

COMMUNITY ASSET MAPPING

YOUR NEIGHBORHOOD'S STRENGTHS



Asset mapping helps you identify the resources and strengths within your neighborhood or community. Assets may include expertise, networks or relationships.

WHAT ARE NEIGHBORHOOD ASSETS?

Think of them as the resources and strengths within your neighborhood or community. These include organizations/associations, businesses, institutions, cultural groups, physical spaces, local services, transportation, expertise/skills, networks and relationships. They are anything that improves the quality of the community.

WHY IDENTIFY AND 'MAP' ASSETS?

Knowing your neighborhood's assets is a powerful tool that can be used for a variety of purposes. This is the initial step to forming partnerships and collaborating on projects and goals, conducting effective outreach, fundraising, recruiting participants and volunteers, etc. It affects all of the planning and execution of neighborhood plans. Knowing and utilizing your assets will make projects more successful, impactful and sustainable. Each entity you contact may have additional 'assets' to bring to the table.

GETTING STARTED

The best way to do this is to work together. In order to identify all assets, you need as many people from your neighborhood as possible at the table. Make overall categories and then brainstorm together to come up with complete lists. Don't forget public, private and nonprofit sources, physical assets, personal relationships, and existing events/services. The idea is maximum collaboration between all entities and structures. See the Neighborhood Asset Mapping Sample Worksheet on page 3 for categories and ideas.

- Download a blank [Neighborhood Asset Mapping Worksheet](#).

LIBRARIES OF ASSETS

Creating a comprehensive general list that can be used as the launching point for individual projects is very helpful. In order to make the list, you will first need to define your neighborhood/community boundaries.

Asset-mapping exercises for individual projects should be more in-depth, based on the defined purpose and goal in order to determine which community assets align. It is also important to identify additional needs and 'gaps' in assets for outreach.

BEST PRACTICE PROCESS

Break down the process into a few steps:

1. Define boundaries
2. Define asset categories and goals for mapping
3. Have as many residents or business owners as possible complete a mapping worksheet. This can be done in meetings and also through surveys to cast a wider net and capture more input
4. Compare and compile a final list
5. Map the assets
 - Create a digital map. Google is a great option, allowing you to save all the points and color-code categories, etc. This can be shared and accessible to unlimited people
 - Paper map. Search for a neighborhood map online to order or print
6. Create working groups to tackle each category
 - Walk sections of the neighborhood to ensure the list is as comprehensive as possible
 - Gather contact information for each asset (Excel is great for collecting/organizing data)
 - Decide who will make contact with assets based on personal connections, skillsets, preferences, needs, etc.
 - Cultivate relationships and partnerships

DIFFERENT KINDS OF ASSET MAPPING

As mentioned above, there are different purposes and goals for asset mapping, including smaller focus directories. There are tons of possibilities, such as:

- A **Neighborhood Asset Map** painting a broad picture of the entire area, including any and all identified assets for a comprehensive database
- A **Neighborhood Business Directory** listing the area businesses and services
- A **Resident Asset Bank/Directory** listing residents' skills, expertise, resources and interests
- An **Emergency Preparedness Map** indicating area utility lines, nearest police/fire, important phone numbers, escape routes, two-story homes, home equipment like ladders and fire extinguishers, etc.
- A **Food Bank/Directory** listing community and personal/residential gardens, fruit trees, farmers markets, grocery stores, etc.

ADDITIONAL RESOURCES

There are a lot of great resources for neighborhood and community asset mapping.

- **Asset Mapping**
healthpolicy.ucla.edu/programs/health-data/trainings/Documents/tw_cba20.pdf
- **Participatory Asset Mapping**
www.communityscience.com/knowledge4equity/AssetMappingToolkit.pdf
- **Connections Asset Mapping**
https://www.vistacampus.gov/sites/default/files/legacy/37/OngoingLearning/WebinarsforVISTAs/Community_Asset_Mapping_Guide.pdf
- **Community Asset Mapping Workbook**
http://www.ghghmonterey.org/resources/Asset_Mapping_Workbook_2011.pdf

NEIGHBORHOOD ASSET MAPPING - SAMPLE WORKSHEET

PHYSICAL/LAND

Bike/Walking Paths
 Campsites
 Fishing Access
 Gardens
 Parks/Playgrounds
 Picnic Areas
 Pond/Lake/River Access
 Reserves
 Zoos/Wildlife Centers
 Underutilized Sites

SERVICES/FACILITIES

Bulletin boards
 Real Estate Agencies
 Telecommunications
 Utilities
 Waste Management Facilities

STREETS/TRANSPORTATION

Boise Green Bike
 Bus stops
 Parking
 Vacant Lots

ECONOMIC

Bussiness Associations
 Chamber of Commerce
 CDCs
 Corporations
 Farmer’s Market
 For-Profit Business
 Foundations
 Funding Sources
 Grocery Stores
 Restaurants
 Merchants/Retail
 Services

INSTITUTIONS/ AGENCIES

Banks/Credit Unions
 Child Care
 Fire
 Foundations
 Government Agencies
 Hospitals/Clinics
 Libraries
 Media
 Military
 Police
 Rec Centers
 Religious/Churches
 Schools/Universities
 Senior Living/Elderly Care
 Social Service Agencies

EXISTING EVENTS

Block Parties
 Cleanups
 Concerts
 Festivals
 Neighborhood Events

CULTURE

Galleries
 Historical
 Museums
 Performing Arts
 Public Art
 Tourism

PERPECTIVES/DIVERSITY

Artist
 Disability
 Economic (Services Recipient)
 Entrepreneur
 Gender
 Minority
 Parent
 Senior
 Student
 Youth

ORGS/ASSOCIATIONS/ GROUPS

Addiction/Recovery
 Animal Care
 Anti-Crime
 Block/Neighborhood
 Charitable
 Civic Groups
 Community Centers
 Cultural
 Education
 Elderly/Senior
 Environmental
 Health/Wellness
 Men's
 Mentoring
 Non-Profits
 Political
 Recreation/Athletic
 Religious
 Service
 Social
 Social Cause/Advocacy
 Special Needs/Disability
 Support Services
 Union
 Veterans
 Women's
 Youth

INDIVIDUAL

Bartering Skills/Services
 Leadership
 Profession
 Relationships/Networks
 Resources
 Skills/Expertise