



Mapping Your Neighborhood

Planning Office



NEIGHBORHOOD
ACADEMY

What will we cover?

Part 1.

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

Part 2.

- Mapping Activity



Follow the presentation by using the Course Summary

- What is Asset Mapping
- How to use Asset Maps
- Types of Community Assets
- Community Mapping Methods
- Tools

Course Summary

MAPPING YOUR NEIGHBORHOOD



What is Participatory Asset Mapping?

Participatory Mapping is the process of creating a display of the places and experiences that make up a community, through community members themselves identifying them on a map.

Uses of asset maps:

- Identify strengths and opportunities in the neighborhood
- Help a community get organized by creating databases of resources and services available that they can access and maintain
- Build networks between community organizations and neighborhood associations

Types of community assets:

Formal places are established places and destinations, often associated with a building or fixed location, for example:

- Human services
- Institutional, like schools and churches
- Government offices
- Parks and recreation
- Shops and businesses
- Transportation, like a bike or bus route

Informal places are locations based on experiences, for example:

- A social gathering place or event venue
- A place where recreational activities like a yoga class or a soccer match occur
- A book club venue
- A walking school bus route
- A location where parents meet to pick up their kids

Assets are then categorized as strengths or opportunities.

Community-Engaged Mapping Methods:

- Event-based - collectively build information in a gathering
 - Workshops, public meetings, focus groups
- Social investigation - collecting data digitally and online, or on site
 - Interviews, surveys, community walks, social media analysis, data collection from existing sources (like the Census or the Neighborhood Conditions Index)

Tools for Mapping:

- Paper maps, pens and post-its
- Digital spreadsheets (Google, Excel)
- SWOT Analysis
- Online survey building engines
- Bicycle and Pedestrian Audit Toolkits
- Digital mapping (Google Maps)
- Housing Audits
- Social media platforms

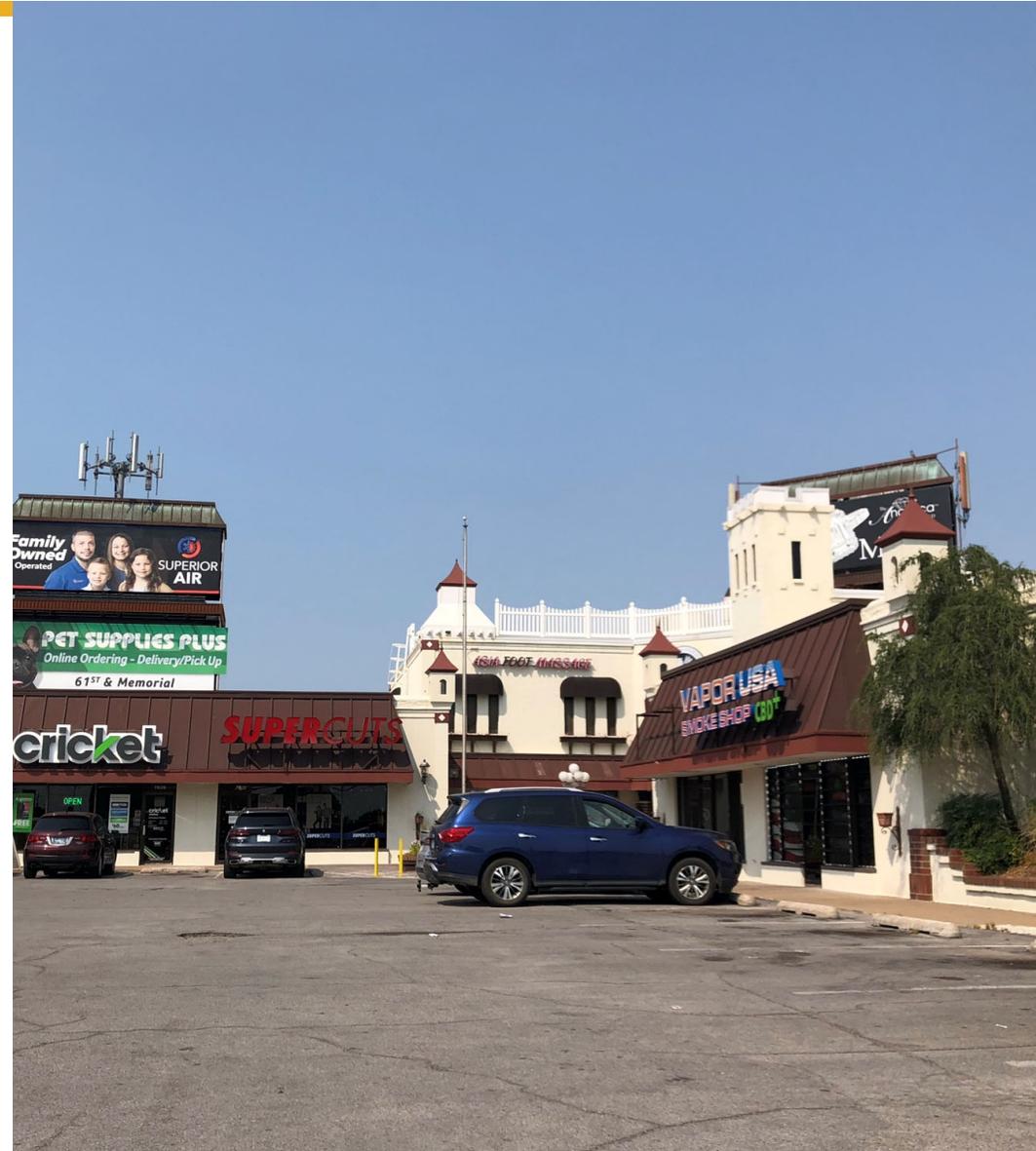
New to the Neighborhood?



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



Use the Process Roadmap to follow the steps to conduct a mapping exercise and take action!

Process

MAPPING YOUR NEIGHBORHOOD



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

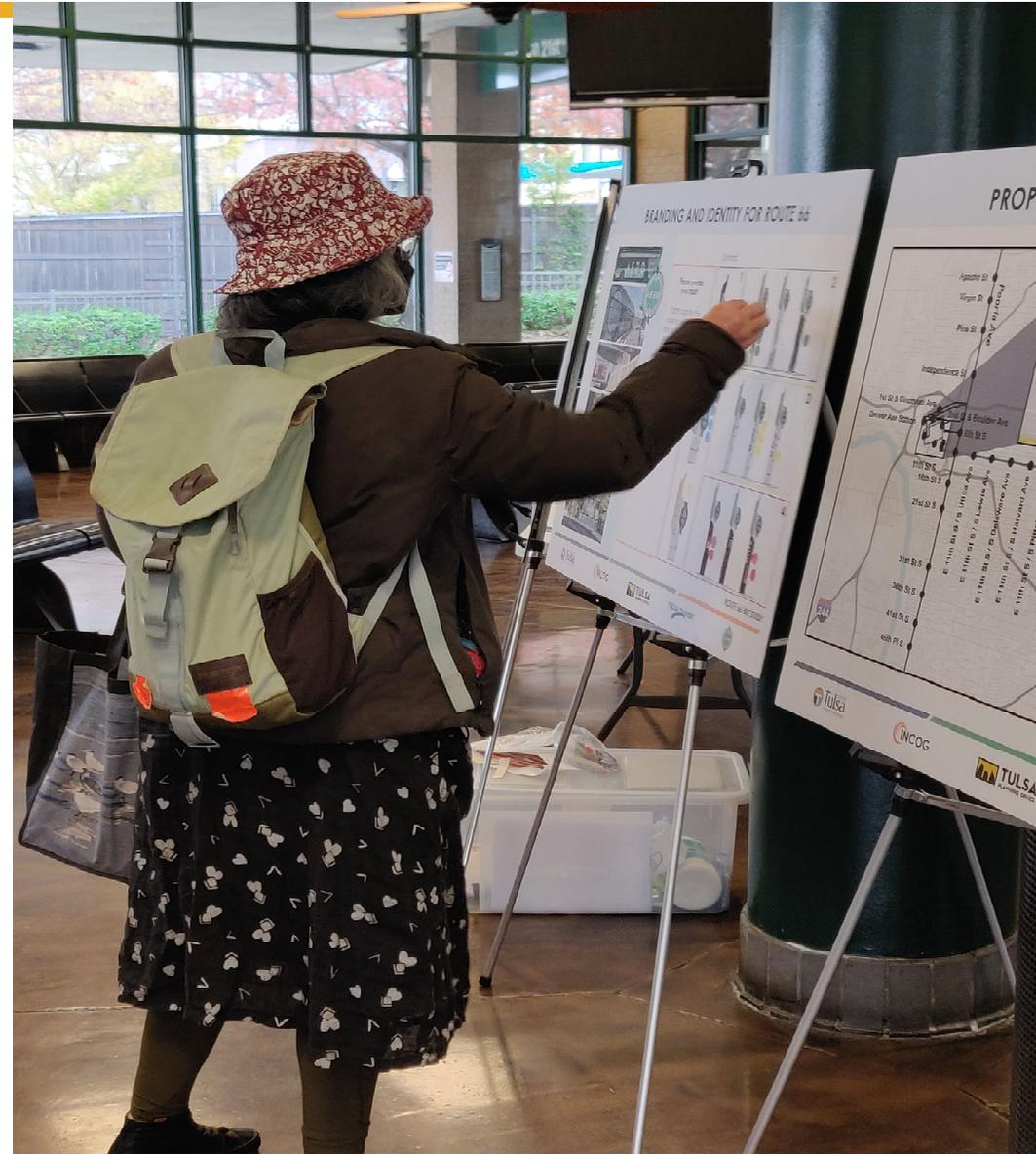


Methods of Community-Engaged Mapping?



Community-Engaged Asset Mapping

Event-based



Community-Engaged Asset Mapping

Event-based

- Workshops
- Open Forums
- Focus Groups



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Event-based

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Community-Engaged Asset Mapping

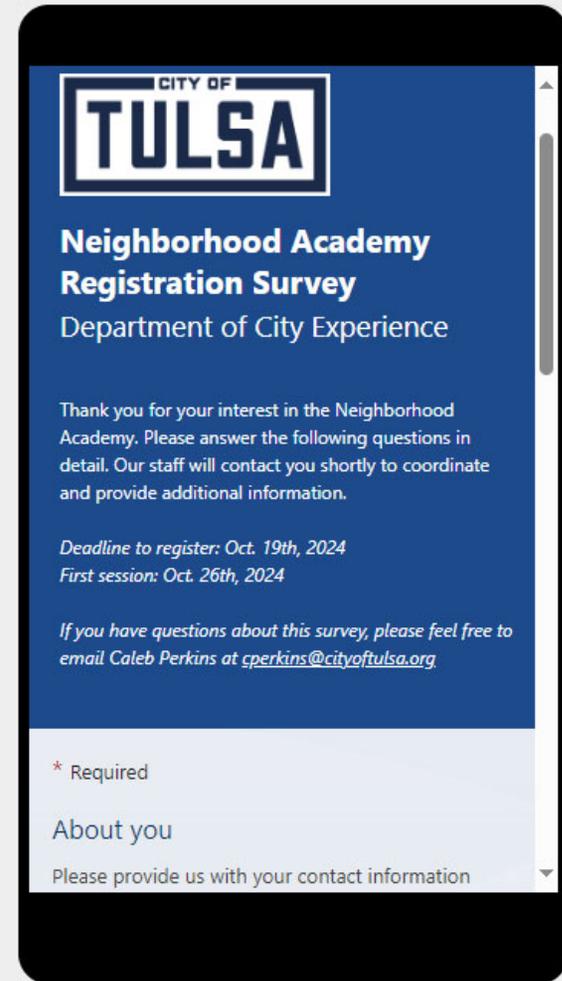
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Community-Engaged Asset Mapping

