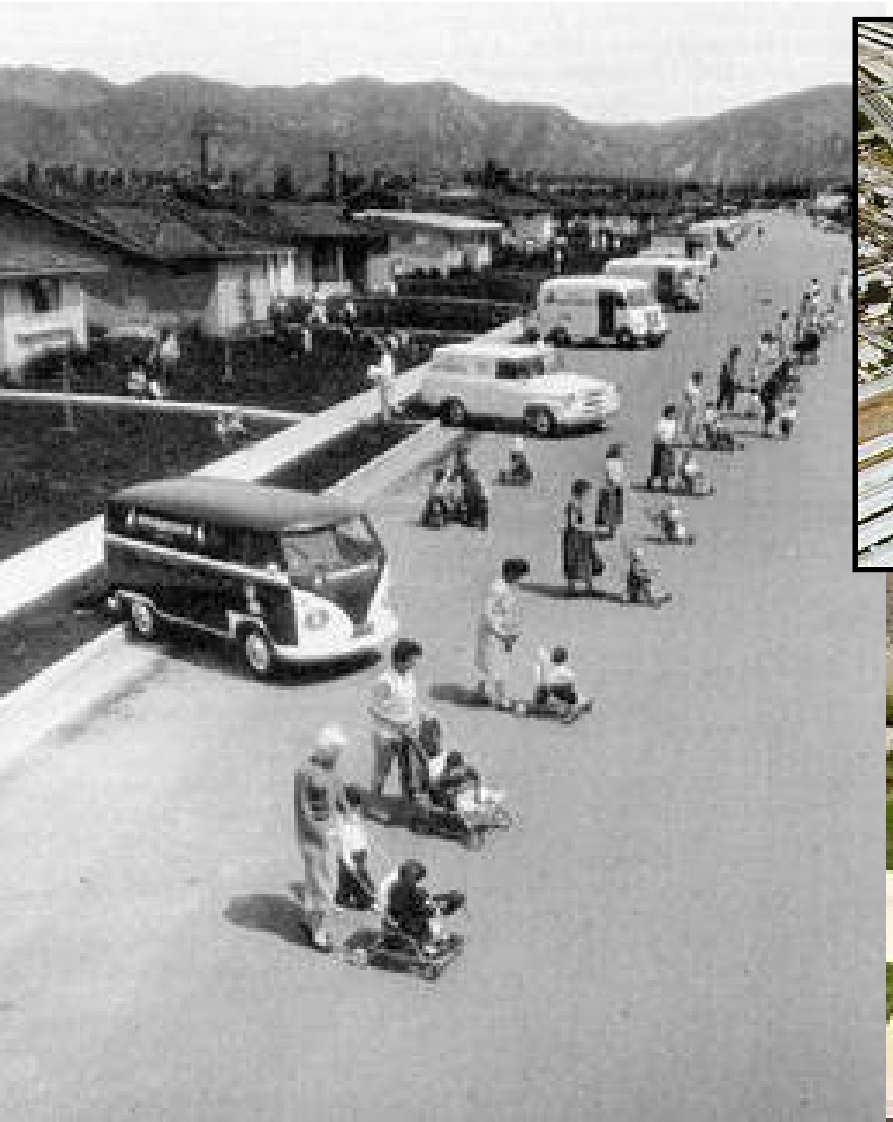
PLANiTULSA:
Tulsa Comprehensive Plan Update

Implementing the Community's Vision

July 14, 2008

FREGONESE ASSOCIATES

The future will not be like the past, nor the present



Trends

Strong forces will put a premium on:

- **Energy Efficient, sustainable cities**
- **Shorter Trips**
- **Effective Transit**
- **Great Livability**
- **More Options for Travel, Housing and Work**

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Many Cities will compete to be great places to live & work

Improved Process

VALUES ***(What do people want?)***

VISION ***(How will our City provide it?)***

STRATEGY ***(How do we implement?)***

PLAN

FUND

BUILD

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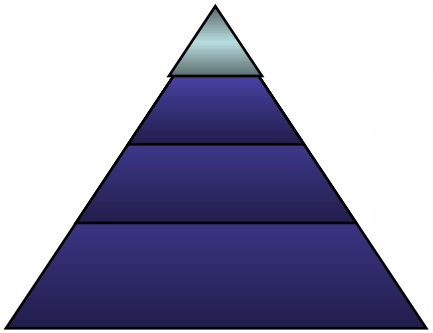
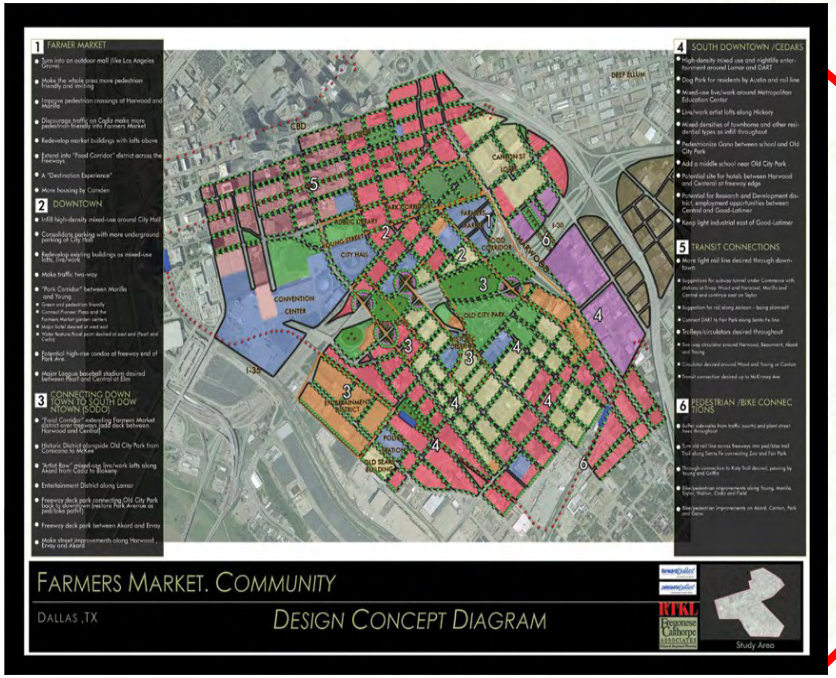
Working with Stakeholders

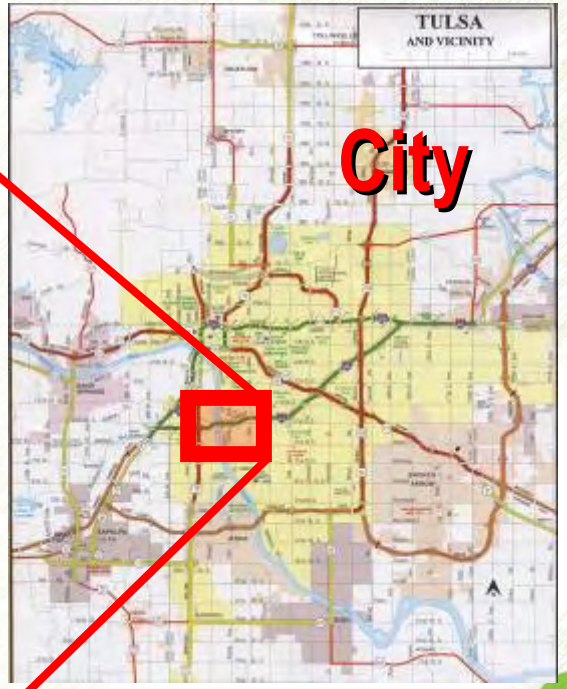
- Advisors
- Partners



Community Workshops

Two Scales – City and Neighborhood





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Traditional Approach

The Present

The Future

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Scenario Approach

Plausible stories about the future

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Indicators for Scenario Evaluation

Topic	Scenario A	Scenario B	Scenario C	Scenario D
Agricultural Land Consumed: 1998 - 2020	174 sq mi	143 sq mi	65 sq mi	43 sq mi

Topic	Scenario A	Scenario B	Scenario C	Scenario D
Infrastructure Cost 1998-2020 (Transportation, water, sewer, utilities)	$38 billion $$$$$	$30 billion $$$$	$22 billion $$$	$23 billion $$$

Topic	Scenario A	Scenario B	Scenario C	Scenario D
Single Family Homes vs. Condos, Apts. & Townhomes	SF 77% Condos, etc. 23%	SF 75% Condos, etc. 25%	SF 68% Condos, etc. 32%	SF 62% Condos, etc. 38%

Topic	Scenario A	Scenario B	Scenario C	Scenario D
Transportation Choices				

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Broad Outreach and Multiple Opportunities for Response

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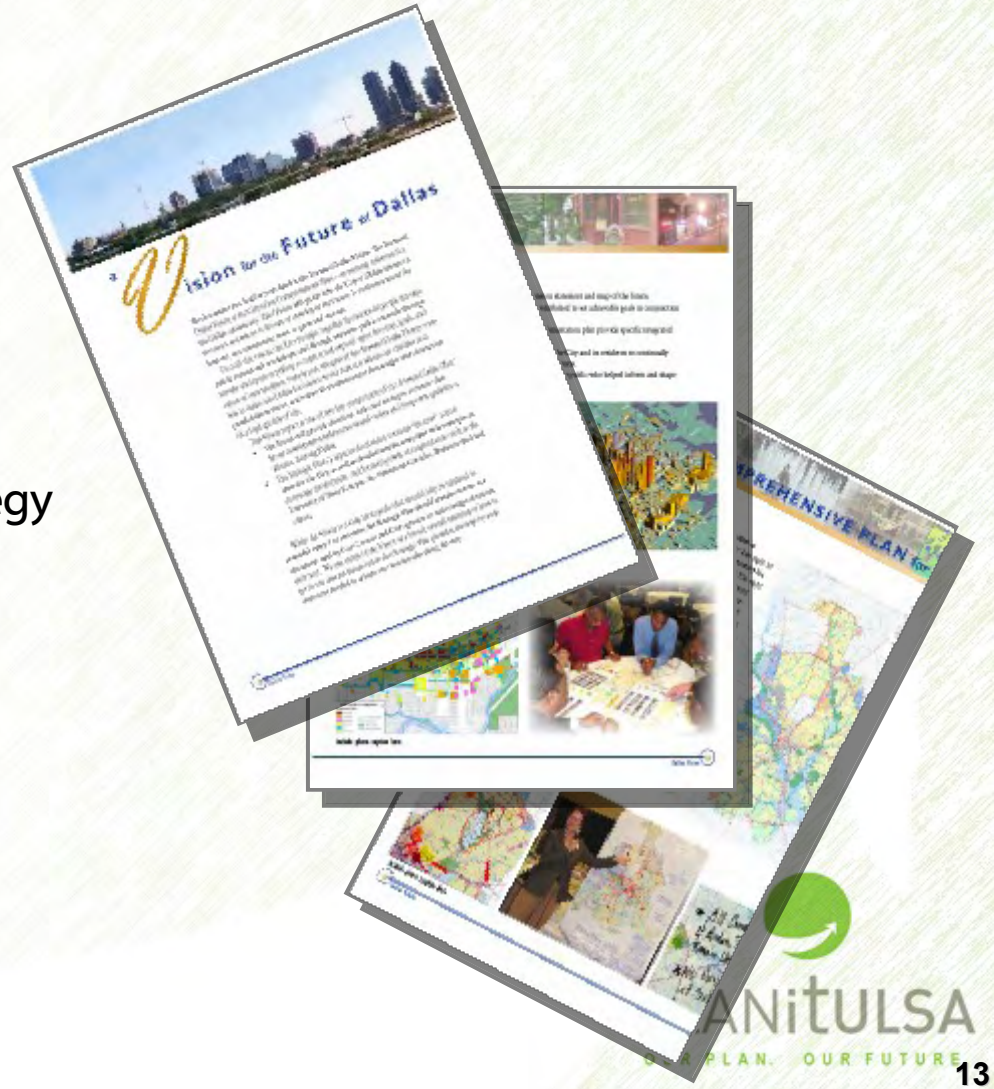
Lessons from Scenarios and Outreach Used to Develop Plan and Products

D. Jeffries

Components

- Vision
- Comprehensive Plan
- Development Strategies
- Implementation and Financial Strategy



Upcoming Events

- July 2008 - Community Values
- September 2008 - City Wide Workshops
- January 2009 - Community Workshops
- April 2009 – Scenarios – public response
- June 2009 - Vision
- September 2009 – Draft Plan & Implementation
- Adoption Hearings – October – December 2009

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Outreach Strategy
July 14, 2008

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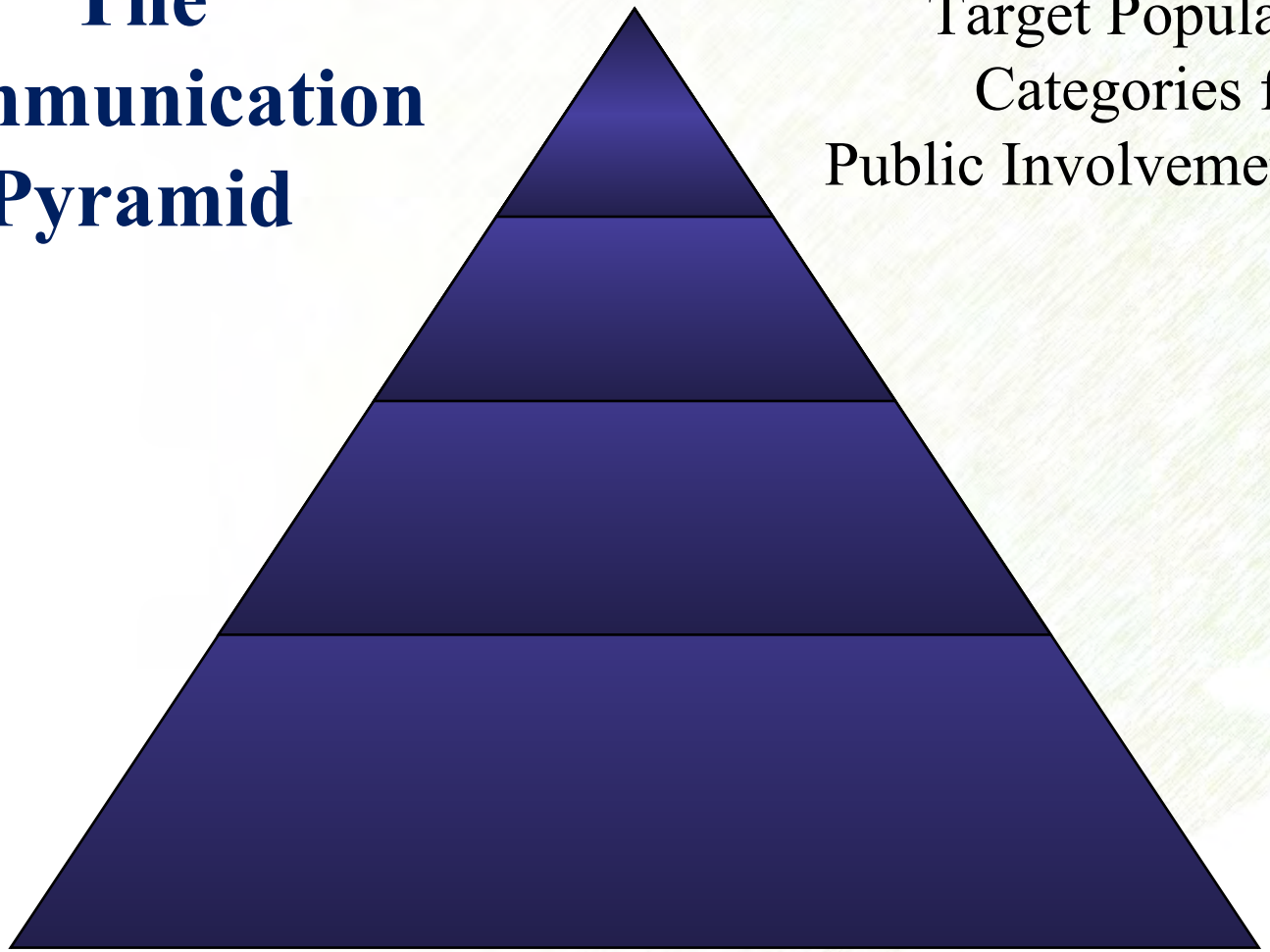
The Communication Pyramid

Target Population Categories for Public Involvement efforts



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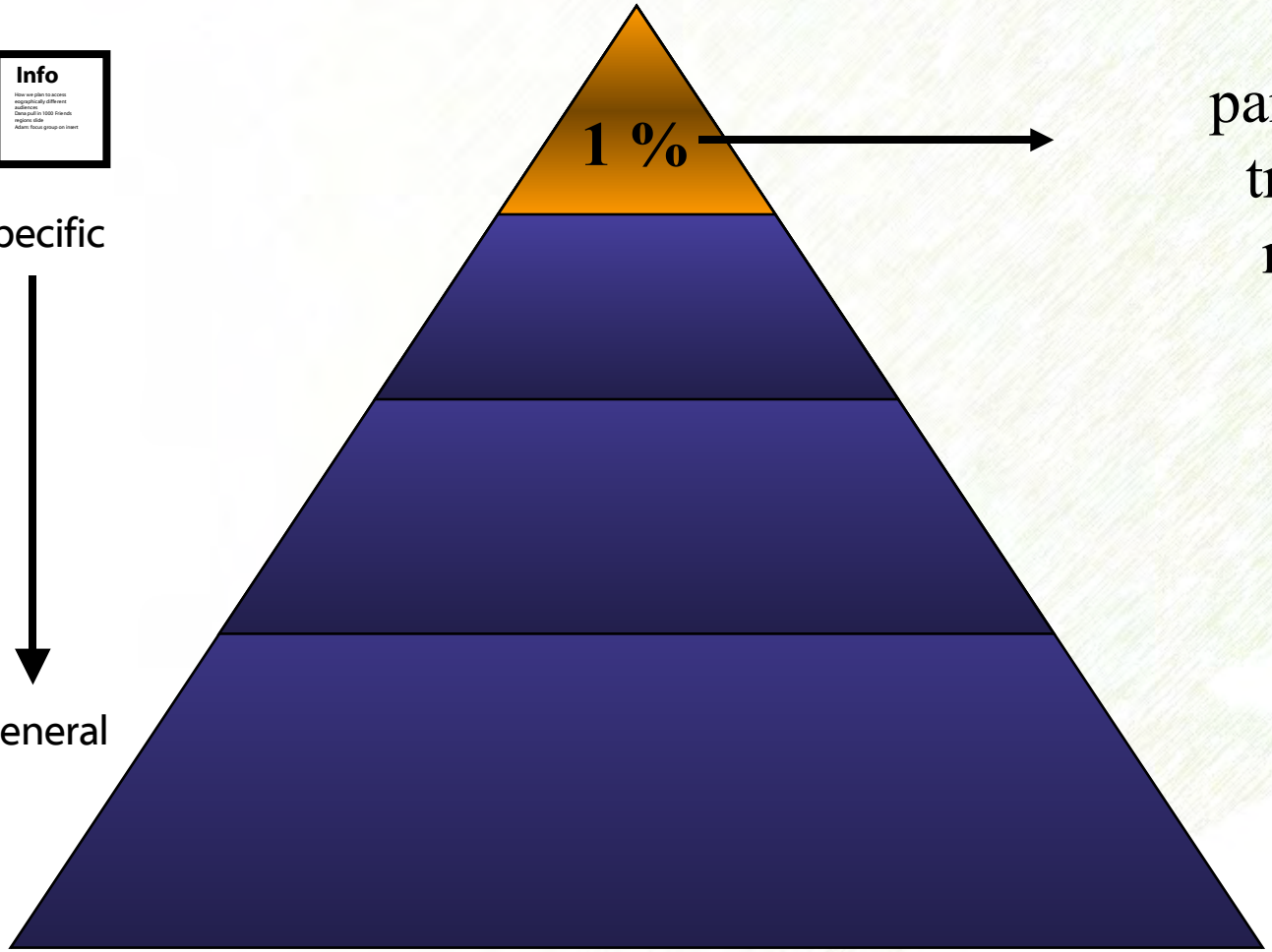
Hours

Specific

Seconds

General



will participate in traditional meetings

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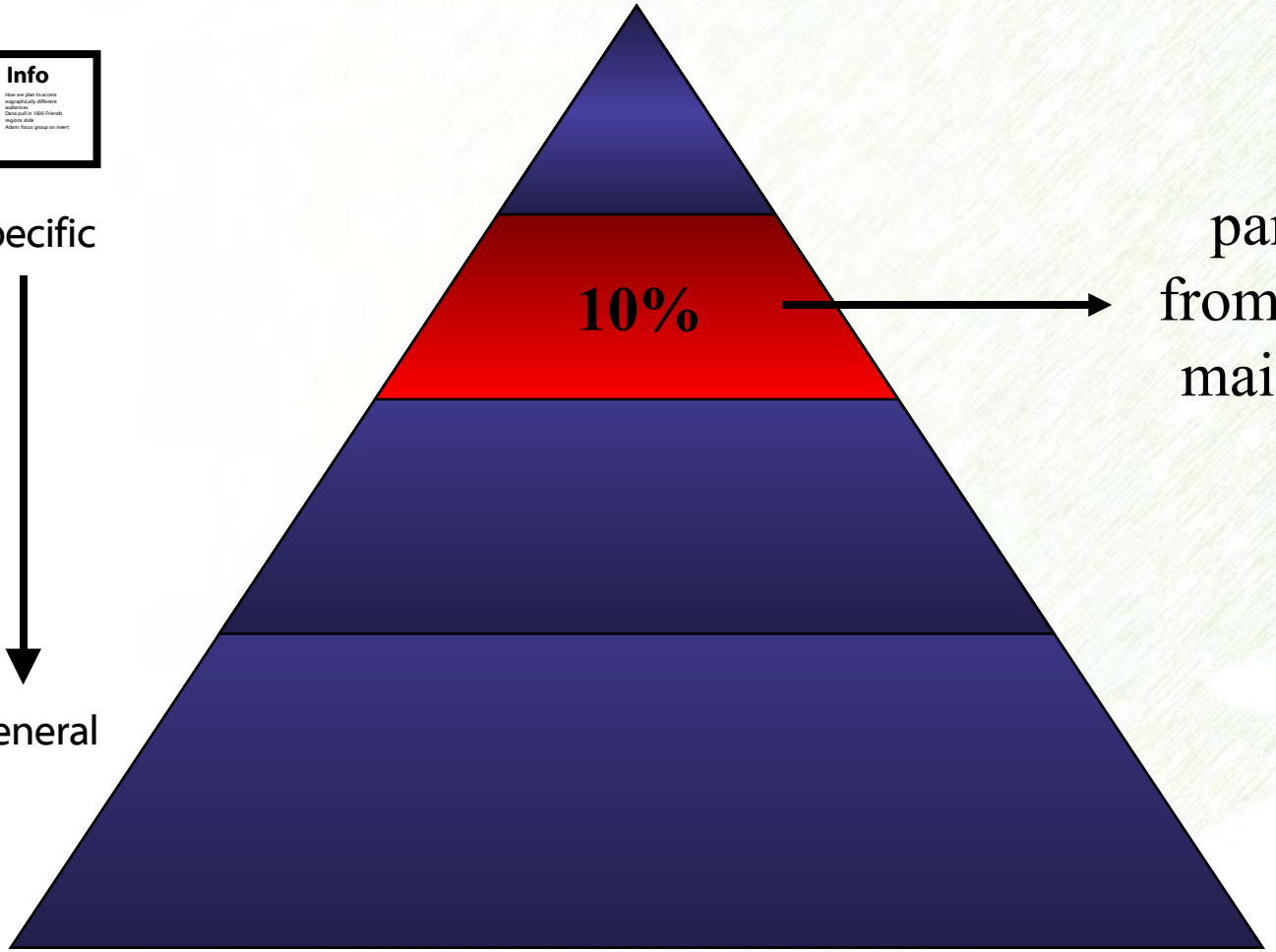
Hours

