TulStat
Planning & Development and Parks and Recreation
Well-Being Opportunity

December 1, 2017
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
TulStat
Parks and Recreation
Well-Being
Opportunity

December 1, 2017
Implementing Program

YWCA’ S
LOS PECECITOS

eliminating racism
empowering women
ywca
## 2017-2018 Swim Lesson Comparison

<table>
<thead>
<tr>
<th>Course Title</th>
<th>2017 Class Enrollment</th>
<th>2018 Projected Class Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preschool Aquatics 1</td>
<td>19</td>
<td>30</td>
</tr>
<tr>
<td>Preschool Aquatics 2</td>
<td>17</td>
<td>30</td>
</tr>
<tr>
<td>Preschool Aquatics 3</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>Intro. to Water</td>
<td>22</td>
<td>32</td>
</tr>
<tr>
<td>Fundamental Aquatics Skills</td>
<td>40</td>
<td>60</td>
</tr>
<tr>
<td>Stroke Development</td>
<td>15</td>
<td>26</td>
</tr>
<tr>
<td>Stroke Development &amp; Refinement</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>Adult</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Parent/Child</td>
<td>5</td>
<td>10</td>
</tr>
<tr>
<td>Water Safety</td>
<td>19</td>
<td>30</td>
</tr>
</tbody>
</table>
TulStat
Planning & Development

Well-Being
Opportunity

December 1, 2017
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 <=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
What it means

- Goal: <=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
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.
## Strategic Direction

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Action Plan / Next Steps</th>
<th>By When</th>
<th>Hurdles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accurately track permit review timelines</td>
<td>Deploy EnerGov</td>
<td>Spring 2018</td>
<td>On track</td>
</tr>
<tr>
<td>Enable customers more access to review times and workflow</td>
<td>Deploy Customer Self Service (CSS) portal</td>
<td>Spring 2018</td>
<td>On track</td>
</tr>
<tr>
<td>Establish updated review and permit issuance targets</td>
<td>Use data from Energov system to set more accurate, realistic targets</td>
<td>Fall 2018</td>
<td>On track</td>
</tr>
</tbody>
</table>
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.
## IDP Strategic Direction

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Improve comments/requirements to better meet customer expectations</td>
<td>Root cause analysis and improvement implementation</td>
<td>January 31, 2018</td>
<td>Time – with software changes resources are stretched thin.</td>
</tr>
<tr>
<td>Align all City personnel around IDP objectives</td>
<td>Bring together leadership that impacts IDP outcomes to identify joint goals and strategies</td>
<td>December 7, 2017</td>
<td>Time availability – might require additional meetings in the future.</td>
</tr>
<tr>
<td>Survey IDP customers after permits received</td>
<td>Design and launch survey</td>
<td>December 31, 2018</td>
<td>Technology &amp; ability to utilize survey results effectively</td>
</tr>
</tbody>
</table>
Issue & Context

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

Our goal
- Densify 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

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

Goal

Citywide  Peoria

Current
1.7  6
HH/Acre  HH/Acre

Goal
2.1  8
HH/Acre  HH/Acre

Status

What it means
Peoria Avenue Corridor Households
2030 Target: 61,308 HH

Mayor/Council Goals

Opportunity
New Jobs
Population Growth
Planning: Tracking and Promoting Growth

What it means

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

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<tr>
<td>Catalyst: Implement funded projects from adopted plans near Peoria Ave</td>
<td>Coordinate implementation schedule</td>
<td>Spring 2019</td>
<td>Folding together projects and objectives from multiple sources and departments</td>
</tr>
<tr>
<td>Launch rezoning program</td>
<td>Voluntary rezoning program *Initiated by City Council 8/30/17</td>
<td>Open application period 10/1/17 – 3/31/18</td>
<td>Outreach and benefits</td>
</tr>
<tr>
<td></td>
<td>Public information campaign</td>
<td>Complete / On-going</td>
<td>Requires marketing and PR strategies</td>
</tr>
<tr>
<td></td>
<td>Process applications, continue outreach/education</td>
<td>Ongoing</td>
<td></td>
</tr>
</tbody>
</table>
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 more. 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 walkable, 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 walkable 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. These 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, not often by car. Mixed-use districts provide Tulsa another choice that makes it easier to get to where you need to go.

WHY IS THIS IMPORTANT? WHAT’S IN IT FOR ME?

Mixed-use zoning can bring both social and economic benefits by allowing residential, commercial, and retail 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 these destinations without having to drive.

The way other zoning districts have traditionally restricted properties to a single type of use (such as commercial, office, residential, or industrial) significantly limits the value of the property, requiring the owner to reappraise the property for the property tax, the business owner, and the City Neighborhoods and Designers promote when they are designed to reduce the distance between homes, 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):
   - A pedestrian zone is generally intended to be applied to locations where a high level of pedestrian orientation is present or desired. Pedestrian-oriented property will contain a build-to-zone ratio other than a building setback, bringing the building closer to the sidewalk. This designation also requires adequate transparency (windows) and good-sized windows that complement active street life and pedestrian areas.

2. Urban (MX-U):
   - Similar to the pedestrian zone, the urban zone 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 zone is generally intended to be applied in auto-oriented zones where transitions to greater levels of walkability are undesirable 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 streetcar elements, or limited amounts of parking.

4. Flexible (MX-F):
   - The flexible zone is generally intended to allow the highest levels of flexibility in terms of building types and development patterns while continuing to ensure interaction with transit-oriented elements.
Dear property owner,

You are receiving this notice due to your property’s location within the boundaries of the Pearsia 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 shelters) related to the Pearsia 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 Pearsia 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 (PLANNUSA) by the Planning Commission and City Council. The Framework can be found here: http://www.tmucg.org/

To begin implementation of the Framework, on August 30, 2017, the City Council enacted a voluntary opt-in Mixed-use (MX) rezoning incentive program along the Pearsia Avenue BRT route. This program is available to owners of properties located within a 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:

<table>
<thead>
<tr>
<th>Tuesday, September 19, 2017</th>
<th>Tuesday, September 26, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brookside Library, 1:00pm-4:30pm</td>
<td>Central Center, 5:30pm-7:00pm</td>
</tr>
<tr>
<td>Tulsa, OK 74105</td>
<td>1028 E 6th St</td>
</tr>
<tr>
<td>South Community House, 5:00pm-6:30pm</td>
<td>5750 S Pearsia Ave</td>
</tr>
<tr>
<td>Tulsa, OK 74105</td>
<td>Tulsa, OK 74105</td>
</tr>
</tbody>
</table>

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, or Amy Lutner at 918.579.3971 or alutner@incog.org.

Sincerely,

Susan Miller, AIA
Director, Land Development Services
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
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
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<th>Hurdles</th>
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</thead>
<tbody>
<tr>
<td>Automate workflows</td>
<td>Deploy EnerGov</td>
<td>Spring 2018</td>
<td>On track</td>
</tr>
<tr>
<td>Offer greater control and access to customers</td>
<td>Provide robust Customer Self Service (CSS) portal</td>
<td>Spring 2018</td>
<td>Ensure stakeholder input as system is configured and tested</td>
</tr>
</tbody>
</table>