

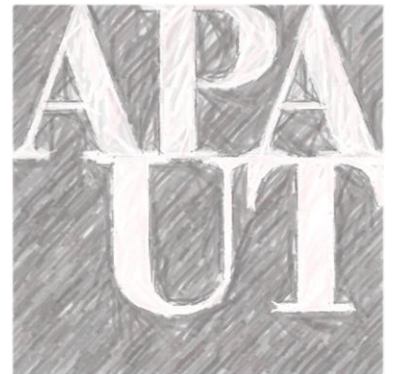
# Community Engagement Easy as ABCD



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Andrea Garfinkel-Castro, PhD  
Transport Futures, Founder

May 7, 2025



# Oh! You want to be a Planner!

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Who wants a job with

- complex conditions
- constantly evolving
- competing interests
- the only agreement is no agreement



# Good News...

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Funding Shortages

Wearing Many Hats

Uncertainty

Lack of Community Interest

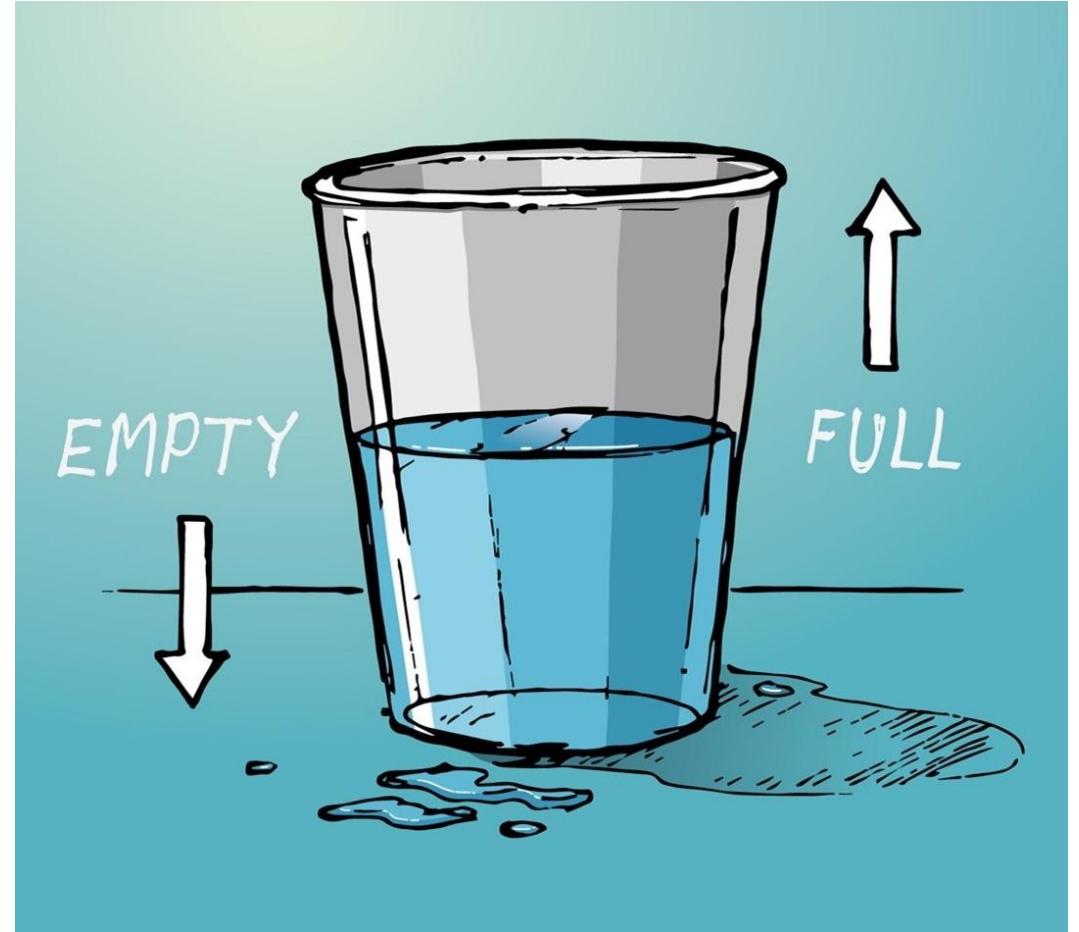


# ABCD

## Asset-based Community Development

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One Main Idea:  
Change the Narrative



