TulStat Placemaking
March 23, 2018

1. **Our problem statement**: We lack a disciplined system and measurement framework for implementing and maintaining improvements recommended by Destination Districts

2. **Defining the problem**
   a. What is a Destination District?
      i. Small area plans, neighborhood assessment, placemaking and master planning
      ii. Small Area planning definition slide-long term projects and capitol planning
      iii. Neighborhood assessment slide-effort to help NB coordinate and help funnel resources towards them, like a HOA or NBH Watch, probably not overlapping with SAP
      iv. Placemaking and master planning slide-look at enhancements to make them "sticky" Example: helping 21st and Garnett plaza to help them make it a place for people to go
      v. All 3 help city grow

3. **Measuring Success**
   a. General questions of ps+pl analysis
      i. How many? Who? (Age and gender) Where? (Where people are expected to go and stay. People do not always act as intended), What? Time?
      ii. Tools of the trade
         1. Tracing is following routes people take
         2. Tracking-where do they come from
         3. Test walks-how long to get somewhere
         4. Helps understand the space
      iii. Examples in Tulsa of underutilized
         1. Plaza de la Americas downtown
         2. Harvard between 51-61
      iv. Metrics for success slide
         1. Recruit college students to help track and study
   b. Moving from inputs, activities, outputs and outcomes. The measurement is an outcome framework. How do people use the space? How and when are people using the space. If goal is to activate site, what do you need to do to achieve this?
   c. Are there small scale efforts/experiments to try within the next few months?
      i. Funding is always an issue. Costs of installation and long terms.
      ii. Maybe try to make things maintenance-free or low cost options
      iii. 36SN and Pearl to have pedestrian friendly options but can't guarantee cost of maintenance such as lights and light poles. Always think long term- or the length of the time for that placemaking area
      iv. Winterfest is a short term example of placemaking
   d. Can you capture show the value from making investments?
      i. Example: Pearl district before and after improvements
      ii. Can the money made from that are go towards the maintenance of area?

   iii. Neighborhoods do benefit from commercial investments
 e. How do you pick what neighborhoods?
   i. Citivoice index-help measure the stickiness of a neighborhood
 f. How do we make sure there is no geographical inequity? To see economic development and growth?

4. **Action steps**
 a. Neighborhood Condition Index (Theron and James)
 b. What does the review and consultation process look like for Planning reviewing street design? Create a simple process diagram of how this works. (Dawn)
 c. Value recapture-is it possible to recapture sales/property tax to help with maintenance cost? (Hamer or Jarrod Moore)
 d. Follow up with Gallup (James)
 e. Connection between long-term and short-term on these type of plans (Theron & Penny)
 f. Articulating the total estimates for small area plan capital recommendations and when they could be completed based upon various funding dedications (Theron & Penny)