

A hand in a white shirt sleeve points to a specific location on a complex, multi-colored transit map. The map features various colored lines representing different transit routes, including blue, orange, yellow, red, and purple. The background is slightly blurred, focusing attention on the hand and the map.

# Developing a Community Asset Map

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**RUTGERS-NEW BRUNSWICK**

**Edward J. Bloustein School  
of Planning and Public Policy**

Center for Urban Policy Research



# Webinar Objectives

- Define Assets and Asset Mapping
- Outline strategies to map assets in your community
- Describe potential benefits and uses of community asset maps
- Real-life example

# What are community assets?



Assets are the things that are important to members of your community



They can be people, things, services, resources, and connections



Important to highlight, sustain, and build upon these assets

# Identifying assets is important to community work

## Inclusivity

- Residents are more likely to feel included when their community is accessible

## Making Connections

- Grant teams = *Connectors*
- Residents who are well-known, trusted, and tend to have a very large network in their community.



# **Types of Assets**

Tangible

Intangible

# Categories of Assets



# More about the six categories of assets :





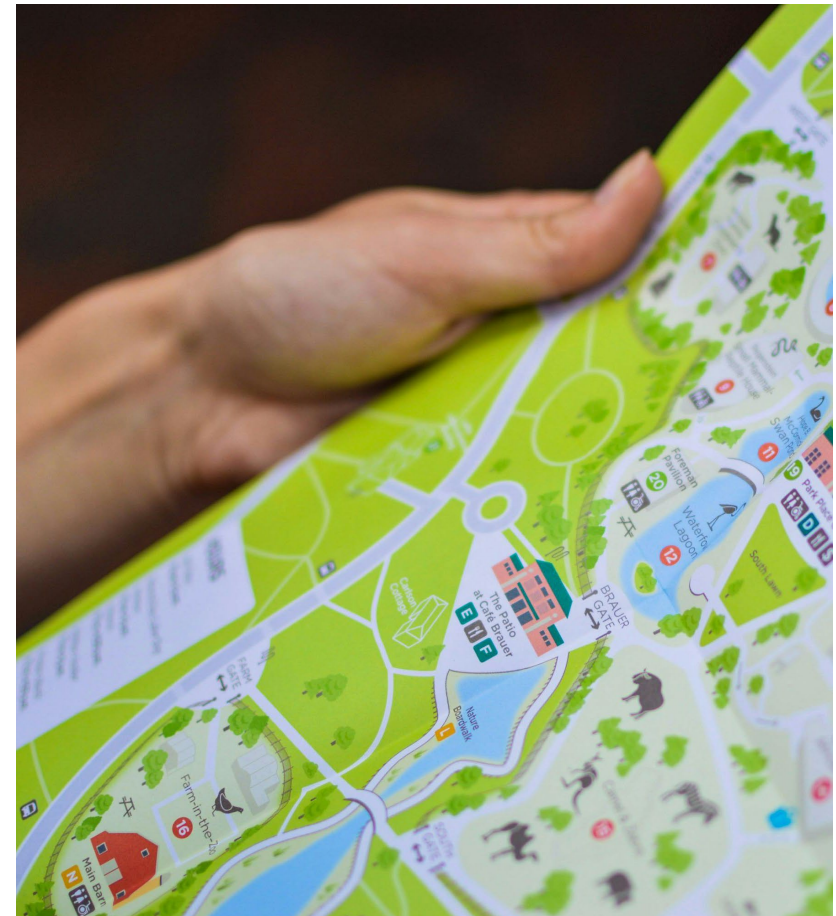
# What is an Asset Map?

- An asset map is a visual tool or inventory that identifies and locates a community's existing strengths, resources, and connections
- Shifts focus from needs → assets
- Contributes to a foundation for development, planning, and problem-solving by revealing what's already there to leverage for goals

# PURPOSE OF ASSET MAPPING

*Four essential reasons to invest time and resources in engaging community members to map local assets:*

1. Reveal or uncover the strengths of a community, especially its residents.
2. Develop a sense of empowerment and community pride among participants.
  - It is rare that participants in this process will not say something like, “I felt so proud to live here. I’m overwhelmed with opportunity and possibility.”
3. Provide real data for people to imagine the action that they can take as a community.
4. Guide future relationship building that can further discover and connect assets, creating even more community power.



