

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

Age-Friendly Asset Mapping

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Fair Lawn, NJ

Why identifying community assets is important to age-friendly work

Age-friendliness is about inclusivity

- AF communities aim to help older adults age 'in place'
- Seniors more likely to stay when they feel included or their community still feels accessible

Strategy to make people feel included and in place

- Older adults may not realize the resources that exist (newly retired, etc.)
- AF team can be the *Connector*

What are age-friendly 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

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

An Outline

Community: Older adults in Innisfail, Canada

Frequently Identified Assets for Older Adults in Innisfail



Social Environment & Engagement

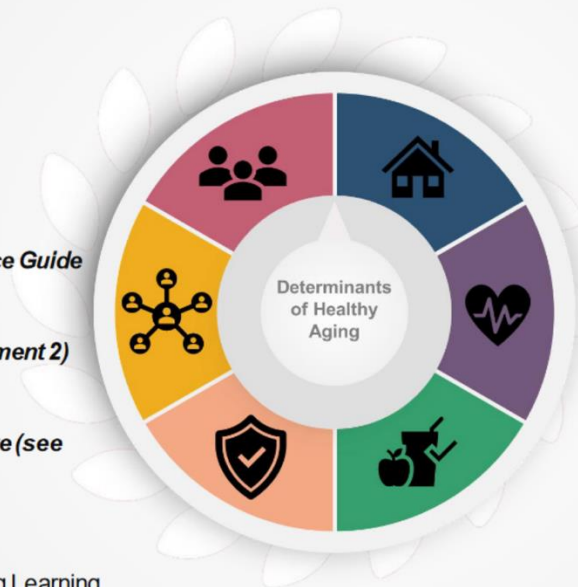
- Royal Canadian Legion
- Lakes & Trails
- Community Events & Festivals
- Innisfail Public Library
- Community Partners in Action

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/1l0ycvtNIWz2IGehao14fUfKLCdLeOUVIFPwDnH1qPgY/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	allamuchynj.org	
Friends & Neighbors of Allamuchy	Community Organiz			P.O. Box 164, Allamuchy, NJ 07820		Community Service organization. See contact information in The Panther at pypoa.org .
Friends of Rutherford Hall	Community Organiz			P.O. Box 432, Allamuchy, NJ 07820	www.rutherfordhall.org/frier	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	pypoa.org	Home owners association for the Panther Valley community.
The Panther	Community Organiz		908-852-8400	P.O. Box 54, Allamuchy, NJ	www.pypoa.org	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	www.aes.k12.nj.us	Nine member board provides oversight for Allamuchy School District. Members are electe
Allamuchy School District	Education		908-852-1894	1686 County Road 517, Hackettstown	www.aes.k12.nj.us	Allamuchy Township School District. Two buildings: PK-2 and 3-8.
Allamuchy Township School	Education			20 Johnsonburg Road, Allamuchy	www.aes.k12.nj.us	Allamuchy Township School District. Grades 3-8.
Blair Academy	Education		908-362-6121	2 Park Street, P.O. Box 600, Blairstown, NJ 07825	www.blair.edu	Private high school attended by a small group of Allamuchy students
Camp Somers	Education		973-765-9322	750 Waterloo Rd #3468, Stanhope	www.campsomers.org	Boy Scout camp in Mt. Allamuchy Scout Reservation
Centenary University	Education		908-852-1400	400 Jefferson Street, Hackettstown	www.centenaryuniversity.edu	
Hackettstown High School	Education		908-852-8150	701 St., 599 Warren St, Hackettstown, NJ 07840	www.hackettstown.org	Public high school that is a receiving district for Allamuchy's students
Mountain Villa School	Education			1686 County Road 517, Hackettstown	www.aes.k12.nj.us	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	www.uacnj.org	Observatory located within Jenny Jump State Forest. Features several permanthy mounte
Allamuchy Time Trial	Event				somersetwheelmen.org	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	rutherfordhall.org	Annual fireworks show held on the grounds of Rutherford Hall
Shades of Death Half Marathon	Event				shadesofdeath.org	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	rutherfordhall.org	Foundation focused on raising awareness and funds for Rutherford Hall operations and irr
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	rutherfordhall.org	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 the
7-Eleven	Local Businesses ar	N/A	(908) 852-6477	42 Route 517, Hackettstown	42 ROUTE 517 in HACKE	Convenience store in Panther Valley Mall
Panther Valley Pharmacy	Local Businesses ar		908-852-8818	1581 County Route 517 Village Square Mall	panthervalleypharmacy.com	Pharmacy located within the Panther Valley Mall
Powerhouse Gym	Local Businesses ar		908-813-1211	1581 County Rt 517	powerhousegym.com	Fitness facility located within the Panther Valley Mall
Re/Max Town & Vallev	Local Businesses ar		908-852-1333	1585 County Route 517	www.remax.com/real-estati	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](#)

