



# Center for Neighborhoods



Neighborhood Institute Fall 2022  
Week 3

# Welcome to Week 3

Housekeeping

Homework

Asset-Based Community

Development

Discovering Motivations

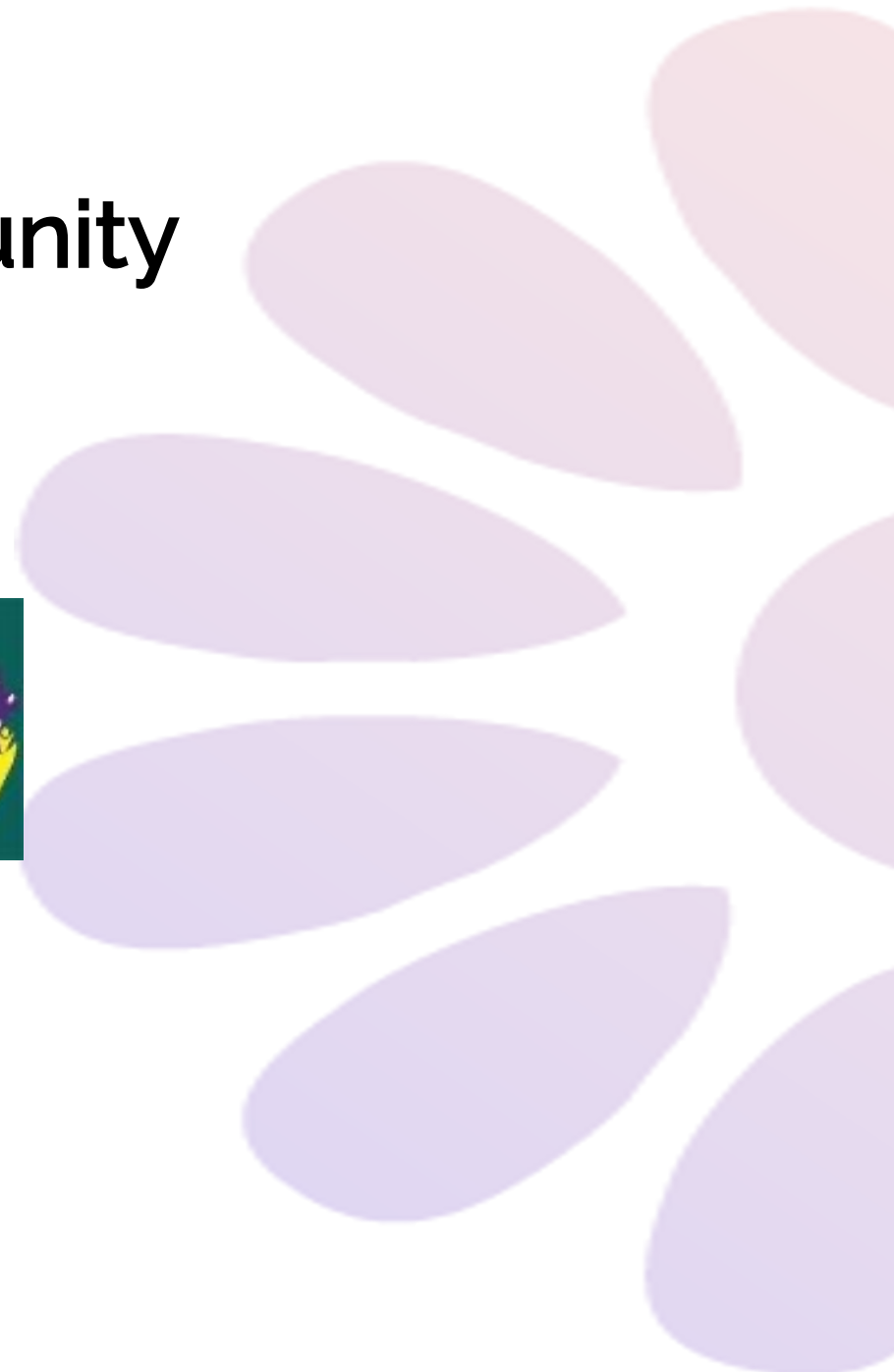
Wrap-Up



# Homework: Thinking About Your Neighborhood

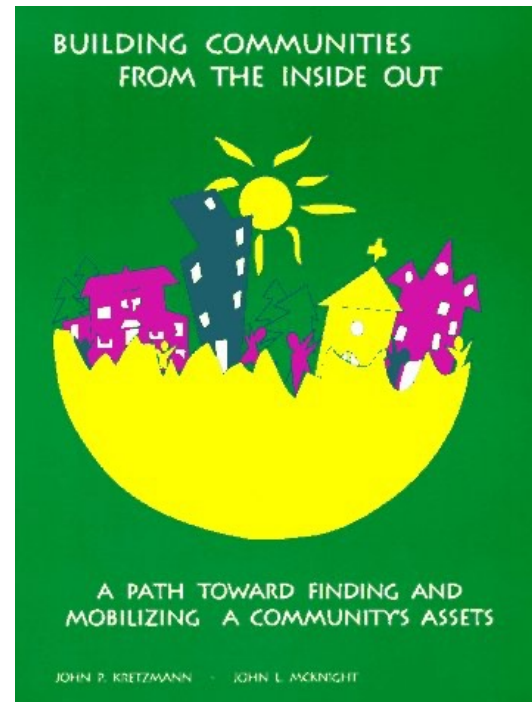
- What are the assets in your neighborhood?
- What parts of it would you want to keep or change?
- What would be your ideal neighborhood?

