



Using Visual Data to Engage Stakeholders in a Community Assessment of a Place-based Initiative – Asset Mapping

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Presenter Disclosures

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1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.

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What is Best Start LA?

About Best Start LA

- + Place-based approach; targeted neighborhoods
- + Community-focused effort
- + Collaborative; inclusive
- + 4 over-arching goals



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Setting the Table: Communities & Stakeholders



- BEST START COMMUNITIES**
- Central Long Beach
 - Compton, East Compton
 - East LA (City Terrace, Commerce, parts of Monterey Park)
 - Lancaster
 - Metro LA
 - Pacoima
 - Palmdale
 - Panorama City
 - South El Monte, El Monte
 - South LA (Broadway-Manchester)
 - South LA (West Athens)
 - Southeast LA County Cities (Bell, Bell Gardens, Cudahy, Maywood)
 - Watts, Willowbrook

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Overview of the Community Assessment

What's the purpose?

For planning & assessing progress over time w/ focus on:

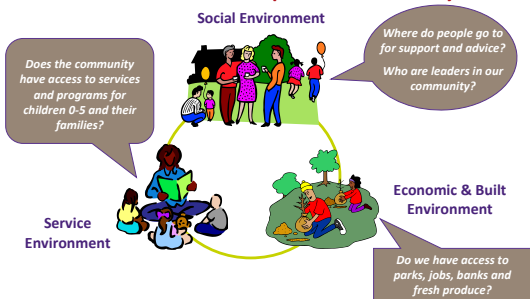
- ✦ Changes needed to improve outcomes for **children 0-5** and their families (4 goals)
- ✦ Community **assets, strengths, social supports, and resources**
- ✦ **Qualities and conditions in community** that influence ability to make change happen
- ✦ Changes that F5LA can affect



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Where are we assessing?

Questions focused on three aspects of community:



What are the main methods & activities?

Using common questions & standardized approach:

Methods	Who Participated
Focus Groups	Parents, residents and service providers (at least 3 per community)
Asset Mapping	Parents, residents and service providers
Interviews	Community leaders (10-12 per community)
Participatory Photography	Parents and community residents (3-5 parents as researchers)
Survey	Organizations
Other Sources	Census, LAC DPH, CDE, etc.



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From Assessment to Community Plan

What did we hope to learn and how does it help us develop a plan?

Assessment Questions

- + Conditions: What are current conditions in our community?
- + Needs: What's needed to strengthen families & communities; to improve outcomes for children 0-5?
- + Assets: What resources exist in our community and how can we build on them?
- + Baseline: How do we know we are making progress towards our goals?

Community Plan

- + Context & Need: Description of community; evidence of needs
- + Goals & Strategies: Provides evidence to help prioritize goals & information for effective strategies
- + Resources: Description of available resources and how they can be used to achieve goals
- + Progress: Provides potential indicators of how progress or impact can be measured over time

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Asset Mapping

What is asset mapping?

Purpose of Asset Mapping

- + Engage parents & residents in conversations about the resources, social supports & strengths in their community

Approach

- + Build on conversations & previous assessments
- + Tailor approach to each community: history, culture, language, spirit, progress, sophistication, readiness
- + Engage participants in interactive exercises and relate these to the visioning and boundaries discussions
- + Create a clear picture of community capacity that can be tapped during planning & implementation phases



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Geographic & Social Asset Mapping

Methodology

- Designed two interactive exercises to identify:
 - 1) the place-based, geographically mappable assets and resources that strengthen the community.
 - 2) the social networks and relationships that build community capacity and local resilience.



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Geographic Asset Mapping

Methodology

- Created large scale geographic maps of the 14 Best Start communities
- Developed 9 questions regarding the location of place-based assets (supermarkets, hospitals, parks, libraries, etc.)
- The final 3 questions focused on:
 - What places are you most proud of?
 - Where do you feel unsafe?
 - What resources do you wish you had in your community?