Specific

Seconds

General



participate from home, by mail, by web

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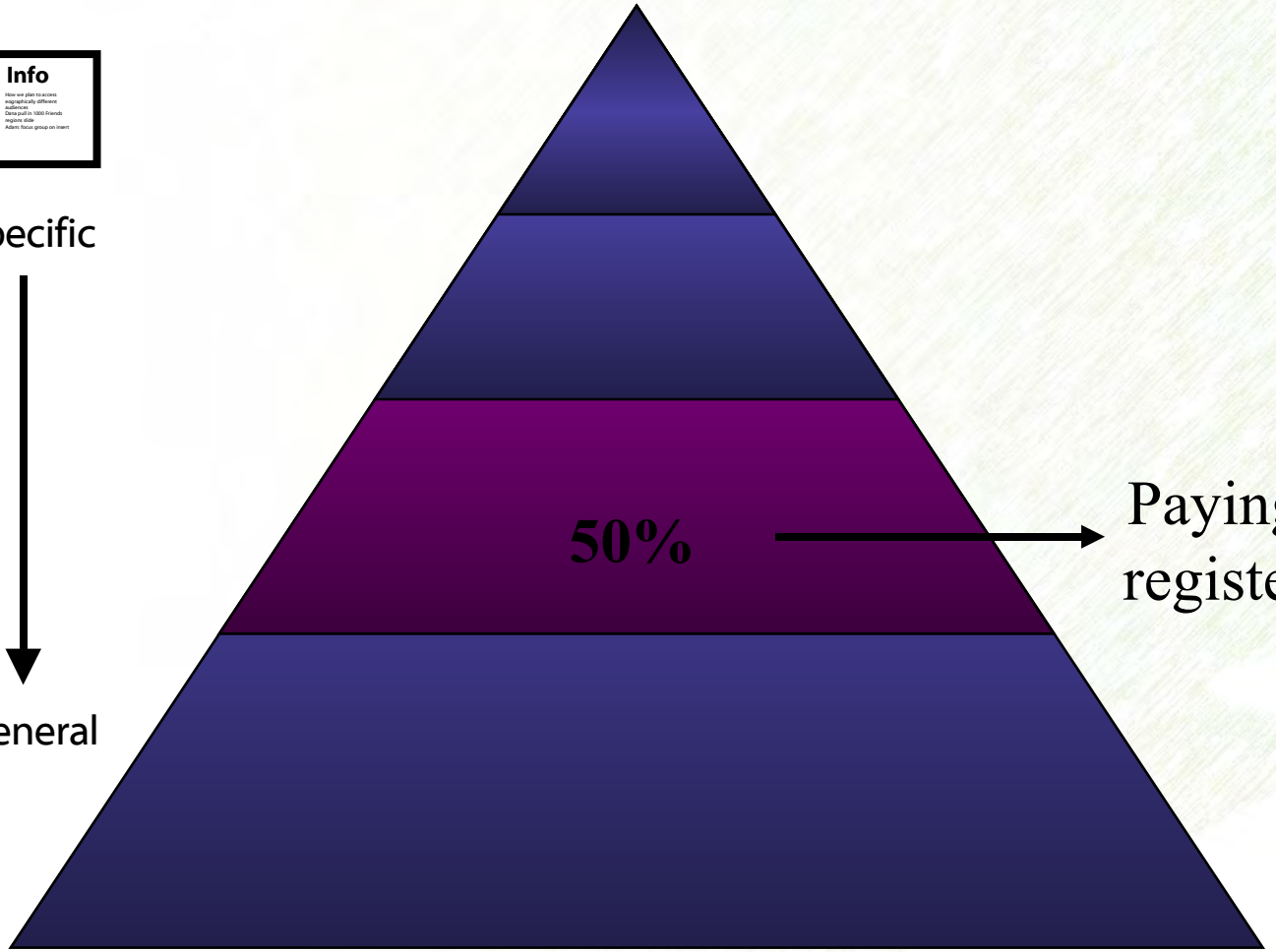
Hours

Specific

Seconds

General



Paying attention/
registered to vote

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PLANiTULSA Core Audiences and Types of materials targeted to them

Detailed and complex

Accessible, journalistic, condensed, in popular formats and mediums

Mostly media, ads, flyers, short pieces. recruit into interested public group

Key Stakeholder Groups	Elected & Appointed Officials	Partners and Advisors	"Tulsa Influential"
Interested Public		Citizen Leaders	Participating Citizens
General Public			General Public

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How can we engage the public?

- New Topic
- New Concepts
- New Process

- A lesson from other industries

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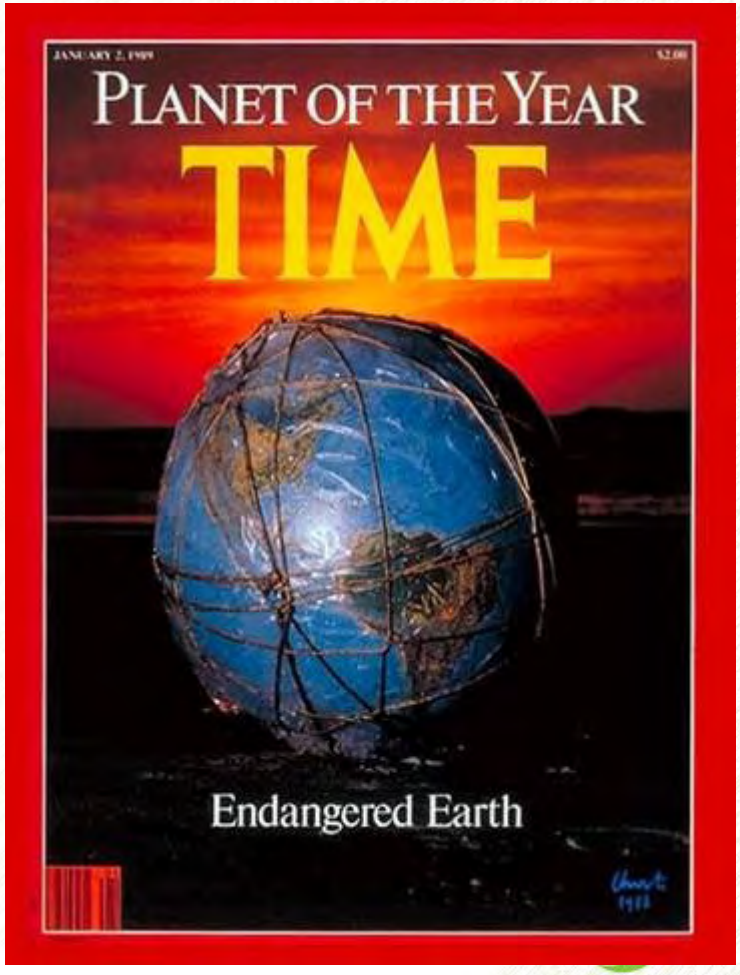
Campaign Example: Plastics Makes it Possible

It's the late 1980s and the planet is drowning in garbage—plastics becomes a symbol for the problem.

Industry had same favorability rating as tobacco.

More than 250 pieces of restrictive legislation at state and local levels.



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Values-Based Strategic Hinge

Me

<u>Tying Plastic to things people related to their own lives and values</u>

Improved Personal and Family Quality of Life Leading to Greater Peace of Mind

Less Worry Over Personal and Family Health and Safety

Living Safer, Healthier Lives

Durability
Shatter Resistance
Medical Uses
Food Protection

Plastics

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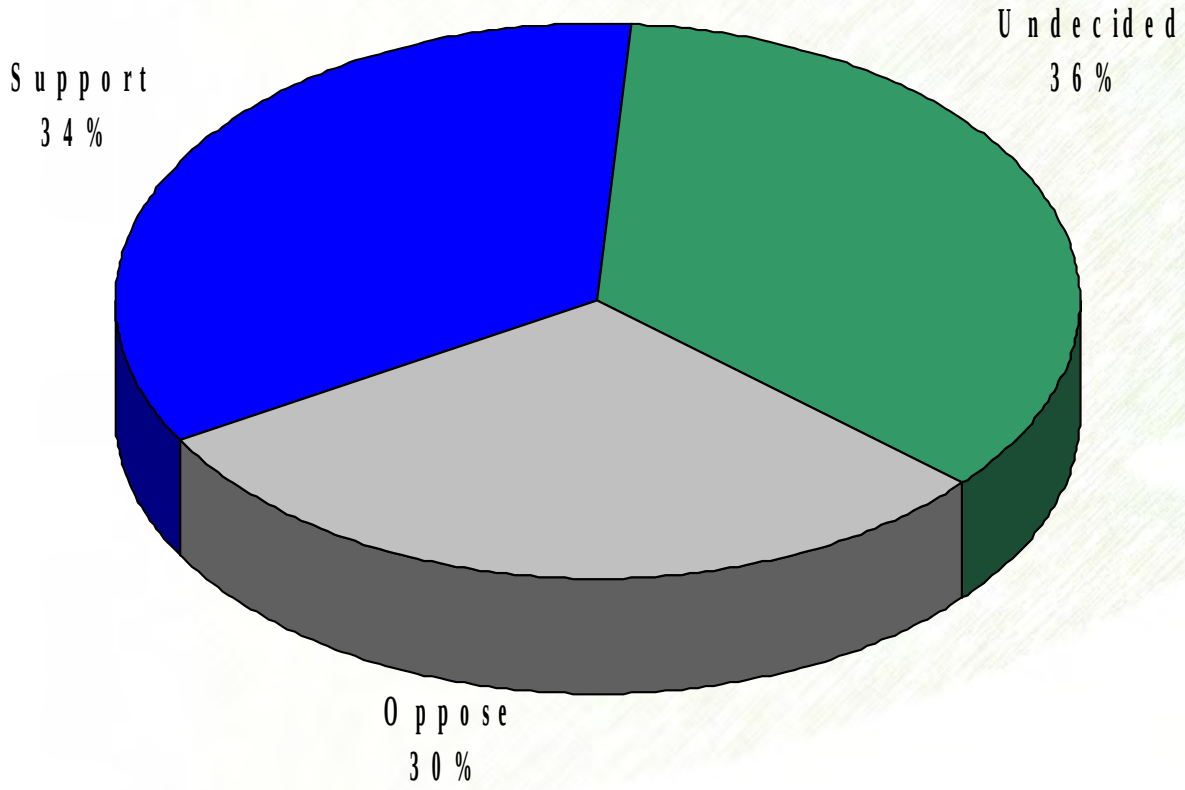
Support for Public Transportation - 2002

Initial Benchmark



Source: Harris Interactive, January 2002

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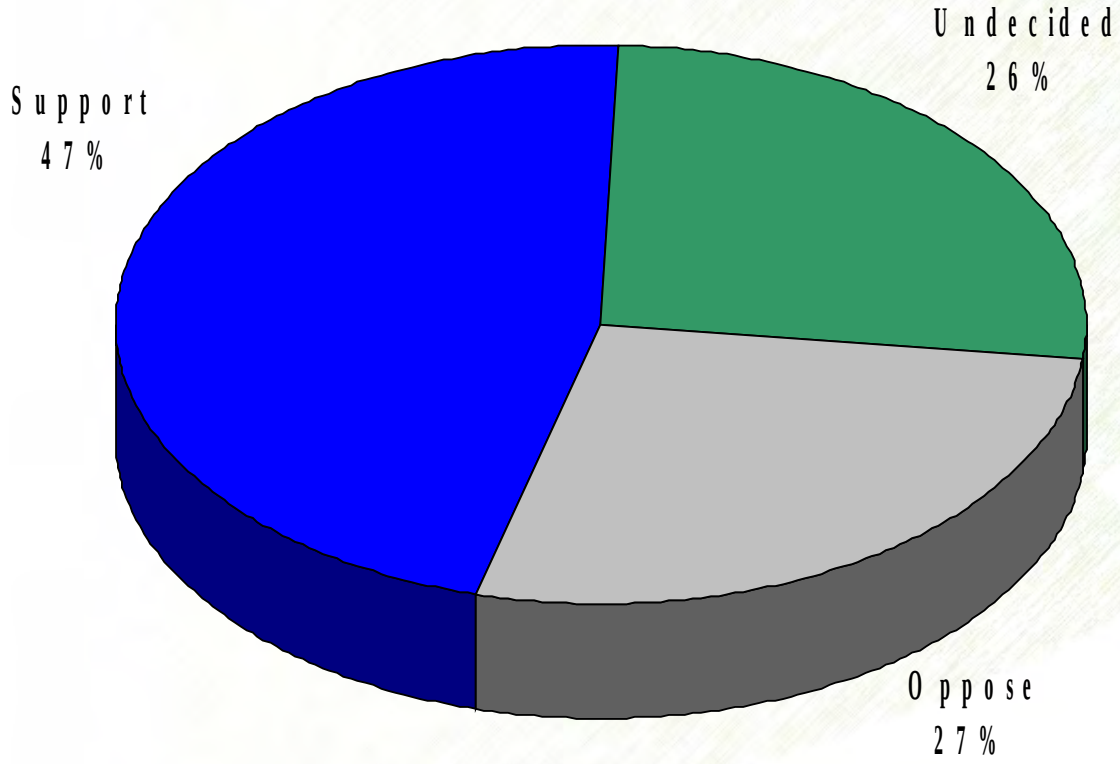
Support for Public Transportation - 2005



Source: Harris Interactive, Wave 4, April 2005

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Key Messages

Opportunity to shape the next 30 years

Guiding the physical development of our city

Photo: Daniel Jeffries

Creating a vision that reflects our citizens

The end result will be real change

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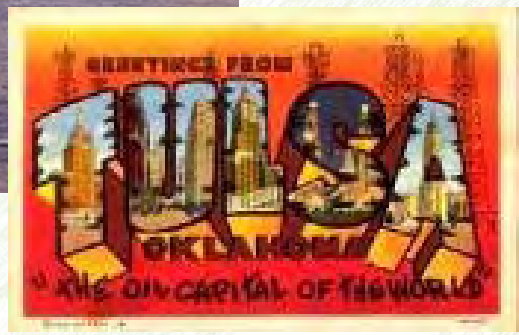
The Challenge: Engaging all Tulsans

- Connecting outcomes with peoples' daily lives
- Communicating effectively to all Tulsans
- Talking about process/procedure is the wrong way
- Knowledgeable about different issues important to residents throughout the city



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The Outreach Goals are…

Build large group of interested citizens that continue to engage and follow planning

Build Momentum & Ownership

Develop a Broad Agreement on a Planning Agenda

Assess Big Ideas & Long Term Strategies

Develop Sound Policy

Photo: Daniel Jeffries

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Challenges…

Short Time Frame for Public Attention

Unfamiliar Topic to Public

Vying for Attention

Reaching Consensus, Encouraging compromise

Relatively Small Budget

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Outreach Strategies…

Branding & Messaging, Repetition

Participating Citizens, General Public

Publicity and Broad Scale Materials, Scientific Polls

General Public

Public Workshops, Web, Video, Newspaper Inserts, Participatory Surveys

Participating Citizens

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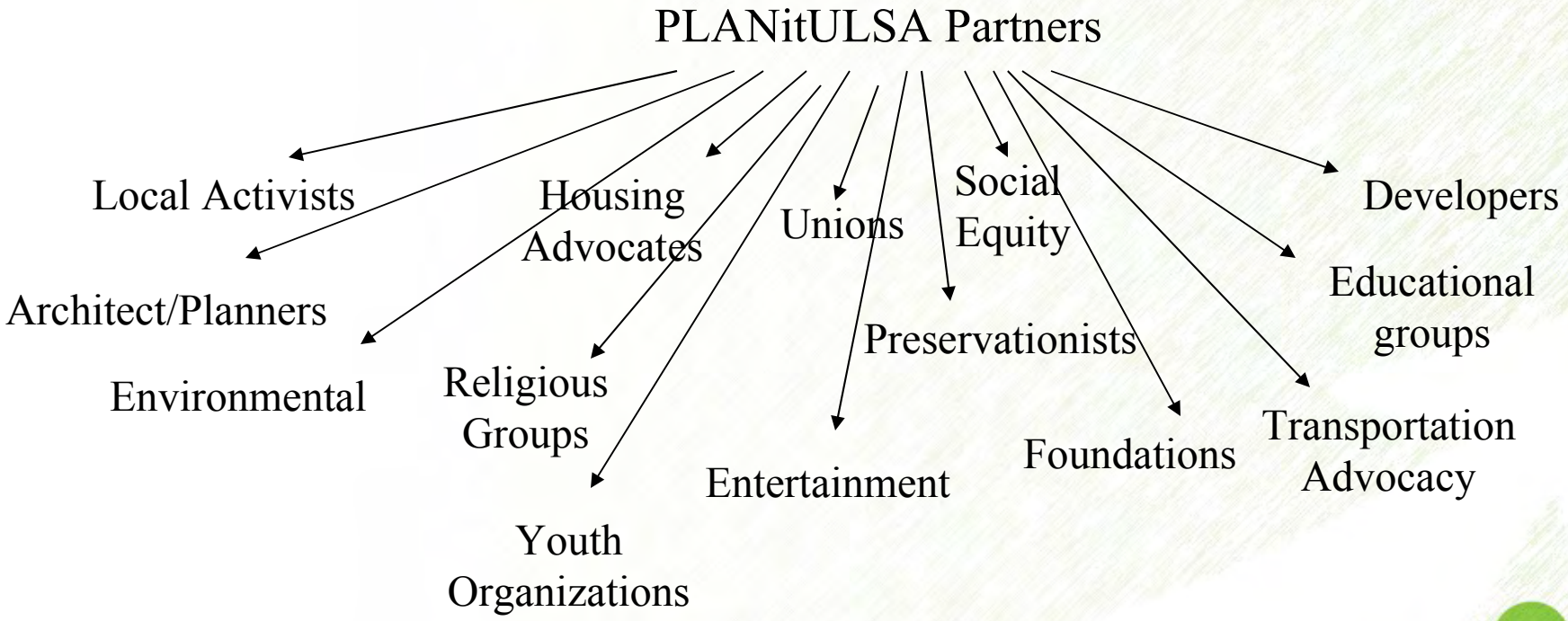
Getting the word out through social networks



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Key Events

- City Wide Workshops – September 2008
- Small Area Workshops – January 2009
- Scenario choices – April 2009
- Draft Vision – June 2009
- Preliminary Plan – Oct. 2009

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Outreach Stages for Workshop

Reaching Our Goal

1

July – Sept 1

Branding &
Messaging
Recruiting groups
Networking

2

Sept 1-21

Publicity
Campaign
Blitz

3

Sept 22, 23

Public Workshops

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1 Branding and Messaging

- Message board on findings
- Write copy for stakeholder newsletters
- Write copy for promotional materials
- Fliers, newsletters, direct mail, yard signs, Newspaper Ads, Radio Ads
- Consistent message throughout

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2 Campaign Blitz

- Partnerships with local media outlets
- TV and radio programs (morning shows, radio interviews, etc.)
- Generate Media Buzz
- Newspaper Ads in the Tulsa World
- Direct Mail
- Stakeholder Meetings
- PSAs, YouTube, MySpace
- Media kit
- Media Tour
- Email blasts
- Constantly updated website

myspace.com
a place for friends

YouTube

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3 Public Workshops

- Nine workshops
- Include scenario presentation
- Group planning exercises
- Ask participants to make difficult trade-offs
- Generate Scenarios from choices made

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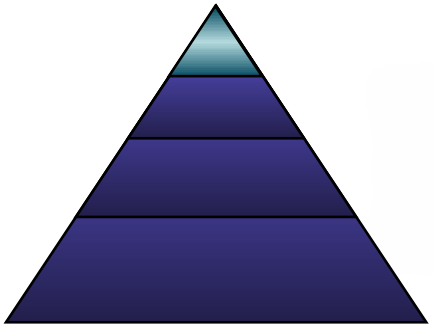
Workshops & Open Houses



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The Workshop Exercise

Participants build their own **growth scenarios**

PROCESS:

1. Decide where NOT to grow
2. Choose a starter chip set
3. Arrange chips on map
4. Trade chips
5. Draw in roads and transit needed
6. Present map to group

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The Workshop Basemap

Legend

Transportation

Land Use

Environmental Feature

Stream
Open Water
Riparian/Wetland
Wildlife Corridor

Slope
15% to 20%
20% to 25%
Above 25%

Flood Prone Areas (Not Groundproofed
Source: NWMCOG)

Land Use
Commercial
Industrial
Residential
Rural Residential
Agriculture
Other
Public Land

1 inch equals 0.5 miles

Feet
0 5,000 10,000 20,000

Miles
0 0.5 1 2 3 4

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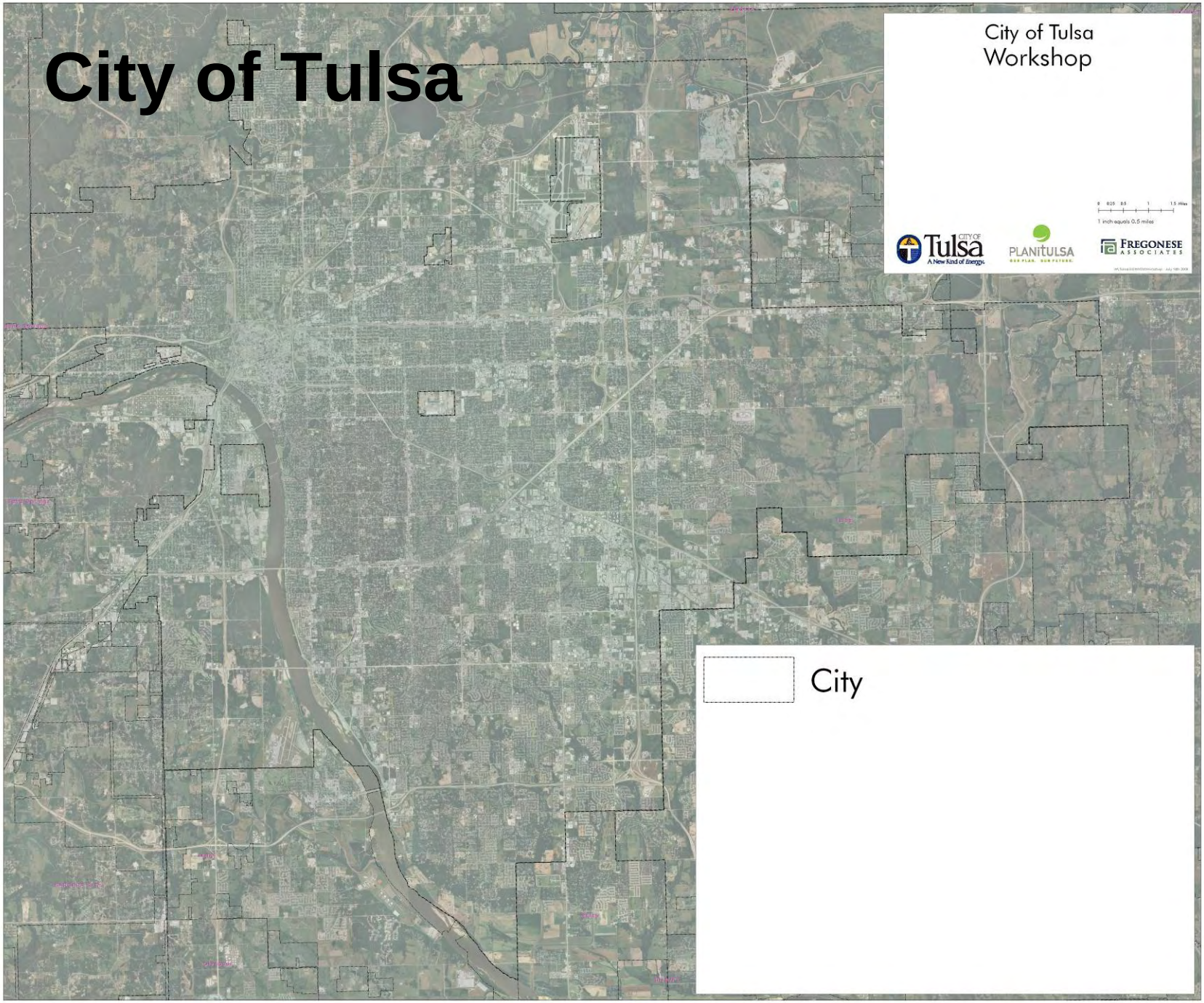
City of Tulsa



