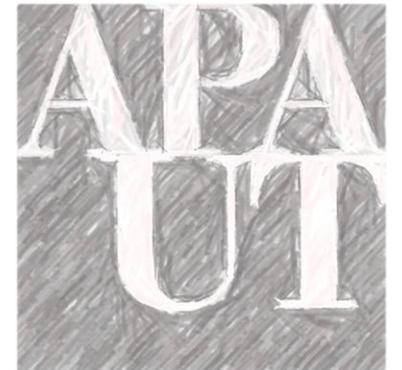


Community Engagement Easy as ABCD



Andrea Garfinkel-Castro, PhD
Transport Futures, Founder

May 7, 2025



Oh! You want to be a Planner!

Who wants a job with

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



Good News...

Funding Shortages

Wearing Many Hats

Uncertainty

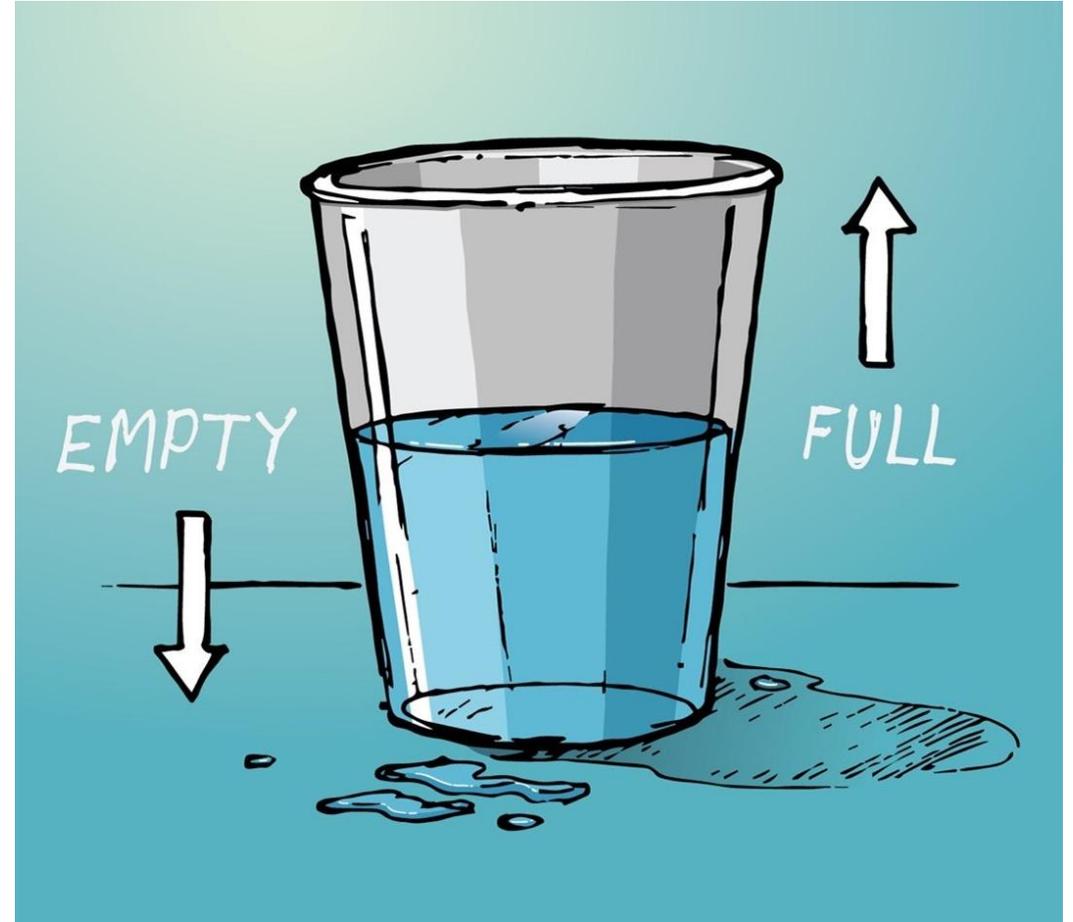
