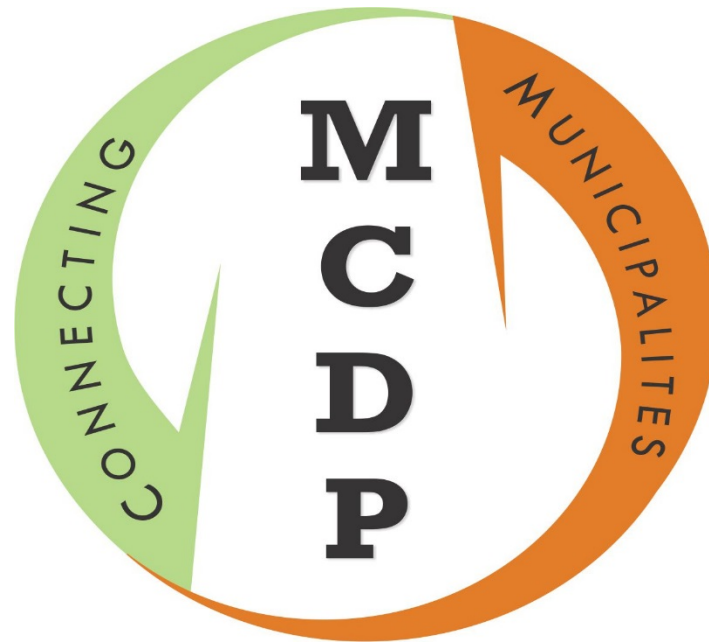




Asset Mapping:

Identifying Community Assets and Resources

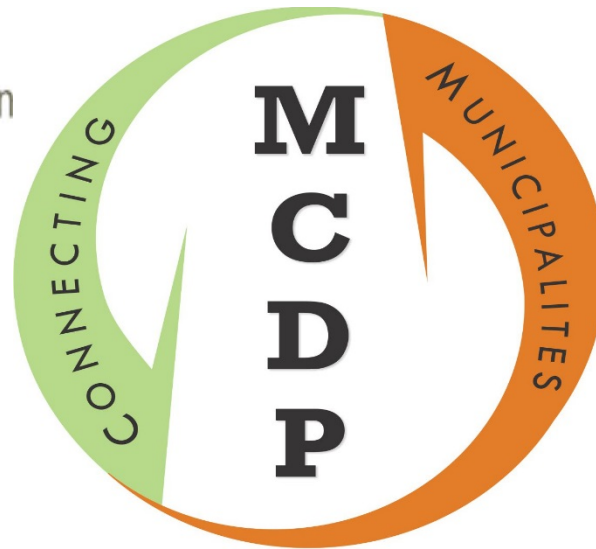


MUNICIPAL CAPACITY
DEVELOPMENT PROGRAM



SARM

Saskatchewan Association
of Rural Municipalities



MUNICIPAL CAPACITY
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Canada



Government
— of —
Saskatchewan
Ministry of Government Relations

**‘be
different...’**



Material that will be covered...

- What is a community asset and community asset mapping?
- Why is identifying community assets important?
- When should community assets be identified?
- How to identify community assets?
- How to gather community asset information?
- How to use the community assets that have been identified?

What is Community Asset Mapping?

Asset Mapping involves taking an “inventory” of assets in a community using primary and secondary information sources. The assets of a community are vast and include:

- ❖ The skills, potential and function of every individual and/or group of individuals
- ❖ The needs and services of local institutions and informal and formal organizations
- ❖ The characteristics and carrying capacity of physical infrastructure and land assets



Why is Community Asset Mapping important?

**Economic
Development**

Funding

Understanding

Motivation

**Resources and
Partnerships**

Accounting

Planning

Economic Development

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

Funding

By identifying and mobilizing community assets the need for outside resources is reduced.

The ability to leverage resources from outside your area grows.



Understanding

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.

Motivation

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.

Resources and Partnerships

Having information about your community's vast resources allows you to utilize those assets that you have more efficiently.

Providing detailed asset information to potential partners provides you with a great place to begin expanding on regional initiatives.



Accounting

It is difficult for Local, Provincial and Federal governments to budget for upgrades and/or replacements of municipal infrastructure and to receive funding without information on municipal assets.



Planning

Asset mapping gets communities prepared for planning – strategic planning, land-use planning, capital planning etc.

The information gathered can be used for making decisions about managing long-term growth, or managing long-term stagnation with respect to infrastructure, municipally delivered services and quality of life.



Activity

- Each table group will represent a “community”
- Look in the bags on the tables
- Use the materials in the bag to construct a 3 dimensional house
- You will have 10 minutes to make the house



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.

ASSET MAPPING: The Process

- 1) The Purpose
- 2) Statistics, Statistics, Statistics
- 3) Other Information
- 4) Asset Inventories of Individuals
- 5) Identify Local Institutions and Gather Information
- 6) Identify Infrastructure and Land Assets
- 7) Tools for Gathering Information
- 8) Compiling Information



What's next?

Some Important questions to answer about.....

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



This process involves contacting:

- ❖ Individuals in the community
- ❖ Local Business Owners
- ❖ Libraries
- ❖ Parks and Recreation
- ❖ Facilities
- ❖ Churches
- ❖ Community Organizations, Schools, etc.

Asset Inventory of Individuals

Every person has talents, skills and gifts important to a community

The development of the community is built upon the talents and resources of its members

Each person in your community has a stake in it's future

Everyone has an ideal vision of their community

Individual Asset Inventories

Have individuals answer a few simple questions

- Personal Skills
- Community Skills
- Enterprising Interests and Experience
- Personal Information

For more detailed information have them fill out a longer questionnaire.

Identify Local Institutions and Gather Information

Economic

Educational

Political

Religious

Associations

Informal organizations

How to Identify Local Institutions

- ❖ Contact Formal Institutions
- ❖ Examine Printed Materials
- ❖ Contact Local Individuals



Identify Infrastructure and Land Assets

Physical Infrastructure

Information Infrastructure

Land Assets



Physical Infrastructure: Transportation Infrastructure

- Roads and highways
- Rail systems
- Transit
- Airports
- Pedestrian



Physical Infrastructure: Utilities & Community Facilities

- Water systems
- Solid waste systems
- Energy systems
- Community service facilities



Asset Management

Asset Management is about understanding what municipal infrastructure assets you have and how to manage them effectively over the long-term.

Asset management plans must indicate:

- ❖ expected upcoming infrastructure work (rehabilitation, replacements, and new assets) including both the timing and expected cost of the work
- ❖ current funding in place (if any) for upcoming work of infrastructure assets
- ❖ levels of service provided and the risks associated with providing services



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?

Information Infrastructure

Includes:

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

Land Assets

- 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?

Now that you have the information, how do you compile it?

- ❖ Physical Mapping
- ❖ PDF compilations
- ❖ Website expansion
- ❖ Database
- ❖ Spreadsheets
- ❖ Informational documents

... the possibilities are virtually endless!

Applying the Asset Mapping Model

Strategic Planning

Community Development

Official Community Planning

Organizational Development

Program & Project Development

MCDP's: Municipal Guide to Asset Mapping

- ❖ Introduction to community asset inventories
- ❖ Explains practical applications & benefits of establishing an asset map
- ❖ Distinguishes between needs-based & asset-based approaches
- ❖ Inventory checklist
- ❖ Suggested resources, sample questionnaires, and worksheets

QUESTIONS OR COMMENTS?



A mouse rides on the back of a frog in floodwaters in the Indian city of Lucknow on June 30, 2006

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