

DEVELOPMENT OF A FRAMEWORK FOR STAKEHOLDER MANAGEMENT IN ROAD MANAGEMENT AND MAINTENANCE

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Maintenance is necessary to preserve a road network's reliability, capacity, efficiency and safety. This causes the inevitable closure of road segments, thereby creating a contradiction in the field of road maintenance: in order to obtain long-term reliability and capacity, one must reduce the reliability and capacity on the short-term. This could create problems concerning the willingness of road users to agree with road maintenance.

Road users, among other parties having an interest in road segment closures, are covered by the term 'stakeholders'. Oftentimes stakeholder management is used to cope with stakeholders, who could severely obstruct projects in terms of time delays and cost overruns. However, most literature does not concern the management of road stakeholders, but stakeholders in general or in other fields, such as pharmacy and chemical industry.

During my research I investigated the role of stakeholders in road management to design a framework for the analysis and management of stakeholders in road management decisions (Figure 1). Therefore I studied different existing analysis tools and strategies described in literature. Examples of these are the basic stakeholder analysis technique, power-interest grid, stakeholder impact index, and empowerment strategy. From all these tools and techniques, I formed a framework which can be used in the field of road management and maintenance, thereby taking into account the specific characteristics of this field.

Managers can use this framework to respond to the project's environment, i.e. the stakeholder's interests. It is a way to acknowledge the legitimate claims of internal and external stakeholders. I would recommend applying the framework to a particular case in road maintenance and management to assess the applicability of this framework.

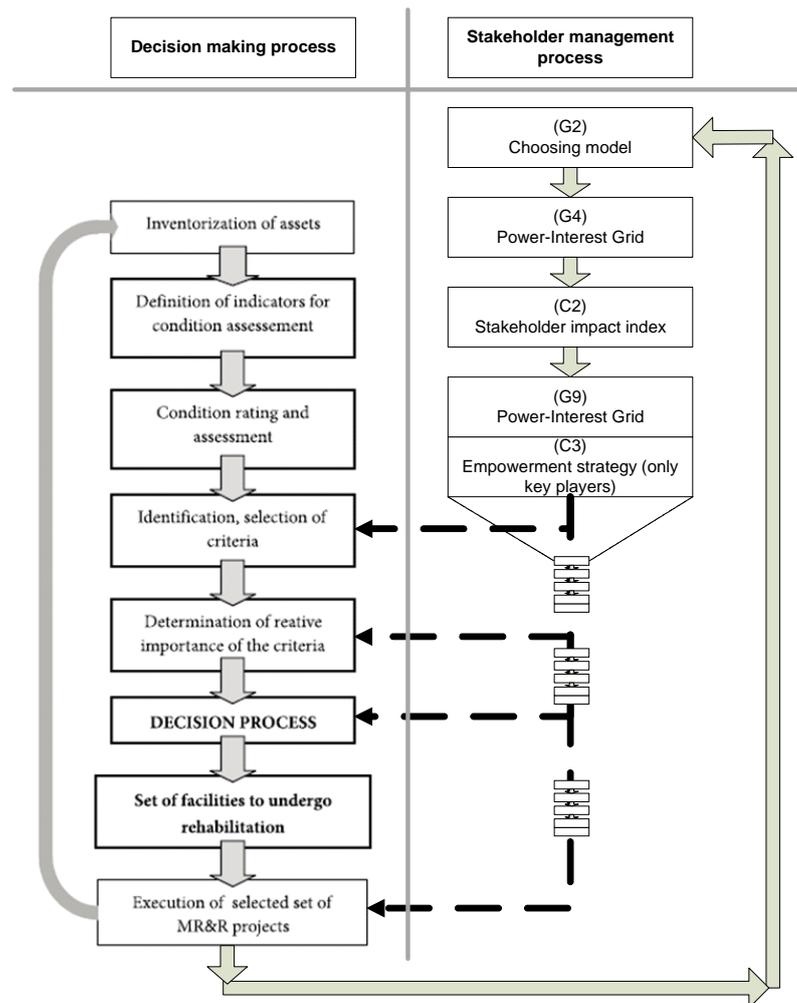


Figure 1. Framework for the analysis and management of stakeholders in road management decisions.