

# Community Conservation Assets

---



## *Natural and Working Lands Assets*

These include healthy natural resources (air, water, land, flora, fauna, etc.), working lands, and systems in a region. Investments include preservation, restoration, maintenance, access and engagement.



## *Financial Assets*

These include monetary assets invested in other assets in the community. Investments include land protection, site improvements and/or programming to build the community's economic health using land as a tool or catalyst.



## *Built Assets*

These include physical infrastructure, including trails or other structures, that serve the needs and desired experiences of a variety of community users. Investments include construction, renovation and maintenance as well as the relevancy of these attributes to the community.



## *Equity and Access Assets*

These include programming, planning and opportunities that promote just practices, increase equity of access and experience to all parts of the community, and remove disparities. Investments include engaging all parts of the community in land trust planning and programming, understanding community needs and working to serve those needs.



## *Political Assets*

These include individual, group and/or organizational connections that can be held, spent or shared to achieve desired ends. Political power is demonstrated by the ability to influence the distribution of resources and set the agenda about what resources are available. Investments are made through inclusive organizing that includes information gathering and dissemination, increasing community voice, and increasing access to and inclusion among decision-makers.



## *Social Assets*

These include agreements, relationships and networks that support communities and regions. Investments may lead to unprecedented conversations, shared experiences, and connections between otherwise unconnected individuals and groups, as well as those that strengthen relationships within groups. Investments include bringing people together in different ways and creating safe spaces for dialogue, as well as connecting with organizations in a community to better understand their needs.



## *Intellectual, Emotional and Spiritual Assets*

These include knowledge, innovation, creativity and spirituality in a region. Investments include activities that engage the imagination, enhance spirituality, connect people with the environment (or land and water), and generate new knowledge.



## *Skills and Health Assets*

These include individual skills and the physical and mental healthiness of people in a community or region. Investments can include programming and direct experiences on, or associated with, the land and water.







## *Cultural Assets*






These include practices that reflect values and identity rooted in place, class and/or ethnicity. Investments can include support for venues to showcase cultural achievements, programs to preserve and pass on cultural knowledge and skills, and support for cultural transformations.

# Community Conservation Assets










---


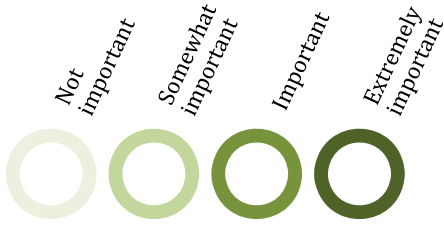
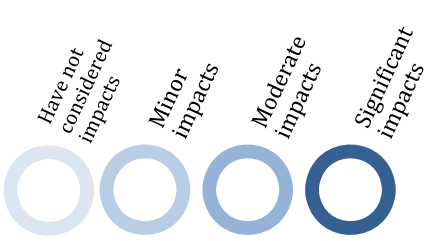

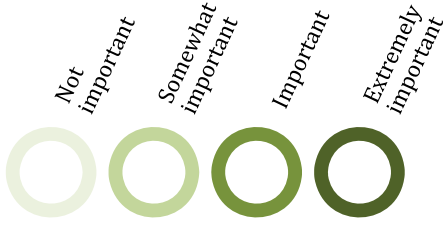
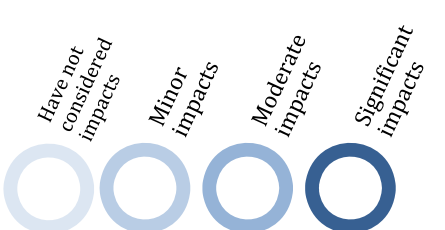

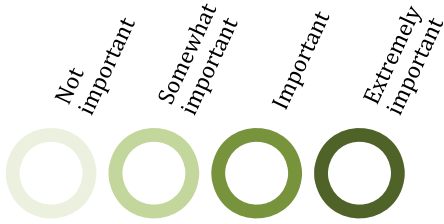
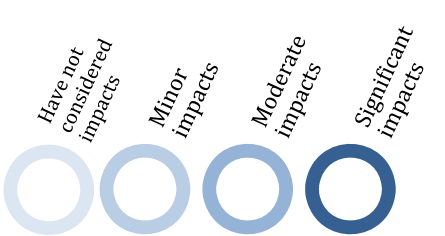

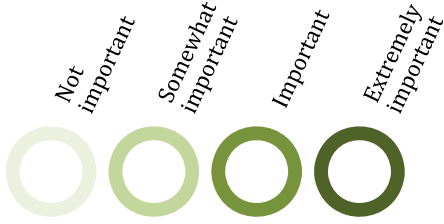
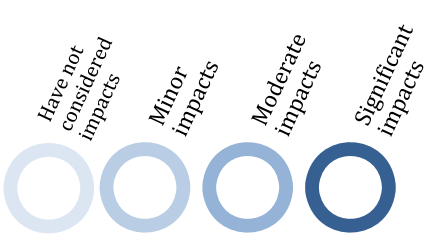
# Community Conservation Measures Template



