Community Building Tool Packet:

Community Asset Mapping Workbook

Community Legacy Program of Our United Villages

www.ouvcommunitylegacy.org
Copyright

2012 © Our United Villages, Some Rights Reserved.
All parts of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic methods, without the prior written permission of the publisher.

Our United Villages freely provides this content in support of community-based, volunteer or nonprofit organizations whose work provides benefit to community. Our United Villages invites the community to use these online resources for personal, educational and other non-commercial purposes. By using these resources, you accept and agree to abide by these terms.

Please contact us at:

Community Legacy Program of Our United Villages
3625 N Mississippi Ave, Portland, OR, 97227
503.542.7499 - communitylegacy@ourunitedvillages.org
www.ouvcommunitylegacy.org
# Table of Contents

INTRODUCTION .......................................................................................................................... Error! Bookmark not defined.

ASSET MAPPING OVERVIEW .................................................................................................... 3
  Purpose ..................................................................................................................................... 3
  Values and Goals of Asset Mapping ....................................................................................... 3
  Understanding Community Assets ......................................................................................... 3
  What skills are needed to do an Asset Map? ......................................................................... 4
  Why use an Asset Map? ........................................................................................................... 4

THE ASSET MAPPING PROCESS .............................................................................................. 5
  Identify and involve partners ................................................................................................. 5
  Define your community or neighborhood boundaries .......................................................... 5
  Define the purpose .................................................................................................................. 5
  Determine what types of assets to include ............................................................................ 6
  Identify Methods ..................................................................................................................... 10
  Report Back ............................................................................................................................ 10

Appendix 1: A Community Asset Map ...................................................................................... 11

Appendix 2: Asset Map Example - One Street ........................................................................ 12

Appendix 3: Asset Map Example - One Floor of an Apartment ................................................ 13

Appendix 4: Asset Based Community Development Example ................................................ 14

Resources .................................................................................................................................. 15
INTRODUCTION

About the Community Legacy Program

When everyone is seen as having value, with a role and purpose in community; when they share ownership for what happens within it, a culture of equity can be created.

The Community Legacy Program of Our United Villages recognizes and promotes that every person can make a positive difference for the benefit of all. Our Sharing Ideas events and Legacy Stories provide a platform for increasing awareness about how people are actively engaged in strengthening the social fabric of their community. We provide free tools and resources to assist people who seek pathways for achieving more vibrant, resilient and equitable communities.

Note: In 2002, Our United Villages launched Community Outreach to serve as a free resource for those who see value in each other. In 2013, Community Outreach evolved into the Community Legacy Program of Our United Villages. This tool packet refers to both Community Outreach and the Community Legacy Program.

How to Use this Tool Packet

This Community Building Tool Packet is based on Our United Villages’ observations, practices and research engaging with Portland communities since 1997. We have respectfully included citations where our practices were influenced by the models and materials of others.

We recognize that the ways in which to build community are vast and varied, and recommend that you choose an approach in alignment with your neighborhood or community vision. Our Community Legacy Tool Packets are designed to be “given away,” so we encourage you to take from them whatever is useful for achieving your goals.

Consider contacting us to schedule a free Idea Development Session if you have questions about this Tool Packet, or want feedback on how best to implement them into your plan.

If you have suggestions or stories to share for the enhancement of this Tool Packet, please contact us. Your feedback will be welcomed and appreciated.

www.ouvcommunitylegacy.org
ASSET MAPPING OVERVIEW

Purpose

Community Asset Mapping refers to the process of creating an inventory of the skills, talents and resources that exist within a community or neighborhood. Identification of assets and skills, possessed by residents, businesses, organizations and institutions, can support neighborhoods in reaching their optimum potential.

Values and Goals of Asset Mapping

Get to the heart of community assets:
- Recognize that everyone has skills and talents that are relevant to community well-being.
- Embrace the belief that each time individuals exercise their abilities, the community in which they live is strengthened.
- Envision neighborhoods, communities, as places where capacities of individuals are identified, valued, and moved into action.
- Be respectful and mindful of cultural sensitivities in your approach
- Strive for inclusivity!