Lack of Community Interest



ABCD

Asset-based Community Development

One Main Idea:
Change the Narrative



ABCD

Starts with Assets

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



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

ABCD as Asset Mapping

Individual Assets

- Skills and Trades
- Lived Experience
- Local Knowledge



ABCD as Asset Mapping

Institutional Assets

- Educational
- Health Services
- Local Businesses



ABCD as Asset Mapping

Community Assets

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



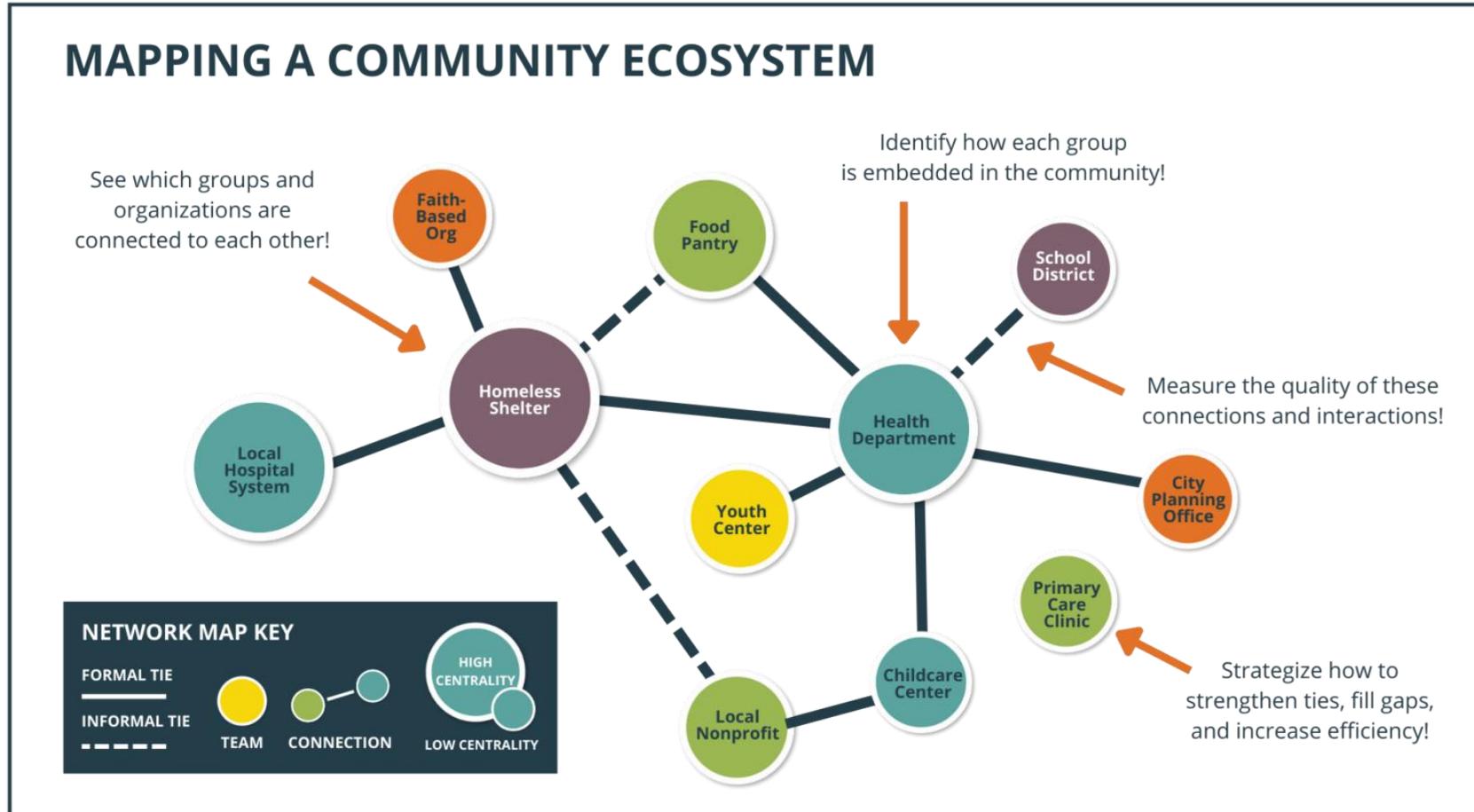
ABCD as Asset Mapping

Physical Assets

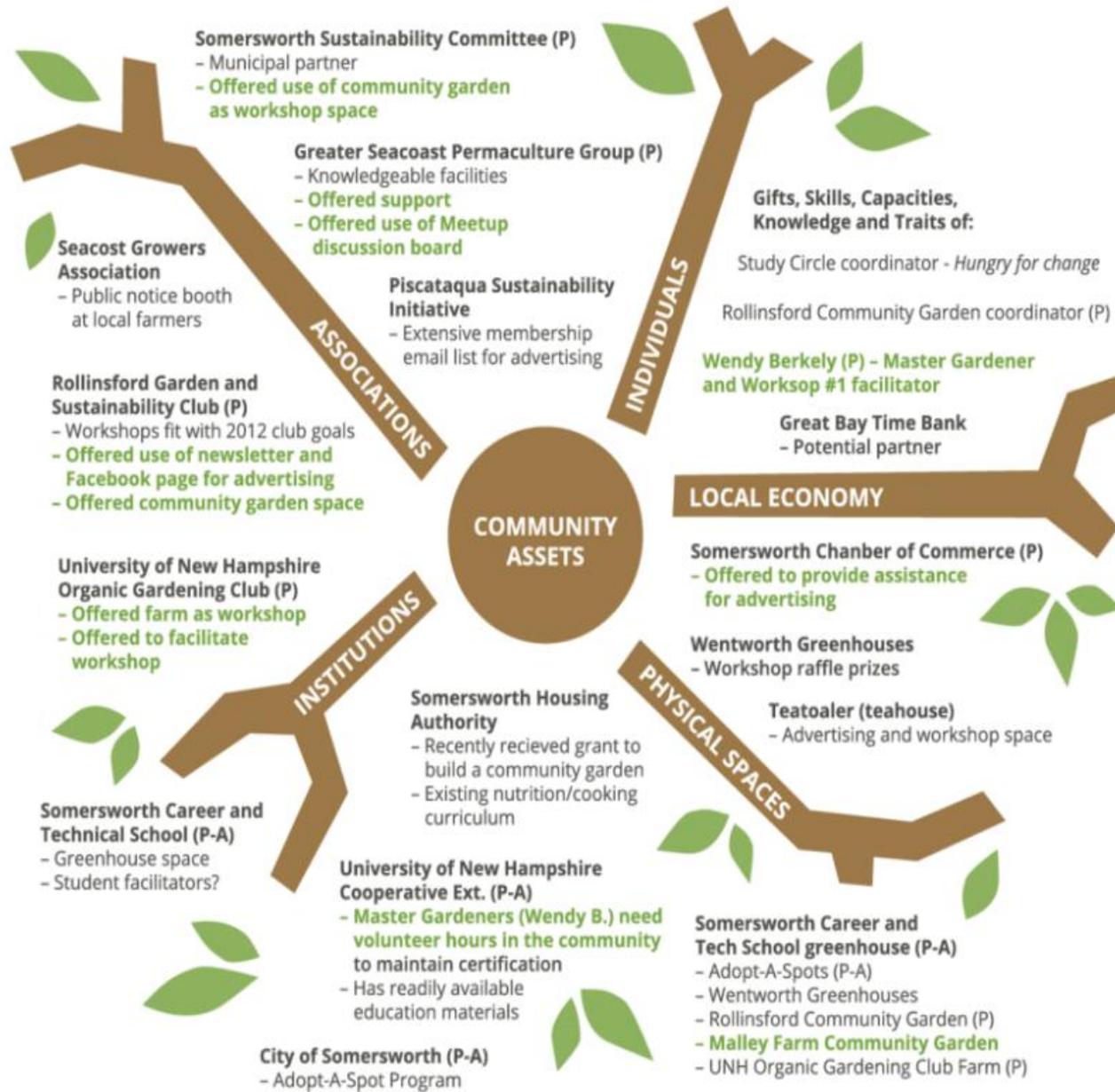
- Built environments
- Natural environments
- Mobility environments
- Technological environments



