



Mapping Your Neighborhood

Planning Office



NEIGHBORHOOD
ACADEMY

Where are we?

Plans & Partnerships

- ✓ Local Businesses & Nonprofits
- ✓ Volunteers
- ✓ SWOT Analysis
- Mapping Your Neighborhood
- Neighborhood Conditions Index (NCI)

What will we cover?

Part 1.

- What is Asset Mapping?
- How do we do it?
- Why should we do it?

Part 2.

- Mapping Activity



New to the Neighborhood?



New Neighborhood

“Google it”:

- Grocery Store
- Library
- Restaurants
- Schools



New Neighborhood

“Google” struggles:

- Parks with Monkey bars
- “Best” Local BBQ
- Perfect sunset view
- Safe quiet route
- Programs for kids
- “Walking Library”



New Neighborhood

Odds are your
neighbors know



New Neighborhood

Odds are your
neighbors know

- Local resources & places
- Experiences
- Routes, modes, & conditions



New Neighborhood

Participatory Asset Mapping!



Asset Mapping

“Collective Information Gathering”

Map places and experiences:

- OF community
- BY community



Asset Mapping

Formal & Informal Places



Asset Mapping

Formal places

Buildings or fixed locations:

- Church
- Business
- Hospital and clinic
- Library, school, park



Asset Mapping

Informal places

Experiences:

- Social gathering place
- Book club
- Walking school bus
- Yoga in the park
- Farmer's Market
- School pick-up



Asset Mapping

Strengths & Needs

- Identify community needs
- Resources for solutions



Asset Mapping

Strengths & Needs

- Inventory, map data
- Build on assets



What should we map in our neighborhood?



Neighborhood Narratives

- Crime
- Collisions, Speeding
- Sidewalk, Streetlights
- Loose animal sightings
- Code violations



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Neighborhood Narratives

- Neighbors aging in place
- Homes with Pets
- Summer recreation classes
- Walking school bus routes



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Neighborhood Narratives

- Empower residents
- Build networks
- Organizations, Associations, Community Partners



How do we create an asset map?



Process

- Define
- Identify
- Involve
- Methods & Tools
- Organize & Analyze



1. Define Purpose & Boundaries

- Objectives
- Geographical Boundaries
- Stakeholder Groups



2. Identify Assets

- Categorize
- List community assets



3. Involve Stakeholders

- Relevant groups
- Objectives in common



4. Choose Method & Tools

- Digital tools
- In-person workshops



5. Organize & Analyze Data

Look for:

- Patterns
- Gaps
- Opportunities



Methods of Community-Engaged Mapping?



Community-Engaged Asset Mapping

Event-based



Community-Engaged Asset Mapping

Event-based

- Workshops
- Open Forums
- Focus Groups



Community-Engaged Asset Mapping

Event-based

- Workshops
- Open Forums
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Community-Engaged Asset Mapping

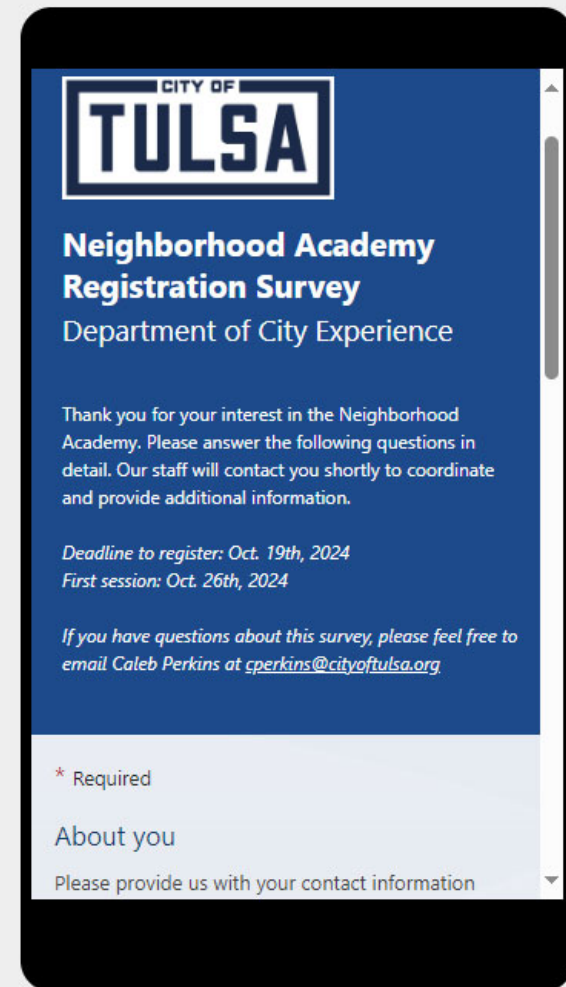
Event-based

- Workshops
- Open Forums
- Focus Groups



Community-Engaged Asset Mapping

Social Investigation



A smartphone mockup displaying a registration survey form. The form has a blue header with the City of Tulsa logo and title. The main content area is white with blue text. The footer is a light blue bar with a scroll indicator.

CITY OF TULSA

**Neighborhood Academy
Registration Survey**
Department of City Experience

Thank you for your interest in the Neighborhood Academy. Please answer the following questions in detail. Our staff will contact you shortly to coordinate and provide additional information.

*Deadline to register: Oct. 19th, 2024
First session: Oct. 26th, 2024*

If you have questions about this survey, please feel free to email Caleb Perkins at cperkins@cityoftulsa.org

* Required

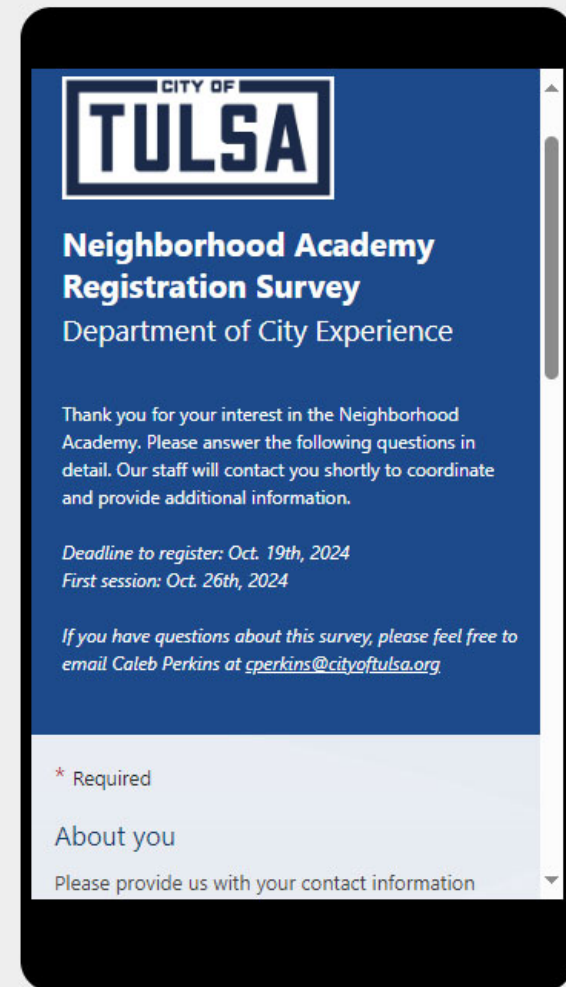
About you

Please provide us with your contact information

Community-Engaged Asset Mapping

Social Investigation

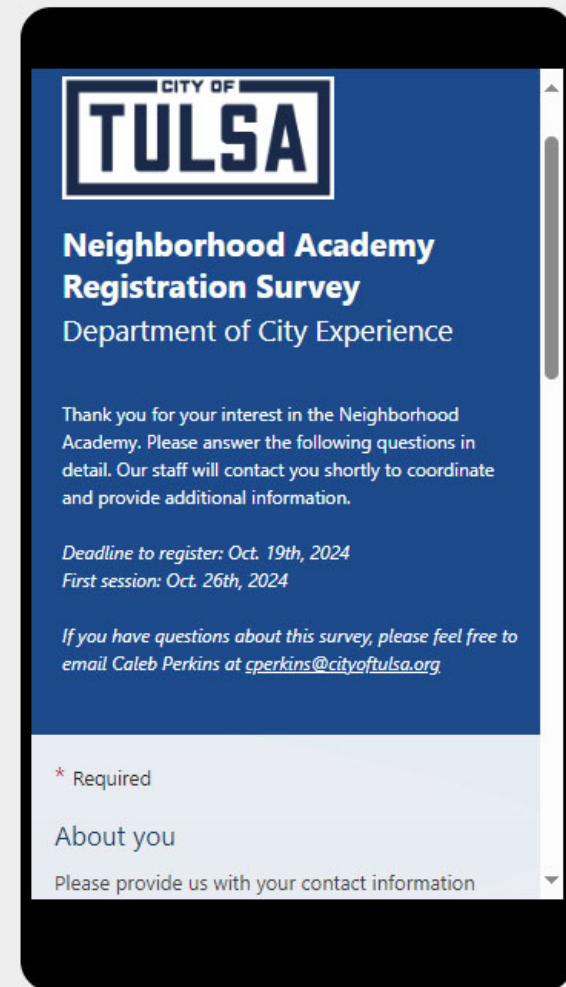
- Surveys
- Social Media Analysis
- Interviews
- Community Walk



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Community-Engaged Asset Mapping

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- Surveys
- Social Media Analysis
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- Community Walks



Tools for Community-Engaged Mapping?



