

A close-up photograph showing several hands using blue and brown markers to draw on a large sheet of paper, likely a map or planning document. The drawing includes lines and some handwritten text.

FACILITATION GUIDE: ASSET MAPPING

COLLABORATIVELY IDENTIFY KEY ASSETS OR AREAS OF CONCERN

Activity Type: Understand, Vision

Participant Audience: Residents

Objectives

Asset mapping gathers qualitative data about residents' experiences of their neighbourhood. This tool results in a visual map that identifies key neighbourhood nodes, and signals areas of concern. This can help you identify focus areas for proposed design interventions. In addition to this data, asset mapping is an accessible and easy activity for people to engage with, and it can build excitement and awareness of the project.



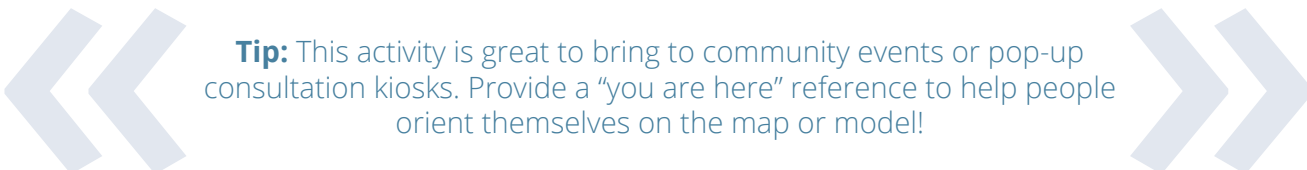
Using the Tool

Materials needed

1. Large basemap or 3-D neighbourhood model. To create your own basemaps, refer to 'How to Create a Basemap' guide on participatoryplanning.ca.
2. Differently coloured sticker dots or pins
3. Colour key to indicate the meanings assigned to each colour of pin or sticker. Some options for different colours include places where people live, play/gather, work, shop, feel proud of, feel afraid of, or see opportunity.
4. Comment cards or sticky notes

Facilitation Process

1. Help orient the participant on the map. Point out where you are currently, and a few key destinations in the neighbourhood.
2. Invite participants to add stickers or pins at locations of significance to them, based on the colour key you provide. As you engage in discussion with participants, jot down notes on the comment cards or sticky notes, or invite participants to add their own notes. These notes add depth to the data you're collecting.
3. When you are finished with the 'understand' phase of your project, you can digitize the results by creating a map with all of the pins and comments.



Tip: This activity is great to bring to community events or pop-up consultation kiosks. Provide a "you are here" reference to help people orient themselves on the map or model!



Tip: Asset mapping is a great way to engage children and youth.



Tip: You can pair this activity with more traditional surveys to gather additional information.



Tip: Do this activity often! The more stickers or pins, the more interesting and robust the data.



Tip: Label streets and major landmarks while mapping the neighbourhood. This will help you orientate participants in the neighbourhood better.



Sample Materials

1. Colour Key (via TCAT and GreenUP)



COMMUNITY MAPPING

Place that I...

<p> LIVE</p> <p> PLAY/GATHER</p> <p> SHOP</p> <p> WORK</p>	<p> FEEL PROUD OF</p> <p> FEEL AFRAID OF</p> <p> SEE OPPORTUNITIES!</p>
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2. Comment Card (via TCAT and GreenUP)

<p>ADD YOUR COMMENTS!</p> <p>PIN LOCATION: _____</p> <p>PIN COLOUR: _____</p> <p>COMMENTS:</p> <p>Want updates? Email address: _____</p>	<p>ADD YOUR COMMENTS!</p> <p>PIN LOCATION: _____</p> <p>PIN COLOUR: _____</p> <p>COMMENTS:</p> <p>Want updates? Email address: _____</p>
<p>ADD YOUR COMMENTS!</p> <p>PIN LOCATION: _____</p> <p>PIN COLOUR: _____</p> <p>COMMENTS:</p> <p>Want updates? Email address: _____</p>	<p>ADD YOUR COMMENTS!</p> <p>PIN LOCATION: _____</p> <p>PIN COLOUR: _____</p> <p>COMMENTS:</p> <p>Want updates? Email address: _____</p>

3. Asset Mapping done at Stewart Street Neighbourhood in Peterborough (via TCAT and GreenUP)



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