



CITY OF
Tulsa
A New Kind of Energy.

GALLUP®

A dark, atmospheric photograph of the Tulsa skyline at dusk or dawn. Several tall skyscrapers are visible, including the BOK Tower and the Tulsa Tower. The sky is a deep, dark blue-grey. A horizontal yellow line runs across the middle of the image, behind the title text.

Building a Thriving Tulsa

2018 Gallup-Tulsa CitiVoice Index Results

Presentation Roadmap

Background	Methods and Sample	Key Findings	Detailed Insights	Next Steps
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Background

Are Tulsa's residents thriving?

Background

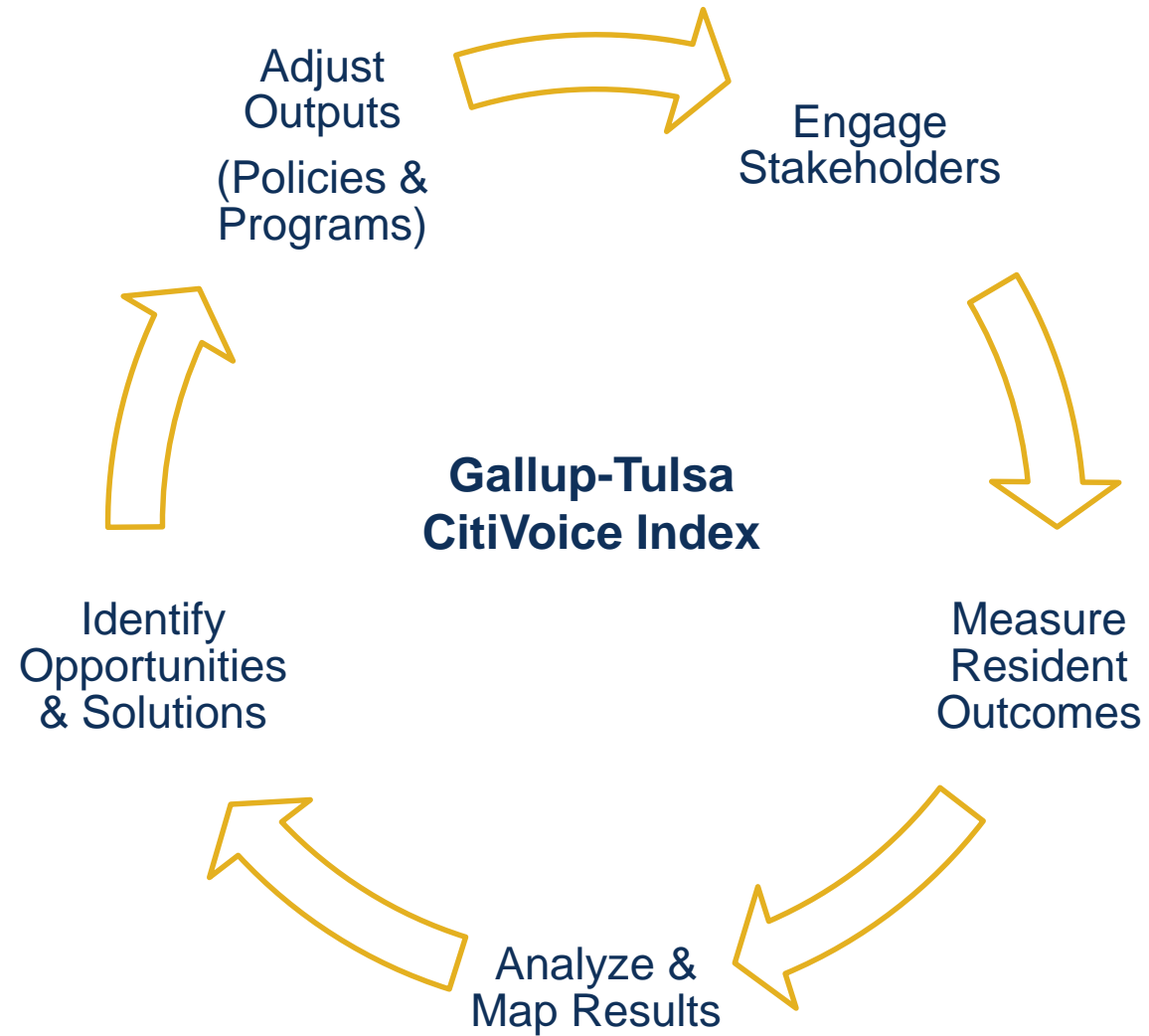
Opportunity

- Existing approaches to listening to residents are infrequent or only give most engaged citizens a voice.
- Conventional data focuses on government *outputs*, rather than residents *outcomes*.
- Traditional economic indicators leave potential blind spots and lack granularity.

Solution

- Conduct regular, representative studies that ensure the needs and opinions of all residents are included in decision-making.
- Focus on measuring whether citizens are thriving as the primary outcome and policy objective.
- Develop behavioral measures that capture citizens lived experiences and employ address-based sampling to enable more tailored policy interventions.

Citizen-Centered Approach



Key Themes

Access

- Do Tulsans have access to basic needs and services required to lead healthy, productive and fulfilling lives?

Opportunity and Growth

- Do residents view Tulsa as a destination to live and work?

Civic Support

- How do local institutions, organizations and Tulsans themselves contribute to improving their local community?

Community Indicators
Working Group

Survey developed in partnership with officials from city departments, philanthropic leaders, public health experts, academic researchers and representatives from Tulsa's colleges and universities.

Methods and Sample

2018 Gallup-Tulsa CitiVoice Index Methodology



Cognitive interviews with Tulsa residents



22,500 survey packets mailed
Included English and Spanish



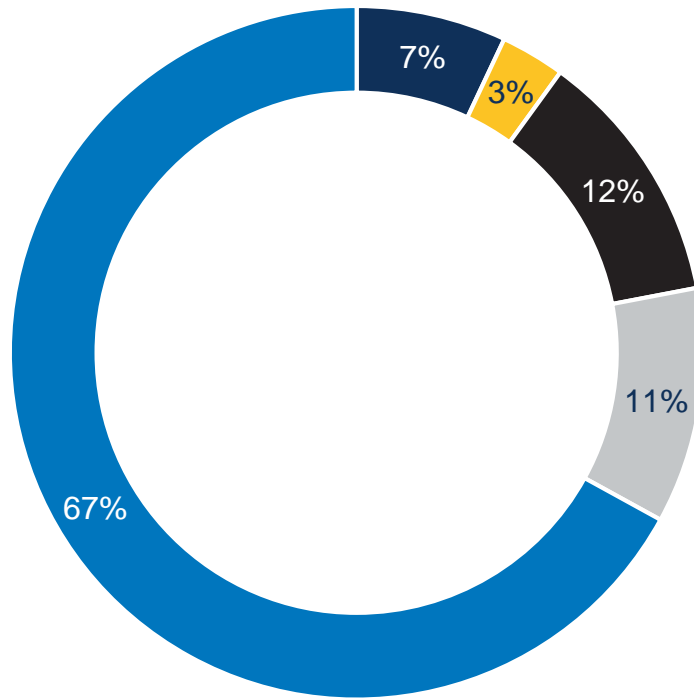
July 16 to August 14, 2018 fielding
Up to two postcard reminders