Understanding Community Assets

A community asset or resource is anything that improves the quality of a community. Community assets can include:
- Expertise and skills of individuals in the community
- Citizen groups
- Natural and built environments
- Physical spaces in the community (schools, churches, libraries, recreation centers)
- Local businesses and services
- Local institutions and organizations (private, public, nonprofit)

<table>
<thead>
<tr>
<th>Individual</th>
<th>Institutional</th>
<th>Governmental</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills</td>
<td>Churches</td>
<td>State/City/Local government</td>
</tr>
<tr>
<td>Talents</td>
<td>Colleges and universities</td>
<td>Federal government</td>
</tr>
<tr>
<td>Experiences</td>
<td>Elderly care facilities</td>
<td>agencies</td>
</tr>
<tr>
<td>Professional</td>
<td>Police/Fire departments</td>
<td>Neighborhood Associations</td>
</tr>
<tr>
<td>Personal</td>
<td>Hospitals and Clinics</td>
<td>Neighborhood Coalitions</td>
</tr>
<tr>
<td>Resources</td>
<td>Mental health facilities</td>
<td>Military facilities</td>
</tr>
<tr>
<td>Leadership</td>
<td>Libraries</td>
<td>Small business</td>
</tr>
<tr>
<td>Networks</td>
<td>Schools</td>
<td>administration</td>
</tr>
<tr>
<td></td>
<td>Transportation</td>
<td>State education agency</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Organizational</th>
<th>Physical/Land</th>
<th>Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small and large businesses</td>
<td>Utility Companies</td>
<td>Historic/Arts council groups</td>
</tr>
<tr>
<td>Citizen groups/clubs</td>
<td>Parks and recreational facilities</td>
<td>Councils for cultural affairs</td>
</tr>
<tr>
<td>Community centers</td>
<td>Real estate agencies</td>
<td>Tourism</td>
</tr>
<tr>
<td>Home-based enterprises</td>
<td>Waste management facilities</td>
<td>City council</td>
</tr>
<tr>
<td>Radio/TV stations</td>
<td>Chamber of Commerce</td>
<td>Museums/galleries</td>
</tr>
<tr>
<td>Nonprofit Organizations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Adapted: Connecting to Success: Neighborhood Networks and Asset Mapping Guide, U.S. Dept. of Housing and Urban Development

www.ouvcommunitylegacy.org
What skills are needed to do an Asset Map?

Essential traits for asset mapping:
- A genuine interest in learning about people and environments
- Ability to communicate respectfully with people from diverse backgrounds
- Perseverance
- Desire for discovery, uncovering resources within a community
- Capacity to capture and process information
- Willingness to share what is learned with the community that is mapped

Why use an Asset Map?

The process of asset mapping illuminates connections between people and places; it can foster a greater sense of community pride and ownership; it can build capacity for turning common ideas into positive actions. The knowledge, skills and resource information amassed through mapping can inform organizing and facilitating activities on topics that reflect the pulse of community-thinking.

There are many reasons that you may decide to do an Asset Map of your community or neighborhood. You may want to develop:
- A Community Map to paint a broad picture of community assets
- A Community Involvement Directory to showcase activities of formal and informal groups, including ways to get involved in their efforts
- A Neighborhood Business Directory listing neighborhood businesses and services
- An Individual Asset Bank featuring the gifts, talents, interests, and resources of individuals

In addition, you may want to create inventories or maps based on interests or specific topics. For example, you may decide to put together an inventory of:
- Transportation: public transportation stops, bike routes, flex car sites, carpooling opportunities, taxi services
- Child care: individuals who provide childcare, are interested in swapping child care or collaborating on play dates
- Open Spaces: meeting spaces, parks, playgrounds, walking paths
- Food: community gardens, individual/family gardens, fruit trees, urban edibles, farmers markets
- Emergency Preparedness: water lines, gas lines, trucks, cell phones, ladders, fire extinguishers
- Local Economy: goods and services provided by individuals within the community
- Bartering: skills and stuff that neighbors are willing to barter for and share with other neighbors

Structure your map to fit the needs of your project, neighborhood or community.

www.ouvcommunitylegacy.org
The Asset Mapping Process

Identifying and mapping assets in your neighborhood or community can be as simple or as in-depth as you like. While each asset mapping project will ultimately involve different steps and outcomes, there are several key elements to consider in the development of your project:

- Identify and involve partners
- Define your community or neighborhood boundaries
- Define the purpose
- Determine what types of assets to include
- Identify the methods
- Report back

Identify and involve partners

Depending on the scope of your asset map, you may want to explore potential partners for involvement based on shared interest. Involve key people who have a stake in the process and/or outcome of your asset mapping project. Engage enough people in your project to strengthen capacity for a successful outcome.

