

Urban Data Pioneers

—
Cohort 2 Presentations

August 18, 2017



CITY OF
Tulsa
A New Kind of *Energy*®

Agenda

Welcome

Announcements

- 1) Vacant Land Toolkit
- 2) Blight Inventory
- 3) Growing Population – Analysis of Vacant Properties



Behavioral Insights School

Applying insights from behavioral economics to improve public services. Learning to conduct low cost evaluations.

Monday, August 21

OTC 10 South

8:00 – Noon



Innovation Champion Lunch and Learn

“Why Process Improvements Fail and What
We Can Do About It”

Tuesday, August 22

10 South

Noon – 1:00



Tulsa Data Science

Examining the drivers of income based on census data, and creating a model to analyze correlation.

Monday, August 28

3rd Floor Presentation Theater

Noon – 1:00



Strategic Plan

| Name | Group/Agency Representing |
|-----------------|--|
| Eric Dalgleish | City of Tulsa, Public Safety Departments (Police, Fire, Municipal Courts) |
| Melissa Stice | City of Tulsa, Support Departments (Finance, Human Resources, Human Rights, Information Technology, Legal, Audit, Communications, Customer Care, Asset Management) |
| Eric Lee | City of Tulsa, Infrastructure Departments (Streets & Stormwater, Engineering Services, Water & Sewer) |
| Chase Mohler | City of Tulsa Community Departments (Parks, Working in Neighborhoods, Performing Arts Center, Human Rights) |
| Keri Fothergill | City of Tulsa, Development Departments (Mayor's Office of Economic Development, Planning & Development Services) |



[Home](#) > [Performance Strategy and Innovation](#) > [Strategic Plan](#)

Strategic Plan

The mission of the City of Tulsa is "To create a platform for economic prosperity, health and quality of life for residents and businesses." The Strategic Plan, coming December 2017, will be a plan that clearly outlines to both employees and community partners how the organization will play a role in **Citywide Outcomes** and fulfill its mission. The Strategic Plan will be used to inform our budget and ensure that resources are aligned with goals.

A Message from the Mayor

"Tulsa is a city that expects to compete globally. Doing so requires high expectations of ourselves, and a strategic plan to accomplish our goals. Every member of our team at the City has an important part to play." – Mayor G.T. Bynum

Common Strategic Plan Language:

- ▶ **Goal:** A broad statement about what the city is striving to achieve
- ▶ **Community Performance Indicator (CPI):** A measure that directly relates success in the goal or measure that can be used as a proxy to measure goal success. Speaks to whether the goal is being met.
- ▶ **Baseline:** The starting measurement for the CPI based on most recent data available for Tulsa.
- ▶ **Target:** The desired level for the CPI. Way to measure specifically what we are striving to achieve.
- ▶ **Strategy:** A plan to move towards the desired goal.
- ▶ **Action:** Defined activity that is measurable and contributes to the success of the Strategy.
- ▶ **City Role:** The part that the City of Tulsa will play in the strategy. Possible roles include: Lead, Collaborate, or Support



Human Centered Design

- Course begins Sept. 12
- 4 hours/week for 9 weeks
- Teams of 5-7 people
- Information coming to the OPSI page soon
- Email James Wagner for more information



WHAT YOU'LL LEARN:

- Master the 4 steps of the human-centered design process to create innovative solutions to real-world challenges
- Build an effective interview guide to learn and document your use research

COURSE PARTNERS



IDEO.org is the nonprofit arm of the world-renowned design firm, IDEO. They design products, services, and experiences to improve the lives of people in poor and vulnerable communities. They are experts in human-centered design, a creative approach to problem solving.

VISIT WEBSITE 



Mission, Vision, Values

Mission: Improve the use of data throughout the City of Tulsa

Vision: Urban Data Pioneers are the trailblazers within the City of Tulsa who lead the way in identifying best ways to utilize data, educating others, and delivering results based upon data.

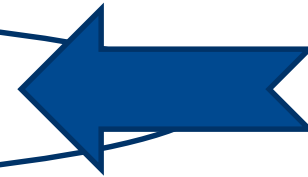
Values:

- A Learning Culture
- Respect
- Integrity
- Transparency



Focus on Understanding the Problem

1. Understand the Problem



Our focus

~~2. - Ideate on strategies (optional)~~

~~3. Choose a strategy~~

~~4. Test a strategy (or two)~~

~~5. Measure & Iterate~~

~~6. Scale up~~

Understanding data is the beginning of knowledge.

-Former Mayor Rodger Randle

