



Dear PLANiTULSA members,

I am honored to send you this preview of the PowerPoint report that summarizes all the findings from the research we have conducted on your behalf. Some of you have already seen portions of this at last month's meeting. This version is more complete and incorporates your suggestions.

We have embedded quite a bit of detail in the "notes" section of the PowerPoint including key portions of the crosstabs. If you can't open the document, would like us to fax you, would like to pick up a hard copy or have any trouble interpreting the data that is shown, please feel free to contact us for assistance.

This is a preview for you only and we ask that you not distribute it until after the Monday meeting. We will be pre-briefing members of the press early next week and posting it to the PLANiTULSA website on Tuesday, but wanted you to have a chance to review it first over the weekend.

I'll be presenting this material quickly at Monday's meeting and then hoping to have enough time to take your questions and have a good discussion. We will finalize the PowerPoint after incorporating any further suggestions that you all have, hopefully by the end of the July. Meanwhile, this is the version that we will be using for community discussion.

Please feel free to email or call me directly if you have any questions or comments before or after the meeting as well. I look forward to your thoughts on this material, and to working together to make sure that PLANiTULSA is closely aligned with the community's values and hopes.

Thank you again for all the time and energy you put into helping with the research process. See you Monday!

Sincerely,

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PLANiTULSA
Research Overview
Pre-Final Report for Community Discussion
July 10, 2008

Presented by:



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Executive Summary



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Perceptions Versus Reality

- Reality: Tremendous consensus exists.
 - Clear and unified vision of top priorities – these revolve around a basic services agenda - street repair, education, health care
 - Need for new jobs, training and support for entrepreneurs
 - Balanced transportation investment and need for choices
 - Widespread understanding of which areas need resources and attention first
- Perception: Big disconnect between city leaders, stakeholders and various segments of the City



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Key Planning Concepts Are Not Well Understood: What is Their Role in Helping Meet Basic Services?

- Walkable areas
- Density and new housing choices
- Infill
- Retail
- Entertainment Venues
- River Development
- Parks



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People in Tulsa are Worried:

- About the future
- About keeping young people in Tulsa
- About the economy
- That those with money have too much influence
- That city leaders don't understand their needs



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View from the Next Generation

- Opinions of those 18 to 34 are generally consistent with the total population
- Totally solid on the "basic services agenda"
- Significantly more focused on:
 - More entertainment venues (50% to 35%)
 - Local independent retail (43% to 31%)
 - Downtown getting too little (40% to 31%)
 - Adding bike lanes, sidewalks (55% to 48%)
 - North Tulsa as top priority for the future (43% to 34%)



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PLANiTULSA Has a Strong Start

- Positive energy surrounds the plan in the early stages
- People are enthusiastic and want to participate
- Unanimous feeling that if participation is high and the City implements the plan fairly, it will change Tulsa for the better



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Message to the PLANiTULSA Team from the Polling

- Focus on how physical infrastructure can support the consensus around a basic services agenda
- Connect healthy city planning concepts like infill and retail to basic services
- Reframe transportation investment to a balance between street repair and gas saving alternatives like rail, streetcar, bus, bike
- Help people participate in the plan all along the way
- Keep the plan transparent and protect it from the perception that special interests will do what they want no matter what



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Message to the Citizens Of Tulsa from the polling

- Do whatever it takes to move beyond the perceived disconnect, fragmentation and fears of the past.
- Recognize the consensus that exists among diverse parts of the city and use it strengthen a unified community sense of purpose
- See Tulsa's multicultural mix as a unique and compelling strength
- Don't listen to those who believe Tulsa is "already built out." People are open to development in both new and existing areas.
- Build a future for Tulsa that keeps your young people here and attracts jobs to benefit the whole city, starting with North Tulsa and extending to all areas



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Detailed Research Findings



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Research Objectives

- Provide the values framework for the plan
- Understand perceptions and priorities
- Help the planning team tune in to needs, hopes and fears of the community
- Metrics for holding the plan accountable
- Help people from all walks of life feel "heard" and begin to cultivate their relationship with the plan



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Methodology

In-depth Interviews

- IDIs with key stakeholders:
 - Elected officials
 - Business executives - large and small
 - Neighborhood leaders
 - Non profit leaders - churches, cultural organizations, human services, schools, environmental
 - Minority leaders
- Initial list provided by the City
- Additional independent research to ensure diverse cross section