Tools for Asset Mapping

Event-based

- Paper & Pen
- SWOT
- Bike & Walk Audits
- Housing Audits



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Tools for Asset Mapping

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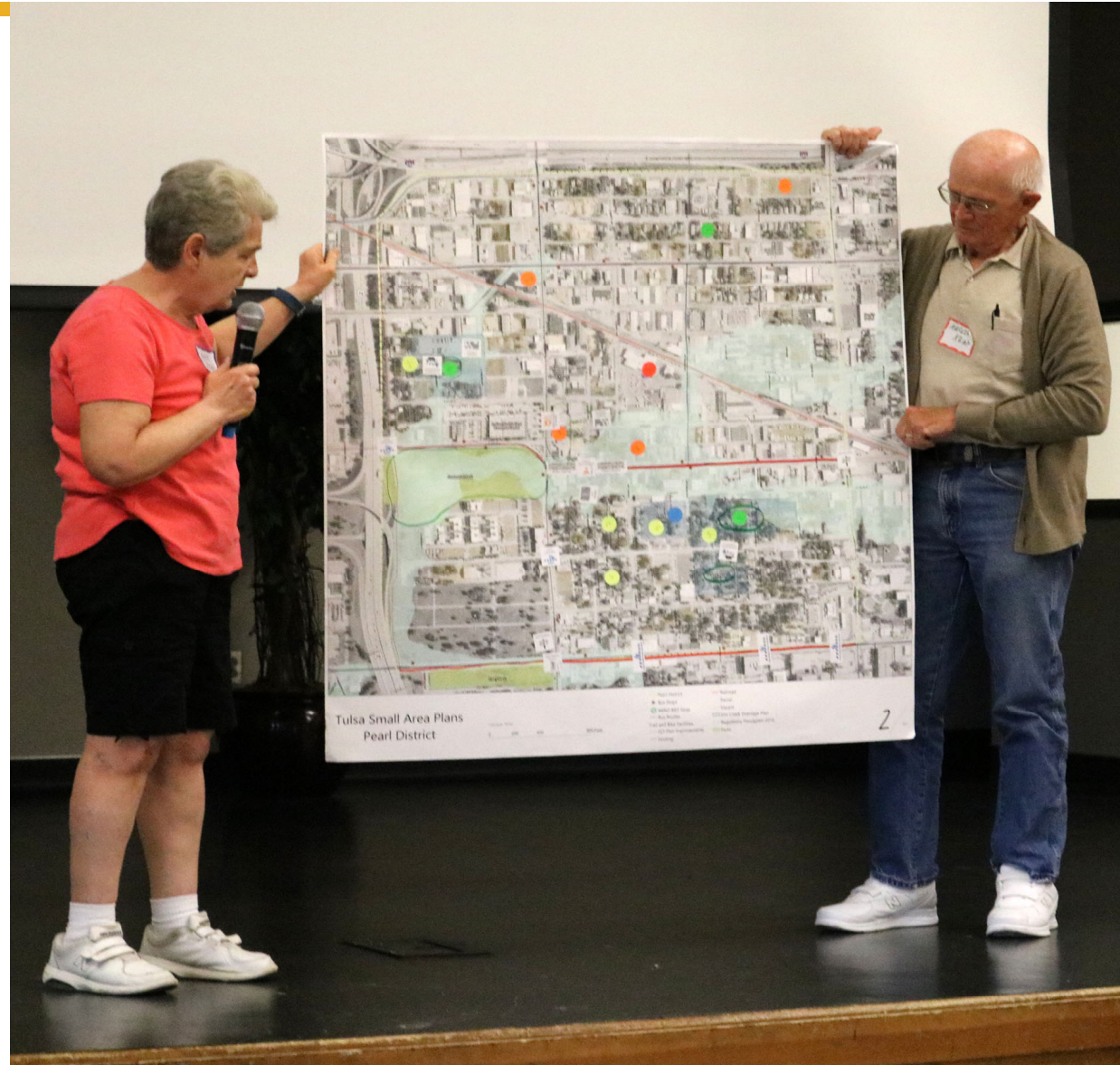
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Tools for Asset Mapping

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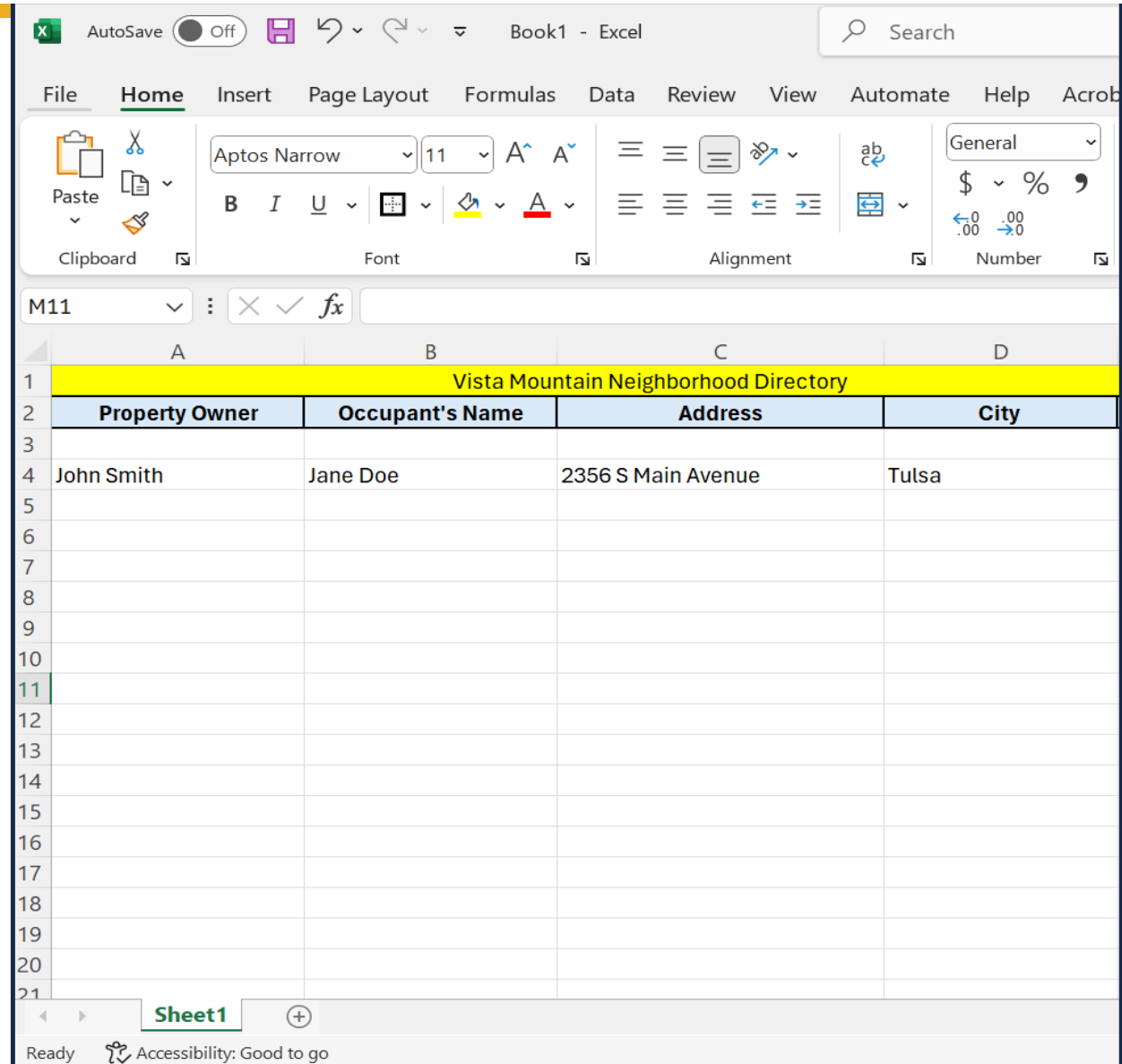
- Paper & Pen
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Tools for Asset Mapping

Digital-based

- Excel & Google Sheets
- Google Maps
- Online Map Galleries
- Social Media



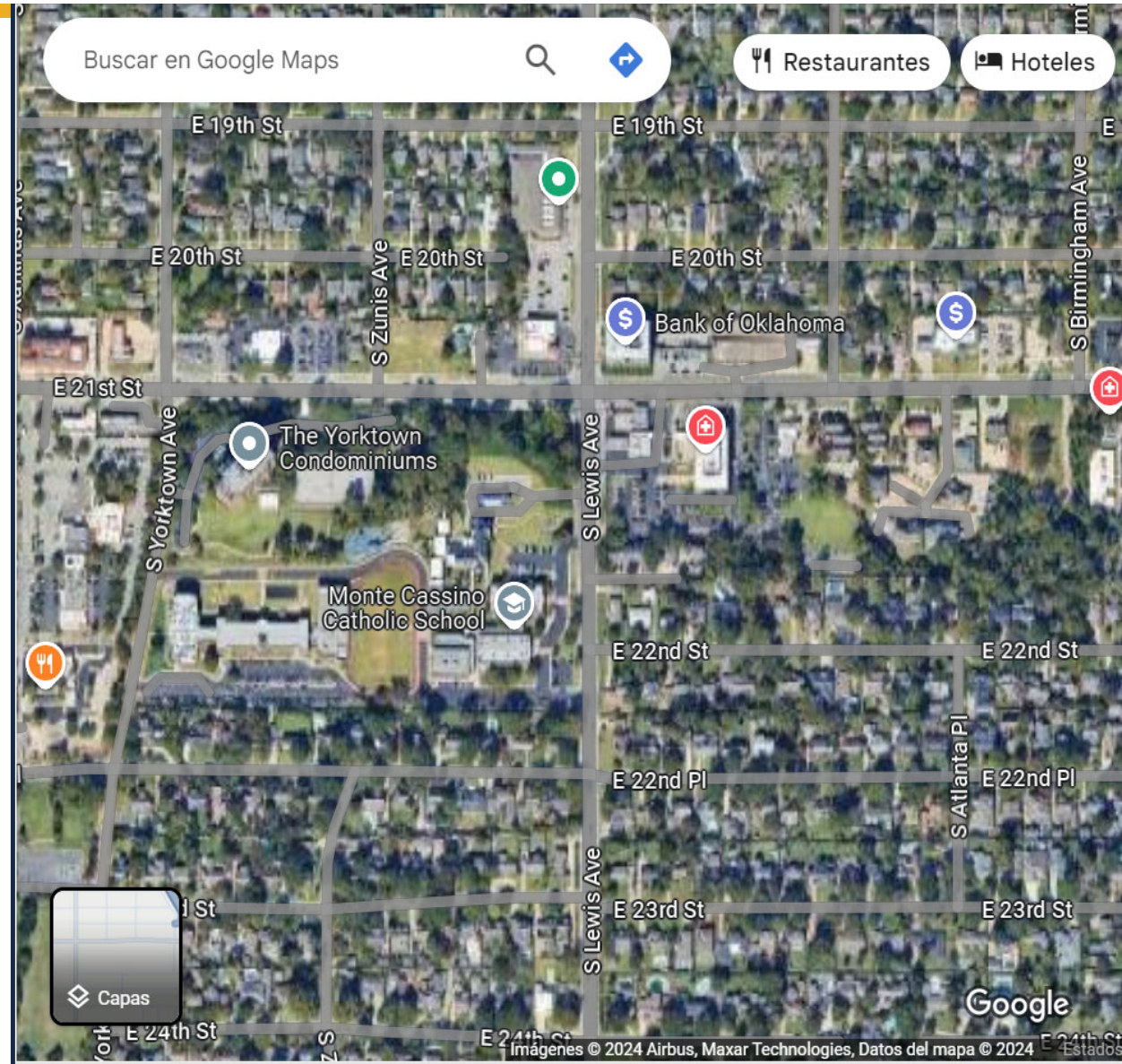
The screenshot shows the Microsoft Excel interface. The title bar indicates 'Book1 - Excel'. The ribbon is set to 'Home', showing options for Font, Alignment, and Number. The spreadsheet has four columns: 'Property Owner', 'Occupant's Name', 'Address', and 'City'. The first row of data contains 'John Smith', 'Jane Doe', '2356 S Main Avenue', and 'Tulsa'. The rest of the rows are empty.