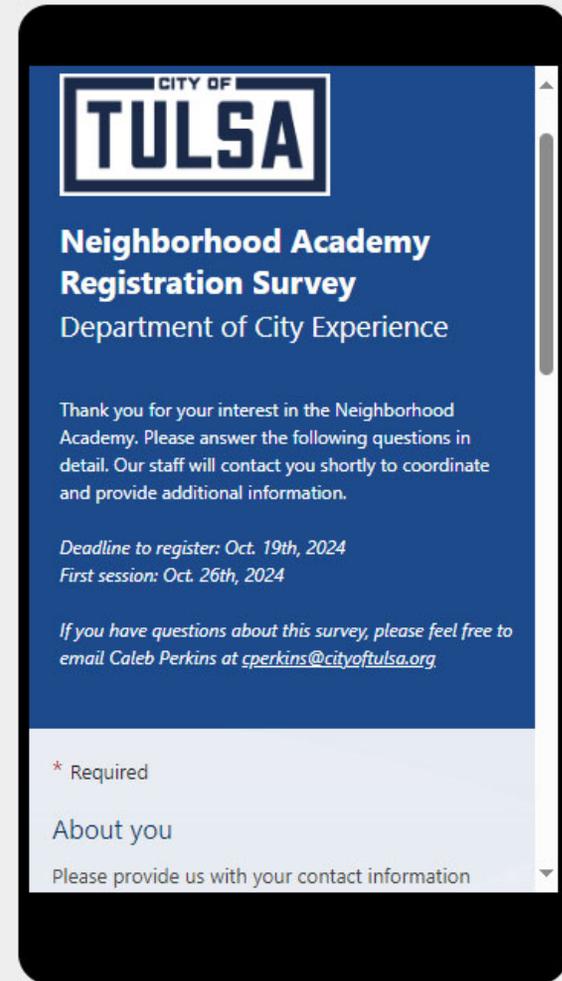
Social Investigation



Community-Engaged Asset Mapping

Social Investigation

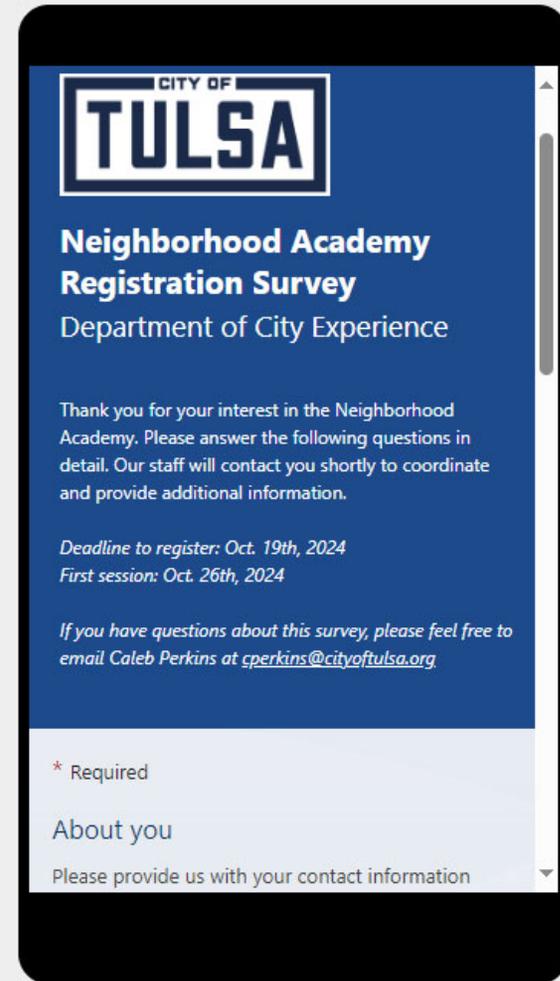
- Surveys
- Social Media Analysis
- Interviews
- Community Walk



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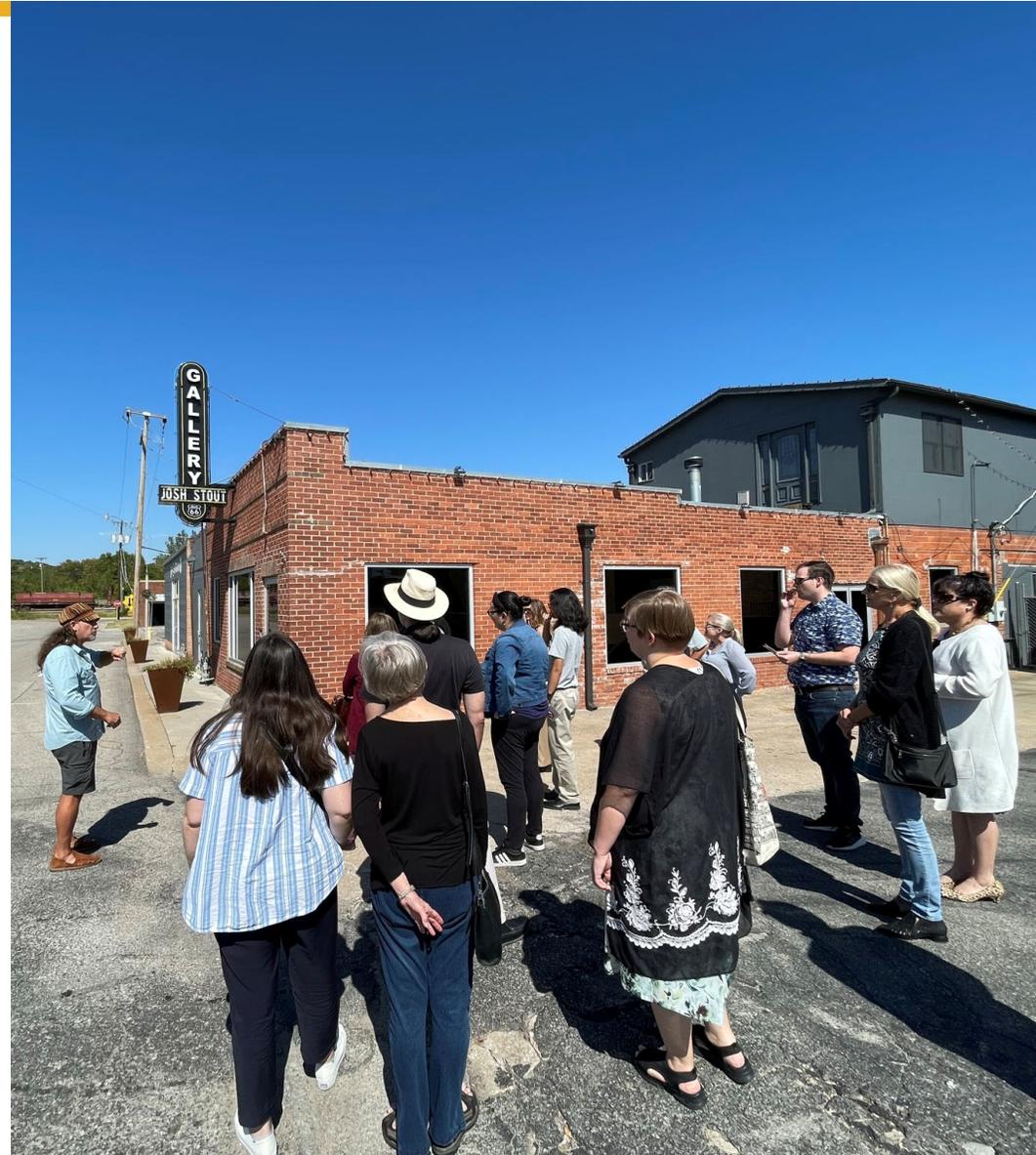
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Community-Engaged Asset Mapping

Social Investigation

- Surveys
- Social Media Analysis
- Interviews
- 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

Event-based

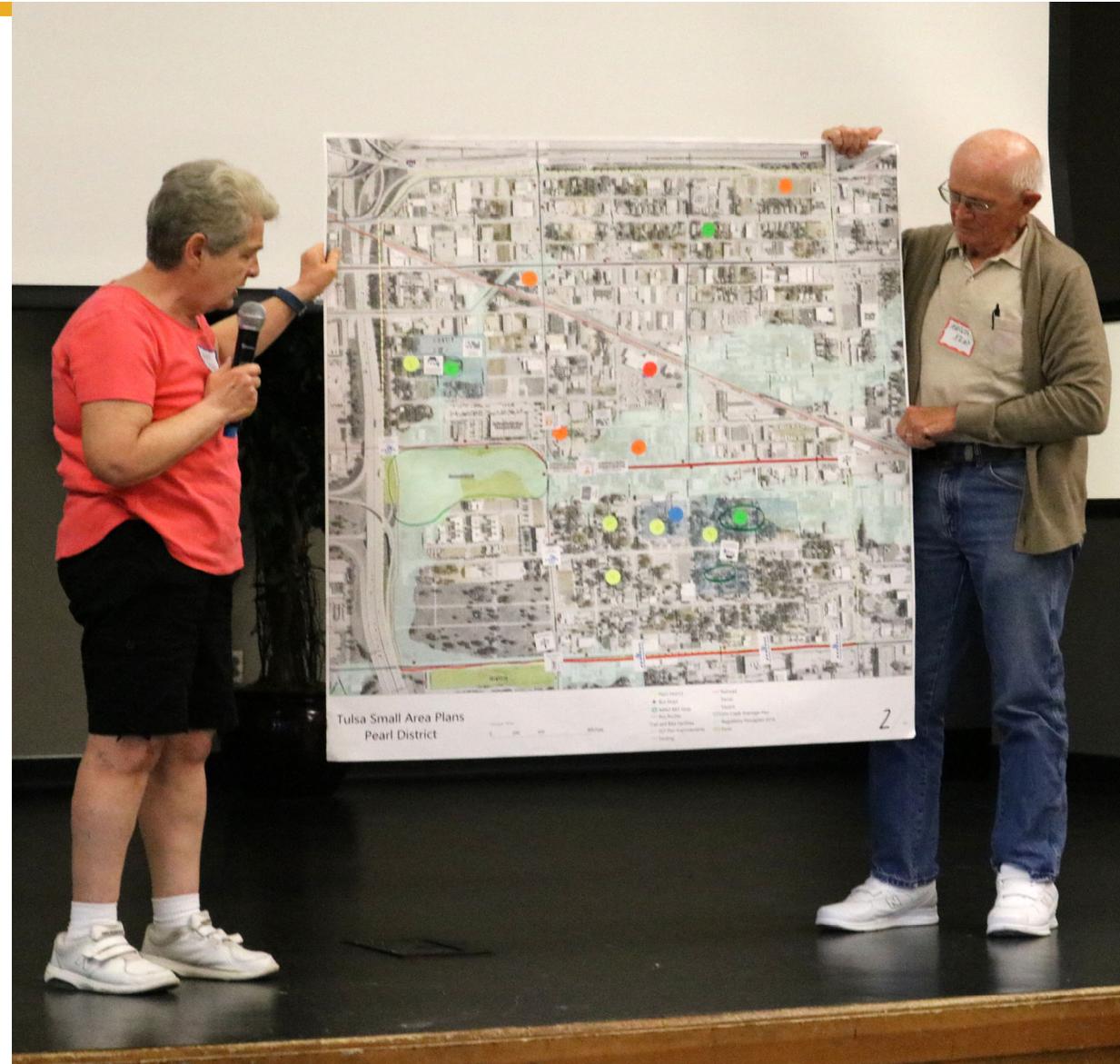
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Tools for Asset Mapping