# ABCD

## Starts with Assets

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Finding Hidden Gems

→ Fills Funding Gaps

Finding Hidden Skills

→ Fills Capacity Gaps

Building on Place Assets

→ Focuses on 'Adding To'

Building on People Assets

→ Engages and Includes

# ABCD as Appreciative Inquiry

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Appreciative Inquiry (AI) is an energizing and inclusive process that fosters creativity through the art of positive inquiry.



# ABCD as Asset Mapping

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## Individual Assets

- Skills and Trades
- Lived Experience
- Local Knowledge



# ABCD as Asset Mapping

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## Institutional Assets

- Educational
- Health Services
- Local Businesses





# ABCD as Asset Mapping

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## Community Assets

- Religious affiliations
- Sports leagues, PTAs
- Grassroots organizations
- Community groups



# ABCD as Asset Mapping

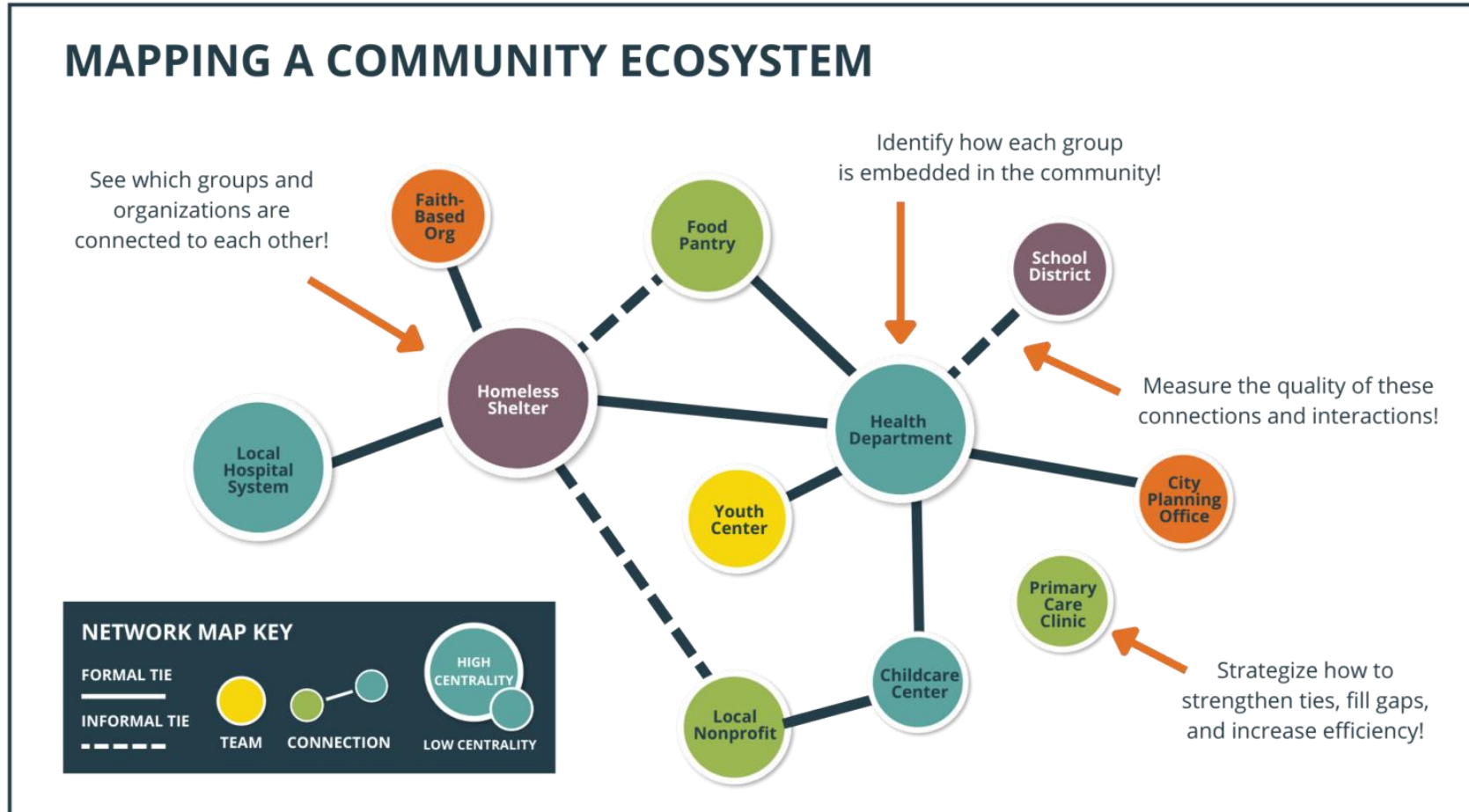
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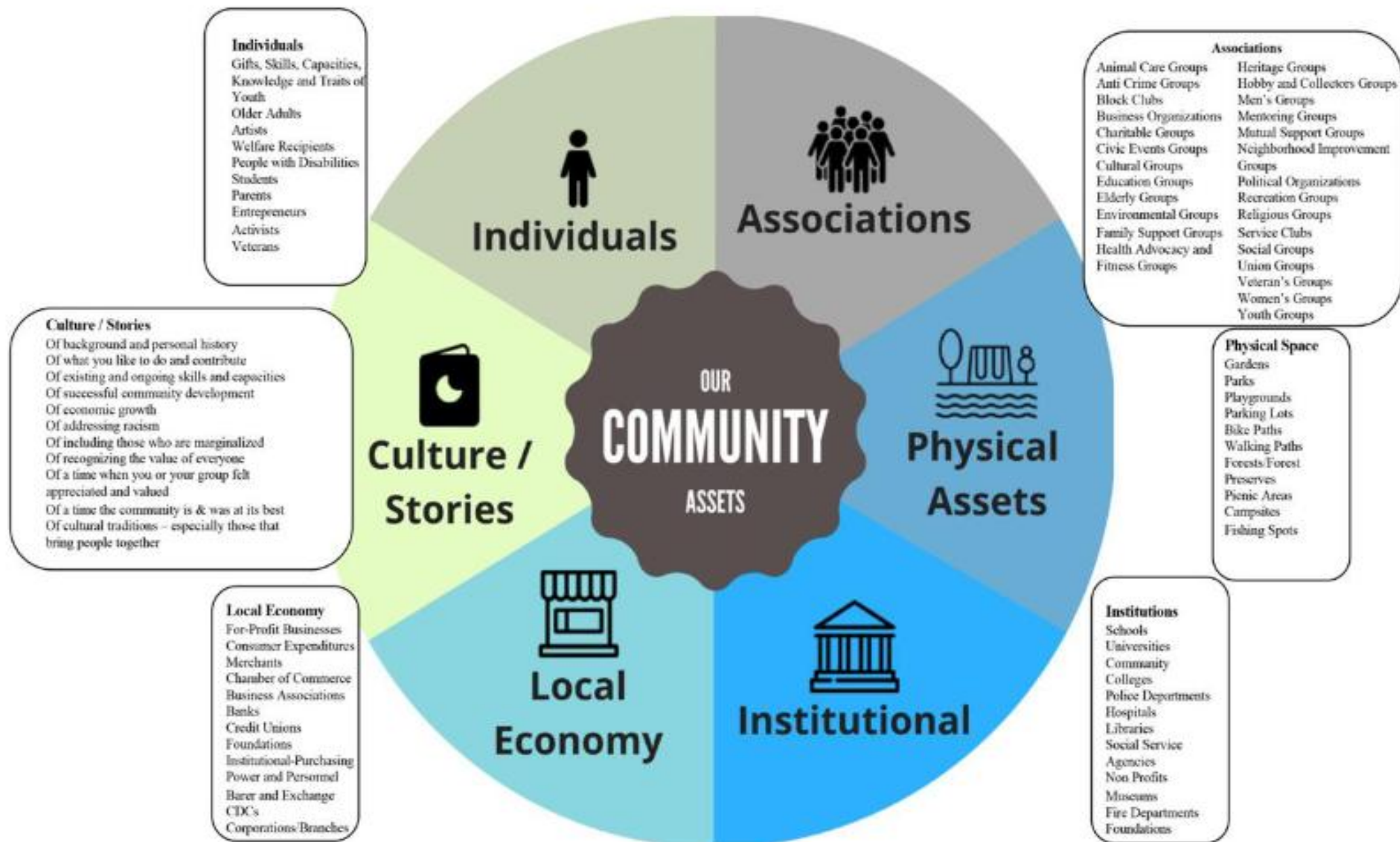
## Physical Assets

