



Asset Mapping

How to Create and Share Your Projects



Today's Program

What is Asset Mapping?

The Basics: Best Practices for Setting It All Up

Creating a Map

Existing Data Sets and Opportunities

Digital Tools to Use

What is Asset Mapping?

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

Advantages of Asset Mapping

- Builds on existing community assets
- Mapping the inventory creates a visual depiction of existing and lacking assets
- Data can be used to raise awareness about the availability of assets, develop or improve services and programs, or to apply for funding
- Can generate a lot of community participation
- Can be used at multiple scales
- Can be done as a one off or can be done multiple times to inform different pieces of strategy
- Shifts thinking from a deficit mindset to an expansive one

Best Practices for Asset Mapping

Define your project

- What are the goals of your project?
- What are you mapping and why?
- How will you communicate the results and for what purpose?

Best Practices for Asset Mapping

Define your project boundaries

- What scale will you be working at?
- Is this for a neighborhood? A city? An organization? A department? A team?
- Will you be mapping geographic or mental space?

Best Practices for Asset Mapping

Identify and involve partners

- Who will be involved?
- Are your partners inclusive of everyone involved in/impacted by your project?
- Are your partners already people that you know? If not, how will you get people involved?

Best Practices for Asset Mapping

Determine what types of assets to include

- People
- Organizations
- Government
- Institutions
- Environment
- Economy
- Culture
- Information, Knowledge, Communication

Best Practices for Asset Mapping

Decide on your methods: how will you be collecting the information to create your map?

- Community events
- Group interviews or focus groups
- One on one interviews
- Canvassing
- Phone surveys
- Online surveys
- Mail-in surveys

Best Practices for Asset Mapping

Report back on what you found

- What are you going to do with your maps?
- Communicate what you found and what happens next

Creating a Map

Better Together

- Mental mapping for emergency preparedness and community connection

Existing Data Sets and How to Use Them

Colorado State Office of Recovery and Resiliency

Responsible Data Use

- Put people first. They are not just data points.
- Create a clear data sharing policy for when, how, and with what consent you share data with others
- Incorporate responsible data use when working with partners to design and implement projects
- Make your revenue sources transparent so that others can determine if there are any conflicts they may have in working with you
- When collecting data about people or organisations, communicate clearly about that collection so that people can give informed consent and participate in an opt-in process
- Do not collect data about people, organizations, or activities that you do not have clear intent to use productively
- Identify security standards for your data and support to meet those standards

Knight Lab: Timeline

<http://world.time.com/2013/12/05/nelson-mandelas-extraordinary-life-an-interactive-timeline/>

<http://bocostrong.org/en/our-story/>

Story Maps

<http://storymaps.esri.com/stories/2016/electricity/index.html>

<http://maps.co.gov/cofloodrecovery/>

<http://storymap.genesisofexodusfilm.com/index.html>

<https://napsg.maps.arcgis.com/apps/StoryMapCrowdsource/index.html?appid=65f0dde429504c3cb07f0cae0f2c4be6>

Other Tools

[Responsible Data Use Handbook](#)

[Kobo Toolbox](#)

- Build customized forms
- Data is geolocated and mapped for you

[Open Data Kit](#)

[Kumu](#)

[Yale Community Mapping Resources](#)

[National Community Mapping Institute](#)

Case Studies

[Innovate North Carolina](#)

[Mapscorps: Employing High School Youth for Asset Mapping](#)

[Advancement Project: California](#)