

# Asset Mapping Process in Prince Edward County

as of July 2022

## **About Asset Mapping:**

- Community asset mapping is a tool used in the development of a strategy for community capacity building.
- The process involves identifying and mobilizing unconnected local assets.
- Underlying that approach is the assumption that the role of communities is defined as what happens after the important work of professionals and institutions has been completed. The Asset Based Community Development (ABCD) approach inverts that, highlighting that in a vibrant democracy the opposite is true: the role of professionals is defined as what happens after the community functions are performed.
- The asset approach to community development emphasizes the positive ability, capability, and capacity of communities to identify relevant issues; to develop appropriate solutions from the strengths of their community members, institutions, and structures; and to implement such solutions in a culturally appropriate, sustainable way.

## **Stages in Asset Mapping:**

1. The first stage is the completion of an asset inventory. During the collection of information through an asset mapping initiative, participants often discover what they value in common and establish a sense of community goodwill that flows into future development plans.
2. The second stage of the asset mapping process involves helping citizens discover what they care enough about to act.
3. The final stage in asset mapping is to help community residents with what they can do as a collective to help achieve their goals building on the identified assets. The creation of an asset inventory allows community leaders to choose community development strategies that are in accordance with their asset base, helping them to appropriately allocate resources to meet challenges, take advantage of opportunities and avoid redundant expenditures.

## **Progress to date (July 2022):**

In Prince Edward County, the first stage of community conversations and asset mapping got underway in May of 2022. The following pages contain summaries from the input received to date from an estimated 245+/- participants representing business, community, local government and youth sectors.

## Financial/Economic Assets

- close to large markets, Toronto, Ottawa, Montreal, US
- proximity to Hwy 401
- deep water port
- proximity to post-secondary institutions for training and research resources
- lots of personal wealth
- small food and beverage manufacturing: wineries, breweries, cideries, distilleries, maple syrup, cheese
- food-based businesses that are meaningfully committed to food access, environmental considerations
- small and large-scale farming
- family farms, small farmers and growers - sharing and barter economy
- agritourism, farm to table emphasis, farm stands, specialized and niche farming
- agriculture/land stewardship
- high percentage of locally owned businesses and farms
- strong networks of local business owners
- County Coworking space
- strong entrepreneurship, enterprising
- creative economy
- active building industry
- strong tourism - economic benefits but comes with challenges
- multiple economic cycles and histories - there is a history of resiliency and bouncing back

# Natural Assets

- unique and beautiful natural environment; varied topology and landscapes
- biodiversity
- beaches, provincial parks, trails, parks, green spaces
- natural heritage - ANSI, wetlands, escarpments, wildlife, fishing
- Lake on the Mountain
- access to water through boat launches and open road allowances; protected harbours
- open spaces, no tall buildings
- lack of development, lack of fast food, lack of signage!
- sunshine "hotspot" in Canada
- dark night sky, sunrises/sunsets
- panoramic vistas
- peace and quiet
- moderate climate - diversity of agriculture
- locally produced food, markets, community gardens
- bird migratory route
- wildlife
- bird song
- clean air
- white sand/turquoise waters

## Built Assets

- series of hamlets/small villages with distinctive character
- walkable towns and villages
- main streets with wide sidewalks and mostly charming storefronts
- town halls
- arenas/community centres
- sports and athletics facilities - arenas, sports fields, indoor and outdoor tracks, golf courses, boating facilities, running/ walking/ biking trails, skate parks, etc.
- 2 existing (former) airfields - both with significant heritage (Second World War) -preserving hangars
- Regent Theatre, Mount Tabor Playhouse, Drive-In
- Crystal Palace
- variations in architecture, historical appreciation
- lighthouses
- barns
- ferries, bridges
- graveyards