ABCD as Asset Mapping







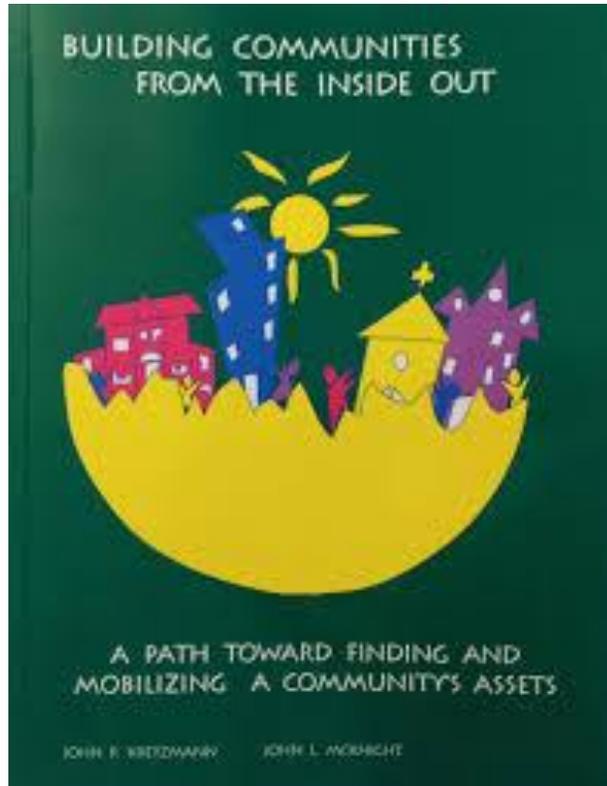
ABCD as an Idea (not a formula)

