

# TulStat

## Planning & Development and Parks and Recreation

Well-Being  
Opportunity

December 1, 2017



CITY OF  
**Tulsa**  
A New Kind of *Energy*®

1.  
Identify the  
Issue you're  
trying to solve

2.  
Determine how  
to Measure the  
outcome

3.  
Set a Goal for  
improvement

4.  
Identify, test, and  
implement the  
Strategy

5.  
Measure the  
results and  
Refine the  
strategy



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## Parks and Recreation

Well-Being  
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# Implementing Program

## YWCA'S LOS PECECITOS



eliminating racism  
empowering women  
**ywca**

**YWCA**  
**IS ON A**  
**MISSION**



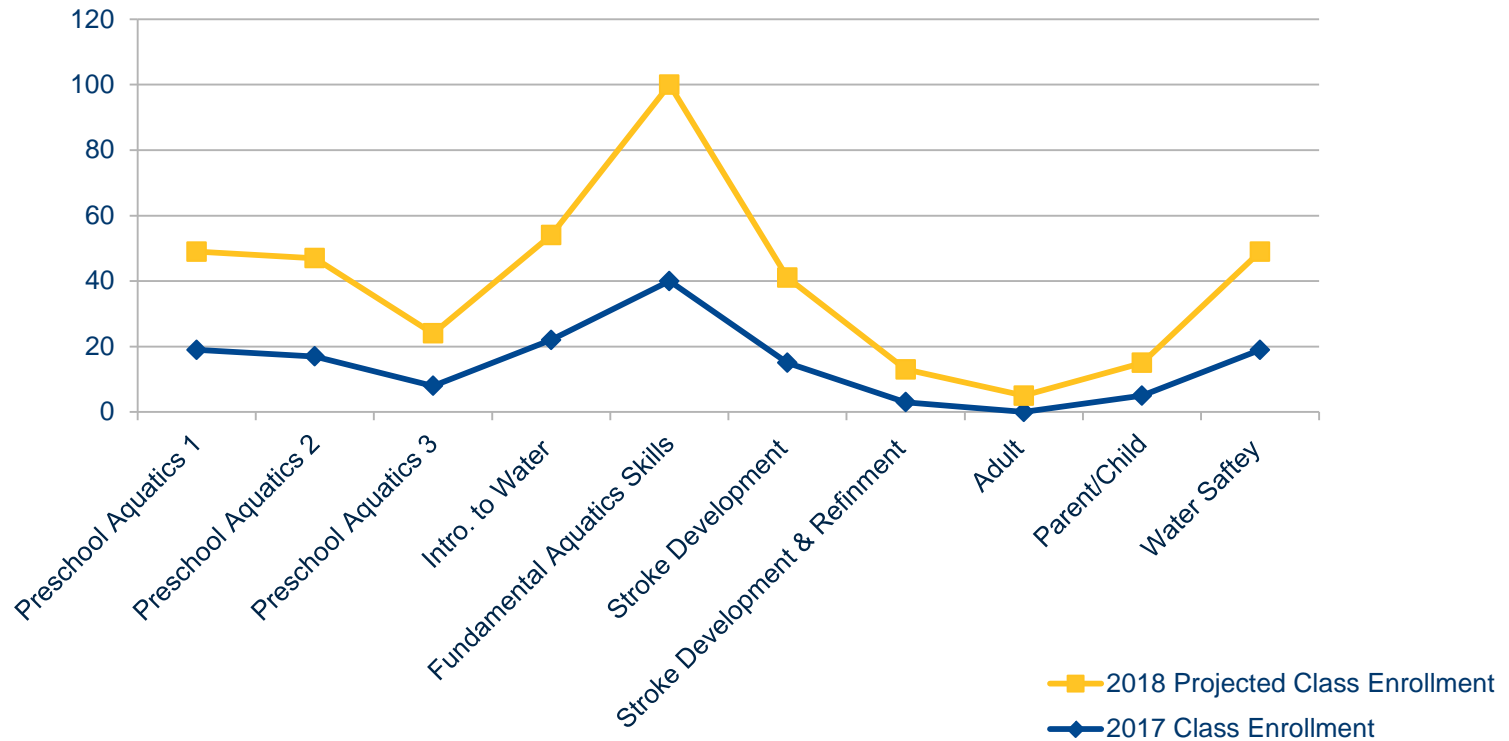
# 2017-2018 Swim Lesson Comparison

Course Title	2017 Class Enrollment	2018 Projected Class Enrollment
Preschool Aquatics 1	19	30
Preschool Aquatics 2	17	30
Preschool Aquatics 3	8	16
Intro. to Water	22	32
Fundamental Aquatics Skills	40	60
Stroke Development	15	26
Stroke Development & Refinement	3	10
Adult	0	5
Parent/Child	5	10
Water Safety	19	30