# Cultural Assets

- a strong sense of community, sense of pride of place - across generations or newcomers
- friendly place where you know your neighbours
- generous nature of community, willingness to help, caring for neighbours
- safe community
- LGBTQ2+ - vibrant!
- large community support for 2020 BLM Demo in Picton
- Indigenous heritage and stories, County Museums include efforts re Indigenous heritage and stories
- over last 5 years meaningful relationships built in Tyendinaga
- DIY/entrepreneurial ethos
- agriculture/land stewardship
- supportive entrepreneurial community
- cooperation vs competition ' rising tide floats all boats
- community-based agencies work collaboratively
- a strong spirit of volunteering, probably linked to agrarian heritage of neighbouring farms helping each other
- barn raisings, soccer league, building new hospital - the stories of volunteerism that have built the community
- local business support (ie causes, volunteers, funds)
- active museums that partner with other organizations to create a variety of events for the community
- robust library system
- many churches in the County either spearhead or support organizations supporting community resiliency
- festivals, fairs, and events
- performing arts: Festival Players - Theatre company, local theatre groups, Comedy
- local indie music scene
- many artists and creative people, studios and galleries
- bohemian culture
- farm to table, foodie culture
- Camp Moto, hockey, sailing, boating, fishing
- strong local history and connections to two centuries of agricultural and maritime industries, rum running
- deep heritage of historical stories and rich new heritage of those from away joining in the conversation and starting to add new elements into these stories or cultural myths
- history of Supertest Boat Racing, sports history
- second home destination
- people choose to live here, ie escape the city; newcomer narrative - building a new life, checking out of big cities to find peace & quiet here, slower pace of life
- quality of life (ie. knowing business owners, personal relationships)

## Human Assets

Human— people's health, knowledge, skills, and motivation, along with self-esteem, creativity, population ...

- creative, innovative, resilient people
- generational families and newcomers
- new citizens that want to become involved in the community
- seniors/ retirees - personal wealth, time, and volunteerism
- generous community donors
- more younger families moving here
- 800 folks in PEC who self-identify as First Nations or Indigenous
- lots of citizen engagement with local government - very engaged community
- really smart people hiding here
- dedicated health workers despite limited capacity
- first responders - part of volunteer community here
- evolving youth leaders who care about the future of PEC
- diverse socio-economic community mixture - yet not culturally as diverse as we would like to be

# Organizational Assets

## SAFETY

- PEC-OPP community focused; policing highly engaged and regarded
- fire departments and volunteer firefighters
- Alternatives for Women - support for victims of domestic abuse
- community safety and well-being cross-sector collective action groups

## COMMUNITY

- municipality
- The County Foundation
- County Food Hub, 3 food banks
- churches
- Women's Institute
- service clubs
- PE Community Care for Seniors; services/programs for seniors
- All Welcome Here Rural BIPOC Association
- Base 31 development

## TRANSPORTATION

- public & specialized transit
- Getting Around transportation collective

## EDUCATION & SKILLS DEVELOPMENT

- 6 elementary schools and a high school
- community college located nearby and oriented towards trades, agriculture, etc.
- PE Learning Centre - literacy, employment connections
- Recreation Outreach Centre - youth support, tutoring
- Career Edge - skills and work connections
- The HUB Child and Family Centre
- Greater Than County Youth Collective - education

## BUSINESS

- Chamber of Commerce, Community Futures
- Local BIAs (Picton, Wellington, Bloomfield, Consecon)
- PEC Hospitality Group / Network
- PE Federation of Agriculture, 4-H youth organization, Horticulture Society, PEC Wine Growers Association
- County Workforce Partnership organized around labour market issues (Chamber of Commerce, Career Edge,
- County Coworking

## HEALTH CARE

- PECM hospital, expanding
- PECM Hospital Foundation, Hospital Auxiliary
- PE Family Health Team
- HPE Public Health
- H.J. McFarland Memorial Seniors Home + private LTC residences
- Hospice PEC

## HOUSING

- 242 rent-geared-to-income units and 42 +/- rent supplement units
- Kate's Rest Foundation - homeless shelter
- PEC Affordable Housing Corp
- LoveSong seniors co-housing and childcare

## RECREATION & SPORTS

- PEFAC
- Recreation Committees (each village / town)
- Wellington Dukes, Picton Pirates hockey teams
- recreation and sports organizations

## COMMUNICATIONS

- 3 local regional newspapers & CountyLive
- community radio station County 99.3 FM

## ARTS & CULTURE

- PEC Libraries, PEC Museums
- Baxter Arts Centre
- PEC Arts Council
- Dept of Illumination
- community theatre groups
- heritage preservation organizations

## ENVIRONMENT

- PE Point Bird Observatory
- Quinte Conservation
- nature groups, environmental groups, South Shore Joint Initiative



