Air Cargo Stakeholder Outreach Matrix



	Stakeholder Involved								
		Freight	Customs	Trucking	Ground Handling	Federal Agencies (Customs, TSA,	Local and Regional	Local Shippers/ Shipment	Neighboring Community
Airport Action/Task for Stakeholder Outreach	Air Carriers	Forwarders	Brokers	Companies	Companies	FDA, etc)	Agencies	Receivers	Members
Meet/interview stakeholders to form relationships, understand needs, and get feedback (annually)	Х	Х	Х	X	X	Х	Х	Х	Х
Facilitate roundtables by stakeholder group to encourage open communication/information sharing	Х	Х	Х	Х	Х	х	Х	Х	Х
Facilitate roundtables for all stakeholders or between different stakeholder groups to encourage communication/information sharing	х	X	Х	X	×	Х	Х	Х	X
Utilize stakeholders for general public education/outreach (take to meetings, speakers, etc.)	Х	X	X			Х		Х	
Utilize stakeholders for public official education/outreach- take to meetings, speakers, etc.	Х	Х	Х			Х		х	
Involve stakeholders with freight development planning	X	X	Х	X	Х	Х	Х	X	Х
Get stakeholders involved in nighttime noise issues with public	Х							Х	Х
Gather information to improve operational efficiencies	X	Х	Х	X	Х	X	X		
Organize an air cargo task force for stakeholders	Х	Х	Х	Х	Х	Х	Х	Х	Х
Join trade-specific organizations that stakeholders are involved in as well	Х	X	X	Х	Х			Х	
Attend government sponsored events to support stakeholders						X	X		
Develop newsletter, blog, etc. to keep stakeholders up to date on air cargo happenings	Х	Х	х	Х	х	х	Х	Х	Х