# What does an asset map look like?



*REAL MAP*



*A CHART OR  
WHEEL*



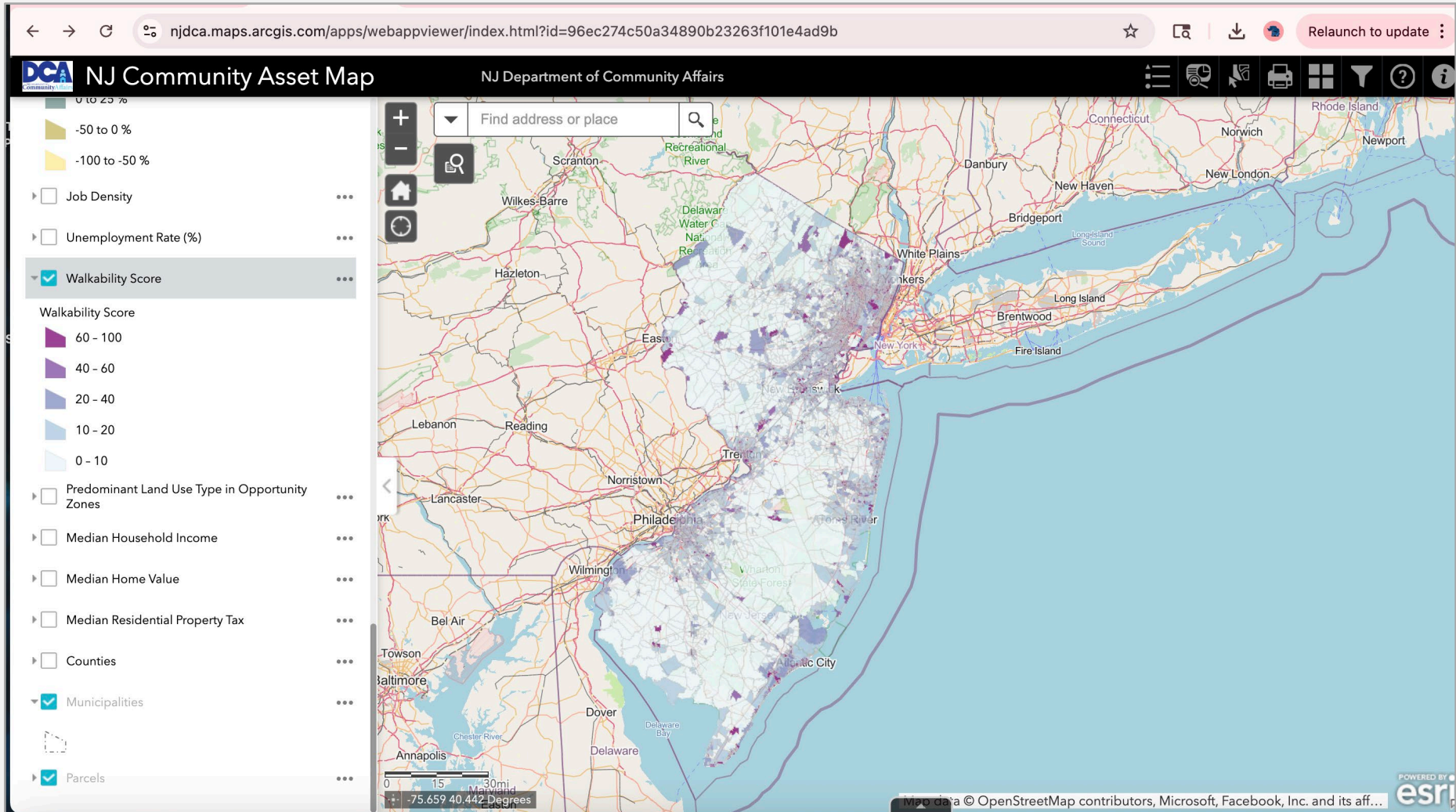
*LIST OF  
ASSETS*

# Actual map

markers, pens, pins



# Online 'actual map'

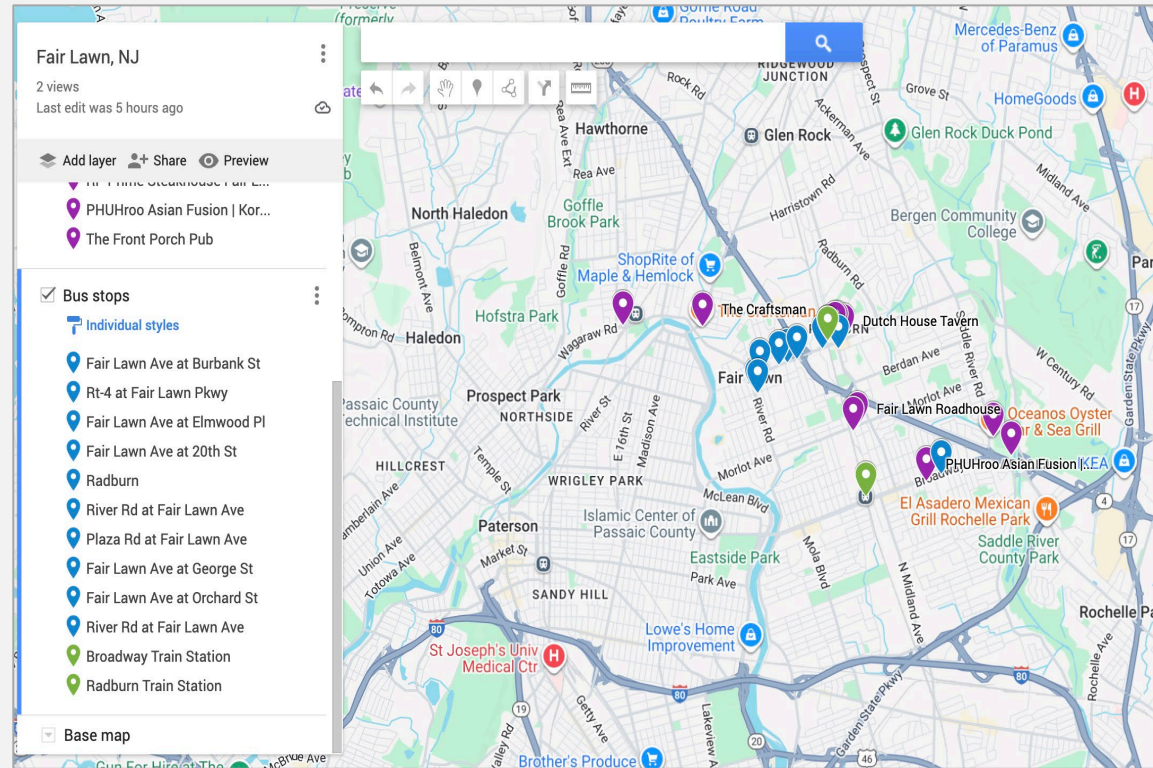


# Online Mapping Tools

- [Google My Maps](#)
  - Via Google.com
- [NJ Community Asset Map](#)
- [The Age-Friendly Counties of New Jersey Pilot Mapping Project](#)
- Multiple other sources on the internet with NJ data

*Potential issues with internet-based data sources:*

- Are they 'local enough'?
- Are they current?





