



# Impact Reporting

Planning Office



**NEIGHBORHOOD  
ACADEMY**

**What do we want?**



# Impact Reporting

## Considerations:

- Cleanup event
- Join association
- Donate time, money, resources
- Advocate



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## Considerations:

- Cleanup event
- Join association
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### Course Summary

## MEASURING AND MAINTAINING SUCCESS



### Course Overview:

This course equips participants with frameworks for methodically encouraging recruitment and ongoing participation in neighborhood initiatives and groups.

### Purpose:

- Documenting and sharing the results of neighborhood group efforts
- Inspiring people to contribute their effort for the long-term
- Ensuring the continuity of neighborhood groups

### Content:

- How to prepare for and deliver impact reports, including telling a narrative, incorporating data, formatting, and addressing diverse audiences
- Preparing a succession plan for neighborhood association boards
- Documentation for current and onboarding board members, from a calendar of events to asset inventories

### Follow-up:

- Organize a project or initiative to include an impact report.
- Prepare a succession plan for your neighborhood association leadership.

**Who can help us?**



# Impact Reporting

## Audiences:

- Neighborhood Association
- Partner
- Volunteer
- Municipality



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# Impact Reporting

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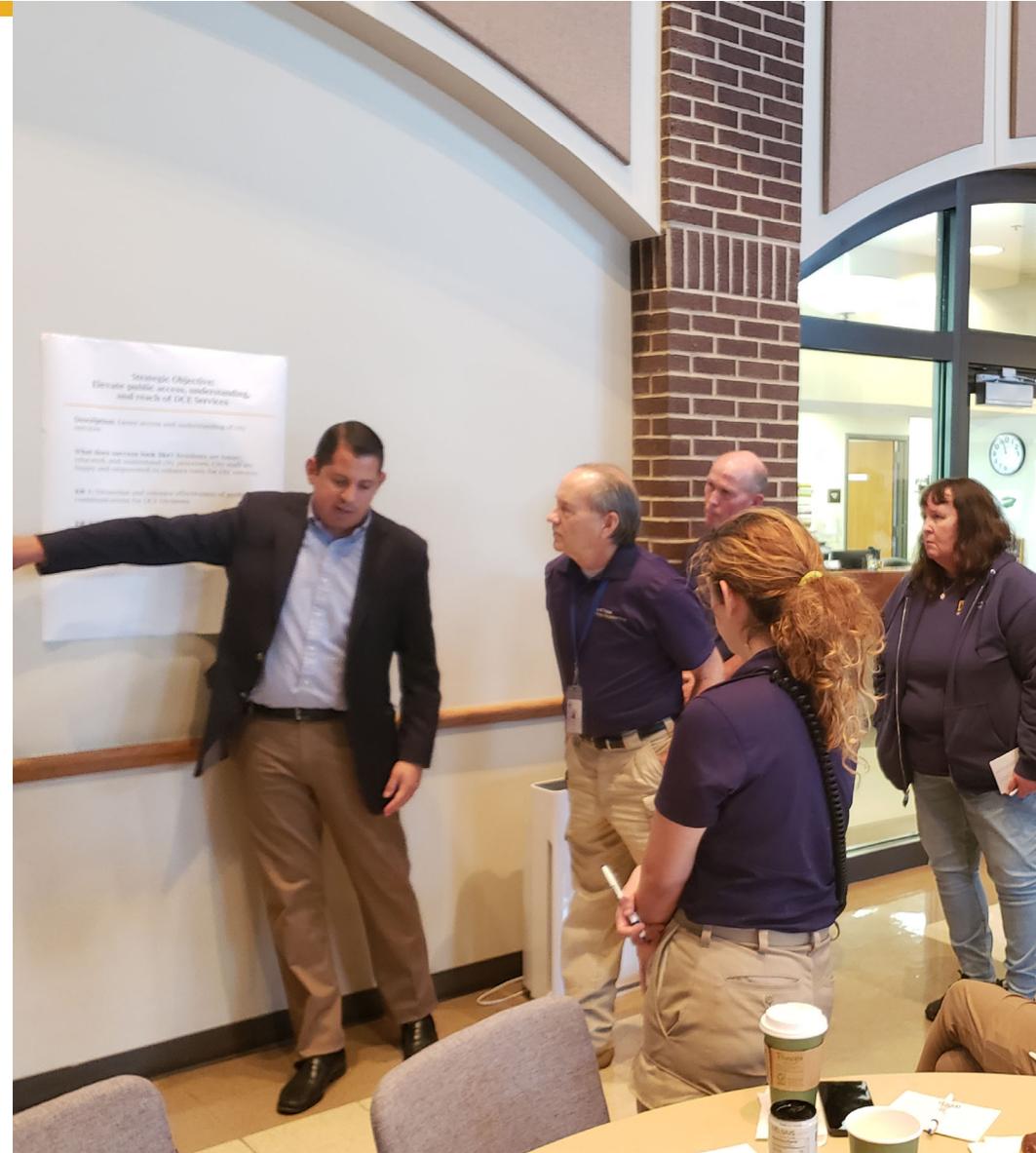
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## Audiences:

- Neighborhood Association
- Partner
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**What do they want to know?**



# Topics to Cover:

- **Communicate initiative effectiveness**
- Demonstrate Accountability & Transparency
- Build Trust & Credibility
- Inspire Support & Engagement



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# Activity



How do we tell *them* what  
*they* want to know?



How do we tell *them* what  
*they* want to know?

(*so they* can help *us*)



\_mp\_t  
R\_p\_n\_



# Impact Reporting!



Activity  
**IMPACT REPORTING**



Preparation Stage:

Data:	Narrative:	Media:
How will we measure progress towards reaching our goals?	Why is it important we pursue these goals?	How will we document the project with images or video?
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Implementation Stage:

Data:	Narrative:	Media:
Are we collecting data according to plan? Is there new data we might also want to collect?	What have we learned so far? In what ways are we adjusting course?	Are we documenting events and results according to plan?
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Reporting Stage:

Data:	Narrative:	Media:
How should we visualize data to illustrate our impact?	How have we made a difference?	Are we on track to edit, incorporate, and archive our documentation?
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Activity  
**IMPACT REPORTING**



Preparation Stage:

Data:	Narrative:	Media:
How will we measure progress towards reaching our goals? <i>Number of trash bags collected</i>	Why is it important we pursue these goals? <i>To beautify the neighborhood and reduce littering</i>	How will we document the project with images or video? <i>1. Before and after photos</i> <i>2. Video interviews with volunteers and neighbors</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____

Implementation Stage:

Data:	Narrative:	Media:
Are we collecting data according to plan? Is there new data we might also want to collect? <i>Areas where trash is being collected</i>	What have we learned so far? In what ways are we adjusting course? <i>After seeing some results, people are asking how they can help!</i>	Are we documenting events and results according to plan? <i>Folks who are shy on camera are giving testimonials instead.</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____

Reporting Stage:

Data:	Narrative:	Media:
How should we visualize data to illustrate our impact? <i>Bar graph showing number of bags collected in different areas</i>	How have we made a difference? <i>People are walking more and littering less!</i>	Are we on track to edit, incorporate, and archive our documentation? <i>Transcribe interviews.</i> <i>Upload photos to shared drive.</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____



# Impact Reporting

## Core Components:

- Problem
- People
- Action
- Results



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# Impact Reporting

## Core Components:

- Problem — **WHY** did something need to be done?
- People
- Action
- Results

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# Impact Reporting

## Core Components:

- Problem — WHY did something need to be done?
- People — WHO got involved?
- Action
- Results

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# Impact Reporting

## Core Components:

- Problem — WHY did something need to be done?
- People — WHO got involved?
- Action — **WHAT** did we do?
- Results

---

# Impact Reporting

## Core Components:

- Problem — WHY did something need to be done?
- People — WHO got involved?
- Action — WHAT did we do?
- Results — **HOW** was the situation affected?