# Asset Based Community Development (ABCD)



# "Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets"

*John P. Kretzmann and John L. McKnight (1993)*



# The Dilemma...

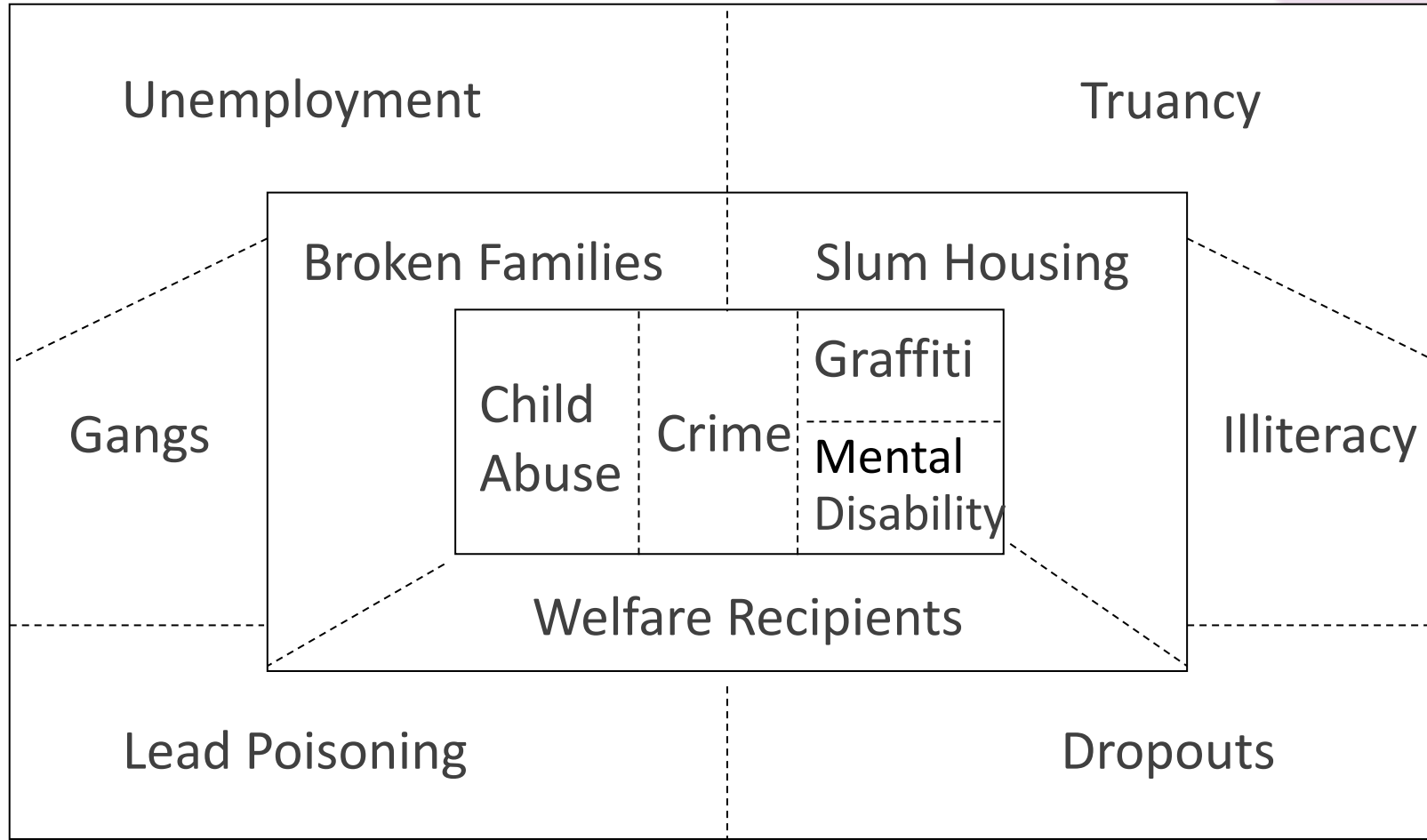


} People and Communities  
have *deficiencies & needs*

} Individuals and  
Communities have  
*assets and capacities*



# Neighborhood Needs Map

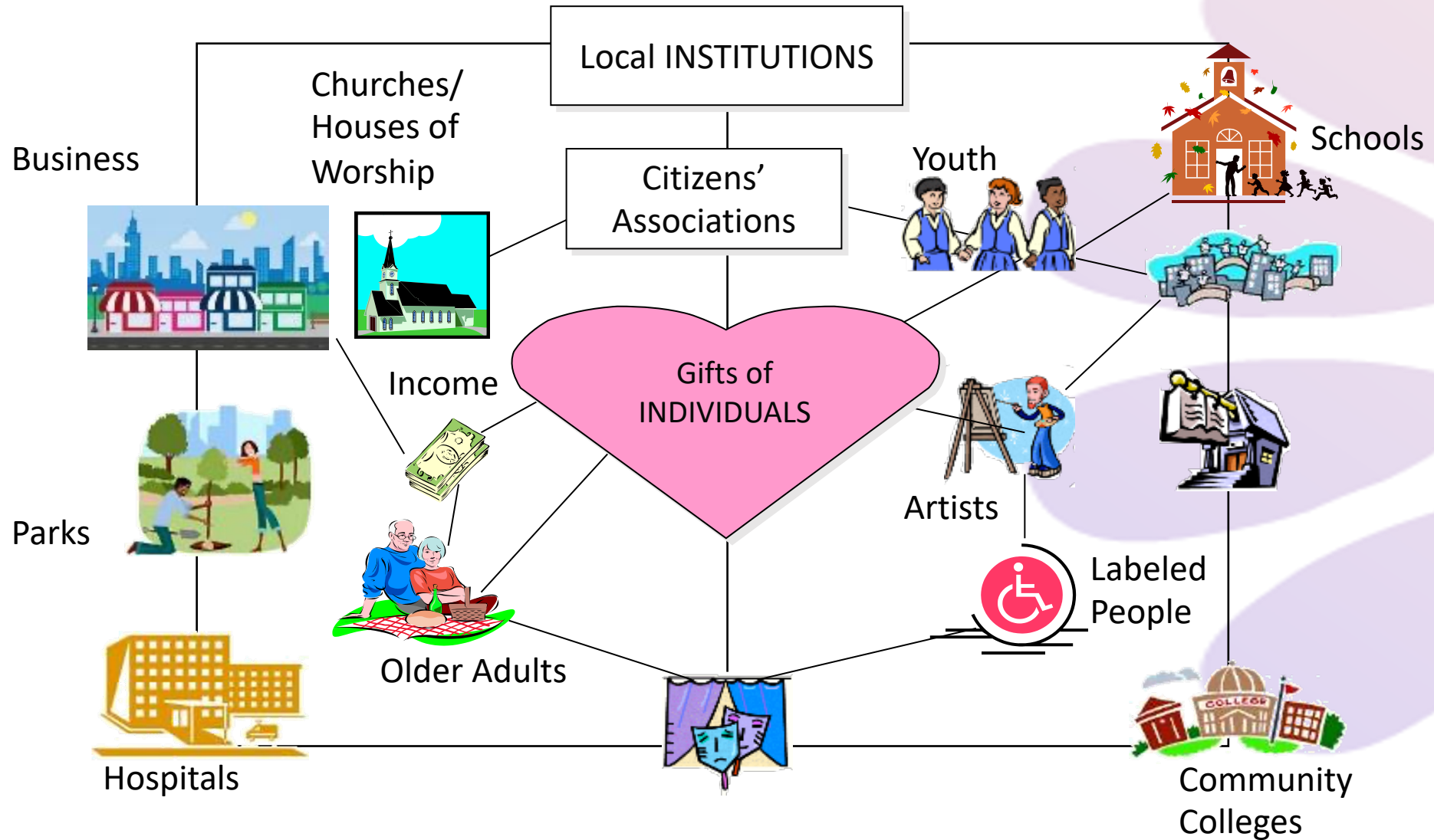


# Consequences of the Needs Map for Local Residents

- “We are deficient”
- Our local relationships are damaged
- Most money comes into our community for programs – often narrowly defined
- Money can get misdirected towards professional helpers, not residents
- We place focus on leaders who magnify deficiencies
- We reward failure and foster dependency on systems
- Our community has a poor self-image
- We experience hopelessness



# Community Assets Map



# ABCD is...

Building on...

- the skills of local residents,
- the power of local associations, and
- the supportive functions of local institutions

ABCD draws upon existing community strengths to build stronger, more sustainable communities for the future.

It is the capacities of local  
people and their associations  
that build powerful  
communities...