- Built environments
- Natural environments
- Mobility environments
- Technological environments

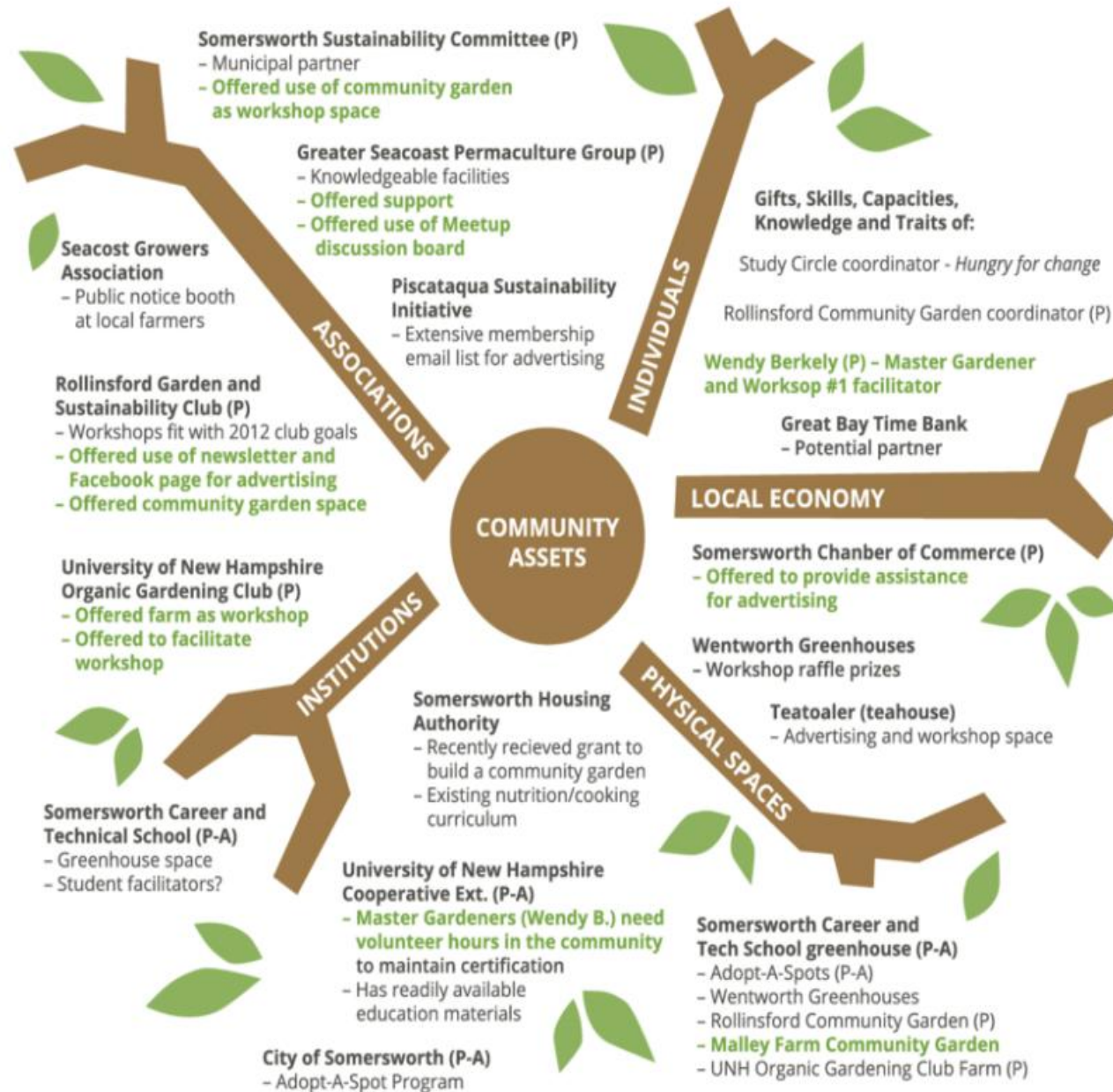


# ABCD as Asset Mapping









# ABCD as an Idea (not a formula)

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