4,428 completes
20% participation rate

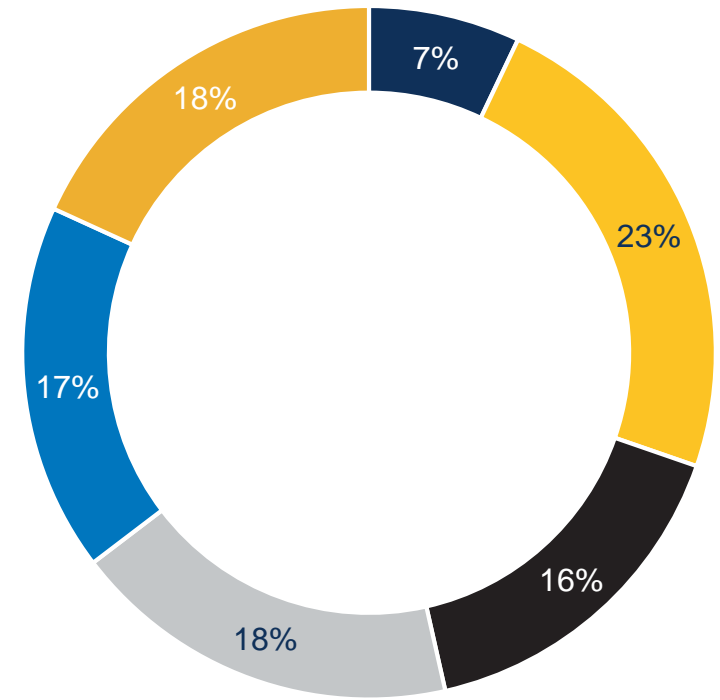
Key Demographics

Race



■ American Indian or Alaska Native ■ Asian ■ Black ■ Hispanic ■ White

Age Groups

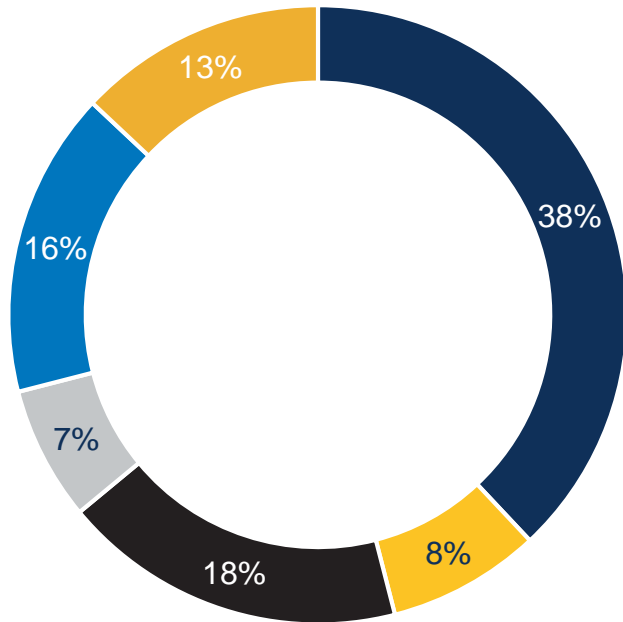


■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

The margin of sampling error is ± 2.0 percentage points at the 95% confidence level. The margin of error reflects the computed design effects for weighting. Due to rounding, percentages may not equal 100%.

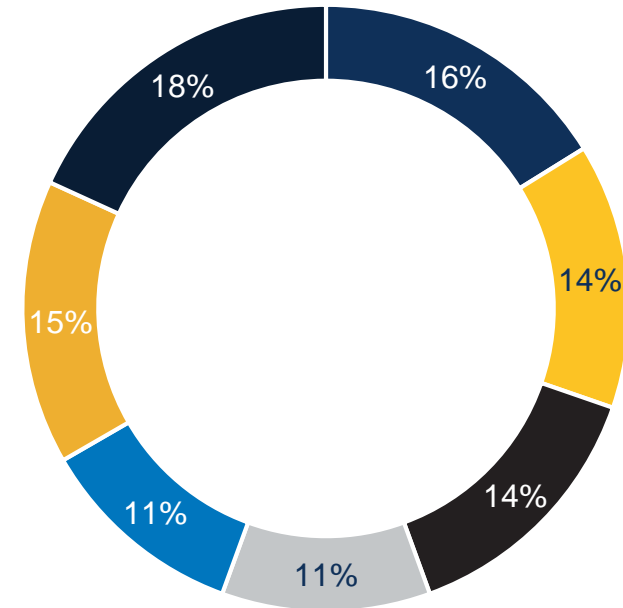
Key Demographics

Highest Level of Education



- High school or less
- Some college, but no degree
- Four-year bachelor degree
- Technical, trade, or vocational degree
- Two-year associate degree
- Postgraduate work or degree

Annual Household Income



- Under \$17,000
- \$17,000 to \$26,999
- \$27,000 to \$39,000
- \$40,000 to \$49,999
- \$50,000 to \$64,999
- \$65,000 to \$99,000
- \$100,000 or more

The margin of sampling error is ± 2.0 percentage points at the 95% confidence level. The margin of error reflects the computed design effects for weighting. Due to rounding, percentages may not equal 100%.

Key Findings

Key Findings

1. Tulsans are optimistic that the city is improving as a place to live.

- Nearly twice as many residents believe the city of Tulsa is getting better (**47%**) than getting worse (**24%**) as a place to live.

2. Residents see numerous economic opportunities in Tulsa with room for the economy to grow and attract more residents.

- Over half (**52%**) of residents who expressed an opinion strongly agree or agree that now is a good time to find a job in Tulsa.
- **64%** of self-employed residents say Tulsa is a good place to start a business.

Key Findings

3. Half of Tulsans are thriving in their well-being.

- Fewer residents in Tulsa are thriving compared to all peer cities, as well as state and national totals.

4. Access to basic needs remains a primary challenge in Tulsa.

- At some point in the past year,
 - **31%** of residents did not have enough money to buy food.
 - **16%** of residents did not have enough money to pay for healthcare and/or medicine.
 - **14%** of residents were unable to provide adequate shelter or housing.

Key Findings

5. Local organizations and closely-knit neighborhoods can play a vital role in helping residents thrive.

- Residents are more likely to be thriving when:
 - They know a local organization that they can turn to if they needed help getting healthcare, housing or food.
 - There is someone who lives near them, other than the people in their household, who they could turn to for help if they were facing a personal crisis.

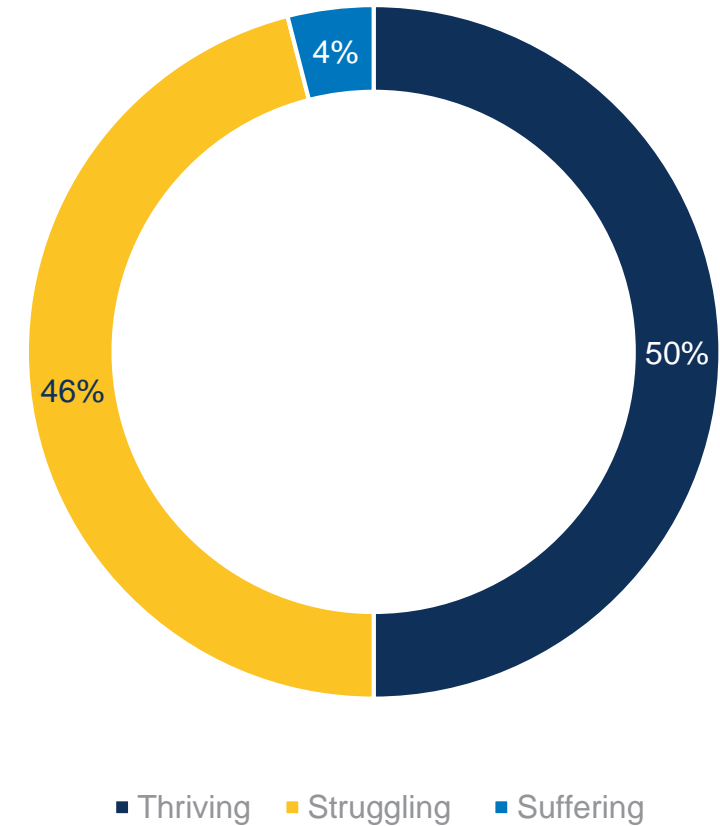
Detailed Insights

Life Evaluation Index

Please imagine a ladder with steps numbered from zero at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you.