...in fact that is all that ever does

# Six Asset Areas



# Individuals



# Sample Personal Capacity Inventory

## Gifts I Can Give To My Community

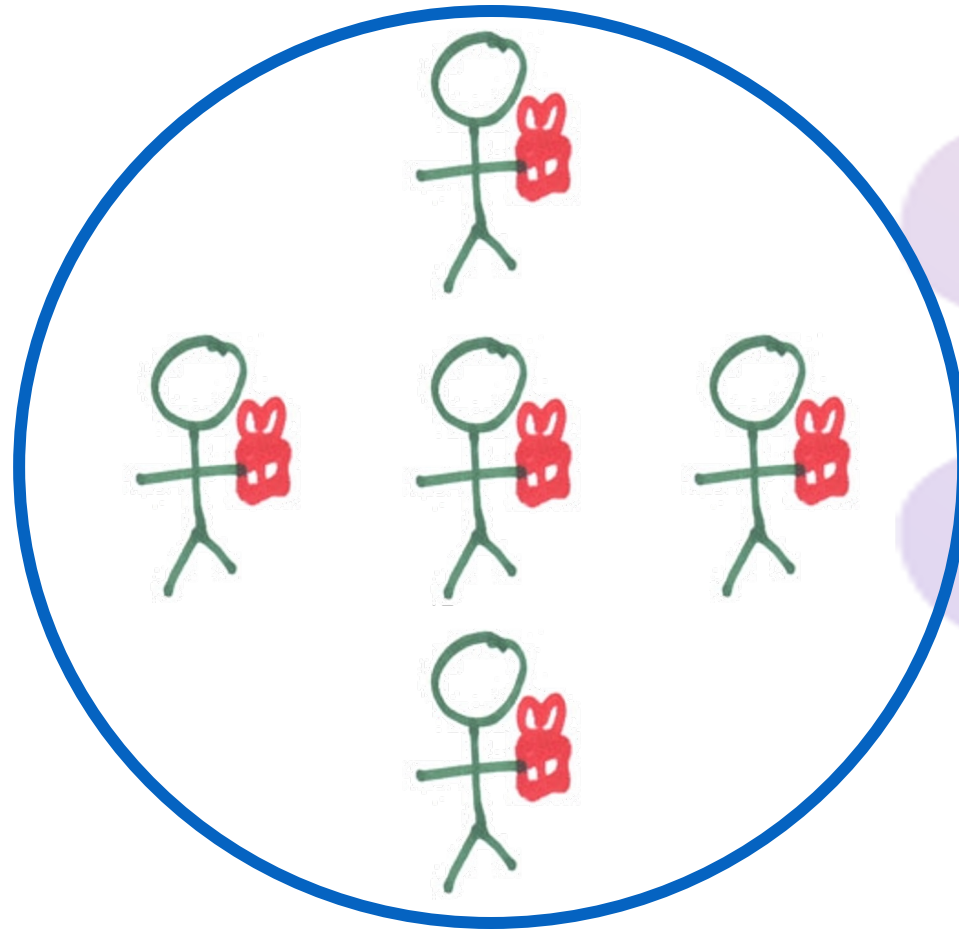
Gifts of the Head (Things I know something about and would enjoy talking about with others, e.g., art, history, movies, birds).

Gifts of the Hands (Things or skills I know how to do and would like to share with others, e.g., carpentry, sports, gardening, cooking).

Gifts of the Heart (Things I care deeply about, e.g., protection of the environment, civic life, children).



# Associations



# What are Local Voluntary Associations?

- Groups of two or more residents joined together around a common activity or interest, often sharing a common passion, care and interest.
- Might have a small paid staff, but
- Members always create the vision and engage in the work to achieve the goal.

# Typical Associations Within Neighborhoods

- Addiction Prevention and Recovery Groups
- Advisory Community Support Groups
- Animal Care Groups
- Anti Crime Groups
- Block Clubs
- Business Organizations/Support Groups
- Charitable Groups and Drives
- Civic Events Groups
- Cultural Groups
- Disability/Special Needs Groups
- Education Groups
- Elderly Groups
- Environmental Groups
- Family Support Groups
- Health Advocacy & Fitness Groups

# Typical Associations Within Neighborhoods

- Heritage Groups
- Hobby and Collectors Groups
- Men's Groups
- Mentoring Groups
- Mutual Support Groups
- Neighborhood Improvement Groups
- Political Organizations
- Recreation Groups
- Religious Groups
- Service Clubs
- Social Groups
- Social Cause/Advocacy Issues Groups
- Unions
- Veteran's Groups
- Women's Groups
- Youth Groups



