East5ide Unified Unidos Asset Mapping Report June 2020

Make a Chess Move (MACM) was contracted by East5ide Unified Unidos for the following objectives:

* **Develop a concrete Asset Map** resource that supports East Denver to understand and tap into the strengths, skills, and resources that exist among community residents, community associations, and community agencies.
* Review and update the **East5ide Unified|Unido Network Map**

**Lessons Learned:**

A lesson reinforced from the asset mapping process is that the network is not able to visualize impact the resources and the gifts of East5ide Unified Unidos (EU-U) network on the 80205 community. The numerous gifts and talents of EU-U Members, institutions, associations, and community spaces are well known, but not connected in a visual map that EU-U members can visualize to share a common vision. A common observation is that if you ask 10 EU-U members to tell you what EU-U is, you will get 10 different stories.

The EU-U network conceptualizes an Asset Map in multiple forms. From one eye, it is a calendar and another eye Google or a custom GIS Map. For some, an asset map is Nextdoor or Google, and another a newspaper. Several people do not use an asset map, and others are information kiosks at the Library or Church. There is a thread through these views of an asset map, and that is information to connect with one another to strengthen relationships. The EU-U network wants a tool connects residents and organizations to services and resources.

Lessons learned from the East5ide Unified Unidos Asset Map Baseline survey:

Wants:

* Google Map to find resources
* Map App that includes contact info and categories like grocery retailer
* App like Facebook or NextDoor that matches users with their interests.

Uses:

* To connect Anchor Institutions with places
* Connect residents to services
* Travel to get from one location to another and find resources

Lessons learned from MOC Connectors Visioning and individual conversations:

* MOC Connectors want fresh produce connections for Twin Parishes Food Panty. They would like to connect food pantries to exchange food items if they are not culturally relevant like canned salmon.
* A personal connection is essential to connect Spanish speakers to a place.
* Google Translate is a great tool for email.
* A Community Connector Cooperative is an economic development strategy to consider building a community connector network.
* The EU-U Anchors embed Asset Mapping in their processes to link initiatives for synergies to deepen impact to mobilize resources around areas like financial health A number of Anchors were part of the Census 2020 Outreach efforts, and a connection of Census Outreach coordinators at Anchor Institutions may have been useful when anchors had to pivot during COVID-19.
* The GIS Maps are essential tools for large organizations especially the City and County of Denver. The Food Pantry GIS Map looks good, but does not contain enough pertinent information like fresh produce for residents.
* Spreadsheet databases contain a wealth of information, but are hard for others outside the organization or field to connect the dots and access resources.
* An asset map also needs to be available as a hard copy as well.
* The EU-U Evaluation professionals regularly survey the community and report back to the community. This information could increase in value if the surveys and reports are accessible on a virtual asset map.
* An visual asset map of the network would be useful for visual storytelling outreach, and could identify themes to communicate the story of EU-U.

Existing Virtual Asset Maps:

* Colorado Ecosystem of Early Childhood Ventures, Orgs, and Supports:

<https://fortress.maptive.com/ver4/fe894712faecc103f5e0e469726f2d3e/370096>

* Kids Food Finder:

<http://kidsfoodfinder.org/?fbclid=IwAR2NQGd0J6dFELEhAmFQbLfLvIgEW83d8MDwa9vUMt3EUCeSllJMmyt6ems>

* Denver Public Health & Environment Emergency Food Access During COVID-19 GIS Map;

<https://geospatialdenver.maps.arcgis.com/apps/webappviewer/index.html?id=485f05da88094d67ad911ef202688aee>

* Colorado Black Owned Businesses

400+ Business List: <https://303magazine.com/2020/06/black-owned-businesses-denver/>

Google Map: <https://mapsforacause.com/support-black-business/Denver/?fbclid=IwAR2A1s5PMLq6rQI5kS9f0E7C3MF9q7XaXRKCBF4ypYDE36TdLvzGAMCr7EE>

East5ide Unified Unidos 80205 Unity Summit Kumu maps (August 2017):

* 80205 Unity Summit Network Map
* Advocacy Community Organizing Partnerships
* Built Environment
* Community Safety
* Early Childhood
* Fatherhood
* HEAL 80205
* Youth Engagement

Existing Asset Maps (Spreadsheet databases)

* Food Asset Mapping Static (Metro Caring)
* EU-U Theme Map (Anchor Event- January 30, 2020)
* EU-U Gifts Map (July 29 2019)
* EU-U Outreach Contacts List from community events (June 2019-Febriuary 2020)

**East5ide Unified Unidos Concrete Asset Maps and Prototypes:**

From the surveys, visioning sessions, and interviews, the following MVP Maps were created with the intent that they matter, are valuable, and understanding they will probably never be done. The intent is a visual Asset Map to create relationships in the 3 steps: 1.) Connect the Dots 2. Draw the Line 3. Do Things together.