**Problem:  
Why did something need to be  
done?**



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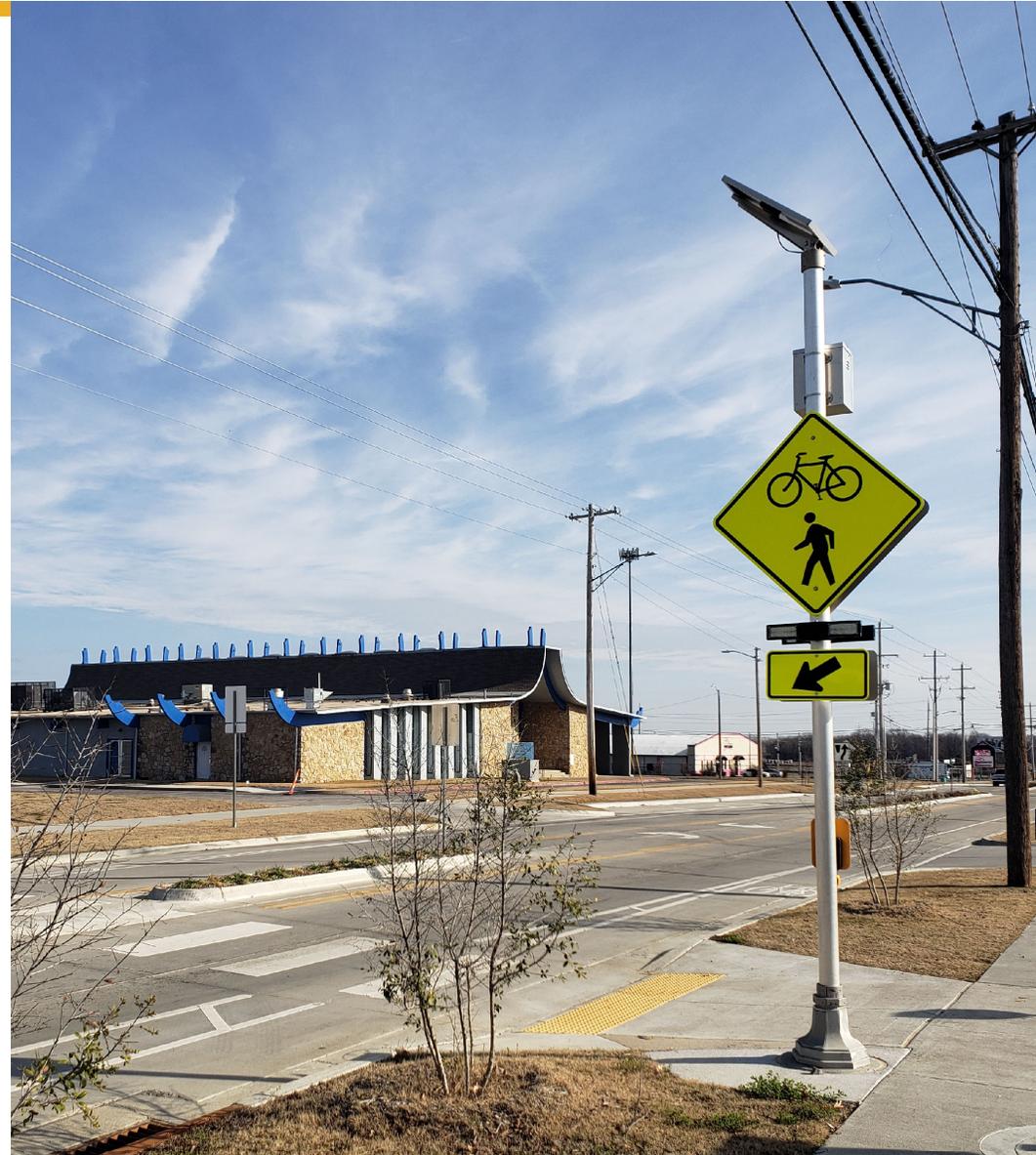
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### Eastland 2023 Neighborhood Conditions Index Report



#### 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 scale<sup>1</sup> 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



Eastland (Census Tract: 73.06, 73.12, 73.13)

**About this Area**  
The Eastland Neighborhood Statistical Area includes 2.5 square miles between 21st St, 31st St, Highway 169, and 145th E Ave. The area is characterized by a mix of housing types, including detached houses, townhouses, and apartment complexes. The area includes the Tulsa Global District and the Eastgate Metroplex, a large office complex located in the former Eastland Mall. Commercial development is clustered at major intersections, along with several religious institutions. Eastland is home to Dolores Huerta Elementary, Disney Elementary, a CAP Tulsa early childhood center, McCullough Park, and Martin Regional Public Library.

#### Score Overview

##### Overall Score

**2.1**  
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](https://tulsaplanning.org/nci) to learn more about the Neighborhood Conditions Index.