Public Opinion Survey

- 1000 interviews, stratified to US Census demographics, and split across five geographic segments of the city
- 23 minute phone calls to randomly selected Tulsa residents



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In Depth Interviews: Key Themes

- Paradox between Tulsa is perceived as a friendly city that has a generous spirit but is also seen as intolerant, “old school” and resistant to change
- Well intentioned “oligarchy” is out of touch
- Inclusivity is a significant problem
- Fragmentation of the city along racial, class and geographic lines
- Lack of unity – seems to be no way to pull it all together
- Implementation of plans as envisioned and funding them are perceived as serious problems
- Fatalism about lack of zoning and code enforcement and special favors for the wealthy



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In Depth Interviews: Key Themes continued

- Economic stagnation and lack of identity
- Competition with Oklahoma City – let alone the rest of the global economy
- Fixing the streets – funding infrastructure investments generally
- Too car oriented but not sure what alternatives are best in what combination
- Preservation of historic architecture and traditional neighborhoods
- Not a green or sustainable city – and have a long way to go to get there
- Pride in the City – want the “swagger back”



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Public Survey Findings



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Public Opinion Survey Demographics

- Age
 - 18-34 18%
 - 35-44 18%
 - 45-54 24%
 - 55-64 16%
 - Over 65 24%

- Income
 - Less than \$25,000 22%
 - \$25,000 to \$50,000 30%
 - \$50,000 to \$75,000 16%
 - \$75,000 to \$100,000 9%
 - Over \$100,000 11%
 - Don't know/refused 12%

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Census Bureau Stats for Tulsa 2000

White	70%
Black/ AA	15%
Hispanic	7%
American Indian and Alaska Native	5%
Asian	2%
Some other race	1%

In 1990, Hispanics were at 2.6%. In 2000 at 7.2%, and in 2005 at 7.3%



Public Opinion Survey Demographics

- Ethnicity
 - Caucasian 68%
 - Non-Caucasian 32%
 - African American 12%
 - Hispanic 10%
 - American Indian 4%
 - Asian 2%
 - Some other race 4%



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US Census / This Survey

	Population	US Census	Tulsa Survey
North	75,549	18%	22%
Midtown/DT	113,419	27%	20%
West	48,199	11%	13%
East	91,696	22%	20%
South	93,450	22%	26%



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Key Framing

It's Tulsa's turn now to come together for a vision of the future **89%**





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It's Tulsa's turn now to come together for a vision of the future	
North	87%
East	86%
South	90%
West	91%
Midtown/ DT	91%
White	89%
Non-white	89%



Like Most About Tulsa

Top answers:

- Peaceful/ safe/ clean
- Convenient/ good location
- Size/ not too big and too small
- Cost of living/ cheap/ inexpensive
- Atmosphere/ green/ parks/ trees/ lakes/ river
- Close family here

Q. What do you like most about living in Tulsa?



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Like Least About Tulsa

Top answers:

- Roads/ streets
- Public transportation system
- Politics/ local government
- Public education
- Lack of jobs
- Lack of entertainment
- Crime/ gangs

Q. What do you like least about living in Tulsa?



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Day to Day Worries

Top answers:

- Crime
- Economy and jobs
- Education
- Gas prices
- Cost of living

Q. What is your biggest personal day-to-day worry as you go about your life in Tulsa?



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Biggest threat to Quality of Life

Top answers:

- Crime
- Economy
- Our children's future
- Streets
- Health issues

Q. What is the biggest threat to the overall quality of life across the city of Tulsa?



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Highest Ranking Top Priorities

Strong Consensus High Priorities (More than 60%)

- Repairing and maintaining streets 84%
- Improving public education 80%
- New economic opportunities and jobs 79%
- Clear air and water 78%
- Improving public safety 76%
- Health care 71%
- Renewable energy sources 68%
- Keeping young adults in Tulsa 66%
- Support for small business and entrepreneurs 64%
- Housing that is affordable 63%
- Harmony among the races 61%

Q. For each of the following, please tell me if you believe it is a high, medium or low priority for Tulsa in the future?



