



MAPPING YOUR NEIGHBORHOOD



What is Participatory Asset Mapping?

Participatory Mapping is the process of creating a display of the places and experiences that make up a community, through community members themselves identifying them on a map.

Uses of asset maps:

- Identify strengths and opportunities in the neighborhood
- Help a community get organized by creating databases of resources and services available that they can access and maintain
- Build networks between community organizations and neighborhood associations

Types of community assets:

Formal places are established places and destinations, often associated with a building or fixed location, for example:

- Human services
- Institutional, like schools and churches
- Government offices
- Parks and recreation
- Shops and businesses
- Transportation, like a bike or bus route

Informal places are locations based on experiences, for example:

- A social gathering place or event venue
- A place where recreational activities like a yoga class or a soccer match occur
- A book club venue
- A walking school bus route
- A location where parents meet to pick up their kids



Community-engaged mapping methods:

- Event-based - collectively build information in a gathering
 - *Workshops, public meetings, focus groups*
- Social investigation - collecting data digitally and online, or on site
 - *Interviews, surveys, community walks, social media analysis, data collection from existing sources (like the Census or the Neighborhood Conditions Index)*

Tools for mapping:

- Paper maps, pens and post-its
- SWOT Analysis
- Bicycle and Pedestrian Audit Toolkits
- Housing Audits
- Digital spreadsheets (Google, Excel)
- Online survey building engines
- Digital mapping (Google Maps)
- Social media platforms

**STEP 1****Define Purpose and Boundaries:**

Determine the goals of your mapping project and set clear geographical boundaries. You can also choose a specific group of people to work with, if it applies.

STEP 2**Identify Assets:**

Define categories that serve the initial purpose. How you plan to use the information should guide what assets you want to identify. List community assets such as schools, parks, businesses, transportation networks like sidewalks, bus routes, bike routes, etc.

STEP 3**Involve Stakeholders:**

Engage community members, local organizations, and other stakeholders to ensure diverse input.

STEP 4**Choose Mapping Method and Tools:**

You can use digital tools for precise data or in-person workshops for participatory mapping.

STEP 5**Organize and Analyze Data:**

Arrange the collected data on a map to identify patterns, gaps, areas lacking resources or services, and potential opportunities for community development.

STEP 6**Plan Strategically and Select Metrics:**

Use the findings to inform your priorities when allocating resources and leveraging existing assets to address your community's needs. Select metrics to track progress and impact.

STEP 7**Engage Stakeholders:**

Share results with community members and stakeholders to foster collaboration and collective decision-making and maintain community development.

STEP 8**Build an Action Plan:**

Create targeted initiatives that address identified priorities. Develop a clear action plan based on the results, outlining specific steps, responsibilities, timelines, resources needed, and assets to leverage.

STEP 9**Monitor Progress:**

Use the results as a baseline to monitor progress and measure the impact of interventions over time.

STEP 10**Share and Update the Information:**

Frequently share information in various formats. Get feedback quarterly and maintain involvement and information up-to-date. Ways to share may include:

- Handouts
- Detailed reports
- Presentations with visual aids like maps, charts, and infographics
- Neighborhood communications, such as social media, email, and newsletters