	A	B	C	D
1	Vista Mountain Neighborhood Directory			
2	Property Owner	Occupant's Name	Address	City
3				
4	John Smith	Jane Doe	2356 S Main Avenue	Tulsa
5				
6				
7				
8				
9				
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20				
21				

Tools for Asset Mapping

Digital-based

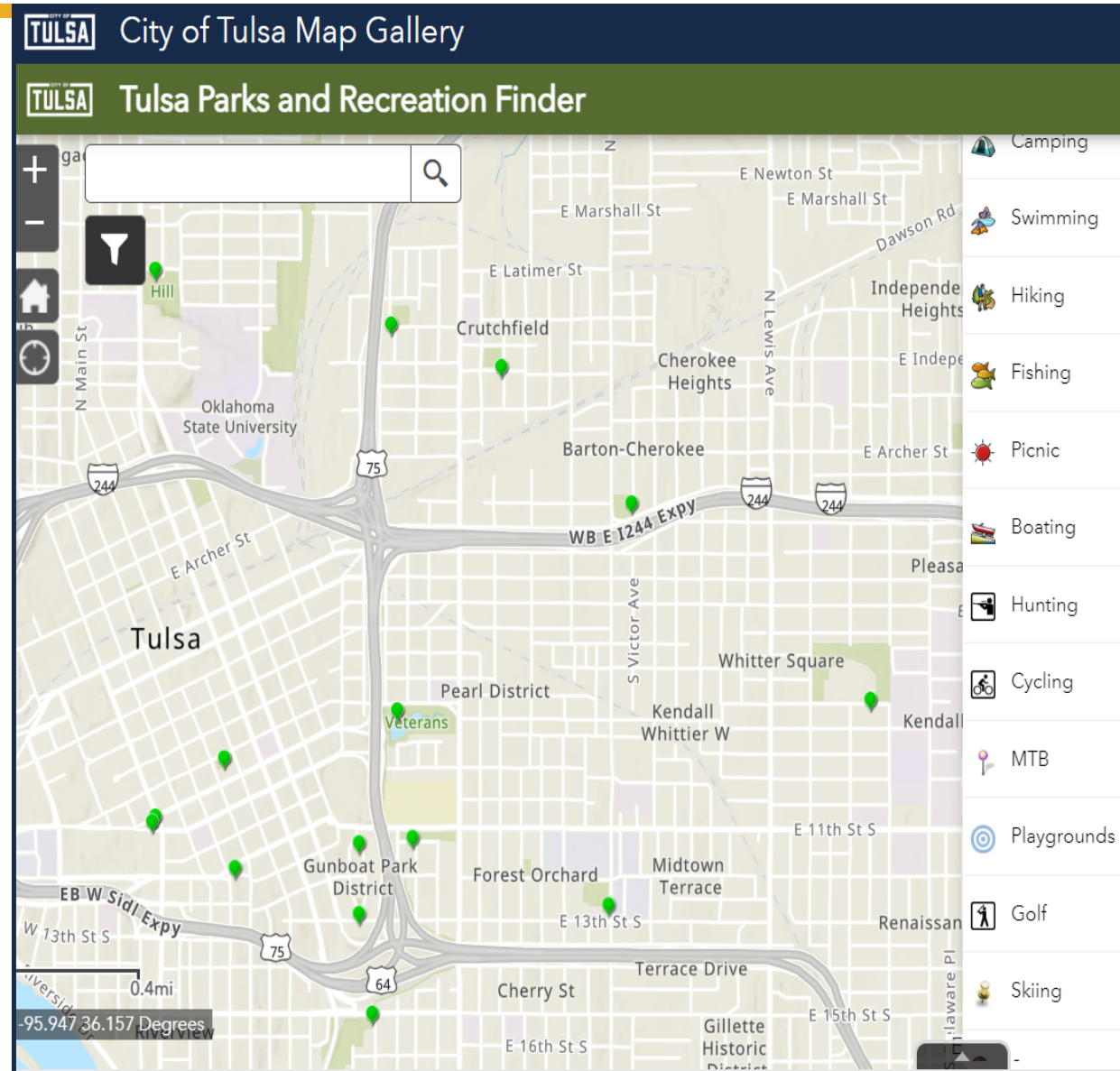
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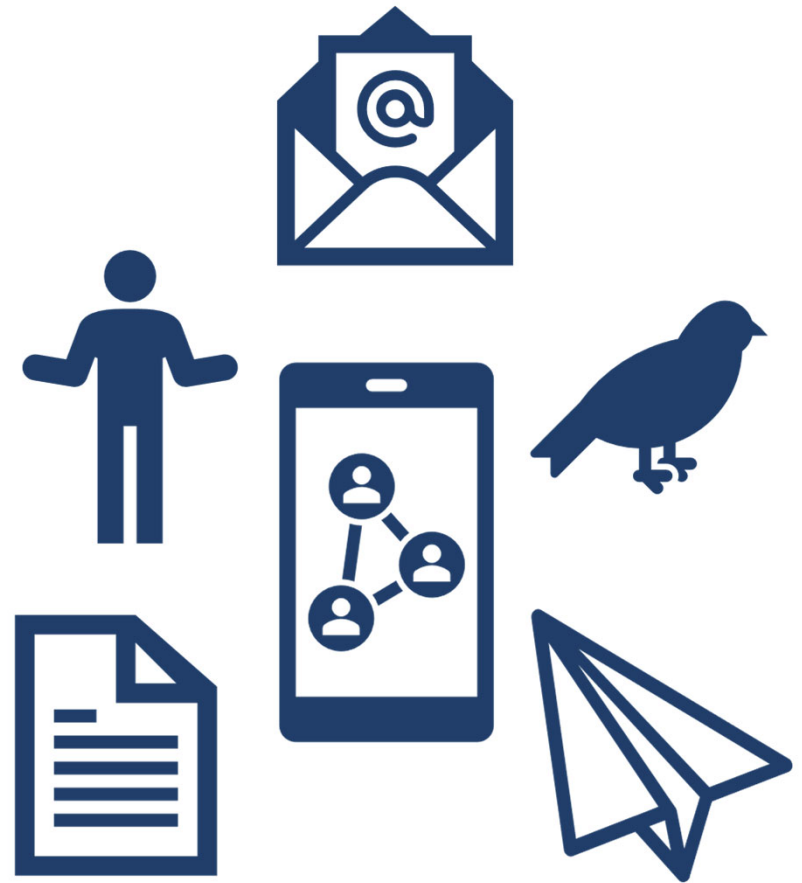
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Tools for Asset Mapping

Digital-based

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- Social Media



**What does successful
mapping look like?**



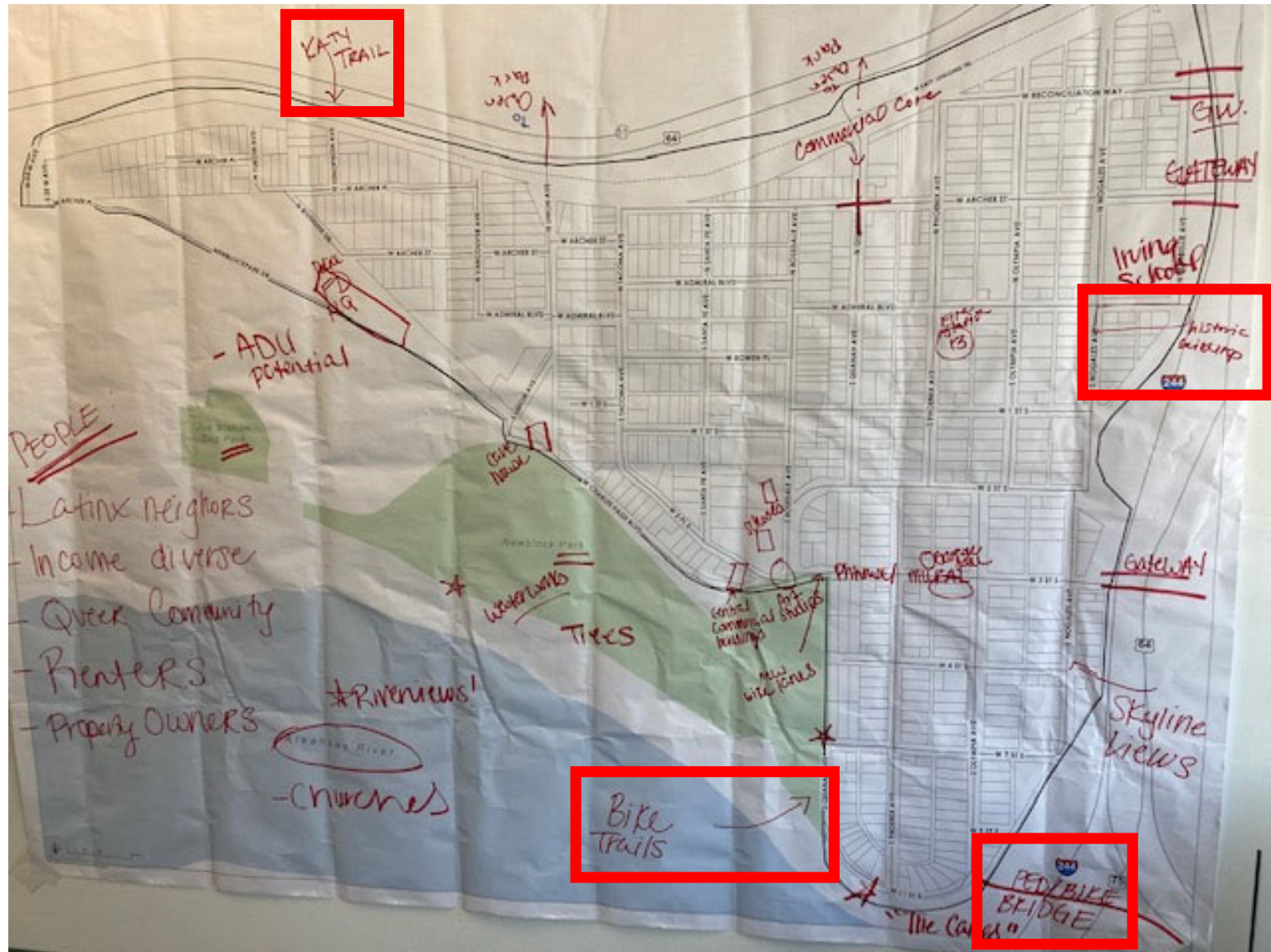
What does successful mapping look like? Crosbie Heights