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Repairing and maintaining existing streets	
North	81%
East	81%
South	85%
West	85%
Midtown/ DT	88%
White	90%
Non-white	70%

Clean air and water	
North	78%
East	79%
South	75%
West	77%
Midtown/ DT	84%
White	79%
Non-white	76%

Improving Public Education	
North	81%
East	80%
South	75%
West	81%
Midtown/ DT	83%
White	79%
Non-white	82%

Adding new economic opportunities and jobs	
North	77%
East	76%
South	81%
West	79%
Midtown/ DT	84%
White	80%
Non-white	78%

Improving Public Safety	
North	76%
East	77%
South	76%
West	76%
Midtown/ DT	74%
White	76%
Non-white	76%

Health Care	
North	75%
East	73%
South	66%
West	73%
Midtown/ DT	70%
White	69%
Non-white	74%

Keeping young adults in Tulsa	
North	62%
East	64%
South	65%
West	66%
Midtown/ DT	75%
White	67%
Non-white	65%

Making renewable energy available	
North	68%
East	68%
South	66%
West	62%
Midtown/ DT	73%
White	68%
Non-white	68%

Harmony among the various racial and ethnic groups who live there	
North	59%
East	61%
South	60%
West	58%
Midtown/ DT	64%
White	62%
Non-white	56%

Making sure that housing is affordable for students, seniors and working people	
North	69%
East	70%
South	55%
West	68%
Midtown/ DT	58%
White	61%
Non-white	69%

Support for small businesses, independent businesses and entrepreneurs	
North	63%
East	60%
South	63%
West	64%
Midtown/ DT	68%
White	64%
Non-white	62%

Job training for occupations that don't require a college degree	
North	65%
East	57%
South	53%
West	62%
Midtown/ DT	56%
White	55%
Non-white	66%



Majority Priorities

Majority priorities (Between 50% and 60%)

- Job training for jobs that don't require college 58%
- Creating more transportation alternatives like rail or streetcar 55%
- Support for large businesses relocating to Tulsa 53%
- Preserving historic buildings and architecture 53%
- Protecting the character of neighborhoods 52%

Q. For each of the following, please tell me if you believe it is a high, medium or low priority for Tulsa in the future?



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Creating more transportation alternatives like rail or streetcar		Protecting the character of Tulsa's traditional neighborhoods		Support for large corporations interested in relocating here from other states		Cooperation with Suburban Communities	
North	54%	North	49%	North	53%	North	49%
East	52%	East	51%	East	49%	East	45%
South	54%	South	48%	South	56%	South	48%
West	59%	West	58%	West	47%	West	46%
Midtown/ DT	59%	Midtown/ DT	59%	Midtown/ DT	55%	Midtown/ DT	39%
White	56%	White	53%	White	53%	White	44%
Non-white	53%	Non-white	49%	Non-white	52%	Non-white	50%

Preserving Tulsa's historic buildings and architecture	
North	51%
East	47%
South	52%
West	58%
Midtown/ DT	59%
White	53%
Non-white	49%

Easing Traffic by widening existing streets	
North	44%
East	53%
South	56%
West	45%
Midtown/ DT	45%
White	50%
Non-white	48%

Sustainability and green initiatives	
North	51%
East	41%
South	42%
West	37%
Midtown/ DT	50%
White	45%
Non-white	44%



Just NOT High Priorities

(Below 50%)

- Easing traffic by widening streets 49%
- Easing traffic by adding bike lanes, sidewalks, rights of way 48%
- Easing traffic by building new roads 48%
- Flood control with suburbs 48% Working 46%
- Sustainability and green initiatives 45%
- Making Tulsa more walkable and less car oriented 44%
- Limiting immigration 40%

Q. For each of the following, please tell me if you believe it is a high, medium or low priority for Tulsa in the future?



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Limiting immigration	
North	43%
East	49%
South	40%
West	38%
Midtown/ DT	30%
White	41%
Non-white	37%

Making Tulsa more walkable and less car-oriented	
North	46%
East	42%
South	40%
West	41%
Midtown/ DT	51%
White	44%
Non-white	45%

Flood Control	
North	50%
East	54%
South	45%
West	50%
Midtown/ DT	39%
White	43%
Non-white	58%

Easing traffic by widening existing streets	
North	44%
East	53%
South	56%
West	45%
Midtown/ DT	45%
White	50%
Non-white	48%

Easing traffic by adding bike lanes, sidewalks and right of way for public transportation	
North	52%
East	48%
South	43%
West	48%
Midtown/ DT	52%
White	47%
Non-white	51%

Arkansas River development and amenities	
North	22%
East	20%
South	41%
West	30%
Midtown/ DT	38%
White	31%
Non-white	29%

More Entertainment venues and things for people to do	
North	41%
East	33%
South	33%
West	36%
Midtown/ DT	32%
White	29%
Non-white	49%

More local independent retail shops and restaurants	
North	39%
East	28%
South	23%
West	40%
Midtown/ DT	31%
White	26%
Non-white	26%



Just NOT High Priorities continued

- More entertainment venues 35%
- Arkansas River development 31%
- More local independent retail 31%
- More parks 31%
- Infill 27%
- More national chain retail 15%

Q. For each of the following, please tell me if you believe it is a high, medium or low priority for Tulsa in the future?