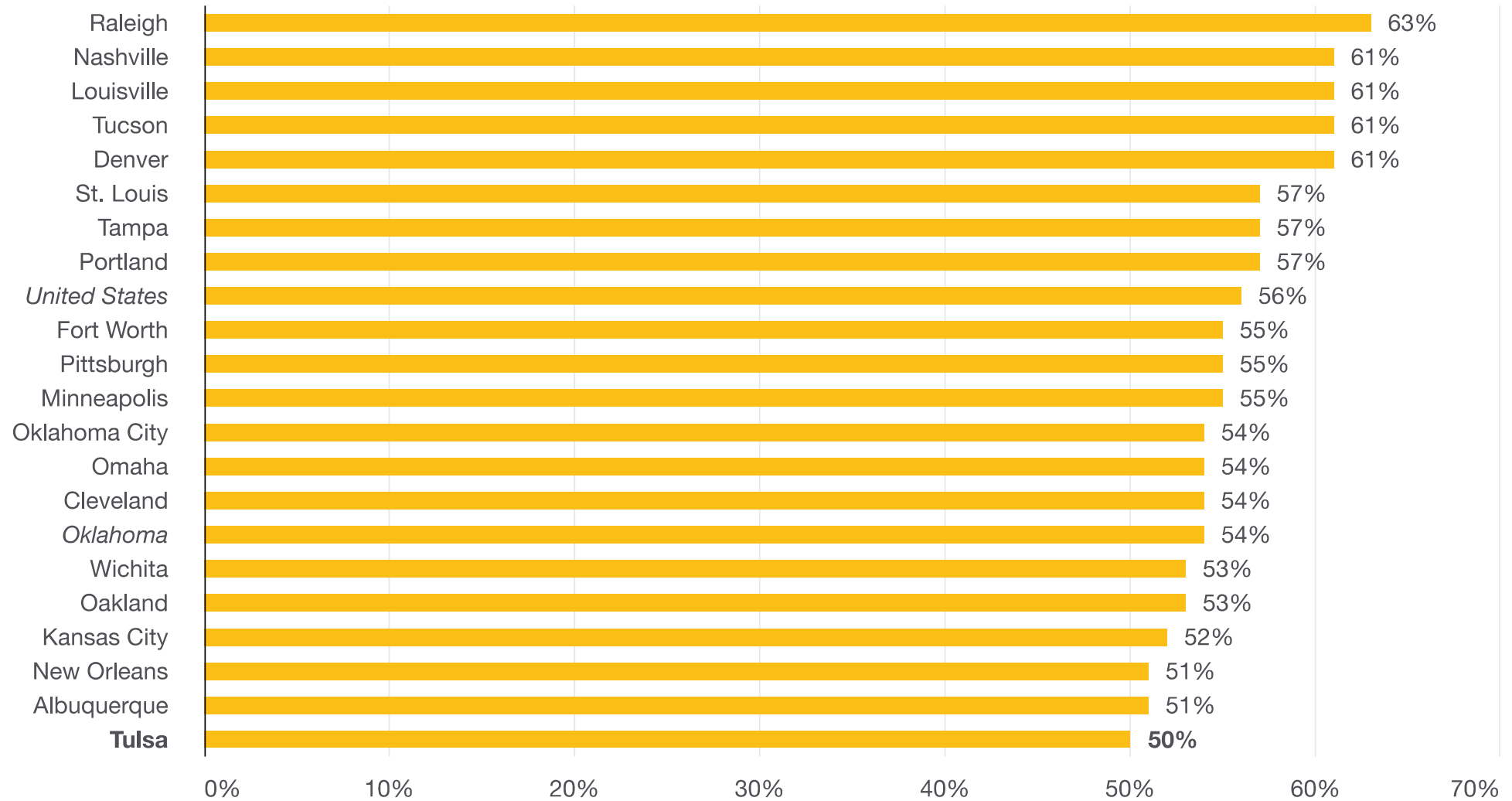
- On which step of the ladder would you say you personally feel you stand at this time?
- On which step do you think you will stand about five years from now?

Well-Being in Tulsa



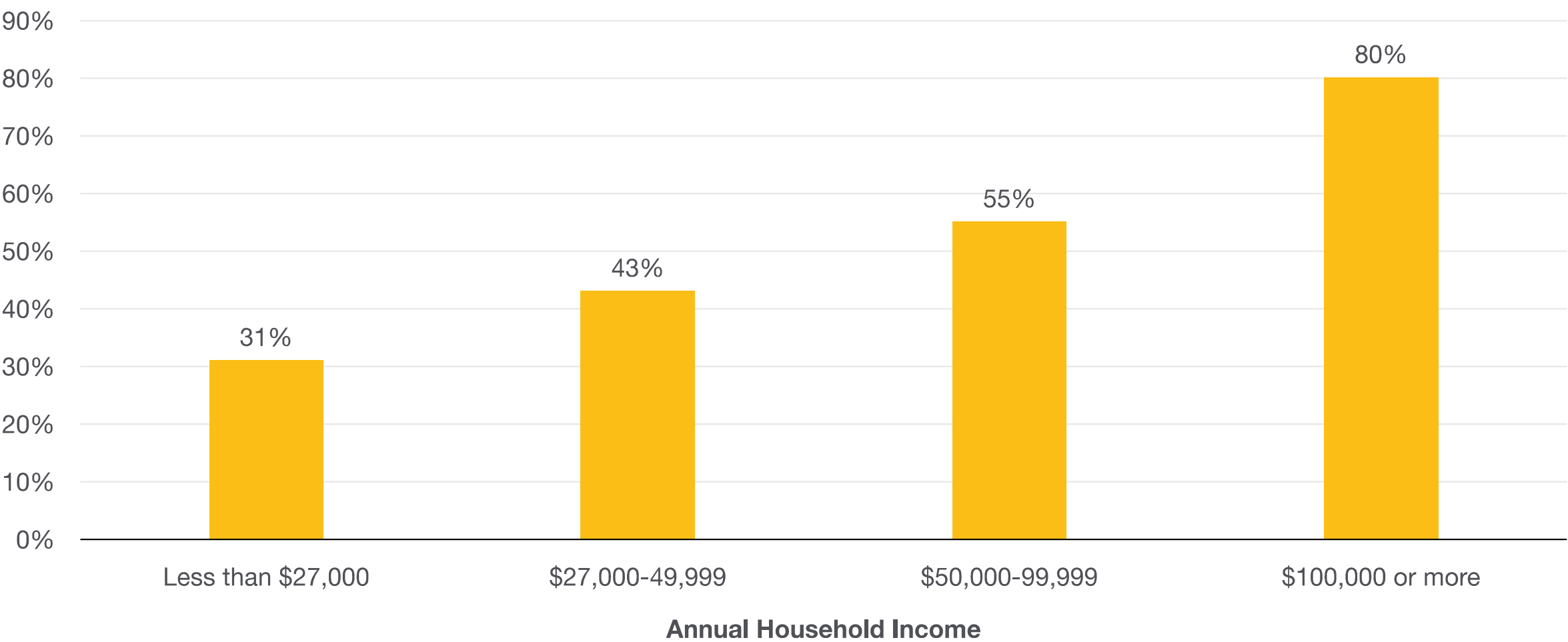
Well-Being in Context

Life Evaluation Index (% Thriving)



Well-Being in Context

Life Evaluation Index By Household Income (% Thriving)