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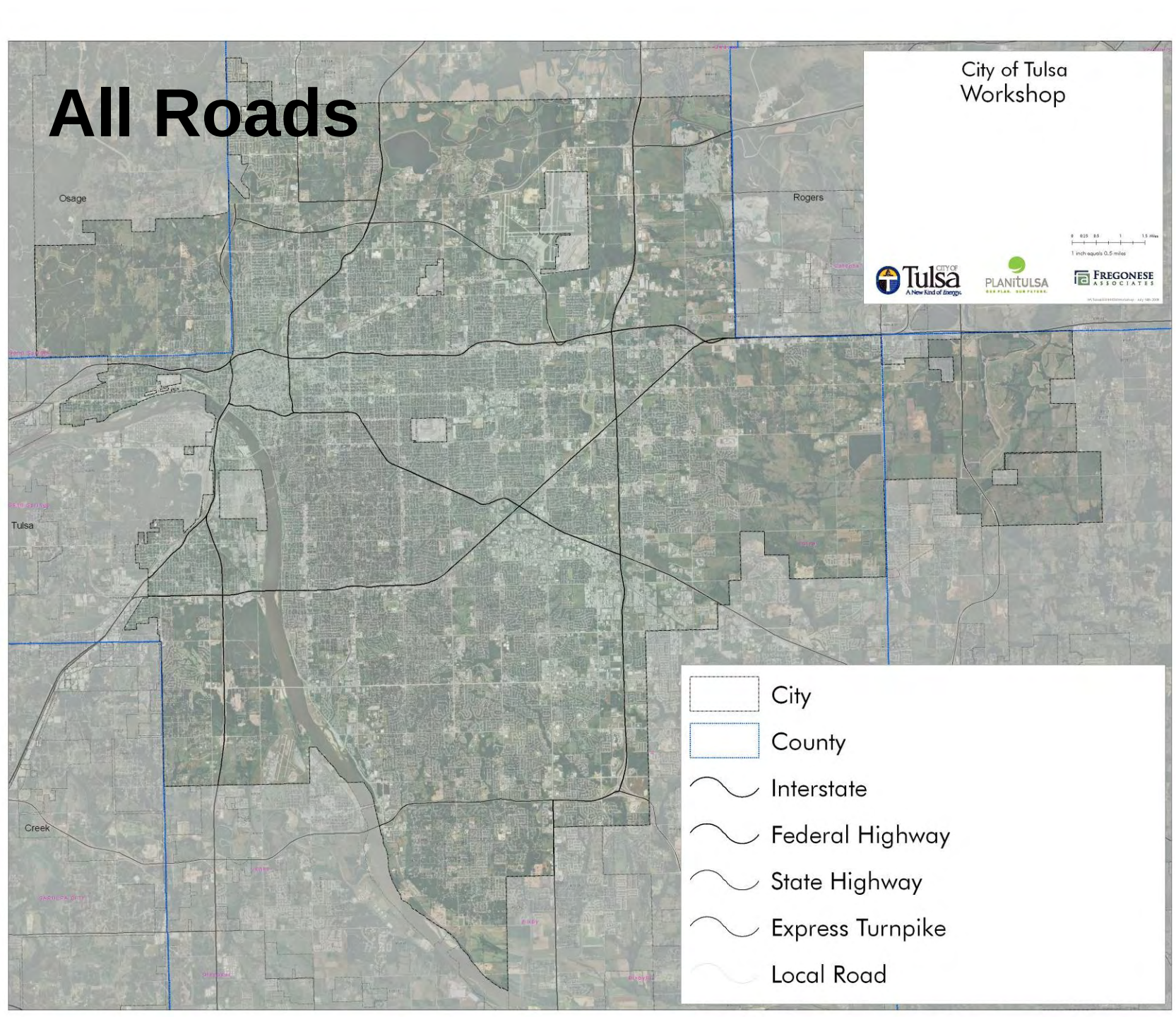
All Roads
City of Tulsa
Workshop
Osage
Rogers
Tulsa
Creek
City
County
Interstate
Federal Highway
State Highway
Express Turnpike
Local Road

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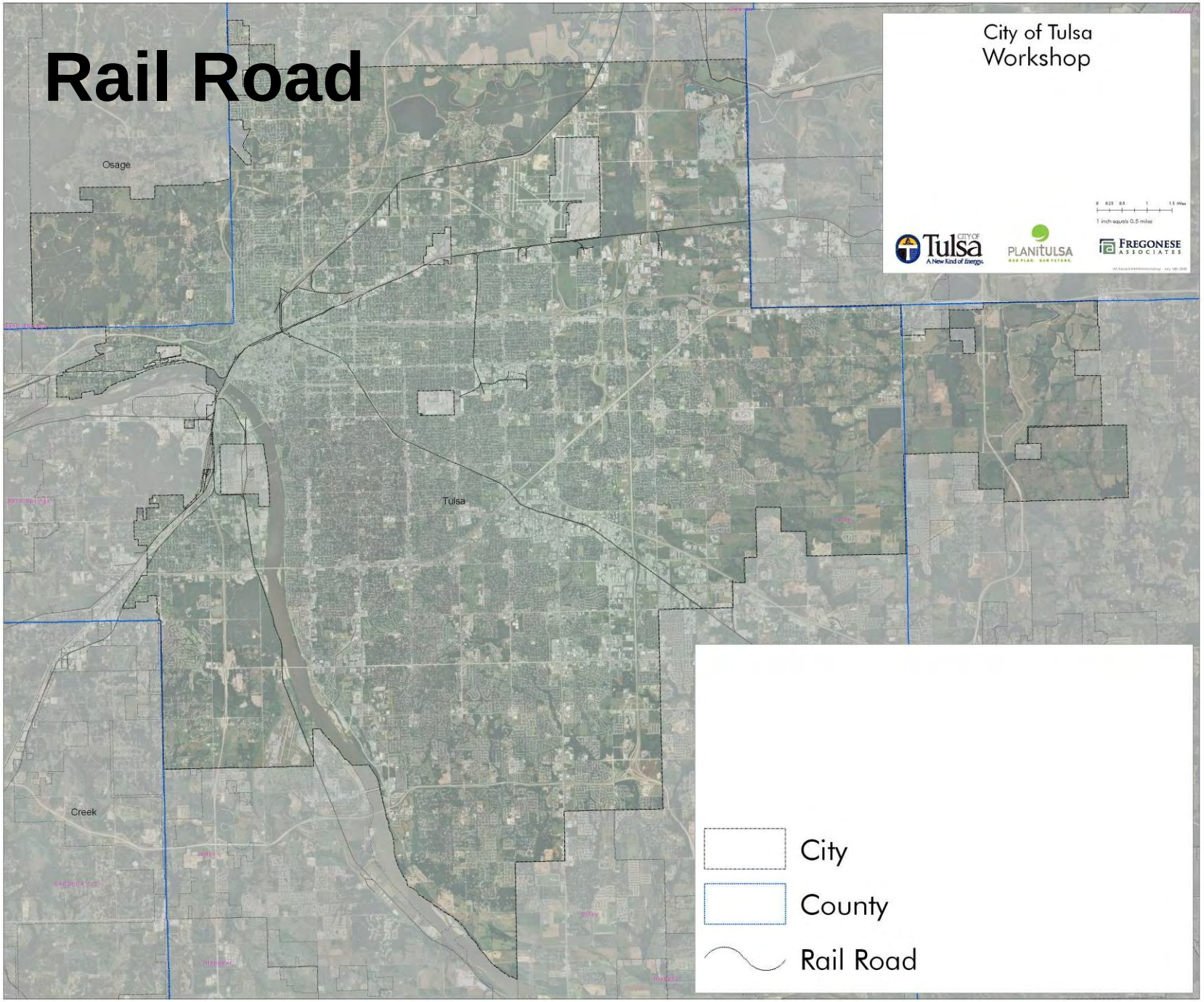
Rail Road



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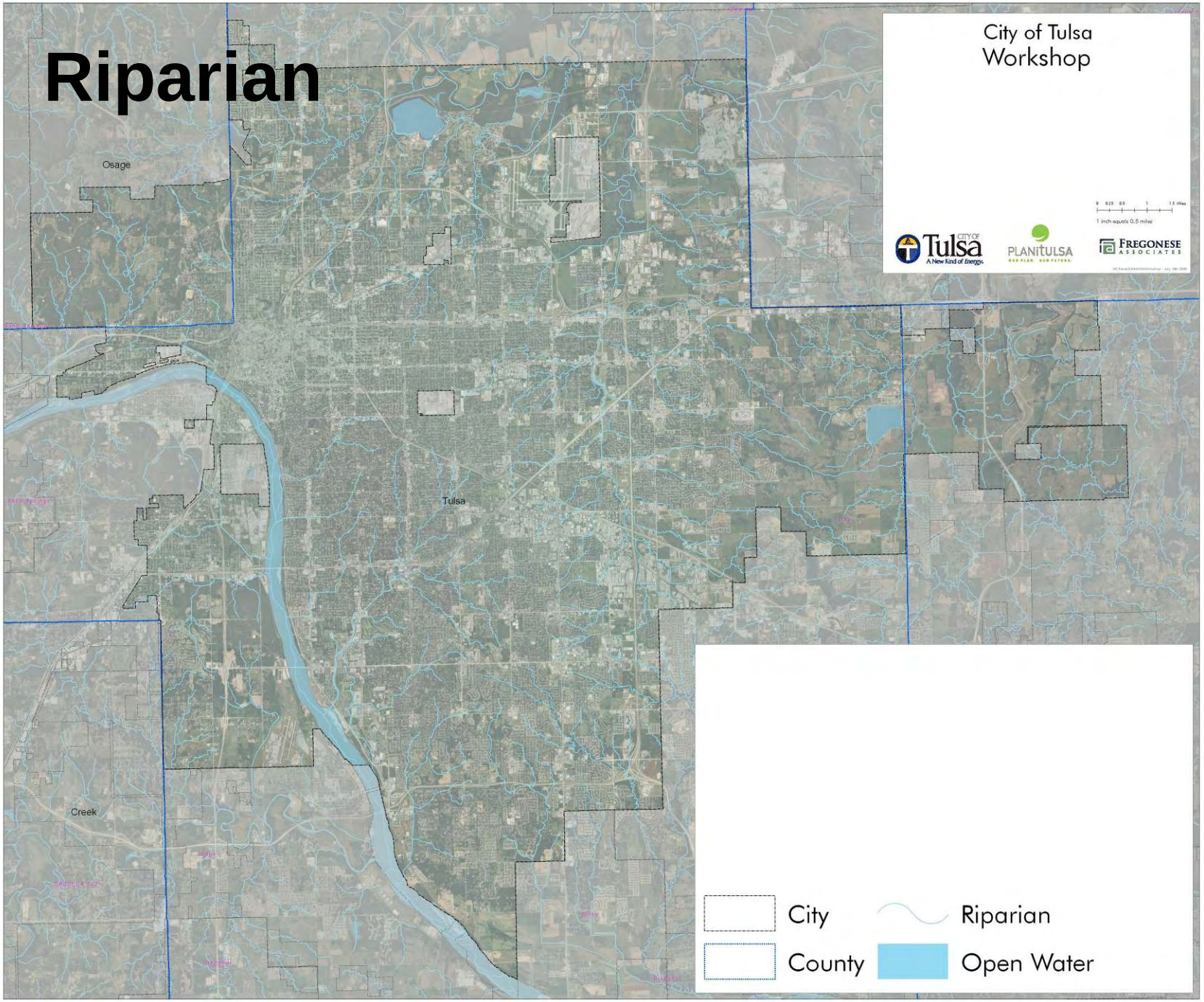
Riparian



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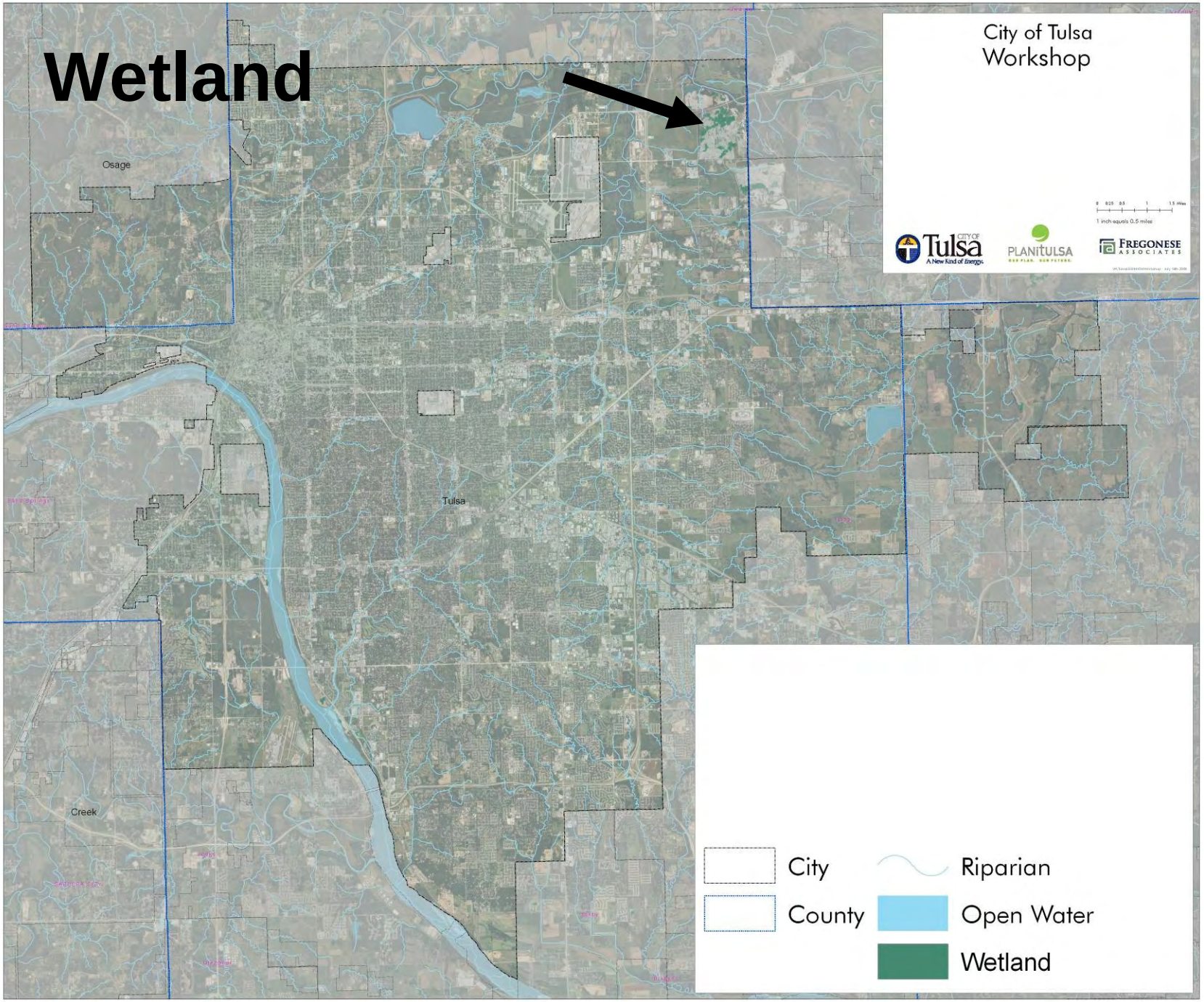
Wetland
City of Tulsa
Workshop
1 inch equals 0.5 miles
Osage
Tulsa
Creek
City
County
Riparian
Open Water
Wetland

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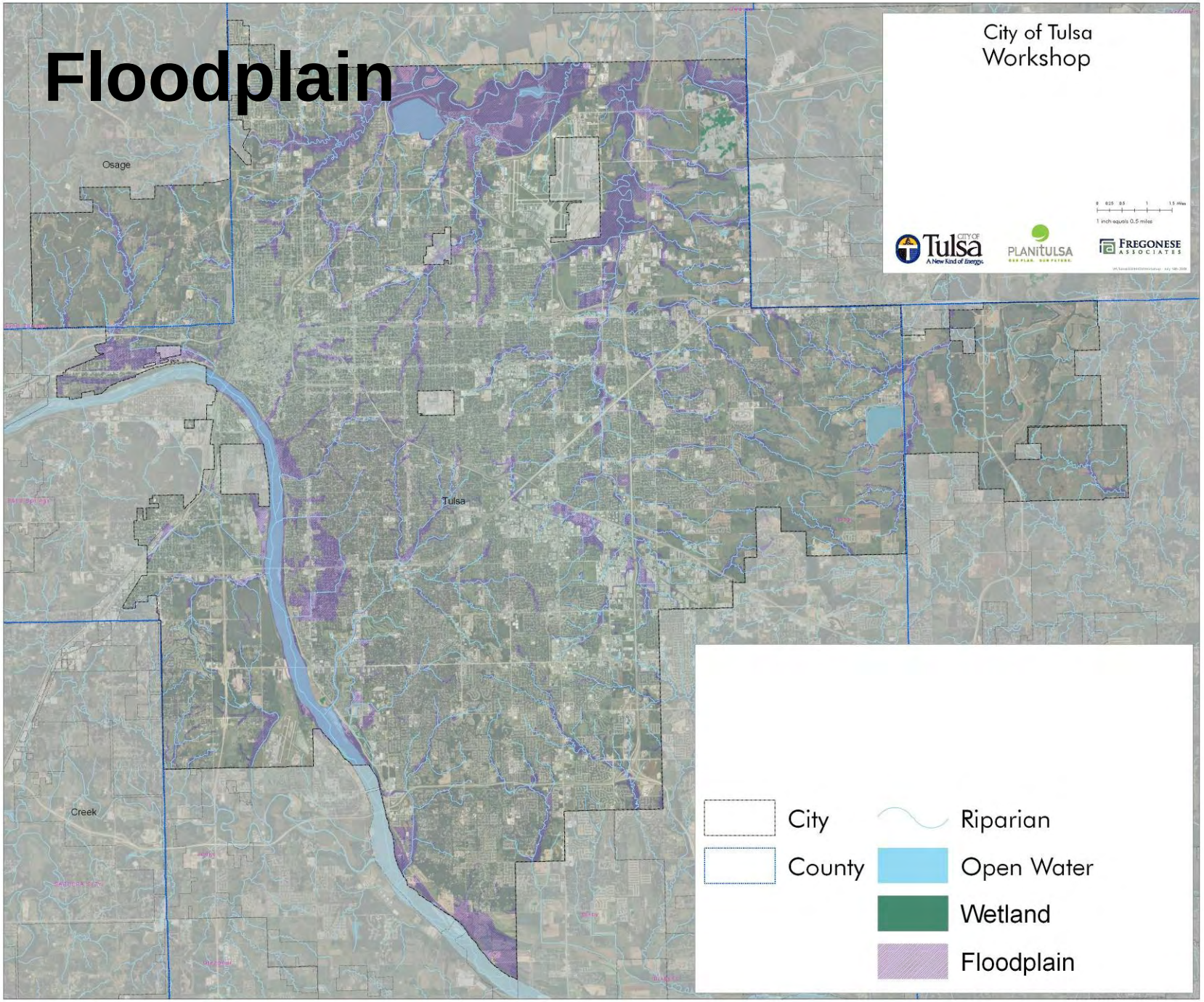
Floodplain


City of Tulsa
Workshop
1 inch equals 0.5 miles
Osage
Tulsa
Creek
City
County
Riparian
Open Water
Wetland
Floodplain

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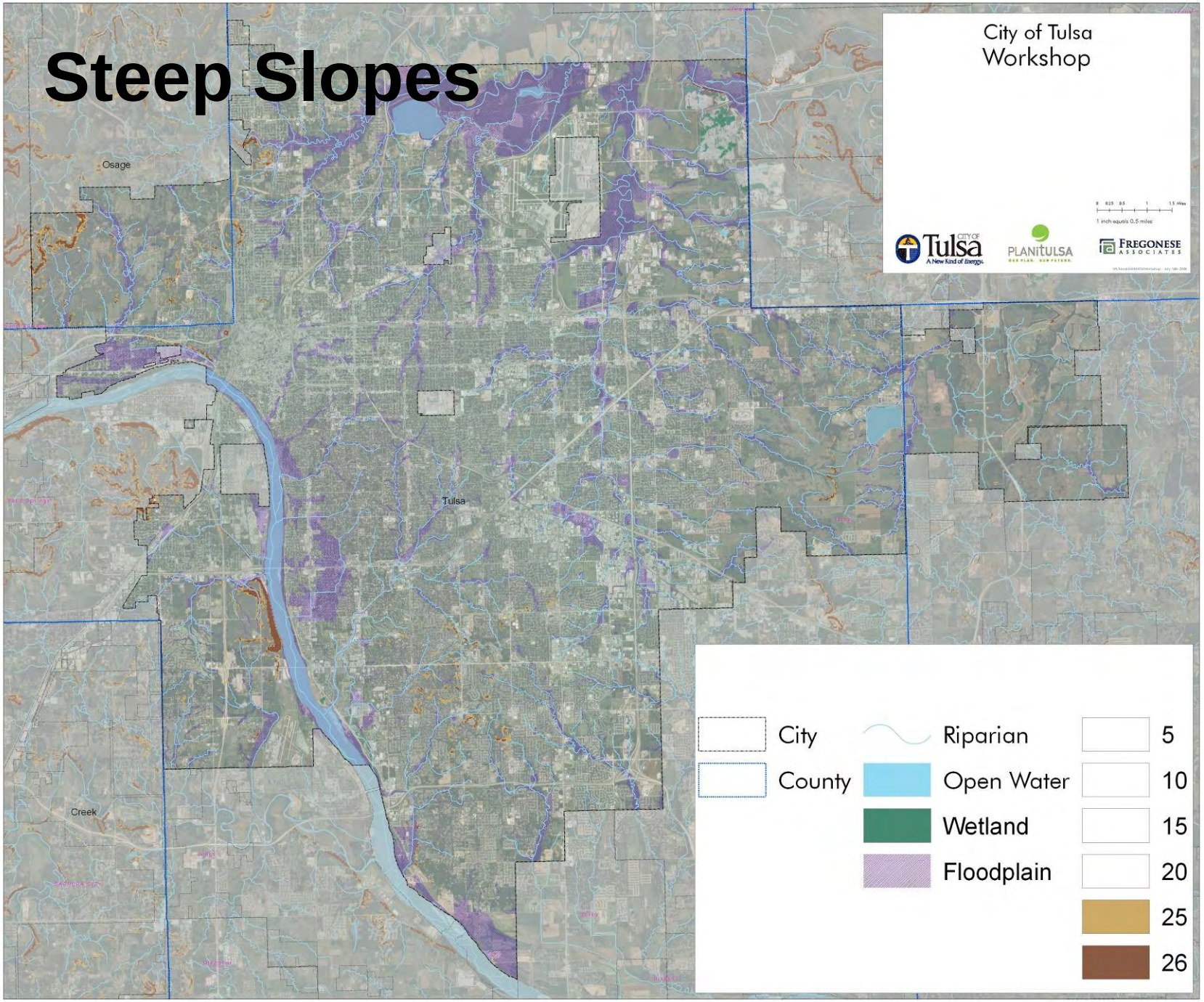
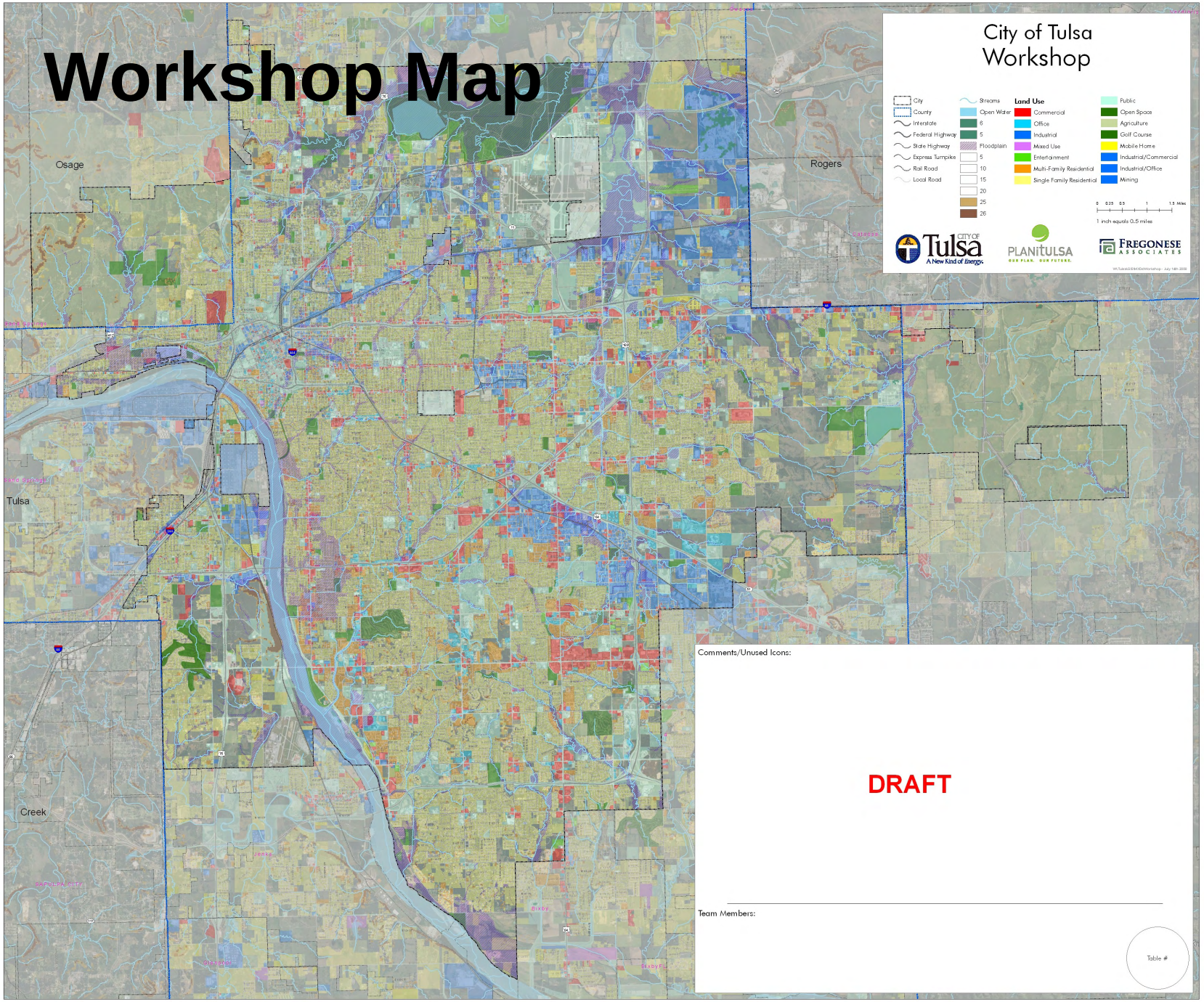
Steep Slopes