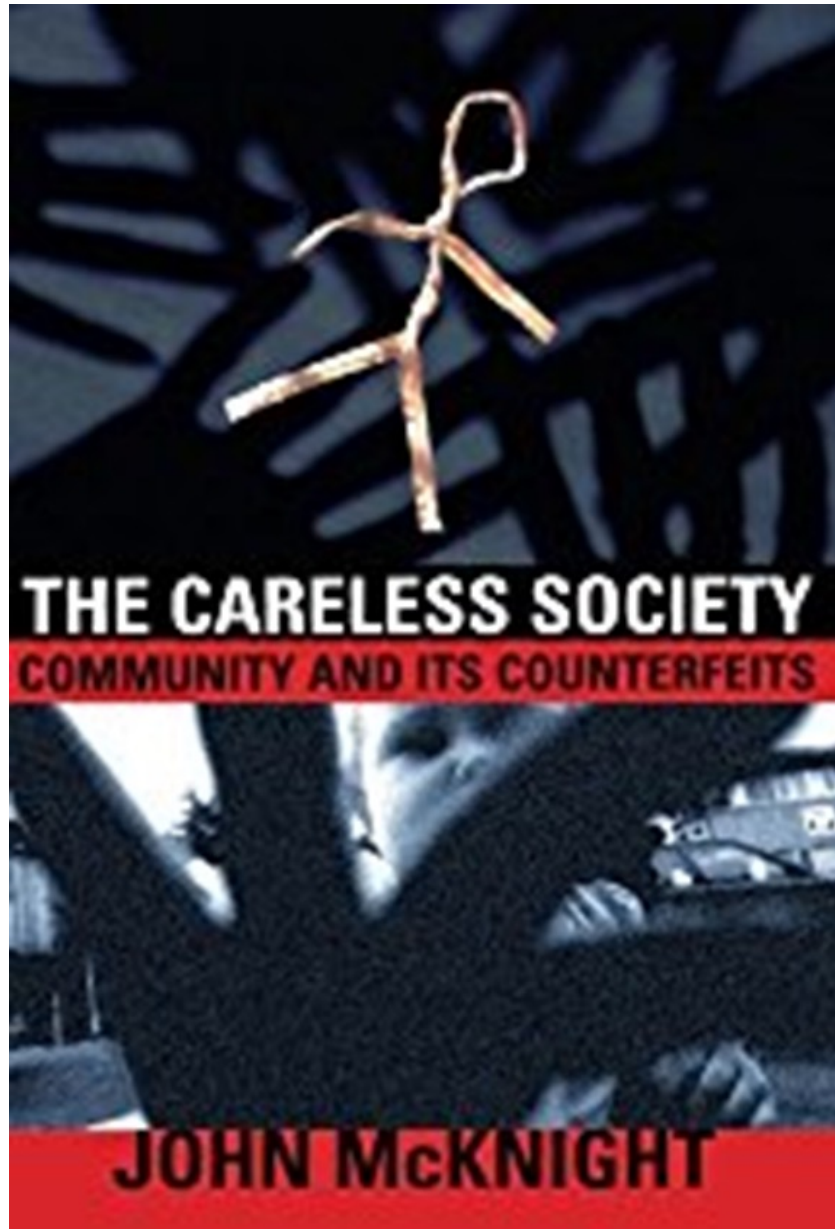
# Local Institutions

- Schools
- Libraries
- Parks
- Law Enforcement
- Colleges, Universities, Trade Schools
- Health and Human Services Agencies
- Non-Profits
- Private Business

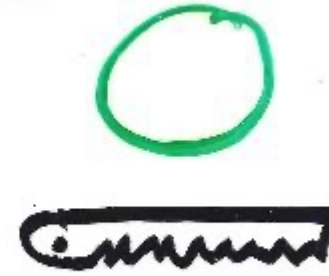
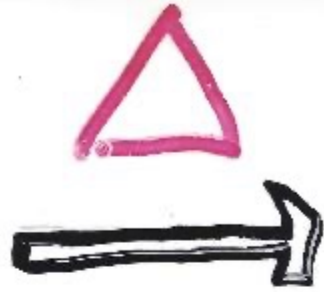


**Institutions don't care.  
People care.**





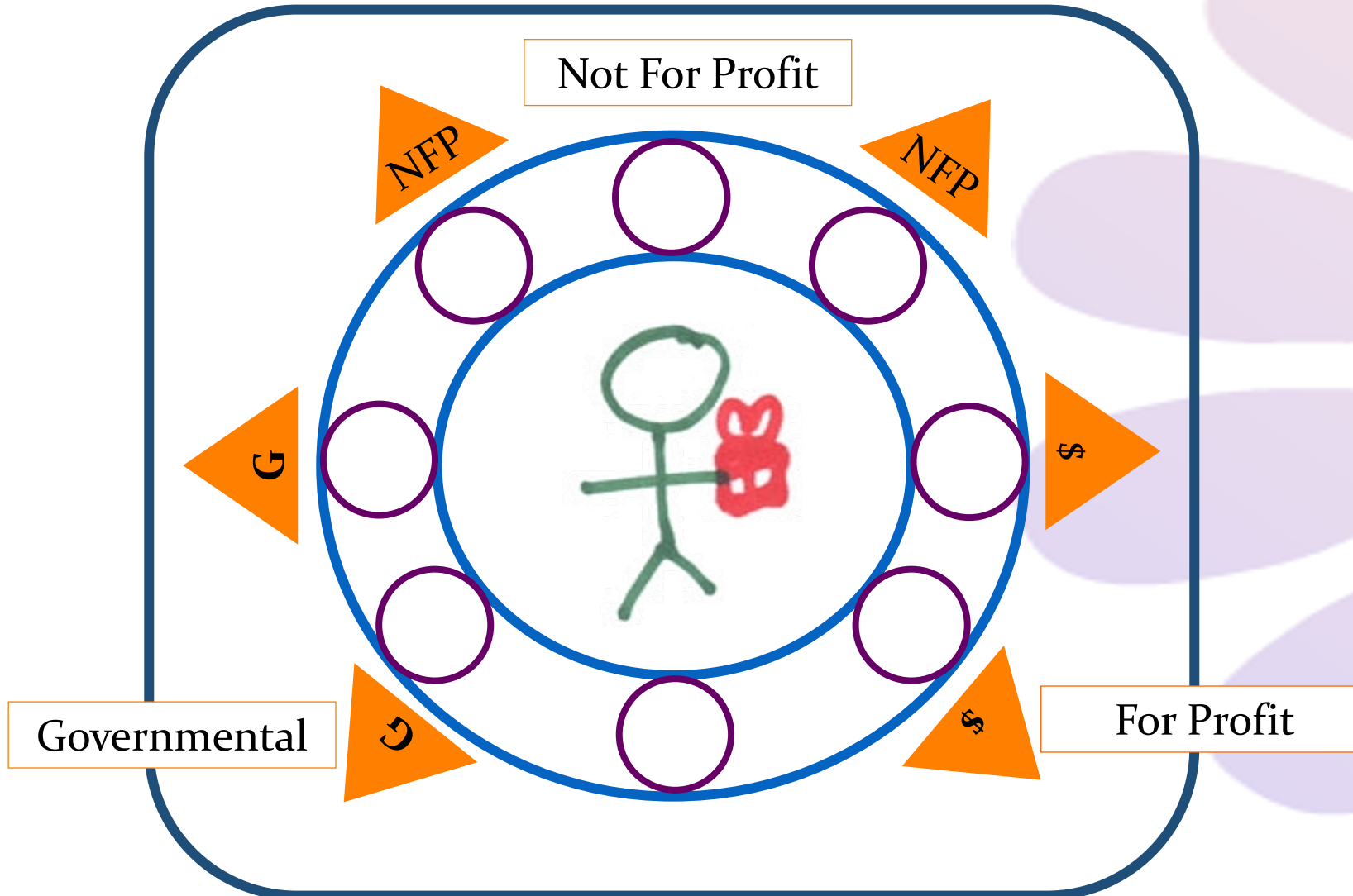
“Service systems can never be reformed so that they will produce care. Care is the consenting commitment of citizens to one another. Care cannot be produced, provided, managed, organized, administered, or commodified. Care is the only thing a system cannot produce. Every institutional effort to replace the real thing is a counterfeit.”



