

DATE: October 16, 2017

TO: G.T. Bynum, Mayor
Jack Blair, Chief of Staff

FROM: James Wagner

SUBJECT: TulStat – Economic Development/Planning and Development

Strategic Goal Areas: **Well-Being, Opportunity** and **The City Experience**

On September 12, 2016, the Office of Performance Strategy and Innovation hosted a TulStat meeting with the Mayor’s Office of Economic Development and Planning & Development departments to discuss performance metrics. The purpose of this meeting was to share how data informs strategies and to discuss how to move toward desired outcomes. Data was presented by leadership and discussed with the Mayor’s Office, the Office of Performance Strategy and Innovation, and internal-service department leadership.

Presenting Parties

Mayor’s Office of Economic Development: Kian Kamas
Planning and Development: Dawn Warrick

Attendees Present:

<p>G.T. Bynum, Mayor Amy Brown, Deputy Chief of Staff James Wagner, OPSI Penny Macias, OPSI Robyn Undieme, OPSI</p>	<p>Mike Kier, Finance Kim MacLeod, Communications Michael Dellinger, IT Cathy Criswell, Audit Nathan Pickard, Audit Erica Felix-Warwick, HR</p>	<p>Kian Kamas, MOED Dawn Warrick, Planning & Development</p>
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Meeting Agenda

1. Discuss outcomes and purpose (OPSI)
2. Presentations:
 - a. Mayor’s Office of Economic Development
 - b. Planning & Development
3. Discussion - Strategies (ALL)
4. Follow-up Plan (OPSI)

Presentations

Mayor's Office of Economic Development, Kian Kamas

Two issues reported on:

1. Attracting and retaining jobs in growth occupations and industries
 - a. The industry mix in the Tulsa region is about 75% manufacturing with the other 25% being more office and professional
 - b. Tulsa's current strengths are the many natural resources and assets. Infrastructure for utilities is available.
 - c. Strategy: What tools does the City have that ultimately attracts office and professional jobs? Evaluate existing incentives and identify gaps. Catalogue existing incentive tools should be accomplished by end of Q1 2018.

2. Attracting and retaining jobs in growth occupations and industries
 - a. Education completions in Tulsa are low compared to Omaha, OKC, and Kansas City. Educational completions are critical to attracting jobs.
 - b. Information Technology (IT) has more of a positive trend in Tulsa. For the size of our market, we are improving but not keeping up with the competition.
 - c. The numbers include Oklahoma State University (OSU) graduates but not Oklahoma University (OU) graduates. Unfortunately, prospective businesses do not pull data on graduates from OSU or OU.
 - d. Strategy: Communicate industry mix of prospects considering Tulsa to education partners. We also need to collaborate with education partners to ensure understanding of importance of degree completions to prospective companies.
 - e. Note from Kathy Taylor: Health informatics and cybersecurity are two industries that we have potential to build here in Tulsa.

3. **Follow Up: Breakdown of the annual wages by industries. Are we competing for jobs that will help increase our goal of increased per capita?**

Planning and Development





Three areas reported on:



1. The need to improve tracking of commercial building permit timelines.
 - a. Currently, have to manually track the time. EnerGov will change this.
 - b. **Follow up: EnerGove implementation update. Customers will have access to new portal.**
 - c. Data is showing these permits are taking too much time to get out. The goal is rarely being met.
 - d. The outliers represents applicants submitting their permit application before zoning is approved. They are allowed to do this, but it skews the data.
 - e. Taking longer times to process commercial permits is becoming a trend. That is indicative of attrition and resources being spent on the implementation of EnerGov.
 - f. We are meeting the targets on Average Wait times. We are meeting our targets with only three exceptions: IDP, Right of Way, and Water & Sewer permits.
 - g. We are hitting our target of 15 minutes for wait time. Those targets that are set at 30 and 60 minutes are the types of services that take long to assist citizens.
 - h. EnerGove will also allow citizens to see their place in the process. The possibility of sending notifications to all project owners when their project has been advanced is being looked into.

2. Dealing with population growth along the Peoria corridor.
 - a. Currently, the status is not good.

- b. Downtown housing density is increasing the most.
- c. BRT is growth catalyst worth watching.
- d. Population growth in the Peoria corridor is better than the rest of the City.
- e. Between 2010-2015, one quarter of Tulsa’s new households were developed along the Peoria corridor.
- f. Based on the current population growth, we are not fiscally sustainable.
- g. **Follow up: Implementation of small area plans along Peoria Corridor**
- h. Strategy: Mixed use zoning along Peoria Corridor. Letters have been sent out to 700+ residents and property owners to notify them of the new zoning change
- i. **Follow up: Report on workshops with property owners and voluntary rezoning program reaction.**
- j. Another area that needs more attention is downtown parking. We need a program to help figure out the right mix of downtown parking
- k. **Follow up: Downtown TIF for mixed use.**

Performance Metrics

Issue	Goal	Status	Strategies	Citywide Outcome(s)
MAYOR’S OFFICE OF ECONOMIC DEVELOPMENT				
Attracting and retaining jobs in growth occupations and industries	Align the City’s economic development “tools” to ensure policies and incentives maximize our ability to attract and retain high-growth, high-wage jobs		Evaluate existing incentive tools available through city resources, as well as via Authorities, Boards, and Commissions.	Well-Being and Opportunity
Attracting and retaining jobs in growth occupations and industries; educational completions	Connect economic development project activity trends to key community data points to spur development of solutions and action		Increase number of professional services and information technology prospects considering Tulsa for potential operations	Well-Being, Opportunity, and City Experience
PLANNING AND DEVELOPMENT				
The need to improve tracking of commercial building permit timelines	Track review time by permitting and keep review time to less than 35 day		Committing to EnerGov	Opportunity (new jobs, labor force participation rate), Planning (population growth) Well-Being (per capita income)
Long waiting times in Permit Center	Document wait times for Permit Center services		Accurately track permit review timelines and currently are meeting our target wait times, adjusted for the types of permits	Opportunity and City Experience

Issue	Goal	Status	Strategies	Citywide Outcome(s)
Peoria BRT corridor is the most appropriate location for population growth	Densify development along the BRT corridor to capitalize on public investment		Catalyst: implement funded projects from adopted plans near Peoria Avenue.	Planning (population growth)
Peoria BRT corridor is the most appropriate location for population growth	Establish incentive programs and a regulatory environment to improve access to housing, employment, and services		Preparing for BRT launch in 2019	Planning (population growth)

Support Department Metrics: These metrics were provided by the support department attending TulStat. The purpose of the metrics inclusion is to show a fuller picture of the demands on city-wide resources to fulfill the obligations of the presenting department. In addition to the full time staff within presenting departments, there are a number of work groups that ensure success towards city-wide goals is realistic. If the metrics presented do not add value or there are additional metrics that are requested these can be modified for future meetings to best provide an overall picture of our operational performance.

Follow-Up Items

Item	Responsible Party
Breakdown of the annual wages by industries. Are we competing for jobs that will help increase our goal of increased per capita?	Kian Kamas
EnerGove implementation update. Customers will have access to new portal.	Dawn Warrick
Implementation of small area plans along Peoria Corridor	Dawn Warrick
Report on workshops with property owners and voluntary rezoning program reaction.	Dawn Warrick
Downtown TIF for mixed use.	Dawn Warrick