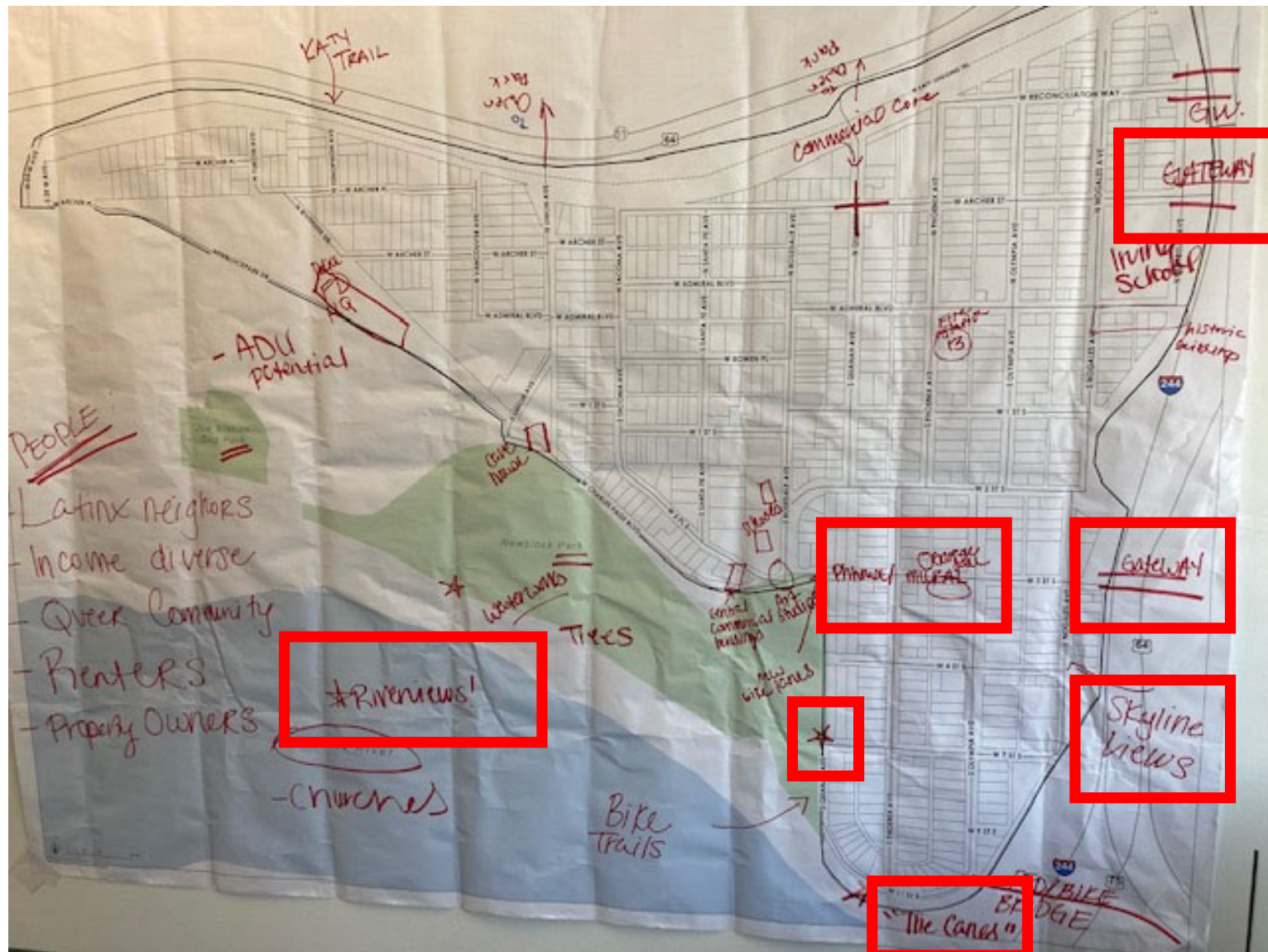
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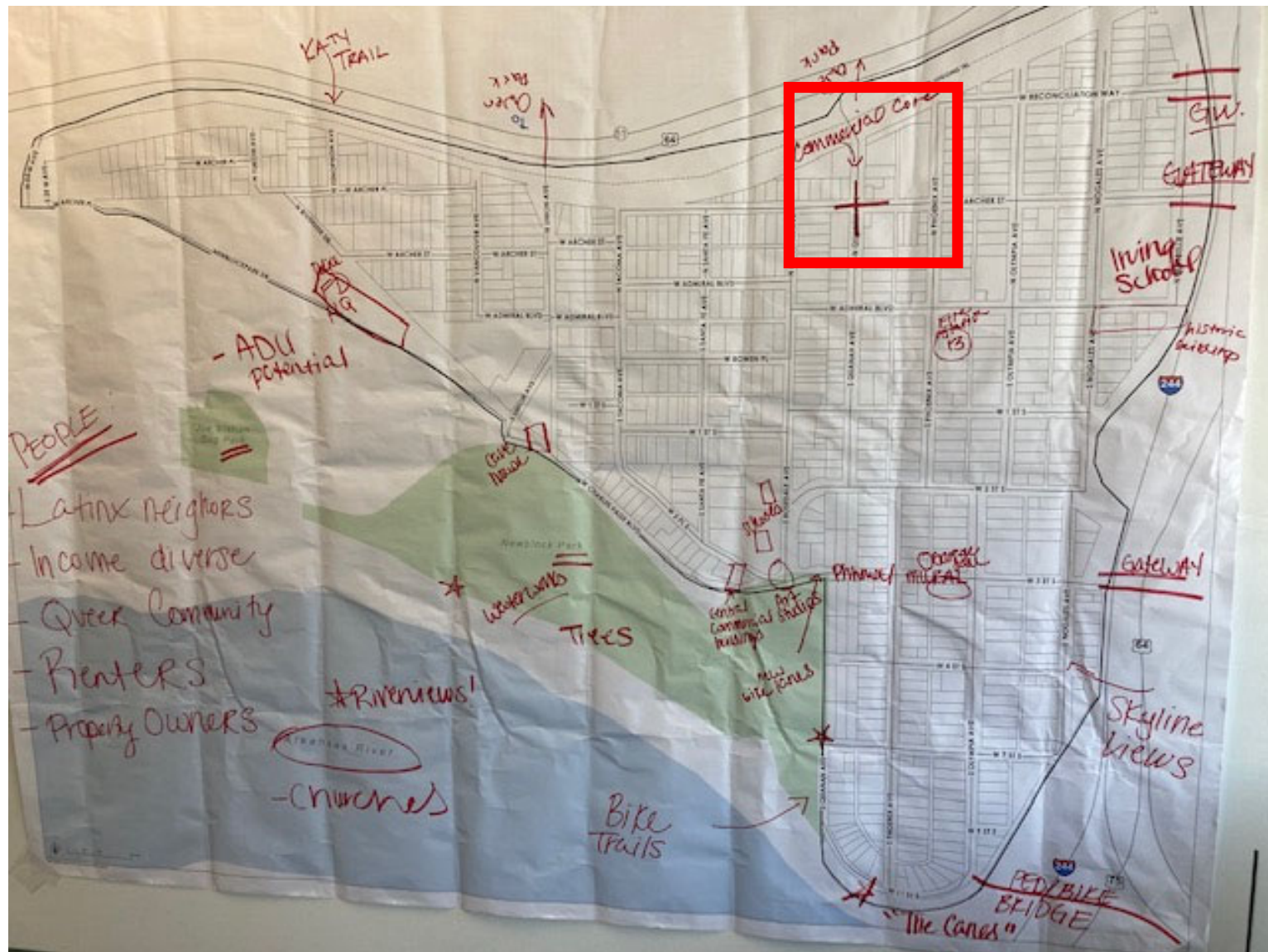
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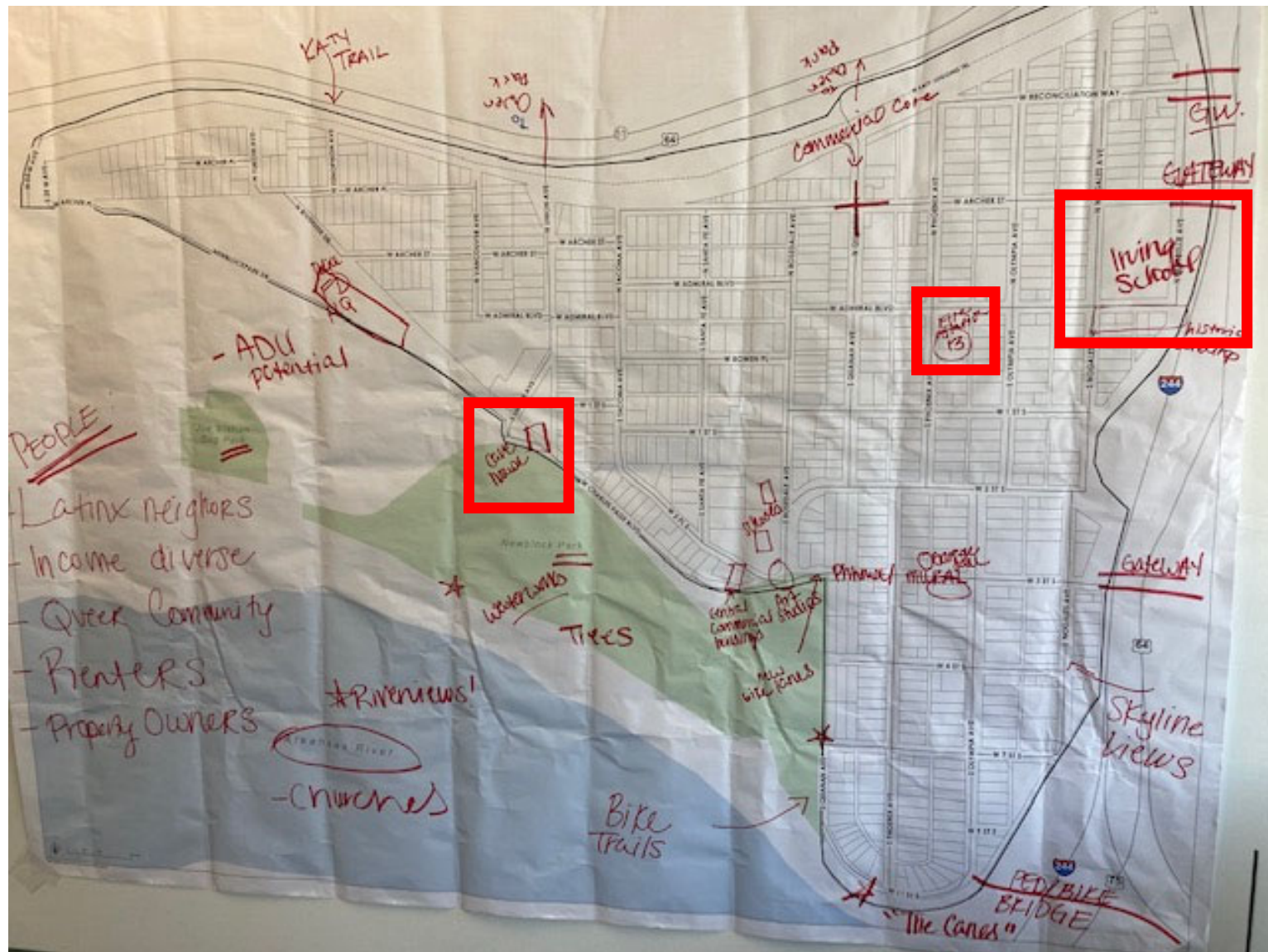
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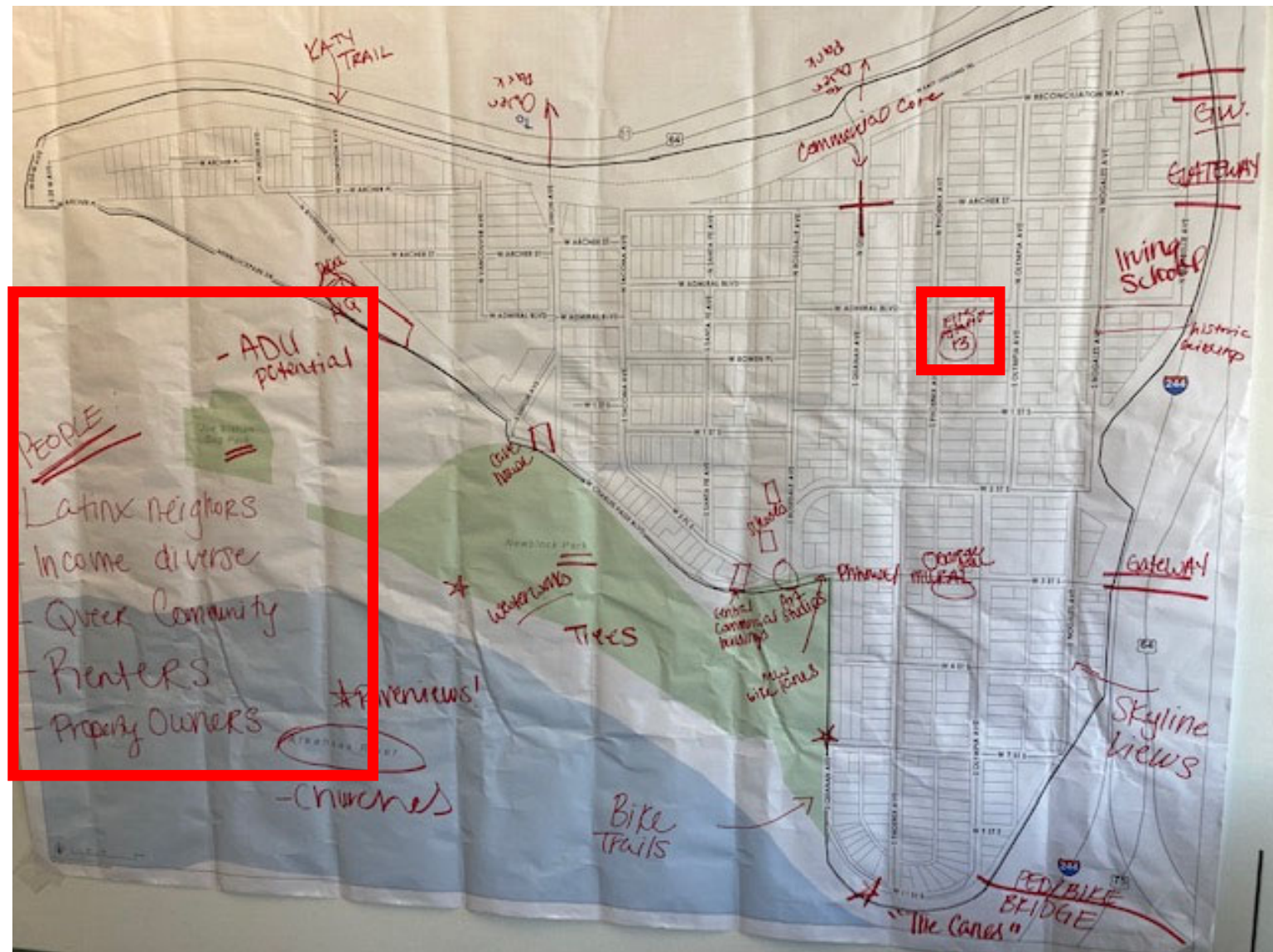
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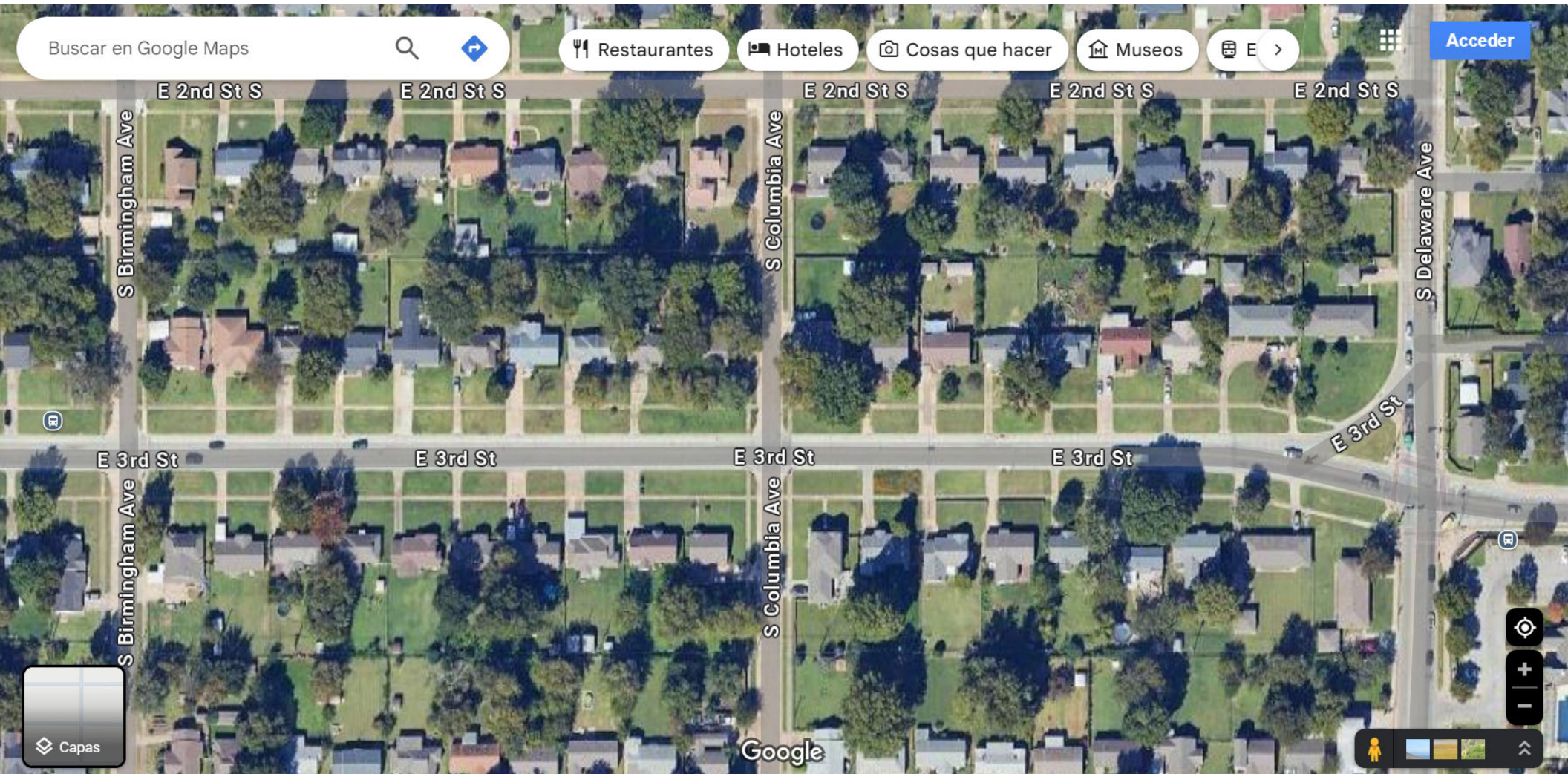
#1