# Swim Lesson Comparisons

## Swim Lesson Comparisons



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# Issue & Context

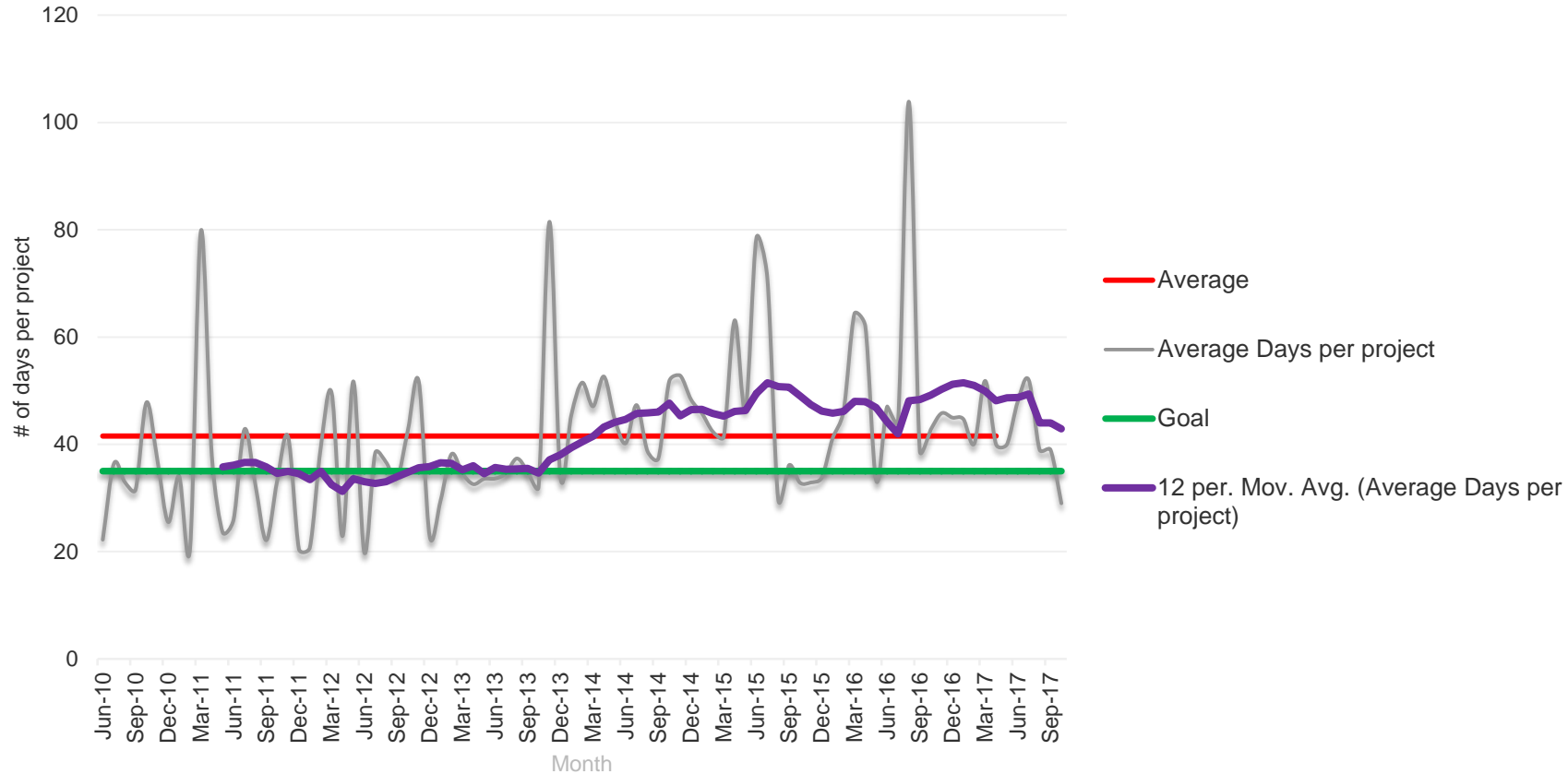
- The **issue**
  - The need to **improve tracking of commercial building permit timelines**
- Our **goal**
  - Track review time\* by permitting
  - Keep review time to  $\leq 35$  days
- **Connection** to strategic outcomes
  - Opportunity – new jobs, labor force participation rate
  - Planning – population growth
  - Well-Being - per capita income

\* Review time includes only time where City of Tulsa has documents for review, not the time where the applicant is making revisions





# Average Number of Days Commercial Permits From Application to Issue



## Status



## What it means

- Goal:  $\leq 35$  days from application to issue
- 2010-17: Achieved goal 36% of the time, month-to-month
- Currently includes time that applicant is responding to review items