# An Outline

*Community:* Older adults in Innisfail, Canada

## Frequently Identified Assets for Older Adults in Innisfail



### Social Environment & Engagement

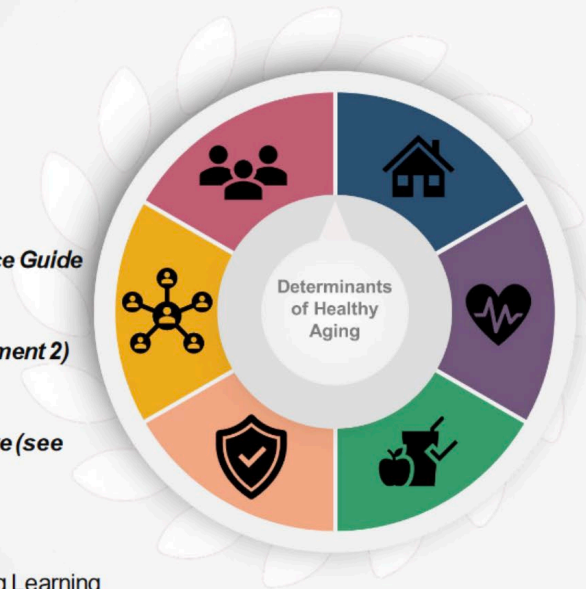
- Royal Canadian Legion
- Lakes & Trails
- Community Events & Festivals
- Innisfail Public Library
- Community Partners in Action

### Social Support

- *Innisfail Community Resource Guide (see Attachment 1)*
- *Innisfail Dementia Friendly Resource Guide (see Attachment 2)*
- *Senior's Drop-in Centre (see Attachment 3)*
- *Resource List from Homecare (see Attachment 4)*

### Safety & Security

- RCMP (e.g., Victim Services)
- Henday Association for Lifelong Learning
- Central Alberta Elder Abuse Help Lines
- Lifeline



### Physical Environment

- *House and Yard Care Resource list (see Attachment 5)*
- Transportation Services (e.g., P.A.C.E Bus, Prairie Bus Lines)

### Physical & Mental Health

- *AHS Alberta Healthy Living Programs (see Attachment 6)*
- Innisfail Health Centre
- Innisfail Aquatic Centre
- Trails & Paths
- Home Care (Alberta Health Services and Private)
- Wolf Creek Primary Care Network
- Primary Care Network – Movers & Groovers Program
- Pharmacies

### Personal Wellbeing

- Innisfail & Area Food Bank

Source: Healthy Aging Alberta, n.d.

# Excel/Google sheet

docs.google.com/spreadsheets/d/1l0ycvtNIWz2IGEhaol4fUFKLcDleOUVfPWdNH1qPgY/edit?gid=0#gid=0