Define your community or neighborhood boundaries

Determine the boundaries that your project will include. Are you developing an asset map of your street, block, neighborhood or wider community? Are you creating a map based on specific interests or topics (i.e. transit options, parks, restaurants, dog parks)?

Define the purpose

Ask yourself, or group, what you hope to achieve by carrying out an asset mapping project. Identifying your specific goal will aid in setting objectives and formatting processes to accomplish positive results. Kretzmann and McKnight (1997) advise that you or your group answer the following question:

How will the skills and capacities of local people be translated into meeting community-building goals?
Determine what types of assets to include

People

People are the central source of wealth for the community. Learn about each person through one-to-one interviews or Community Conversations. Make sure interview questions, whether conducted in person or in writing, are relevant and appropriate, based on your identified goal. Determine how you will document what you discover.

Possibilities you might explore:

- What is important to you?
- What does “community” mean to you?
- What are your hobbies or interests?
- In what ways have you been involved in the community?
- In what ways do you want to be involved in the community?
- What would you like to see in your community that doesn’t exist now? What hopes and dreams do you have for your community?
- Who do you consider to be neighborhood historians?
- Who has lived in the neighborhood the longest period of time?
- What skills, talents, resources, materials, or supplies do you have that you would be willing to share with neighbors or put towards a community effort?
- What, if any, associations or networks are you a part of?
- What, if any, associations or networks would you like to be a part of or help to form?
- Is there anything in particular that you need?
- What positive activities already happening in your community would you like to see more of?
- What is the best way to contact you?

While learning about the individuals, you will begin to see how people are interconnected. You will also learn about the informal groups that exist within a community. Voluntary associations are groups of people who know each other fairly well, work together, and have a shared interest; they are a community asset that can be easily mobilized into action.

There are many types of voluntary associations between people:

- **Interests**: art, music, sports, health, gardening, hiking, writing, books, politics
- **Work or Career**: networking, unions, business associations
- **Community Involvement**: civic engagement, volunteering, fundraising
- **Age**: children, youth, adults, elders
- **Geography**: neighborhood associations, block watches
- **Spirituality or Faith**: congregations, study groups, choirs
- **Support**: parenting group, self-help group, support groups

www.ouvcommunitylegacy.org
Community Building Tool Packet: Community Asset Mapping Workbook

Organizations

Learn about the organizations that exist within your community. With each one, think about what possibilities exist within the organization, and beyond their intended purpose(s). For example, think beyond a church in your neighborhood being solely a place of worship; think about it also as a meeting space, a resource for parking, kitchen use, storage, copy machine, tables and chairs. A restaurant within your neighborhood might extend its use beyond a place to eat; it may also offer space for community gatherings; it might present opportunities for employment, internships; it may grant donations of food for project activities.

On your exploration of organizations, seek to discover:
- What organizations exist within the community?
- What are the purpose, intent, mission, and goal(s) of the organizations?
- Who works with those organizations?
- What role would you like the organizations within your community to play?
- What goals, services, or projects do you hope for within these organizations?

Intentionally seek out: churches, colleges, universities, elderly care facilities, fire departments, hospitals, clinics, mental health facilities, libraries, police department, schools, utilities, community centers, radio or TV stations, small businesses, large businesses, social services, government agencies, home-based enterprises, non-profit organizations, religiously-affiliated organizations, grocery stores, markets, and/or restaurants.

Environment

Learn about the natural and built environment you live in. Explore air quality, water safety, trees, landscaping, agriculture, plant and animal life, energy resources, forests, lakes, ponds, streams, rivers, minerals, natural landmarks, parks, recreation areas, vacant land, recycling, compost, and waste resources. A built environment includes buildings, bridges, sidewalks, street lights, roads, gardens, playgrounds, sculptures, historical landmarks and more.
- What natural elements exist within the community?
- Where are the open spaces?
- How is land currently used? How would you like to see the land used?
- What buildings or structures exist within the community?
- How are those buildings or structures being used?

Local Economy

Learn about how money is earned, spent, and invested within your community. You might explore: income, occupations, methods for exchange and bartering, major industries and services, community wealth, untapped economic resources, access to goods and services, and circulation of money.
- How is money spent on a regular basis in the community?
- In what ways does money remain local and in what ways does it leave the community?
- What forces outside the community influence its economic health?
- What ideas do you have to enhance the economic vitality of the community?

www.ouvcommunitylegacy.org
Culture and Spirituality

Culture is the socially transmitted knowledge and behavior shared by some group of people (Peoples & Bailey). A community’s culture binds people together and affirms their identity. Learn about the culture, customs, traditions, and way of life of a community.