Mayor/Council Goals

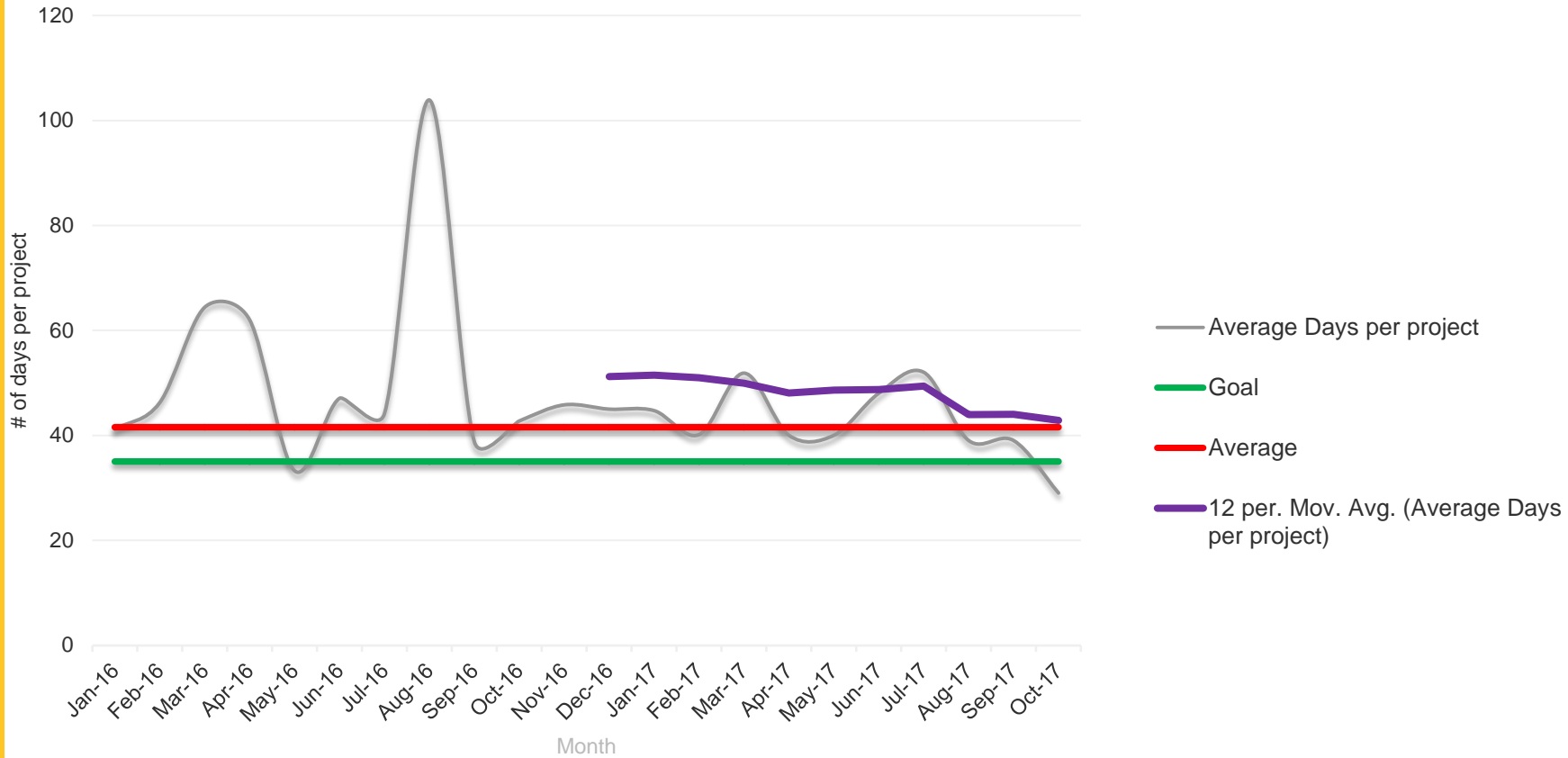
Opportunity

New Jobs

Population Growth



# Average Number of Days Commercial Permits From Application to Issue



## Status



## What it means

Over the past few months, review times have been trending down. In October, the average time to permit issue was just 29 days