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More parks and natural areas	
North	38%
East	31%
South	26%
West	33%
Midtown/ DT	31%
White	27%
Non-white	43%

Adding more infill development	
North	33%
East	26%
South	23%
West	28%
Midtown/ DT	24%
White	25%
Non-white	30%

More national chain retail stores	
North	25%
East	15%
South	14%
West	11%
Midtown/ DT	8%
White	7%
Non-white	31%



No “Single” Priority Dominates

Indicates a broad “basic services agenda”

- | | |
|---------------------------------------|-----|
| • Repairing roads | 20% |
| • Improving public education | 13% |
| • Improving public safety | 10% |
| • New economic opportunities and jobs | 8% |
| • More alternative transportation | 4% |
| • Other | 45% |

Q. And of all these priorities we have discussed, which ONE is the single most important to you to make the future of Tulsa the best it can be?



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Transportation Summary of Priorities

Fix the streets - What it's about?

- Repairing and maintaining streets 84%
- Creating more transportation alternatives like rail or streetcar 55%
- Easing traffic by widening streets 49%
- Easing traffic by adding bike lanes, sidewalks, rights of way 48%
- Easing traffic by building new roads 48%
- Making Tulsa more walkable and less car oriented 44%



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Repairing and maintaining existing streets	
North	81%
East	81%
South	85%
West	85%
Midtown/ DT	88%
White	90%
Non-white	70%

Creating more transportation alternatives like rail or streetcar	
North	54%
East	52%
South	54%
West	59%
Midtown/ DT	59%
White	56%
Non-white	53%

Easing traffic by widening existing streets	
North	44%
East	53%
South	56%
West	45%
Midtown/ DT	45%
White	50%
Non-white	48%

Easing traffic by adding bike lanes, sidewalks and right of way for public transportation	
North	52%
East	48%
South	43%
West	48%
Midtown/ DT	52%
White	47%
Non-white	51%

Building new roads	
North	49%
East	50%
South	50%
West	50%
Midtown/ DT	42%
White	47%
Non-white	51%

Making Tulsa more walkable and less car-oriented	
North	46%
East	42%
South	40%
West	41%
Midtown/ DT	51%
White	44%
Non-white	45%



Transportation Satisfaction

70% Not very satisfied

Satisfied with transportation choices:

- Very satisfied 30%
- Somewhat satisfied 43%
- Not satisfied 26%
- Don't know 1%

Q. How satisfied are you with the transportation choices you currently have?



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How do you usually get around in Tulsa?	CAR	BUS
North	86%	6%
East	93%	1%
South	95%	3%
West	95%	0%
Midtown/ DT	94%	2%
White	94%	1%
Non-white	89%	6%

What other ways would you like to be able to get around Tulsa?	(RAIL/STREETCAR)	BUS	WALK/BIKE
North	44%	46%	32%
East	45%	37%	37%
South	42%	38%	36%
West	51%	38%	37%
Midtown/ DT	52%	40%	45%
White	47%	36%	37%
Non-white	44%	47%	37%

How satisfied are you with the transportation choices you currently have?	VERY SATISFIED	SOMEWHAT	NOT SATISFIED
North	27%	47%	26%
East	33%	39%	26%
South	35%	43%	21%
West	30%	43%	27%
Midtown/ DT	26%	45%	29%
White	29%	44%	26%
Non-white	22%	42%	32%

	DIAL A RIDE	TAXI	CAR
North	13%	9%	9%
East	10%	9%	2%
South	10%	5%	3%
West	13%	11%	2%
Midtown/ DT	14%	9%	2%
White	11%	7%	2%



Interest in Gas Saving Transportation Choices

Car is primary transportation: 93%

Would like to also use:

- Rail or streetcar 46%
- Bus 40%
- Walk/ bike 37%
- Dial-a-Ride Van 12%
- Taxi 8%
- Car 4%
- Other/ Don't know 15%

