

# Collaborate With Private Stakeholders

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## **Objective**

The objective of this activity is to provide guidance on consulting with private stakeholders in the community, as opposed to public stakeholder agencies, with the goal of fostering beneficial and transparent public-private partnerships that advance the goals of the Consolidated Plan.

## **Summary**

Private stakeholders are another key constituency to advancing the goals of the Consolidated Plan. Private stakeholders can include a wide variety of organizations, including banks, developers, realtors, major employers, colleges and universities, media organizations, Community Housing Development Organizations (CHDOs), Community Development Financial Institutions (CDFIs), and many other special interest organization types. The grantee's goal is to consult broadly with a wide array of private stakeholder organizations that can help in the implementation of individual projects, the crafting of strategies, and the overall vision of the Consolidated Plan.

## **Application to the Consolidated Plan**

Collaboration with private stakeholders offers grantees the opportunity to align private stakeholder activities and resources with the goals and priorities of the Consolidated Plan, and to meet the requirement of consulting with private stakeholders who focus on housing and community development issues.

## **Target Audience/Usage**

The target audience of this activity is stakeholders and other private organizations operating in the community or jurisdiction.

## **Logistics and Materials Needed**

Private stakeholders may have concerns about how Consolidated Plan objectives will affect their projects and business activities. Grantees may have an interest in aligning the projects of private organizations with the goals of the Consolidated Plan. Effective consultation will bridge this gap by creating a common vision of community issues and solutions, and by explaining what benefits private stakeholders will result from aligning their activities with applicable goals in the Consolidated Plan. Grantees will benefit from public-private partnerships by leveraging private resources, and by proactively guiding private interests away from acting at cross-purposes to Consolidated Plan goals and priorities. Partners can be found in every sector of the economy and every region of the community. Grantees may want to develop an outreach strategy to engage as many private stakeholders as possible in ongoing discussions about the Consolidated Plan, including:

- Creating a comprehensive list of major employers and institutions that are active in low- and moderate-income neighborhoods to be approached for consultation partnerships.

State grantees may have additional options for creating private consultation partnerships. These can include organizations such as state chapters of the National Association of Housing and Redevelopment Officials (NAHRO), Associations of Planners and Realtors, and other professional groups who are represented by umbrella organizations. Such associations are valuable consultation partners for states.

- Creating a comprehensive list of advocacy organizations, social service agencies, homeless service providers, and organizations that work with non-English speaking populations for whom stakeholder input into the Consolidated Plan is essential.
- Conducting topically-focused consultation sessions with one or more private partners to identify geographic areas, program resources, and business opportunities that may align with Consolidated Plan goals. For example, hosting a consultation round-table on economic development with business leaders, chamber of commerce, developers, workforce development organizations, and large institutions.
- Using the data available from HUD's [eCon Planning Suite](#), including [CPD Maps](#), as a resource for discussing the jurisdiction's market conditions and community development needs with private consulting partners to identify and align activities and goals.

#### **Examples of Successful Consultation with Private Partners**

- The [City of St. Paul, MN](#) worked with the major local newspaper, the St. Paul Pioneer Press, to publish the Executive Summary of the Consolidated Plan. St. Paul also worked with a local foundation that supported parts of the city's local comprehensive plan.
- The [City of St. Louis, MO](#) engaged a private consulting firm of planners and community outreach and development professionals to take a fresh look at their Consolidated Plan. The firm used a variety of public forums, surveys, and meetings to incorporate a wide range of stakeholder groups in the process in meaningful ways. The resulting collaboration included 54 private consultation partners including non-profits, advocacy organizations, and other key stakeholder organizations.