Allamuchy Asset Mapping

File Edit View Insert Format Data Tools Extensions Help

View only

Allamuchy Asset Mapping						
Asset Name	Category	Email	Phone #	Address (Allamuchy encompasses many postal addresses)	Website	Asset Description
Allamuchy Environmental Comm	Community Organiz	openspace@allamuchynj.org		292 Alphano Road, Great Meadows		
Allamuchy Green Team	Community Organiz	openspace@allamuchynj.org	908-852-5132	292 Alphano Road, Great Meadows		
Allamuchy Senior Citizen Club (O.W.L.S)	Community Organiz	Seniors@allamuchynj.org	908-852-5132	292 Alphano Road, Great Meadows	<a href="http://allamuchynj.org">allamuchynj.org</a>	
Friends & Neighbors of Allamuchy	Community Organiz			P.O. Box 164, Allamuchy, NJ 07820		Community Service organization. See contact information in The Panther at <a href="http://pvpoa.org">pvpoa.org</a> .
Friends of Rutherford Hall	Community Organiz			P.O. Box 432, Allamuchy, NJ 07820	<a href="http://www.rutherfordhall.org/frter">www.rutherfordhall.org/frter</a>	Volunteer group that helps Rutherford Hall and Allamuchy Board of Education raise funds
HealthyU Explore Day	Community Organiz					Annual school event
Lord's Pantry	Community Organiz		(908) 852-3020	213 Main Street Hackettstown, NJ - 07840		
Panther Valley Property Owners Association	Community Organiz		908-852-8400	P.O. Box 54, Allamuchy, NJ	<a href="http://pvpoa.org">pvpoa.org</a>	Home owners association for the Panther Valley community.
The Panther	Community Organiz		908-852-8400	P.O. Box 54, Allamuchy, NJ	<a href="http://www.pvpoa.org">www.pvpoa.org</a>	Monthly newsletter published by the PVPOA primarily for the residents of Panther Valley. I
Allamuchy Board of Education	Education		908-852-1894	20 Alphano Road	<a href="http://www.aes.k12.nj.us">www.aes.k12.nj.us</a>	Nine member board provides oversight for Allamuchy School District. Members are electe
Allamuchy School District	Education		908-852-1894	1686 County Road 517, Hackettstown	<a href="http://www.aes.k12.nj.us">www.aes.k12.nj.us</a>	Allamuchy Township School District. Two buildings: PK-2 and 3-8.
Allamuchy Township School	Education			20 Johnsonburg Road, Allamuchy	<a href="http://www.aes.k12.nj.us">www.aes.k12.nj.us</a>	One of two buildings within the Allamuchy Township School District. Grades 3-8.
Blair Academy	Education		908-362-6121	2 Park Street, P.O. Box 600, Blairstown, NJ 07825	<a href="http://www.blair.edu">www.blair.edu</a>	Private high school attended by a small group of Allamuchy students
Camp Somers	Education		973-765-9322	750 Waterloo Rd #3468, Stanhope	<a href="http://www.campsomers.org">www.campsomers.org</a>	Boy Scout camp in Mt. Allamuchy Scout Reservation
Centenary University	Education		908-852-1400	400 Jefferson Street, Hackettstown	<a href="http://www.centenaryuniversity.edu">www.centenaryuniversity.edu</a>	
Hackettstown High School	Education		908-852-8150	701 St., 599 Warren St, Hackettstown, NJ 07840	<a href="http://www.hackettstown.org">www.hackettstown.org</a>	Public high school that is a receiving district for Allamuchy's students
Mountain Villa School	Education			1686 County Road 517, Hackettstown	<a href="http://www.aes.k12.nj.us">www.aes.k12.nj.us</a>	One of two buildings within the Allamuchy Township School District. Grades PK-2.
Pope John XXII Regional High School	Education			28 Andover Rd, Sparta		Roman Catholic high school attended by a small group of Allamuchy students
United Astronomy Clubs of New Jersey (NJ) Observat	Education	info@uacnj.org		Jenny Jump State Forest, Hope	<a href="http://www.uacnj.org">www.uacnj.org</a>	Observatory located within Jenny Jump State Forest. Features several permanthy mounte
Allamuchy Time Trial	Event				<a href="http://somerstwheelmen.org">somerstwheelmen.org</a>	Bicycle race traditionally held in April of each year in Allamuchy. Run by the Somerset Wh
July 4th Fireworks	Event			1686 County Route 517, Allamuchy	<a href="http://rutherfordhall.org">rutherfordhall.org</a>	Annual fireworks show held on the grounds of Rutherford Hall
Shades of Death Half Marathon	Event				<a href="http://shadesofdeath.org">shadesofdeath.org</a>	Running race held annually in October. Run by the United States Track & Field (USATF). S
Allamuchy Historical Society	Historical Landmark		908-852-5132	292 Alphano Road, Great Meadows		
Rutherford Hall Foundation	Historical Landmark		908-852-1894	1686 County Road 517, Hackettstown	<a href="http://rutherfordhall.org">rutherfordhall.org</a>	Foundation focused on raising awareness and funds for Rutherford Hall operations and im
Allamuchy Freight House	Historical Landmark			78 Johnsonburg Rd		Historic freight house used by President Franklin Roosevelt when visiting Rutherford Hall
Allamuchy WWII Veterans Memorial	Historical Landmark					
Fairy Hole	Historical Landmark			Shades of Death Road, Allamuchy		Small cave located near Ghost Lake that was once used by the Lenape tribe.
Ghost Lake	Historical Landmark			Shades of Death Road, Allamuchy		Lake created in the early 20th century by a dammed creek.
Johnsonburg Marker	Historical Landmark			Johnsonburg Road		Historical marker pointing way to town of Johnsonburg from Allamuchy
Old School House	Historical Landmark			Long Bridge Road and Johnsonburg Road		Location of original school house in Allamuchy
Rutherford Chapel	Historical Landmark			Puffer Road, Allamuchy		Historical chapel part of the original Rutherford estate.
Rutherford Hall	Historical Landmark			1686 County Road 517, Hackettstown	<a href="http://rutherfordhall.org">rutherfordhall.org</a>	Historic mansion used as a cultural and educational center
Waterloo Village	Historical Landmark		973-347-1835	Waterloo Road, Stanhope		Restored 19th century canal town. Used for educational and historical activities. Part of th
7-Eleven	Local Businesses ar	N/A	(908) 852-6477	42 Route 517, Hackettstown	<a href="#">42 ROUTE 517 in HACKE</a>	Convenience store in Panther Valley Mall
Panther Valley Pharmacy	Local Businesses ar		908-852-8818	1581 County Route 517 Village Square Mall	<a href="http://panthervalleypharmacy.com">panthervalleypharmacy.com</a>	Pharmacy located within the Panther Valley Mall
Powerhouse Gym	Local Businesses ar		908-813-1211	1581 County Rt 517	<a href="http://powerhousegym.com">powerhousegym.com</a>	Fitness facility located within the Panther Valley Mall
Re/Max Town & Vallev	Local Businesses ar		908-852-1333	1585 County Route 517	<a href="http://www.remmax.com/real-estati">www.remmax.com/real-estati</a>	Real estate office located within Panther Valley Mall

