

VISIT



CITY OF
Tulsa
A New Kind of Energy.



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Dear Tulsans,

During my first year as your Mayor I was determined to do what it took for the City to weather the storm of the great recession. It was a period of learning, leading, and repairing all at the same time. We knew in the midst of holding the City together that we also had to cast a new vision of hope and optimism for the future to keep Tulsa the great city it has always been.

As you will see in this Vision review, in 2010 we embarked on a number of 'firsts' that I believe will give us both the stability and a renewed sense of confidence in our future. I am pleased that the City Council has joined me in these efforts.

As a city we have always taken the reins of our destiny thanks to the deep commitment of our business and philanthropic partners. I am most grateful for their support.

As we begin to see the fruits of this new vision in 2011, we will once again welcome and experience our bright future. We are all on this journey together as One Tulsa, and I am confident we will reach our full potential as one of the best places to live in America.



Mayor Dewey F. Bartlett, Jr.

TULSA 2020

MANY VOICES — ONE VISION

In the next decade, you will be part of Tulsa's renaissance as we recapture the community spirit that first made Tulsa a city known throughout our region for its culture, business, neighborhoods and citizenship. More than ever, citizens and institutions are charged with casting the next vision for Tulsa and this vision will come to pass:

When the best of the past merges with the promise of the future.

When ideas transform institutions.

When excitement drives our ability to conquer any challenge.

When the history which put Tulsa on the map reminds us of what we can do.

Legacies are to be built upon, not just remembered. It's time we pull ourselves up, as we always have, to put our "can do" spirit ahead of "can't do"; to focus on what needs to be done to move ahead; to build a plan around responsibility, opportunity and community.

Tulsa 2020 starts by listening to the many voices we have heard through our first-of-a-kind citywide citizen's survey. Soon, I will be sharing with you what Tulsans think our vision should be. This survey reflects the visions and values of citizens from every sector of the community. It is this grass-roots approach that makes it so powerful and so likely to succeed.

OUR PRIORITY INITIATIVES FOR 2011 ARE:

KPMG

This first-of-a-kind review of the entire operation of City government was completed and will begin to be implemented making City government more responsive, cost effective and customer oriented. The challenges government faces today must be met with a new structure for managing change.

Citizens Survey

For the first time, a comprehensive citywide citizen's survey was launched in December. Nearly 2,000 households will be asked more than 100 questions on all aspects of city life in Tulsa. When the results are received in early 2011, a new Tulsa 2020 Vision plan of action, transparency, and accountability will be prepared.

Restoration

With our new conservative fiscal policies in place, we were able to restore important core services that had been eliminated or scaled back. Even though our unemployment rate in December of 2010 was near the same as December of 2009, we turned highway lights back on, resumed public safety academies with larger numbers than in the past, returned two helicopters and pilots to service, eliminated the remaining furlough days for the year, and fully funded our emergency reserve fund without a tax increase.

Tax Collection

The push to collect the sales and use taxes destined for the City of Tulsa will continue. With both a pending lawsuit to allow local collection as well as pending legislation to return the option to cities, this is critical to support public safety. Early in 2011, new private auditors approved by the tax commission will be allowed to audit local business for payment compliance.

Energy Master Plan

The City of Tulsa's first Energy Conservation Master Plan will be completed. Spanning across dozens of facilities and public improvements, the plan will identify where energy usage and costs can be conserved, where alternative types of energy can be used, and where capital energy improvements will keep energy costs the same or lower.

Street Improvements

In 2010, we launched the most aggressive streets improvement projects in many years. As inconvenient as street construction can be, after years of neglect we had to begin repairing our transportation system. Fiscal year 2009 saw the lowest amount spent on pothole repairs in over four years. We reversed that trend and increased spending by 20%, and will continue to restore this important maintenance.

Business Liaison

While big industry and the jobs it brings is a necessity to any community, small business is most important to the economic health of Tulsa. Yet the size of government and its abundance of red tape can present obstacles to the small business owner. To provide the responsive guidance which a small business needs getting through the maze of government regulations, a new, first-of-a-kind Development Services Coordinator was created in 2010 to act as a liaison between businesses and government offices and the development community.

Municipal Finance

With the Municipal Finance Task Force issuing its 13 recommendations in December, Tulsa will start off the next legislative session in February having introduced several bills that will provide the City with fiscal options, flexibility, and opportunities to stabilize city finances.

Arkansas River

For the first time since October of 2007, serious talk and movement on development of areas along the Arkansas River resumed. Early in 2011 a Request for Proposal will be issued to develop approximately 100 acres on the west bank of the river. This year will also be the start of the dialogue with the government leaders of the other river cities on the creation of a river development authority.

PLANiTULSA

Implementation of the first update of the City's comprehensive plan in 30 years will launch with two main objectives for 2011: Hiring a Director of Planning to oversee that the strategies and recommendations are implemented in a timely, organized, and coordinated manner and updating the zoning code so that those recommended uses of land and space have a sense of balance, flexibility, livability, and opportunity.

Collaborative Government Advisory Committee

Citizens expect government services, but seldom pay attention to which organization or level of government actually provides the services. What they know is that they, as taxpayers, pay for those services. We will continue to strengthen our relationships with Tulsa County as well as other surrounding communities. In 2010, my office issued an executive order creating the City County Collaborative Advisory Committee. In 2011, the committee will begin the exploration of partnerships and joint ventures.

EACH OF THESE PIECES OF THE NEW
VISION WAS DEVELOPED IN 2010
EVEN AS WE BATTLED THE WORST
RECESSION IN OUR CITY'S HISTORY.
WITH THOSE DARK DAYS IN OUR
REAR-VIEW MIRROR, WE NOW HAVE
A VISION FOR A BETTER TULSA.



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