Mayor/Council Goals

Opportunity

New Jobs

Population Growth

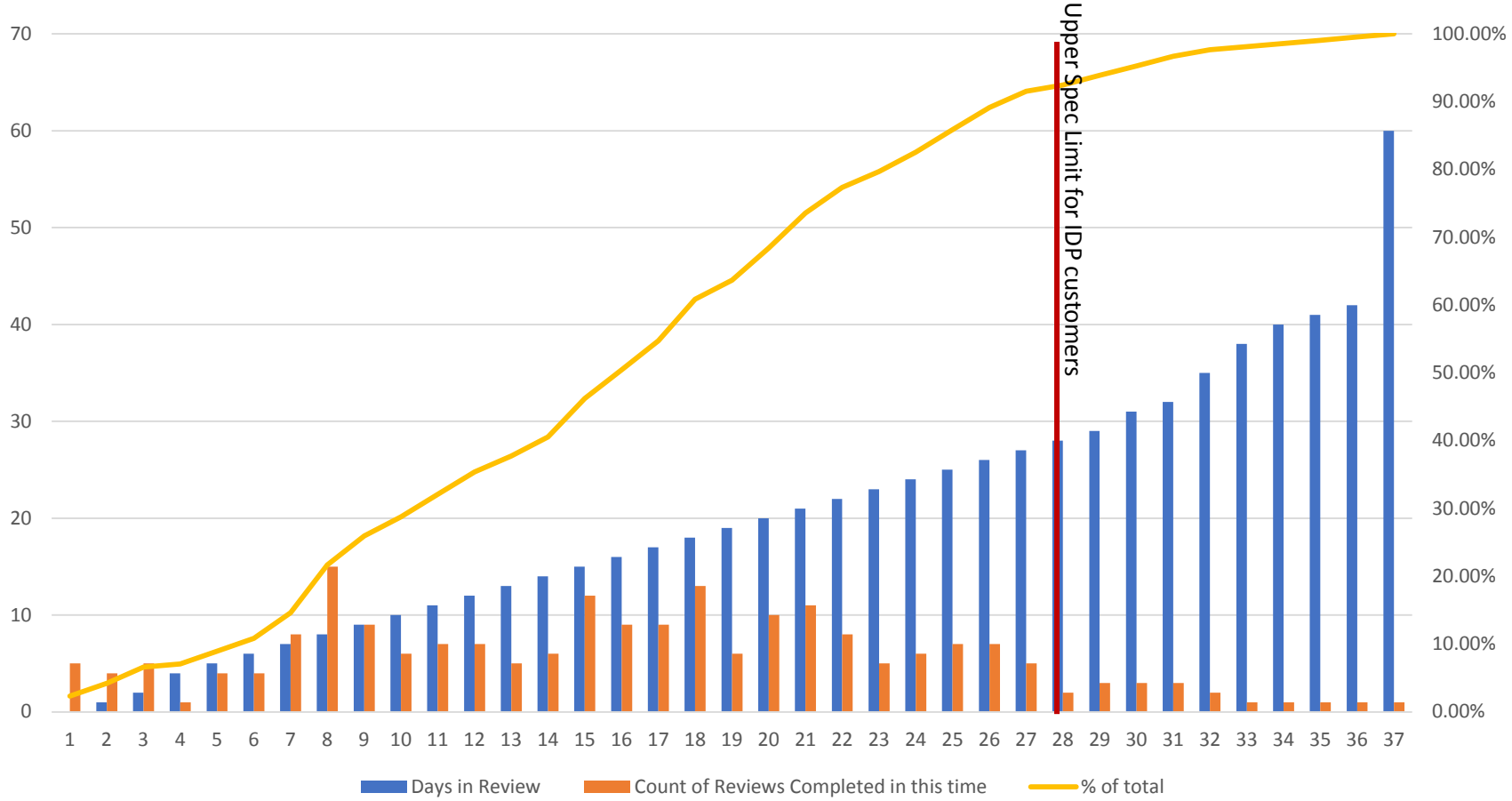


# Strategic Direction

Strategy	Action Plan / Next Steps	By When	Hurdles
Accurately track permit review timelines	Deploy EnerGov	Spring 2018	On track
Enable customers more access to review times and workflow	Deploy Customer Self Service (CSS) portal	Spring 2018	On track
Establish updated review and permit issuance targets	Use data from Energov system to set more accurate, realistic targets	Fall 2018	On track



# IDP Review Times



## Status



## What it means

IDP customers expect reviews completed in 2-4 weeks. **92.45% of the time we are completing reviews in 4 weeks or less.**

Out of 212 reviews conducted since 1/1/2016 only 16 of those have taken longer than 28 days.

Mayor/Council Goals

- Opportunity
- New Jobs
- Population Growth



# IDP Strategic Direction

Strategy	Action Plan Next Steps	By When	Hurdles
Improve comments/requirements to better meet customer expectations	Root cause analysis and improvement implementation	January 31, 2018	Time – with software changes resources are stretched thin.
Align all City personnel around IDP objectives	Bring together leadership that impacts IDP outcomes to identify joint goals and strategies	December 7, 2017	Time availability – might require additional meetings in the future.
Survey IDP customers after permits received	Design and launch survey	December 31, 2018	Technology & ability to utilize survey results effectively



# Issue & Context

## The **issue**

- The Peoria BRT corridor is the most appropriate location for directed population growth

## Our **goal**

- Density development along the BRT corridor to capitalize on public investment
- Establish incentive programs and a regulatory environment to improve access to housing, employment and services