Master | Worship and Cemeteries | Parks and Rec | Medical Facilities | Locally Grown | Government and Public Svc | Businesses and Restuarants | Historical | Event | Education | Community Or

Source: [Allamuchy School District](#)

2/27/2026

# Who should create an asset map?

Resident stakeholders

Grant initiative/leadership team, local agencies, volunteers or combination of these groups

Hosted as multiple small group meetings or town hall type session (with breakout groups)

# Framework for agency-led asset mapping: Toolkit



tools for

## AGENCY-LED ASSET MAPPING

with communities

### Agency-Led Asset-Mapping Tools in this document:

1. Agency-Led Asset Mapping
2. Listening Campaign

**Asset mapping is the process of identifying and documenting the skill, capacities, resources, and priorities within any community.**

When done with the intention of nurturing “people-powered” local action and innovation, this practice can generate powerful change by revealing the abundant resources that community members can use to create their desired futures, with the support of local institutions.

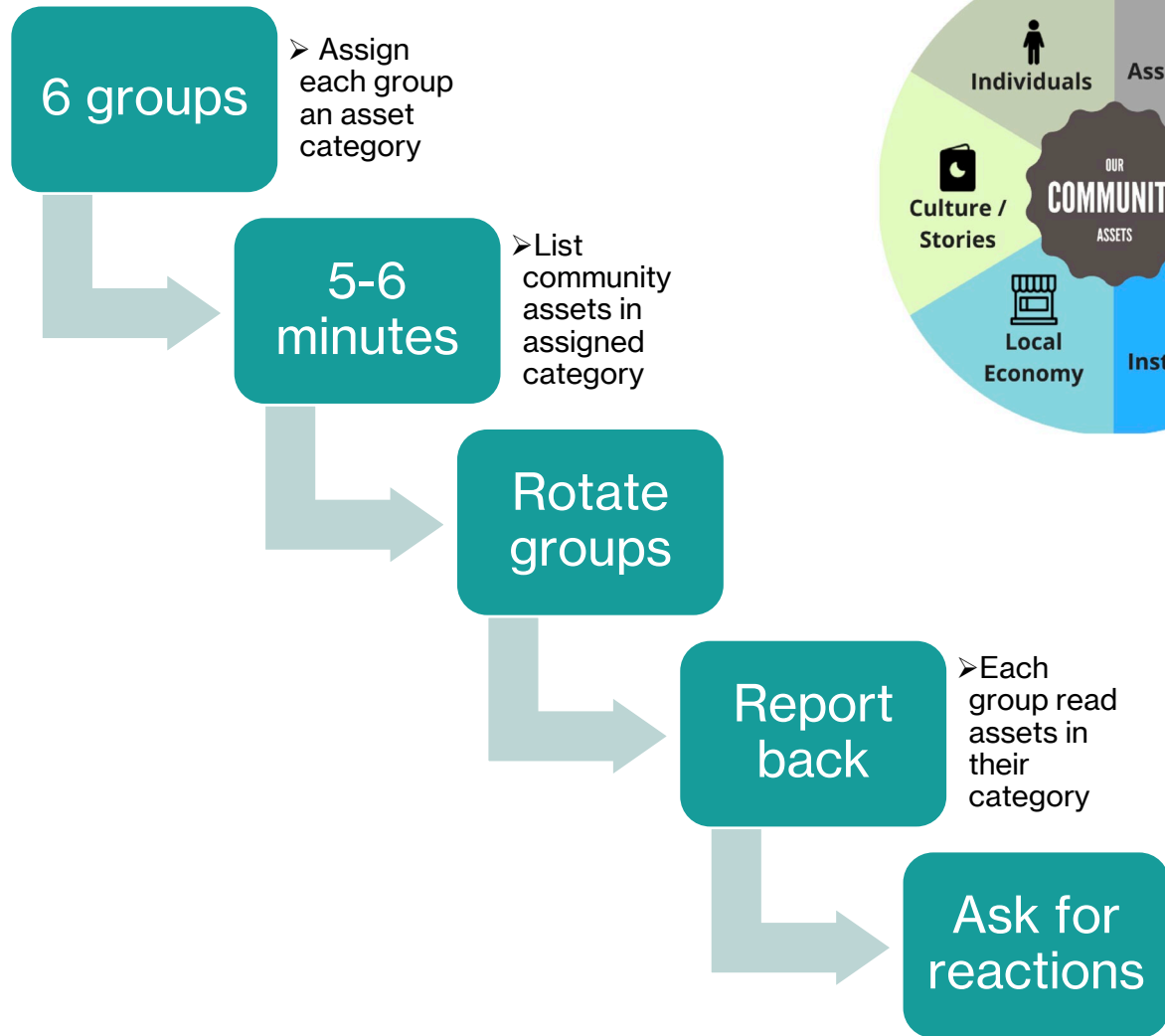
**Local institutions like libraries and museums can play an important role as catalysts for resident action and asset discovery.** A powerful first step of catalyzing this change is to offer support for residents to begin discovering the abundant, often hidden assets and resources within reach locally.