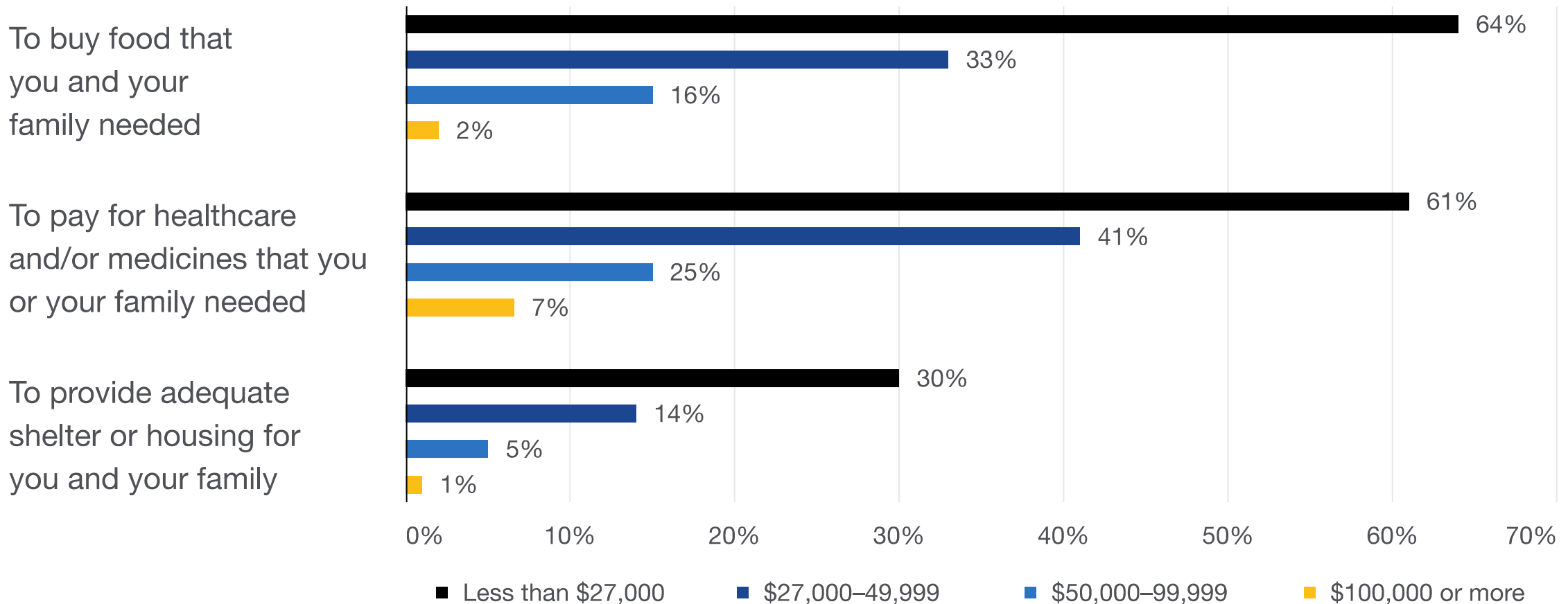


Roughly one-third of residents say there have been times in the past twelve months when they did not have enough money to buy food (31%).

Access

Basic Needs

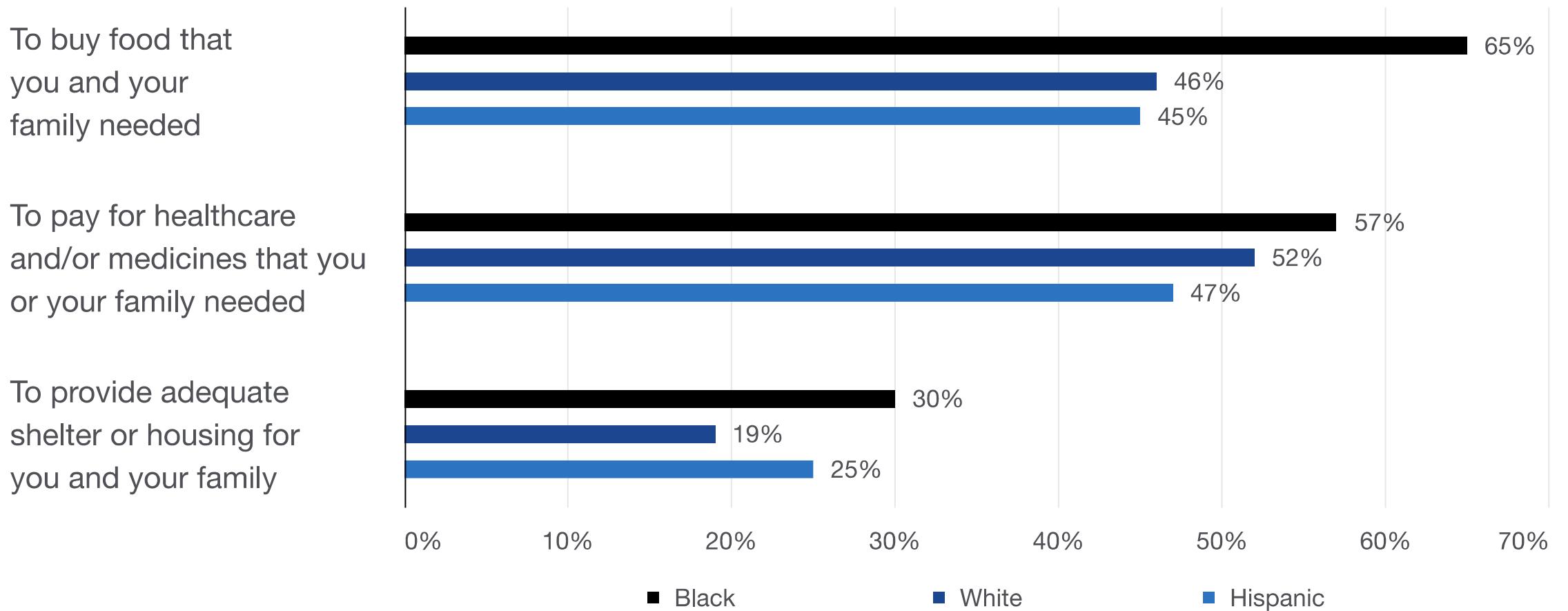
Have there been times in the past twelve months when you did not have enough money? (% Yes)



Access

Basic Needs

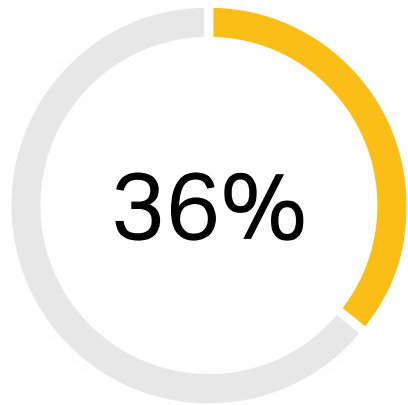
Have there been times in the past twelve months when you did not have enough money?
Annual household income less than \$50,000. (% Yes)



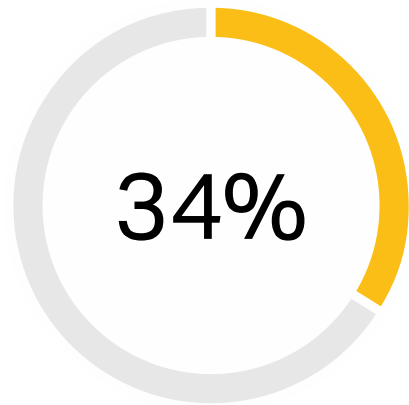
Access

Basic Needs

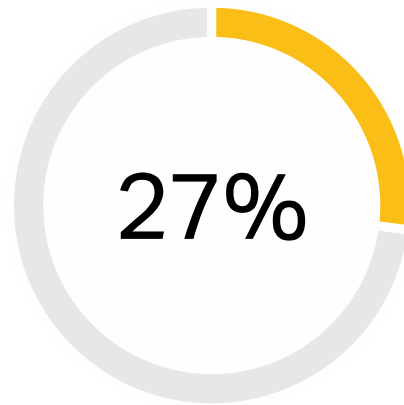
How easy or difficult is it to access the following in the area where you live in Tulsa?
(% Very difficult or difficult)