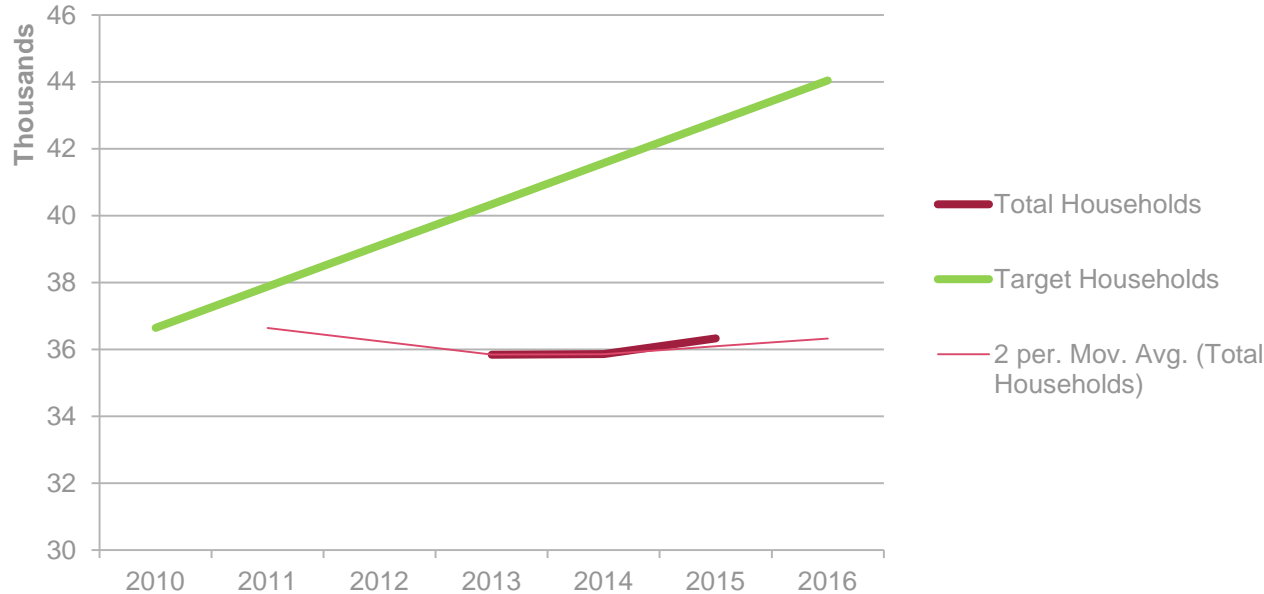
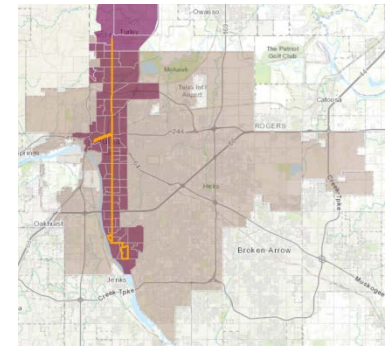
## **Connection** to strategic outcomes

- Planning – population growth



# Planning: Tracking Growth

## Peoria Avenue Corridor Households 2030 Target: 61,308 HH



### Goal

	Citywide	Peoria
Current	1.7 HH/ Acre	6 HH/Acre
Goal	2.1 HH/ Acre	8 HH/ Acre

### Status



### What it means

Peoria corridor is a growth area (1/4 of Tulsa's new households 2010-15)

Will hit citywide 2030 growth targets in 2098.