**Kumu:**

* East5ide Unified Unidos Network Map: <https://kumu.io/MACM/east5ide-unifed-unidos-network-map-june-2020>
* East6ide Unified Unidos People Map: <https://kumu.io/MACM/east5ide-unified-unidos-people-map-june-2020>
* East5ide Unified Unidos Network Map EU-U Council June 2020: <https://kumu.io/MACM/east5ide-unified-unidos-network-map-eu-u-council-june-2020>
* East5ide Unified Unidos Network Map Community Based Organizations June 2020: <https://kumu.io/MACM/east5ide-unified-unidos-network-map-community-based-organizations-june-2020>
* East5ide Unified Unidos Movement Maker Event Connections Year 2: <https://kumu.io/MACM/east5ide-unified-unidos-movement-maker-event-connections-year-2>
* East5ide Unified Unidos Meeting Space-Partners <https://kumu.io/MACM/east5ide-unified-unidos-meeting-space-partners-june-2020#untitled-map>
* East5ide Unified Unidos Metro Caring Food Systems Map June 2020: <https://kumu.io/MACM/east5ide-unified-unidos-metro-caring-food-systems-visual-june-2020>

**WordArt App:**

* Visualization tool for meeting notes to capture themes and values from Action Team meetings. Examples attached PDFS from “Demystifying the Art of Grant Writing” April workshops with Community Connectors.
* A virtual asset mapping of existing resources around Social Cohesion, Food Security, and Economic Development. This is a splash page link to websites that could be shared with e-newsletters.

1. East5ide Unified Unidos Evaluation Partners Surveys and Reports: <https://wordart.com/71atug6k3sp8/east5ide-unified%20unido%20evaluation%20surveys>
2. East5ide Unified Unidos Partner Calendars: <https://wordart.com/vbovm8vb0du9/east5ide-unified%20unido%20calendars>
3. East5ide Unified Unidos Food Security Connections: <https://wordart.com/aim9ao371br2/east5ide-unified%20unido%20food%20security%20asset%20map>

**Photo Album Asset Map:**

Movement Makers Photo Albums-a shared virtual photo album where Movement Makers can upload photos of community to capture assets that might be deployed like a walking farmer’s market project.

<https://photos.app.goo.gl/5aYwWKZDsHCwJbH58>

**Xcel Asset Map Database and Data Collections Form:**

* EU-U Central Asset Database spreadsheet tracking Organization, Individual, Email, Phone, Address, Mission, Initiatives, EU-U Membership, Meeting Space, Promotional Swag, Focus, EU-U Asks. (Attached)
* East5ide Unified Unidos Network Database Google Form: <https://docs.google.com/forms/d/1FWnYRz2GuY0kIa3IFauFsZt0mY0Gwx6ofCJhrGFyse8/edit?usp=sharing>

**Recommendations:**

* Share Asset Maps with EU-U Network in September along with Google Form for Asset Map Database.
* Share with at a EU-U Council meeting in either October or November 2020 to evaluate the Asset Maps and their usefulness.
* Meet with new project coordinator to help with visual understanding of EU-U Network.
* Work with Action Team leads to utilize the Asset Map in their toolbox to:

1. Celebrate the EU-U network accomplishments and reach.
2. Identify potential partnerships on initiatives.
3. Identify work that already exists.
4. Refocus EU-U with visual impact of the network.
5. Assess and design a Google Form to create a shared Master database that can easily update the KUMU Network Maps that includes contacts, community events, trainings, meeting spaces, caterers, swag and initiatives related to Social Cohesion, Food Security, and Economic Development.

* Work with evaluation to update EU-U Network Map.