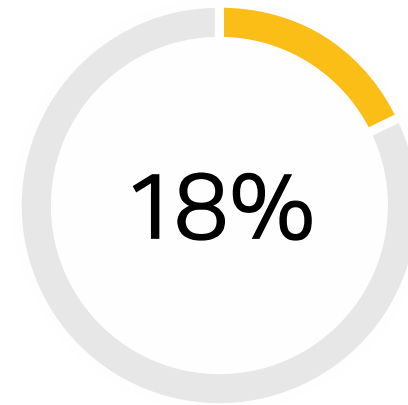
Affordable
Housing



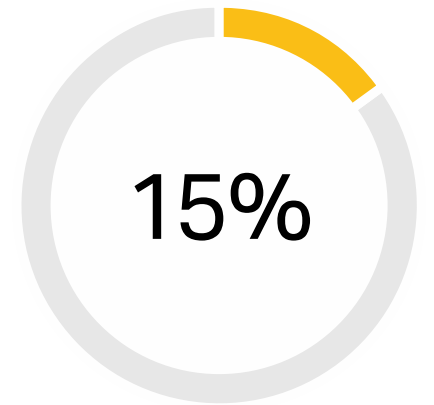
Mental Health
Services



High Quality
Healthcare



Stores or Markets
With Fresh Fruits
and Vegetables

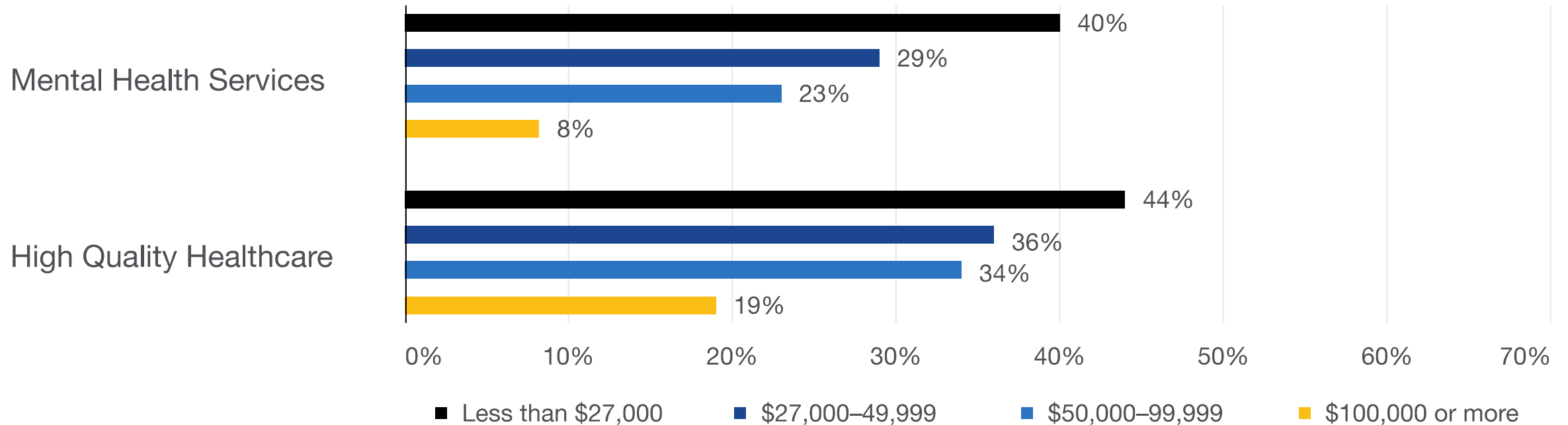


Parks,
Playgrounds, or
Other Outdoor
Recreation

Access

Basic Needs

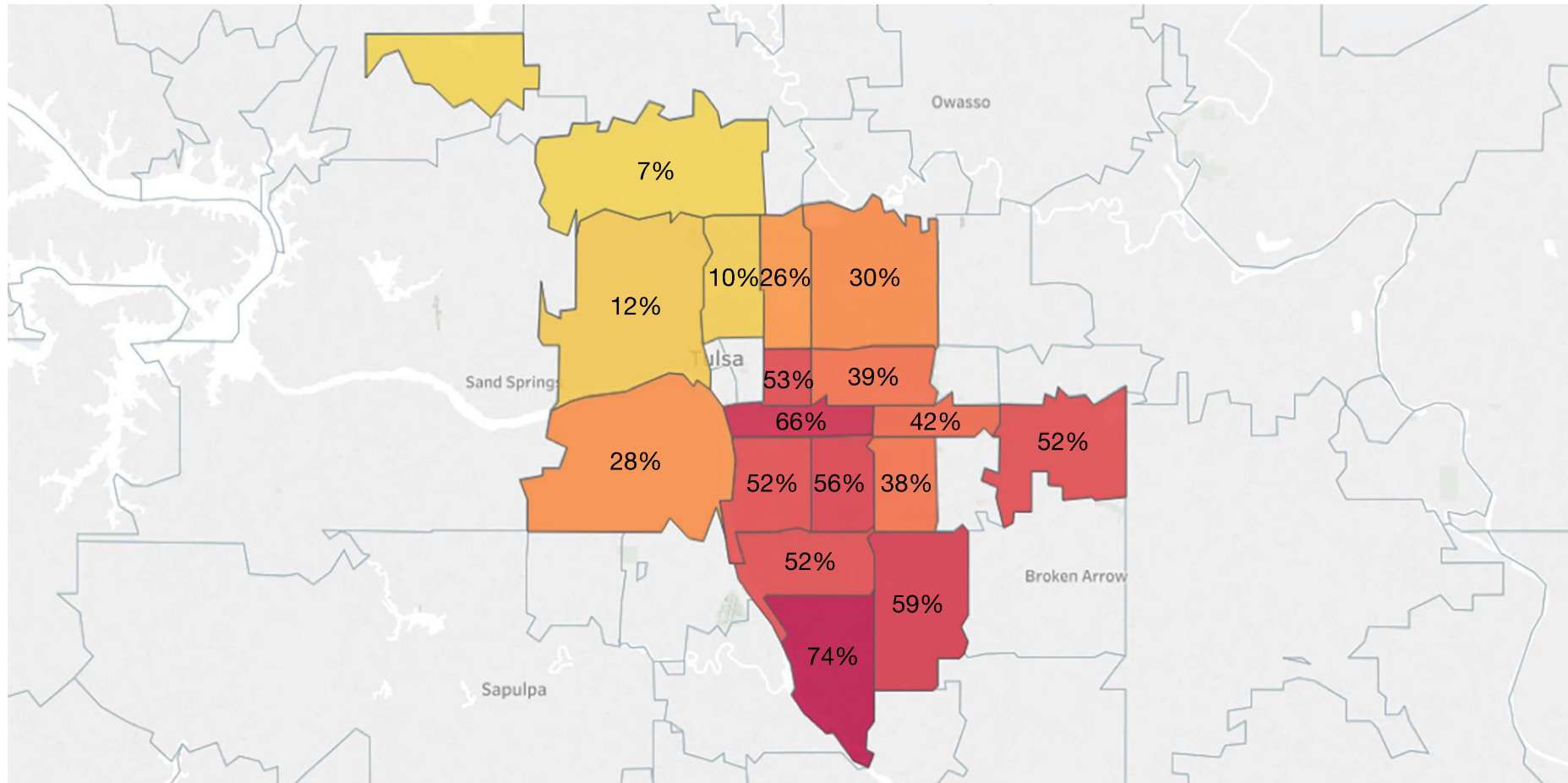
How easy or difficult is it to access the following in the area where you live in Tulsa?
By household income. (% Very difficult or difficult)



Access

Basic Needs

How easy or difficult is it to access the following in the area where you live in Tulsa?
Stores or markets with fresh fruits and vegetables. (% Very easy)



