

# Campaign Planning & Power Mapping for '*Smarter Water*'

BRUCE REZNIK

POLICY FOR THE PEOPLE

GREEN AMBASSADORS INSTITUTE

NOVEMBER 21, 2017



LOS ANGELES  
**WATERKEEPER®**

# Building a Campaign (soup to nuts)

- ▶ Setting Goal(s)
- ▶ Who gets you what you want?
- ▶ Evaluating, Selecting, Prioritizing Strategies
  - ▶ Theory of Victory
- ▶ Power Mapping
  - ▶ Messengers
  - ▶ Messages
- ▶ Operationalizing, Implementing and Managing the Plan

# Setting Goals

- ▶ Be specific
- ▶ Primary v. secondary
- ▶ Goals v. messages

# Identifying Target(s)

- ▶ Who can give you what you want?
- ▶ It's about people!



# Selecting Strategies

- ▶ “Inside” (lobbying)
- ▶ Media/PR (messaging)
- ▶ Grassroots organizing
- ▶ Grasstops/Treetops
- ▶ Coalition Building
- ▶ Legal



# Theory of Victory (WB desal example)

- ▶ Make it **politically unpalatable** for WBMWD Board to move forward with proposed ocean desal project through:
  - ▶ **Direct outreach** from constituents and member agencies (water purchasers)
  - ▶ Build **broad-based coalition** (traditional environmental, the EJ community, climate advocates, and advocates for alternatives)
  - ▶ Indirect pressure through concerted, broad-based **media** campaign
- ▶ Highlight/support cost-effective, job-creating **alternatives**
- ▶ **Neutralize** support from labor and biz community
- ▶ Pursue other **regulatory avenues** and/or **litigation** as a *secondary strategy*

