISE

Public Demands

- Transparency
- Brevity
- Voice

…These can be deal breakers

SHIFTING COMMUNICATION TERRAIN

- Projects are complex

- Multiple stakeholders

- Demand for Involvement/collaboration/information

SOCIAL & POLITICAL INFLUENCE

- Social & political influence
- Leads to success or failure
  - Project
  - Entire industries

MANAGING RISK

- Go beyond what is required
- Understand context
- Transparency
- Proactive education
- Early, frequent, & accessible communication

ESTABLISHING PRACTICAL STRATEGIES

- Proactive
- Reactive

…Forward thinking risk management

SOCIAL & POLITICAL ANALYSIS - PROCESS

Proactive steps to help influence a successful outcome, as well as reactive tactics for issue escalation and crisis management.

PART 1 – DOES YOUR PROJECT QUALIFY?

- Controversial
- Work where you do not have jurisdiction, customers, or previous experience.
- Areas with unique populations, that are considered typically disenfranchised (tribal, immigrants, minority)
- Require legislative action, bond approval, or major funding campaigns
- Is your organization suffering from reputation issues/concerns?

PART 2 - GATHERING INSIGHT

- Social, political and regulatory climate
- Historical and cultural overview
- Past major development projects
- Key influencers and decision makers
- Socioeconomics

PART 3 – EARLY/ONGOING COMMUNICATIONS

- Early planning
- Accurate & accessible information
- Engage & inform stakeholders
- Identify champions

…Follow through with sincerity

CRISIS MANAGEMENT

- Develop a plan (ahead of time)
  - What resources are needed/available?
  - Anticipate possible scenarios
  - Media relations and training
- Mobilization
- Deploy response
  - Deliver high-volume communications through multiple channels
  - Maintain connectivity & transparency
  - Show empathy for those involved

THANK YOU