Workshop Map



Comments/Unused Icons:

DRAFT

Team Members:

Table #

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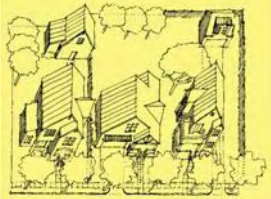
Workshop Game Pieces

Village

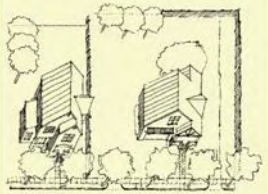
Downtown

Industrial

Residential Subdivision

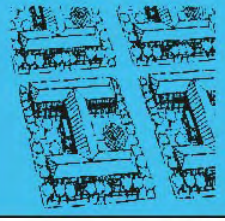


Large-Lot Subdivision



Compact Neighborhood

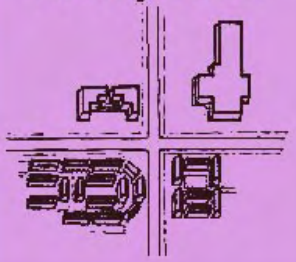
Employment District



Arterial Commercial

Arterial Commercial

Activity Center



Main Street

Main Street

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Development Types are *places* with a variety of buildings, uses and designs

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What's in a Chip?

Chip Elements

Building Types
- Community Center
- Townhouse
- Town Center MU
- Townhouse
- Residential Small Lot

Design Features
- Streetscapes
- Walkways/alleys
- Landscaping
- Architecture

Investment
- Streetscapes
- Transit

Economic Development

Chip Types

Community Designs

Used in today's Workshops

Developed Local Planning and Development

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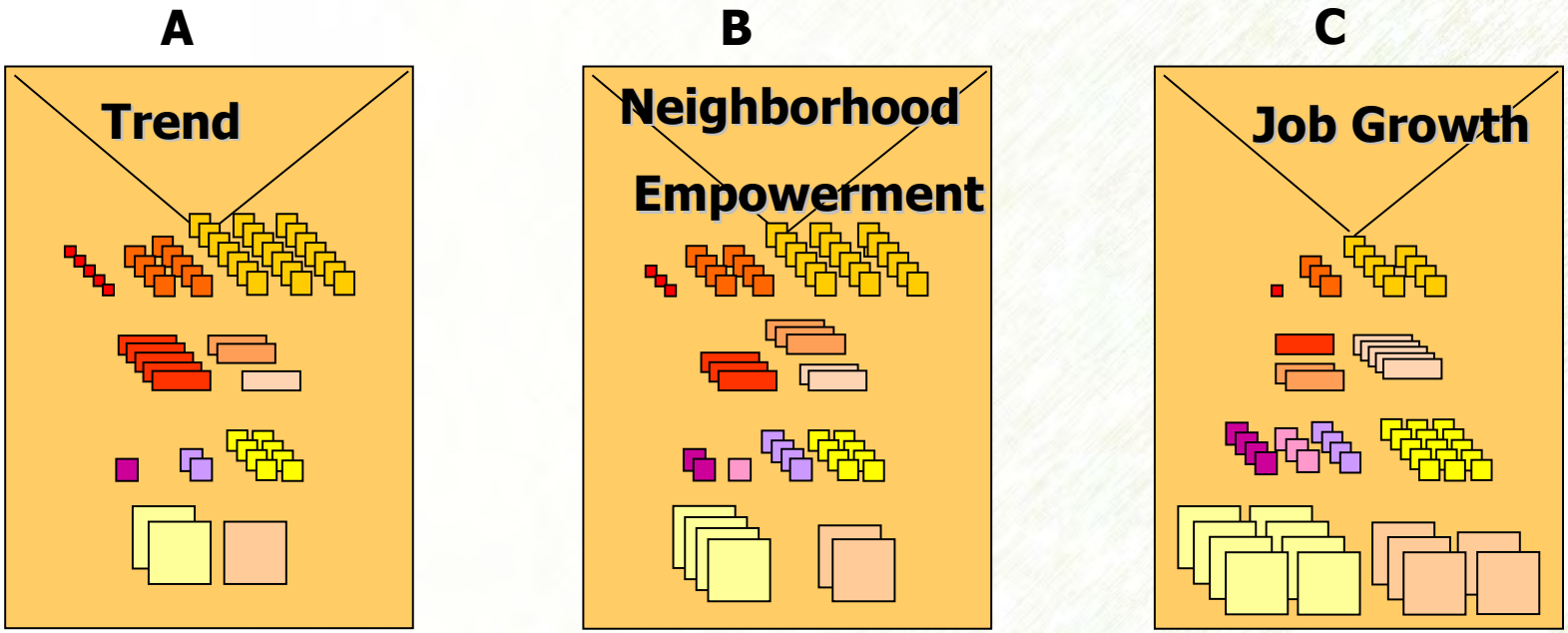
The Workshop Exercise

The chip sets are the physical area covered by forecast construction – each with themes



3 or 4 Packets

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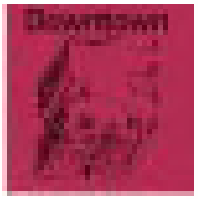
Workshop Game Pieces

Mixed–Use Types

Good for Infill



Downtown
21 Units/Acre
33 Jobs/Acre

Village
14 Units/Acre
23 Jobs/Acre

Main Street
26 Units/Acre
43 Jobs/Acre

*** All Densities are Net Over Developed Acre**

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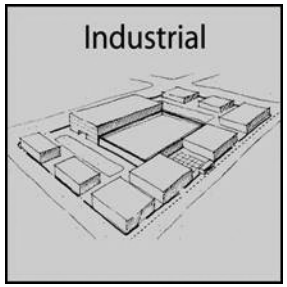
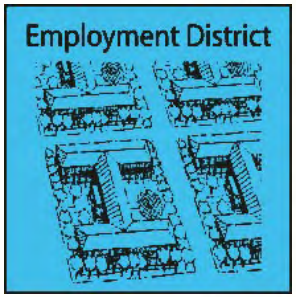
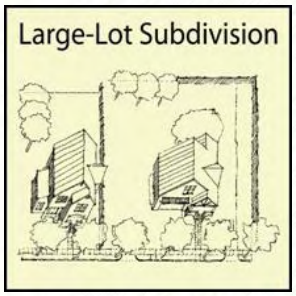
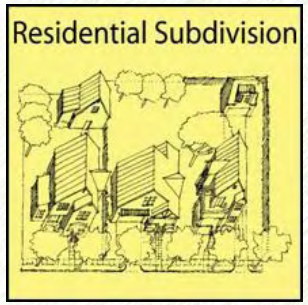
Workshop Game Pieces

Separate-Use Types









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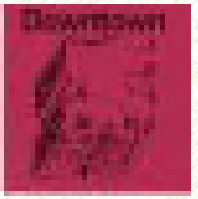
Downtown



1/4 mile

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Village

D. Jeffries

1/4 mile

Ventura, CA

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Main Street

160 ACRES

Sepulveda Boulevard
Near LAX

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Arterial Commercial

160 Acres

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Employment District

1/2 mile

Irvine

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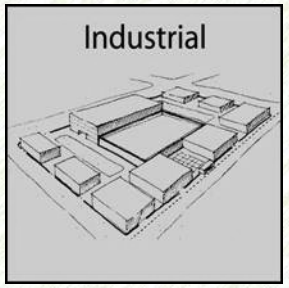
Industrial



1/2 mile

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Compact Neighborhood

1/2
mile

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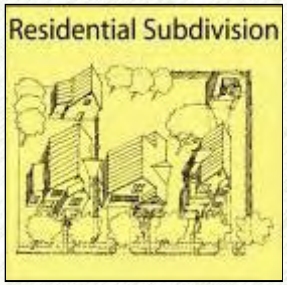
Residential Subdivision



1/2 mile

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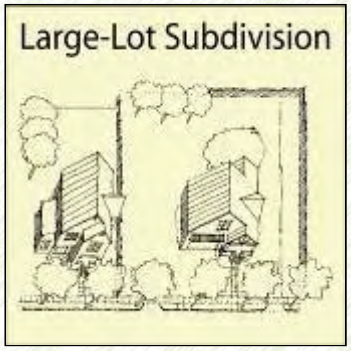
Large Lot Subdivision



1/2 miles

Photo: Daniel Jeffries

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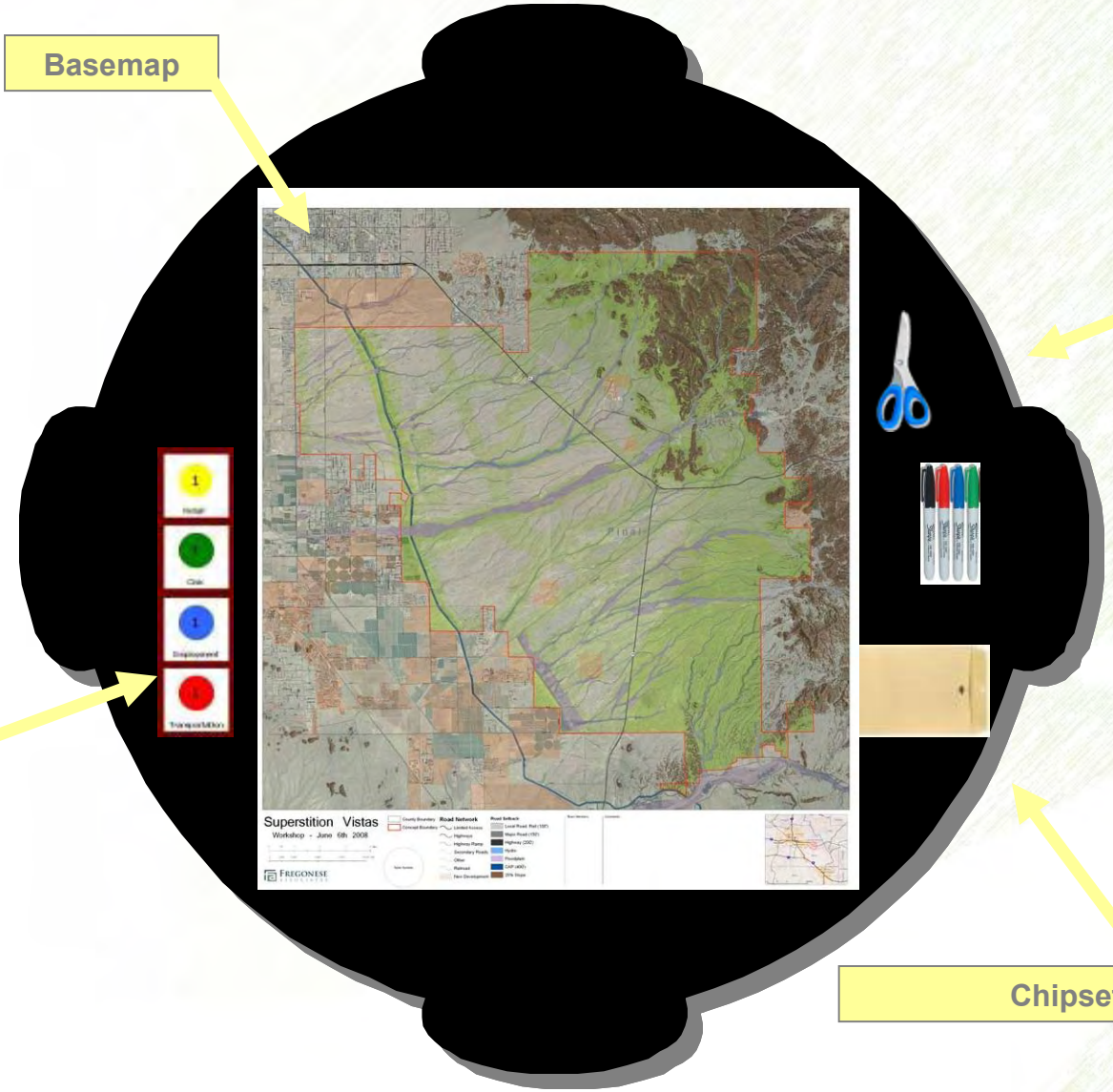
The Workshop Exercise

You will build your own growth scenario for Grande Traverse Region

PROCESS:

1. Discuss Goals for your table
2. Decide where NOT to grow
3. Choose a starter chip set
4. Arrange chips on map
5. Trade Chips
6. Draw in roads and transit needed
7. Present Map to Group

Get Familiar with the Materials



Set Goals for your table (15 min)

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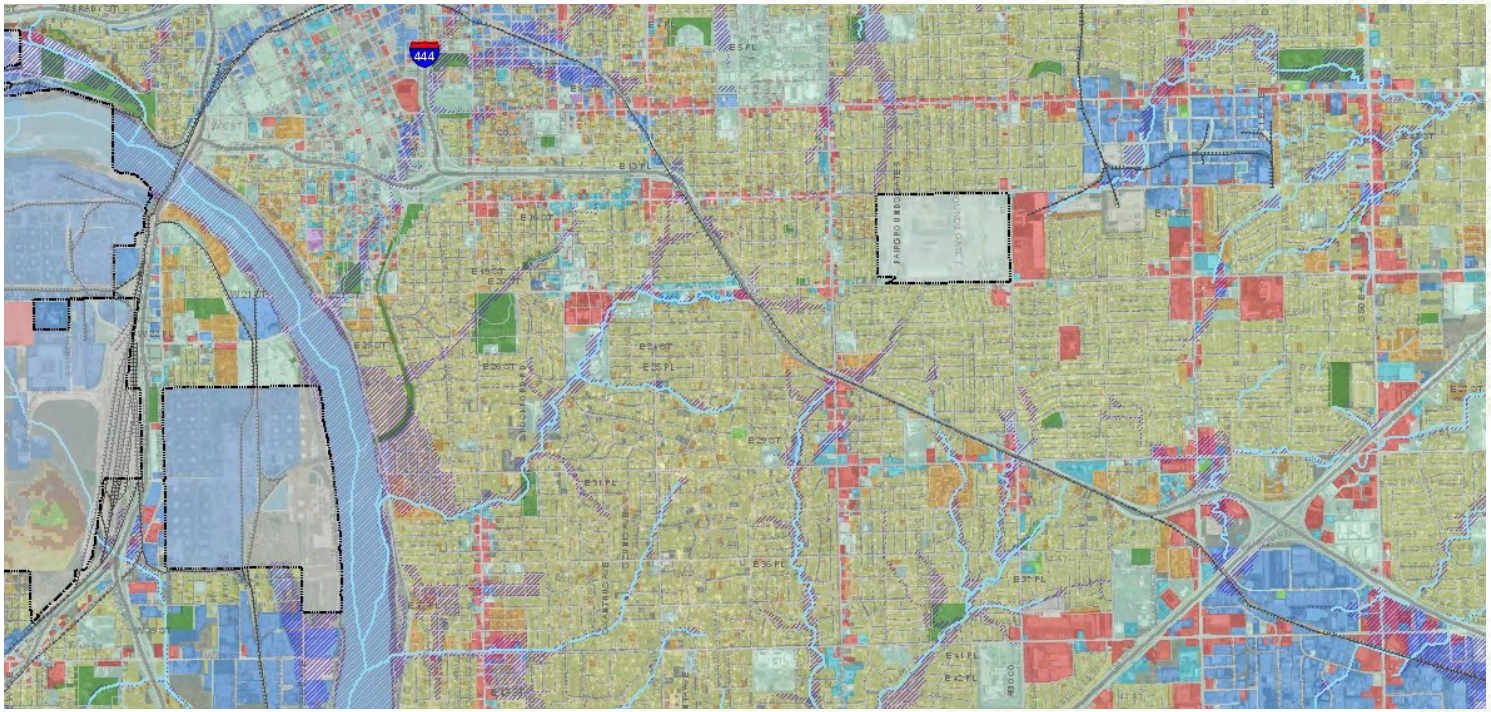
The Workshop Exercise

Draw-In Desired Open Space, Green Corridors
Conservation and Historic Districts, and Other Significant Areas

Identify where NOT to grow



Workshop Map

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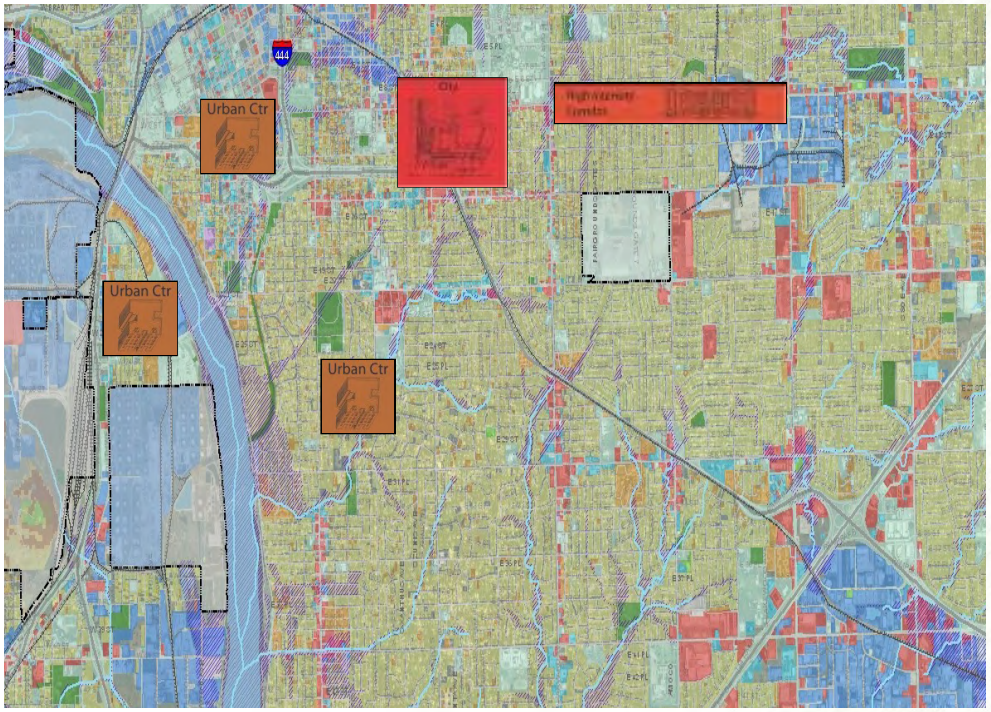
How do we account for Infill and Redevelopment?



The scenario modeling process interprets chips placed on developed land as infill and redevelopment.

Example Only

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The Workshop Exercise

Choose a Starter Set and Place Chips on Map

Start with highest-intensity chips

(Downtown, Activity Center)

Move on to lower-intensity chips (Residential Subdivision, Large Lot)

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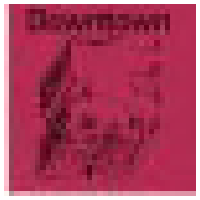
The Workshop Exercise

Trade Chips if Desired



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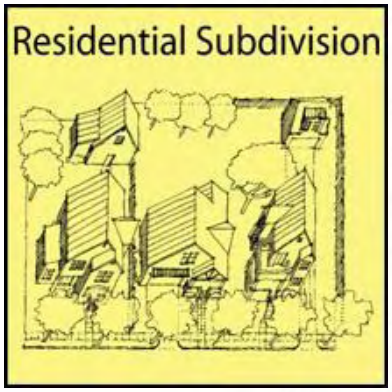

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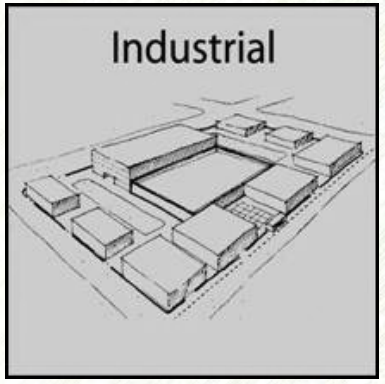

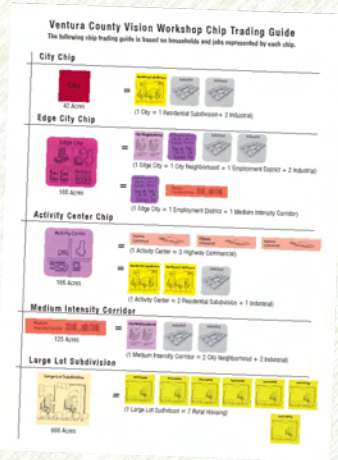

1 Downtown Chip =

1 Residential Subdivision Chip + 1 Industrial Chips

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The Workshop Exercise

Add Transportation Infrastructure

- s
-
-

Name Your Map and Choose a Presenter

The Workshop Exercise

Present your map to group

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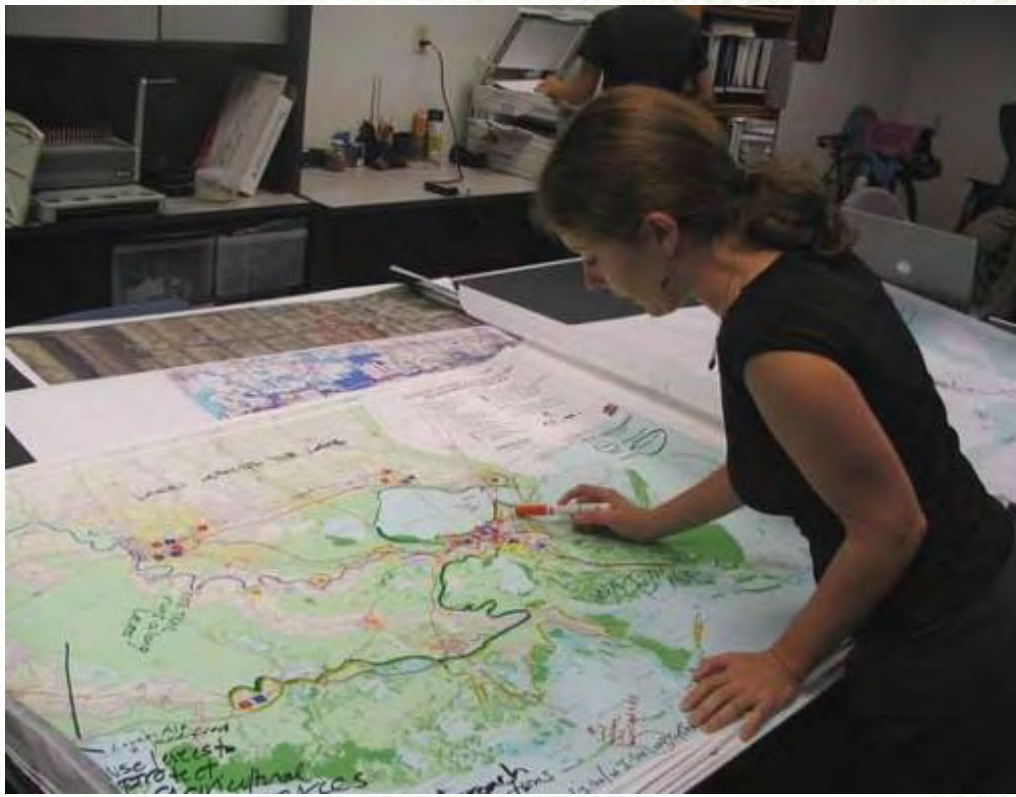
Each table's plan is analyzed and recorded…



….and all notes and comments are recorded

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Let the Workshop Begin!

