Community Asset Map – Collingswood

Describe the challenges and opportunities encountered while completing the Asset Mapping project and provide a short description of how you have shared your Community Asset Mapping and explain how the community is using the information.

Collingswood has hired the engineering firm of Remington and Vernick to develop our community asset maps. Our several community asset map projects have been beneficial for us in that they’ve provided an opportunity to engage our businesses in a positive way to promote what they’re doing and selling. We worked with each of them to provide correct information on Collingswood’s website about their location, business owner, how to contact them and even a link to their own website in some cases. Under each business, we provide MapQuest directions that will show where the business is located in town. Maps of town and of access to public transit can also be found on our website, as well as at our municipal building which is centrally located in the heart of the downtown area. Given the increase of business owners in Collingswood and the fact that living and working in Collingswood seems to continually be an attractive thing, the biggest challenge we have is keeping our information up to date and reliable for those that want to use it.