



Lunchable Results!

Power Mapping Exercise

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Scope of Today's Discussion

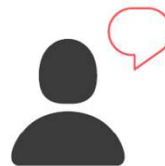
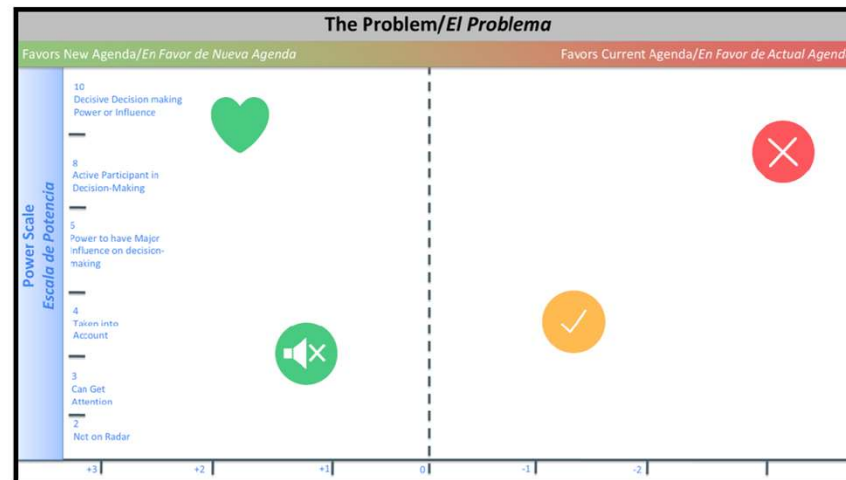
1. Welcome!
 - A. Introductions in the chat
2. Power Mapping Framework
3. Power Mapping Tool
4. Exercise review and discussion

Whose work is this?

UC SANTA CRUZ INSTITUTE FOR SOCIAL TRANSFORMATION

An Introduction to Power Mapping for Public Health Professionals

GABRIELLA ALVAREZ, MPH
DARIO LEON
NED LEBLOND



What is Power?

For this training:

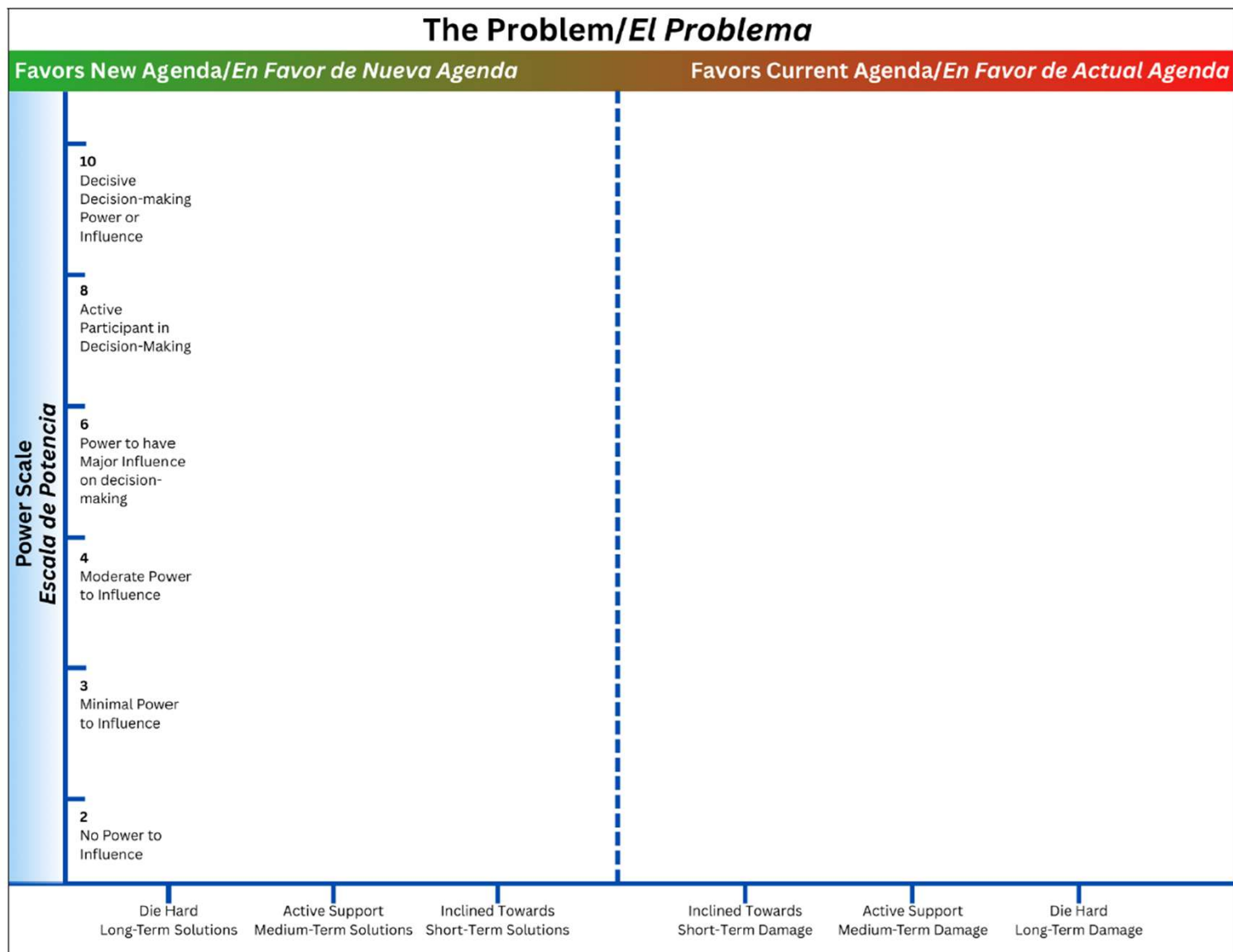
Power: The ability or capacity to achieve a collectively agreed upon goal.