Q. How do you usually get around Tulsa? What other ways would you like to be able to get around Tulsa?



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How do you usually get around in Tulsa?	CAR	BUS
North	86%	6%
East	93%	1%
South	95%	3%
West	95%	0%
Midtown/ DT	94%	2%
White	94%	1%
Non-white	89%	6%

What other ways would you like to be able to get around Tulsa?	(RAIL/ STRE ETCA R)	BUS	WALK/ BIKE
North	44%	46%	32%
East	45%	37%	37%
South	42%	38%	36%
West	51%	38%	37%
Midtown/ DT	52%	40%	45%
White	47%	36%	37%
Non-white	44%	47%	37%

How satisfied are you with the transportation choices you currently have?	VERY SATISFIED	SOMEWHAT	NOT SATISFIED
North	27%	47%	26%
East	33%	39%	26%
South	35%	43%	21%
West	30%	43%	27%
Midtown/ DT	26%	45%	29%
White	29%	44%	26%
Non-white	22%	42%	32%

	DIAL A RIDE	TAXI	CAR
North	13%	9%	9%
East	10%	9%	2%
South	10%	5%	3%
West	13%	11%	2%
Midtown/ DT	14%	9%	2%
White	11%	7%	2%



Transportation Investment

2/3 to roads - 1/3 to other choices

- Streets \$38
- Highways \$21
- Toll roads \$5
- Total for transportation choices \$64

- Rail or street car \$15
- Buses \$11
- Sidewalks/ bike paths/ trails \$10
- Total for other transportation choices \$36

Q. And if you had \$100 to invest for the City of Tulsa to invest in transportation, how would you want it to be divided among tolls roads, highways, streets, rail or streetcar, buses, and sidewalks, bike paths or trails?



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Toll Roads	
North	\$8.42
East	\$6.11
South	\$5.22
West	\$2.88
Midtown/ DT	\$3.65
White	\$3.49
Non-white	\$10.60
Highways	
North	\$20.61
East	\$23.10
South	\$19.48
West	\$25.20
Midtown/ DT	\$18.80
White	\$21.20
Non-white	\$21.19

Rail or streetcar	
North	\$14.69
East	\$13.00
South	\$13.36
West	\$13.60
Midtown/ DT	\$18.20
White	\$14.97
Non-white	\$12.57
Buses	
North	\$10.94
East	\$11.40
South	\$10.96
West	\$9.34
Midtown/ DT	\$9.76
White	\$9.50
Non-white	\$12.90

Sidewalks, bike paths or trails	
North	\$7.27
East	\$9.69
South	\$10.86
West	\$11.20
Midtown/ DT	\$10.40
White	\$9.89
Non-white	\$9.97
Streets	
North	\$38.08
East	\$36.70
South	\$40.11
West	\$37.80
Midtown/ DT	\$39.20
White	\$40.95
Non-white	\$32.77



New Development

Citizens want new development to be located in:

- Mostly new vacant areas 8%
- Mostly already developed 18%
- Both 74%

Q. Do you feel that new development should be mainly located in "new vacant" areas or in areas where development already exists or a mix of both?



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Do you feel that new development should be mainly located in new vacant areas or in areas where development already exists or a mix of both?	NEW VACANT	ALREADY DEVELOPED	Both
North	13%	17%	70%
East	6%	19%	75%
South	9%	15%	77%
West	5%	19%	76%
Midtown/ DT	6%	23%	72%
White	6%	20%	74%
Non-white	13%	14%	73%



North Tulsa Widely Perceived as Not Getting Enough Attention and Resources

Concerns also exist about West and East Tulsa

- North 83%
- West 65%
- East 43%
- Downtown 31%
- Midtown 22%
- South 9%

Q. For each of the following areas of Tulsa, please tell me if you think they have received too little, too much or just the right amount of attention and resources they need? (too little summary shown)



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For each of the following areas of Tulsa, please tell me if you think they have received too little, too much or just the right amount of attention and resources they need? (too little summary shown)

South Tulsa	TOO LITTLE
North	6%
East	6%
South	18%
West	9%
Midtown/ DT	6%
White	9%
Non-white	9%
North Tulsa	
North	91%
East	79%
South	80%
West	82%
Midtown/ DT	82%
White	83%
Non-white	84%

East Tulsa	
North	38%
East	55%
South	41%
West	28%
Midtown/ DT	47%
White	45%
Non-white	39%
West Tulsa	
North	69%
East	58%
South	60%
West	77%
Midtown/ DT	63%
White	66%
Non-white	61%



North Tulsa Leads as Priority For Future: Downtown and Midtown Follow

- North 34%
- Downtown 26%
- Midtown 12%
- West 6%
- East 8%
- South 7%
- All equally 4%
- Don't know 3%

Q. Which ONE of the following parts of Tulsa should be THE MOST important priority area for attention and resources for the future?