Event-based

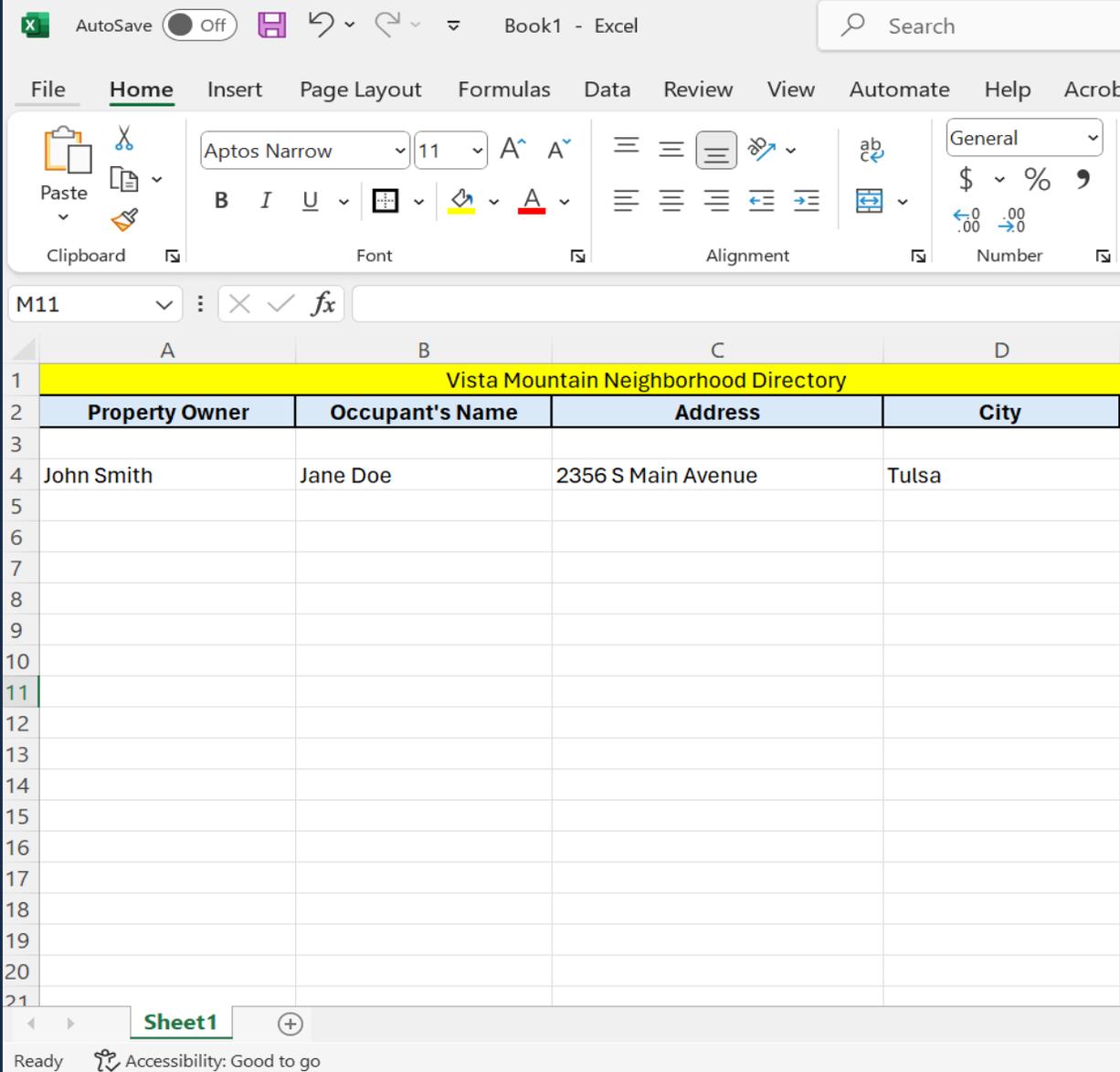
- Paper & Pen
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Tools for Asset Mapping

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' and 'AutoSave' is turned off. The ribbon is set to 'Home', showing options for Clipboard, Font, and Alignment. The spreadsheet content is as follows:

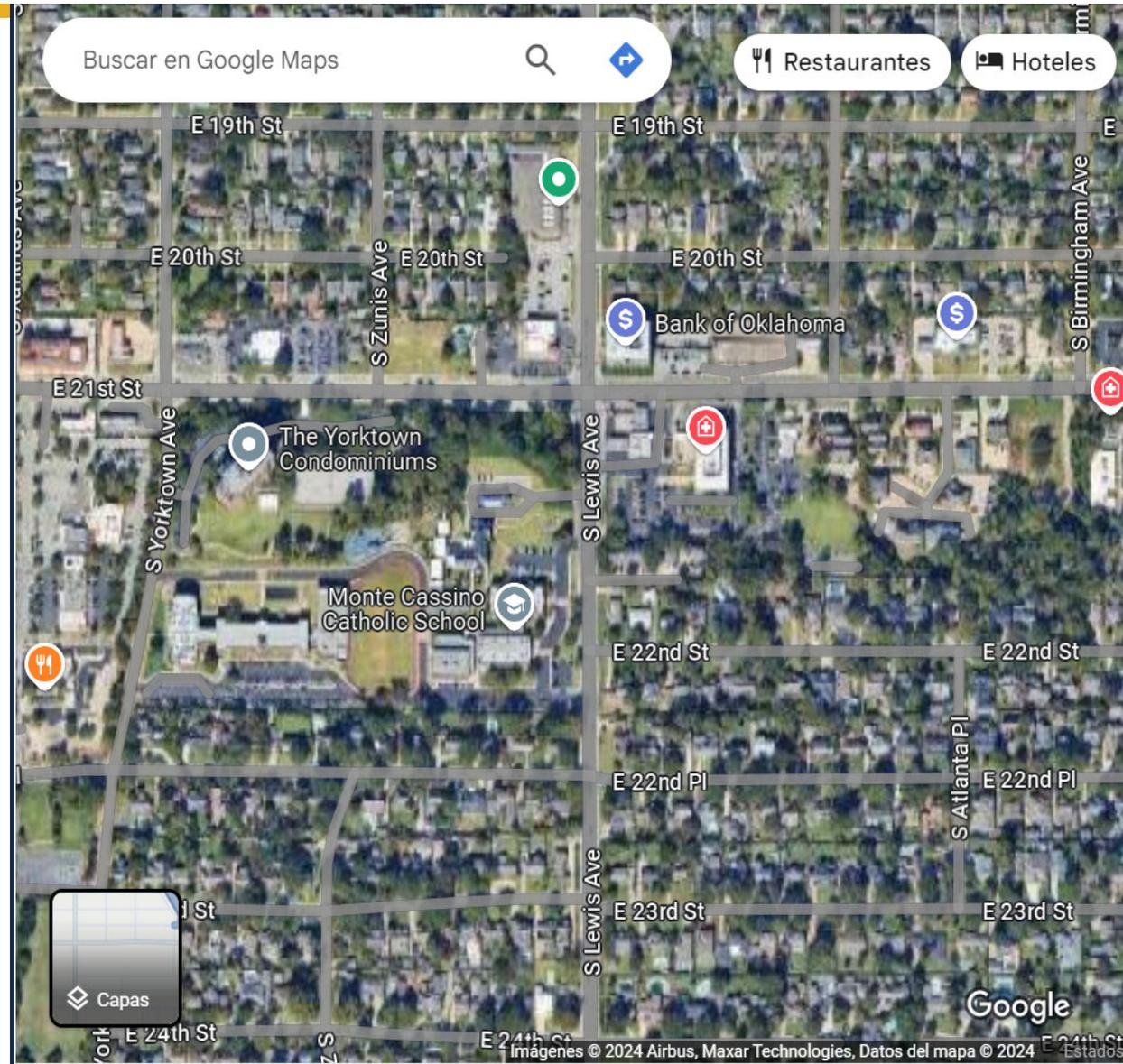
	A	B	C	D
1	Vista Mountain Neighborhood Directory			
2	Property Owner	Occupant's Name	Address	City
3				
4	John Smith	Jane Doe	2356 S Main Avenue	Tulsa
5				
6				
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The status bar at the bottom shows 'Ready' and 'Accessibility: Good to go'.

Tools for Asset Mapping

Digital-based

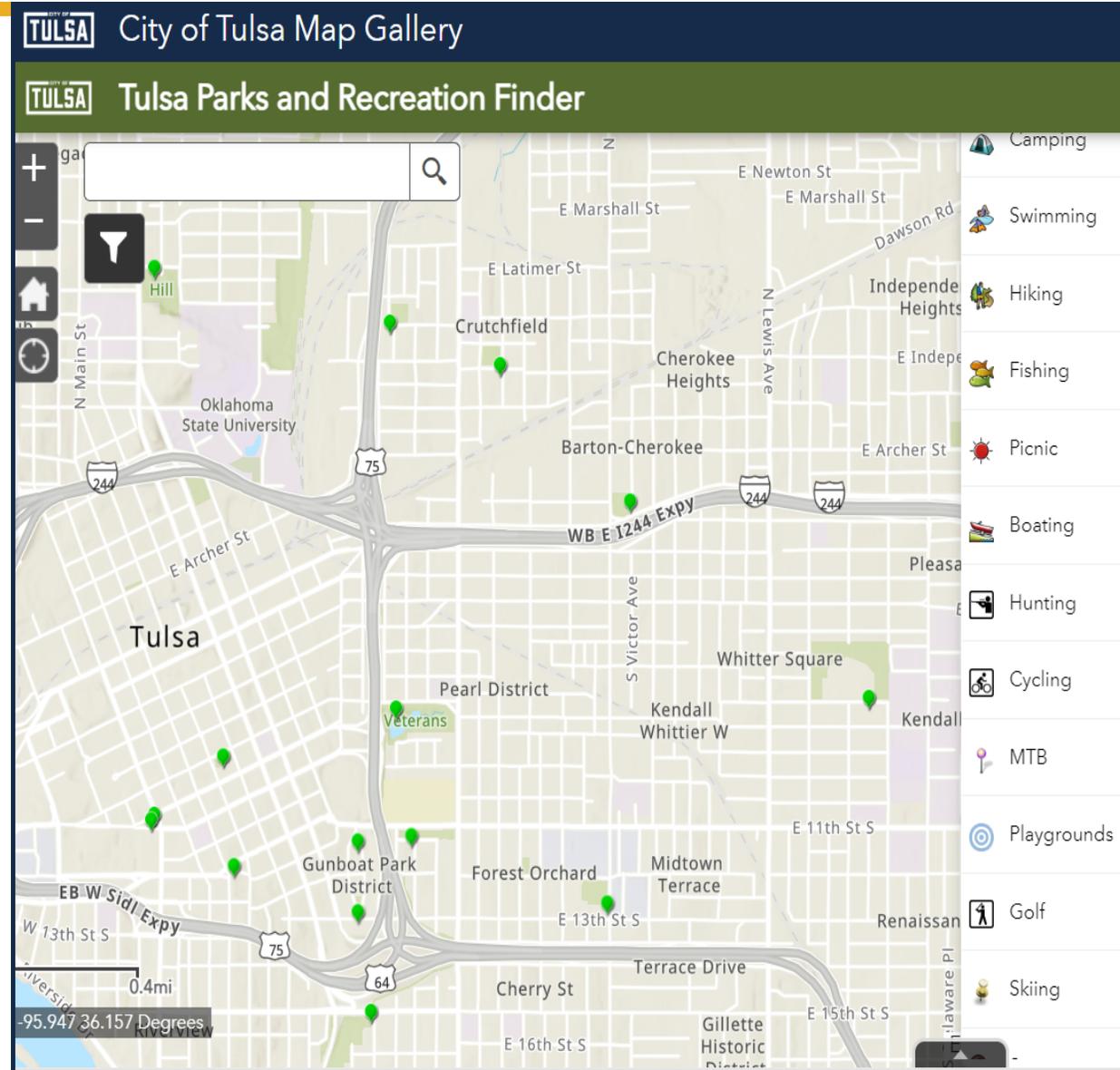
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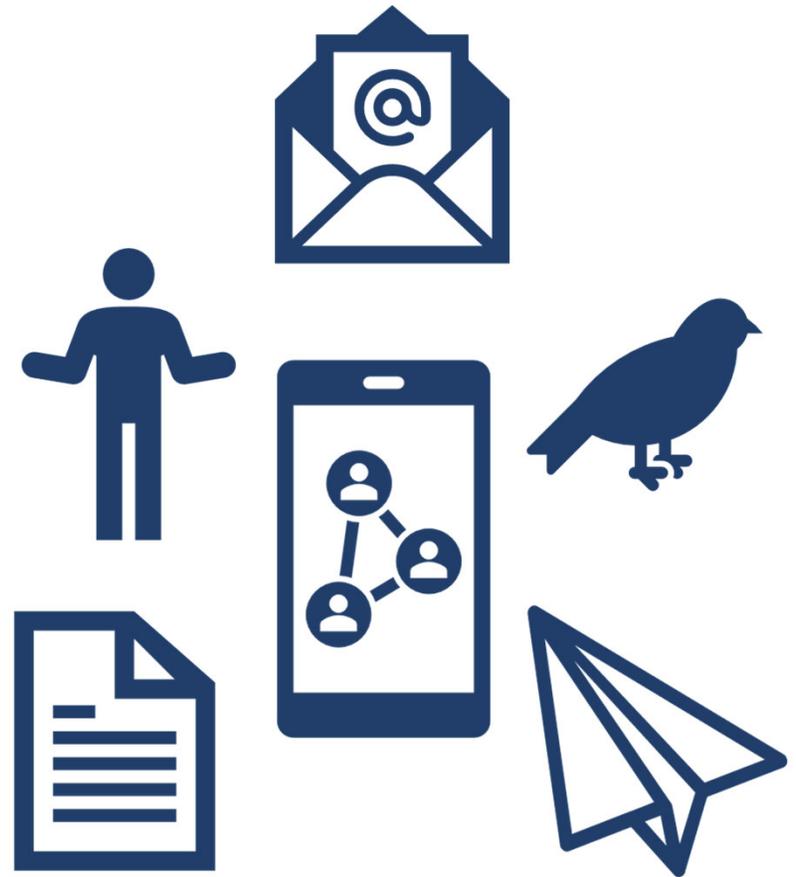
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**What does successful
mapping look like?**