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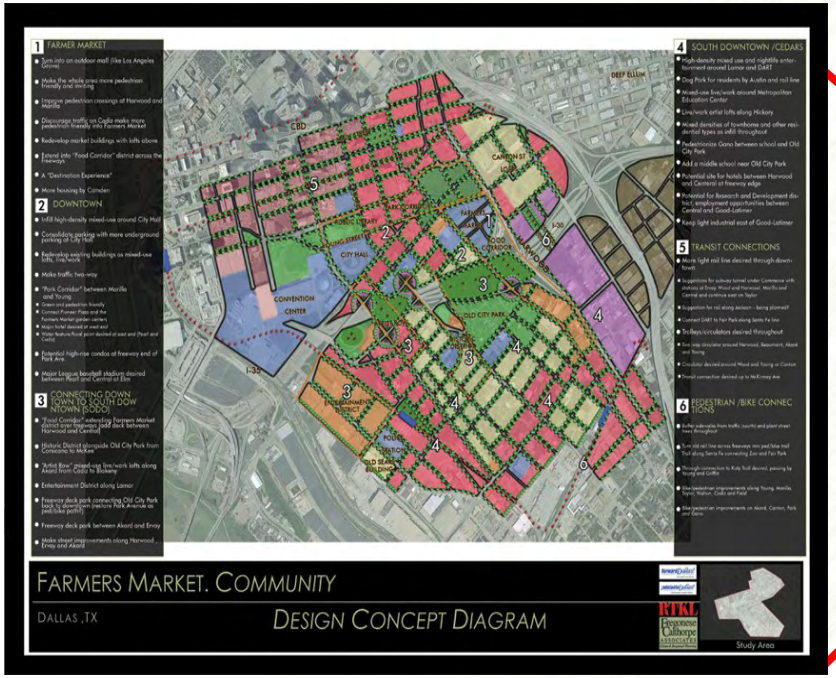
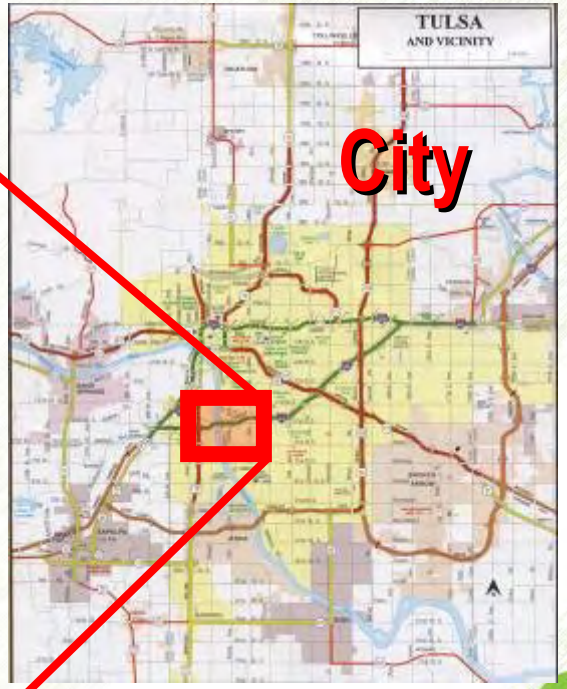
Two Scales – City and Neighborhood





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Building a Scenario

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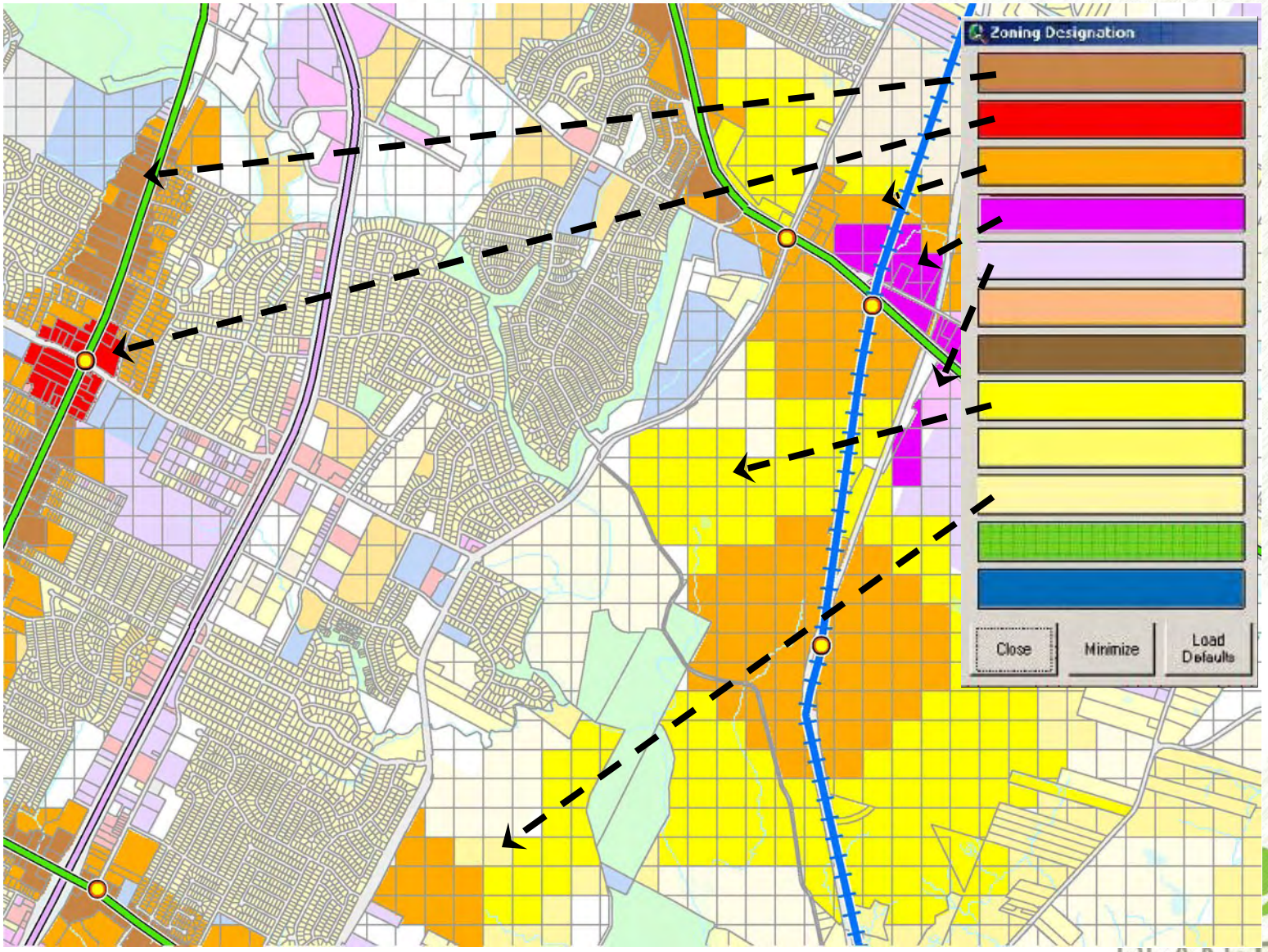

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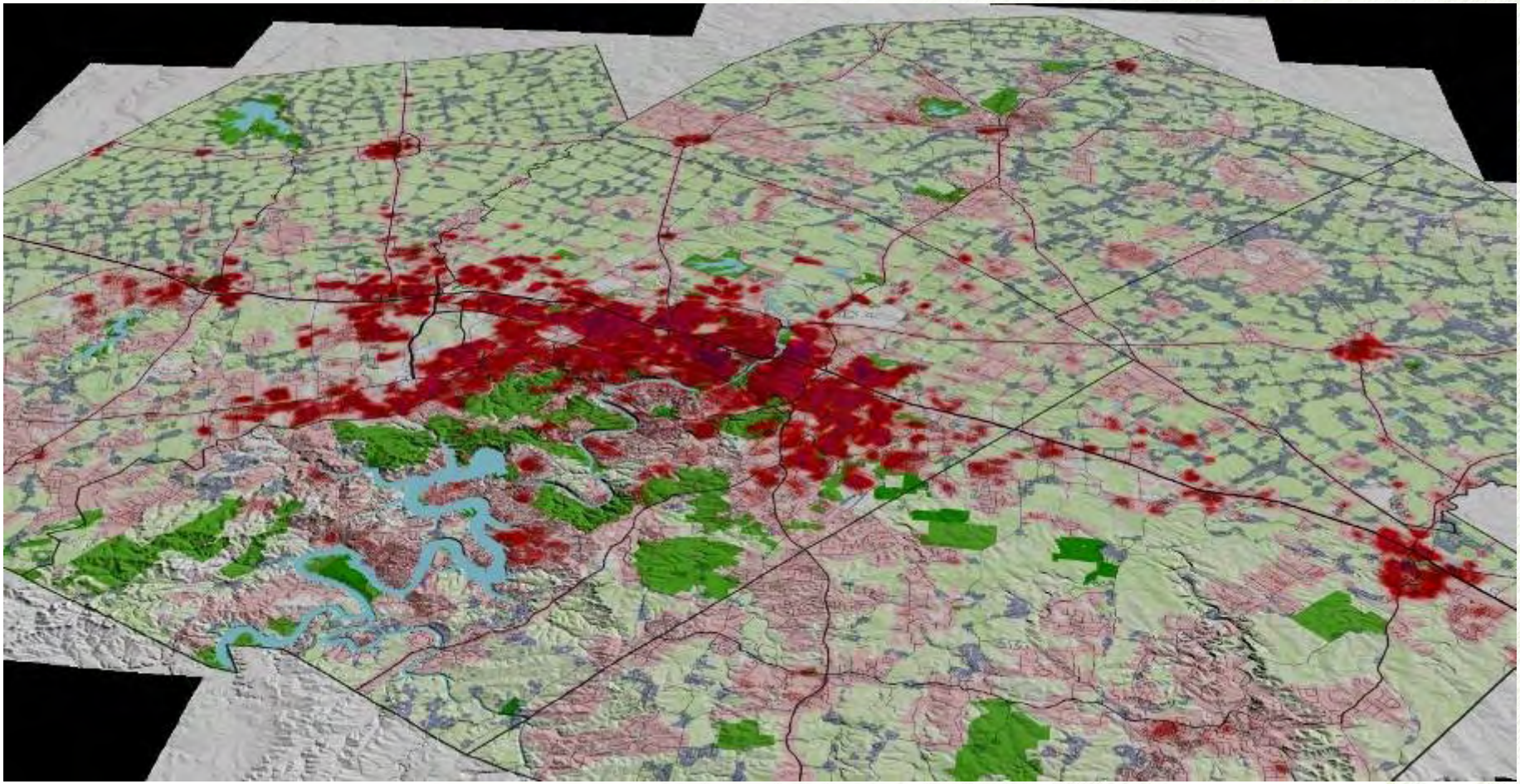

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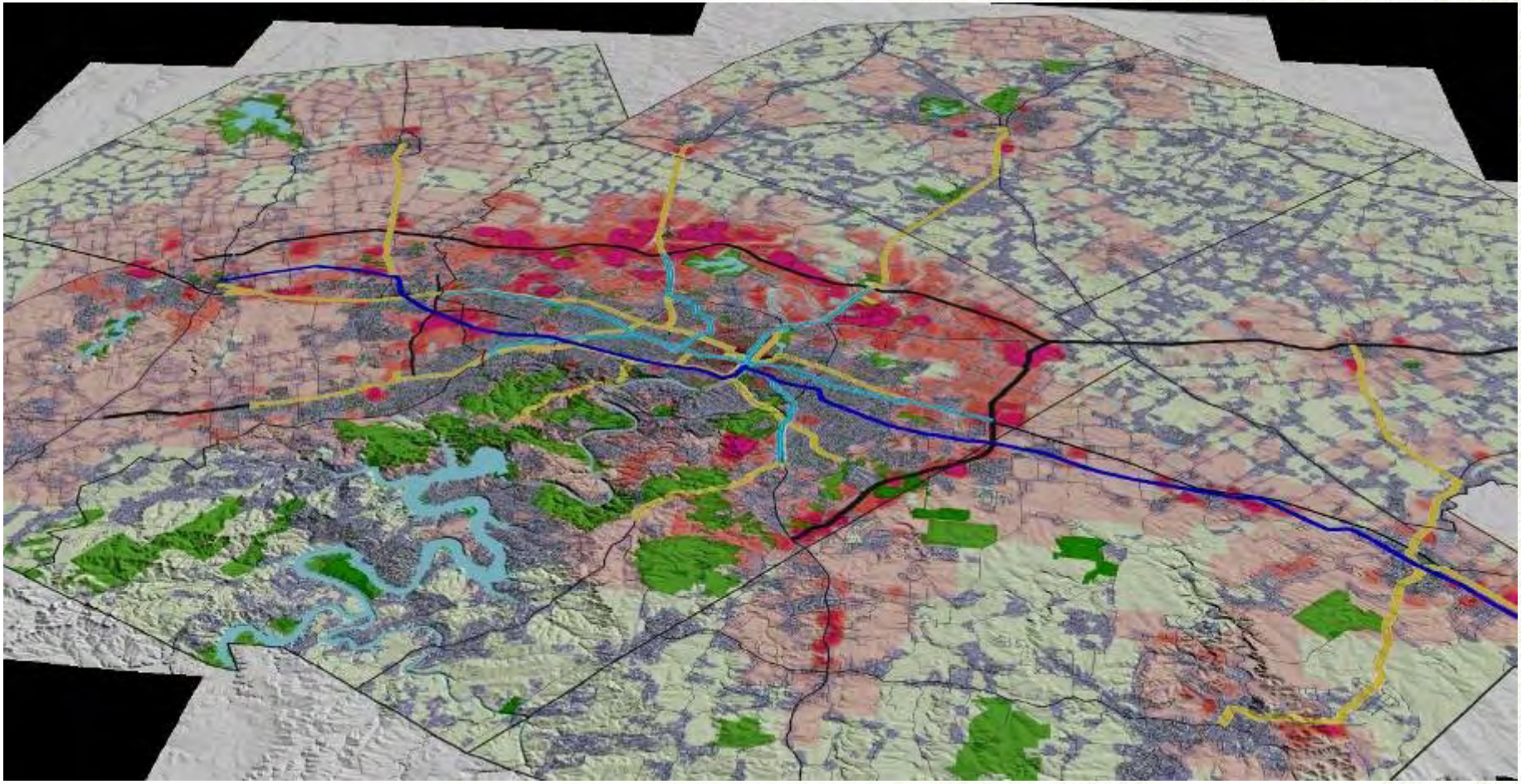

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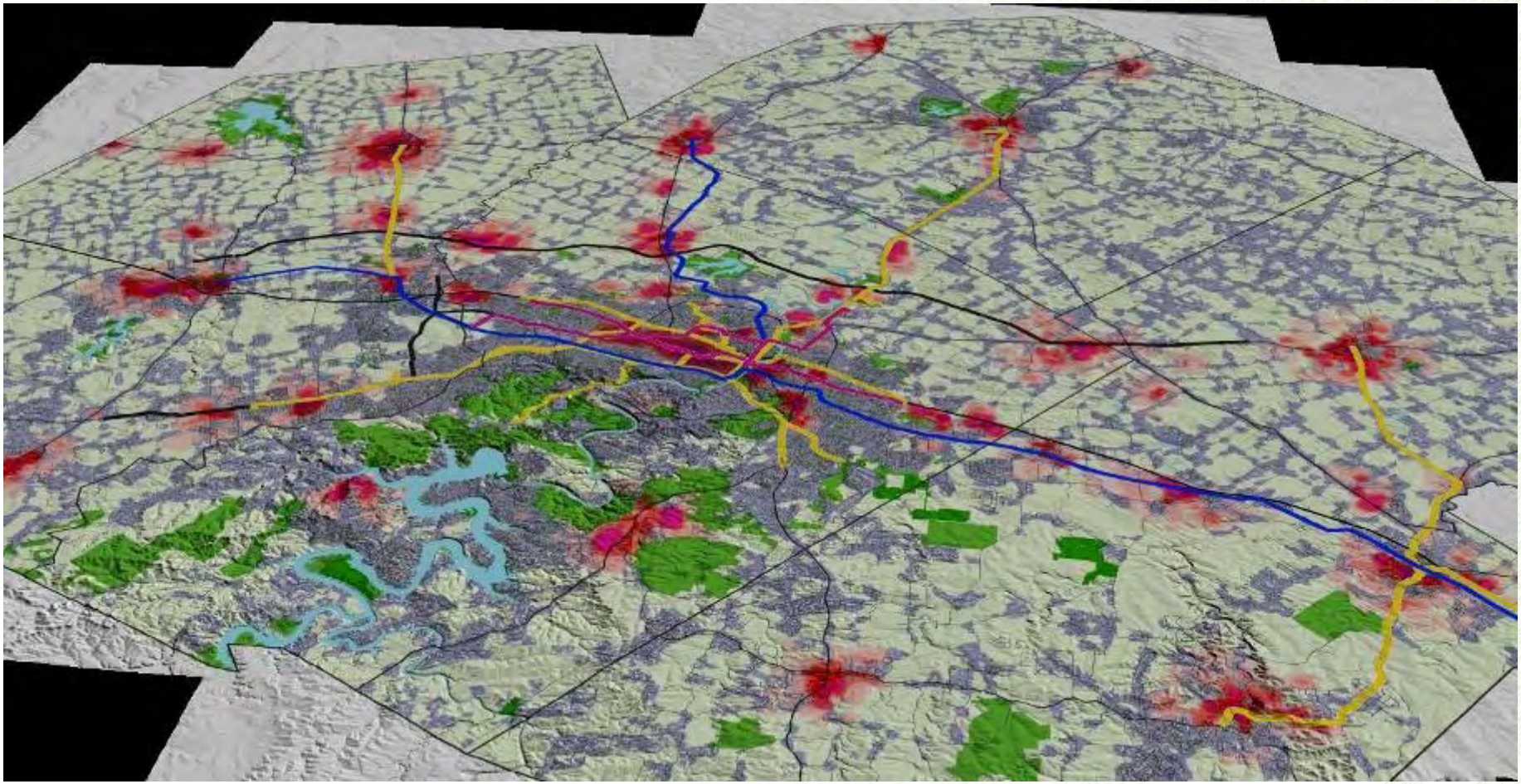

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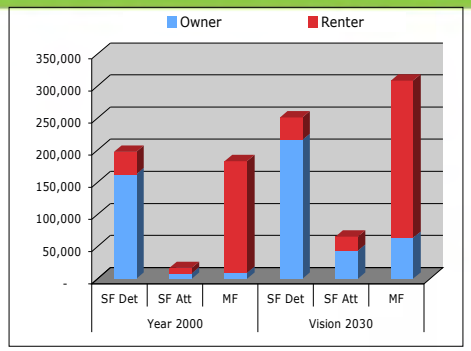
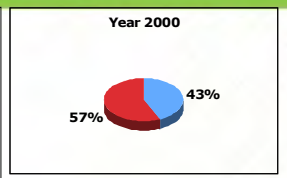
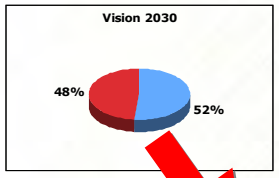
Modeling the Scenarios



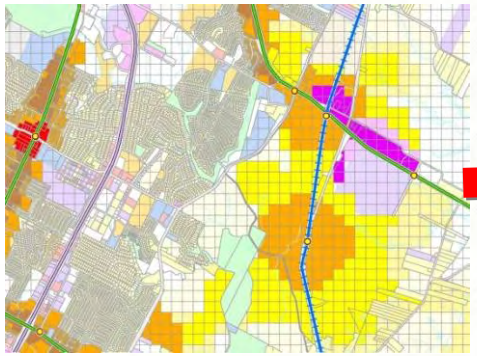




Market Constraints
Development Program
Commercial Demand
Housing Needs

Sustainability
Urban Design

Land Use Scenario
Tipping Point
Development



Transportation Analysis
Roadway Impact
Ridership

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Indicators for Scenario Evaluation

Topic	Scenario A	Scenario B	Scenario C	Scenario D
Agricultural Land Consumed: 1998 - 2020	174 sq mi	143 sq mi	65 sq mi	43 sq mi

Topic	Scenario A	Scenario B	Scenario C	Scenario D
Infrastructure Cost 1998-2020 (Transportation, water, sewer, utilities)	$38 billion $$$$$	$30 billion $$$$	$22 billion $$$	$23 billion $$$!

