

STAKEHOLDER MAP EXAMPLE – CLEAN AIR NOW

Context: Students and parents want diesel trucks rerouted away from Riverdale schools. Use the matrix below as a sample of how the team plotted relationships.

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Parents & caregivers Youth Climate Collective School Nurses Union (high impact + influence)	City Council President Logistics Association Port Authority Neighborhood business org
Residents near freeway (impacted, low influence)	Delivery drivers (low impact, low power)
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Takeaways: - Elevate parent + youth voices to sway high-influence officials. - Equip school nurses with health data for council briefings. - Prepare economic fact sheets before meeting business leaders. - Track logistics lobby pressure while drafting mitigation offers.

Sample	Follow-up	Tracker	Influence	Node	Category	Owner	Next Action
I	Due Date	Parents	I	Ally	I	Maya	Host story circle   07/20 Council Pres.
I	Moveable	I	Luis	I	Deliver report + petitions	I	07/22 Logistics Assocl Opponent
I	Rita	I	Identify board allies	I	07/25		