

Community Asset Plan

Identifying your community assets starts with thinking a little about what makes up the heart of your place. The following questions will help you start to think about who you are as a community, and the places where your community heart shine (as well as the places that need a little help!). **Think about this as describing your community as a superhero: What is your superpower? What is your critical weakness? Who is your greatest nemesis? What is your origin story?**

When thinking about asset locations, keep the following three categories in mind:

- **Areas for Redevelopment** - places where you'd like your community to grow
- **Areas for Activation** - places in your community you'd like to make more vibrant or useful, or have more people experience
- **Areas for Preservation** - sacred places in your community that you would be heartbroken to lose (these can be landscapes and cultural assets, too!)

PASSION

What is our community passionate about?

- 1.
- 2.
- 3.
- 4.
- 5.

Location

Where in your community can you see these passions?

- 1.
- 2.
- 3.
- 4.
- 5.

BEST AT

What do you do best? Your greatest strengths?

- 1.
- 2.
- 3.
- 4.
- 5.

Location

What are your favorite community places?

- 1.
- 2.
- 3.
- 4.
- 5.

ENGINE

What drives your community engine?

- 1.
- 2.
- 3.
- 4.
- 5.

Location

Where is your community success on display?

- 1.
- 2.
- 3.
- 4.
- 5.

TRIBE IN

Who are the people that love your community?

- 1.
- 2.
- 3.
- 4.
- 5.

Location

Where do the people who love your community go to hang out?

- 1.
- 2.
- 3.
- 4.
- 5.

TRIBE OUT

Who isn't interested in your community or says negative things about you?

- 1.
- 2.
- 3.
- 4.
- 5.

Location

What places in your community do people complain about or dislike?

- 1.
- 2.
- 3.
- 4.
- 5.

MAGIC WAND

What is the one thing you'd like to do differently?

- 1.
- 2.
- 3.
- 4.
- 5.

Location

What place in your community would you like to change the most?

- 1.
- 2.
- 3.
- 4.
- 5.

ESSENCE

What is the essence of your community?

- 1.
- 2.
- 3.
- 4.
- 5.

Location

What location in your community speaks the most to who you are?

- 1.
- 2.
- 3.
- 4.
- 5.

How Can I Gather My Community Assets?

There are several ways you can gather information for the above categories:

- **Online Survey**- You can use a community or small-group survey to answer these questions. This is great "homework" to assign to the people who will be meeting to create your Activation Plan.
- **Online Polling Questions**- Create individual polling questions for each category, and use them as rapid-fire icebreaker questions before you begin your Activation Plan exercise.
- **In-Person or Virtual Sticky Notes** - If meeting in person, provide sticky note colors for each category, and allow meeting participants 1 minute to write down as many ideas for each category as possible, and then have table teams combine their sticky notes into common themes. You can do the same thing by using Microsoft Whiteboard (or similar) and using its sticky note features to record and categorize group ideas.

A Note About Mapping

When you're locating places on a map, you can print out wall or table maps for in-person events, or use an online mapping program (Google Earth) to have meeting participants add locations to the map as part of their "homework" before the meeting.

Next Step: Community Activation Plan!

After working through your community assets, you're ready to think about how to take the insights you've gained about your community character and the places in your community, and use them to help activate your community spaces in ways that are meaningful, sensitive, and align with who you are as a special place.

Use the "Community Activation Plan" Worksheet concepts to outline your activation ideas and concepts!