Stakeholder Analysis Example — Clean Air Now Campaign

Scenario

Student organizers are pushing a city council clean-trucking ordinance that would reduce diesel pollution near two public schools. Key stakeholders:

Stakeholder	Impacted (1-5)	Influence (1-5)	Current stance	Engagement plan
Parents at Riverdale Elementary	5	2	Highly supportive but not yet organized	Host listening session + recruit storytellers (Q2)
City Council President Ortega	3	5	Persuadable, wants economic data	Present health + jobs briefings, line up business allies (Q4)
Logistics Association	2	4	Opposed	Map internal champions, offer phased timeline (Q4)
School Nurses Union	4	3	Supportive	Invite to testify, co-write op-ed (Q1)
Port Authority	1	4	Neutral	Share study showing long-term savings (Q4)
Youth Climate Collective	5	3	Supportive	Co-lead rallies + digital storytelling (Q1)
Neighborhood Business Alliance	2	2	Mixed	Brief them with incentives (Q3)

Chart Placement

High Impacted ↑

| School Nurses (Q1) | Council President / Logistics / Port (Q4) |
| Parents / Youth (Q2 & Q1) | Business Alliance (Q3) |

                    → High Influence

Insights

- Need to elevate parent + youth voices (Q1/Q2) to sway high-influence targets.

- Engage School Nurses Union early to validate health data.
- Craft economic briefs for Council + business groups.