**CONTACT** us if you have any questions.

- ✉ [nci@cityoftulsa.org](mailto:nci@cityoftulsa.org)
- ☎ 918-596-7660 (Voicemail inbox)
- 🌐 [tulsaplanning.org/nci](https://tulsaplanning.org/nci)

##### Priority Group

**2**  
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)

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

# People: WHO got Involved?



# Impact Reporting

## Core Components:

- Problem
- **People**
- Action
- Results



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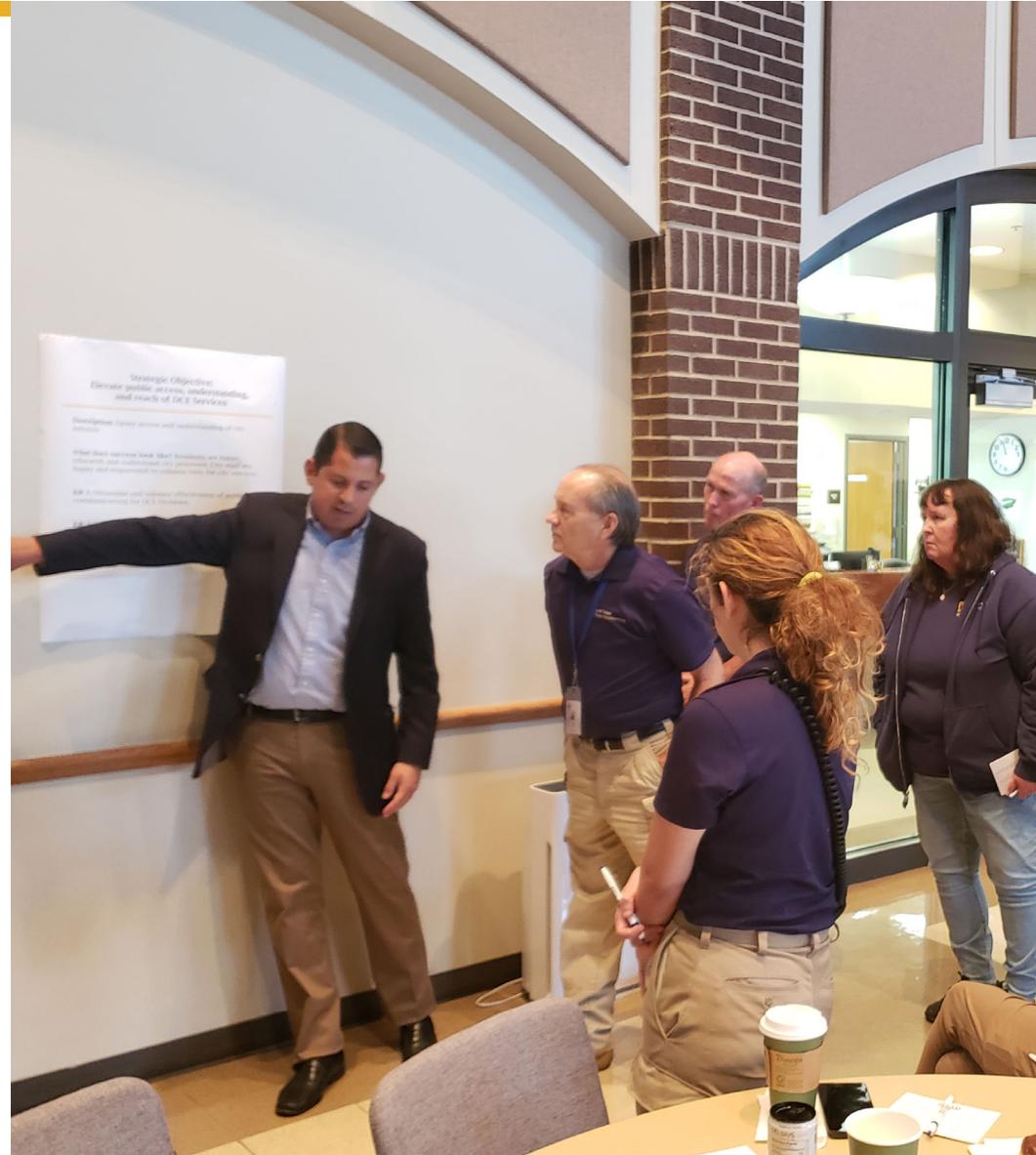
**Action:  
WHAT did we do?**



# Impact Reporting

## Core Components:

- Problem
- People
- Action
- Results



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## Core Components:

- Problem
- People
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# Impact Reporting

## Core Components:

- Problem
- People
- **Action**
- Results



# Impact Reporting

## Core Components:

- Problem
- People
- **Action**
- Results



**Result:**  
**HOW was the situation affected?**



# Impact Reporting

## Core Components:

- Problem
- People
- Action
- Results





# Impact Reporting

## Core Components:

- Problem
- People
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# Impact Reporting

