



Asset Mapping

Identifying & Mobilizing a Community's Assets

What is asset mapping?

- What do you think asset mapping is?
- "The general process of identifying and providing information about a community's assets, or the status, condition, behavior, knowledge, or skills that a person, group, or entity possesses, which serves as a support, resource, or source of strength to one's self and others in the community." –*Healthy City*
- "Asset mapping provides information about the strengths and resources of a community and can help uncover solutions. Once community strengths and resources are inventoried and depicted in a map, you can more easily think about how to build on these assets to address community needs and improve health." –*UCLA Center for Health Policy Research*





Identifying Assets

- Talents and skills people possess
- Associations, networks, relationships
- Institutions and professional entities
- Physical assets- land, property, buildings, equipment
- Economic assets- productive work of individuals, consumer spending, local business assets
- Culture/Stories

A focus on the assets, not the deficits!

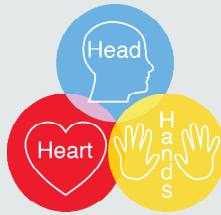
Asset Mapping Methods

- Community-Engaged Mapping: uses focus/breakout groups to discuss local assets
- Social investigation: uses several methods to gather information about the community. Can be used with community-engaged mapping.
 - Interviews: collecting information from people in your neighborhood in a way that supports positive rapport
 - Survey: asking questions about the community either in person, over the phone, or electronically
 - Community-walk: walking through the neighborhood and collecting information on local resources. Opportunity to use video or photos to document assets

Most asset mapping involves maps. This helps visualize the resources- both physical and social.

Benefits of Asset Mapping

- Supports strategic efforts by building on neighborhood strengths/positives
- Allows individuals to use their heads, hands, and heart to create and build in their neighborhoods/communities
- Leads to neighborhood cohesion and empowerment
- Creates awareness
- Breaks down barriers
- Leverage resources
- Everyone can make a difference- youth to seniors
- Helps you to advocate for your neighborhood
- Helps neighbors better understand their surroundings
- Community development
- Supports Neighbors Building Neighborhoods ideas



When should you engage in asset mapping?

- When residents are interested in identifying what's available to them- resources and services
- When you're interested in learning what residents consider to be assets, how they use them, and why
- When you want to see what's missing from a neighborhood/community
- You're ready to start strategic planning for your neighborhood
- To engage neighbors in improving existing resources, making connections, and harnessing community energy



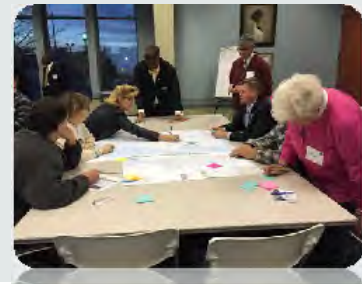
Before You Begin



- Who's doing the asset mapping?
- Why are you doing the asset mapping? What's your purpose?
- How will you collect the data? How do you plan to use the data?
- How engaged are residents? Are people motivated to participate?
- Who's involved? Is this a diverse group?
- Are you committed to the process?

Don't just use it gather data! It's an opportunity to develop relationships (internal and external), mobilize residents, and creating neighborhoods of choice.

Let's give this asset mapping tool a try!



Ways to Present the Data

- Analysis
 - Using Geographic Information System tools (do you know what free resources are offered on the City of Norfolk's website?)
 - Qualitative Data (story telling)
- Reports
 - Easy to read and share (combines results and visuals)
- Presentations
 - PowerPoint
 - Handouts
- Database
 - To share electronically
 - Detailed and can be continuously updated



Asset mapping resources

ABCD Toolkit

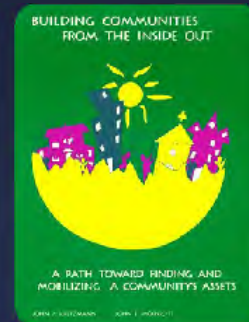
[http://www.abcdinstitute.org/docs/Diane%20Dorfman-Mapping-Community-Assets-WorkBook\(1\)-1.pdf](http://www.abcdinstitute.org/docs/Diane%20Dorfman-Mapping-Community-Assets-WorkBook(1)-1.pdf)

Participatory Asset Mapping

<http://www.communityscience.com/knowledge4equity/AssetMappingToolkit.pdf>

Building Communities From the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets
by John P. Kretzmann and John L. McKnight

Your Neighborhood Development Specialist
(We're all trained in asset mapping)





Other resources/tools to build strong neighborhoods:

- NBN Academy
 - Neighborhood Expo
 - NBN Website: www.Norfolk.gov/NBN
 - C3 support from your Neighborhood Development Specialist
 - Renovate Norfolk
 - Rent Ready Norfolk
 - Norfolk Cares
 - Neighborhood Quality
- ...all in the Department of Neighborhood Development

Thanks for participating!

To learn how you can conduct asset mapping in your neighborhood, contact Neighborhood Engagement at:
neighborhoodengage@Norfolk.gov or 664.4080