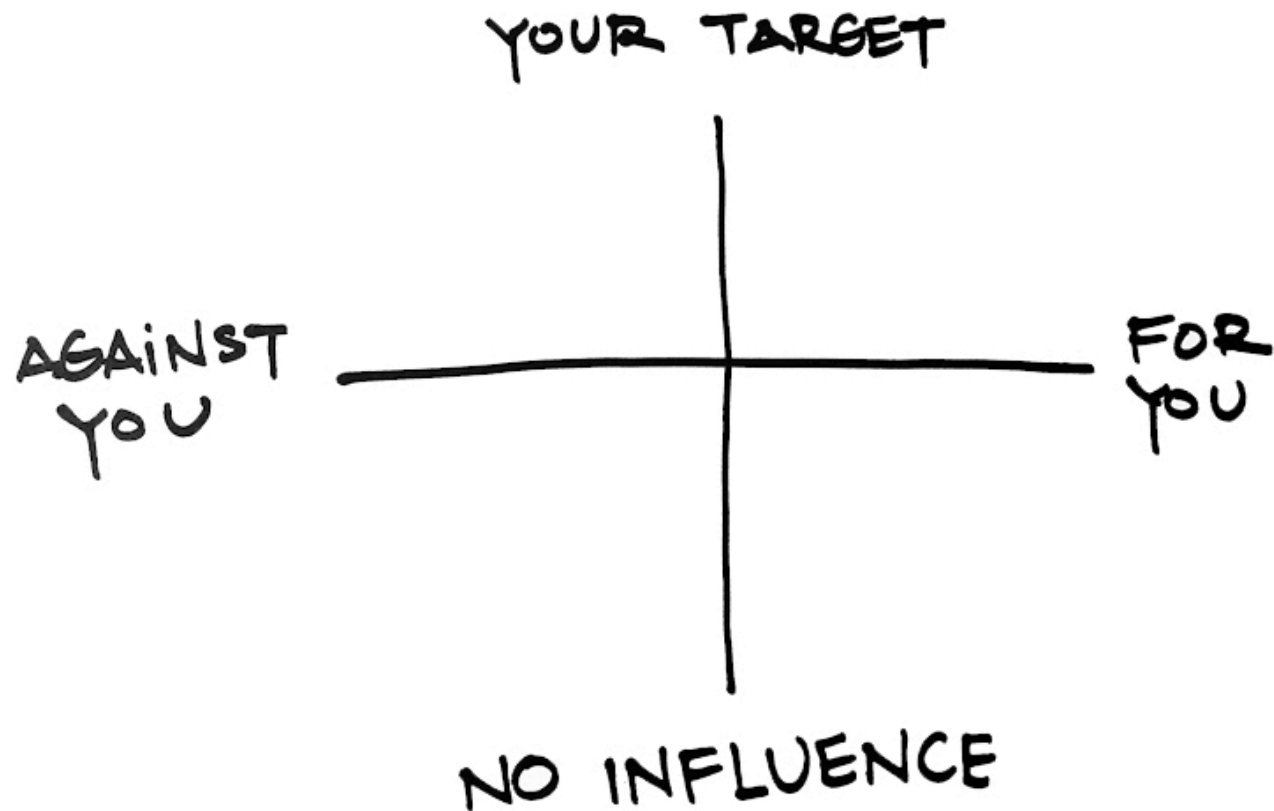
# Operationalize your plan

- ▶ Draft campaign plan
- ▶ Know “who” is doing “what” “when”
  - ▶ Task list
  - ▶ Calendar
- ▶ Accountability mechanisms

