

# Asset Mapping:

Identifying Community  
Assets and Resources



# Material that will be covered...

- What is a community asset/community asset mapping?
- Why is identifying community assets important?
- When should community assets be identified?
- How to identify community assets? Mock Asset Map provided.
- How to use the community assets that have been identified?

**The First Step:**



**Community  
ASSET MAPPING**

# What is Community Asset Mapping

Asset mapping involves taking an 'inventory' of assets in a community. The Assets of a community are vast and include:

- The skills, potential and function of every individual and/or group of individuals
- Local Institutions
- Informal Organizations
- Physical Infrastructure
- Land Assets

# Why is Community Asset Mapping Important?

## Economic Development

- Communities and municipalities that map their assets are better equipped to attract investment, plan their future and understand their potential and opportunities...

# Why is Community Asset Mapping Important?

## Funding

Problem: External Resources are often not available or not sufficient enough to meet the needs of the community.

Solution:

- By identifying and mobilizing community assets the need for outside resources is reduced.
- The ability to leverage resources from outside your area grows.

# Why is Community Asset Mapping Important?



## Understanding-

Problem: We often underestimate the scope and complexity of a community issue.

Solution: It builds on already existing partnerships, leads to the creation of new partnerships and works to leverage resources by linking individuals, institutions, and organizations by identifying common goals and interests.

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# Why is identifying community assets important?

## Motivation

Problem: Initiating change

Solution: Improvement efforts tend to be more effective and longer-lasting when the members of a community dedicate their time and skills to changes that they believe in.

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# Why is Community Asset Mapping important?

## Accounting

### PSAB Section PS 3150-Reporting Model and Capital Assets

- Under the CICA, PSAB Sect. PS 3150 requires municipalities to report asset information on their financial statements by end of tax year 2009.

Note: Currently, the Public Sector Accounting (PSA) Handbook does not provide local governments with standards for accounting for capital assets.

# Why is Community Asset Mapping important?

## Solution-

The Municipal Asset Information System (MAIS) has been developed by both the municipal sector and Provincial Government to provide information necessary to determine and negotiate with the Federal Government for appropriate long-term infrastructure funding.

# Why is Community Asset Mapping important?



**Planning**

# When should community assets be identified?

- When you don't know what those assets are.
- When the community/area includes talented and experienced citizens whose skills are valuable but underutilized.
- When you can't provide traditional services, even if you wanted to, and are looking for other ways to build up the community.
- When you want to encourage residents to take pride in and ownership for local concerns and improvements.
- When you want to strengthen existing relationships and build new ones that will promote successful community development in the future.

**The Process:**



**ASSET MAPPING**

# STEP #1

## Statistics, statistics, statistics!

Statistical data is an excellent place to begin asset mapping

- Its important at this point to gather information on your community's social, economic, and geographical characteristics.

# What's next?

## Some Important Questions to Answer about...

- People in the neighborhoods and communities
- Institutional Assets
- Organizational Assets Government
- Physical and Land Assets
- Historical and Cultural Features

# It begins with individuals-Important Principles

- Every person has talents, skills and gifts important to a community
- Each time individuals uses these abilities, the community in which they live is strengthened
- Strong communities are places where the capacities of local individuals are identified, valued, and used
- The development 'of' the community is built upon the talents and resources of its members

# STEP #2: Asset Inventory of Individuals...

## 2 Primary Options:

- 1) Have individuals answer a few simple questions
  - Skills Information
  - Community Skills
  - Enterprising Interests and Experience
  - Personal Information
  
- 2) For more detailed information have them fill out a longer questionnaire.

## STEP #3

# Identify Local Institutions

- Economic
- Educational
- Political
- Religious
- Associations

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# Economic Institutions



- Involve the production, distribution, and consumption of goods and services in a community

Include:

- Industries
- Businesses
- Non-governmental organizations, non-profits
- Public sector employment

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# Educational Institutions

Include:

- Pre-schools
- Elementary schools
- High schools
- Colleges
- Universities
- Trade schools
- Web-based course delivery
- \*Info. Can be obtained by contacting your local and surrounding school districts

# Formal and Informal Political Institutions

All governing/decision-making bodies, including:

- Local-councils, boards, etc.
- Non-governmental and non-profit Organizations
- Provincial government
- Federal government

# Religious Institutions

- Organized religion generally includes an organization of people who support the practice of a particular religion with a prescribed set of beliefs, which take the form of a legal entity.