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Which ONE of the following parts of Tulsa should be THE MOST important priority area for attention and resources for the future?	North
North	62%
East	33%
South	25%
West	24%
Midtown/ DT	25%
White	29%
Non-white	48%



Housing for the Future

Citizens may want to live in these types of housing:

- Single Family Home 80%
- Condominium 25%
- Town home 24%
- Rental apartment 14%
- Duplex 13%
- Don't know 7%

Q. Regardless of what kind of home your family lives in now, do you think that at some point you or members of your immediate family might want to live in any of the following types of housing?



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Regardless of what kind of home your family lives in now, do you think that at some point you or members of your immediate family might want to live in any of the following types of housing?	Single Family Home	Rental Apartment	Duplex	Tome Home	Condo
North	80%	14%	13%	23%	24%
East	77%	14%	13%	21%	21%
South	80%	15%	13%	23%	28%
West	84%	8%	6%	22%	20%
Midtown/ DT	80%	15%	16%	29%	32%
White	81%	12%	11%	22%	23%
Non-white	78%	18%	18%	28%	30%



Housing for the Future continued

	My neighborhood	Somewhere else in Tulsa	Both	Neither	Don't know
Single Family Home	43%	9%	43%	4%	1%
Town home	21%	29%	36%	12%	1%
Condominium	18%	37%	32%	13%	1%
Duplex	17%	37%	31%	15%	1%
Rental apartment	10%	45%	26%	17%	1%

Q. Now I'll read you the same list of housing types and please tell me if you would like that kind of housing to be available in your own neighborhood, somewhere else in Tulsa, both or neither?



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SINGLE FAMILY HOME	Own neighborhood	Some where else	Both	Neither
North	43%	10%	42%	4%
East	39%	7%	49%	5%
South	45%	9%	41%	4%
West	49%	9%	39%	3%
Midtown/DT	43%	8%	45%	3%
White	44%	7%	44%	3%
Non-white	41%	14%	41%	5%
DUPLEX	neighborhood	where else	Both	Neither
North	18%	33%	33%	14%
East	13%	36%	30%	19%
South	18%	42%	26%	13%
West	20%	39%	24%	16%
Midtown/DT	15%	33%	37%	12%
White	16%	41%	29%	13%
Non-white	18%	29%	35%	18%

RENTAL APARTMENT	Own neighborhood	Somewhere else	Both	Neither
North	12%	44%	29%	14%
East	7%	39%	26%	26%
South	11%	51%	25%	12%
West	13%	48%	23%	16%
Midtown/DT	9%	45%	26%	19%
White	8%	49%	24%	17%
Non-white	15%	38%	29%	18%
TOWN HOME	neighborhood	where else	Both	Neither
North	26%	29%	33%	11%
East	17%	26%	40%	15%
South	19%	34%	36%	10%
West	23%	30%	34%	12%
Midtown/DT	23%	26%	38%	10%
White	19%	32%	37%	11%
Non-white	28%	22%	35%	14%



Perceptions of the City

Positive Perceptions

- Tulsa is one of the best cities in the world 65%
- I'm excited about the future of Tulsa 64%

Negative Perceptions

- I'm worried about the future of Tulsa 49%
- Tulsa is a place that is attractive to young professionals 48%
- Tulsa is too divided to have a unified vision of the future 46%
- City leaders in Tulsa understand my communities needs 39%
- Tulsa is a city in decline 34%

Q. Please tell me if you agree or disagree with the following statements



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Tulsa is one of the best cities in the world	
North	58%
East	62%
South	71%
West	69%
Midtown/ DT	66%
White	70%
Non-white	56%

I am excited about the future of Tulsa	
North	56%
East	62%
South	70%
West	63%
Midtown/ DT	64%
White	65%
Non-white	63%

Tulsa is a city in decline	
North	39%
East	38%
South	30%
West	37%
Midtown/ DT	30%
White	34%
Non-white	35%