This toolkit was designed specifically for staff and leaders of local organizations seeking to come alongside residents as they work to improve their lives and neighborhoods.

**There is no one way to map assets.** It can take as many forms as there are groups, communities, and situations across the world. This practice was named formally by Asset-Based Community Development (ABCD) founders John McKnight and Jody Kretzmann as a recommended practice for those seeking to support healthier, stronger communities after they studied the successful practices of community members in neighborhoods across the country.



# Potential steps for leading an asset mapping event



# Community Workshop

- Collect environmental data on walkability of Garfield
- Identify assets before making change

The New Jersey Department of Transportation and City of Garfield  
invite you to attend a



## SENIOR WALKABILITY WORKSHOP

*This workshop is intended for seniors, community decision makers, and advocates who want to help shape the transportation future of our communities!*

Wednesday • July 12<sup>th</sup> • 2017  
(Rain Date: July 14)  
10:00 AM - 2:00 PM  
Garfield VFW Post  
340 Outwater Lane • Garfield • NJ

**Please Join Us To:**

- Better understand the mobility needs of seniors
- Learn about the best practices in walkable community design
- Learn how to address this challenge

**PLEASE RSVP!**



For more information or to register please contact Gaby Lontos-Lawlor at (609) 512-3458 or by email at [gabriela.lawlor@wsp.com](mailto:gabriela.lawlor@wsp.com). The event is free, but seating is limited and registration is recommended.