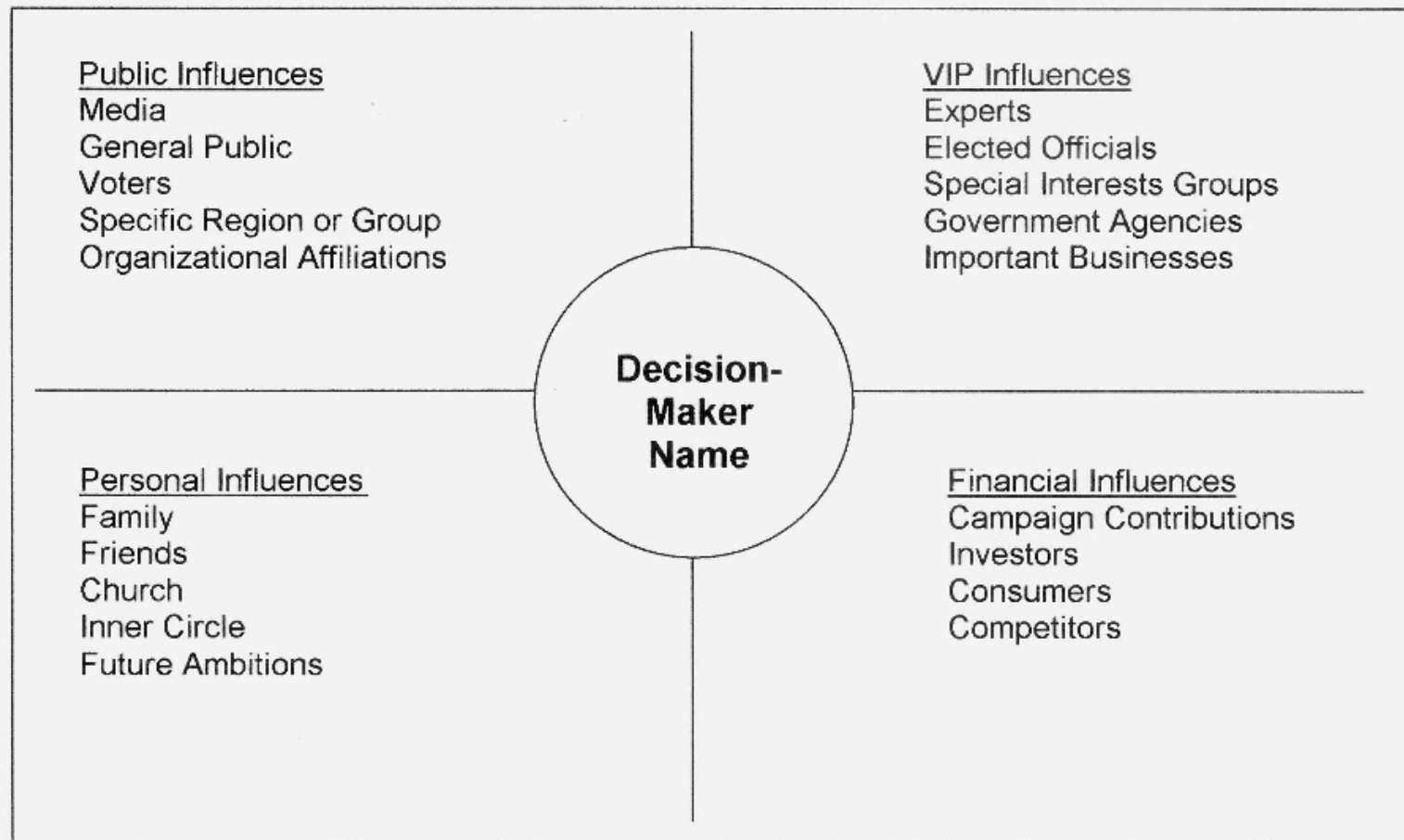


*If it ain't written, it ain't real*  
- adage

# Power Mapping – the basics



## Tool 2: Power Mapping



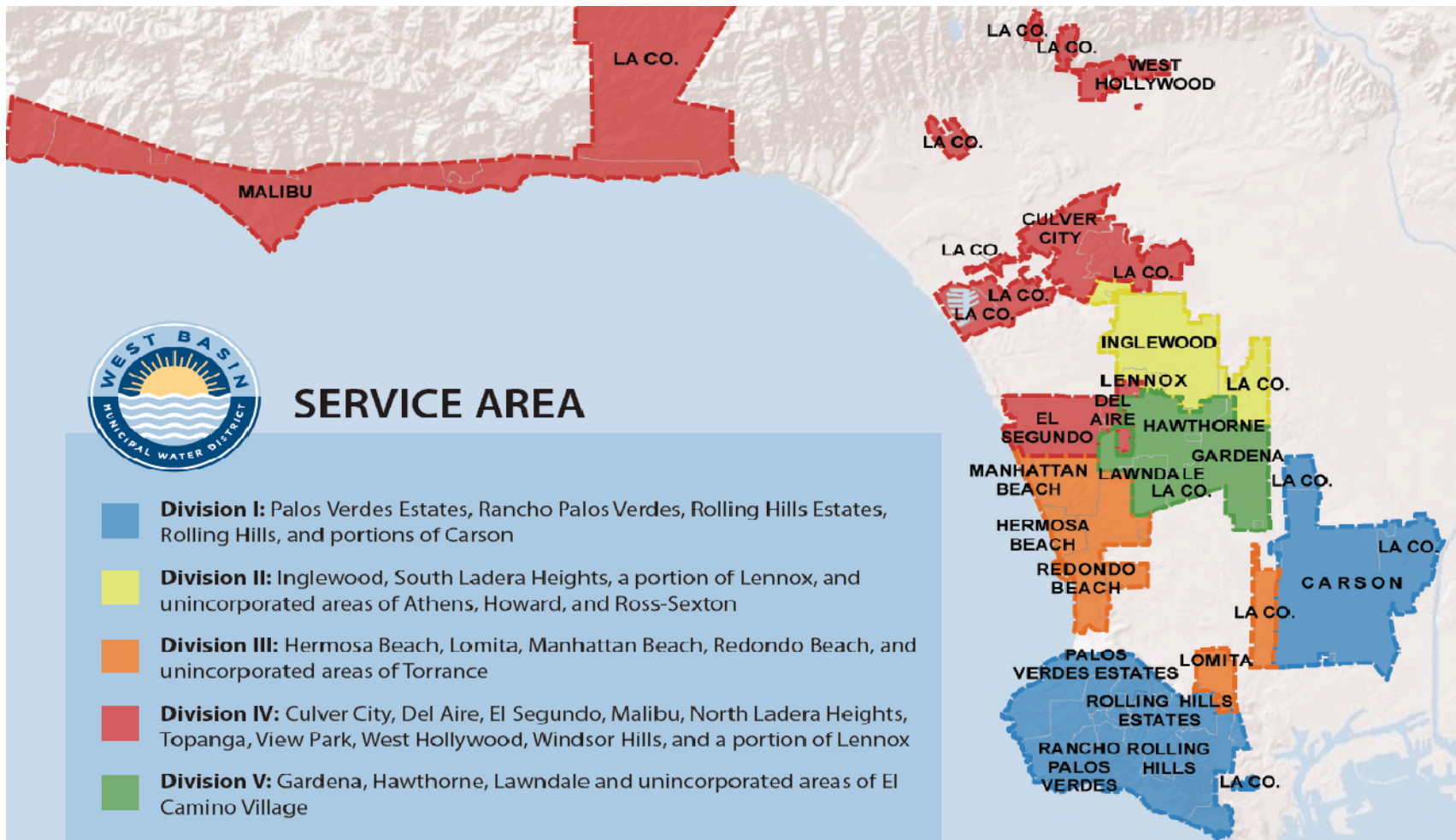
1. Who has the power to decide? Put them in the center
2. Who are the less powerful players that influence decision maker? Write their names down in the appropriate category
3. Who of these have the most influence? Circle them
4. Who do we have access to? Star them
5. Look over list – whom do we know that has access to and can influence those identified or the decision-maker directly?