CONTROL	CHOICE
PRODUCTION GOODS SERVICES	CARE
CLIENTS CONSUMER	CITIZEN
NEEDS	CAPACITY

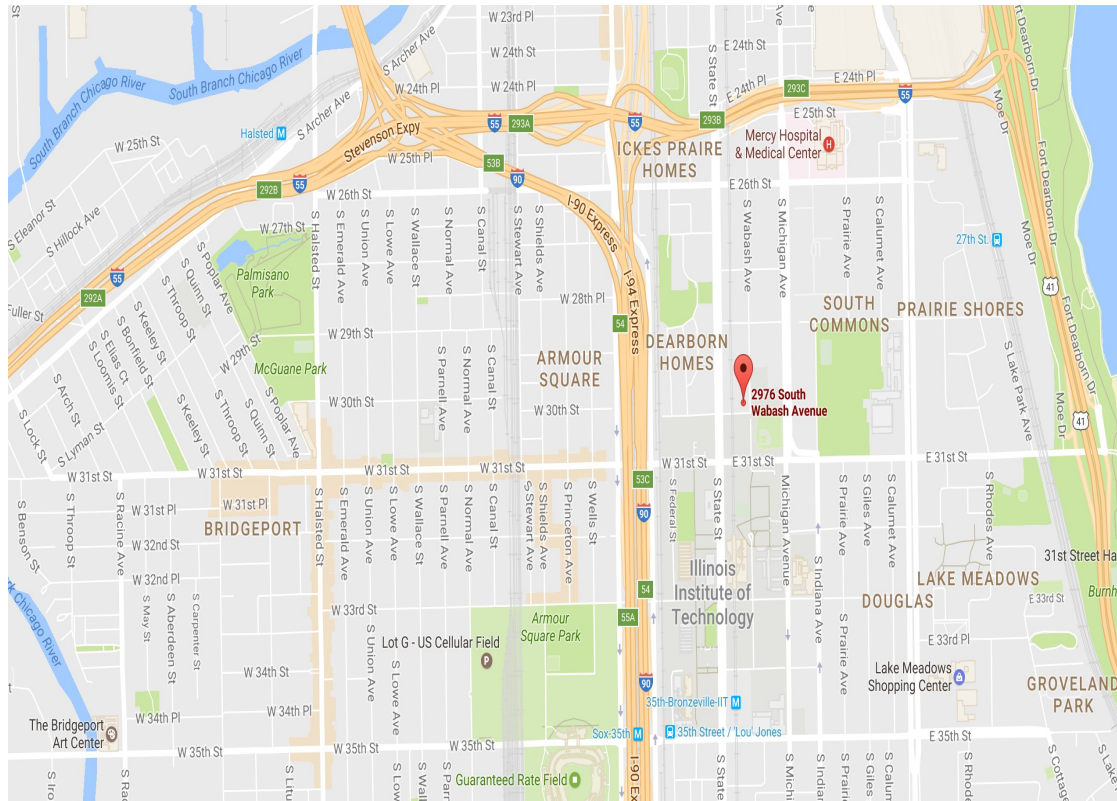


# Physical Space



# Physical Assets of the Community

What are the assets?