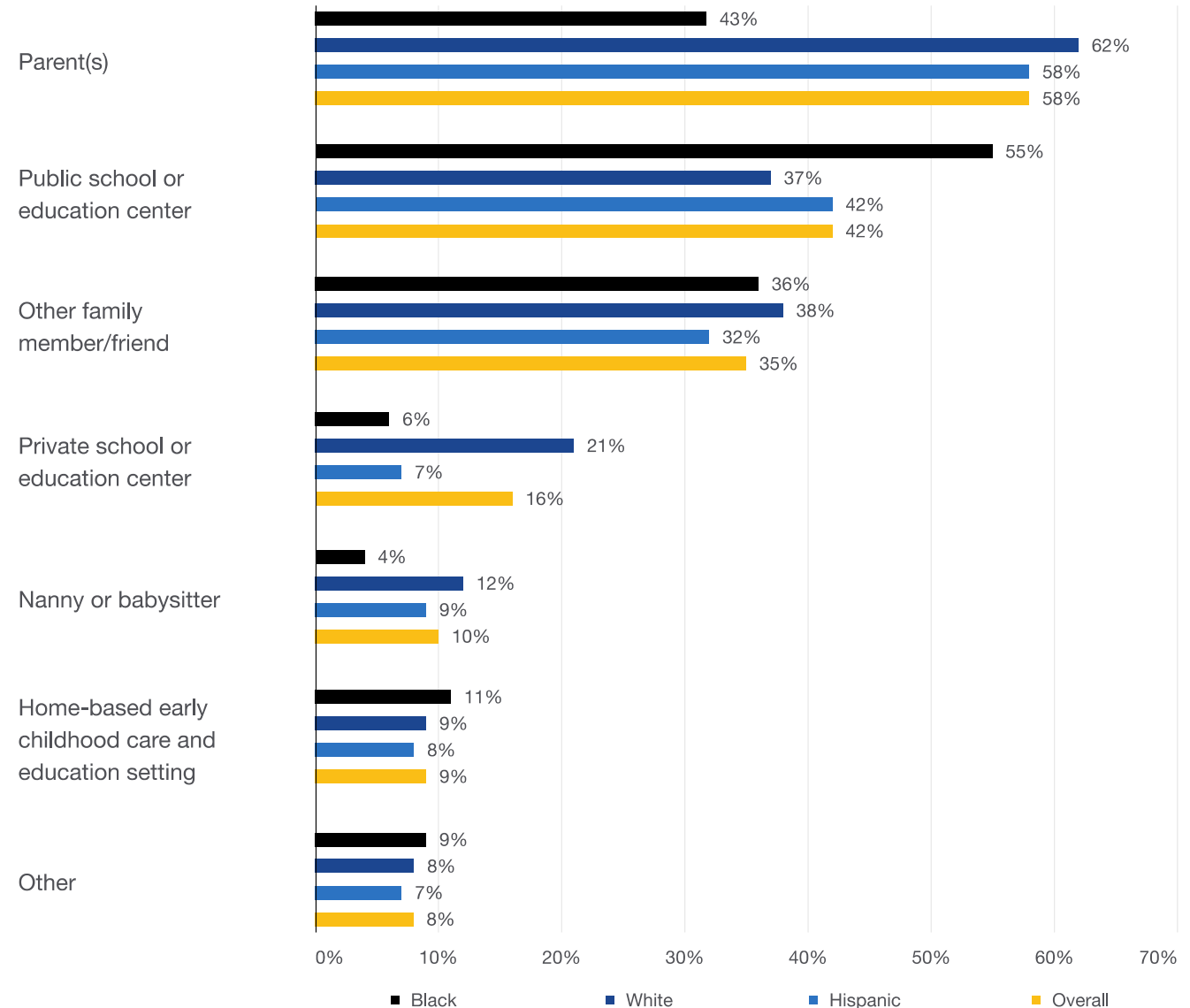
83% of residents say it is easy or very easy to get around in Tulsa.

Access

Childcare & Education

Nearly six in 10 residents with children age eight or younger say it is very difficult (35%) or difficult (25%) to pay for high-quality childcare or education in Tulsa.

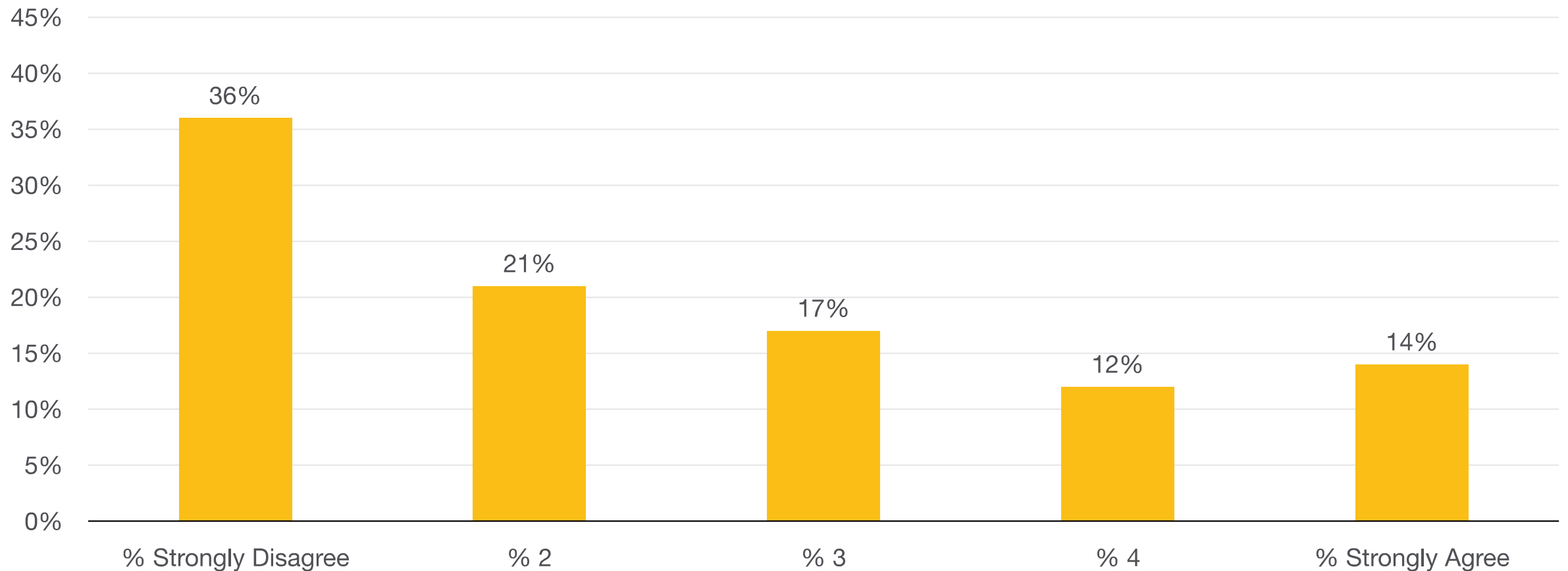
Which of the following best describes the childcare or education your children, age 8 or younger, currently receive? Please include care they receive at school or daycare, and care they receive after school or daycare. (Please mark all that apply)



Access

Childcare & Education

All children in Tulsa have access to high-quality public K-12 schools.



Over half of Tulsans strongly agree or agree (51%) that everyone in Tulsa has access to a local high-quality college or university if they want to pursue a postsecondary degree.

Opportunity and Growth in Tulsa

The city of Tulsa is the perfect place for me.

47%

Strongly agree or
agree

18%

Strongly disagree or
disagree

The area where I live in Tulsa is the perfect place for me.