# What might be the tensions and threats?

Urban v. rural

Old v. new residents

Old v. young residents

Tourist v. Local

Farmers v. others

Industrial ag vs. organic

"Us" vs. the municipality

Part-time vs. full-time residents

Existing v. new entrepreneurs

Investors vs. small business

Developers vs. sustainable land

## LACK OF ECONOMIC BALANCE

Wealth disparity

Haves and have nots around housing; NIMBYism

People more interested in preserving personal wealth than place

Precarious employment resulting in low income, housing and food insecurity

Rising cost of living is especially affecting the most vulnerable

Youth have to leave the area for economic opportunities

Growth halted due to staffing shortages

## PRESSURE FROM DEVELOPMENT

Exploitation & commodification of resources; everything cannot be for sale

Outside \$ dictating how our economy should be developed

Absentee investors who do not contribute to our economy or community

Expansion of development on farmland

Pace of change in general - PEC was a forgotten place up until 10-15 years ago

Scale & scope of growth; exponential growth vs. enough

Encroaching franchises

Sprawl

## DEMOGRAPHIC & CULTURAL SHIFTS

Predominantly white community navigating diversity for the first time

Older County folks who don't like change (or changes that have already happened) and don't partake in most of the 'new' festivals, restaurants

Religions and homophobia

Secularization leads to breakdown of community & community power

Secularization leads to lack of alternative community-based vision and accountability  
Dark neighbourhoods; second home owners; loss of community connections  
Gentrification/suburbanizing of a rural area  
Losing character  
Use of common land - locals losing access because of misuse, overuse  
Newcomers don't understand the place

#### TOURISM

Community sentiment towards tourism versus business need for tourism  
"Only serving / care about visitors"  
Tourism and the sense of overcrowding, displacement in summer  
Seen as a playground for the rich  
Pre-Drake times  
STAs, STA owners and how they're perceived  
Local property owners who depend on the STA concept to support their life here versus absentee landowners and investors who buy and rent and take housing stock from the community

#### OTHER

Regional/ward divisions (a hangover from forced amalgamation)  
Change of government policies eg. provincial downloading of roads and other services  
Belleville is now our competition  
Divisive issues like wind turbines and the John A. MacDonald statue  
Sense of competition versus collaboration - when you come in, you take something from me, as opposed to feeling like there's something new being contributed.  
Heritage value - real/perceived/economic  
Populism  
Family doctor shortage

# How to navigate, protect assets

## COLLABORATIVE ACTION

- Bring more stakeholders to the table
- Clearly understand the community assets in order to build on them and avoid redundancy
- Identify & consolidate data to help advance understanding of key and emerging issues
- Develop shared visions
- Set up action groups to further engage their networks, and establish a system for flow of communications
- Agree on the type of development and businesses that are desirable for PEC
- Agree on focus areas for development that make the best use of community assets/strengths and provide community benefits
- Messaging of place: What is the basic, underlying message to everyone about what is our big plan here, like: ie “Keep it Real” akin to “I Love New York.” Messaging of our place, branding not just the logo but the message.
- Deliver messages with key system leaders with power/influence to "make change"
- Co-develop a community development plan that reflects the aspirations and values of residents; review the plan annually
- Attract investment that provides benefits that stay in the community (not extractive economy)
- Provide more support for existing small businesses & farmers rather than focusing on attracting new investment -- investment will come naturally if PEC builds an attractive business environment
- Build capacity for local service organizations
- Inspire collective action on issues of concern
- Investigate alternative and creative solutions for housing, business ownership, community investment, diversified economy, retaining farmland ...

## WAYS THAT INDIVIDUALS CAN MAKE A DIFFERENCE

- Volunteer; join committees and service organizations
- Respect the environment by participating in events like Trash Bash, Beach day cleanups; recycle; plant a tree
- Advocate for revamping established parks and building all-inclusive playgrounds
- Enjoy local attractions with the Local County Pass
- Neighbourhood Watch, Neighbourhood care mongering
- Neighbourhood activities like potlucks
- Keep purchasing local
- Practice Random Acts of Kindness - they can be as simple as a smile or a kind word
- Encourage others to participate in making the community a better place to live
- Cups of tea with individuals to listen and talk through their fears about change and skepticism about ways to manage change
- Honour grief that change can create

# Who is not yet at the table? How can they be engaged?

May need to offer incentives for some groups. Meet with them in their own spaces eg. organization meetings, Newcomers Club, food banks, PEC Fresh Market ... Engage them in conversations that are relevant to them.

20-30 year olds  
2nd homeowners / seasonal residents  
Absentee landowners  
BIPOC  
Community Living Prince Edward  
Community groups working with vulnerable populations  
Conservationists  
Disadvantaged or at-risk residents  
Drug users  
Education system  
Farmers  
Feds/province  
Generational locals  
Investor economy  
Large landowners / controllers  
LGBTQ2S+  
Military  
Minimum wage earners, working poor  
Mohawks of Bay of Quinte  
New and transitional residents  
New money  
Non-resident STA owners  
Physically challenged  
Precariously housed  
Religious diversity  
Renters  
Seasonal workers  
Seniors  
Teachers  
Telecommuters  
Underemployed  
Youth