4/16/2026

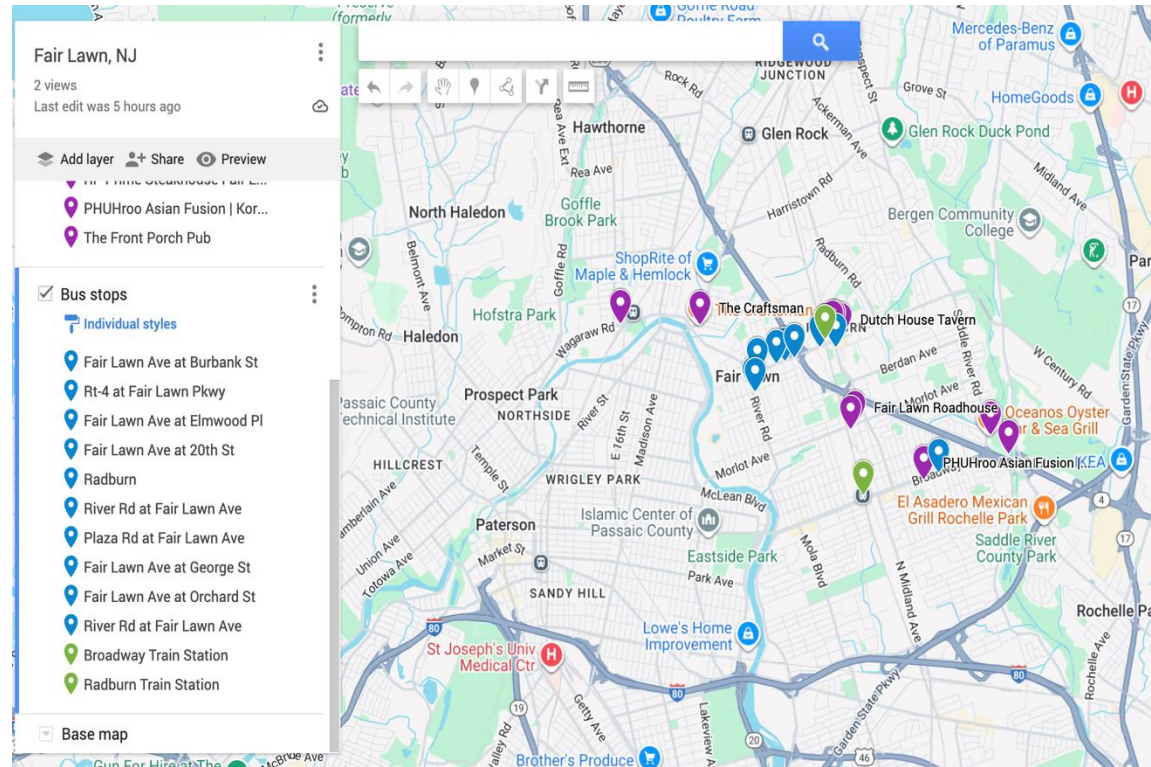
Online Mapping Tools

Resources:

- 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:

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



Framework for agency-led asset mapping

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



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.



INSTITUTE of
Museum and Library
SERVICES

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



**Thank
you!**

Questions?