Topic	Scenario A	Scenario B	Scenario C	Scenario D
Single Family Homes vs. Condos, Apts. & Townhomes	SF 77% Condos, etc. 23%	SF 75% Condos, etc. 25%	SF 68% Condos, etc. 32%	SF 62% Condos, etc. 38%

Topic	Scenario A	Scenario B	Scenario C	Scenario D
Transportation Choices				

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Issue: Forecast Size and Workshop Theme

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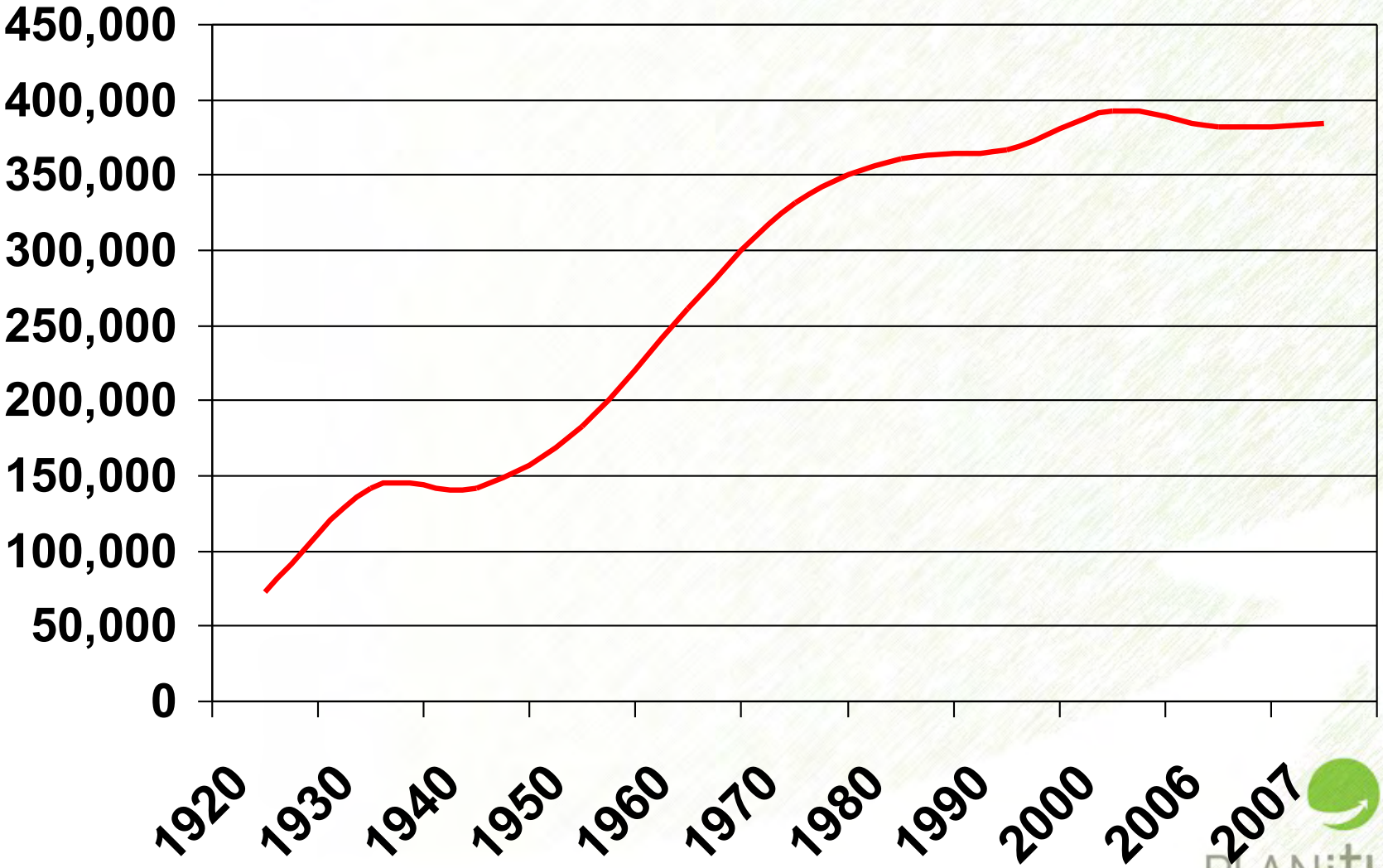
Census Population



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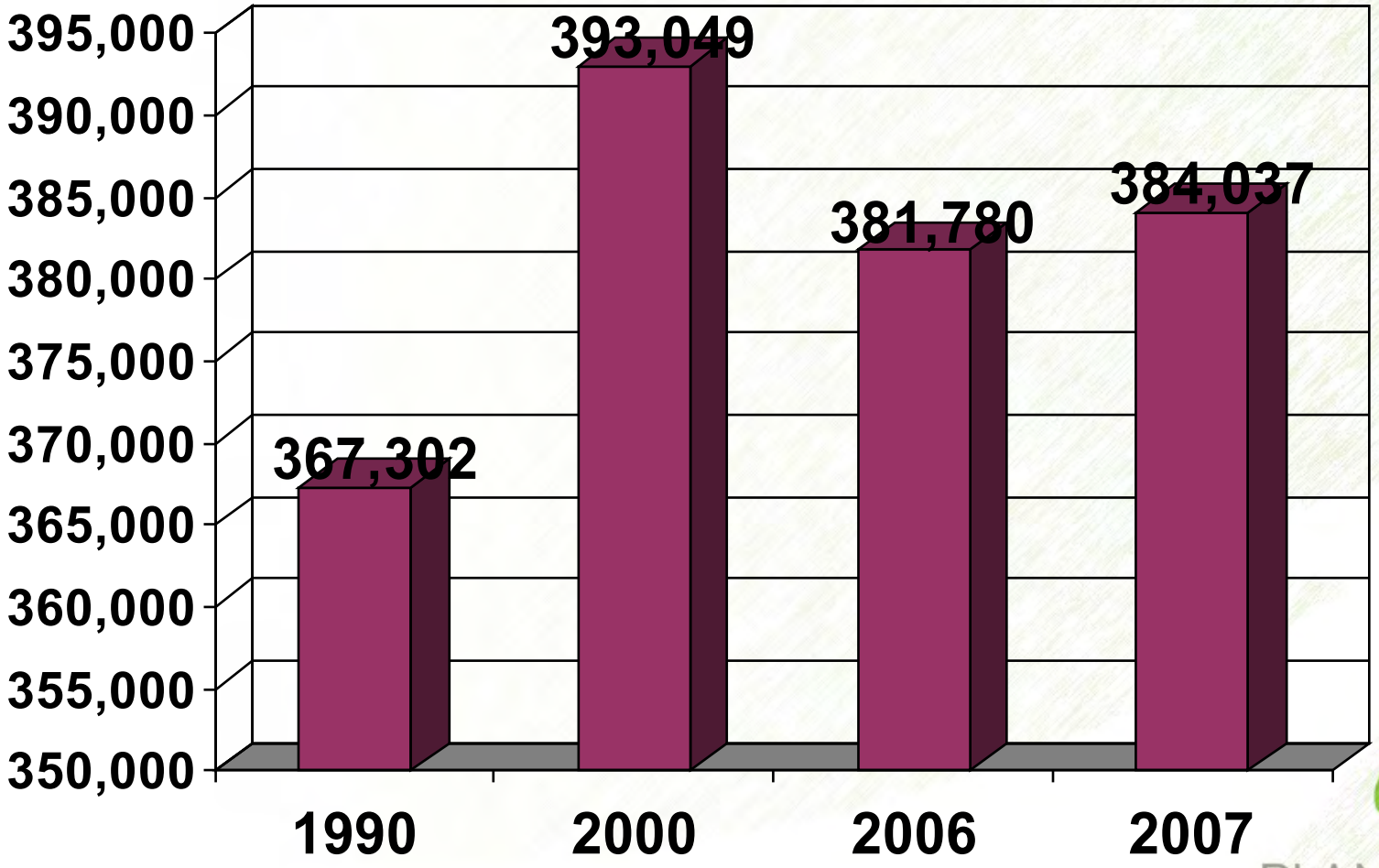
Population – City of Tulsa



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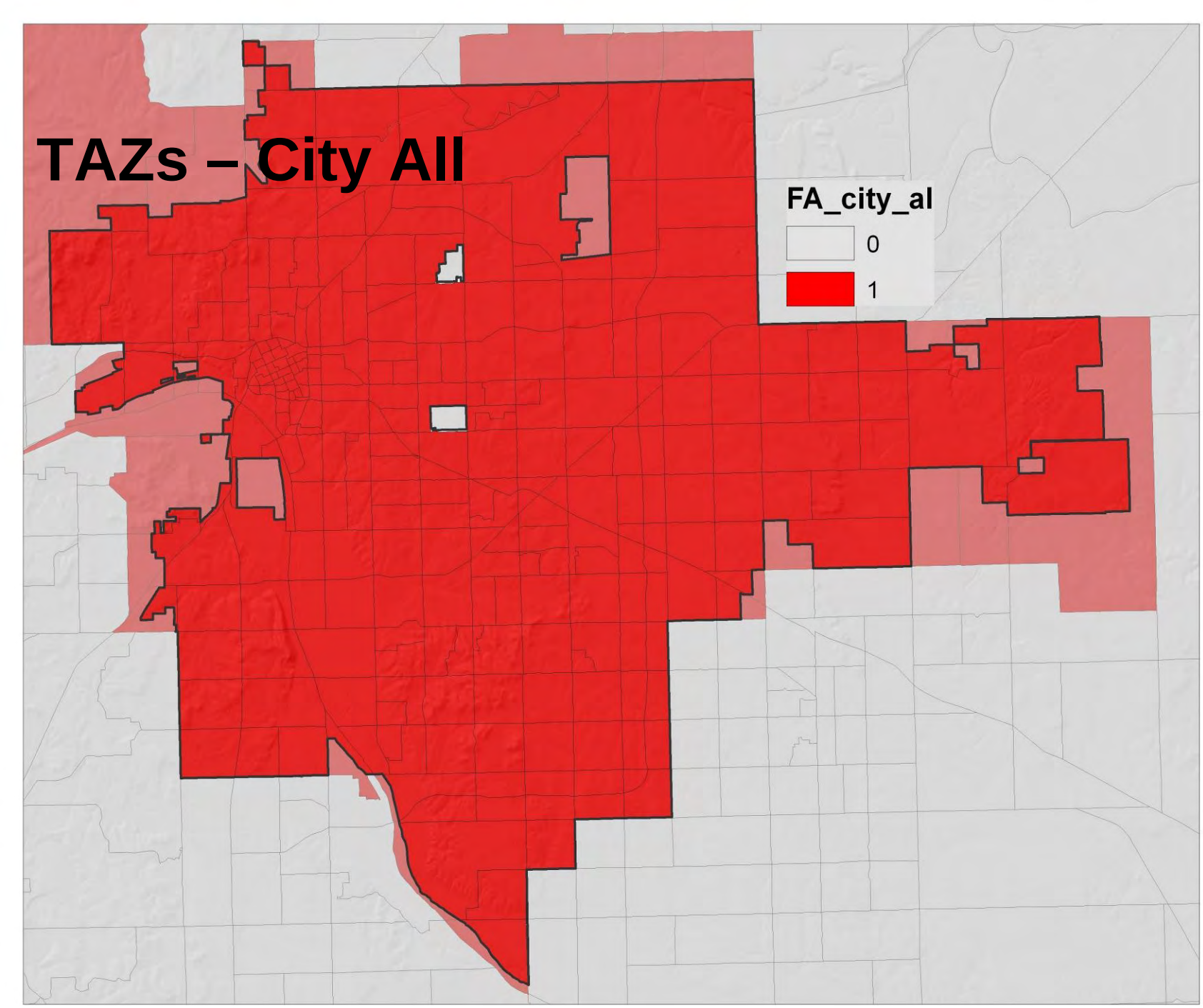

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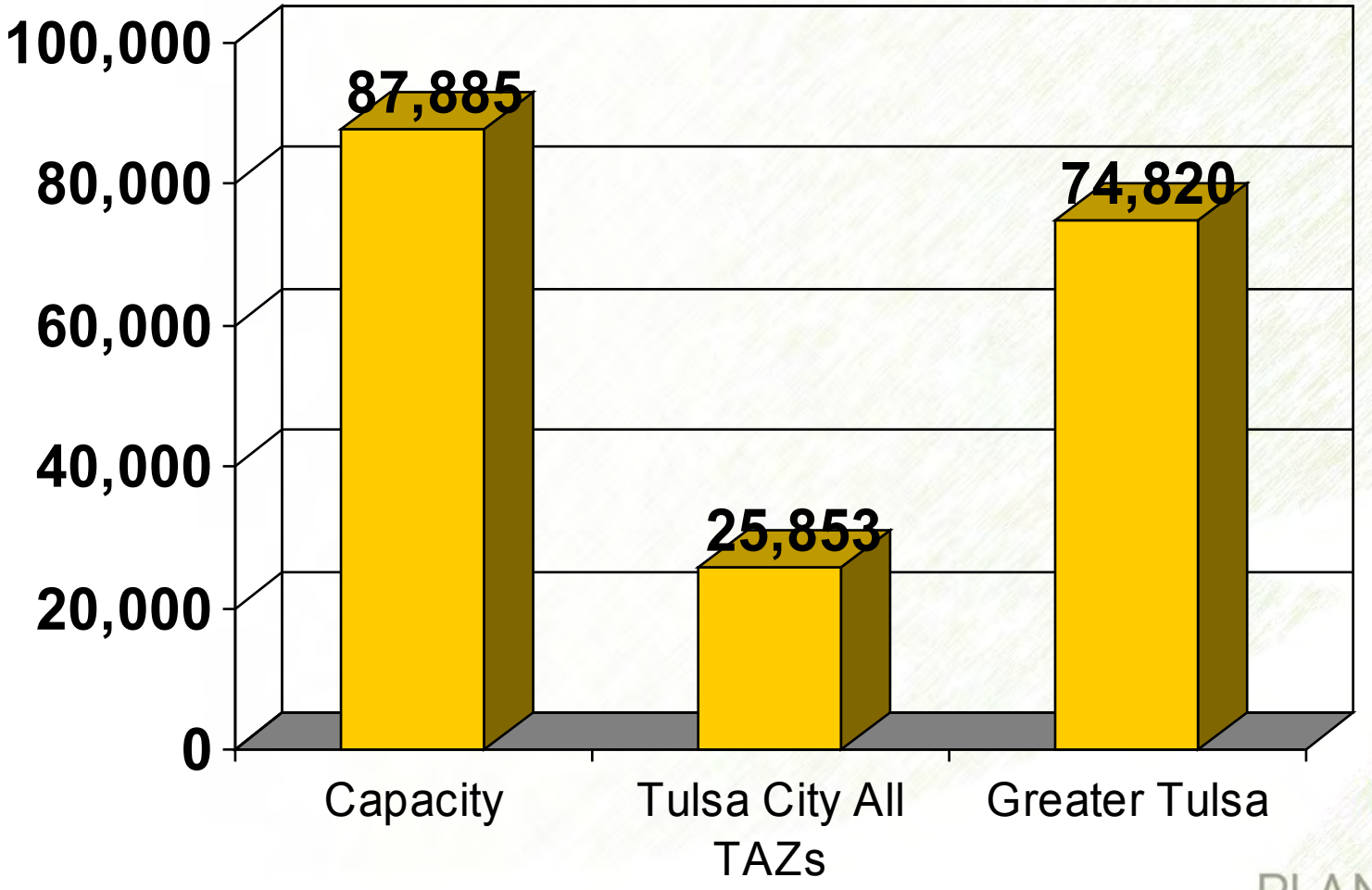
Housing Forecast - Units



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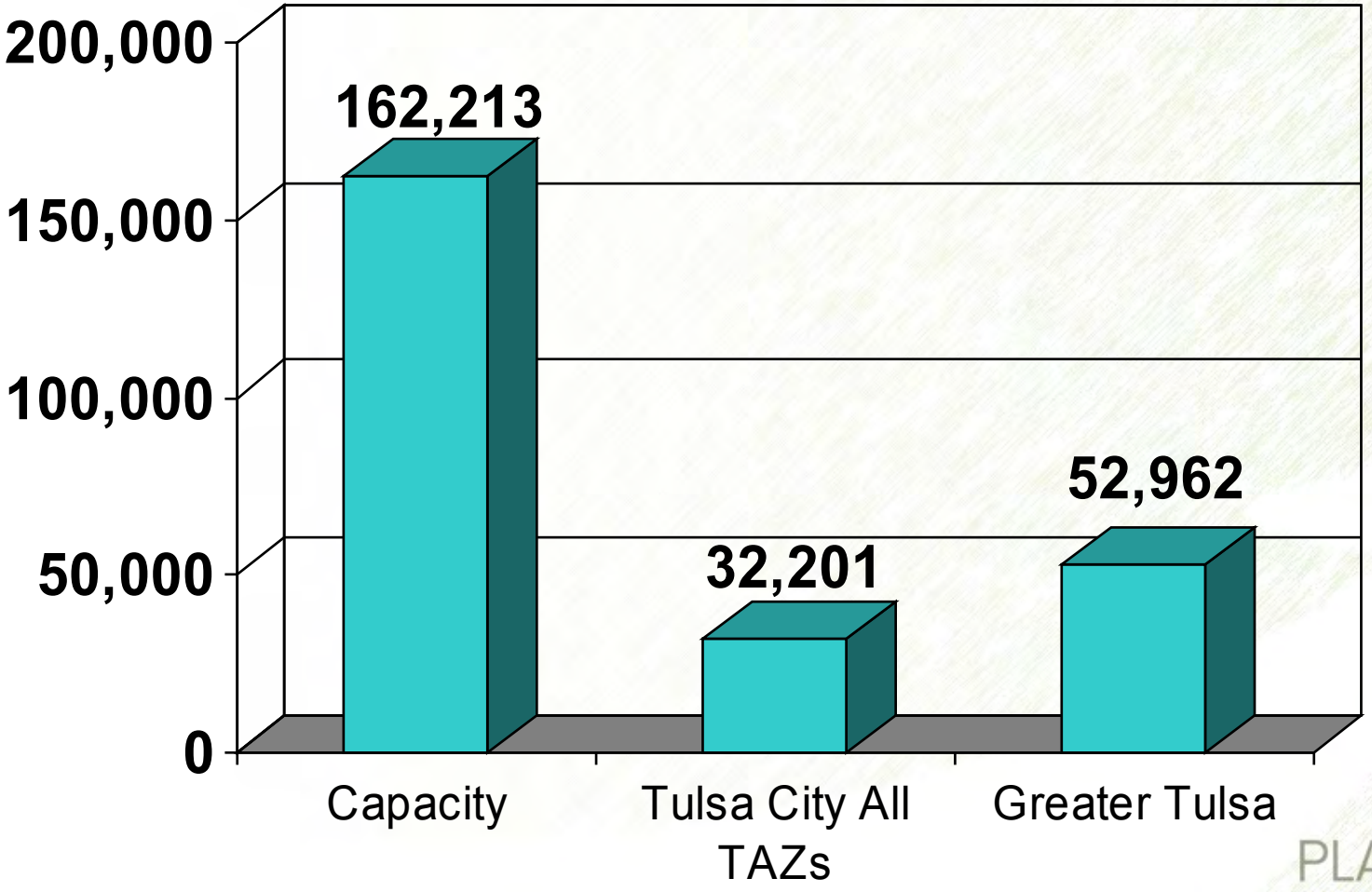
Jobs



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Growth Capture

- In 2000 the city accounts for almost 60% of the regional population and over 80% of jobs
- The standard forecast would have the amount fall by 2030
- To stay at the same proportion the forecast would have to increase

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Scenario Forecast ideas

- Forecast Capture
- Ability to add Proportional Capture
- Chipsets based on themes:
  - Trend
  - Capture young people
  - Neighborhood Empowerment
  - Grow the Economy

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REGION 2040
Choices for Tomorrow
2040 Growth Concept
2040 Growth Concept Map
LEGEND
Clark County
L E G E N D
Metropolitan Region

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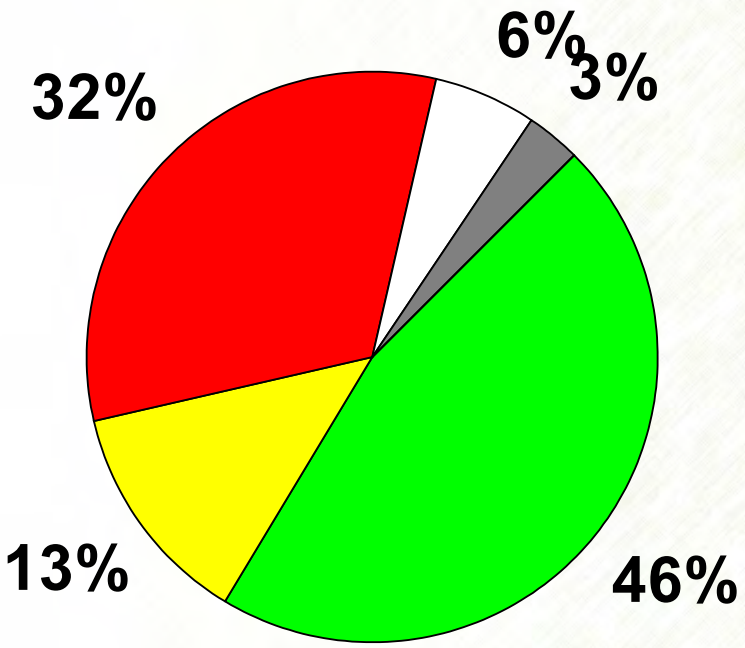
Survey Results -
Testing Strategies