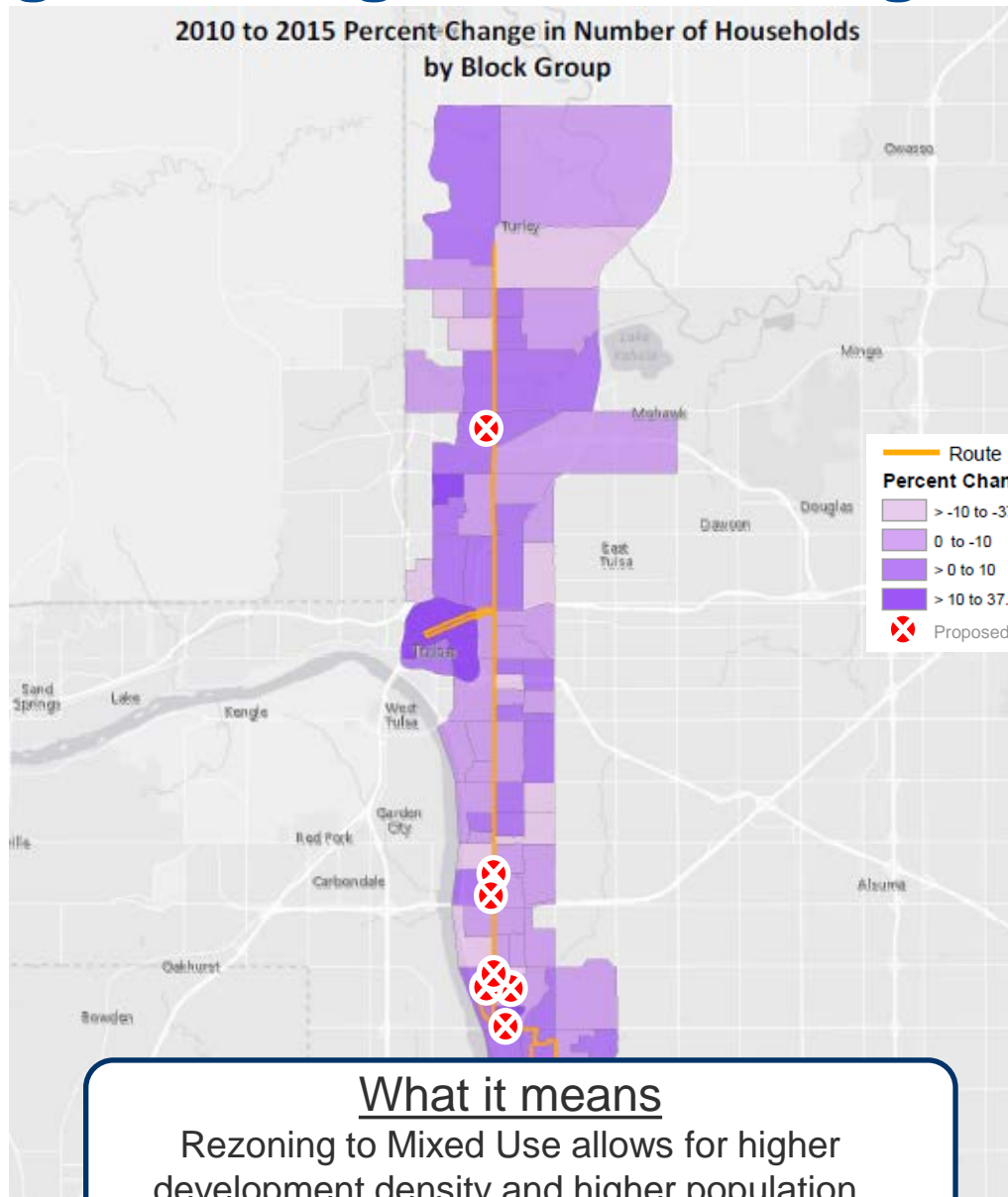
Enough tax revenue to cover costs? Fiscal sustainability unlikely

### Mayor/Council Goals

- Opportunity
- New Jobs
- Population Growth



# Planning: Tracking and Promoting Growth



## Status



## What it means

Rezoning to Mixed Use allows for higher development density and higher population.

Mayor/Council Goals

Opportunity

New Jobs

Population Growth





# Strategic Direction

Strategy	Action Plan / Next Steps	By When	Hurdles
Catalyst: Implement funded projects from adopted plans near Peoria Ave	Coordinate implementation schedule	Spring 2019	Folding together projects and objectives from multiple sources and departments
Launch rezoning program	Voluntary rezoning program <i>*Initiated by City Council 8/30/17</i>	Open application period 10/1/17 – 3/31/18	Outreach and benefits
	Public information campaign	Complete / On-going	Requires marketing and PR strategies
	Process applications, continue outreach/education	Ongoing	



# MX Zoning: Education



## WHAT IS MIXED-USE ZONING?

As a part of the City of Tulsa Zoning Code update, new zoning districts were established to promote the mixture of land uses. Mixed-use zoning (MX) allows a mixture of residential, office, and retail uses within the same building or property, which can help make it easier to walk, bike, or drive to things you need near your home, like grocery stores, pharmacies, restaurants, and stores. This is the way cities were traditionally built for hundreds of years.

There are different types of mixed use districts in the zoning code, and though each have their own requirements, they generally place buildings closer to the street, are more accessible, encourage on-street parking and shared parking lots behind or beside buildings, and allow multiple uses in the same building. For instance, a two-story building may contain a restaurant or shop on the first floor, and offices or apartments above.

Applying mixed-use zoning to your property can help protect the future of your neighborhood by ensuring predictable and accessible developments that can make the neighborhood more desirable.

## HOW IS MIXED-USE ZONING DIFFERENT?

The most obvious difference is the flexibility in uses that may be permitted on the property, like residences above shops and restaurants.

Another big difference is the use of building design standards. There are four types of mixed-use districts, each with its own set of design standards that govern things like the size and placement of buildings and parking lots, and making sure the ground floor has enough windows and entrances facing the sidewalk. These standards help ensure that future developments fit the scale of the neighborhood, encourage walkability, and accommodate multiple modes of transportation.

