

Our Coast, Our Future

Stakeholder Profiles

Lesson 5

Mass Audubon 2021

Funded by Massachusetts Office of Coastal Zone Management

Stakeholder Profiles

The following slides describe 10 people and the perspectives they bring to your community.

As you review these profiles, think about how their role in the community, their values, and their experiences connect to your scenario.

Who should be involved in this process?

Emergency Management and Public Works

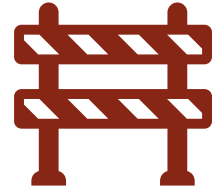
It's my job to manage community infrastructure, like water and sewer systems, storm water drains, pipes and pumps, road work. I also oversee storm related work, like snow removal and management of flooding.

I try to think ahead about how to fix problems before they cause a big impact. But I must balance many different priorities.

I need to factor in an annual budget to prioritize work.

Residents often get frustrated when their lives are disrupted by maintenance, such as road closures or construction

We sometimes have funding to pay for outreach and education to the community.



City Planner

It's my job to look at residential and commercial properties. I need to think about transportation, low-income housing, and supporting local businesses.

We need to balance many policies and state and local restrictions, and often write the local policies that affect what how and where buildings are built.

A lot of people have strong opinions about what they would and wouldn't like to see in their community.

I grew up in this community. I have kids in school and my older parents live in senior housing with no air conditioning.



Sustainability Coordinator

It's my job to work on programs like climate change, recycling, green energy, and environmental policies. Community engagement and outreach is an important part of my job

I didn't grow up in this community.

I work to create bridges between the municipal offices and community groups like businesses and non-profits.

My position is new to municipal government – not every community has one. When this position exists, you can typically find me in the Planning or Public Works Department.

I rely on public transportation to get to work and school buses for my kids to get to school.



Real Estate Developer

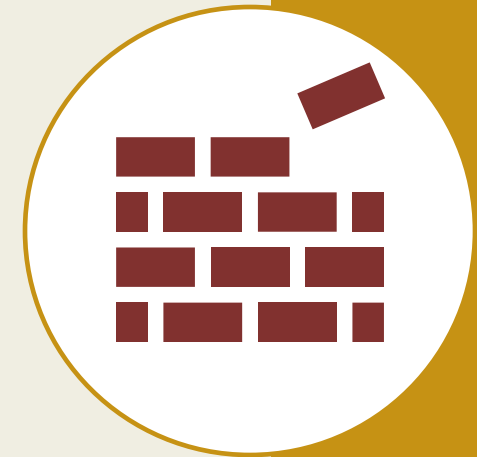
I manage a development company that works in this and neighboring towns. My company creates both commercial and residential properties.

I need to work closely with town officials to get approval for projects.

I need to be familiar with community rules and regulations.

Because I'm running a business, my interest is creating properties that bring in revenue (money). If it isn't profitable then my business is at risk.

I have a vision for a healthy community with strong businesses and safe residential areas.



School Teacher

I teach in a local middle school, and I help my students learn that the health of the land is connected to the health of our community.

I am an indigenous person whose people have lived on this land for thousands of years.

My personal and cultural identities are connected to this land and I see it as part of my responsibility to continue to steward this connection.

I see a lot of stereotyping and misconceptions about indigenous people in this community, from historic images on town seals to comments on community forums. I find this frustrating and emotionally draining.



Social Service Representative

I work at a social service agency in our community that runs a food pantry and used clothing exchange. My agency also helps with housing on an emergency basis.

I see first-hand the people who need additional assistance – either short or long-term and because of many reasons, like an unexpected change in employment or housing.

Our goal is to help people get back on their feet and self-sufficient. We also help with programs to rebuild self-esteem and foster a sense of community.

Often, the people I work with don't know how to advocate for themselves because of a language barrier, because it takes time, or because it requires knowledge of systems that isn't familiar to most people. This can make the process harder and longer compared to people who are well connected.



Student Activist

I am a high school student in this community. In the past two years I've become very engaged in environmental issues and activism.

Not all my friends and family care about these issues as much as I do, but I encourage them to get involved whenever I can.

I get frustrated that the local, state, and national government move so slowly, and change is hard to see.

I work at an ice cream shop next to the local beach and need the money for my future education.

I've grown up here.



New Resident

I moved to this area in the past year. I don't have many friends or family in the area so trying to I'm looking for ways stay connected with what's going on.

I like to be a part of a group and want this area to feel like home because I plan to stay here.

Because I don't feel connected to this community yet, I sometimes have a hard time knowing how to ask for help.

I have a difficult time getting information on-line (because of either a language barrier or I'm just not tech savvy).

I can cover my regular expenses but don't have extra income or savings if something goes wrong.



Ecologist - Scientist

I am a scientist who works with coastal management and habitat protection. I don't live in this community, but I work closely with town officials on its projects.

I study the ecological systems of coastal communities. I want to protect both the natural landscape and the biodiversity of animals in the region.

I also want to support a healthy community of people who can live together with nature.



Outdoor Enthusiast

I love spending time outside – running, biking, hiking and boating. I do these things both alone and in groups. Sometimes I invite friends from outside the community to visit and explore with me.

While I like to see other people use these natural spaces, sometimes access can be really limited. It's frustrating to see trails overcrowded, parking lots filled, and green spaces suffer from overuse.

I care about protection of natural spaces but want to make sure humans can still access these spaces responsibly.

Spending time outside is good for my mental and physical health.

I didn't grow up here, but I have been a part of the community for 10 years.