47%

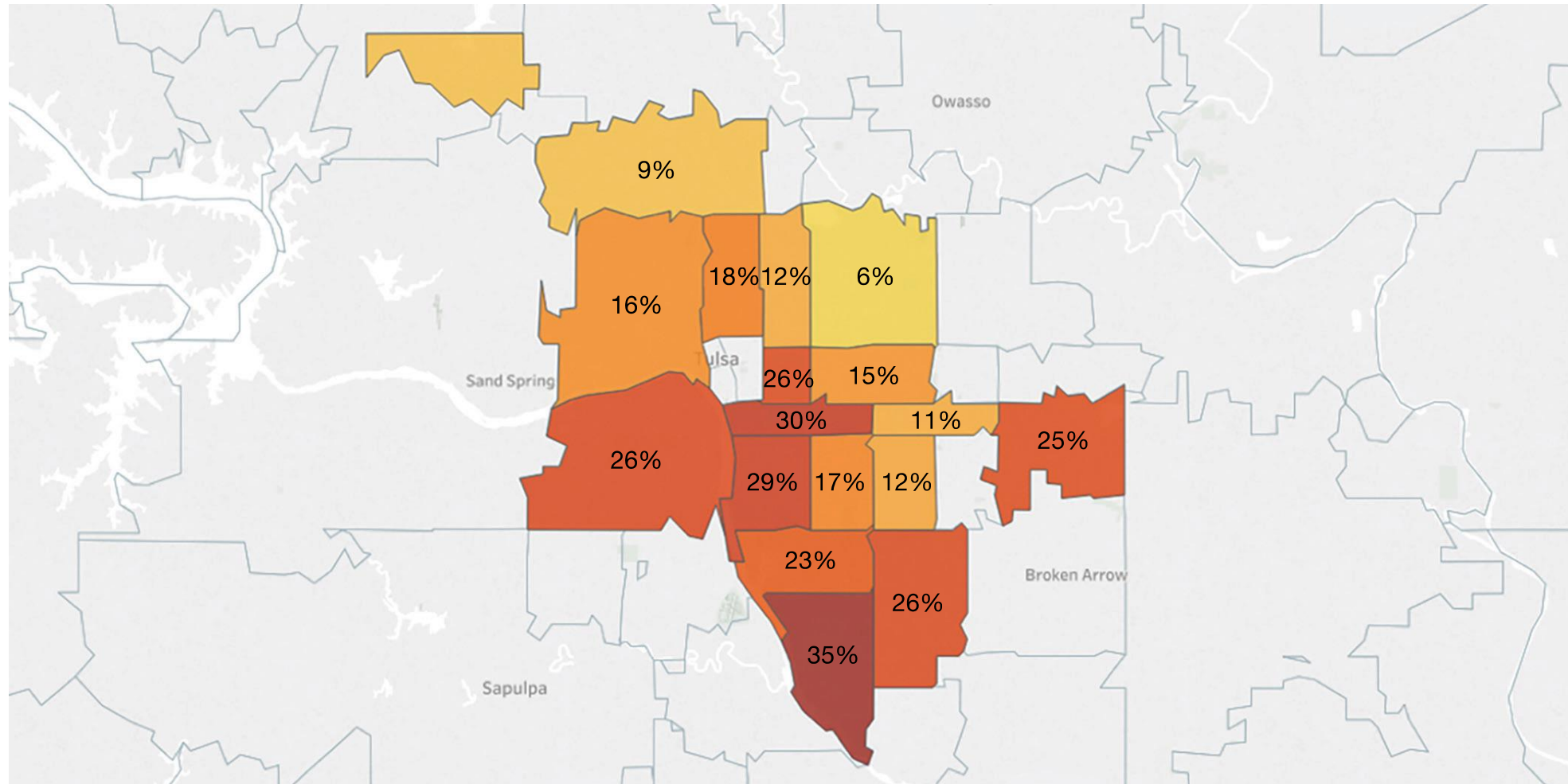
Strongly agree or
agree

27%

Strongly disagree or
disagree

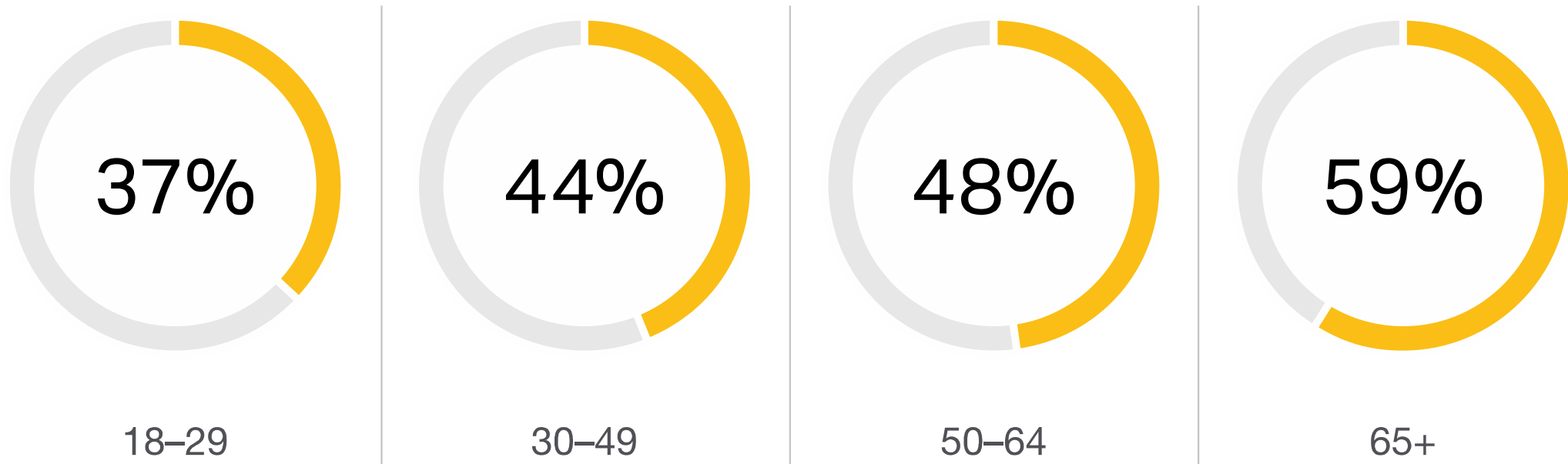
Opportunity and Growth in Tulsa

The area where I live in Tulsa is the perfect place for me. (% Strongly agree)



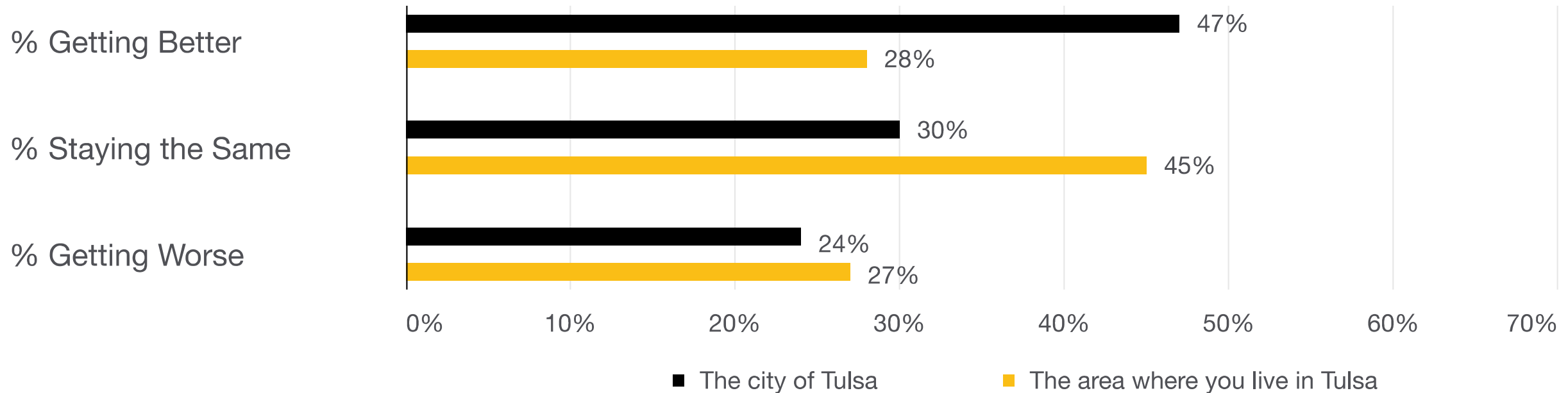
Opportunity and Growth in Tulsa

The city of Tulsa is the perfect place for me. (% Strongly agree or agree)