The zoning districts most common in Tulsa separate uses like residential neighborhoods from restaurants, shopping, doctor's offices, and job centers, making trips between them longer, and most often by car. Mixed-use districts provide Tulsans another choice that makes it easier to get to where you need to go.

*These buildings near Cain's Ballroom have multiple uses, and provide easy access to people walking, biking, or driving.*



*Apartments and offices are commonly found above restaurants and galleries in the Brady Arts District.*

## WHY IS THIS IMPORTANT? WHAT'S IN IT FOR ME?

Mixed-use zoning can bring both social and economic benefits by allowing residential, recreational, and commercial spaces in close proximity to one another. Greater flexibility of uses and density are more profitable to property owners, while making it easier for neighborhood residents to reach their destinations without driving across town.

The way other zoning districts have traditionally restricted properties to a single type of use (such as commercial, office, industrial, or residential) significantly limits the value of the property, reducing the return on investment to the property owner, the business owner, and the City. Neighborhoods and districts prosper when they are designed to reduce the distance between housing, workplaces, retail, schools, medical care, and other destinations.

This reduction in distance creates greater connectivity and an overall sense of place within a neighborhood, which over time increases value. Mixed-use neighborhoods also provide more ways for everyone to get around, from allowing kids to walk to school safely, to giving older adults the freedom to get to everything they need without having to drive.

## WHAT ARE THE DIFFERENT TYPES OF MIXED-USE ZONING?

The code offers four separate mixed-use character designations, which can be applied based on the context of the site being developed and the property owner's desired outcomes.

### 1. Pedestrian (MX-P)

The Pedestrian character designation is generally intended to be applied to locations where a high level of pedestrian orientation is present or desired. Pedestrian-designated property will incur a build-to-zone rather than a building setback, bringing the building closer to the sidewalk. This designation also ensures adequate transparency (windows) and ground-floor heights that complement active street life and pedestrian areas.

### 2. Urban (MX-U)

Similar to the Pedestrian designation, the Urban character designation is generally intended to be applied to areas with high levels of walkability, but where a greater variety of building types are present or desired, such as high-density residential or townhomes.

### 3. Variable (MX-V)

The Variable character designation is generally intended to be applied in auto-oriented areas where transitions to greater levels of walkability are underway or desired. The MX-V designation allows greater flexibility in the placement of buildings and parking areas. For example, buildings can be set back further from the street, which gives more space for landscaping and streetscape elements, or limited amounts of parking.

### 4. Flexible (MX-F)

The Flexible character designation is generally intended to allow the highest levels of flexibility in terms of building types and development patterns while continuing to ensure interaction with street-facing elements.



*Cherry Street includes many buildings that have office space above shops and restaurants.*



*The Pearl District has seen many old buildings come to life with new, mixed uses.*



*Townhomes, like these at Centennial Park, are allowed in mixed-use districts.*



# MX Zoning Program: Outreach



September 1, 2017

Regional Partners - Regional Solutions

2 West Second Street Suite 800 | Tulsa, OK 74103 | 918.584.7526 | www.INCOG.org

Dear property owner,

You are receiving this notice due to your property's location within the boundaries of the Peoria Avenue Bus Rapid Transit (BRT) corridor (see map on reverse).

Funding was dedicated through Vision Tulsa for operational expenses and permanent physical improvements (bus stops and amenities) related to the Peoria Avenue BRT line to ensure a reliable transportation service. The improved frequency of buses will provide predictability for employees, residents and visitors to use the BRT for daily travel as well as one-time trips.

As part of the strategy to capitalize on the positive impacts of the BRT system on both public and private property, a *Peoria Avenue BRT Land Use Framework* (Framework) containing recommendations for Mixed-use zoning on certain parcels was developed and found to be in conformance with the Tulsa Comprehensive Plan (PLANITULSA) by the Planning Commission and City Council. The Framework can be found here: <http://www.tmapc.org/>

To begin implementation of the Framework, on August 30, 2017, the City Council initiated a voluntary opt-in Mixed-use (MX) rezoning incentive program along the Peoria Avenue BRT route. This program is available to owners of properties located within 1/4 mile radius of identified enhanced BRT stations and recommended for Mixed-use (MX) zoning in the Framework. (See attached information regarding Mixed-use zoning.)

