PLANiTulsa

Which Way Tulsa

Survey Results

July, 2009
Three formal processes that ensure this guidance is fair and complete:

1. Statistically valid poll and stakeholder interviews (1,000 phone interviews)
2. Detailed Mapping Workshops (2,000 participants, 200 maps)
3. Scenario Preference Voting (5,000 responses)
PLANiTulsa Scenarios

A  TRENDS CONTINUE
B  MAIN STREETS
C  NEW CENTERS
D  CENTERED CITY
New Growth

Population Growth
out of a total 164,000
expected residents

Trends Continue

28,000

outside the city, suburbs
inside the city
PLANiTulsa Scenarios

PEOPLE

Population Growth
out of a total 164,000 expected residents

Main Streets

72,000

outside the city, suburbs
inside the city

New Growth
New Growth

Population Growth
out of a total 164,000 expected residents

New Centers

101,000
outside the city, suburbs
inside the city
Population Growth
out of a total 164,000 expected residents

102,000
outside the city, suburbs
inside the city
What we have learned

From the Scenario Survey

- Tulsa is looking for a new direction and does not want to stay on the current path
- Scenario D is the strong preference from most parts of the city
- Scenario C also resonates well
- Scenario B is less supported
- African Americans tended to choose B / C / D evenly with no strong preference. Other groups leaned more towards D / C.
- Younger Tulsans favor D most strongly of all.
Scenario Survey Results

- 5,887 total responses
  - 4,339 submitted online
  - 1,548 filled out paper
- 1.5% of the City’s Population filled out a survey
- 58% were between 19 and 49 years of age

Respondents by Age

*Of those who answered question
A broad cross-section of Tulsa’s ethnic communities were represented in the results.

What is your ethnicity?

- Caucasian or White, 70%
- African American, 19%
- Native American, 4%
- Asian, 1%
- Hispanic, 3%
- Other, 3%

*Of those who answered question
Respondents represented the racial and ethnic make-up of the city, for the most part.

*Hispanic respondents may also identify as other races*
Unlike the upfront poll, the survey is NOT statistically valid.

It is directionally valid, like a huge focus group.

The data is not geographically proportionate. Meaning some areas of town are over-represented and some under.

*Of those who answered question
What scenario do you like best, overall?

Responses were very similar using each method.
Responses were very similar using each method

What kind of transportation investments are important to you?

Citywide

- Widen existing roads: 24%
- Build new roads: 21%
- Improve/expand the bus system: 17%
- Build a light rail/streetcar system: 46%
- Improve bike/pedestrian paths: 48%

- Weighted by Neighborhood
- Rebase Method
- All Survey Responses
## Area-by-area breakdown of preferred Scenario

<table>
<thead>
<tr>
<th>Area</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>First Choice</th>
<th>Second Choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Tulsa</td>
<td>5%</td>
<td>30%</td>
<td>28%</td>
<td>37%</td>
<td>5%</td>
<td>33%</td>
</tr>
<tr>
<td>Downtown</td>
<td>1%</td>
<td>10%</td>
<td>12%</td>
<td>77%</td>
<td>1%</td>
<td>30%</td>
</tr>
<tr>
<td>East</td>
<td>8%</td>
<td>12%</td>
<td>47%</td>
<td>34%</td>
<td>6%</td>
<td>33%</td>
</tr>
<tr>
<td>Midtown</td>
<td>1%</td>
<td>12%</td>
<td>23%</td>
<td>64%</td>
<td>2%</td>
<td>31%</td>
</tr>
<tr>
<td>South</td>
<td>7%</td>
<td>18%</td>
<td>38%</td>
<td>37%</td>
<td>6%</td>
<td>32%</td>
</tr>
<tr>
<td>Southwest</td>
<td>5%</td>
<td>16%</td>
<td>37%</td>
<td>42%</td>
<td>11%</td>
<td>30%</td>
</tr>
<tr>
<td>West</td>
<td>5%</td>
<td>13%</td>
<td>30%</td>
<td>52%</td>
<td>5%</td>
<td>35%</td>
</tr>
<tr>
<td>All Tulsa</td>
<td>5%</td>
<td>16%</td>
<td>29%</td>
<td>49%</td>
<td>5%</td>
<td>32%</td>
</tr>
</tbody>
</table>

**Relatively even support for B, C, D**

**High Preference for D**

**Preference for C over D**

**High Preference for D**

**Even split between C and D**

**About even split between C and D**

**High Preference for D**
About half (49%) of all respondents chose Scenario D as their favorite.

Another third (29%) chose Scenario C as their favorite.

Which scenario do you like the best, overall?

Citywide
When asked what their second choice would be, 38% chose Scenario C and 32% chose Scenario B. Scenario A was the least popular overall.
Respondents also ranked D highest when responding to these statements:

The scenario that…

*Provides me and my family with the range of transportation options*
The scenario that…

Expands my access to good-paying jobs within the city

Citywide
The scenario that...

*Builds the kind of housing options that I need*

Citywide
The scenario that...

*Invests transportation dollars in the things I care most about*
The scenario that...

