

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.

Parents & caregivers Climate Collective Nurses Union (high impact + influence)	Youth School	City Council President Logistics Association Authority Neighborhood business org
Residents near freeway (impacted, low influence)		Delivery drivers (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