- River
- Park
- Gateway to Downtown
- Access Point
- River & Skyline Views
- Bike Lanes and Trails
- Commercial Zoning
- Historic Architecture
- School
- Neighborhood Landmarks
- Church

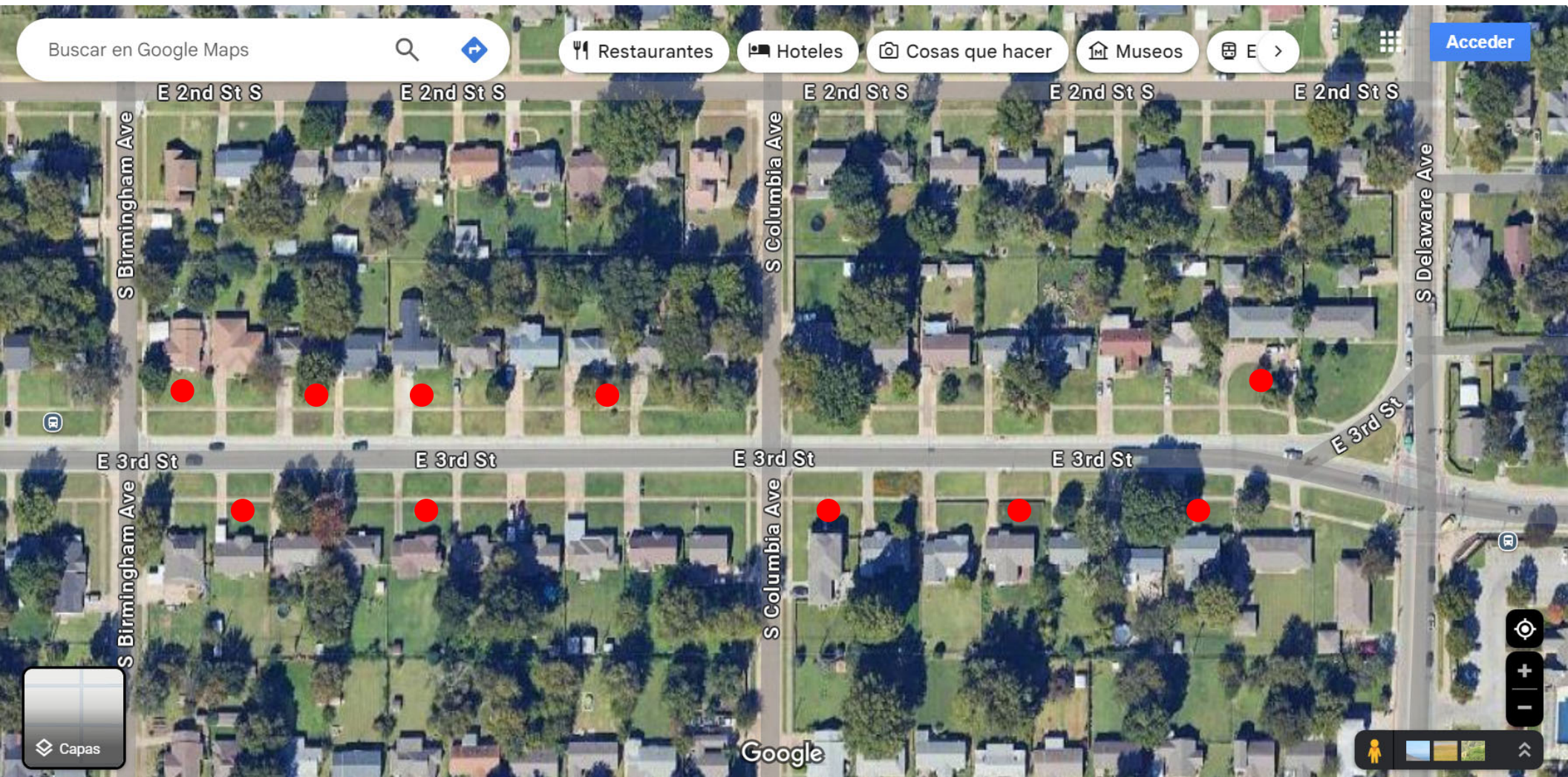
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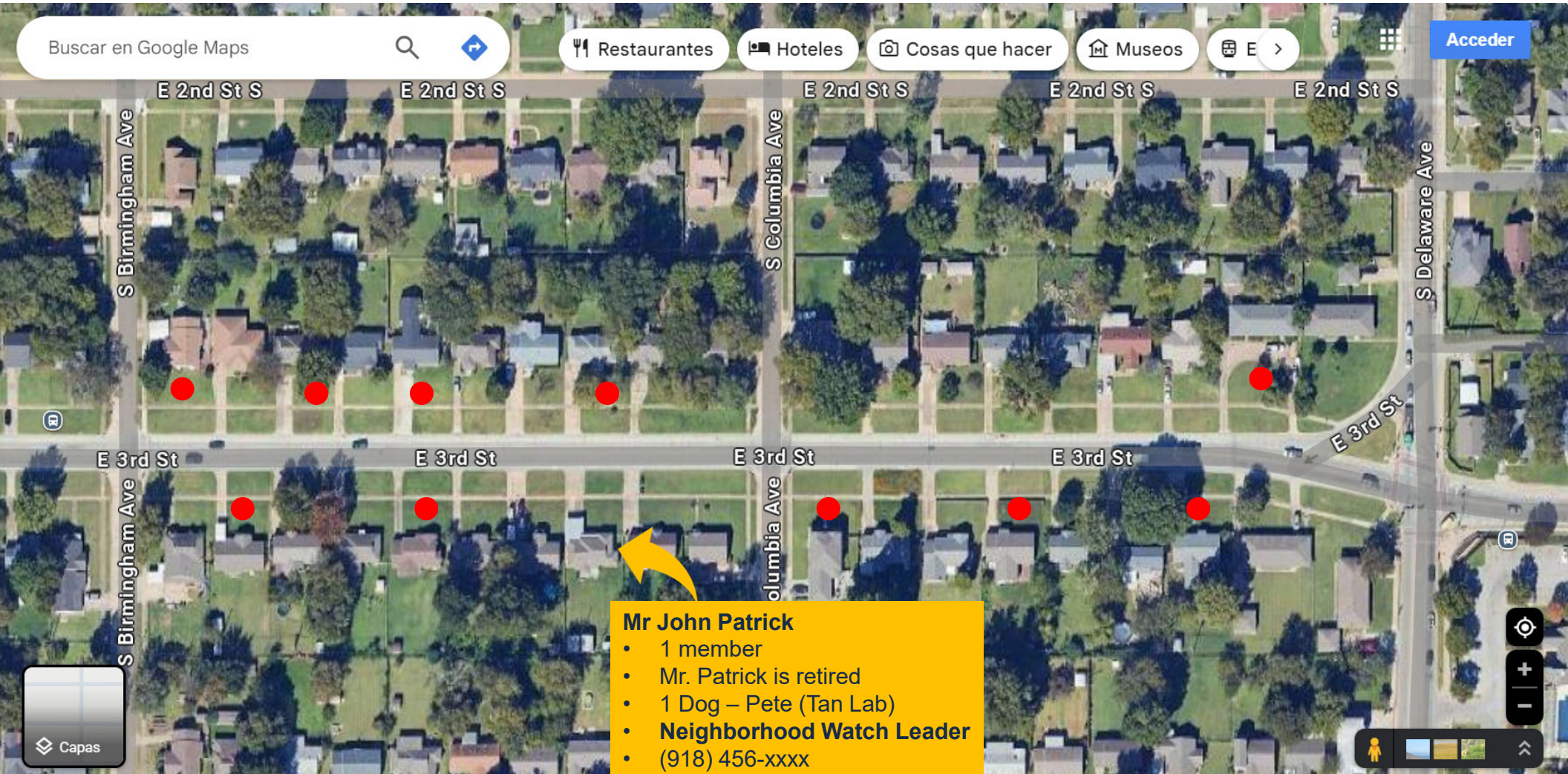