# Using an Asset Map Strategically



Include as part of overall workplan



A way to address needs identified in surveys, focus groups and/or interviews



Share as part of your report back and action plan for future work

# Maintaining the Asset Map

This is an iterative process: communities and resources change over time



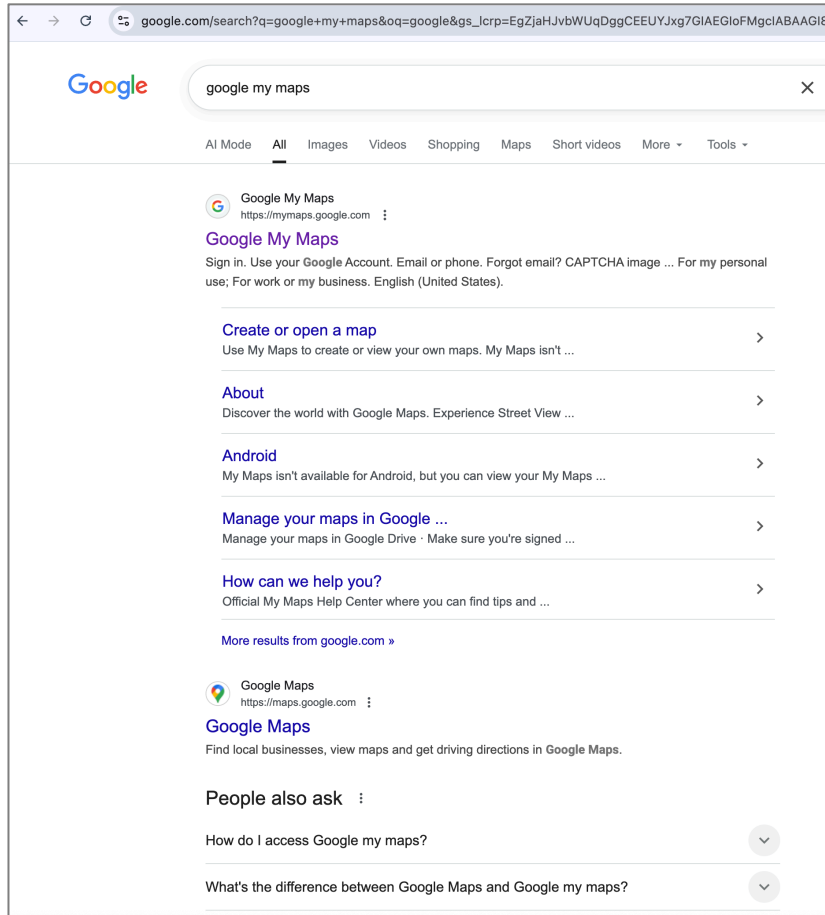
Ideas for where an asset map can live:

Senior council

Community leadership

Age-friendly initiative

# Example/Mini Walk-through



- [Google My Maps](#)
- [AF community mapping](#)



# Sources/Links

- Agency-led asset mapping workshop:  
<https://www.imls.gov/sites/default/files/2022-07/tool-asset-mapping-community.pdf>
- Participatory Asset Mapping:  
<https://communityscience.com/wp-content/uploads/2021/04/AssetMappingToolkit.pdf> (2012)
- <https://www.google.com/maps/> (create google account or login)
- NJ Community Asset Map  
<https://www.arcgis.com/apps/webappviewer/index.html?id=96ec274c50a34890b23263f101e4ad9b>

# Detailed Steps for agency-led event

1. Divide everyone into six groups and assign each group an asset category. Propose silent time to allow everyone the opportunity to think about and write their own gifts of the head, hands, heart, and human connection on their handout.
2. Have groups fill in each asset category. Tell the group, “Take the next 5 or 6 minutes as a group to write all the assets in that category that can be found in the defined boundaries that we just talked about.” “For the ‘Individuals’ asset category, participants don’t need to worry about naming every person in their neighborhood. Rather, have them focus on connector leaders after you share a little bit about what kind of leaders those people are.”
3. Rotate the groups one last time. Each group should now arrive at the category where they started. Ask them to read what’s on the sheet and see what’s been added that wasn’t there 20 minutes ago.
4. Ask a member of each group to read out the assets in their category. Have the group help with recategorizing assets as you go, and highlight that many assets appear in more than one area – for instance, correcting an asset labeled as an association to an institution. (This will feel long and redundant as a facilitator – stick with it. There is a cumulative effect of hearing all the strengths of one’s community for 20 minutes.)
5. Ask for the group’s reactions once all the assets have been read and refined. “Most of the time, they’ll share some sense of amazement about community pride in their town. They’ll use words like ‘abundance’ and ‘overwhelmed with goodness,’ ‘opportunity,’ and that they started thinking of what they want for their community in terms of what they have, to get what they want for their community

Source: Institute of Museum and Library Science Toolkit