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     | City Council President    |
| Youth Climate Collective | Logistics Association      |
| School Nurses Union       | Port Authority            |
| (high impact + influence) | Neighborhood business org |
+--------------------------+---------------------------+
| Residents near freeway   | Delivery drivers          |
| (impacted, low influence) | (low impact, low power)   |
+--------------------------+---------------------------+
```

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	Due Date
Parents	Ally	Maya	Host story circle	07/20
Council Pres.	Moveable	Luis	Deliver report + petitions	07/22
Logistics Assoc	Opponent	Rita	Identify board allies	07/25