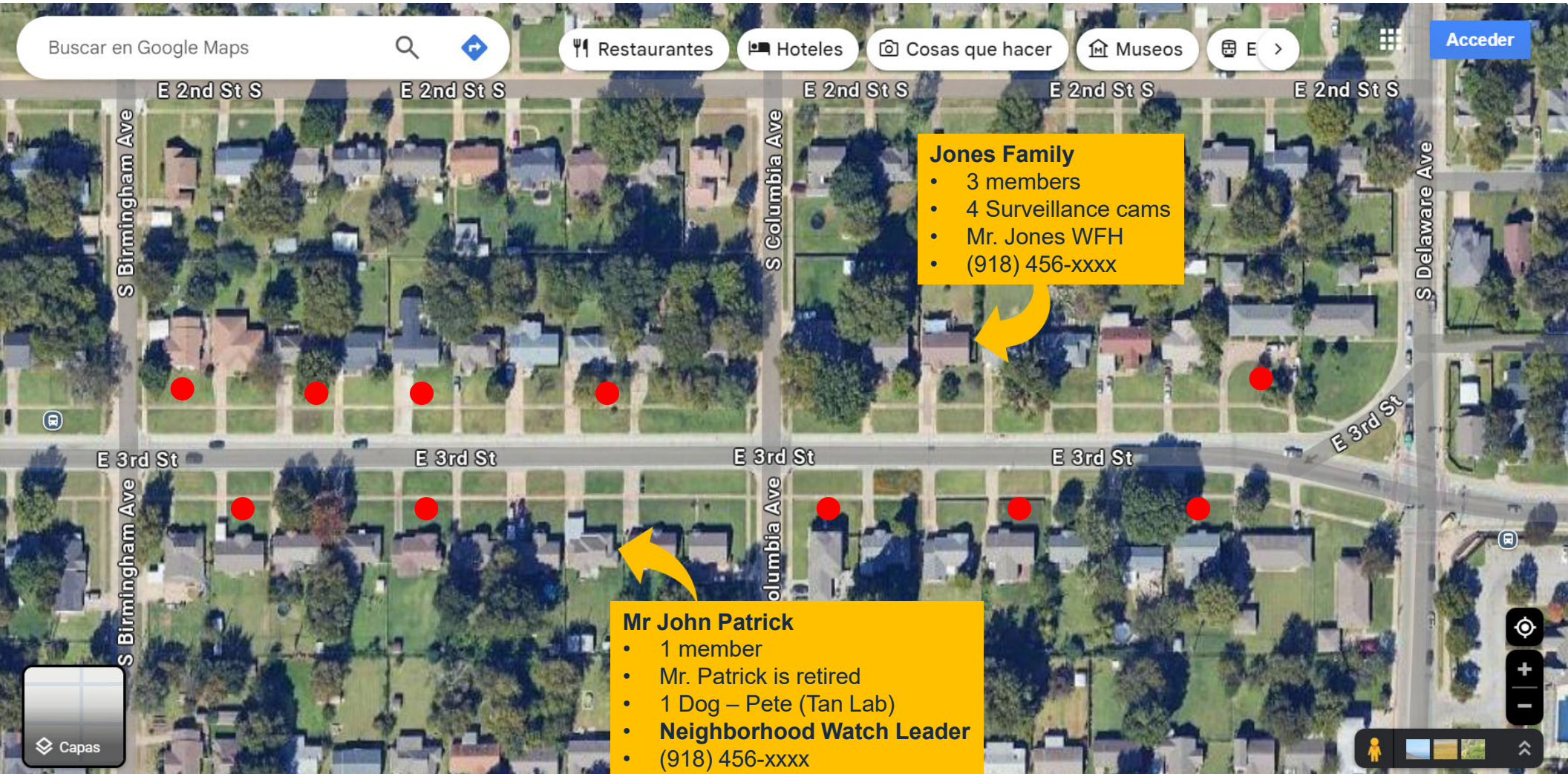
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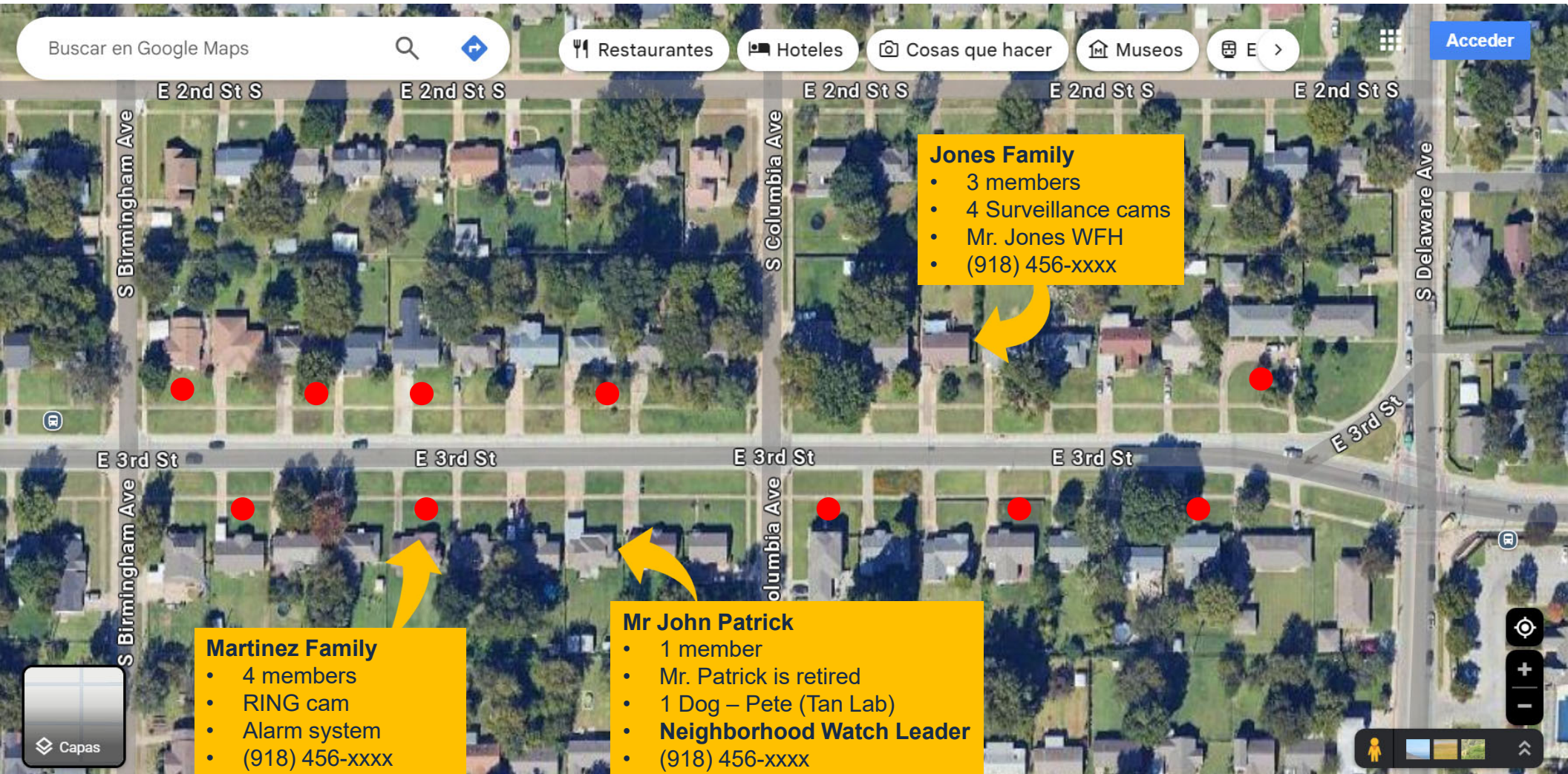
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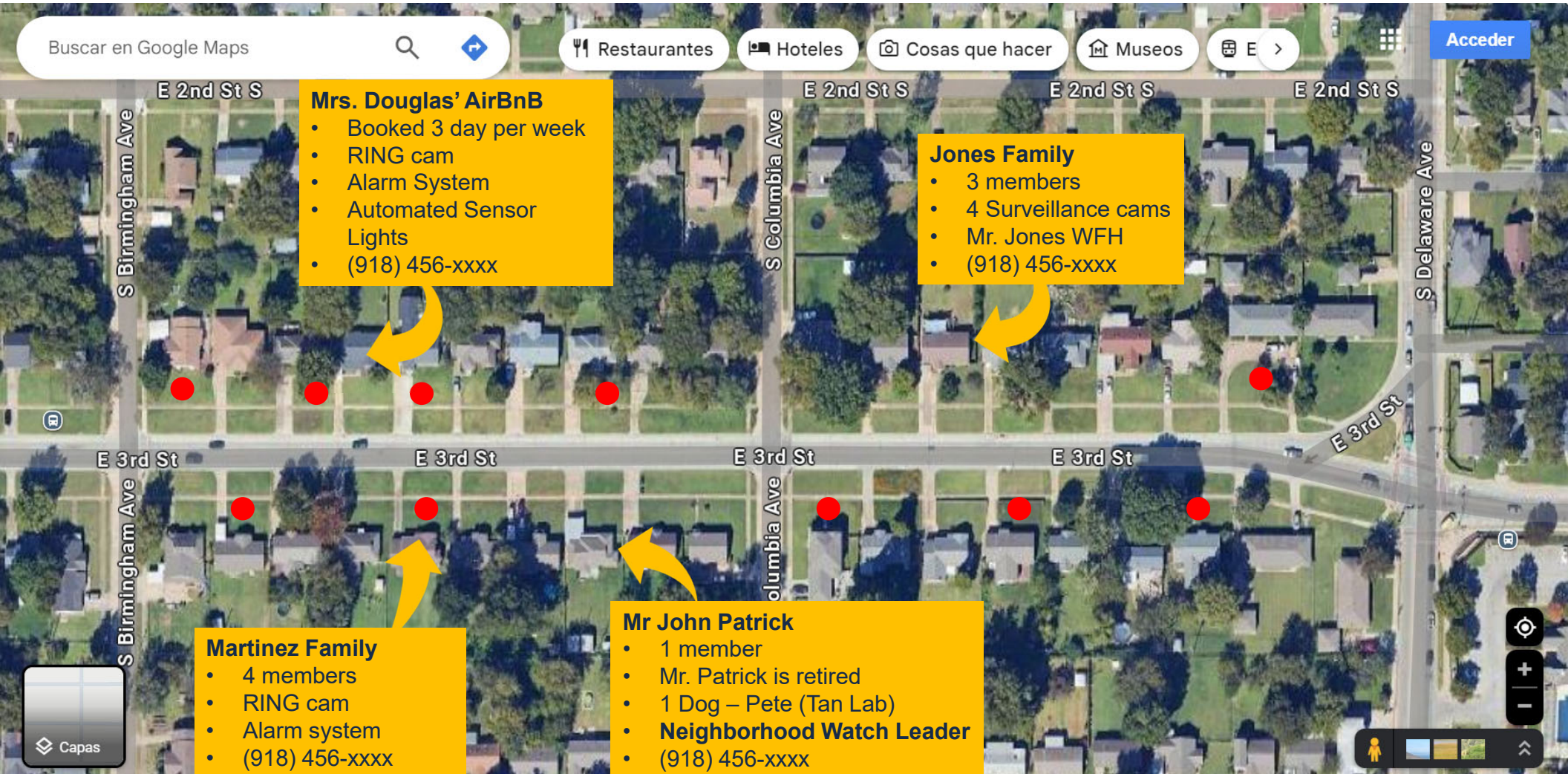
#2