Questions to be answered	Response
1. Where is your favorite place in your community? (Icon: Heart)	
2. Where do you feel unsafe? (Icon: Warning sign)	
3. Where is your favorite place to go? (Icon: Shopping cart)	
4. Where is your favorite place to go? (Icon: Hospital)	
5. Where is your favorite place to go? (Icon: Park)	
6. Where is your favorite place to go? (Icon: Library)	
7. Where is your favorite place to go? (Icon: School)	
8. Where is your favorite place to go? (Icon: Church)	
9. Where is your favorite place to go? (Icon: Mosque)	

Geographic Asset Mapping

Methodology

- Divided the participants into small groups
- Each group included a facilitator to guide the discussion and a note taker to record key comments and observations
- Participants placed stickers on the map to identify various assets
- Participants were encouraged to write directly on the maps to further specify locations and feelings about particular places



Geographic Asset Mapping



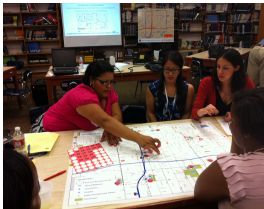
▪ The number of participants in each workshop ranged from 15 - 90, including a mix of parents, residents and service providers.

▪ The workshops were representative of the ethnic and linguistic diversity of each community.



Geographic Asset Mapping

The hands-on, interactive activity led to lively discussions and new understandings about the resources in each community.



Broadway-Manchester



Palmdale

Geographic Asset Mapping



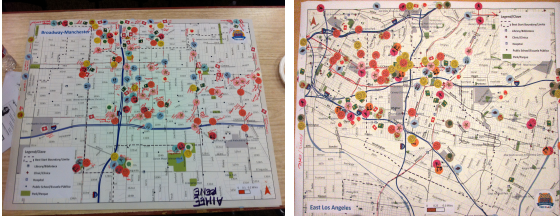
El Monte/ South El Monte

Participant Comments

- "I didn't know that St. Luke's has free ESL classes."
- "That clinic has long lines, but it's free and we don't have insurance."
- "My kids like Wilson Park in the summer because of the swimming pool."
- "I wish we had more supermarkets on the east side near my house."

Geographic Asset Mapping

After the exercise...

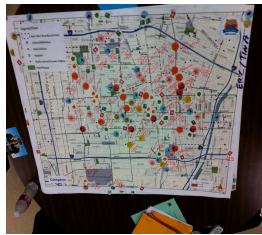


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Geographic Asset Mapping

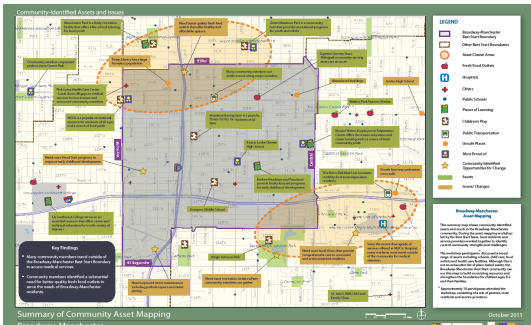
Summary Map Protocol

- ✦ To create a representative summary map, we established a protocol to determine which assets would be highlighted.
 - Count the frequency with which the assets appeared
 - Refer to the note taker's notes
 - Select the assets that were cross-listed across asset categories
- ✦ The text on the summary map was developed based on the note taker's notes and participant comments written directly on the maps.



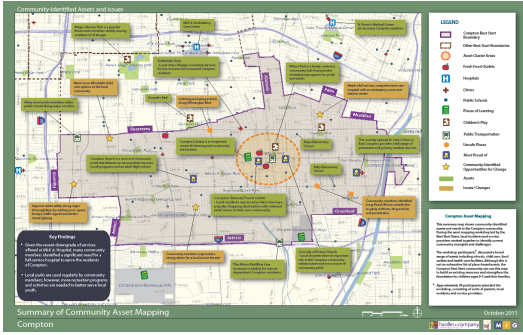
Geographic Asset Mapping

Summary Map: Broadway-Manchester



Geographic Asset Mapping

Summary Map: Compton



Geographic Asset Mapping

Key Findings across Best Start Communities

- ✦ Clusters of assets were revealed that often included popular parks, public transportation hubs, supermarkets and hospitals.
- ✦ Some neighborhoods were completely devoid of community-identified assets; residents living in those areas lacked access to basic resources and services such as fresh food outlets.
- ✦ In many communities, residents must travel outside of the Best Start boundaries to access medical services due to a scarcity of health care resources.



Geographic Asset Mapping

Conclusions

- ✦ Asset mapping values stakeholders as the experts of their communities.
- ✦ Helps community members articulate the existing strengths, resources and opportunities that matter most to them.
- ✦ The findings from asset mapping, when coupled with other assessment methods, clarify where new resources can do the most good.
- ✦ The community-generated products are powerful visual tools that illustrate community capacity in a way that is useful in both the planning and implementation phases.



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