City leaders in Tulsa understand my community's needs	
North	27%
East	34%
South	48%
West	27%
Midtown/ DT	52%
White	41%
Non-white	35%

I am worried about the future of Tulsa	
North	55%
East	52%
South	41%
West	47%
Midtown/ DT	52%
White	46%
Non-white	54%

Tulsa is a place that is attractive to young professionals	
North	41%
East	54%
South	53%
West	48%
Midtown/ DT	45%
White	51%
Non-white	43%

Tulsa is too divided to have a unified vision for the future	
North	58%
East	50%
South	33%
West	54%
Midtown/ DT	40%
White	41%
Non-white	58%



Planning Climate

- I have heard about PLANiTULSA 20%
- I believe the city of Tulsa will be able to balance the needs of all the citizens in the plan and implement the plan fairly 54%
- I don't feel included in the plan, people like me are always left out 44%
- I'm concerned the plan will be too influenced by those who have a lot of money 70%

Q. Please tell me if you agree or disagree with the following statements



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I have heard about PLANiTULSA	
North	20%
East	16%
South	20%
West	24%
Midtown/ DT	20%
White	18%
Non-white	25%

I believe the City of Tulsa will be able to balance the needs of all the citizens in the plan and implement the plan fairly	
North	50%
East	51%
South	61%
West	55%
Midtown/ DT	53%
White	55%
Non-white	54%

I do not feel included in the planning process, people like me are always left out	
North	59%
East	52%
South	31%
West	51%
Midtown/ DT	32%
White	38%
Non-white	60%

I'm concerned the plan will be too influenced by those who have a lot of money	
North	80%
East	74%
South	61%
West	77%
Midtown/ DT	60%
White	66%
Non-white	78%



Planning Climate continued

- I am personally enthusiastic about planning for the city of Tulsa and want to participate in it 66%
- Assuming people like me participate in the plan and the plan is carried out fairly by the City, I think Tulsa will change for the better as a result of it 91%

Q. Please tell me if you agree or disagree with the following statements



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I am personally enthusiastic about planning for the city of Tulsa and want to participate in it	
North	67%
East	67%
South	65%
West	63%
Midtown/ DT	66%
White	62%
Non-white	76%

Assuming people like me participate in the plan and the plan is carried out fairly by the city, I think Tulsa will change for the better as a result of it	
North	90%
East	91%
South	92%
West	93%
Midtown/ DT	89%
White	91%
Non-white	93%



Conclusions About Tulsa's Planning Climate

- Tulsa has a strong consensus around key priorities but it just doesn't know it yet
- Positive energy already exists and high expectations for the city's future can be translated into real momentum -- if community is engaged and questions about implementation, and transparency and funding are addressed



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Implications for PLANiTULSA

- Moving beyond the fragments - how to unify for the future? How to be more inclusive than ever?
- How will the results of this plan will be funded and held accountable to the citizen process?
- How to see multicultural aspects of Tulsa as a strength to be leveraged?
- What are the best strategies for keeping Tulsa attractive for young people?
- How to deal with the rising price of gas? What is Tulsa's strategy for renewable energy and transportation alternatives?
- What are the "new" catalysts for jobs and economic growth?
- How to "connect the dots" with previous plans; make sure expectations are met this time?



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Implications for PLANiTULSA continued

- How do these core planning concepts and strong priorities interrelate?
 - Infill
 - Density
 - Retail
 - Transportation alternatives
 - Street maintenance
 - Education
 - Public safety
 - Jobs and economic growth
- What kind of “human” infrastructure will best sustain community dialogue?



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Implications for PLANiTULSA continued

What kind of “human” infrastructure will best sustain long-term community dialogue?



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Questions For The Plan As It Evolves

- How does it help us get around town easily and cheaply?
- How does it help us stay healthy?
- How does it help our school system?
- How does it help create new jobs? How does it help small business and entrepreneurs?
- How does it help people feel safe?
- How does it keep young people in Tulsa?
- How does it help us find renewable sources of energy and alternative transportation choices?
- How does it help us feel closer and more connected as a community?
- How does the transportation strategy, retail strategy, housing density strategy help us meet our basic needs for jobs, education, safety, health care?
- How does the plan create a city that the next generation finds attractive and can thrive in?



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It's Tulsa's turn now to come together for a vision of the future	
North	87%
East	86%
South	90%
West	91%
Midtown/ DT	91%
White	89%
Non-white	89%