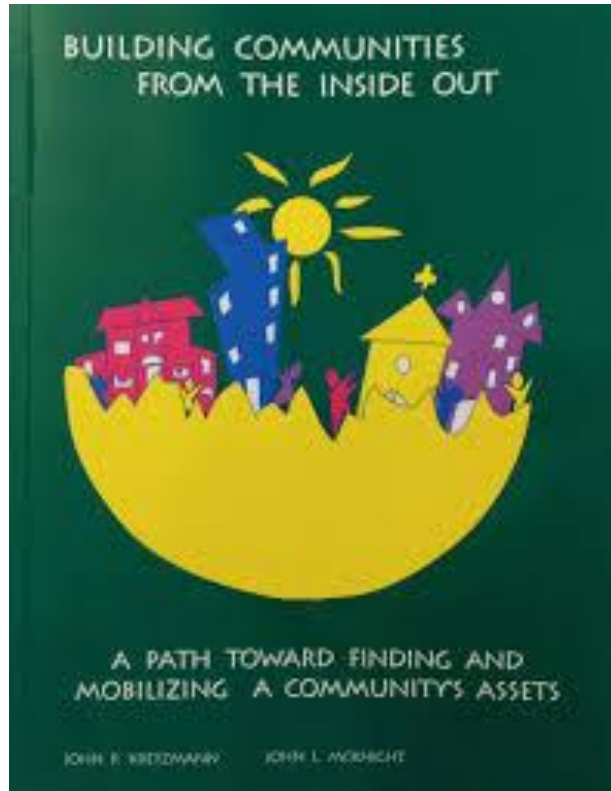
- Adaptable
- Flexible
- Evolve-able
- Accessible



# ABCD Resources

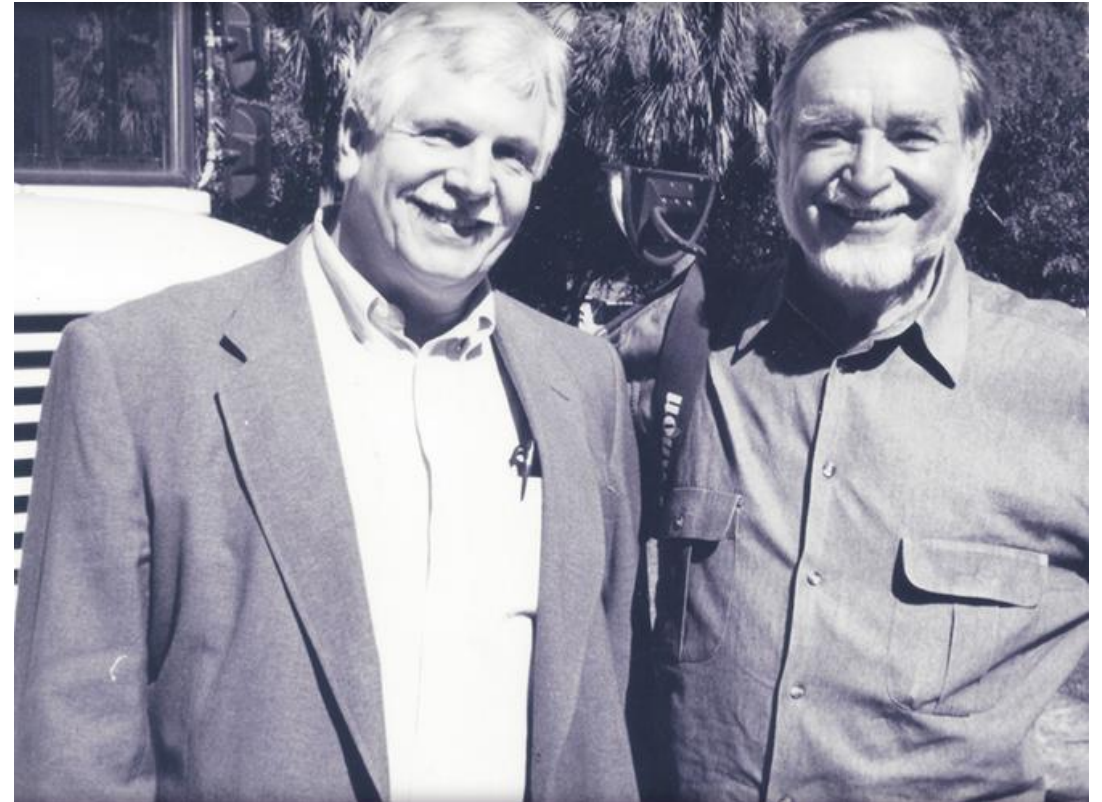
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## The Original Source