## Core Components:

- Problem
- People
- Action
- **Results**



# Impact Reporting

## Core Components:

- Problem
- People
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# Impact Reporting

## Core Components:

- Problem
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**Put it all together**





FY 2024 Annual Report

Tulsa Global District

www.globaldistrict.org

## BY THE NUMBERS



**150+**  
entrepreneurs served



**\$71,000**  
disbursed in rental assistance



**3,000**  
attendees and 80+ vendors at cultural events



**\$69,000+**  
invested in our community

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## Community Profile



**14,845 residents**  
**5,001 households**



**34% residents under 18**



**40% Hispanic/Latinx**  
**4.5% AAPI**



**\$51,500**  
**Median Household Income**



**200+ Businesses**

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**14,845 residents**  
**5,001 households**



**34% residents under 18**



**40% Hispanic/Latinx**  
**4.5% AAPI**



**\$51,500**  
**Median Household Income**



**200+ Businesses**

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FY 2024 Annual Report

Tulsa Global District

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## BY THE NUMBERS



**150+**  
entrepreneurs served



**\$71,000**  
disbursed in rental assistance



**3,000**  
attendees and 80+ vendors at cultural events



**\$69,000+**  
invested in our community

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### Downtown Area Snapshot

Demographic	Tulsa	Tulsa
Population	4,984	413,066
Density	3,367	2,065
Male	73.1%	48.2%
Female	26.9%	51.2%
Persons under 18*	3.1%	23.4%
Marital Status		14.9%
Married	24.9%	45.2%
Never Married	54.6%	34.0%
Divorced/Widowed	21.1%	20.8%
Race, Ethnicity & Ability		
White	61.6%	51.8%
Black*	17.8%	14.9%
Asian/Pacific Islander*	2.4%	3.7%
American Indian*	5.3%	5.2%
Other*	4.6%	9.8%
Hispanic/Latin American*	8.0%	14.6%
Limited English Proficiency*	1.8%	4.8%
Households		
Total Households	1,956	163,801
Median Household Income	\$42,188	\$49,611
Single Parent Household*	2.2%	12.5%
Vehicles Available per Household		
Zero Vehicles	34.0%	8.4%
One Vehicle	42.5%	40.9%
Two+ Vehicles	23.6%	50.7%
Age 16+ in Labor Force	41.1%	63.4%
Employed	94.5%	94.2%
Per Capita Income	\$32,445	\$33,182
Blue Collar Workers	39.1%	40.4%
White Collar Workers	60.9%	59.6%
Units	2,127	190,223
Occupied	95.0%	90.0%
Owner-Occupied	14.4%	51.7%
Renter-Occupied	85.6%	48.3%
Vacant	5.0%	10.0%
Average rent cost	\$1,027	\$846
Average property value	\$107,694	\$203,719
Type of Housing		
Single family	3.5%	63.4%
Missing Middle	6.4%	10.1%
Multi-family	90.1%	26.4%
Highest Level of Education (Age 25+)		
Less than High School*	14.5%	12.5%
High School Diploma/GED	28.3%	25.4%
Some College/No Degree	23.3%	22.8%
Associate/Bachelor Degree	21.7%	28.2%
Graduate Degree	12.2%	11.1%

Economy	Tulsa	Tulsa
Total Businesses	1,999	22,930
Dining	95	1,283
Office	632	4,703
Lodging	18	135
Full-Service Grocery Store	-	57
Convenience Store/Gas	4	190
Manufacturing	59	517
Total Jobs	30,434	296,388
By Age		
29 or younger	16.2%	23.1%
30 - 54	58.0%	52.6%
55 or older	25.9%	23.8%
By Monthly Earnings		
\$1,250 or less	8.3%	17.0%
\$1,251 - \$3,333	22.8%	34.7%
\$3,334 or more	68.9%	48.3%
Top 5 Industry Sectors		
Professional, Scientific, & Tech. Services (16.4%)		
Public Administration (15.7%)		
Utilities (13.8%)		
Finance and Insurance (8.2%)		
Health Care and Social Assistance (7.5%)		
Development Incentive Areas*		
New Market Tax Credits	1	70
Opportunity Zones	1	16
TIF Districts	10	26
LIHTC	4	41
Commercial Revitalization	1	15
Public Services	This Area	Tulsa
Schools	6	170
Healthcare Providers	267	5,348
Social Services <sup>2</sup>	69	765
Financial Services	129	1,535
Social Clubs <sup>3</sup>	16	126
Police Station	2	7
Fire Station	-	49
Government	96	276
Child Care	4	85
Libraries	1	14
Places of Worship	10	518
Arts & Entertainment <sup>4</sup>	43	315
Parks	9	116
Neighborhood Groups		
• Business Association: Tulsa Arts District, East Village District		
• Neighborhood Association: Gunboat Park District		

\*Equity Data: Data points marked with an asterisk (\*) were used to calculate the Overall Score on page 1.