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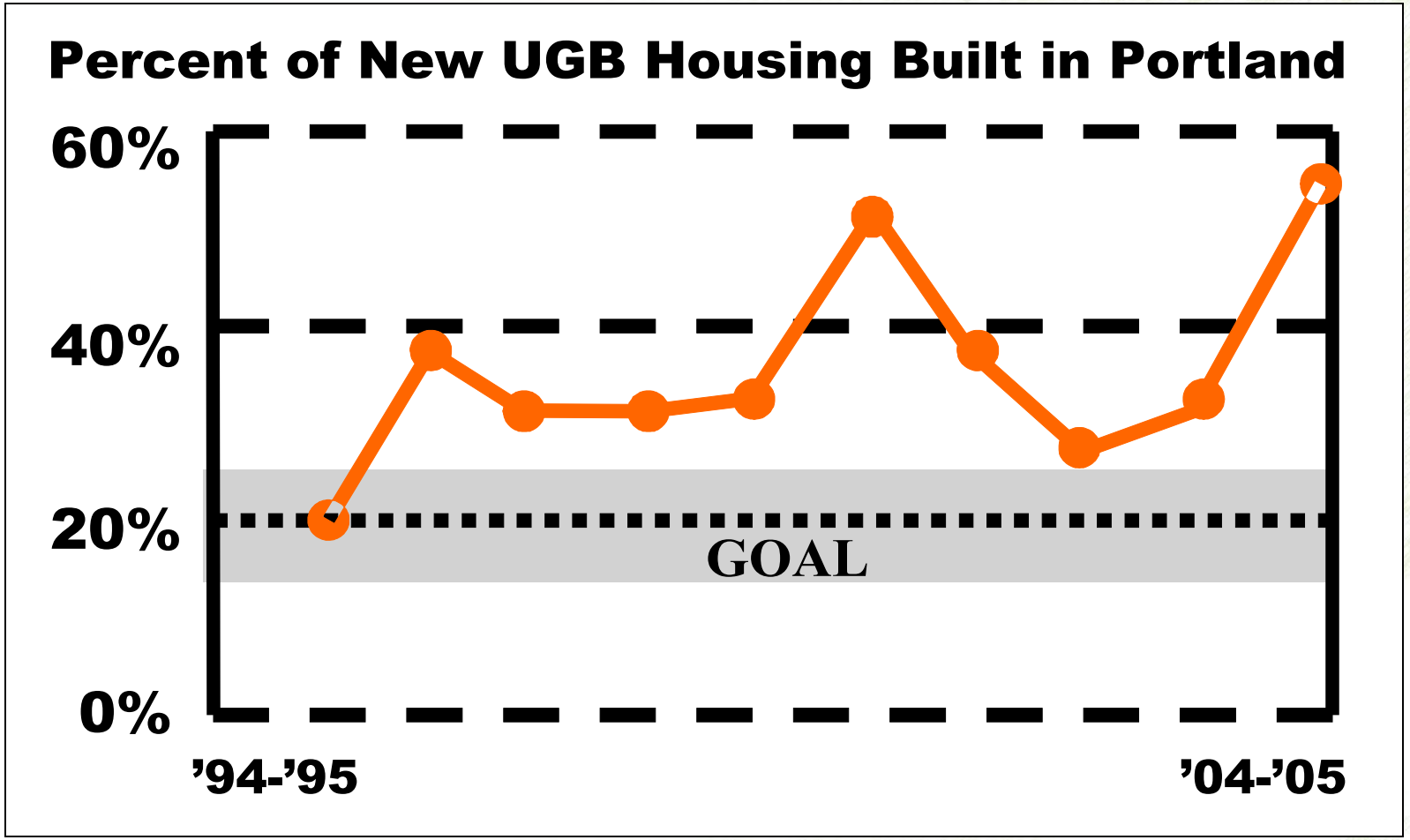
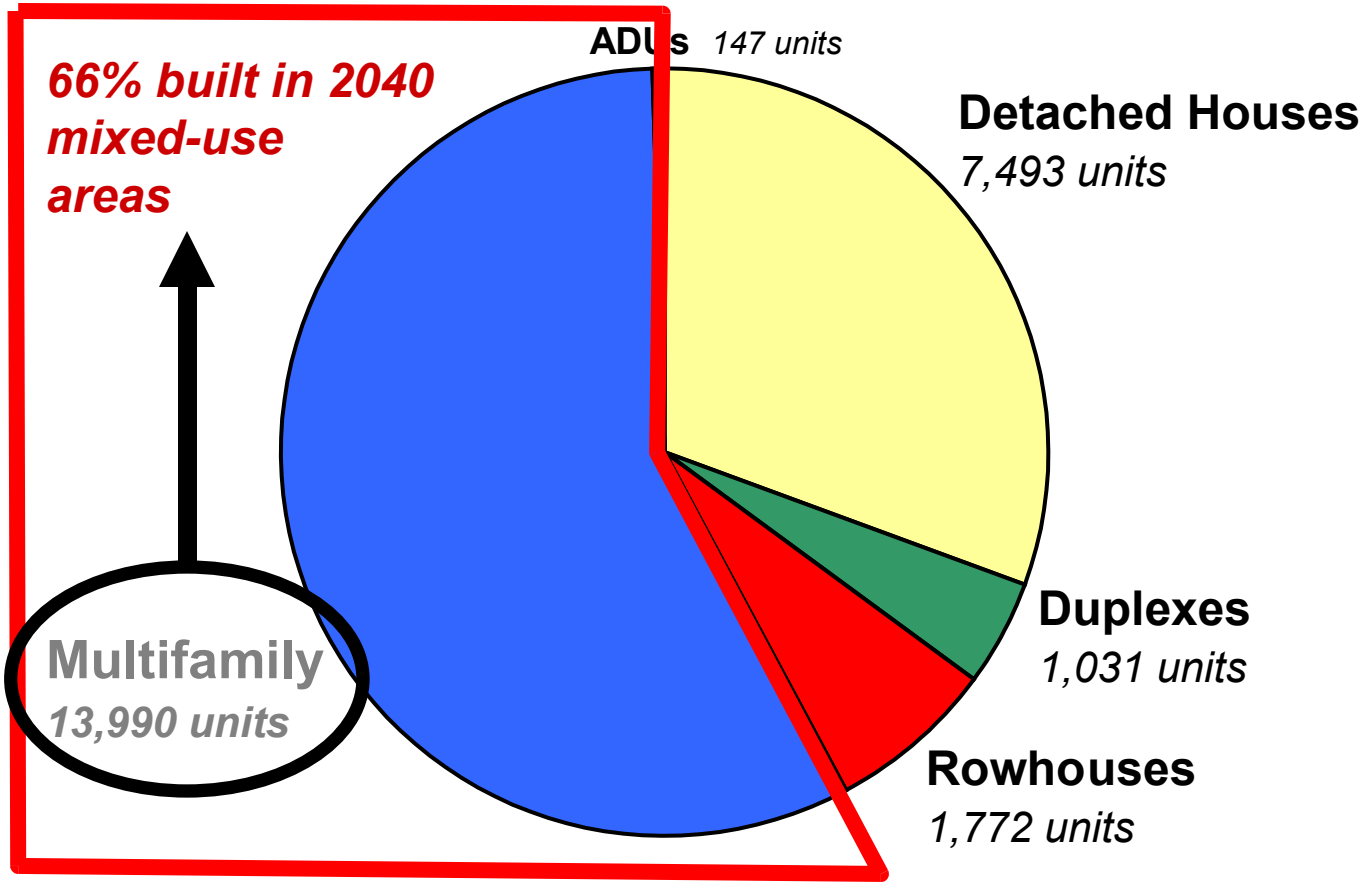
Background


Percent of New UGB Housing Built in Portland
60%
40%
20%
0%
GOAL
'94-'95
'04-'05

Portland Performance on 2040 Centers

Housing Units Built 1997-2004 by Housing Type



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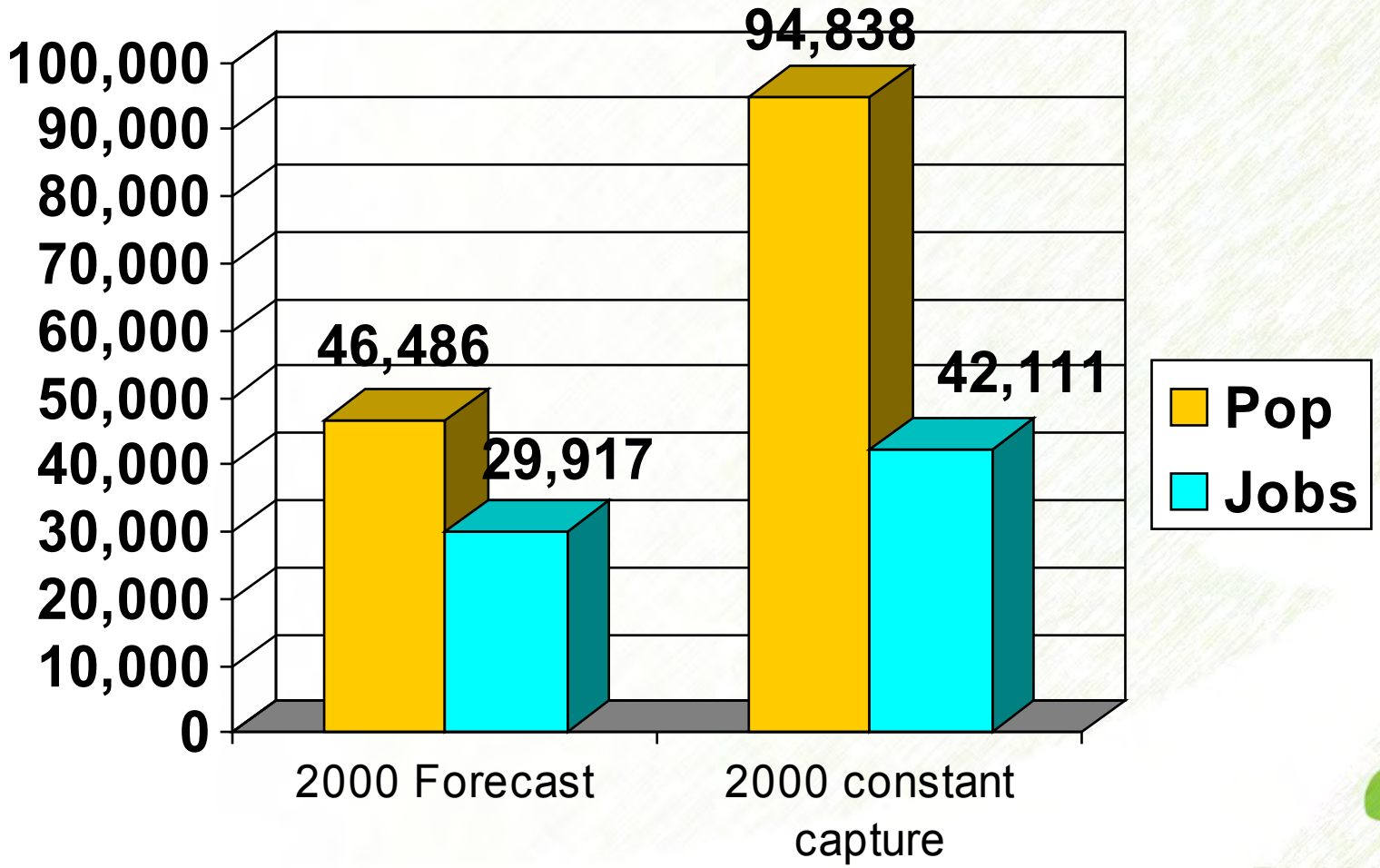
Growth Capture



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Possible Option: Transportation Investments Placed on Maps, with a budget

Regional Bus

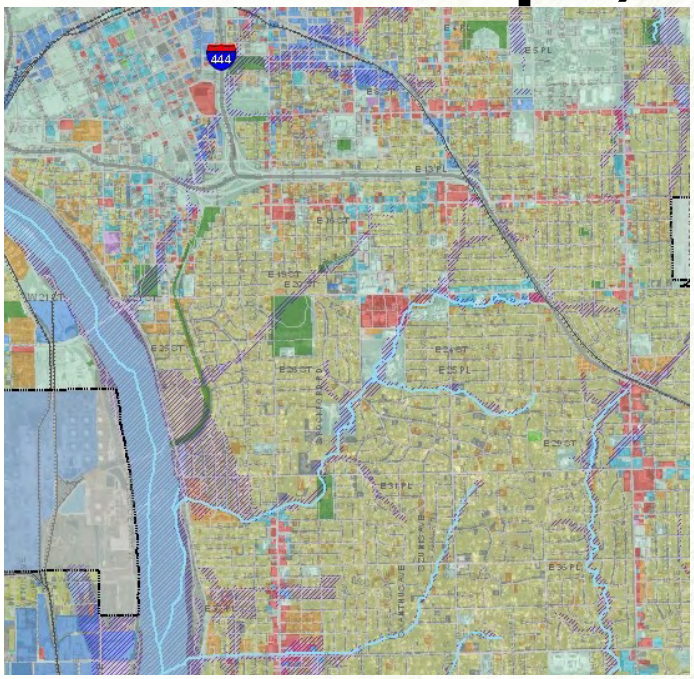
Bus Rapid Transit

Urban Bus Circulator

Light Rail

Commuter Rail

Streetcar



Roadway Widening

New Roadway

Street Diet & Traffic Calming

Pedestrian/ Bicycle Friendly Streetscapes

Multi-Use Path

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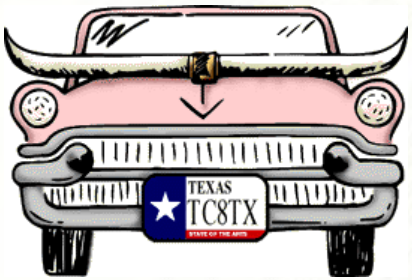
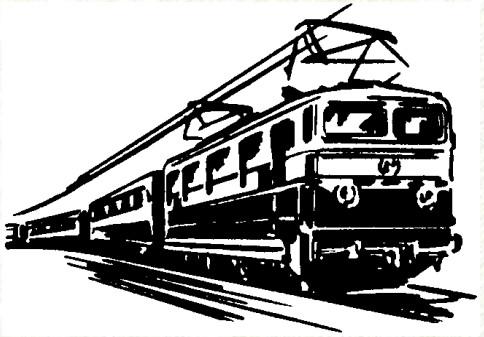
Travel Modes

Walk

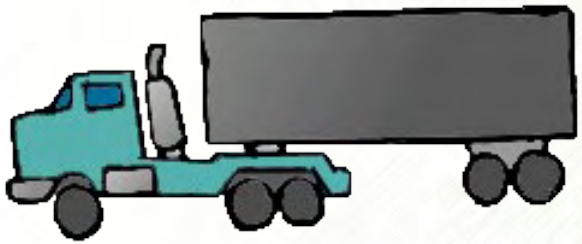


Automobile



Train

Bike



Truck

Bus

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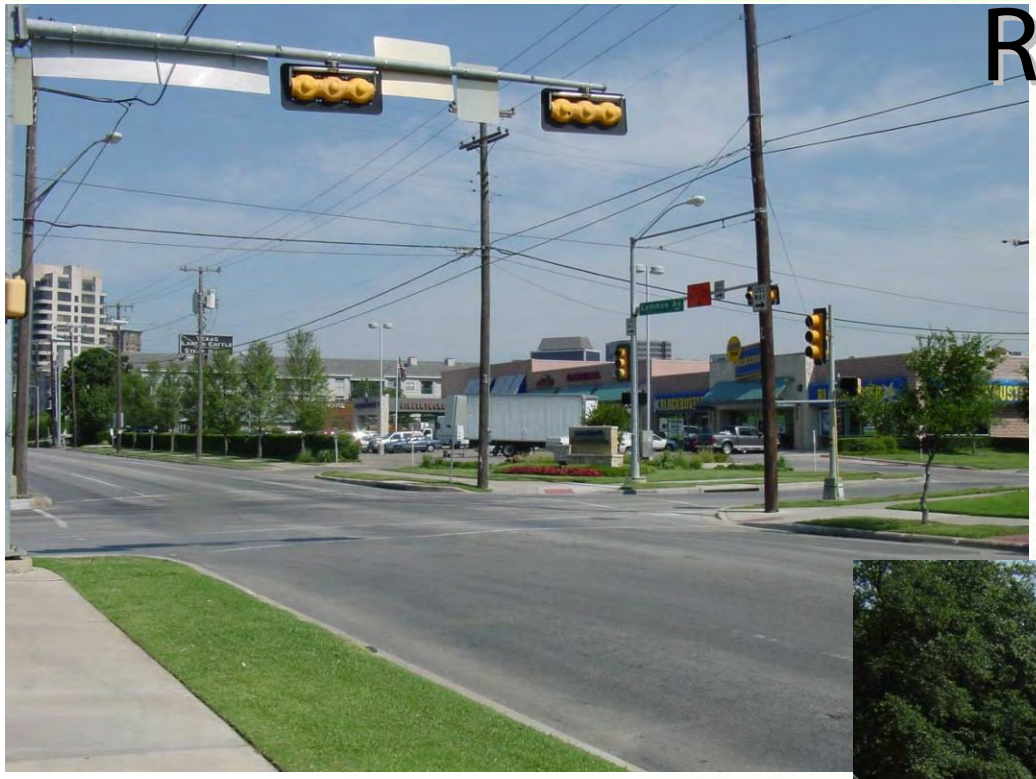
Roadway Widening



Roadway Widening

2 Miles

$2-5 million/mile

Irvine

Bus Rapid Transit

2 Miles

$5 million/mile

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Pedestrian/Bicycle Friendly Streetscapes

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Pedestrian/
Bicycle Friendly
Streetscapes

2 Miles

$800,000/mile

Transportation Options

How Does Tulsa Compare?

FREGONESE ASSOCIATES

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MODE SHARE

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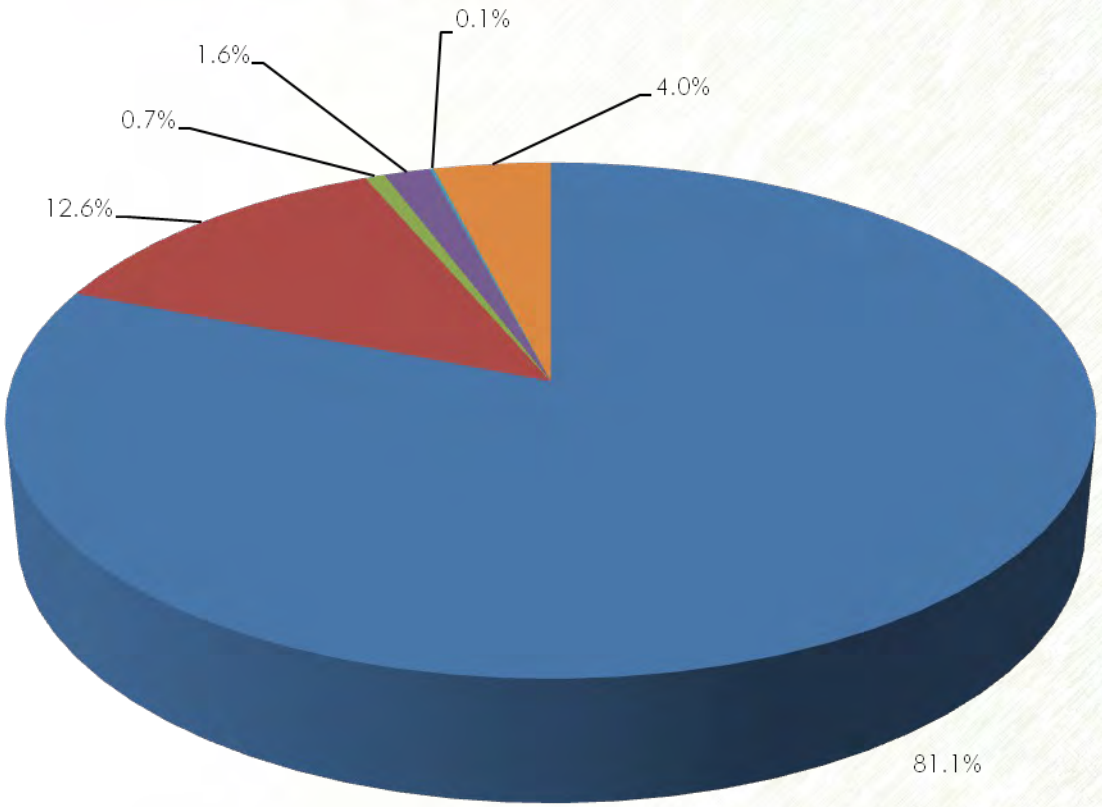

Tulsa

Source: US Census (2000)

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ROADWAY INDICATORS

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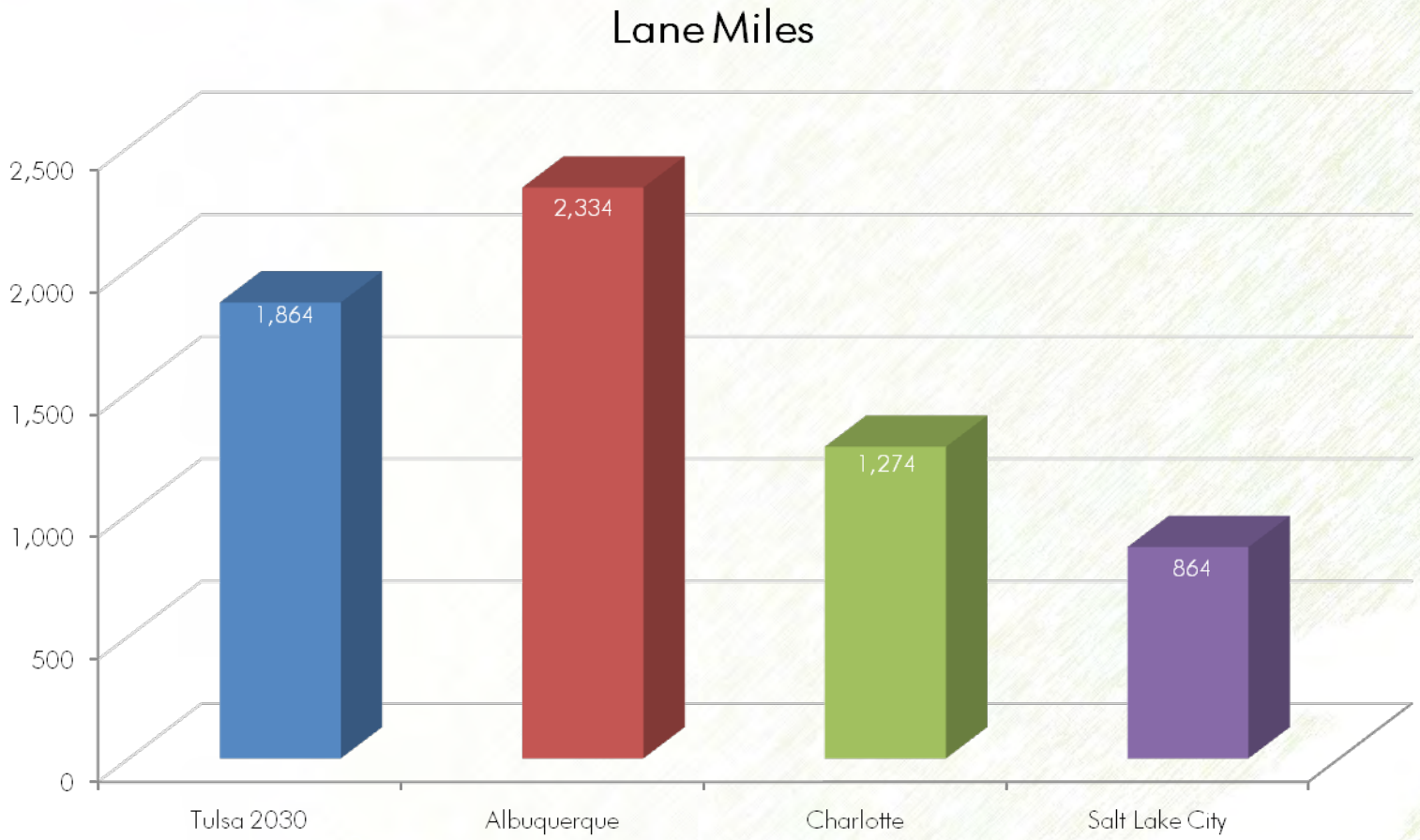

Source: Tulsa: INCOG (2006)
Albuquerque: Mid-Region COG (2000)
Charlotte: Kimley-Horn & Associates (2000)
Salt Lake City: Wasatch Front Regional Council (2005)

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ROADWAY INDICATORS

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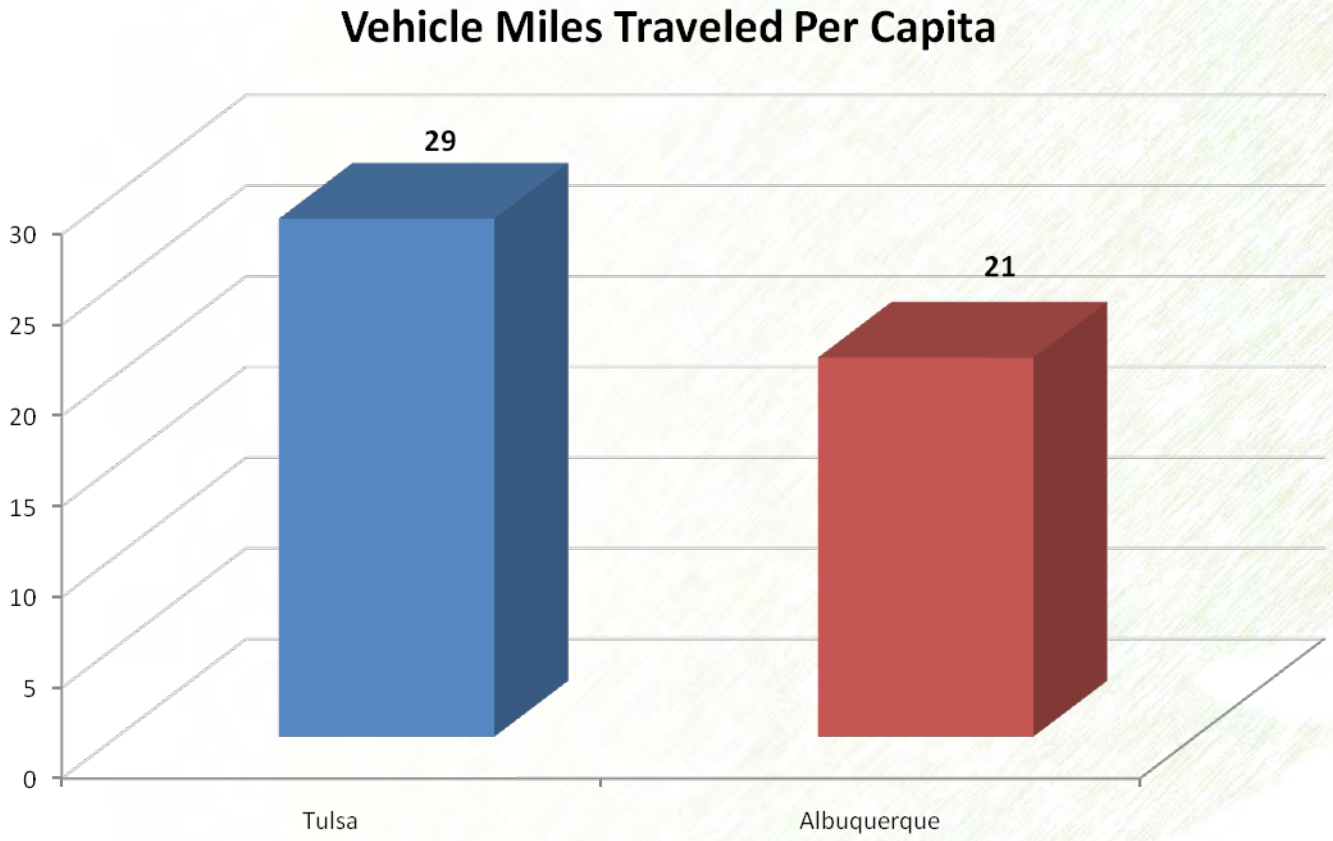

