

## Stakeholder Analysis Matrix Template

Project Title: Ringgold Substance Abuse Transportation Service (RSATS)

Date: 11/10/19

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<b>Stakeholder</b>	<b>Characteristics</b>	<b>Main Interest</b>	<b>Fears and expectations</b>	<b>Potential impact</b>	<b>Priority</b>	<b>Recommendations</b>	<b>Responsibility</b>
<i>Identity of individual or group/s.</i>	<i>What sort of person or group are they?</i>	<i>What are their main interests and/or motivations?</i>	<i>What is their potential reaction to the project? What do they expect from the project?</i>	<i>How important is their impact on the project? (low, med, high, critical)</i>	<i>Rank the importance of the stakeholder to the success of the project (critical, high, med, low).</i>	<i>Implications for your project planning. (e.g. keep informed, involve in planning, etc.)</i>	<i>Who in your cohort will implement the recommendations?</i>
Donors	Individual donors, grants, inter-agency funding	Cost, community well-being, feasibility of the project, long-term benefits, prevention of substance abuse	Individual reactions based on multiple factors, most likely concerned about funding and feasibility	High	Critical	Keep satisfied, keep informed	All members of the program development team will work to keep the donors interested and satisfied, and will provide updated info on the project
Mayor Nick Millwood	Mayor of Ringgold, GA	Community well-being, incorporating more low cost/high benefit projects, taking advantage of Ringgold resources	Most likely interested in the project, would expect lower recidivism rates for substance abuse in the community	High	Critical	Keep satisfied, keep informed, involve in planning	All members of the program development team will work towards keeping the donors interested/satisfied and provide updated info on the project. Will have him involved in the

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							planning process to maximize benefits for the community and know resources available
Substance Abuse Treatment Centers	Therapists, counselors, addiction treatment staff	Prevent recidivism of substance abuse clients, optimize treatment, increase awareness about opioid substance abuse, decrease substance abuse in the community, help patients become productive members of society	Increased attendance to treatment programs, alleviate stress and outside factors, may have some concern about funding and feasibility, excited about prospects	High	Critical	Staff at the Substance Abuse Treatment Centers will pass out the surveys to participants, keep informed, manage closely, close contact, involve in planning	Each group member will have one treatment center that she will stay in contact with, and all group members will stay in contact with the largest treatment center.
Volunteers / Staff	Drivers, Maintenance	Funding, helping community members, may be interested in preventing recidivism rate, may be	Optimistic, concerned about feasibility, concerned about certifications, necessary times	Critical	Critical	Manage closely, keep informed	All members of the program development program will participate in an interview process of the volunteers as well as inform

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		sponsors from the substance abuse treatment programs (will not be driving for the same group they are sponsoring for), certifications necessary	available				treatment centers to run background checks/drug screens. They will keep the volunteer/staff updated on new developments
Clients/Patients	Substance abuse clients, recovering addicts	Recovering from addiction, participating in the community, learning about resources available, improving skills related to addiction, funds	Excited about the project, may have expectations that are too high to use transportation for anything anytime	High	Medium	Keep informed, monitor responses to surveys	All members will produce information passed along through the treatment centers
Transportation Companies	Catoosa County Transit, Uber/Lyft services, Taxi	Transportation, Uber/Lyft/Taxi is concerned w/ funds and business being affected	Catoosa County Transit would be excited because will not have to transport as many people to substance abuse and can use services for	High	Low	Keep informed	All members of the cohort will provide updated information to the companies

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			other necessities, Uber/Lyft/Taxis may be upset due to decreased business since program will be free				
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