# Challenges with building power in LA

- ▶ 10M+ people (if state, 8<sup>th</sup> most populous)
- ▶ 4,083 square miles
- ▶ 88 cities
- ▶ Dozens of water agencies
- ▶ 13 Senators; 26 Assemblymembers
- ▶ 18 Representatives
  
- ▶ NEED LOCAL EXPERTISE

# About West Basin



# Concerns with Ocean Desal

- ▶ Energy/Climate
- ▶ Cost
- ▶ Environmental (Ocean impacts; Continued OTC)
- ▶ Lost Opportunities (alternatives)

“Simply put, desalination is the most **expensive, energy-intensive** and **environmentally harmful** way to enhance local water supplies”

- Bruce Reznik, LA Waterkeeper

# Power Mapping Exercise!



Harold Williams  
D1



Gloria Gray  
D2



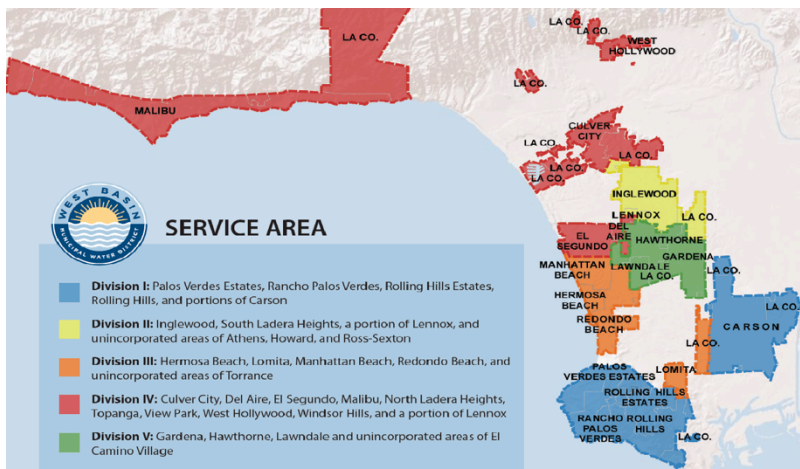
Carol Kwan  
D3



Scott Houston  
D4

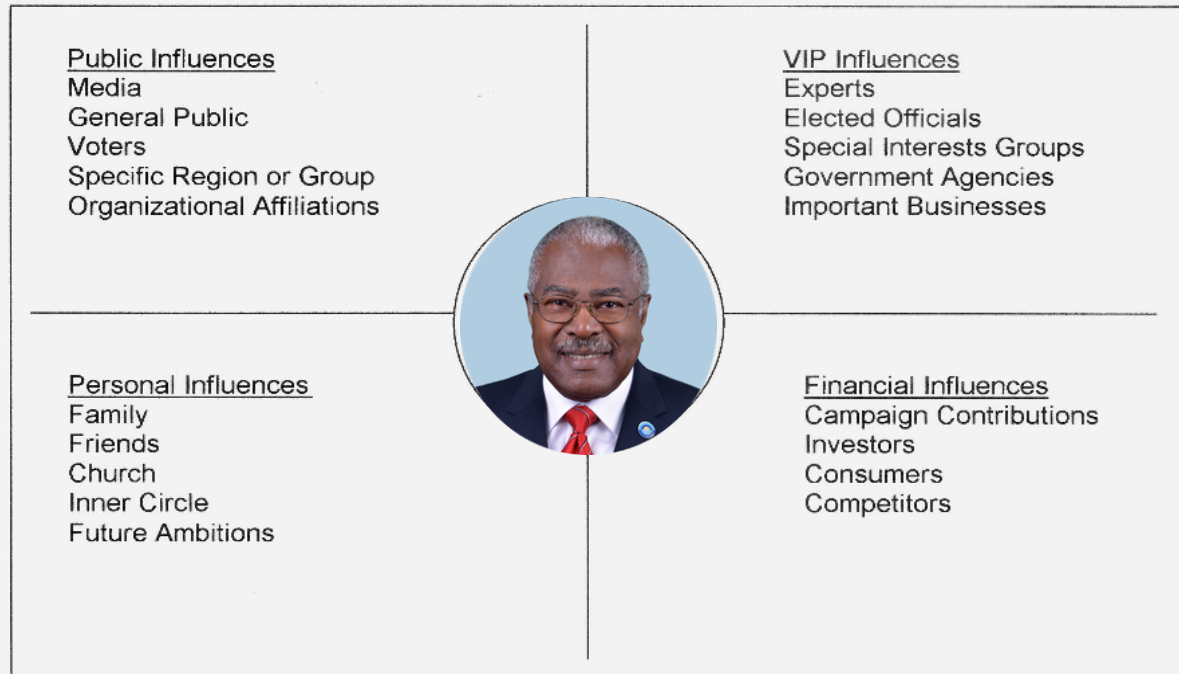


Donald Dear  
D5





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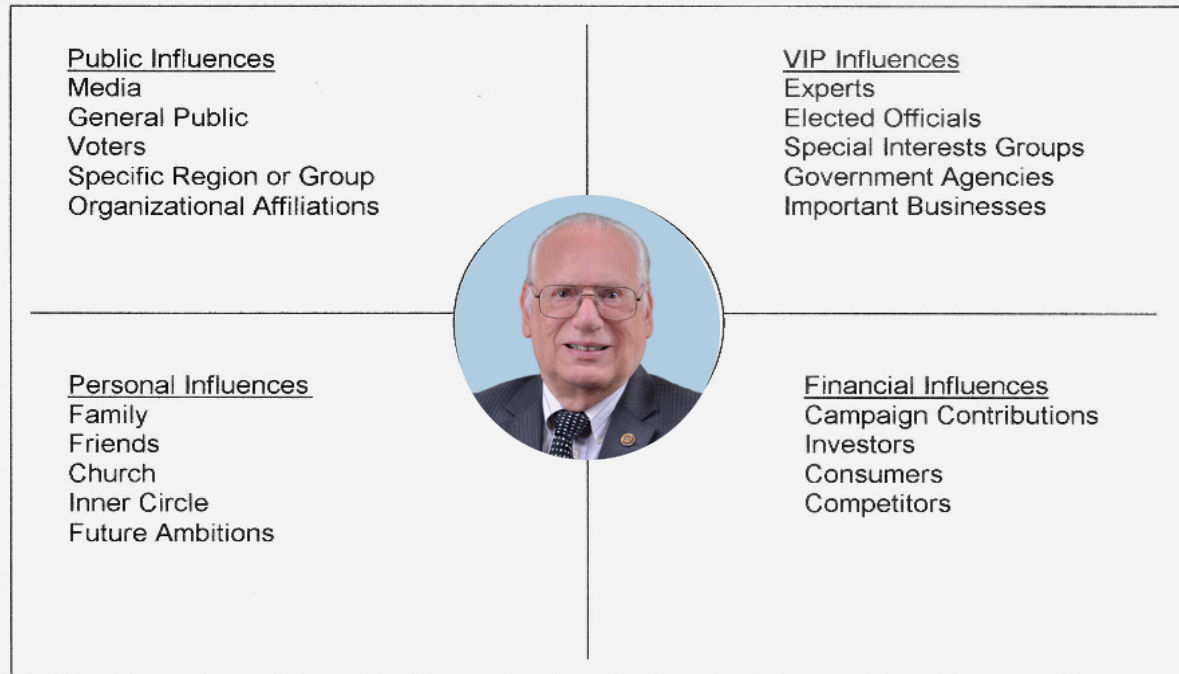


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# Thank You!

*We look forward to working with YOU on a  
**smarter water** approach for LA*

Bruce Reznik

310-394-6162 ext 100

[bruce@lawaterkeeper.org](mailto:bruce@lawaterkeeper.org)