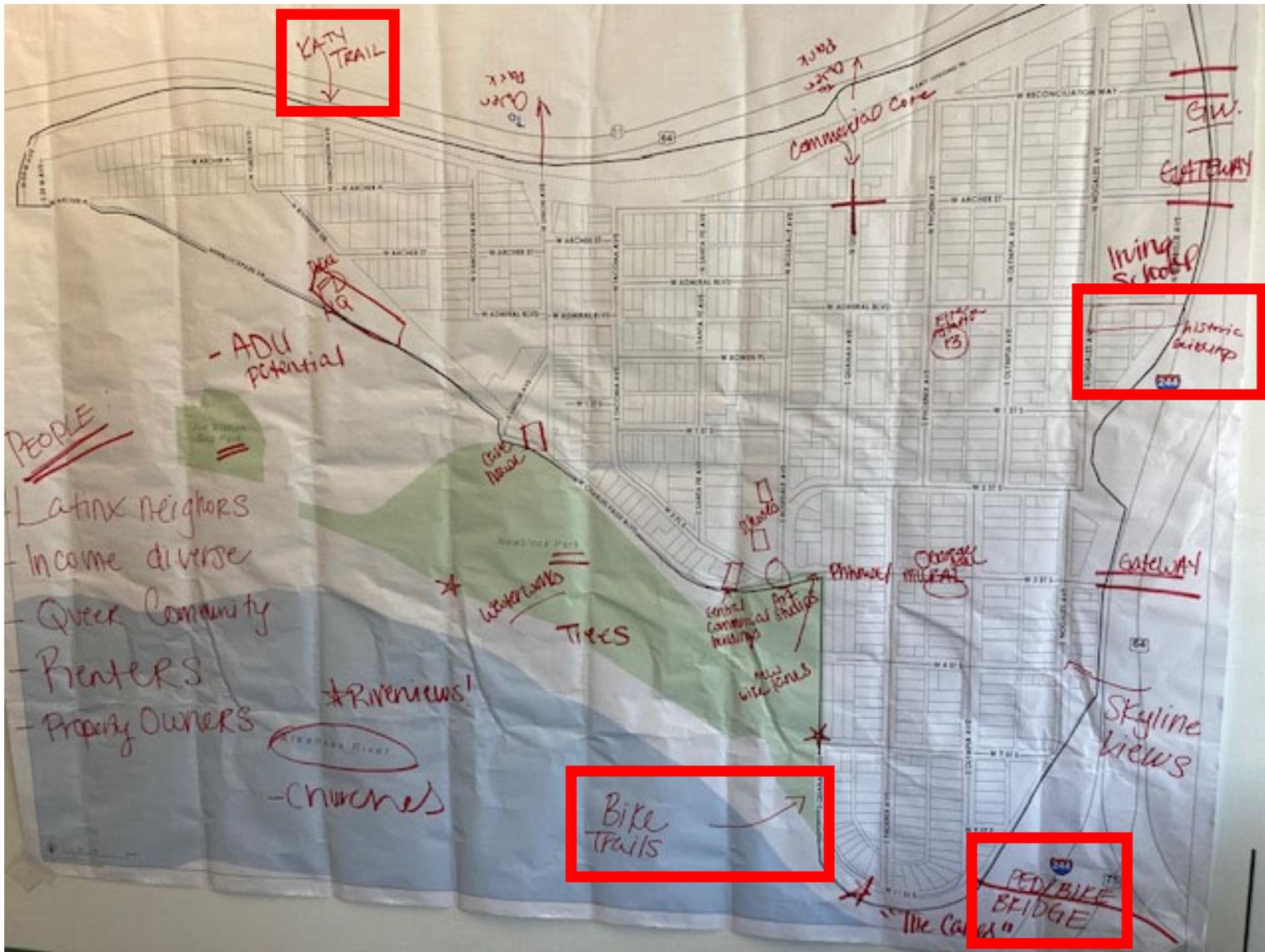
What does successful mapping look like? Crosbie Heights