If you wish to take advantage of this voluntary opt-in rezoning program, you may wish to attend one of the following informational meetings:

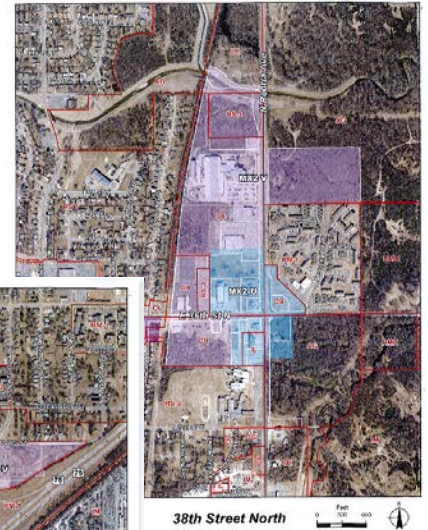
Tuesday, September 19, 2017	Tuesday, September 26, 2017
Brookside Library, 3:00pm-4:30pm 1207 E 45th PI Tulsa, OK 74105	Central Center, 5:30pm-7:00pm 1028 E 6th St Tulsa, OK 74120
South Community House, 5:00pm-6:30pm 5780 S Peoria Ave Tulsa, OK 74105	Brookside Library, 6:30pm-8:00pm 1207 E 45th PI Tulsa, OK 74105

At both meetings, the voluntary opt-in Mixed-use (MX) rezoning incentive program will be presented. City of Tulsa and INCOG planners will be present to answer your questions.

For additional information, please contact Nathan Foster at 918.579.9481 or [nfoster@incog.org](mailto:nfoster@incog.org) or Amy Ulmer at 918.579.9471 or [aulmer@incog.org](mailto:aulmer@incog.org).

Sincerely,

Susan Miller, AICP  
Director, Land Development Services



38th Street North



11th Street



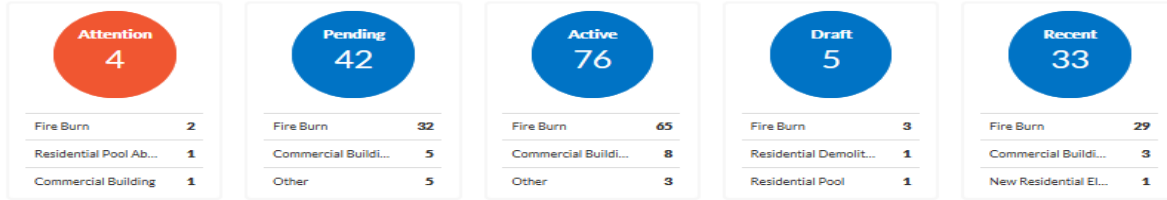
# Issue & Context

- The **issue**
  - The need to **improve customer experience with Permit Center**
- Our **goal**
  - Provide more (better) online resources, automate workflows, increase transparency
- **Connection** to strategic outcomes
  - Opportunity – new jobs, labor force participation rate
  - Planning – population growth
  - Well-Being - per capita income



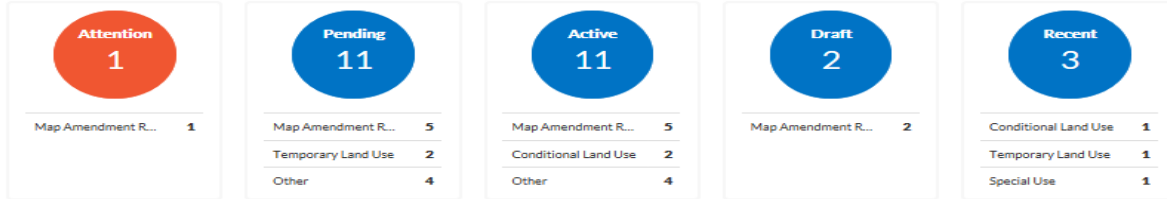
# Customer Dashboard Example

## Permits



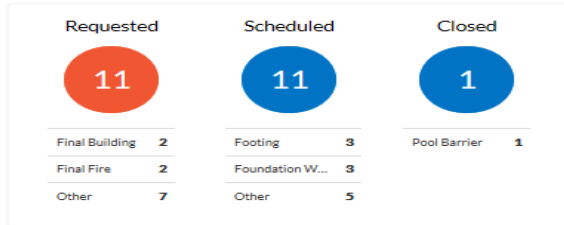
[View Full List](#)

## Plans



[View Full List](#)

## Inspections



[View Full List](#)

## Invoices

Current	0	\$0.00	<a href="#">Add To Cart</a>
Past Due	14	\$14.65	<a href="#">Add To Cart</a>
<b>Total</b>	<b>14</b>	<b>\$14.65</b>	<a href="#">Add To Cart</a>

[View Full List](#)

## Status



## Mayor/Council Goals

- Opportunity
- New Jobs
- Population Growth

## What it means

- Goal: Allow customers greater access to information about their applications
- Transparency and more available data should improve partnership between customers and Permit Center
- Reducing calls will free staff to focus more on plan review, increasing productivity



# Strategic Direction

Strategy	Action Plan / Next Steps	By When	Hurdles
Automate workflows	Deploy EnerGov	Spring 2018	On track
Offer greater control and access to customers	Provide robust Customer Self Service (CSS) portal	Spring 2018	Ensure stakeholder input as system is configured and tested