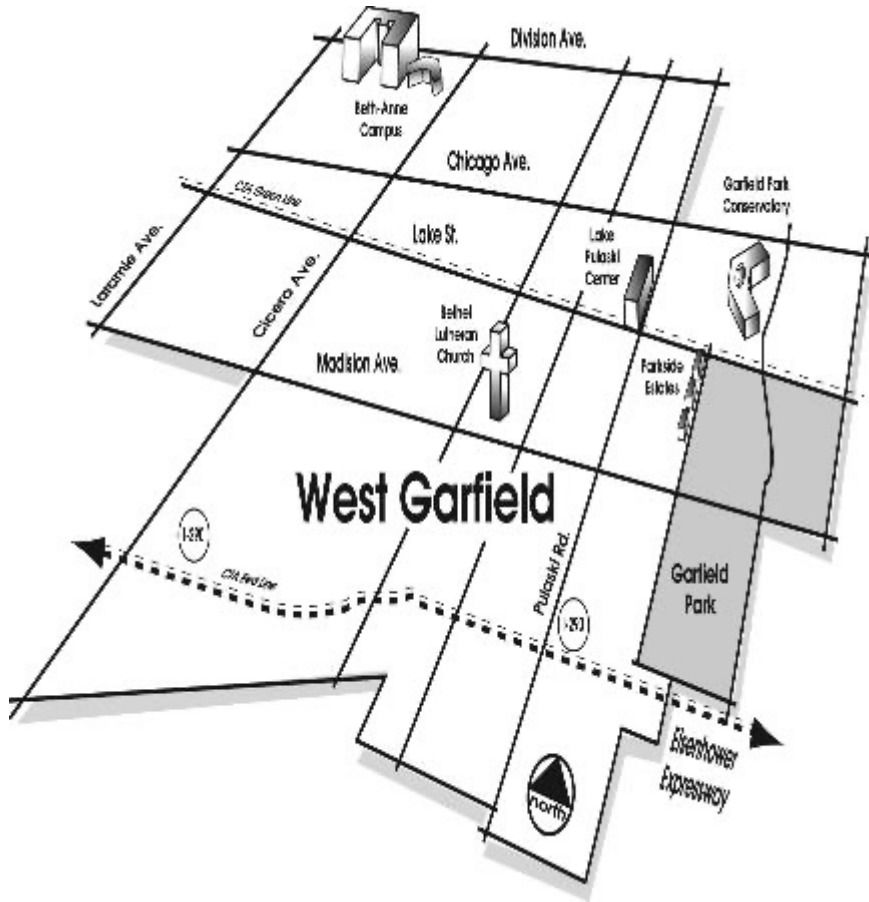


- Land
- Property
- Buildings
- Businesses
- Transportation
- Organizations*
- Institutions
- Churches
- Parks



# Assets - Community

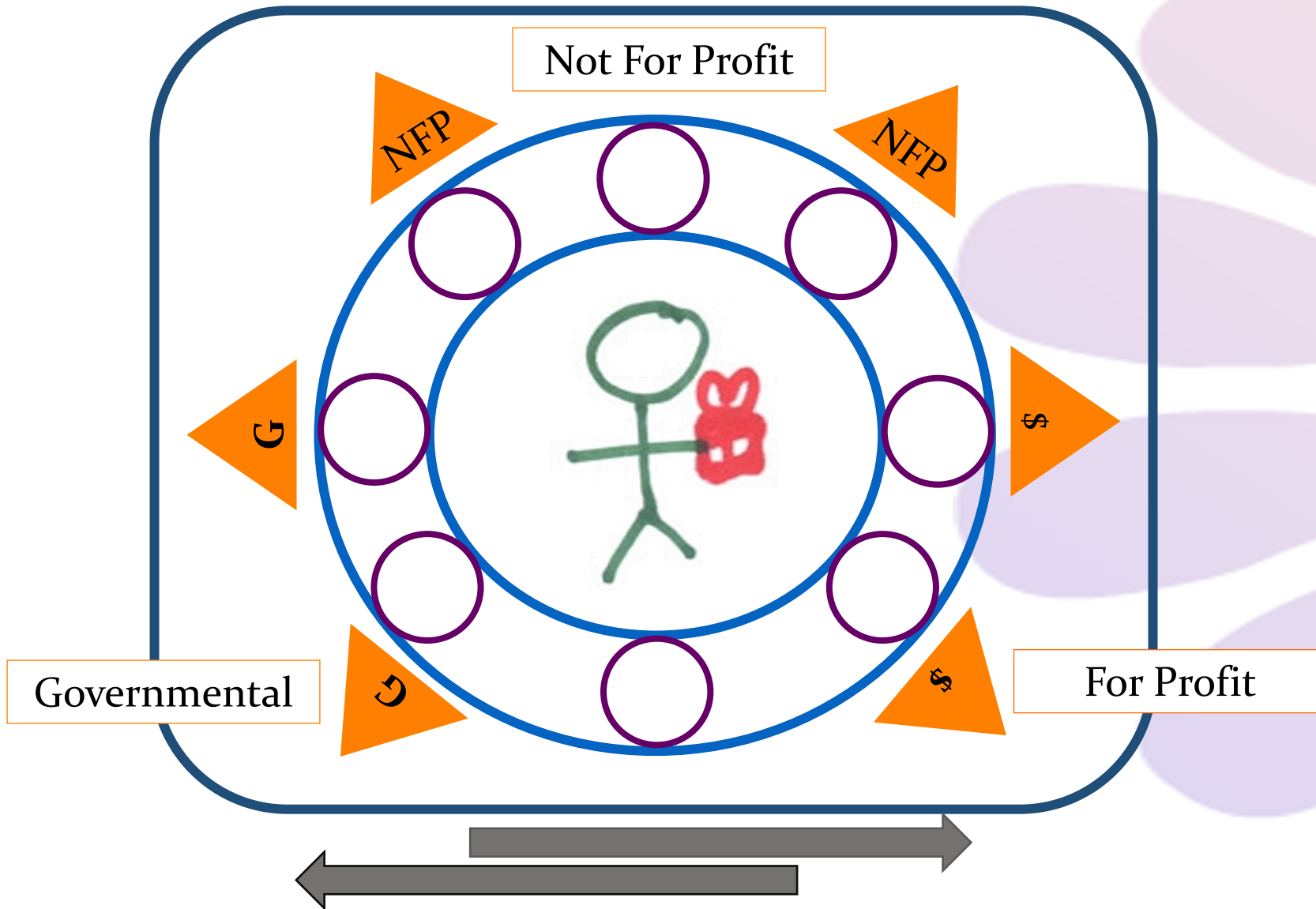
(physical, social capital, economy)