- Adaptable
- Flexible
- Evolve-able
- Accessible



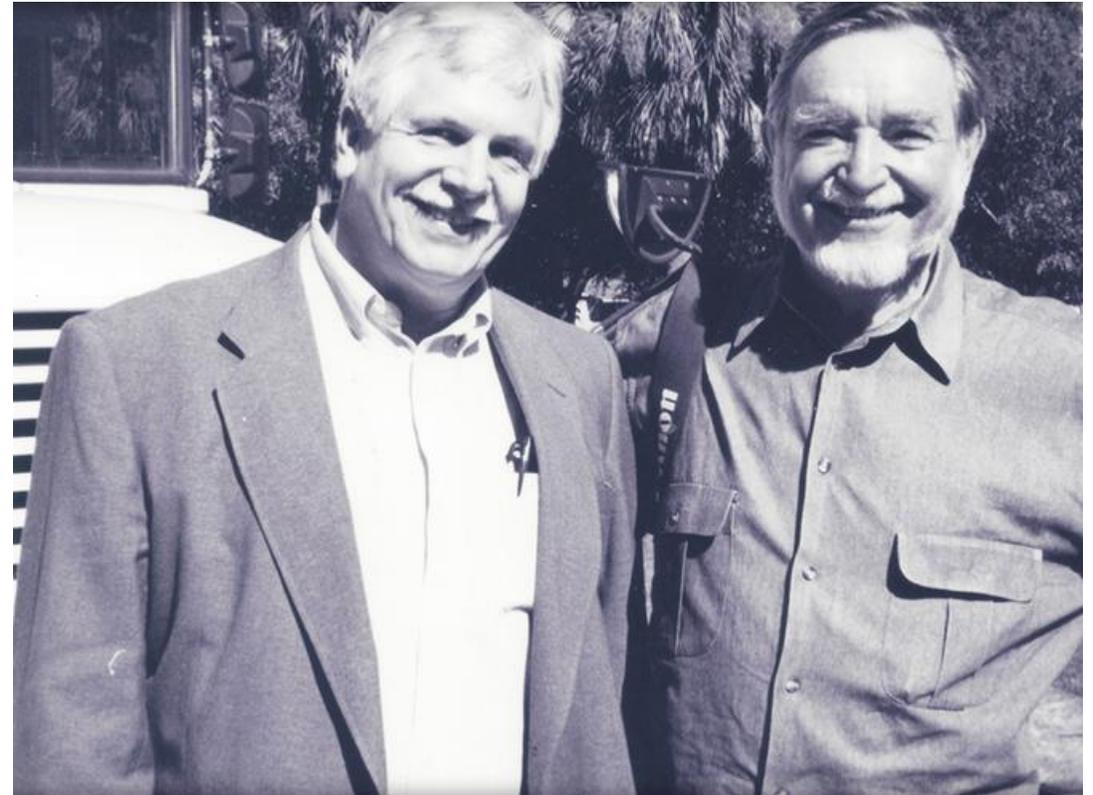
ABCD Resources

The Original Source



1993

The Original Thinkers



John (Jody) Kretzmann & John McKnight

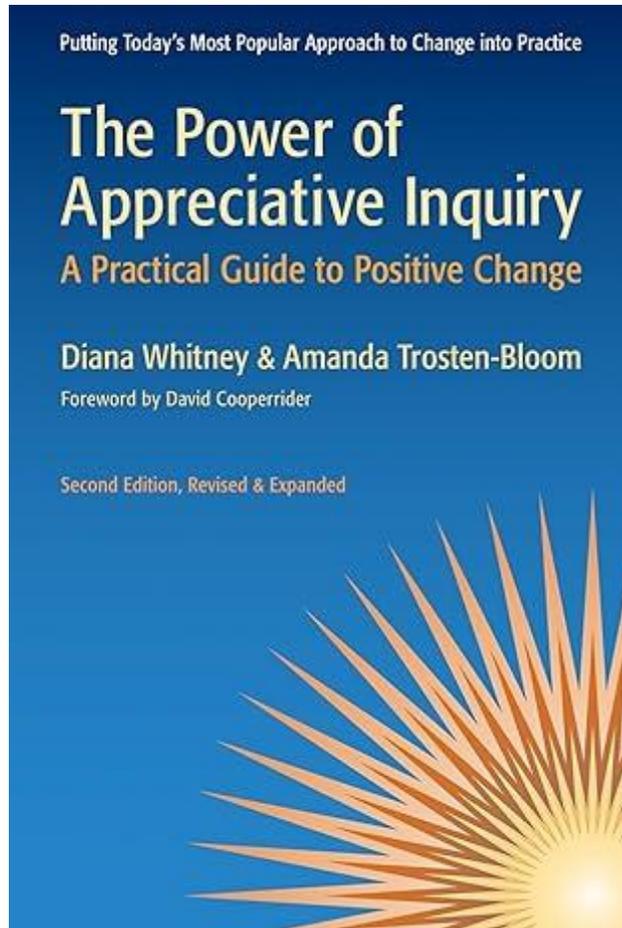
ABCD Resources