- Power is not equally nor equitably balanced
- Political, social, and economic agendas create and maintain these imbalances



Power Mapping

- A framework to help move from a “barriers” mindset to a “movement” mindset.
- Power mapping helps groups develop a shared understanding of the power landscape for an issue.
- Power maps can help groups identify strategic opportunities, move agendas, and change power dynamics.



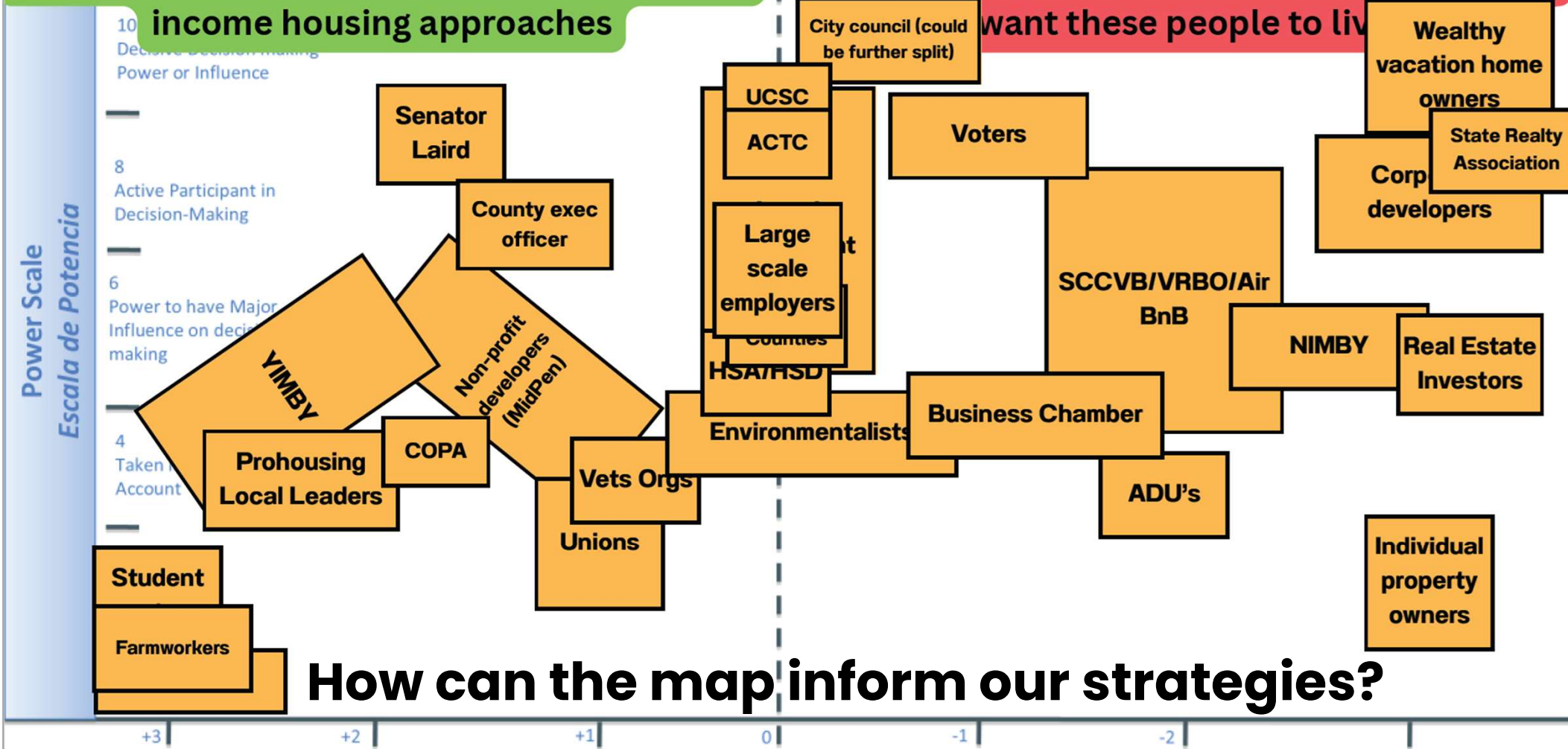
What the power map can show us

- Key Allies – Top Left
- Key opponents – Top right
- Fence sitters – Center line
- Who isn't at the table or is “unheard”

Housing is unaffordable in Santa Cruz County

Taxation on vacation homes to subsidize low-income housing approaches

The market provides the true cost of housing
want these people to live



Breakout Group Conversation

- Introduce yourself
- What issue were you thinking about during the presentation?
- In what situations would using the tool feel risky or safe?

Thank you