*Creates a lively and interesting city that attracts and keeps young people*

Citywide

![Bar Chart](image-url)
The scenario that...

Makes it easy for me to access parks, the river, and open space
The scenario that…

Results in a future for Tulsa that I am excited about
There was strong support for light rail and streetcars.

What kind of transportation investments are important to you?

- Widen existing roads: 21%
- Build new roads: 7%
- Improve/expand the bus system: 12%
- Build a light rail/streetcar system: 48%
- Improve bike/pedestrian paths: 12%
Light rail and streetcars received strong support across age groups

Build Light Rail / Streetcar System

<table>
<thead>
<tr>
<th>Age Group</th>
<th>20-29</th>
<th>30-49</th>
<th>50-64</th>
<th>65+</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;19</td>
<td>24%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-29</td>
<td>53%</td>
<td>49%</td>
<td>53%</td>
<td>49%</td>
<td>48%</td>
</tr>
<tr>
<td>30-49</td>
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<tr>
<td>50-64</td>
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<tr>
<td>65+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
And strong support across different areas of the city
Tulsa North supports expanding the bus system more than other areas
Existing neighborhoods are an important asset, but there was also support for downtown housing.

What kind of housing would you most want to live in?

- **New single-family subdivision**: 20%
- **Existing single-family neighborhood**: 52%
- **Townhome or apartment on a main street**: 9%
- **Downtown condo or apartment**: 19%
Younger Tulsans were less interested in this sort of housing than older generations.
Younger Tulsans were most interested in downtown condos or apartments.
Many people answered that they would prefer to work downtown or on a main street.

In what kind of place would you most like to work?

- Suburban retail/office development: 16%
- "Main street" building: 29%
- Downtown: 47%
- Industrial/office park: 8%

Citywide
Younger Tulsans were also more supportive of working downtown.

The chart shows the percentage of respondents in different age groups who would prefer to work downtown.

- **<19:** 44%
- **20-29:** 58%
- **30-49:** 49%
- **50-64:** 50%
- **65+:** 37%
- **City:** 47%

Age Groups
Respondents from different parts of the city also generally would prefer to work downtown (working on a main street was also popular).
Statistically Valid Poll Mid 2008
- The poll was done upfront to define values, identify priorities, understand hopes and fears and benchmark results. This is a high level look at issues.

Workshops: Late 2008 – Early 2009
- The workshops were done to creatively develop a consensus based “picture” of what the community wants the city to look like. This is citizen based planning on maps of the city, area by area, tradeoff by tradeoff. These maps are synthesized into scenarios.

Which Way Tulsa Scenario Survey: Mid 2009
- The scenario Preference survey to involve the public in deciding what specific direction the plan should take.
What we have Learned

From the Statistically Valid Poll:

- Tulsa wants a unified vision of the future – and realized there was more common ground than expected.
- Tulsa wants the vision to be implemented this time and not ignored.
- The key drivers for the plan are:
  - Transportation (Fixing and maintaining what we have, mix of roads and other alternatives, healthy demand for transit)
  - Economy (attracting new industries, creating jobs and job training)
  - Sustainability (clean air, water and renewable energy)
  - Addressing the needs of North Tulsa first and better connections throughout the city
  - Keeping young people in Tulsa
Priorities

Strong Consensus High Priorities

Repairing and maintaining streets 84%
- Clear air and water 78%
- Improving public education 80%
- New economic opportunities and jobs 79%
- Improving public safety 76%
- Health care 71%

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?
Poll Results

Priorities (continued)

Strong Consensus High Priorities continued

Keeping young adults in Tulsa  66%
- Renewable energy sources  68%
- Harmony among the races  61%
- Housing that is affordable  63%
- Support for small business and entrepreneurs  64%
- Job training for jobs that don't require college  58%

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?
Poll Results

Majority Priorities

Majority priorities:
- Creating more transportation alternatives like rail or streetcar 55%
- Protecting the character of neighborhoods 52%
- Support for large businesses relocating to Tulsa 53%
-Preserving historic buildings and architecture 53%
- Easing traffic by widening streets 49%

Could be majority priorities:
- Working with suburbs 46%
- Sustainability and green initiatives 45%

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?
What we have learned

From the Workshop Results
Participants were interested in seeing:

- Economic Development largely in existing centers
- A balance of jobs and housing
- More infill development
- Transit investment with housing and jobs nearby
- Improvements to existing roads
- More multi-family and small-lot housing options
High average preference for building more multi-family and attached housing

Housing Types

- Trend
- Economic Development
- N'Hoods and Entrepreneurs
- Retaining Youth
- Workshop Average
There was a high preference for mixed-use chips.
**High Density Chips**: Overall, there was a high-degree of comfort with the higher density chips.
Transit Development: This was a very popular chip across the workshop maps.

Original Chipsets vs. Workshop Results

- Trend
- Economic Development
- N’Hoods and Entrepreneurs
- Retaining Youth
- Workshop Average
Conclusions:

• Tulsa has spoken consistently from the beginning. There are no big contradictions between the community input methods.

• There is a high degree of unified “vision: Tulsa wants to see a change in direction from the “business as usual” approach.