Sources: US Decennial Census 2020, American Community Survey (ACS) 2016-2020 5 year Estimates, Demographics Now 2021 Estimates, Data Arks, City of Tulsa, INCOG, and in-house databases.

## Project Highlights



"Tulsa, Mi Cultura" is a new mural that was installed in partnership between Tulsa Global District and Living Arts. The artist, VNICE, painted this multicultural representation of East Tulsa at East Side Blends. The artist, who grew up in East Tulsa after moving here from Mexico, has installed multiple other murals in the area and is currently working on an underpass mural project in the Global District.



We worked with 15 local artists and schools to paint trash cans to be displayed around the Global District. Artists were provided a stipend to create a trash can that represented what East Tulsa means to them. This project, supported by TYPROS Foundation and Ascension St. John CHECS, allows us to address trash and cleanliness in the district while also investing in public art.



In partnership with El Centro, we provided \$71,000 in rental assistance to East Tulsa households in FY24. Up to \$3,000 was paid directly to landlords for each approved household. The majority of participants were primarily Spanish-speaking households with children.

### Community Profile

- 14,845 residents
- 5,001 households
- 34% residents under 18
- 40% Hispanic/Latinx
- 4.5% AAPI
- \$51,500 Median Household Income
- 200+ Businesses

## Supporters

- George Kaiser Family Foundation -
- Ascension St. John Foundation (CHECS) -
- Zarrow Commemoration Fund
- Blue Cross Blue Shield of Oklahoma - Casey's
- City of Tulsa - Bank of America - Oklahoma Arts Council - ONE Gas - ONEOK - Partner Tulsa - Public Service Company of Oklahoma - Reasers - Rivas and Associates - Supermercados Morelos - Tulsa Remote - TYPROS Foundation - Williams Energy

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FY 2024 Annual Report

Tulsa Global District

www.globaldistrict.org

## BY THE NUMBERS



**150+**  
entrepreneurs served



**\$71,000**  
disbursed in rental assistance



**3,000**  
attendees and 80+ vendors at cultural events



**\$69,000+**  
invested in our community

**"Definitely one of the best decisions I have ever made [participating in Grow Global], the support was the best, it helped me a lot in business and personal matters. Without a doubt the best program and the best advice and help to conclude many aspects of my business."**

Marysol Gomez, owner of S&M Boutique

## WHO WE ARE

Our organization is focused on revitalization of the Tulsa Global District, located at the intersection of 21st St and Garnett Rd. As one of the most multiculturally diverse areas of Tulsa, there are many unique cultural assets, but the area has suffered from disinvestment. We aim to invest in the area to create a vibrant, culturally diverse community that welcomes both residents and visitors.

### Fiscal Year 2024 Highlights:

- Hired Small Business Specialist.
- Moved to 1801 S Garnett Rd and co-located with El Centro and TICDC.
- Relaunched the Rental Assistance Program with El Centro.
- Implemented business support programs, including The Entrepreneurial Show, Connect Local, Grow Global, and training programs, to support over 150 entrepreneurs.
- Held Hispanic Heritage Day and AAPI Night Market, drawing over 3,000 attendees and 80+ vendors, with significant media coverage highlighting their community impact.
- Completed urban art projects, including the "Tulsa: Mi Cultura" mural (artist: VNICE) at East Side Blends and the Trash Can Art Initiative, featuring decorated bins by local artists displayed throughout the area.

## STAFF SPOTLIGHT

Alejandro Garcia joined the team in October 2023 as the Small Business Specialist. He works with small businesses to provide referrals to other programs, connections with lending opportunities and one-on-one support. He also created the Connect Local program, which identified six small businesses to receive paid digital marketing support for 3 months, resulting in an increase in customers and sales.



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**5,001 households**



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**Median Household Income**



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**What's next?**



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# What's next?

## Measuring & Maintaining Success

- ✓ Impact Reporting
- Succession Planning

## City Resources

- Connecting with the City of Tulsa
- Neighborhood Success Stories
- Neighborhood Resource Event

**THANK YOU**