Examples of questions you might explore:

- Who lives in the neighborhood or community?
- What is the history of the community?
- How is history preserved, celebrated, and honored?
- What forms of art and music exist?
- How are community customs, traditions and identity preserved?
- How is culture transmitted to younger or newer community members?
- What forms of culture exist beyond the surface of casual observation?
- What languages are spoken? How is language used to affirm culture?
- What different forms of spirituality are present and expressed in the community?
- How are community members’ spiritual beliefs and practice connected to community life?

Information, Knowledge & Communication

Equal access to information and communication among its members, are vital to a healthy, vibrant community.

- What schools and training programs exist for the community?
- How are new skills and knowledge developed and shared?
- How do people learn about what is going on in the community?
- How is information technology used and by whom?
- To what extent and for what purposes are community members interested in communicating with one another?

Political Capital

Community life requires a continuous series of decisions on matters that affect its members. Learn about structured processes that establish and enforce policies within in the community.

- How is the community linked to political power?
- What is the formal process for community-based decision-making?
- Who represents leadership within local government?
- How does the community influence political decisions?
Community as a Whole

Get the big picture! Observe how people, places, and systems fit together, how linked together, their skills, talents, and resources can strengthen their community? How are talents and skills recognized and developed?

- How are the people given opportunities to contribute their gifts and talents?
- How do people learn about what is going on in the community?
- How do people with shared interests exchange ideas and information?
- How is new knowledge introduced, taught, or shared?
- What forms of art and music exist?
- How do people within the community define culture? What does it mean to them?
- What cultural values are practiced in everyday life?
- How are cultural differences valued?
- In what ways does the community have the desire and ability to work together?
- What is the level of trust, sense of safety and security within the community?
- What are sources of pride and joy within the community?
- What do people do for fun?
- What natural elements are defining features of the community?
- How do environmental conditions affect human interaction?
- What symbolizes the community’s history?

Think of all of the systems that impact an individual, family, or community life. Systems include:

- Health care
- Education
- Housing
- Transportation
- Child Care
- Emergency Response
- Faith
- Environment
- Government
- Food
- Financial
- Recreation
- Employment
- Social Services
- Utilities

Consider the three A’s:

- Availability = goods and services available in the community
- Affordability = of options made available
- Accessibility = ability to utilize goods and services that are available

www.ouvcommunitylegacy.org
Identify Methods

Once you have identified which community assets to include in your project, the next step is to determine how you will collect, record and analyze this information. Depending on which assets you decide to include, you may want to use a single method or a combination of methods:

- One to one interviews
- Calling people on the phone
- Online surveys
- Mail-in surveys
- Group Interviews
- A community event
- Canvassing

Next, determine how you will record the information you receive. Make decisions in advance about the way in which you will organize it. How you organize the information you receive will vary in relation to the size and scope of your mapping project. Be creative! Organize the information into categories or themes, create a spreadsheet or visually display it with post-its or pins on a map of your community or neighborhood. (See Appendix)

Lastly, analyze the information you have received and categorized. Ask yourself if you have achieved your initial goal (i.e. how will the skills and capacities of local people be translated into meeting community-building goals?) Use your project as a way to identify those assets in your community that are clearly valuable and those that may be underused. Additionally, identify ways that your asset map can be used to develop and build upon new and existing relationships in the community.

General principles for organizing information and assets on a map

- Find a map that contains the boundaries you have selected for your project including the details of your community. The Office of Neighborhood Involvement (www.portlandonline.com) is a resource for Portland city and neighborhood maps. Metro Regional Council is another great source (http://www.metro-region.org/). Additionally, Google Maps, and Yahoo Maps can also be used.
- Use different colors of post-its, pins or stickers to identify the different types of assets in your community.
- Identify the categories in which there were numerous skills for individuals (i.e. childcare, arts, and crafts) and list them by this category. List those skills that are unique to specific individuals separately as they may provide special opportunities for developing relationships in the community. For organizations, copy this process.
- When utilizing a map to showcase your findings, include a map legend or key so others can understand the information.