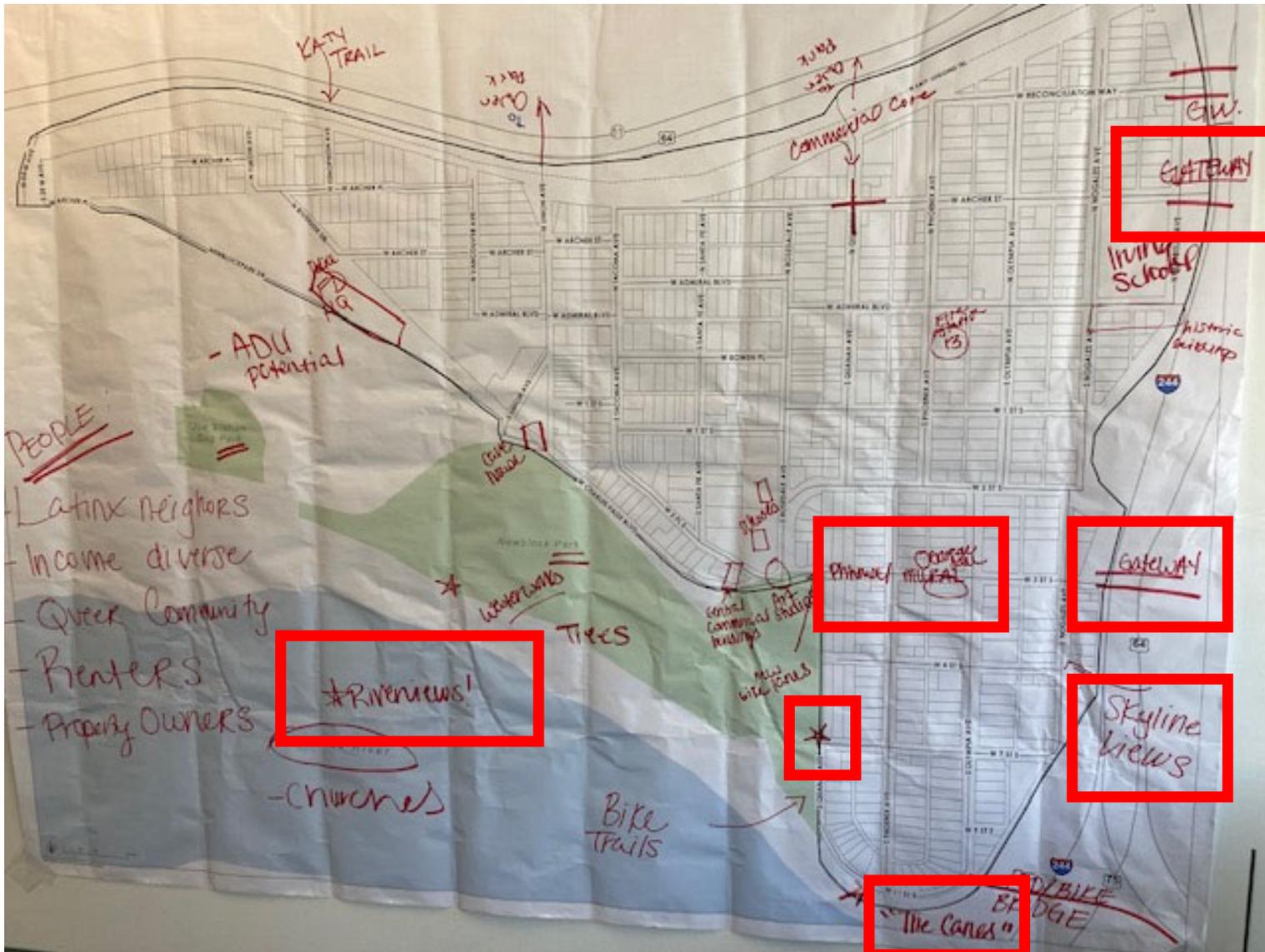
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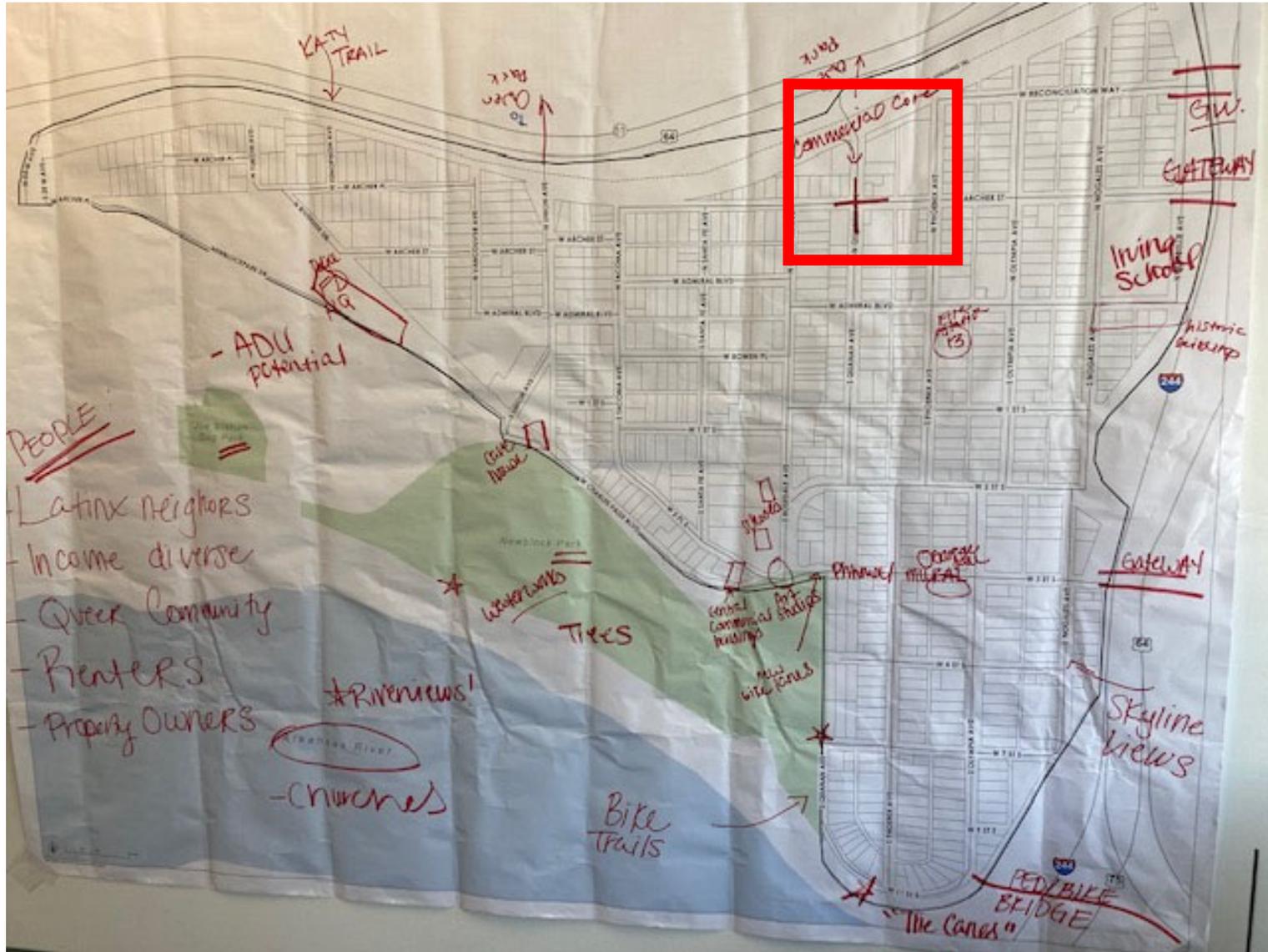
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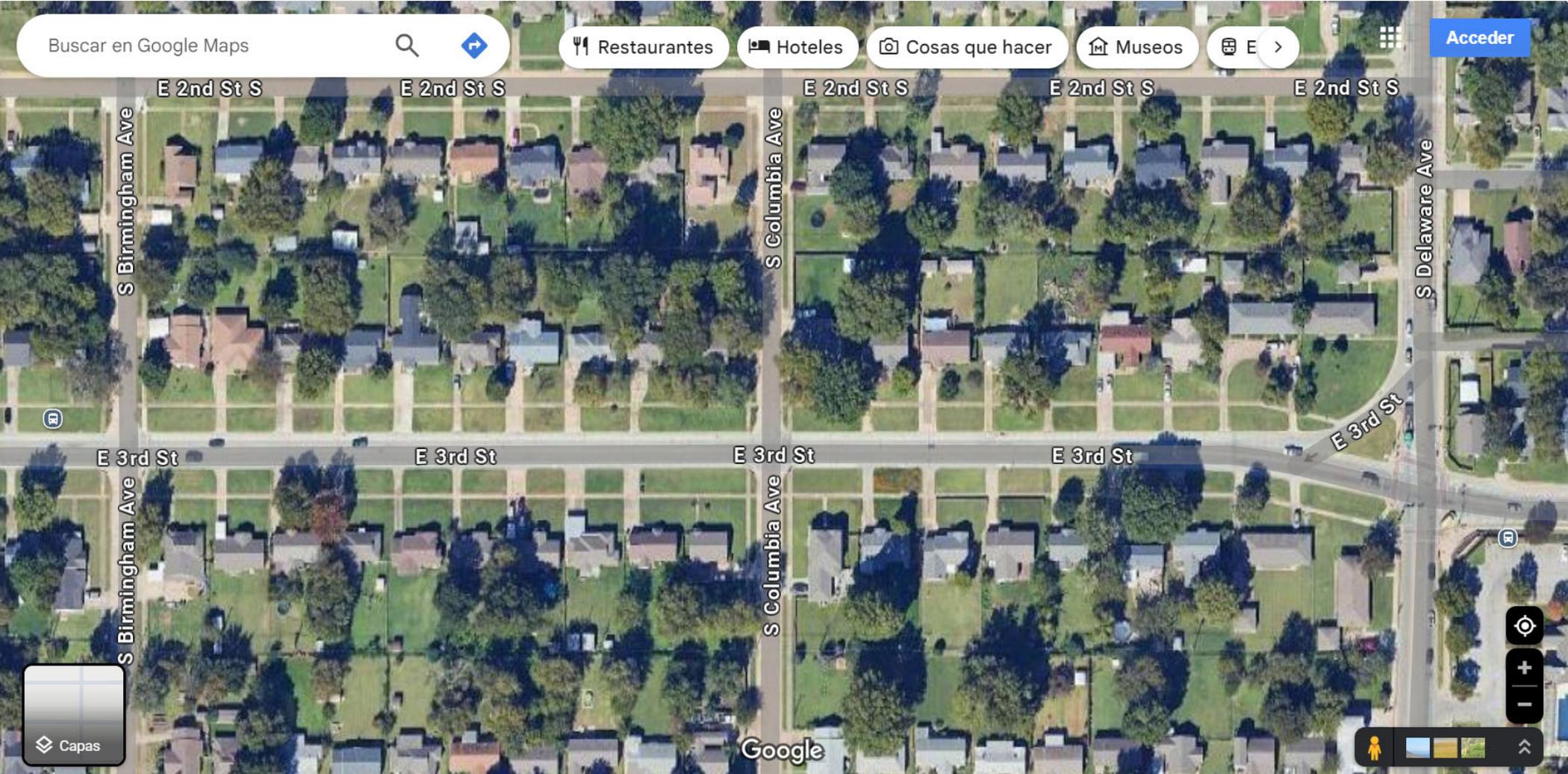
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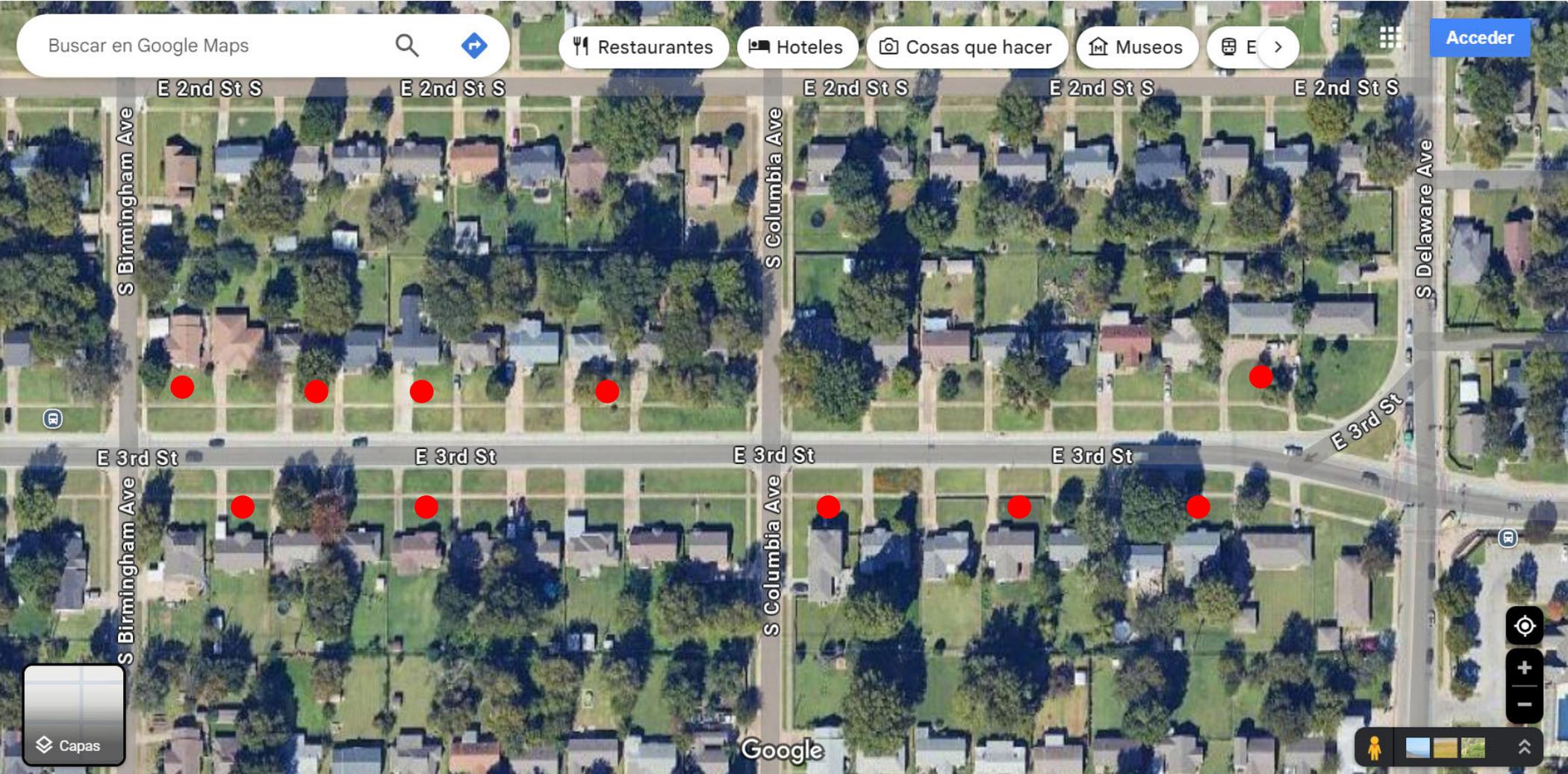
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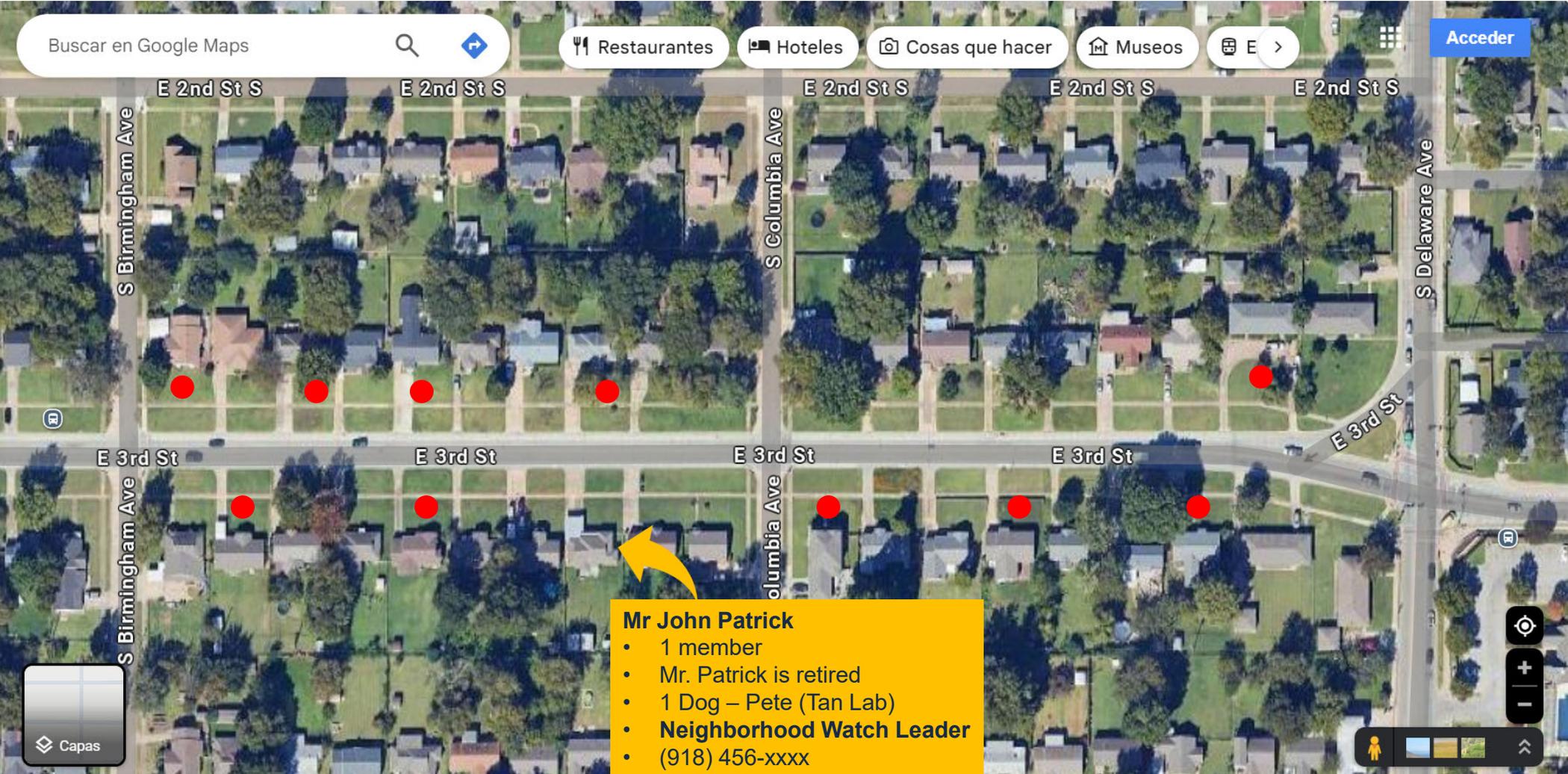




