



Assess Your Support

A. Brainstorm a list of potential byway stakeholders.

B. Assess and rate the level of support or opposition of each potential stakeholder:

- +3** = strong advocate, will work to promote the byway and influence others
- +2** = clearly in favor, may contribute in some way to effort, but not likely to take the lead
- +1** = has voiced support, but is unlikely to actively contribute to effort
- 0** = unknown regarding support
- 1** = not supportive, but not likely to actively oppose efforts
- 2** = has or may pose opposition, may have an interest he or she believes is contradicted by byway
- 3** = has or may pose strong opposition to byway's effort

C. Review the ratings and determine who should be contacted. Groups with negative ratings should be considered for contact. It is well worth your time to approach them directly and solicit their ideas and concerns.

D. Develop strategies for reaching stakeholders.