TulStat Meeting Outline
Commercial and Neighborhood Placemaking
Feb. 23, 2018

1. ***New TulStat Model (James)***
   a. What we heard from feedback
   b. Difference between TulStat 1.0 and 2.0
   c. Mission & Vision
   d. TulStat topics for 2018
   e. Process (Problem, Measurement, Defining Success, Solutions, Actions)

2. ***Defining the problem (Theron Warlick)***
   a. What is the right sized problem?
      i. There are many potential areas that could evolve into a complete destination. It is qualitative and not so much quantitative
      ii. Problem: We don't leverage our investments (Capitol Investments) to enhance Placemaking.
      iii. "Economic Development" is a distinct objective that must be pursued.
   b. Causes
      i. Vision Tulsa helped build up the River, but a lot of projects are not tied to the lens of Placemaking thinking.
      ii. Good cities that that have excellent placemaking are not using public funds and have great public transportation.
      iii. Money is tight and these kinds of investments do not seem sustainable

   c. Strategies we've attempted in the past
      i. Crosswalks and street development was built in Brookside but the people and businesses are not using it.
3. ***Measuring Success***
   a. Observational research
   b. Do you see people taking pictures at this place?
   c. Do they stay?
   d. NYC 21st Century Street Overall Metrics Table 1
      i. Analysis Process slide
      ii. Metric of retail sales after road improvements
   e. How do you test? Prototype?
      i. TyPros "Build a Better Block"
      ii. Dawn is willing to try it
      iii. Look at the special events that have had permits
      iv. PlaniTulsa data
4. ***Action Steps***
   a. We need more consensus on the problem (James, Dawn, Theron)
   b. Status of current **streets prioritization process** recently developed by Engineering Services (Paul Zachary/Matt Liechti)
   c. Overview of **Destination Districts/Neighborhood Assessment** Program (Theron)
   d. What is the **Small Area Planning Process** (Theron)
   e. How can we **measure the success** of a Small Area Plan? (Theron)
   f. How can we **measure Placemaking success?** (James McHendry)