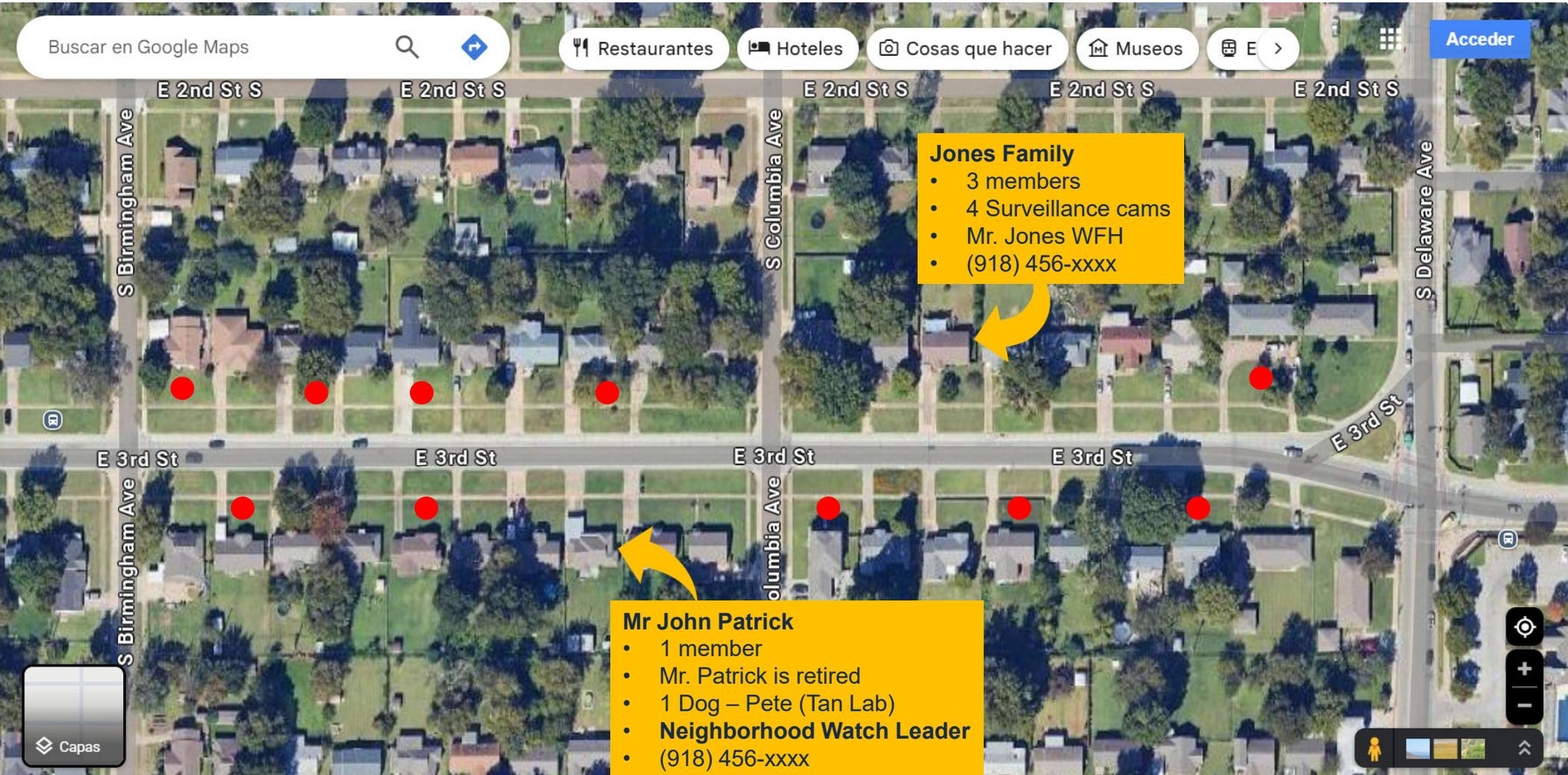
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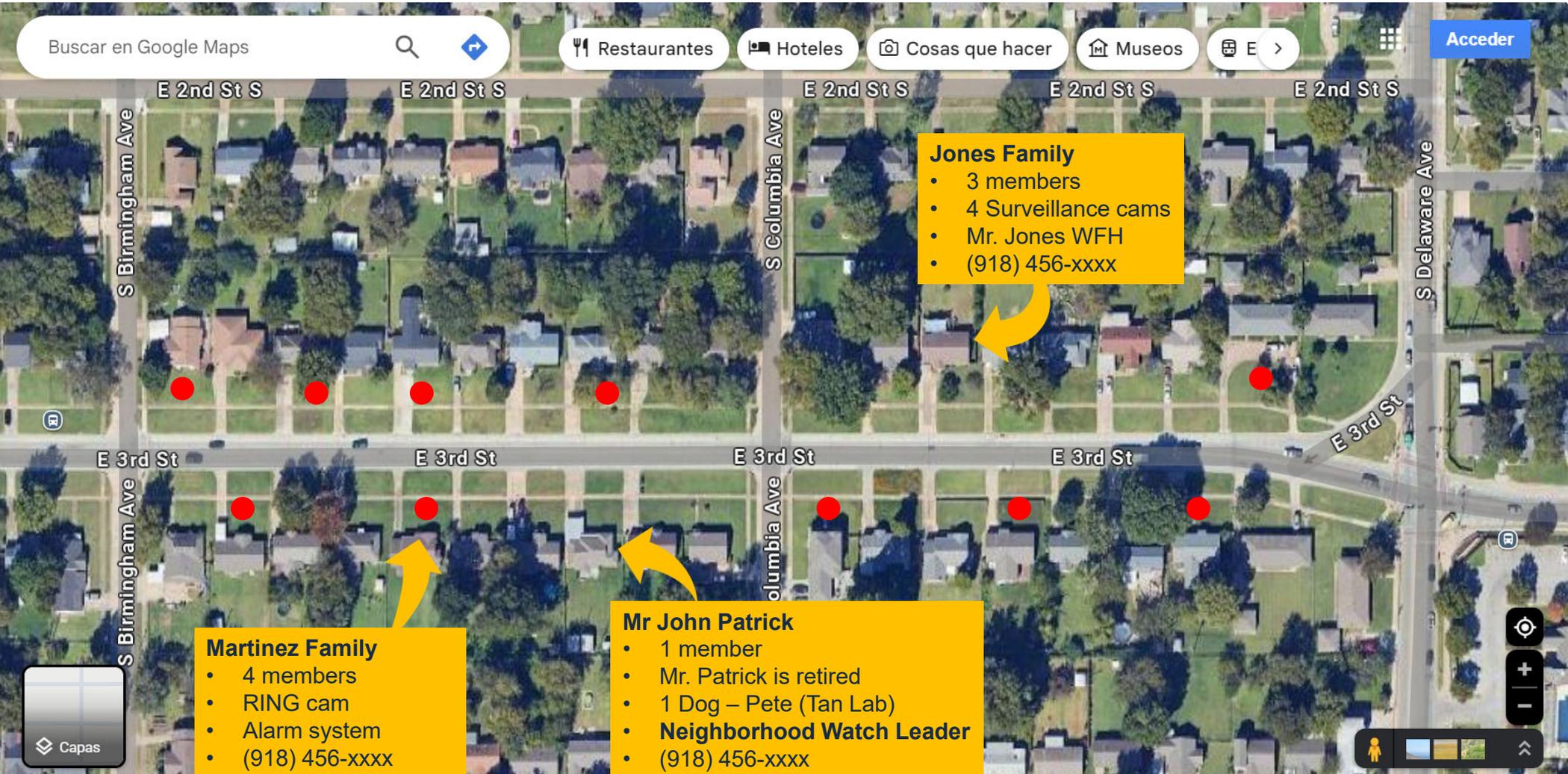
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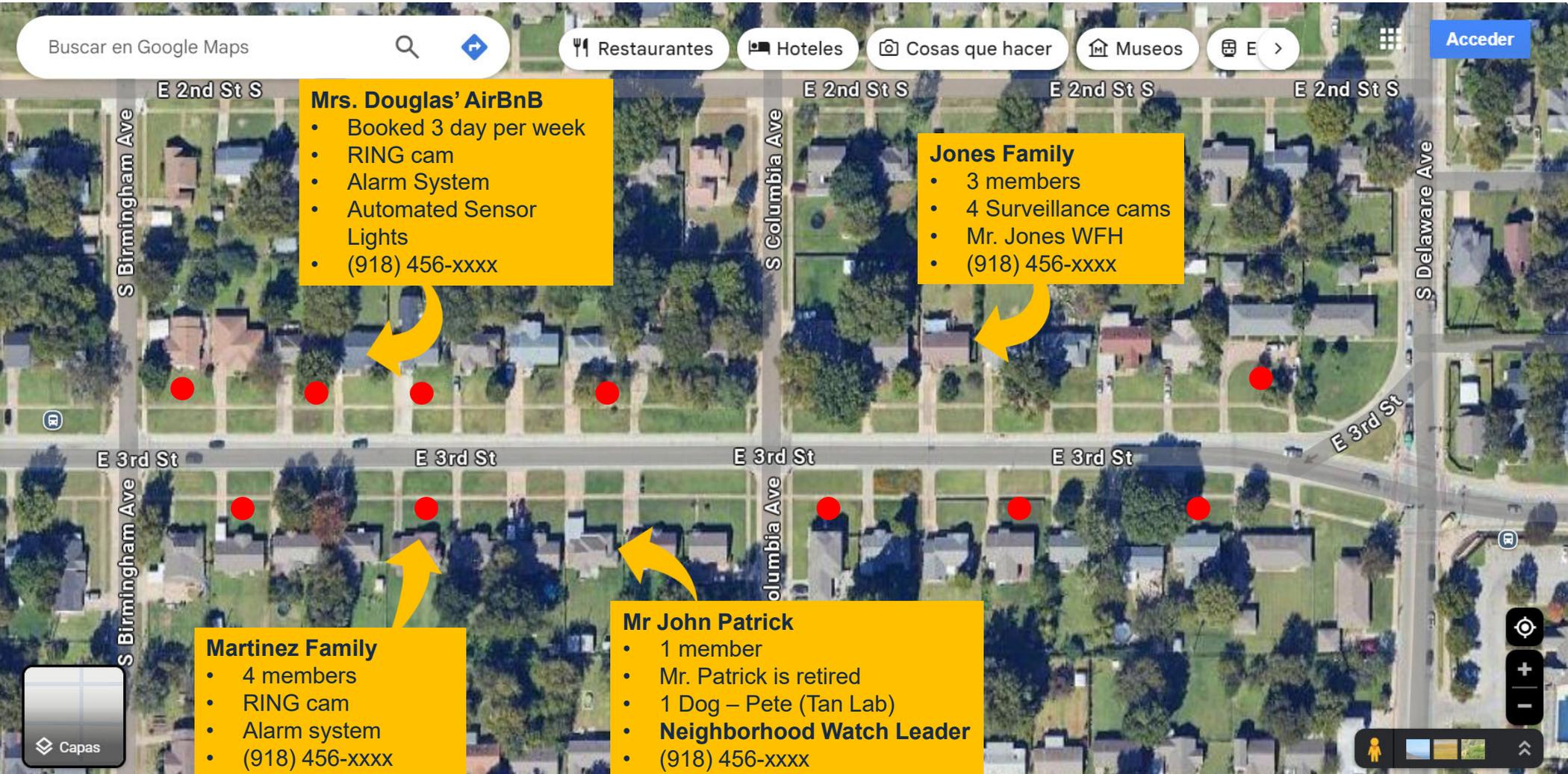
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#2