#2



#2



What do we do with our findings?



Findings

- Analyze and identify gaps & opportunities
- Strategize, prioritize, & select metrics
- Engage stakeholders
- Action planning
- Monitor progress



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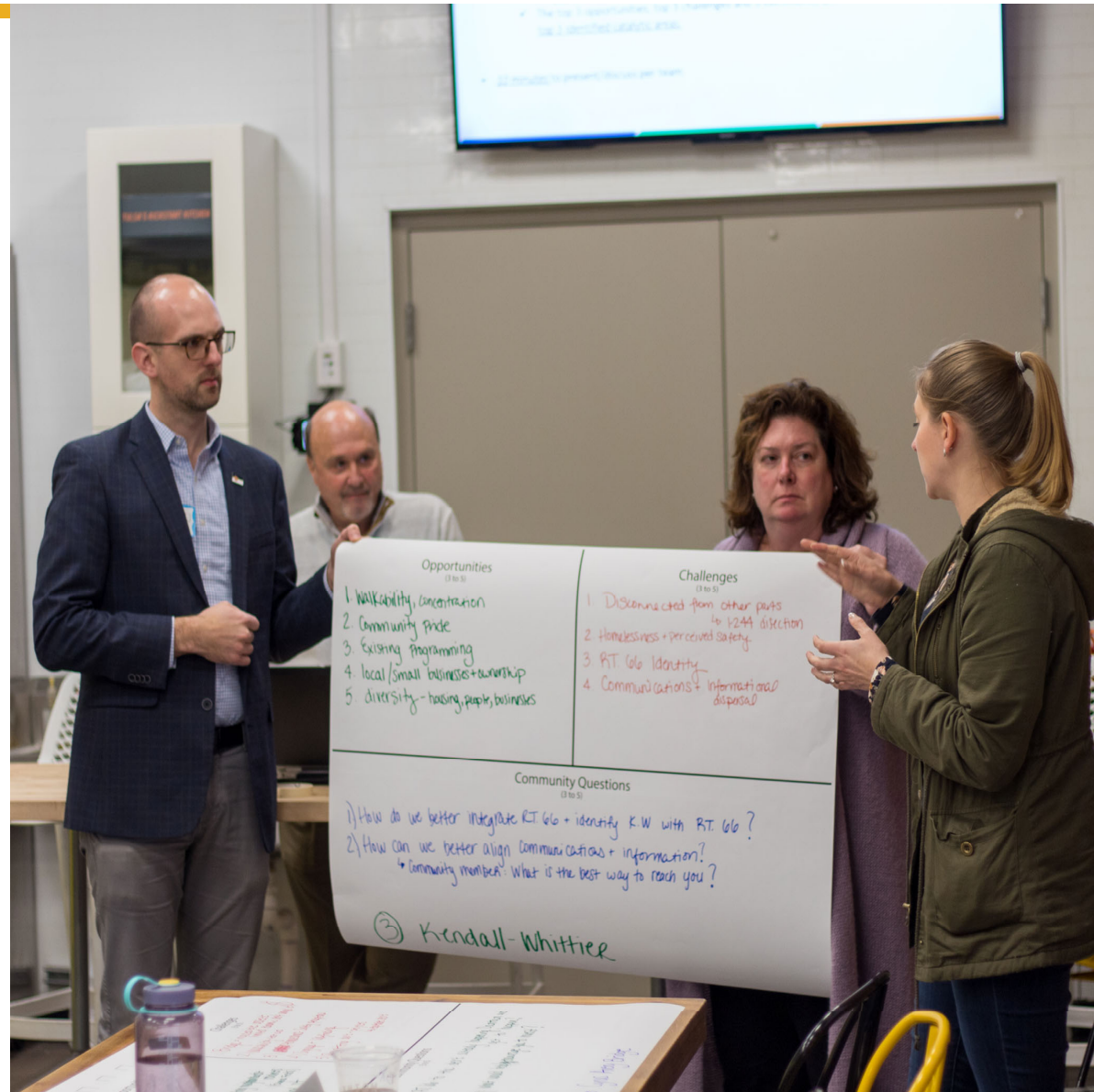
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How do we share results?



Sharing Results

Diversify formats

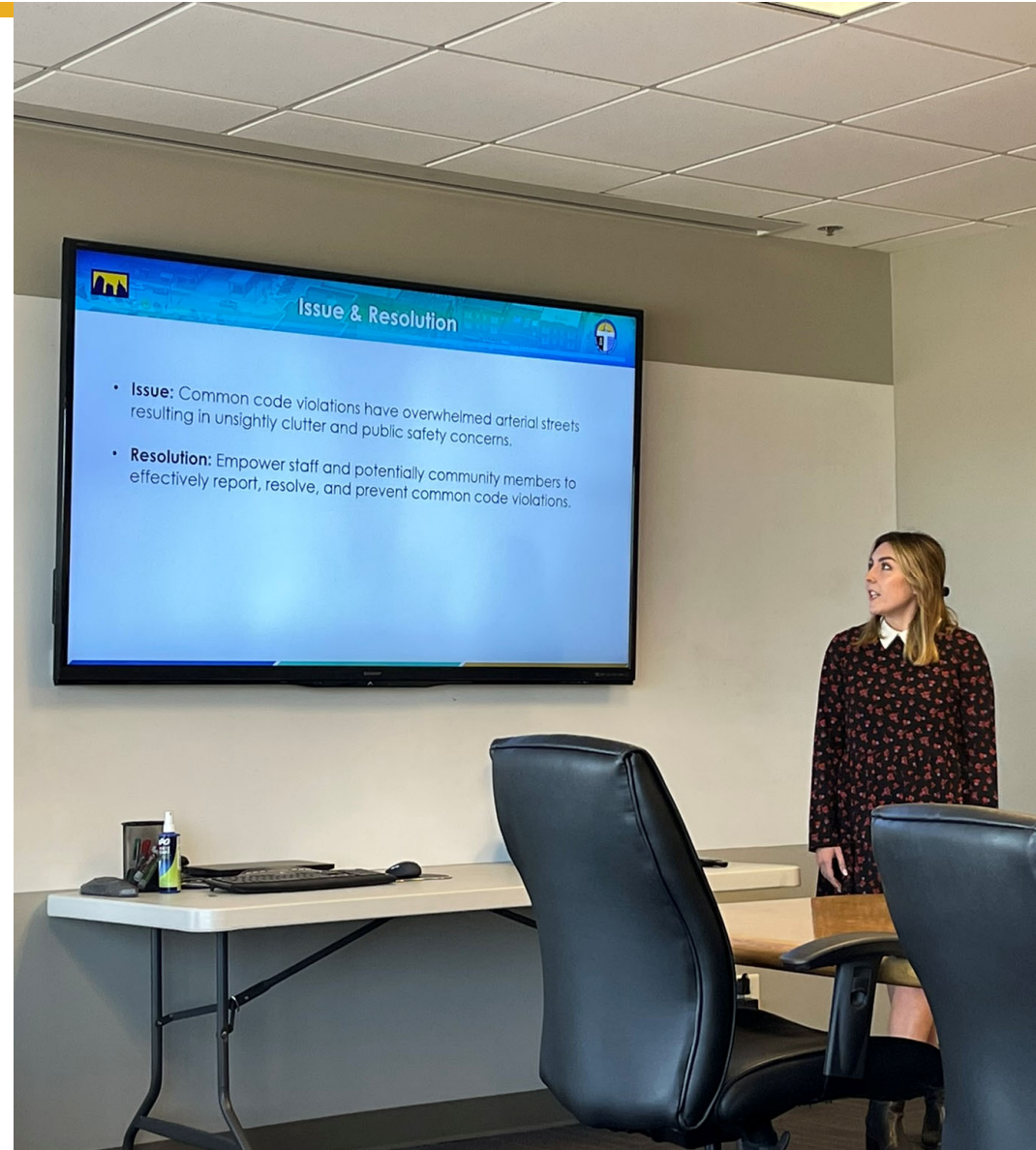
- Detailed Reports
- Presentations with Visual Aids
- Handouts
- Neighborhood Communication
- Collect Feedback



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Downtown

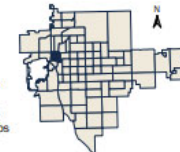
2023 Neighborhood Conditions Index Report



Overview

About Neighborhood Conditions Index

Every Tulsan deserves to live, work, and play in a quality neighborhood. The Neighborhood Conditions Index (NCI) facilitates how to begin that work. Data collected at the neighborhood scale¹ has been compiled in these reports. This data does not define the neighborhood; it is meant to be a common reference point to empower citizens and neighborhood groups to shape and improve their communities.