Report Back

Once you have completed your mapping project, it is important to share its findings with the neighborhood or community of focus. The information gathered should be accessible to everyone within your defined boundaries. You may choose to do this by hosting a community presentation, creating a resource directory, showcasing results in neighborhood newsletters, local newspapers or on a website, or mailing a report to every address within the defined boundaries.
Appendix 1: A Community Asset Map

(Healthy-Children-Healthy City Asset Mapping Project at http://www.healthycity.org/)

www.ouvcommunitylegacy.org
Appendix 2: Asset Map Example - One Street
Appendix 3: Asset Map Example - One Floor of an Apartment

**Apartment 401: Bob and Brenda Jones, Buster the cat**

- Bob and Brenda moved in 5 years ago shortly after getting married. Buster came to live with them a few months ago.
- Bob – Loves to bike, interested in the outdoors, teaches at the local middle school.
- Brenda – Loves to cook, bake bread and entertain neighbors. Wants to organize a cookout for neighbors.

**Apartment 402: Maria Santos**
- Lots of goldfish and her plant, Fern.

**Apartment 403: Jim and Melissa Rogers**

**Apartment 404: Marsha Hilton and Samantha Mills, Groucho the dog**

**Apartment 405: Naem Rashad**

**4th Floor “Neighborhood”**
- Other areas of interest: Community Park (12 Blocks east)
- Gino’s Grocery (1 block North)

**Bob and Brenda** moved in 5 years ago shortly after getting married. Buster came to live with them a few months ago.

**Bob** – Loves to bike, interested in the outdoors, teaches at the local middle school.

**Brenda** – Loves to cook, bake bread and entertain neighbors. Wants to organize a cookout for neighbors.

**Maria** is a full-time graduate student (biology) and moved in 1.5 years ago. Maria loves hiking and knows a lot about native plants.

Her boyfriend, **Matt**, comes to visit often and he always brings treats for the neighbor’s dog. Matt is the only person Groucho doesn’t bark at!

**Jim and Melissa** are an older, retired couple and have been on the floor for a long time. Jim says he and Melissa enjoy quiet times together.

**Jim and Melissa** are an older, retired couple and have been on the floor for a long time. Jim says he and Melissa enjoy quiet times together.

**Marsha and Samantha** are a couple and moved in 3 years ago with Groucho, their dog.

**Marsha** is an avid reader and works as a librarian. She is interested in American History and wants to learn to knit.

**Samantha** works at a local coffee shop and enjoys riding her skateboard. She aspires to be an artist and can draw very well.

**Groucho** barks whenever someone comes to the door – his bark is worse than his bite!

**Naem** moved in 6 months ago and says you’ll probably not find him at home much. He rides his “fancy road bike” wherever he goes.

**The Goodwins** moved in a year ago. They are very interested in getting to know people in town and frequently take **Billy** and **Sarah** to the park to play.

**Mary** is the Operations Manager at a local branch of a large bank. She enjoys reading, knitting and baseball. **Mary** is also a great cook and is interested in doing some kind of party with the other neighbors.

**Henry** does technical support for a software company and works from home most of the time. He lost a leg in a motorcycle accident as a teenager so he needs to use a prosthesis and (sometimes) a cane. **Henry** likes computers, technology, football and brews his own beer.

**Billy** is 2 years old and toddles about the house a lot. He is an outgoing child, but is terrified of Groucho. **Sarah** is 6 years old. She loves the color pink and wants to be an astronaut one day. **Sarah** is a little shy, but once she gets going she will talk a mile a minute!
Appendix 4: Asset Based Community Development Example

Asset-Based Community Development Institute
www.abcdinstitute.org
Resources

Community Tool Box
Assessing community needs and resources
http://ctb.ku.edu/tools/en/chapter_1003.htm

Racial Equity Tools
A web site designed to support people and groups working for inclusion, racial equity and social justice.
http://www.racialequitytools.org/

Asset-Based Community Development Institute
ABCD resources
http://www.abcdinstitute.org/

Data Collection Toolbox
Conducting in-depth conversational interviews
http://www.caps.ucsf.edu/goodquestions/section3/3d_indepth.html

The Capacity Inventory
A guided list of questions to ask individuals by ABCD Institute
http://www.abcdinstitute.org/docs/abcd/Capacity%20Inventory.pdf

Vitalizing Community: Building on Assets and Mobilizing for Collective Action
Facilitator’s guide

Vitalizing Community: Building on Assets and Mobilizing for Collective Action
Community guide

Community Building Initiative
Community Building Initiative (CBI) is a nonprofit organization established in 1997 by government and civic leaders that works to achieve racial and ethnic inclusion and equity in the Charlotte-Mecklenburg community.
http://www.communitybuildinginitiative.org/

www.ouvcommunitylegacy.org