#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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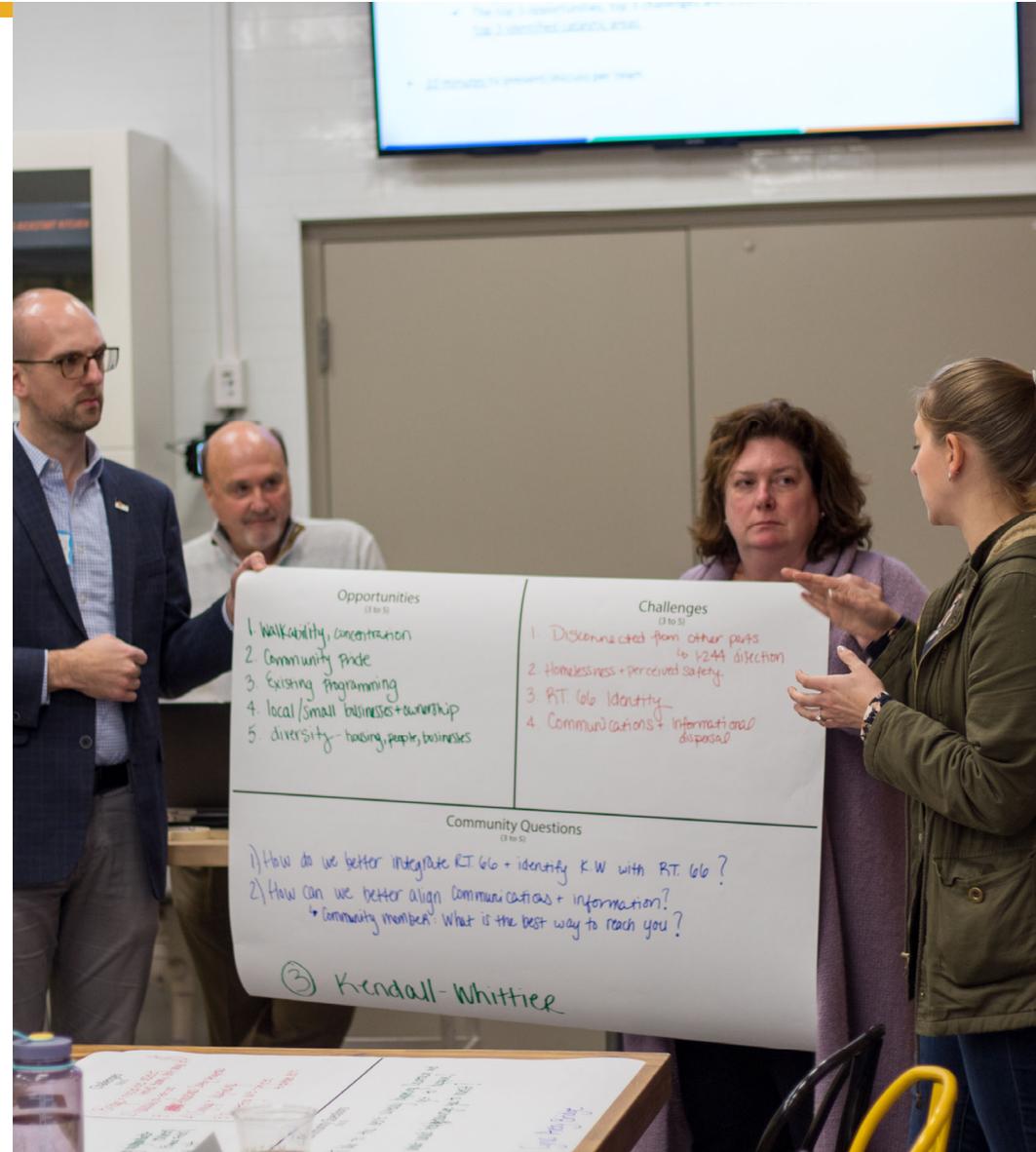
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How do we share results?



Sharing Results

Diversify formats

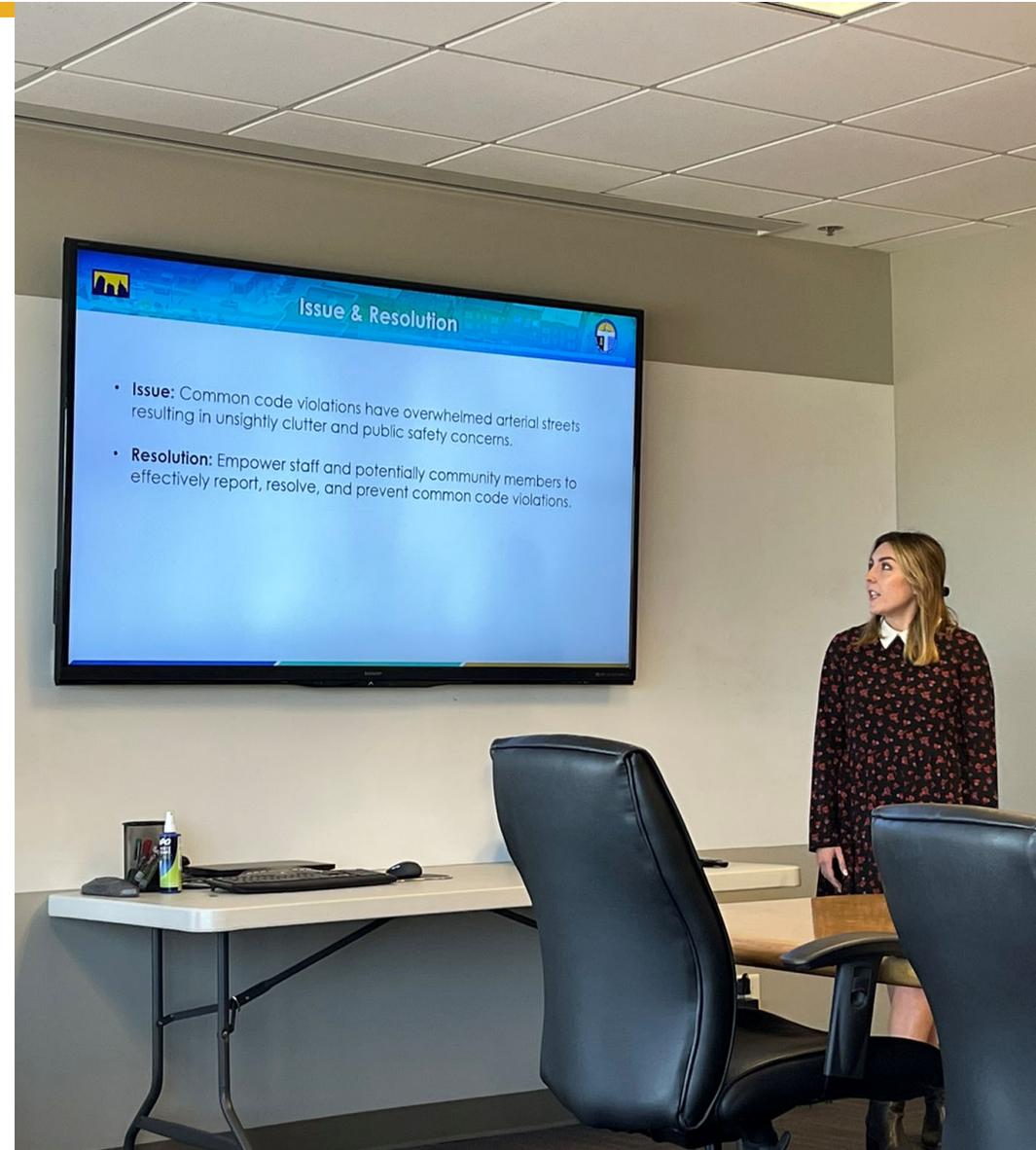
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- Presentations with Visual Aids
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- Collect Feedback



Sharing Results

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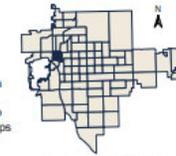
Downtown

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



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



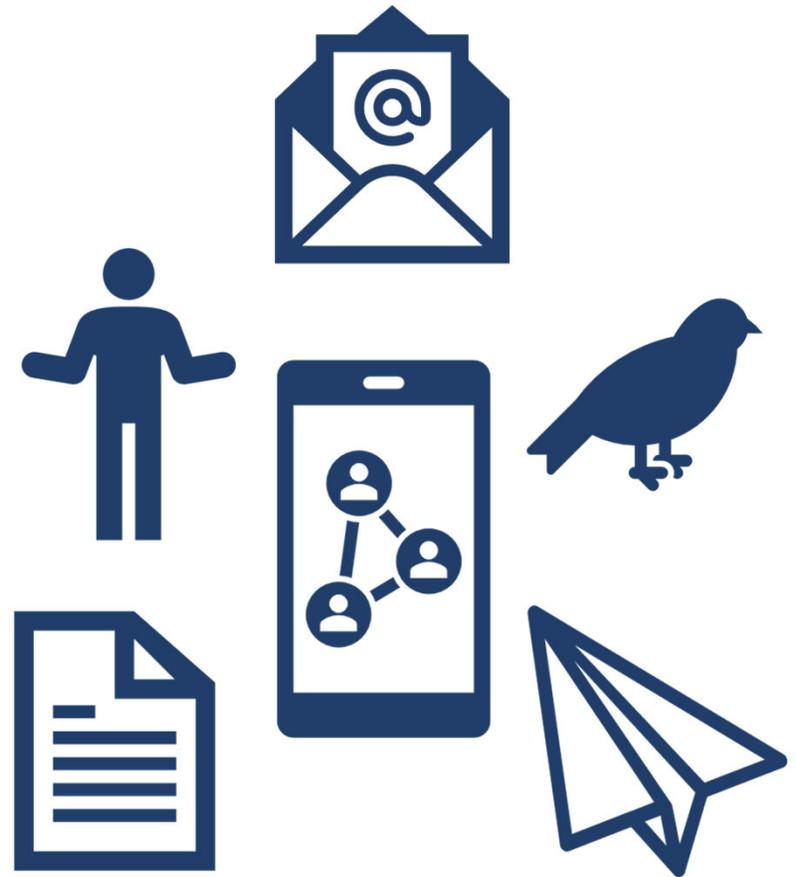
These scores reflect some opportunities for improvement. (more on pages 2-3)

