Community Needs Index: One Story
What are Assets?

• Anything improves the community
• Tangible and Intangible
• Moves discussion away from problems, to focus on positives.
• Six categories of assets
Asset Mapping
WHY Do It?

• Local Assets are the Building Block to Communities
• Uncovers talents and skills (resources) found in the community
• Internally focused—relies on community, not outsiders
• Create your own story of your community
• **Snapshot process, Not a full inventory**
CEDS

- Strategy Driven
- Regional E.D. Plan
- Specific Format: S.W.O.T/Metrics
- Required for federal $
- Update every 5 yrs

NEAP

- Local Input Tool
- Informed Decision-making
- Economic Development Planning
- Baseline Data Repository
- State-wide Extension Program
- Multi-partners
- Broad participation
- Data=Community accessible

Sounds Familiar….but wait:
Downtown Lovelock Community Visioning Workshop #2
Creating a Vision for the Downtown Corridor
December 11, 2020, 1–5p Zoom Meeting
Example of a community asset inventory. What does this map tell you about the community?
Mapping information about the community

BY THE COMMUNITY to tell their story
Asset Mapping Process
Guidelines

• Process and Product
• Boundary=County
• Generating assets
• Dialogue not debates
• Existing
• Desired
• Snapshot→ not a full inventory
• Participatory process
• Story of your community.
Asset

Both Process and Product

• Process
  • Interaction
  • Discussion
  • Sharing of talents resources
  • Begin initiatives
  • Recognize a gap/weakness
  • Willing to invest in themselves

• Product
  • Use for grant writing
  • Identify community resources
  • Foundation for strategic planning, CEDS
  • Map/visual display of assets
Six Categories of Assets
Values → Cultural/Identity
Economic → Financial
Play → Social/Natural
People → Human
Places → Built/Natural
Groups → Social/Cultural
1. Values

- Often Intangible Asset
- Only identified from community members
- Adds to our shared quality of life
- Decision making often will reflect community values.
Bubble Maps for each Asset Category

Qualitative Data
JamBoards

https://jamboard.google.com/d/1YMA_1mPkzArv0Bw3_c8R_7pT-85a4qINm0UdENUrPFQ/edit?usp=sharing
2. People

• Skills and Talents of people in the community.
• Are there Skilled craftspeople?
• Are their Story Tellers/Artists?
• What skills and talents do residents have in your community?
3. Places

Examples may Include:
- Gardens
- Parks
- Playgrounds
- Historic sites

What places are important in your community?
Places as Assets

Built and Natural Capital
4. Play

Play is important for all of us from children to adults.

What Play opportunities are available in the community?
Play Assets = Quality of life and Socialization
Economic Assets

• Do we have local credit unions?

• What resources do we have to grow more local business?

• What economic assets do you desire?
- Economic Assets
- \(=\) Financial Capital
6. Groups

- Organizations or Volunteer Groups
- Formal or Informal
- What groups do you have?
- What groups do you desire to have?
Groups = Social Capital
GROUPS

Existing Inventory
- Union Groups
- Chamber of Commerce
- Senior Centers/Support Group
- Veterans Group
- Religious Groups
- Tribal Community
- Youth Groups

Desired
- Animal Care
- Hospital/Urgent Care
- Fire Department
- Public Library
- Disability/Special Need Groups
- Business Groups
- Educational Support Groups

Community Assets
Next Step: Pershing County Community Asset Survey

Pershing County Asset Survey link: https://www.surveymonkey.com/r/VMPR2KM