

DATE: December 13, 2017

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

FROM: James Wagner

SUBJECT: TulStat –Planning and Development/Parks and Recreation

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

On December 1, 2017, the Office of Performance Strategy and Innovation hosted a TulStat meeting with the Mayor’s Office of Economic Development, Planning and Development, Working in Neighborhoods, and Parks and Recreation 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

Parks and Recreation: Lucy Dolman
Planning and Development: Dawn Warrick

Attendees Present:

<p>G.T. Bynum, Mayor Amy Brown, Deputy Chief of Staff James Wagner, OPSI Penny Macias, OPSI Jennifer Betancourt, Mayor’s Office</p>	<p>Mike Kier, Financ Kim MacLeod, Communications Michael Dellinger, IT Mark Hogan, Asset Mgmt Erica Felix-Warwick, HR</p>	<p>Lucy Dolman, Parks & Recreation Brandon Worley, Parks & Recreation Dawn Warrick, Planning & Development Dianna Phillips, Customer Care</p>
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Meeting Agenda

1. Discuss outcomes and purpose (OPSI)
2. Presentations:
 - a. Parks & Recreation
 - b. Planning & Development
3. Discussion - Strategies (ALL)
4. Follow-up Plan (OPSI)

Presentations

Parks & Recreation, Lucy Dolman

Issues: Decrease drowning rate

Strategic Outcome: Well-being, City Experience

Brandon Worley is the new aquatics director for Parks and Recreation. He is working with YWCA to start one of their programs at the city called “Los Pececitos” (Little Fish). The major goal for the upcoming summer is to increase enrollment for swim lessons. Hispanic and African-American children have a much higher drowning rate versus Caucasian children. To help reduce this number, Parks is looking to try to enroll children at McClure and Lacey Parks. They will have 23 classes for children ages 5 and under. There will be 47 total opportunities for swim lessons for children.

To plan for this, Water Safety Instructors (WSI) need to be hired for the summer. Questions that remain are:

- How to know if it is successful?
- Did the kids stay in the classes?
- Did participation stay high?

There will be surveys given to parents at the beginning and end of each course with questions like “Do you feel your children are safe around water? Do you feel the class helped with water safety for your child?”

James mentioned that Bike Club struggled at first on teaching how to ride a bike. Then they made it a social item. They would say they would “only take 20 students” and teachers would nominate children for program. Using the Behavior Insights cards may help enrollment numbers and keep involvement and participation levels high.

The children that participate in these classes will be our future lifeguards. Parks will also have classes to teach to become lifeguards.

Possible ideas: “Lifeguard in training” cards, “Big Fish” for lifeguard classes and have progression classes in booklet/brochures.

Jack asked why the importance of drowning? “From the moment the pools are full until they are drained, you are on edge”. There needs to be something to stop/slowing drowning rates. The life expectancy is lower in parts of town and working with organizations by swimming lessons can possible help with raising the life expectancy.

Price comparisons to other facilities in Tulsa:

Miller is about \$75 for 2 weeks

YWCA and YMCA is part of the membership plus a fee for classes; Lacey Parks cost: \$25 for 8 classes; Whiteside \$35

Parks is the cheapest and also have scholarships available for those who cannot afford. They are the same classes as Millers. They will hit day care centers and churches to increase enrollments. There are not a lot of opportunities to learn how to swim if do not have a pool. Parks will also be able to collect demographics from swim once start working with IT to tap into the information.

Planning & Development, Dawn Warrick

Issue: to improve tracking of commercial building permit timelines

Goal: track review time by permitting and keep review under 35 days

Strategic Outcomes: Opportunity, Planning, Well-Being

The current tracking tools show Planning is achieving the review time to about 36% of the time. 12 months per moving averages, they are getting closer to target. Big spikes account for submitting building permit app but might need to be rezoned, need licensing agreements, submit items that need feedback and do not bring them back in for 6 months for the review. EnerGov will help with the big spikes and will continue to take applications for customer service approaches. They will use data from EnerGov system to set more accurate, realistic targets and review in 3-6 months.

Michael Ling said that IDP review times are probably not the problem it was thought it was to be. 14-28 days is a reasonable timeline of review and hitting expectation about 92% of the time. If review takes 14 days, but then submit new plan, it can take many rounds before IDP is approved. Review team is being responsive.

What else in the process can be adjusted? Improve customer and staff experience. IDAB will review process to look at manual (subcommittee), many checklists, and engage stakeholders to review. EnerGov will help. The customer will be able to see where they are in the process.

Planning is starting to look at it at from the engineer level. It is the complexity of project that leads to the longer times. 47% of the time is 14 days or less. Many players in the process and data show that the department is being efficient most of the time and within 21 days. Regulator is not to plan but to make sure they are compliant. Lots of redlining in some projects and needs more planning which sometimes the employees will plan for them. Lots of coordination and great communication within the City is needed.

Issue: The Peoria BRT corridor is the most appropriate location for directed population growth.

Goal: Densify development along the BRT corridor to capitalize on public investment and establish incentive programs and a regulatory environment to improve access to housing, employment and services

Strategic Outcomes: Population Growth

The Peoria BRT is prime location for population growth and density but growth is not meeting the target expectations. It is starting to trend upward and the area supports higher densities. The area can support 6-8 households per acre but the trend needs to move quicker. The goal is for 2030.

How to influence trajectory? Ask for volunteers to use their properties for mixed use. This can allow for greater density. Currently, 6 applications have been received and 3 are recommended by Planning Commission and 3 set for public hearings.

What about 61st and Peoria? The argument could be density. Dawn replied that lack of proper management allowed for higher crime. Different price points on housing can increase stability. Is there push back from the community on increasing the density? No. Feedback is very positive. Plan is to encourage property owners to choose mixed use and discourage multi-family. Mixed use encourages community and walkability.

Revitalization efforts due to grant are active from October 1 to March 31, 2018. Applications came in a few days after it opened. Planning will revisit in 6 months to see if to make it indefinite. They will continue to market the program within the corridor and want to make sure to citizens it is not a one-time effort. This can save property owners up to \$2k in application fees.

To improve customer experience with Permit Center is not a lot different from the first part. Permits, plans, and inspections are key breakdowns on EnerGov for the customer. Only buttons that are applicable are shown to the customer and is user friendly. The next meeting will be on the cusp of being live with EnerGov. Right now, customer can only see a dot on a map to see an active permit. Next meeting will have follow up information. The system will be able to submit permits and other information through EnerGov online and not go to City Hall. Behavioral Insights can help influence the development community to cut down on complaints.

IDP: 28 days was what the customers said was within the specifications (spec) with 28 days being the "Upper Spec Limit." 14 days would be the "Lower Spec Limit." Even with low staff levels, Planning is still keeping within the limits. Teams are working hard to accomplish items. Population Target is in the AIM and the baseline is estimated at 403k. Under PlaniTulsa is 438k and is not obtainable. The target will be reset in 18 months be updated for 2020. They want to stay obtainable.