



**What:** The Community Asset Inventory-About You project's aim is to dig more deeply into the Rochester community. The purpose is to learn about the people, places, activities, lifestyles and culture FROM the community itself. The point is to gather information from as many Rochester area residents as possible, and to identify potential areas of growth for future programming, services and events which fit YOU. The survey, as well as a full project overview, can be found at [www.aboutU.org](http://www.aboutU.org)

About You is truly about YOU. Who are you? What do you like to do? What is important to you? You are part of our community in Rochester, and knowing your values, lifestyle and culture will help everyone shape the Rochester of the future.

**Why:** The project focus is to learn more about the assets of the Rochester community, both in people and places. By learning more about the Rochester community and YOU, Rochester can evolve with the knowledge of what the community values and likes to do. This is not a planning or decision making project itself but to gather the most authentic snapshot of Rochester. The information gathered will be of great value to non-profits, businesses, governmental bodies, community organizations, and community leaders who are looking at programs, services, and events, or new ways to engage the community.

**How:** The Community Asset Inventory is organizing this research project and will gather information through an online survey, as well as hosting community forums and focus groups. [aboutU.org](http://aboutU.org) online survey has been carefully designed to quickly and easily gather information about your lifestyle and personal cultures regarding quality of life and values in Rochester. It takes about 20 minutes. Your information is absolutely confidential. The community forums are another method to dig deeper into the community by talking with identified niche communities within Rochester. A list of potential community forums and upcoming dates is available at [aboutU.org](http://aboutU.org)

**When:** The information gathering will run from now until February 29<sup>th</sup>, 2012, with a project report to be ready in the spring of 2012.

**Goal:** The goal of the Community Asset Inventory-about YOU, is to get a comprehensive and authentic snapshot on the community of Rochester. For the online survey, we are seeking input from over 10,000 people living in the greater Rochester area. All the methods are to ensure we have a reliable cross section of the community. The report will include key finding, patterns and trends on the people of Rochester and what they use and value in the Rochester community and within arts and culture.

**Who:** This project is sponsored by the City of Rochester, Destination Medical Community, Rochester Downtown Alliance and University of Minnesota Rochester. It's also supported by a number of community organizations including United Way of Olmsted County, Intercultural Mutual Alliance Association, Rochester Area Foundation, The Diversity Council, RNeighbors, The Rochester Area Chamber of Commerce, and The Rochester Public Library, all methods of learning about the community is coordinated by volunteers in the community!

**Action:** We have three requests:

1. Go online at [www.aboutU.org](http://www.aboutU.org) and complete the survey!
2. Go to <http://www.facebook.com/AboutYouRochester> and tell everyone you took it.
3. Tell 10 of your friends and family about the Community Asset Inventory, and ask them to complete the survey.

**Questions** and information about upcoming community forums: [aboutU.org](http://aboutU.org)

Contact: [Info@aboutu.org](mailto:Info@aboutu.org) or 507.424.2866