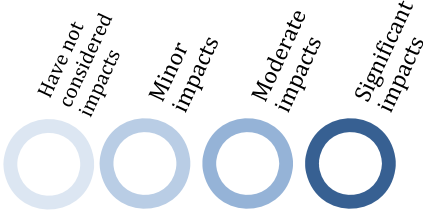


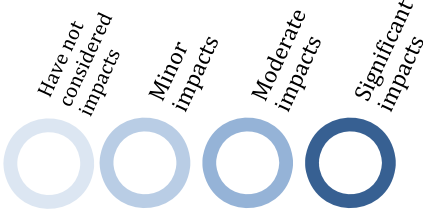
| Type   | Goal (Condition you are trying to achieve) | Action or Strategy | Indicator (Expected change) | Measure | Baseline | Methodology |
|--|--|--------------------|-----------------------------|---------|----------|-------------|
| <p>Natural</p>              |  |                    |                             |         |          |             |
| <p>Financial</p>            |  |                    |                             |         |          |             |
| <p>Built</p>               |  |                    |                             |         |          |             |
| <p>Equity and Access</p>  |  |                    |                             |         |          |             |

|  |  |  |  |  |  |  |
|--|--|--|--|--|--|--|
| <b>Political</b><br>                                  |  |  |  |  |  |  |
| <b>Social</b><br>                                     |  |  |  |  |  |  |
| <b>Intellectual,<br/>Emotional,<br/>Spiritual</b><br> |  |  |  |  |  |  |
| <b>Skills and Health</b><br>                          |  |  |  |  |  |  |
| <b>Cultural</b><br>                                 |  |  |  |  |  |  |

# WORKSHEET: ASSESS YOUR WORK

| Asset  | How important are these assets to your work?  | What is your land trust's impact on these assets?  |
|--|---|--|
|  <p><b>Natural and Working Lands Assets</b></p> <p>These include healthy natural resources (air, water, land, flora, fauna, etc.), working lands, and systems in a region. Investments include preservation, restoration, maintenance, access and engagement.</p>  | <p>Not important    Somewhat important    Important    Extremely important</p>    | <p>Have not considered impacts    Minor impacts    Moderate impacts    Significant impacts</p>    |
|  <p><b>Financial Assets</b></p> <p>These include monetary assets invested in other assets in the community. Investments include land protection, site improvements and/or programming to build the community's economic health using land as a tool or catalyst.</p>   | <p>Not important    Somewhat important    Important    Extremely important</p>    | <p>Have not considered impacts    Minor impacts    Moderate impacts    Significant impacts</p>    |
|  <p><b>Built Assets</b></p> <p>These include physical infrastructure, including trails or other structures, that serve the needs and desired experiences of a variety of community users. Investments include construction, renovation and maintenance as well as the relevancy of these attributes to the community.</p> | <p>Not important    Somewhat important    Important    Extremely important</p>  | <p>Have not considered impacts    Minor impacts    Moderate impacts    Significant impacts</p>  |

| Asset   | How important are these assets to your work?  | What is your land trust's impact on these assets?  |
|---|---|--|
|  <p><b>Equity and Access Assets</b></p> <p>These include programming, planning and opportunities that promote just practices, increase equity of access and experience to all parts of the community, and remove disparities. Investments include engaging all parts of the community in land trust planning and programming, understanding community needs and working to serve those needs.</p>   | <p>Not important    Somewhat important    Important    Extremely important</p>    | <p>Have not considered impacts    Minor impacts    Moderate impacts    Significant impacts</p>    |
|  <p><b>Political Assets</b></p> <p>These include individual, group and/or organizational connections that can be held, spent or shared to achieve desired ends. Political power is demonstrated by the ability to influence the distribution of resources and set the agenda about what resources are available. Investments are made through inclusive organizing that includes information gathering and dissemination, increasing community voice, and increasing access to and inclusion among decision-makers.</p> | <p>Not important    Somewhat important    Important    Extremely important</p>    | <p>Have not considered impacts    Minor impacts    Moderate impacts    Significant impacts</p>    |
|  <p><b>Social Assets</b></p> <p>These include agreements, relationships and networks that support communities and regions. Investments include bringing people together in different ways and creating safe spaces for dialogue, as well as connecting with organizations in a community to better understand their needs.</p>  | <p>Not important    Somewhat important    Important    Extremely important</p>    | <p>Have not considered impacts    Minor impacts    Moderate impacts    Significant impacts</p>    |
|  <p><b>Intellectual, Emotional and Spiritual Assets</b></p> <p>These include knowledge, innovation, creativity and spirituality in a region. Investments include activities that engage the imagination, enhance spirituality, connect people with the environment (or land and water), and generate new knowledge.</p>   | <p>Not important    Somewhat important    Important    Extremely important</p>  | <p>Have not considered impacts    Minor impacts    Moderate impacts    Significant impacts</p>  |
|   |   |  |

| <i>Asset</i>  | <i>How important are these assets to your work?</i>   | <i>What is your land trust's impact on these assets?</i>   |
|---|---|--|
|  <p><b>Skills and Health Assets</b></p> <p>These include individual skills and the physical and mental healthiness of people in a community or region. Investments can include programming and direct experiences on, or associated with, the land and water.</p>   | <p>Not important      Somewhat important      Important      Extremely important</p>  | <p>Have not considered impacts      Minor impacts      Moderate impacts      Significant impacts</p>  |
|  <p><b>Cultural Assets</b></p> <p>These include practices that reflect values and identity rooted in place, class and/or ethnicity. Investments can include support for venues to showcase cultural achievements, programs to preserve and pass on cultural knowledge and skills, and support for cultural transformations.</p> | <p>Not important      Somewhat important      Important      Extremely important</p>  | <p>Have not considered impacts      Minor impacts      Moderate impacts      Significant impacts</p>  |