¹ The data in this report is not personally identifiable. It was collected from the following public sources: United States Census Bureau, Data Axiom, 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

- Detailed Reports
- Presentations with Visual Aids
- Handouts
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Map of your Neighborhood

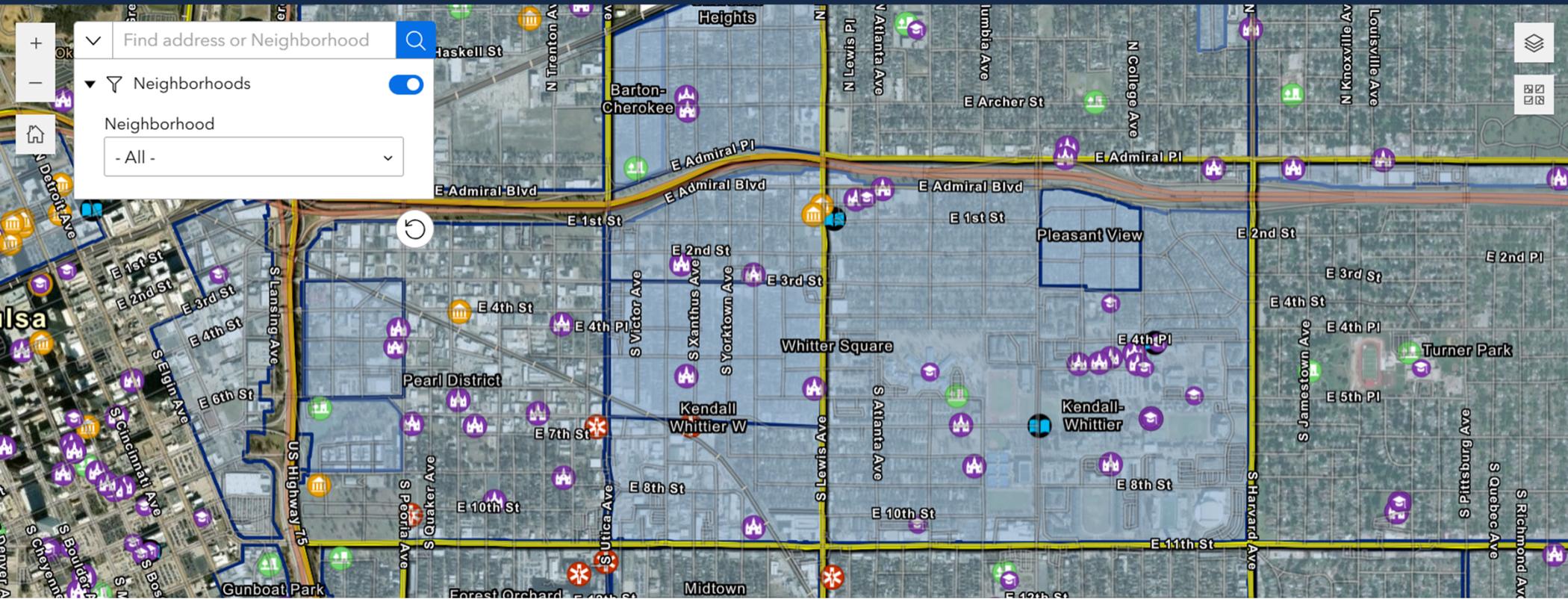


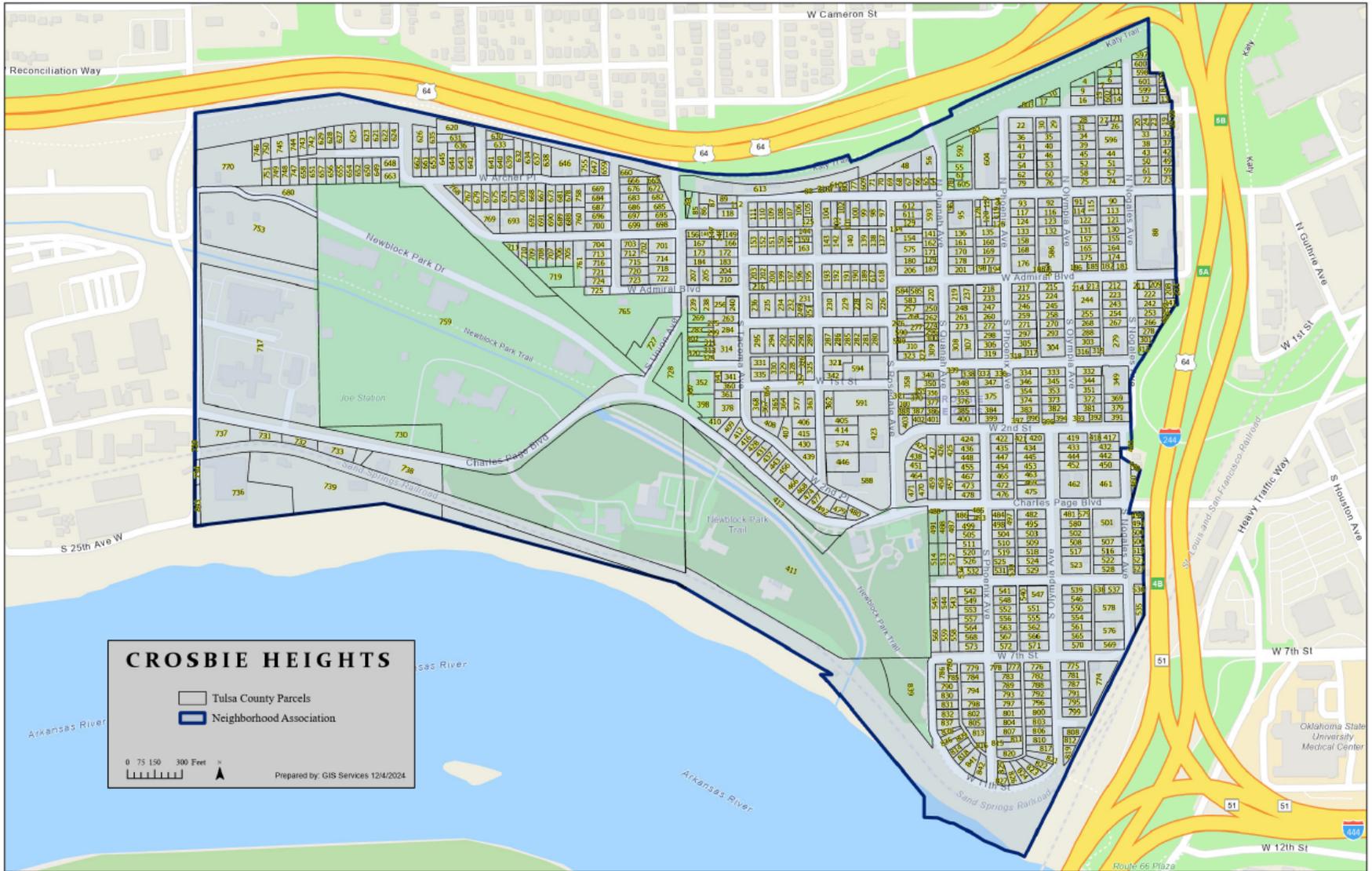


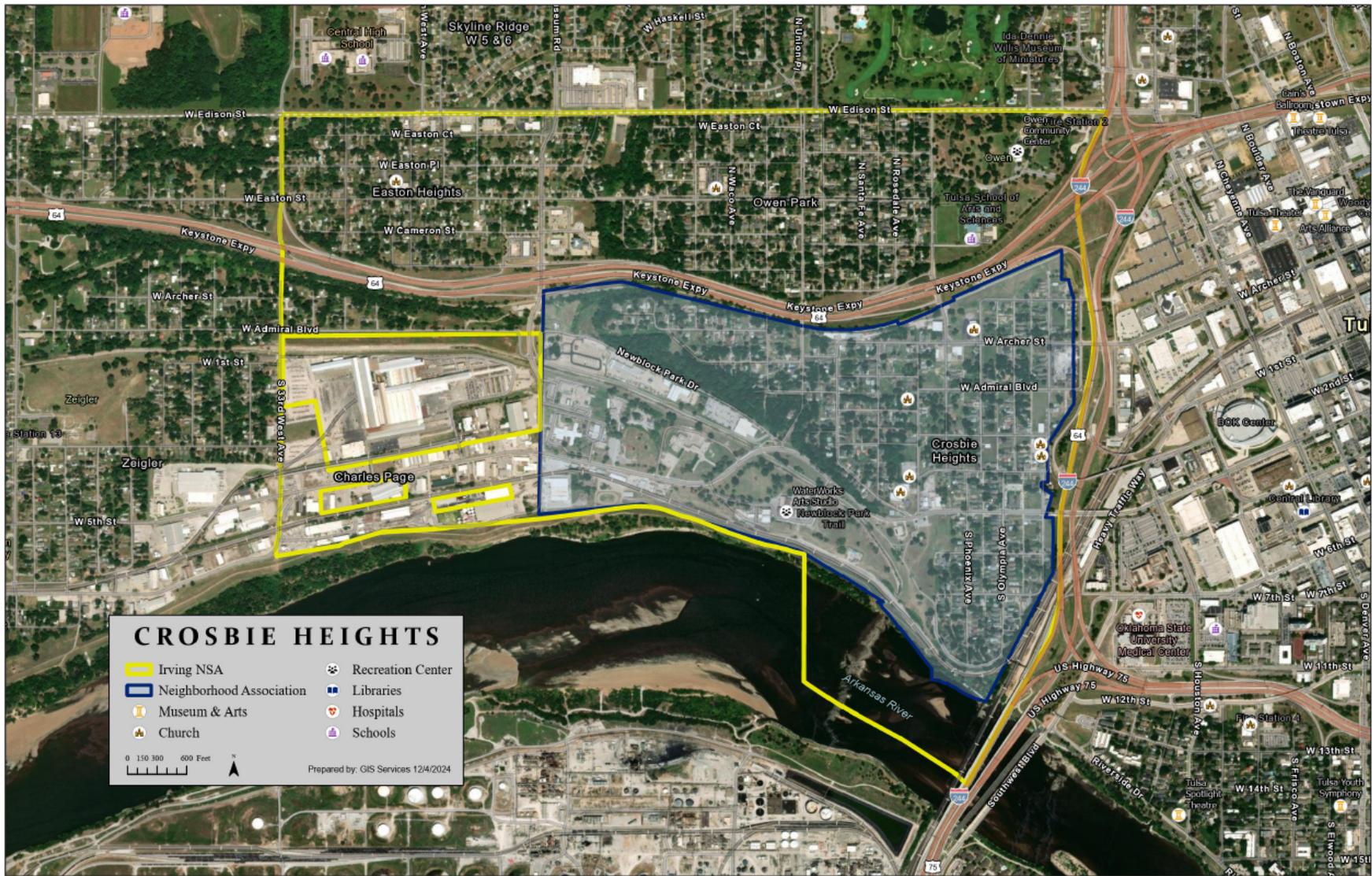
Neighborhood Academy - Explore Your Neighborhood!



Print







Activity

Mapping your Neighborhood



- **Work with the person next to you**
- **Discuss 1 potential objective or goal for a mapping exercise using the strengths that were identified in the SWOT analysis**
- **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