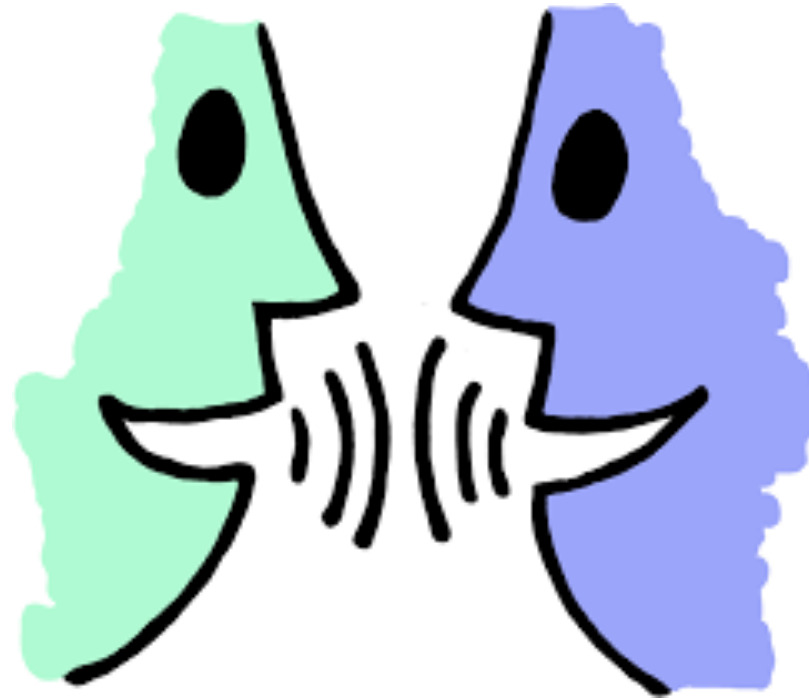
- Recognize your physical assets & economic ones
- Look with new eyes
- Bethel - abandoned school, closed down hospital, transit stop, conservatory
- Look at the assets of the economy of the community-businesses, etc.
- Build partnerships
- Keep evolving



# Exchange



# Culture, Stories and History



# Six Community Assets

Individuals  
Associations  
Institutions  
Physical Space  
Exchange  
Culture/Stories/History





# Basic ABCD Findings

- In every story, neighbors know about the *local assets*.
- Successful neighborhood action is the result of assets that were not connected being *connected*.
- To connect assets there must be a *connector*, i.e. individuals, associations or local institutions.

# Connector's Skills

- Gift centered
- Well connected
- Trusted
- Believes community is welcoming





## Three Planning Questions

- As neighbors, what can we achieve by **using our own assets?**
- What can we achieve with our own assets **if we get some outside help?**
- What can't we do with our assets that **must be done by outsiders?**

# Cautions Regarding ABCD

- Not every community is ready
- Need to be serious about involving everyone
- Need to be serious about TIME

# Break



# People Don't Care.



“Apathy is a sign of bad listening.  
People in communities are motivated to  
act. The challenge is to discover their  
motivation.”

- Mike Green

# What Motivates People to Act?

- Concerns – What I don't want to happen
- Dreams – What I want to create
- Gifts – What gifts do I have to share

# Discovering Motivation to Act

## Less Successful

Start with the answer



Recruit people to implement the answer



Look for answers to the additional  
problem of lack of motivation

# Discovering Motivation to Act

## More Successful

Start with questions



Discover what people care about &  
what they have to offer



Make connections & build relationships



# One-on-One Learning Conversations

A one-on-one is a conversation that allows you to learn about an individual's concerns, level of interest, commitment, as well as resources she or he is able to lend to the work.

# Learning Conversation Goals

- Develop a stronger relationship
- Discover motivation to act
- Explore mutual interest & clarify possible action steps
- Find more prospects

# One-on-One Learning Conversations

- Split in to pairs
- One person “ask,” one person “respond”
- 20 minutes each, then switch roles

# One-on-One Learning Conversations

- Ask probing questions
- Paraphrase
- Nonverbal cues



# One-on-One Learning Conversations

- “What are you passionate about?”
- “What do you like about your community?”
- “What would you change about your community?”

# One-on-One Learning Conversations

- What went well?
- What could have gone better?
- Did you find out the self-interest of the person you spoke with?
- Did you learn how she/he would be willing to get involved?

# Three Challenges:

1. Interview a business owner, faith leader, or institution partner about your neighborhood.
2. Spend time exploring the Community Toolbox website.
3. Find out which LMPD Division you live in.



# Next Week:

- Assessing Your Neighborhood
- Ideal Neighborhood Exercise
- Mapping as a Tool for Change

