

Power Mapping: Power Player Research



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Purpose

Use this worksheet to research the people and institutions that influence the project. The information you gather will help you strengthen your Power Map, identify decision-makers, and uncover leverage points for advocacy and negotiation. You do not need to research every category. Focus on the actors most relevant to your project. Examples have been provided in italics.

Step One

List individuals, institutions, or organizations that influence the project such as project developers; investors or funders; elected officials; regulators; community institutions; business partners.

Power Player	Type of Actor	Role in the Project
<i>City Planning Commission</i>	<i>Local Regulatory Body</i>	<i>Reviews and approves zoning permits for the project</i>

Power Player	Type of Actor	Role in the Project

Step Two

Use available sources to learn about each power player’s authority, interests, and connections. Possible sources include: company websites; permit applications; SEC filings; government websites; news articles; campaign finance databases; power mapping tools such as <https://littlesis.org> and <https://mapthepower.net>. See [page 7 of the Peoples’ J40 Playbook](#) for more asset mapping resources.

Questions to consider:

- Can they approve or block the project?
- Do they regulate permits or environmental impacts?
- Do they have financial interests in the project?
- Are they connected to other Power Players?

Power Player	What Power Do They Have?	Interests / Incentives	Key Connections
<i>City Planning Commission</i>	<i>Can approve or deny zoning permits required for construction</i>	<i>Ensure development follows city zoning plans</i>	<i>Members appointed by the Mayor and confirmed by City Council</i>

Power Player	What Power Do They Have?	Interests / Incentives	Key Connections

Step Three

Based on your research, consider where influence or pressure could be applied. Examples of leverage include: regulatory authority; political pressure; public reputation; investor relationships; community accountability; and permitting processes.

Power Player	Potential Leverage	Possible Advocacy Strategy

Sources for Identifying Power Players

Categories	Where to Find Them
Project Owners	Permit applications; SEC filings; land title searches; company websites
Local Elected Officials	City and county websites; National League of Cities ; National Association of Counties)
State Elected Officials	USA.Gov
Federal Elected Officials	Find your Congress member
Regulators with some authority over the project	National Association of Clean Air Agencies ; National Association of Clean Water Agencies ; Association of Metropolitan Water Agencies