Workshops, Resources, Connections

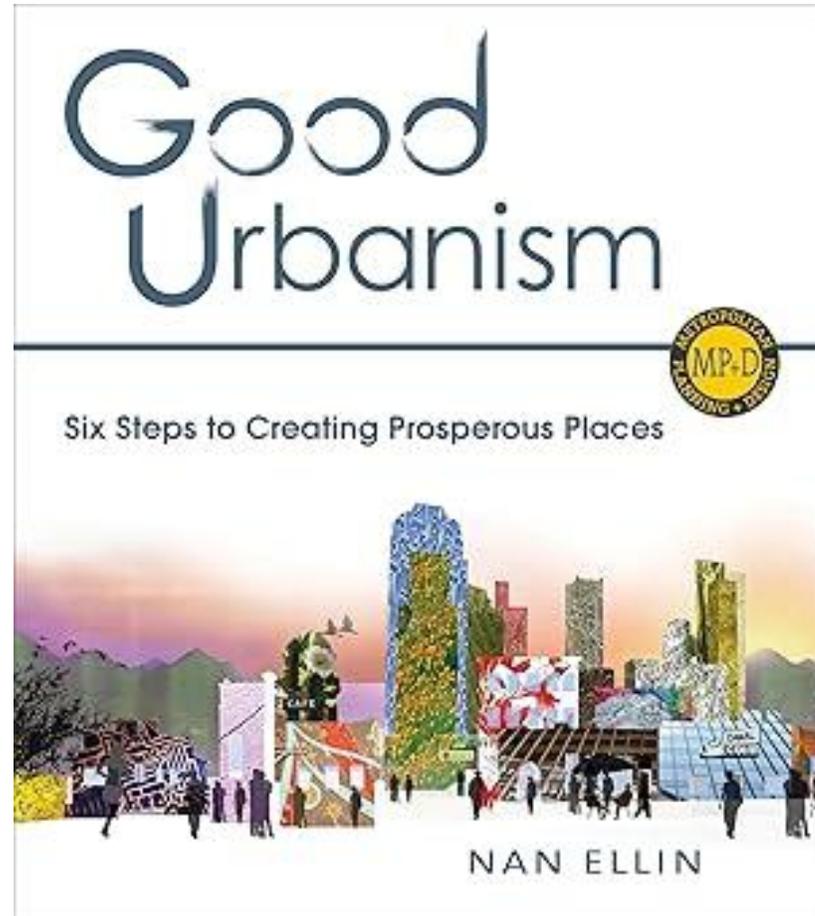


Asset-Based Community Development Institute

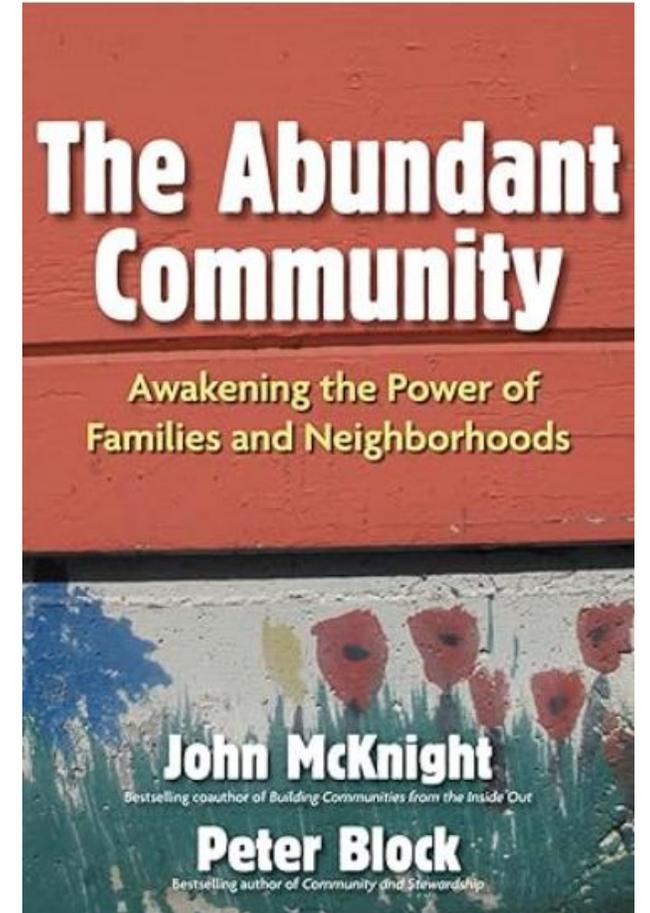
ABCD Resources



2010



2012



2010

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