1993

## The Original Thinkers



John (Jody) Kretzmann & John McKnight



# ABCD Resources

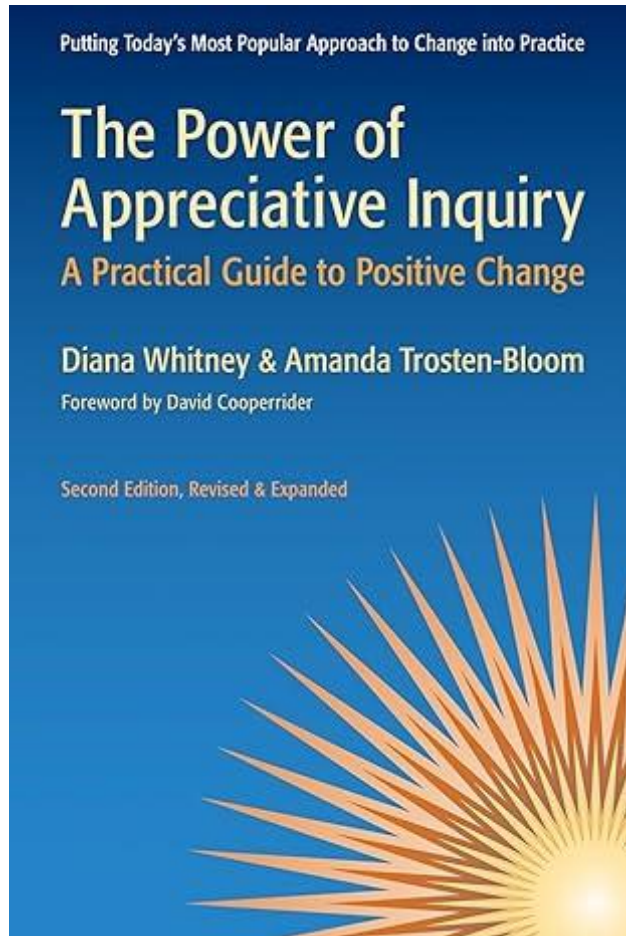
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Workshops, Resources, Connections