Source: Tulsa: INCOG (2006)
Albuquerque: Mid-Region COG (2000)

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V/C RATIO OR CONGESTION

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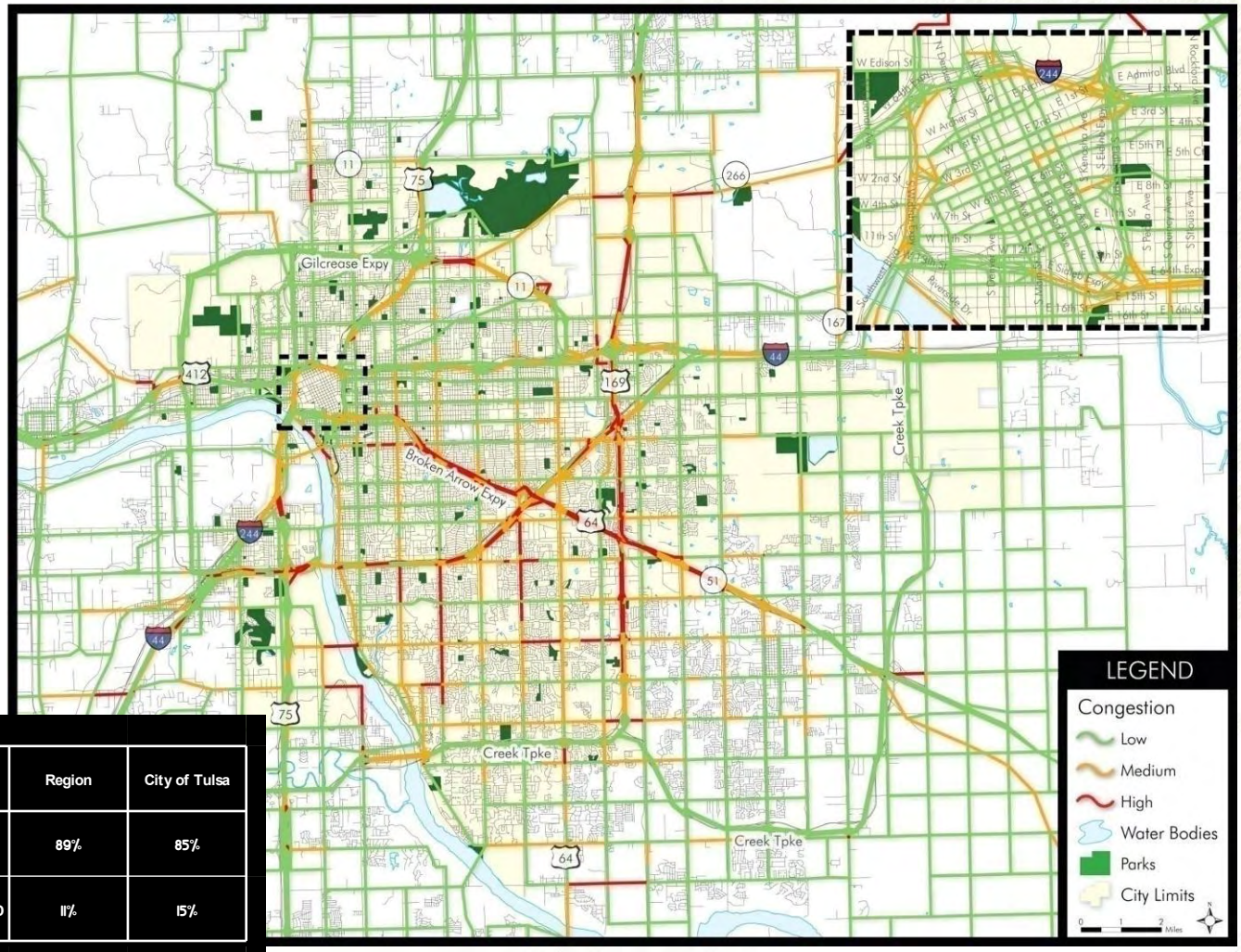

	Region	City of Tulsa
% Lanes with no congestion	89%	85%
% Lanes above Level of Service D	11%	15%

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V/C RATIO – SECONDARY ARTERIALS

WITH ADT LESS THAN 20,000

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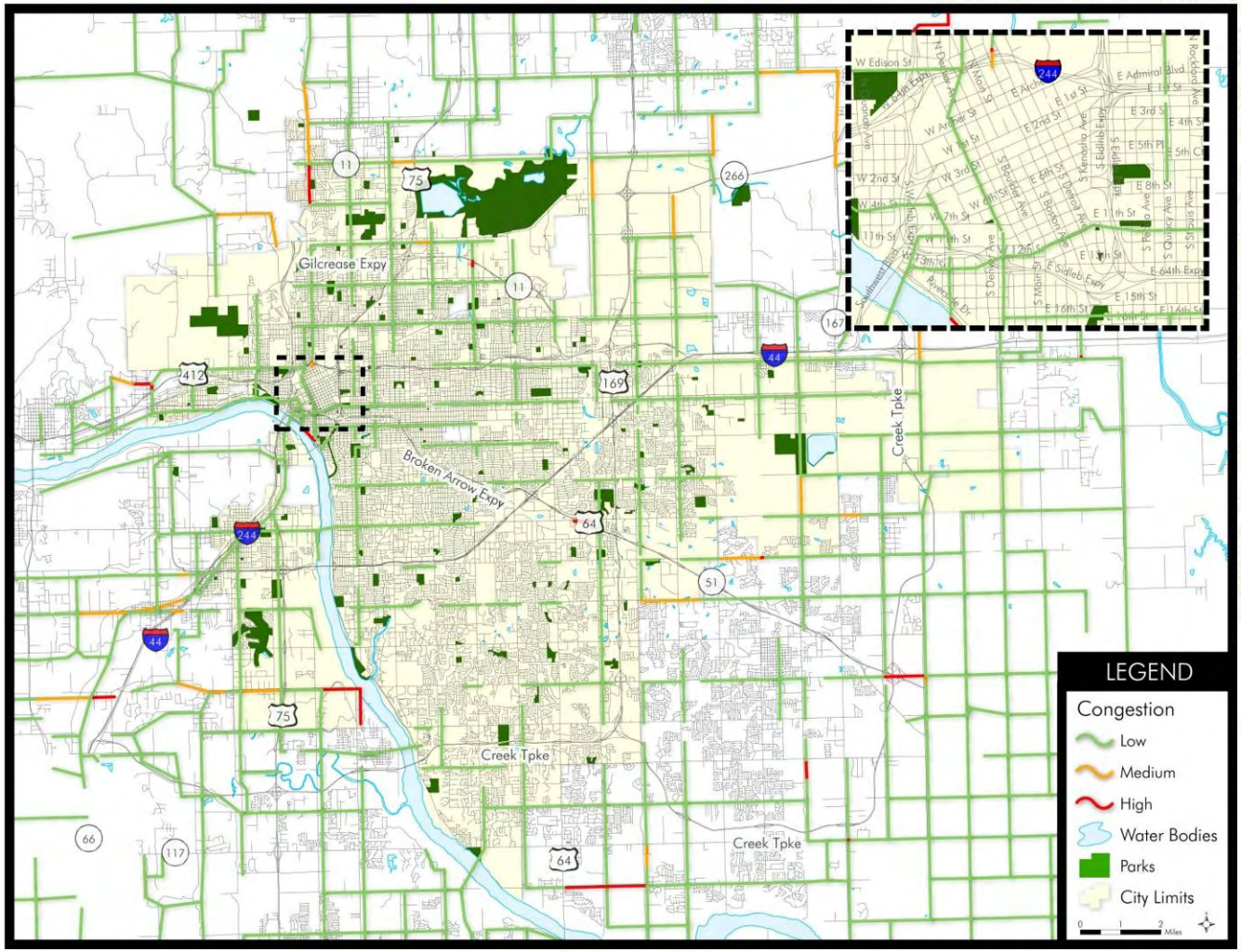

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LOW CONGESTION = FLEXIBILITY IN DESIGN

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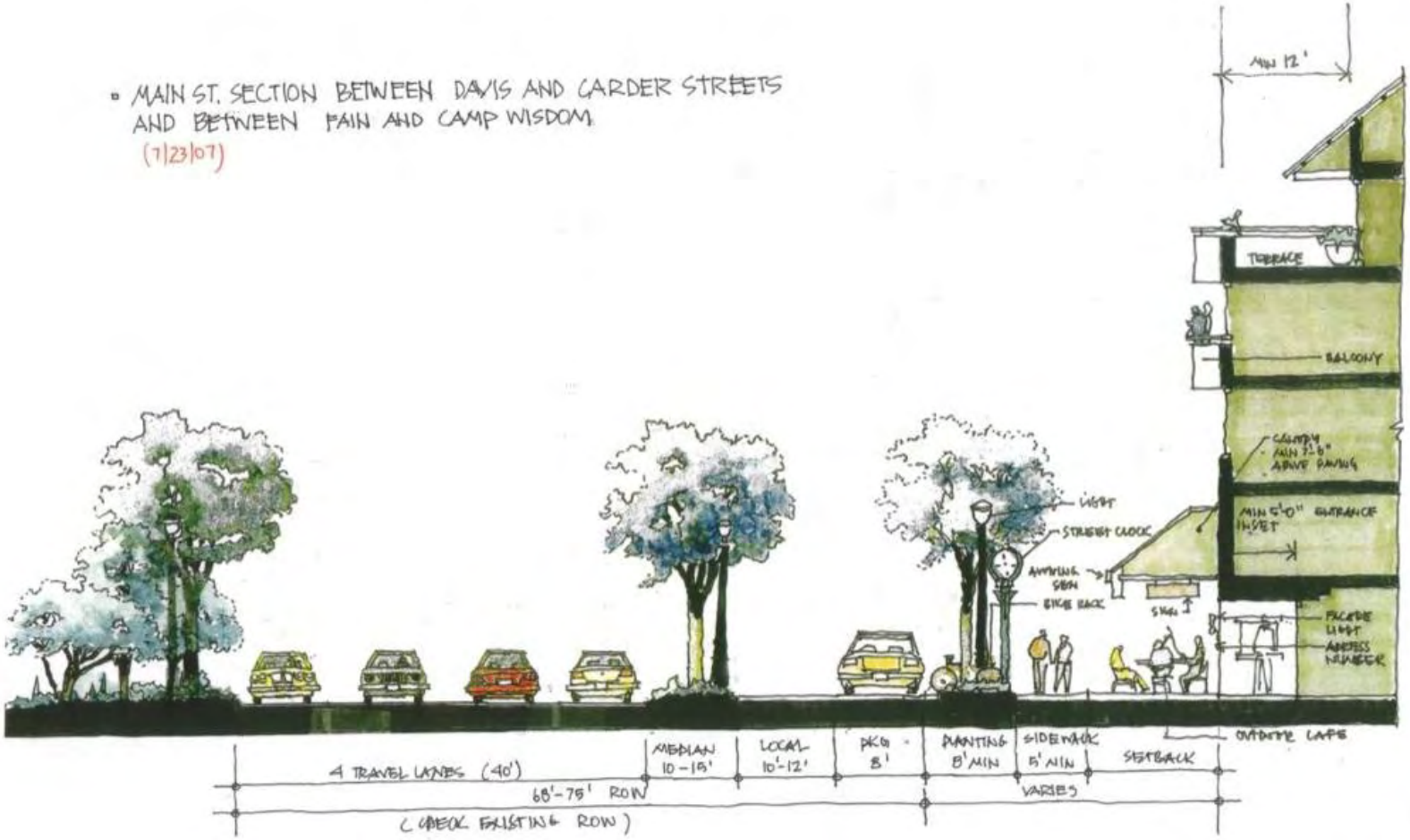
- MAIN ST. SECTION BETWEEN DAVIS AND CARDER STREETS AND BETWEEN FAIN AND CAMP WISDOM.
  (7|23|07)



D. Jeffries

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TULSA, OKLAHOMA

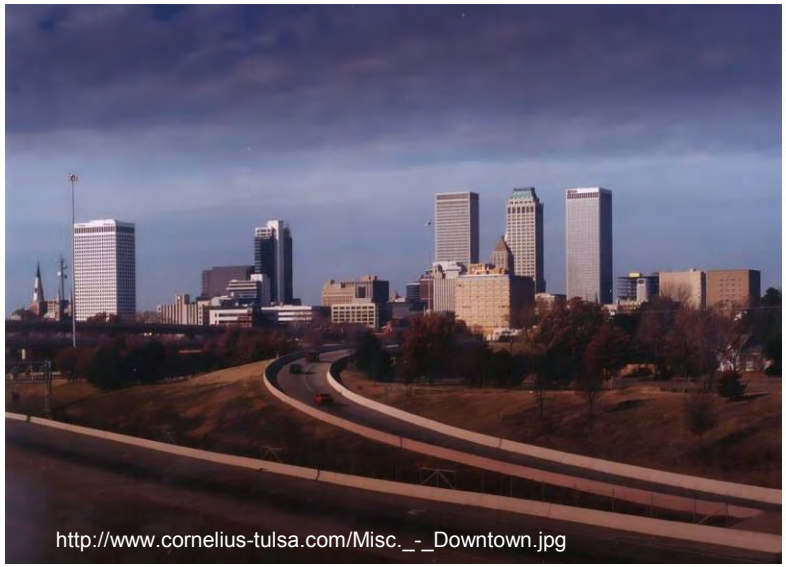
D. Jeffries

Metro Population: 803,235

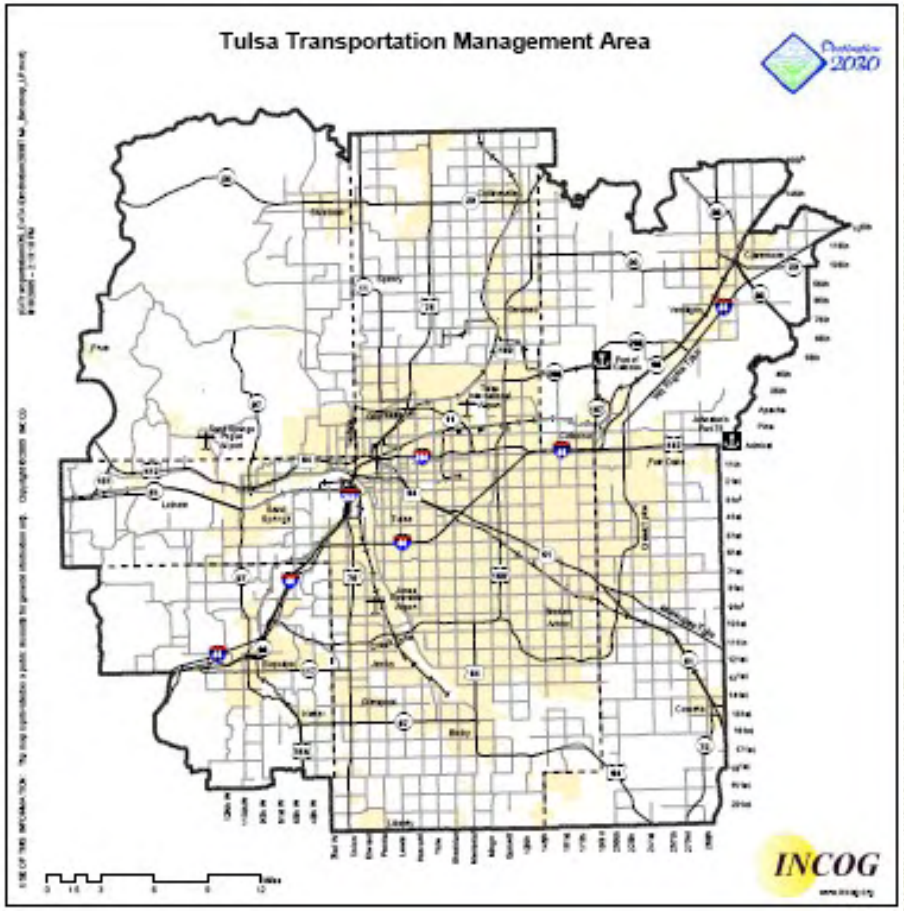
City Population: 393,049

Transit Ridership: 2,661,245

Total Lane Miles: 1,526



http://www.cornelius-tulsa.com/Misc._-_Downtown.jpg



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ALBUQUERQUE, NEW MEXICO

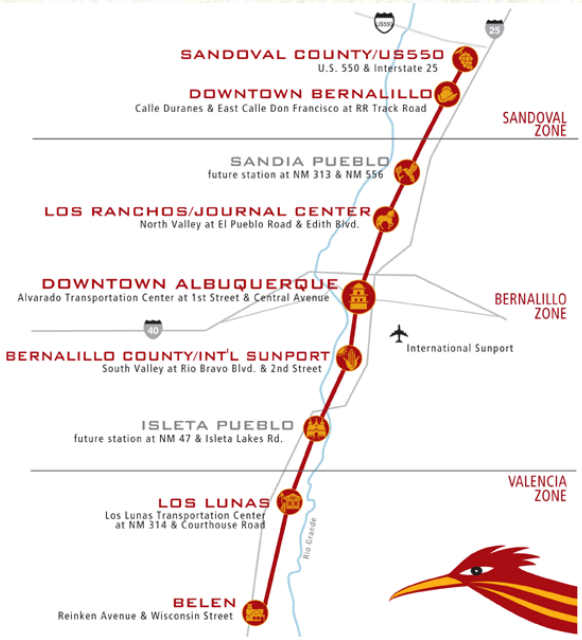
D. Jeffries

Metro Population: 729,649

City Population: 448,607

Transit Ridership: 8,751,698

Total Lane Miles: 2,334



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CHARLOTTE, NORTH CAROLINA

D. Jeffries

Metro Population: 1,330,448

City Population: 540,828

Transit Ridership: 21,176,801

Total Lane Miles: 1,274

http://www.uncc.edu/admissions/tour/downtown.html

http://www.lightrailnow.org/images02/sj-lrt-inaugural-trn-ar-Downtown-Campbell-stn-pax-20051001x_Peter-Ehrlich.jpg

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SALT LAKE CITY, UTAH

D. Jeffries

Metro Population: 968,858

City Population: 181,743

Transit Ridership: 38,594,690

Total Lane Miles: 864

2007 Recipient American Planning Association “Great Streets” Designation: South Temple Street

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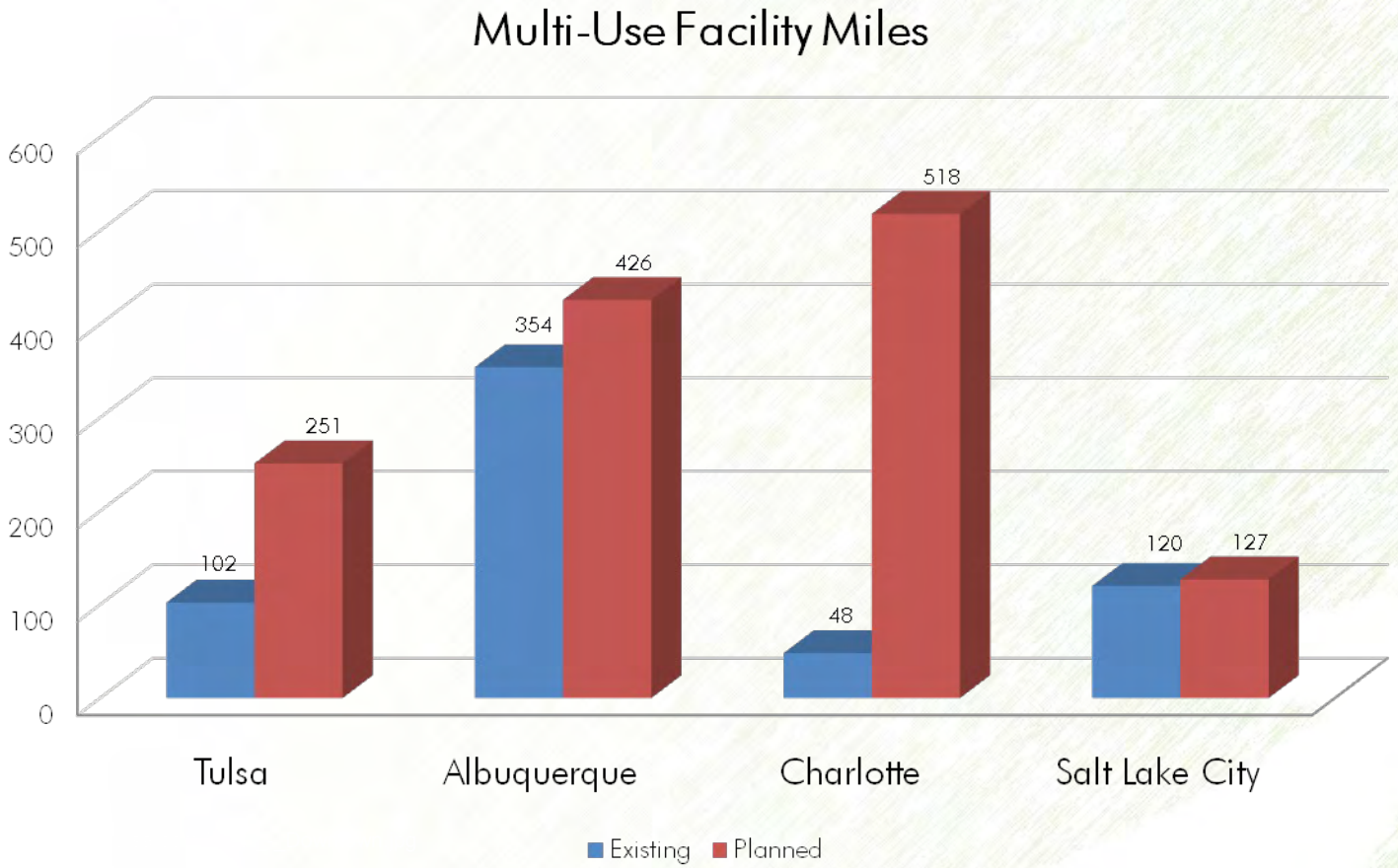
BICYCLE/PEDESTRIAN INFRASTRUCTURE

D. Jeffries



Source: Tulsa: INCOG (2006)
Albuquerque: Mid-Region COG (2000)
Charlotte: Kimley-Horn & Associates (2000)
Salt Lake City: Wasatch Front Regional Council (2005)

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CONCLUSION

Highway and Roadway Network Capacity

- Many opportunities for redesign and construction to achieve higher performance

Transit Capacity

- Potential for increased commuter transit along congested freeway corridors and new transit markets

Multi-modal Demand

- Opportunity for street scale urban redesign of arterials that will create new economic opportunities

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Possible Option: Transportation Investments Tied with Scenarios

- Each Land Use packet comes with transportation investment
- Each packet has same population, jobs, and Transportation Budget
- Option to add population
- Option to vote on tax increase for specific transportation investment,

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Questions to Think About

- How does the plan help us get around town easily and cheaply?
- How does the plan help us stay healthy?
- How does the plan help our school system?
- How does the plan 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?

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Questions to think about

- 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 do the transportation strategy, retail strategy, and 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?
- How does the plan rectify the lack of attention and resources to North Tulsa, support Midtown and Downtown while also serving the other parts of town?

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