Location within City of Tulsa

About this Area

The Downtown Neighborhood Statistical Area covers 1.5 square miles within the Inner Dispersal Loop. The area is where Tulsa was established, and remains the most important employment, arts, culture, and tourist area in the city. It contains several distinct districts including the Arena, Cathedral, Deco, Tulsa Arts, Blue Dome, Greenwood, and East Village Districts. Downtown boasts a wealth of Art Deco architecture along with performance spaces, art galleries, retail, dining, apartments, hotels, office headquarters, religious buildings, museums, parks, medical centers, and sports venues, and plays host to many festivals and events.



Score Overview

Overall Score

4.4
out of 5

based on a composite score that includes data from the nine Category Scores (pages 2-3) and selected equity data from the Area Snapshot (page 4)

Top Category Scores

5.0 out of 5
5.0 out of 5
4.9 out of 5

Public Services
History, Culture & Creativity
Land Use

These scores reflect some assets and strengths. (more on pages 2-3)

What can you do?

Neighborhoods are more than just places where we live. They are a part of our identity and where we build and find community and prosperity. Access to services and places to work, study, shop, eat, or play, and safe ways to get to those places are all vital needs to ensure thriving communities.

NCI is a tool for collaboration and community strengthening, with the goal of creating opportunities for the City of Tulsa and neighborhoods to work more closely together.

After reviewing this report, we recommend:

DISCUSS the report's findings with your neighbors and engage with neighborhood leaders and other local organizations to identify your priorities and set goals.

VISIT tulsaplanning.org/nci to learn more about the Neighborhood Conditions Index.

CONTACT us if you have any questions.

nci@cityoftulsa.org
918-596-7660 (Voicemail inbox)
tulsaplanning.org/nci

Priority Group

3
out of 3

based on the Overall Score, with 1 being the highest priority group (bottom 25% of scores) and 3 being the lowest priority group (top 25% of scores) among 80 NSAs

Bottom Category Scores

3.4 out of 5
2.0 out of 5
0.3 out of 5

Parks & Recreation
Housing & Neighborhoods
Environment & Natural Resources

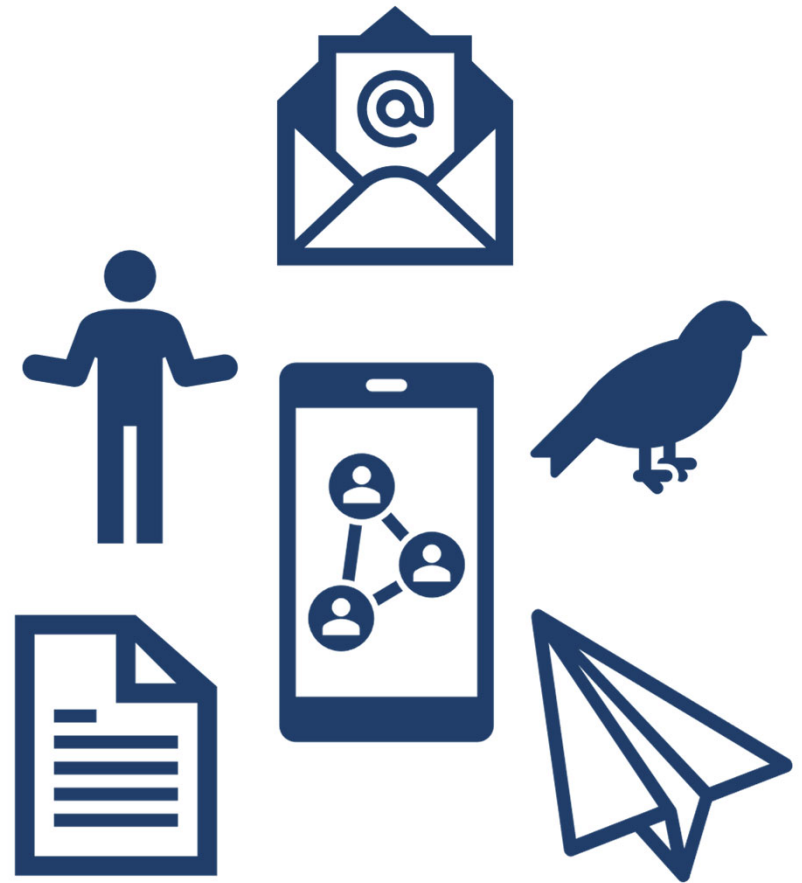
These scores reflect some opportunities for improvement. (more on pages 2-3)

¹ The data in this report is not personally identifiable. It was collected from the following public sources: United States Census Bureau, Data Age, DemographicsNow, City of Tulsa, and INCOG. The City of Tulsa is composed of 80 Neighborhood Statistical Areas (NSAs), which are groupings of census tracts with neighborhoods of similar characteristics. For the purpose of the Neighborhood Conditions Index these NSA boundaries are the definition of a neighborhood. This may be somewhat different than the boundaries of neighborhood associations or other groups due to data availability.

Sharing Results

Diversify formats

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- Collect Feedback

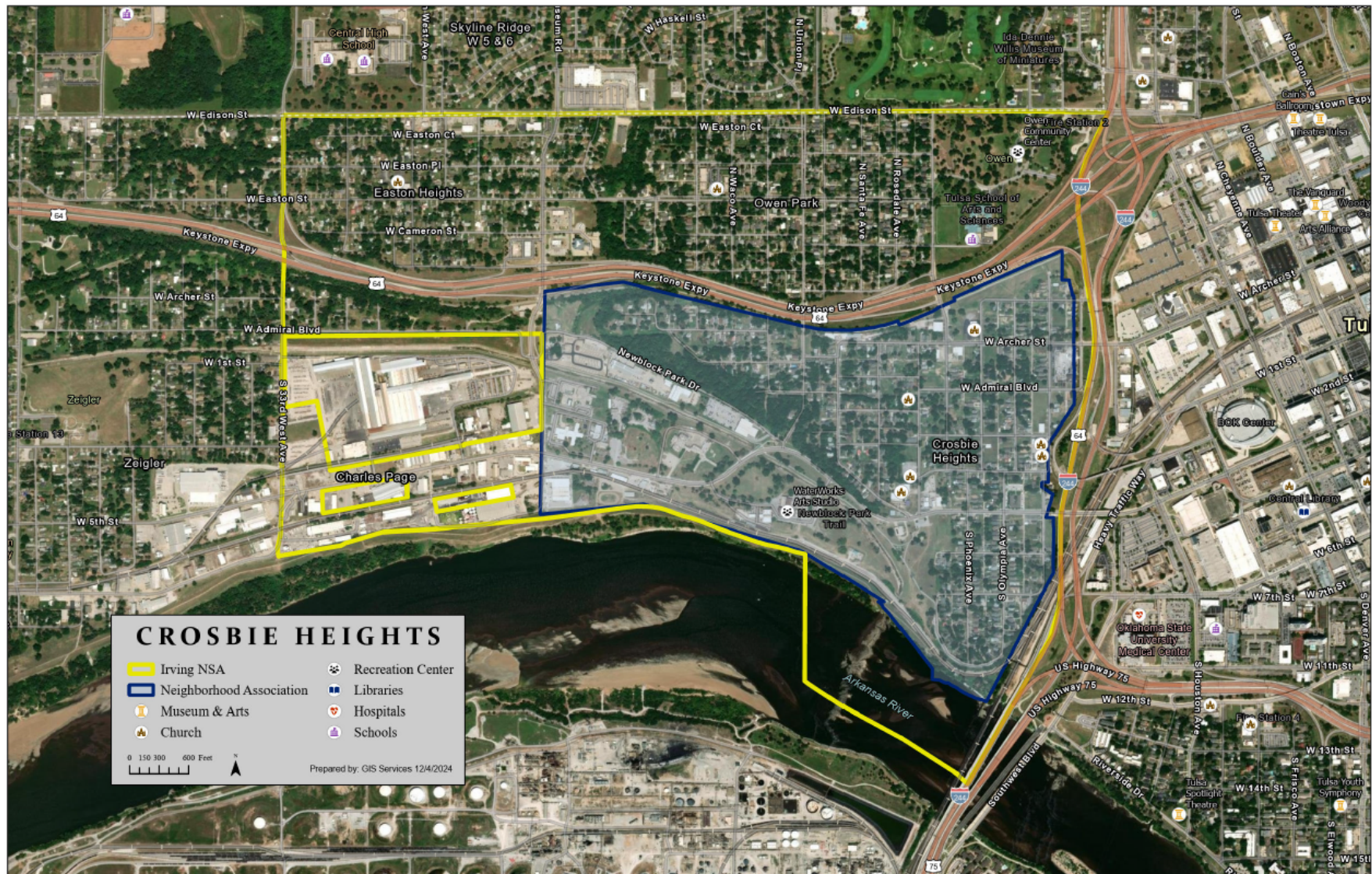


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Activity

Mapping your Neighborhood



1. Assemble groups with the people you worked before
2. Discuss 2 potential objectives or goals for mapping exercises using the strengths that were identified in the SWOT analysis
3. Think of types of assets you would map , and how (are they points, lines or areas on a map)?



1. Strengths
2. Goal of the Map
3. Assets to Map (area, point, line)



EXAMPLE #1

- 1. Strengths - Very walkable, great park with facilities for dogs, grocery store close by, recreational activities in the park during summer, a natural creek with forested area close by**
- 2. Goal of the Map - Map those uses, spaces and events and the most interesting routes to get to them by foot!**
- 3. Assets to map - Routes (lines), grocery stores & businesses (points), and park and forested creek (areas)**



EXAMPLE # 2

- 1. Strengths – Great sidewalks, two elementary schools in the neighborhood, many young families with kids**
- 2. Goal of the Map - Map a walking school bus route! Build a schedule and assign weekly leaders! Partner with the school!**
- 3. Assets to map - School entrances (point) & potential stops where kids and parents can gather and join the walking school bus (points) and connect the route (line).**



Activity

1. Strengths
2. Goal of the Map
3. Assets to Map (area, point, line)



What's Next?



What's next?

Plans & Partnerships

- ✓ Local Business & Nonprofits
- ✓ Volunteers
- ✓ SWOT Analysis
- ✓ Mapping Your Neighborhood
- Neighborhood Conditions Index (NCI)

THANK YOU

