



Community Assets for Carson City, Nevada



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**PEER
REVIEWED**
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A process mapped by the community.

Full report available at extension.unr.edu/NEAP.

WHAT ARE COMMUNITY ASSETS?

Community assets are things that improve the community. These include items that community members want to keep, build upon and sustain for future generations. Assets can be a tangible aspect, such as a historic building, or assets can be intangible, such as community values or volunteer efforts.

Identifying a snapshot of assets helps us to:

- Easily envision our strengths and possible gaps we can work on as a community.
- Continue discussions of possible actions and initiatives.
- Think about and promote the community.

ASSET CATEGORIES



Values



Play



People



Groups



Places



Economic

ASSET MAPPING PROCESS

Step 1:

Community
Workshop

- A meeting is scheduled with local community leaders.
- Attending participants are asked to record what they feel are assets for each of the six categories on the bubble maps.
- Afterward, a discussion of what was recorded takes place.

Step 2:

Online Community
Asset Survey

- Bubble maps for each asset category are developed based on participant data from workshops.
- Community members and Extension advertise the online survey to encourage broader community participation.
- A paper hard copy (PDF version of the survey) is provided for those without online access to the survey.

Step 3:

Data Analysis of
Assets

- Survey data is analyzed for each asset category, including both existing and desired assets.
- Themes are developed for each of the asset categories based on data provided by participants, hence reducing each individual response and placing responses into themes.
- Assets are discussed and summarized in the NEAP Report.

A full baseline data report, an economic impact report and additional infographics are available for this county. Full reports and infographics will be available for each county in Nevada. For more information, email us at EconDev@unr.edu, or call Marlene Rebori at 775-336-0264, Buddy Borden at 702-257-5505 or Joe Lednický at 702-948-5971. The Carson City Extension office is administered by Lisa Taylor, Extension Educator, who can be reached at 775-887-2252. Visit us online at <https://extension.unr.edu/neap>.



VALUES

Values are an intangible asset of a community, but shared values of a community add to our quality of life.

Existing	Desired
History, Local and State	Improve Cooperation btw City and Counties
Education	More Diversity
Community Pride	More Inclusive



PLAY

Play is an important part of life, from children to adults. Having time and space to play provides the opportunity to socialize with friends and improves our physical and mental health and our overall quality of life.

Existing	Desired
Outdoor Opportunities	Better ADA Access
Museums/Cultural Activities	Outdoor Amphitheater
Nevada State Capital Events	Youth/Teen Opportunities



PEOPLE

People are residents of the community. Everyone has gifts and talents to contribute to the community.

Existing	Desired
Civic Organizations	Diverse Cultures
Increasing Senior Population	More Inclusive
Long-term and New Residents	



GROUPS

Groups can be either formal or informal and often serve as our social fabric. Groups are residents working together to improve the community, get involved or add value to the community.

Existing	Desired
Civic Groups	Diversity of Youth Groups/Population
Nonprofits	Internship Opportunities With WNC
N. NV Dev. Authority (NNDA)	



PLACES

Every community has special places where people come together. Places can be either the built or the natural environment.

Existing	Desired
Outdoor Amenities/ Access	Community Public Spaces
Historical Places	Events Center
State Capital	Expand Local Parks



ECONOMIC

Communities have economic power in local businesses. Economic power can also be understood through local banks, community foundations or development authorities.

Existing	Desired
Location-to-World Class Tourism (Tahoe)	Re-Development of Shopping/Restaurants
Box Stores	Workforce Development
Affordable Housing— but Finite	Public Transport- DT Corridor