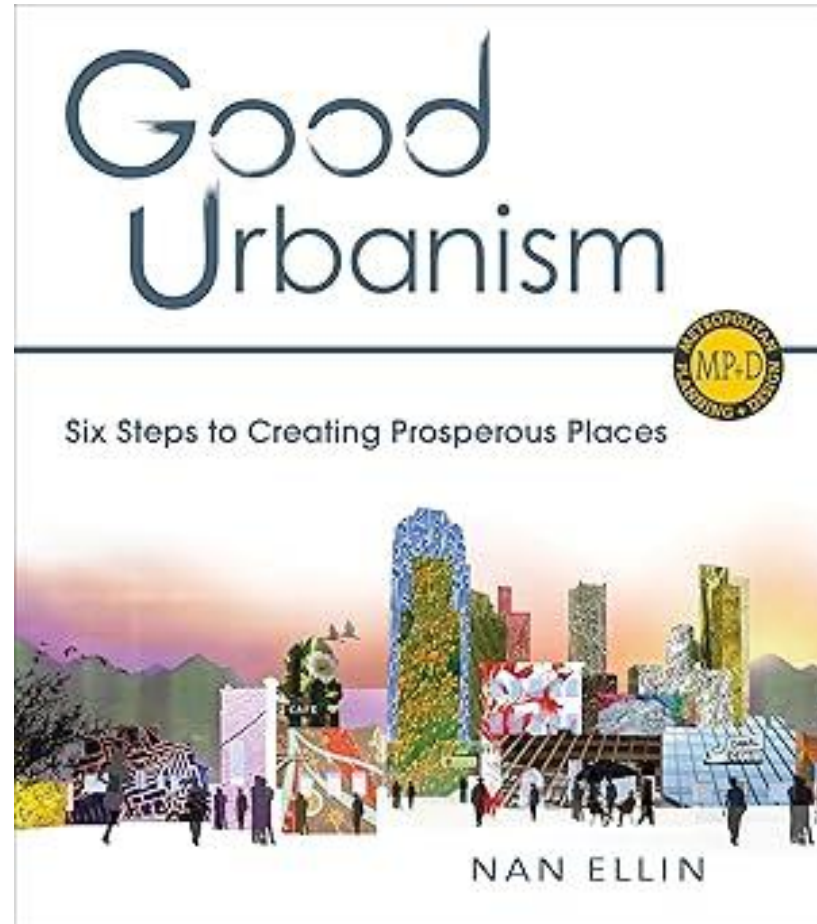


Asset-Based Community Development Institute

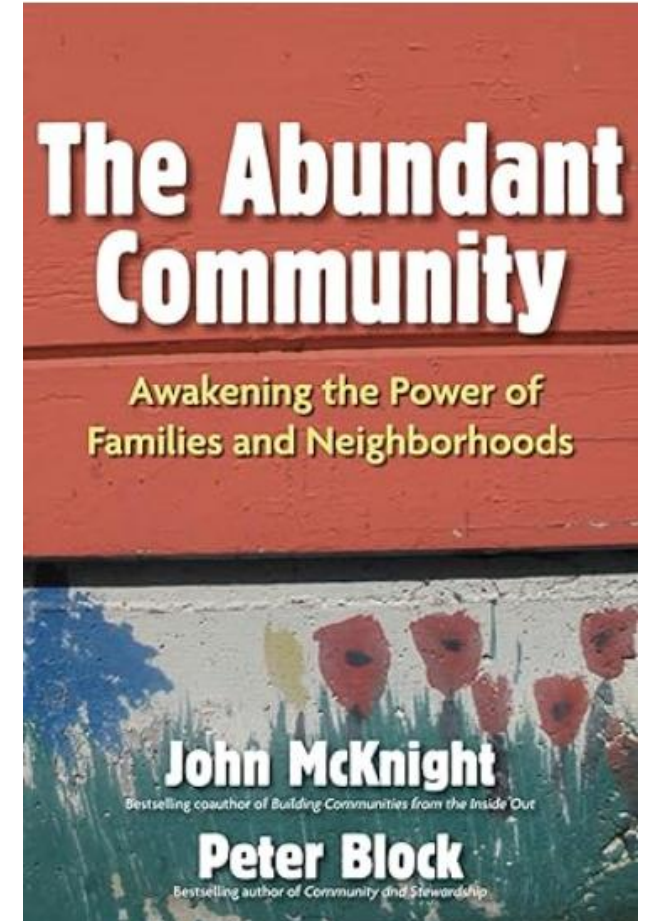
# ABCD Resources



2010



2012



2010

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