TulStat
Destination Districts

Understanding and Solving Challenging Problems, Defining Success, and Measuring Progress

July 27, 2018
Agenda

a) Program procedures and materials
b) Scoping of services
c) Presentation draft
d) OKC site visit
The Process

1. Problem Definition and Context
2. Defining Success
3. Measurement Framework
4. Possible Solutions
5. Action Plan
Feedback from Previous TulStat Meeting

Destination Districts TulStat June 22, 2018

- Good use of time: 100%
- Action steps: 100%
- Collaborative discussion: 100%
- Data presented to understand problem: 100%
- Clear way to measure success: 100%
- Problem clearly stated: 100%
- Meeting Purpose communicated: 100%
## Destination Districts & AIM Plan

<table>
<thead>
<tr>
<th>AIM</th>
<th>CPI</th>
<th>Strategy</th>
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</thead>
</table>
| **Transportation (p.7)** | • % of population w/in 30-minute transit access  
• % of population commuting to work via public transportation | • Increase frequent bus availability  
• Improve transit connectivity between housing jobs and services  
• Ensure that City transportation infrastructure and policies can support evolving mobility options. |
| **Population growth (p.9)** | • City population  
• Population density | • Conduct small area planning to encourage infill development in underdeveloped areas  
• Align city processes and policies...housing  
• Support and sustain the growth of Tulsa’s immigrant population... |
| **Quality transportation (p.23)** | • Pavement Condition Index | • Deliver road projects on time and within budget  
• Strategically fund transportation network capital needs  
• Align capital improvement funding with the comprehensive plan |
Defining the Problem

What is the right-sized problem?

We lack a disciplined system and measurement framework for implementing and maintaining improvements recommended by Destination District programs (includes Small Area Plans, Neighborhood Assessments, and Placemaking).
What is Placemaking?

a) Designing cities for *people*, not just cars and shopping centers.
b) Lively neighborhoods and inviting public spaces
c) A **people-centered approach** to the planning, design and management of public spaces.
d) Placemaking is a process that fosters the creation of vital public **destinations**—the kind of places where people feel a strong stake in their communities and commitment to making things better.
Where will Destination Districts Succeed?

a) **Diverse ecosystem of uses** – Places where employment, residential, parks and retail are clustered in a way that creates the potential for interaction and economic growth. They are not one particular institution, business, or attraction.

b) **Strong sense of identity** – Even if that hasn’t been formalized yet. They are not artificially fabricated – they need to be authentic to work.

c) **Committed people** – There are organizations, institutions, neighborhoods, or key individuals committed to their success. They aren’t a creation solely of the City – we’re there to help committed individuals already in place.

d) **Desire and potential for growth** – They may be currently at varying stages of growth: some are well-established; some are emerging as destinations; others are aspirational, or will face greater challenges if additional support isn’t provided.
Program Procedure and Materials

- Destination Districts Survey and Application
  - Identifies interested groups
  - Establishes City expectations
    - Stresses importance of local organization
    - Commitments and mutual agreements
  - Establishes types of assistance
    - Building towards capital investment in placemaking & civic space creation and enhancement
    - Other limited assistance
GIS Layer Analysis

- Used to refine application requests
  - Threshold requirements
    - Access to transit
    - Potential for future growth
- Determine boundaries
- Citywide strategy
  - Clustering (conversely, the spread)
  - Interaction with other efforts
Neighborhood Assessment

- Direct interaction with applicants
- Establishing needs and goals
- Growth potential
  - Physical capacity for growth
  - Role for urban design and placemaking?
- Alignment
  - Growth Imperative
  - Expectations of public/private partnerships
- Evaluation of the capacity of local management entity
Streetscaping - $4 M/mile
Suburban Retrofit - $50M infra/$68M TIF
(Boca Raton Regional Mall retrofit)
# Scoping of Services

<table>
<thead>
<tr>
<th>Status of Organization</th>
<th>Outreach &amp; Engagement</th>
<th>Access City Resources</th>
<th>Policy &amp; Regulatory</th>
<th>Organization Financial Support</th>
<th>Capital Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>General interest but not organized</td>
<td>X</td>
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<tr>
<td>Informal org. with some governance structure</td>
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<tr>
<td>Registered volunteer neighborhood or business association Must:</td>
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<td>- Have bylaws in place</td>
<td>X</td>
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<td>- Have regular meetings</td>
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<tr>
<td>- Have property-owner relations</td>
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<tr>
<td>Staffed Business assoc. or 501(c)(6) Chamber, 501(c)(3), Economic or Community Development Corp, Main Street Program Must:</td>
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<td>- Have bylaws in place</td>
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<td>- Have Regular meetings</td>
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<tr>
<td>- Have property-owner relations</td>
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<tr>
<td>- Be full or part-time staffed</td>
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<td>- Be area-focused (not citywide)</td>
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<tr>
<td>- Have the capacity to form agreements with City for maintenance, staffing, etc.</td>
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<tr>
<td>Business Improvement/Assessment District</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tbody>
</table>

1. Outreach and engagement limited to current program, policy, and capital activities
2. Initial City capital projects possible via agreement; possibly smaller in scale
3. Needs-based, transitional support for organizations; finite resources available
A Framework for Placemaking Investment

**Where should we invest?**

- Ecosystem of Uses
- An Identity
- Committed people
- Potential to Increase Density
- Access to Transit

**How much should we invest?**

- OKC Commercial District Revitalization Program
  - Management: $18-25K/yr./district GF
  - Streetscaping: $4M mile GO or ST

**How do we measure success?**

- Property value changes
- Increase in Housing Units nearby
- Measuring how people use public space
- Increases in transit ridership at local Stops

Ultimate Goal: Increase Population Density
Oklahoma City: Commercial District Revitalization Program

Friday Aug 3, 8a-3p
- Seats available

Features
- Financial support for local business entities ($15-25K ann.)
- Revolving loan fund for business startups within districts ($20K)
- Capital investments

Apparent similarities
- Targeted
- Builds local capacity
- Invests in placemaking

Possible differences
- Not seeing link to overall growth plans or objectives
Title V meetings

• Presentation Outline
  – Program Overview
  – Candidate Identification
  – Selection and Scoping

• Reaction and feedback
  – General Interest
  – Are we asking for too much?
  – Targeted/limited
    • Is that okay?
    • Additional considerations? geographic, cultural, practical?
Destination Districts: Next Steps

a) OKC key findings
b) Title V meeting feedback
c) Program guide
d) Application