# Associations

- Refer to the civic, service, social, fraternal, and other voluntary organizations available for people to participate in local activities.
- These operate with formal constitutional rules and by-laws, and operate with a team of officers and/or board of directors.



# Informal Organizations

Examples include:

- Church Groups-prayer groups, stewardship committee, youth group, service group.
- Community Celebrations Committees-Arts and Crafts Festival Committee, Winter Festival Committee etc.
- Neighborhood Groups-Crime Watch, Homeowner's Association, Block Parents etc.
- Sports Leagues-bowling, fishing, basketball, hunting clubs, baseball etc.

# How to Inventory Informal Organizations...

3 Primary ways:

- 1) Examine Printed Materials
- 2) Contact Formal Institutions
- 3) Contact Local Individuals

# Examine Printed Materials

Including:

- Newspapers
- Local magazines
- Community directories etc.
- Internet

# Contact Formal Institutions

Including:

- Libraries
- Parks and Recreational Facilities
- Churches
- REDA's
- Schools etc.



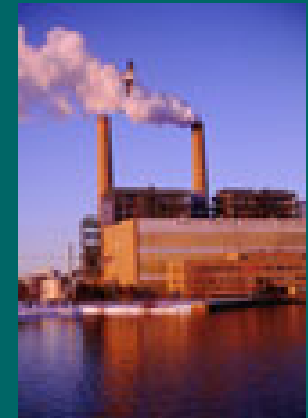
# Contact Local Individuals

Using one or more survey techniques (door-to-door, telephone interviews, scheduled interviews, mailed out a survey etc.) ask a sample of individuals to name any organizations in the community that they have participated in or have heard about.



# Step #4: Physical Infrastructure

- Transportation Infrastructure
- Utilities and Community facilities
- Housing



# Physical Infrastructure: Transportation Infrastructure

1. Roads and highways
2. Rail systems
3. Transit
4. Airports
5. Pedestrian

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# Physical Infrastructure: Utilities and Community Facilities

Assess the following four items:

- 1) Water systems
- 2) Solid waste systems
- 3) Energy systems
- 4) Community service facilities and information systems

# Physical Infrastructure: Utilities and Community Facilities

There are three main issues to address for each item:

- Current use level
- Capacity
- Condition

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# Physical Infrastructure: Housing

- Identify the land in your community used for housing.
- Look at the residential areas, including seasonal, vacant, single-family, multi-family, and farmstead.
- Has there been significant growth in residential areas? Or have housing areas grown vacant?
- Have some residential areas been converted to retail or industrial uses or vice versa?

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# Information Infrastructure

Includes:

- Bandwidth
- Connectivity
- Services
- Radio/TV stations
- Cable and Phone companies


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# Land

- Familiarize yourself with the local Zoning Bylaw
- Identify areas owned by private citizens, the community, and the provincial or federal government.
- What land is available for?
- What is the average cost of land?

# Land Assets

- Agriculture
- Energy Resources
- Forest
- Industrial Areas
- Lakes, ponds, streams
- Mining
- Natural resources/landmarks
- Parks/Recreation Areas
- Vacant Land
- Water Resources



Now that you have this information...  
How do you compile it?

# Where do we go from here: Applying the Asset Mapping Model

- Strategic Planning
- Community Development
- Organizational Development
- Program and Project Development

# What have we covered?

- Established what is a community asset and why identifying community assets is important.
- When should and how to identify community assets.
- How to compile this information.
- The uses the community asset maps.

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# QUESTIONS OR COMMENTS?

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# Contact Us:

Shelley Kilbride, Capacity Development Officer  
[Skilbride@sarm.ca](mailto:Skilbride@sarm.ca) / (306) 761-3736

Jarad Hermanson, Capacity Development Officer  
[Jhermanson@sarm.ca](mailto:Jhermanson@sarm.ca) / (306) 761-3735

Kent Pointon, Capacity Development Officer  
[New.north.k.pointon@sasktel.net](mailto:New.north.k.pointon@sasktel.net) / (306) 425-5561

Or Visit our website(s): [www.clearingthepath.ca](http://www.clearingthepath.ca) /  
[www.municipalcapacity.ca](http://www.municipalcapacity.ca).