

## **Asset Map of West Fresno Brief**

### **Project**

Asset Map of West Fresno - Fresno West Coalition for Economic Development, a non-profit agency in West Fresno, California, is seeking to stimulate business investments in the 93706 zip code area through the use of the asset mapping approach. The Fresno West Coalition for Economic Development is in search of the consultant that has the ability and innovative systems to determine unseen assets in a community that has been traditionally left behind.

### **Consultant**

It is expected that the consulting group will have demonstrated experience in asset mapping, and in collaboration with Social Compact will be able to provide the following: 1) an asset map in narrative form that includes graphic GIS maps, 2) a summative action plan, and 3) recommendation for implementing the action plan.

### **Reports**

The consultant will also release to FWCED the process used to collect, collate and analyze the raw data as well as the data itself. It is expected that the consultant shall conduct a business and industry assessment that includes all housing and commercial development and a schools assessment which defines the school population and demographics, available resources, and identifies any additional school-offered programs. The consultant shall delineate all available sources and access to health care, availability of public transportation, and deployment of employment and training resources. The study shall also categorize all banking and financial institutions impacting upon asset growth, as well a social service, community development and economic development groups and agencies providing services within the targeted area. A listing of all identified social networks - neighborhood associations, service clubs, churches, and non-profits - will define additional social support being provided within the community.

### **General Information**

The final action plan will prioritize steps for economic and community development by providing recommendations for implementation of the action plan. Two community forums will be conducted as important components of community feedback for guiding the implementation of the action plan. The final outcome of the asset mapping process is the production of an asset mapping plan that can be replicated in other Fresno City zip codes.