Opportunity and Growth in Tulsa

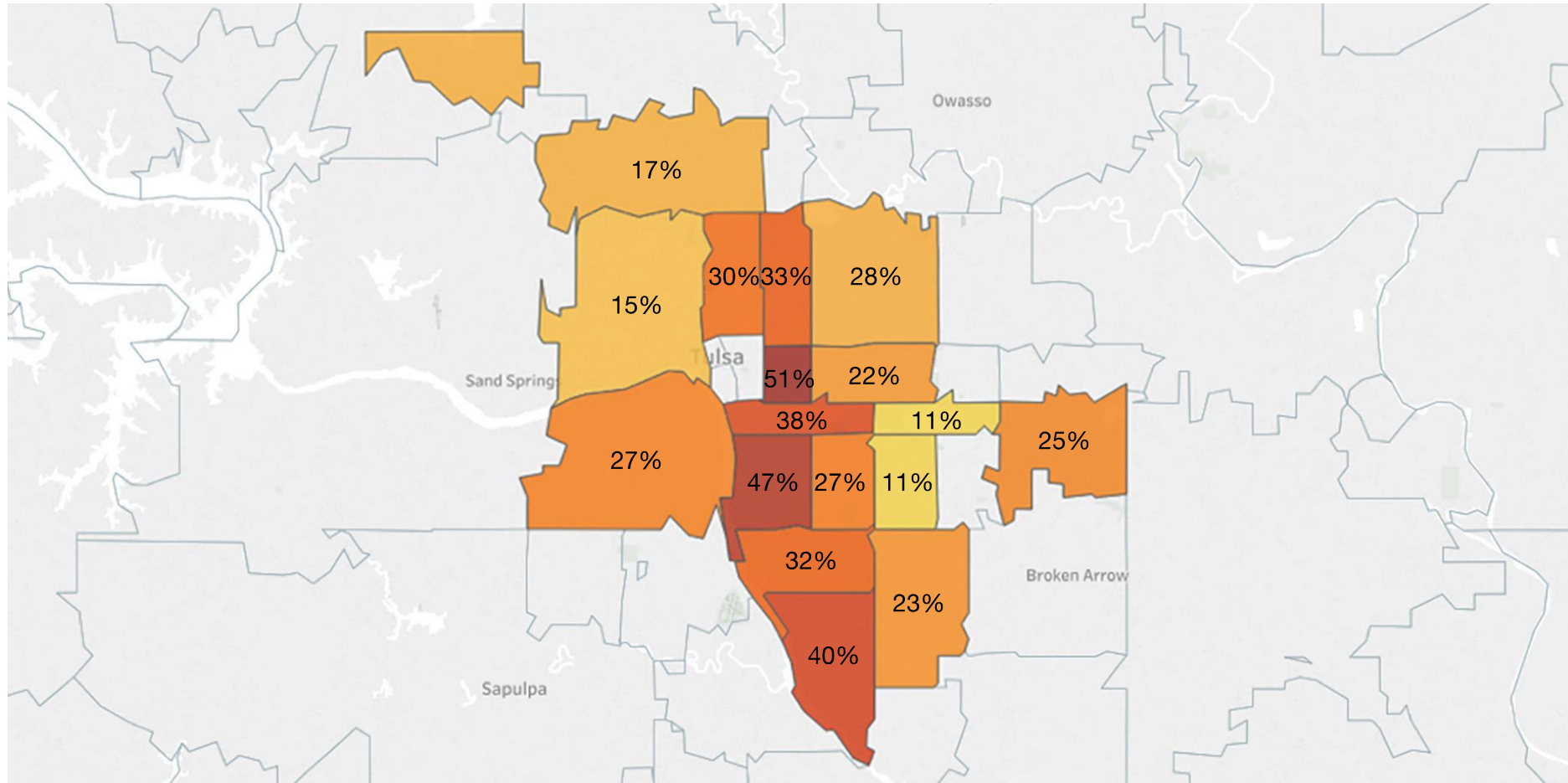
Please rate whether the following are getting better or getting worse as a place to live.*



Residents in every income category are more likely to say the city of Tulsa is getting better than getting worse.

Opportunity and Growth in Tulsa

Please rate whether the following are getting better or getting worse as a place to live.
The area where you live in Tulsa. (% Getting better)

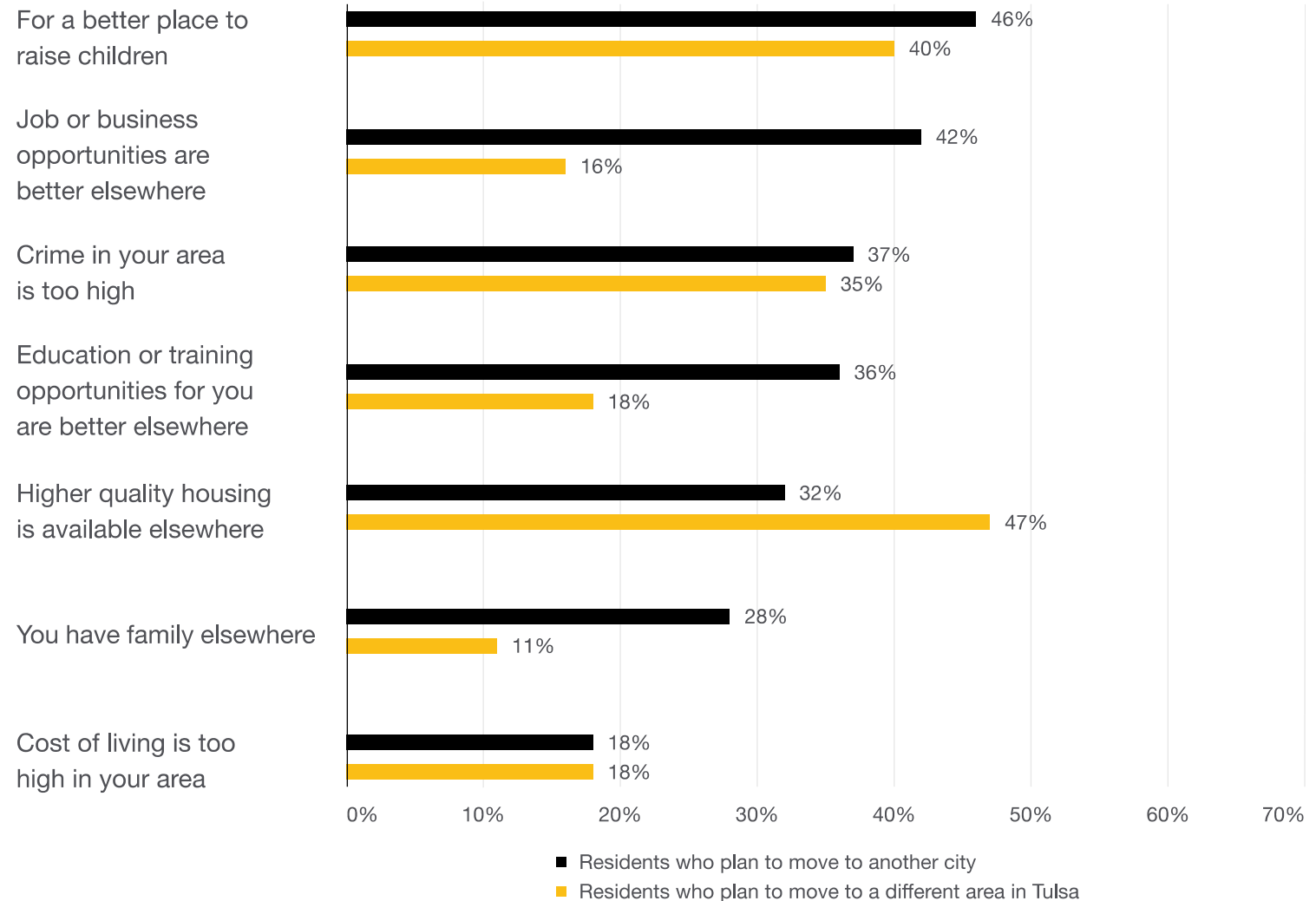


Opportunity and Growth in Tulsa

Do you plan to live in your current area for the next five years?

- Yes **(49%)**
- No, plan to move to a different area in Tulsa **(15%)**
- No, plan to move to another city **(16%)**
- Don't know **(20%)**

Is each of the following a reason for why you plan to move in the next five years? (% Major reason)



Almost eight in 10 residents would recommend Tulsa to a friend or associate as a place to visit (78%) and live (77%).

Opportunity and Growth in Tulsa

Now is a good time to find a job in Tulsa.

52%

Strongly agree or
agree

19%

Strongly disagree or
disagree

Tulsa is a good place to start a business.

58%

Strongly agree or
agree

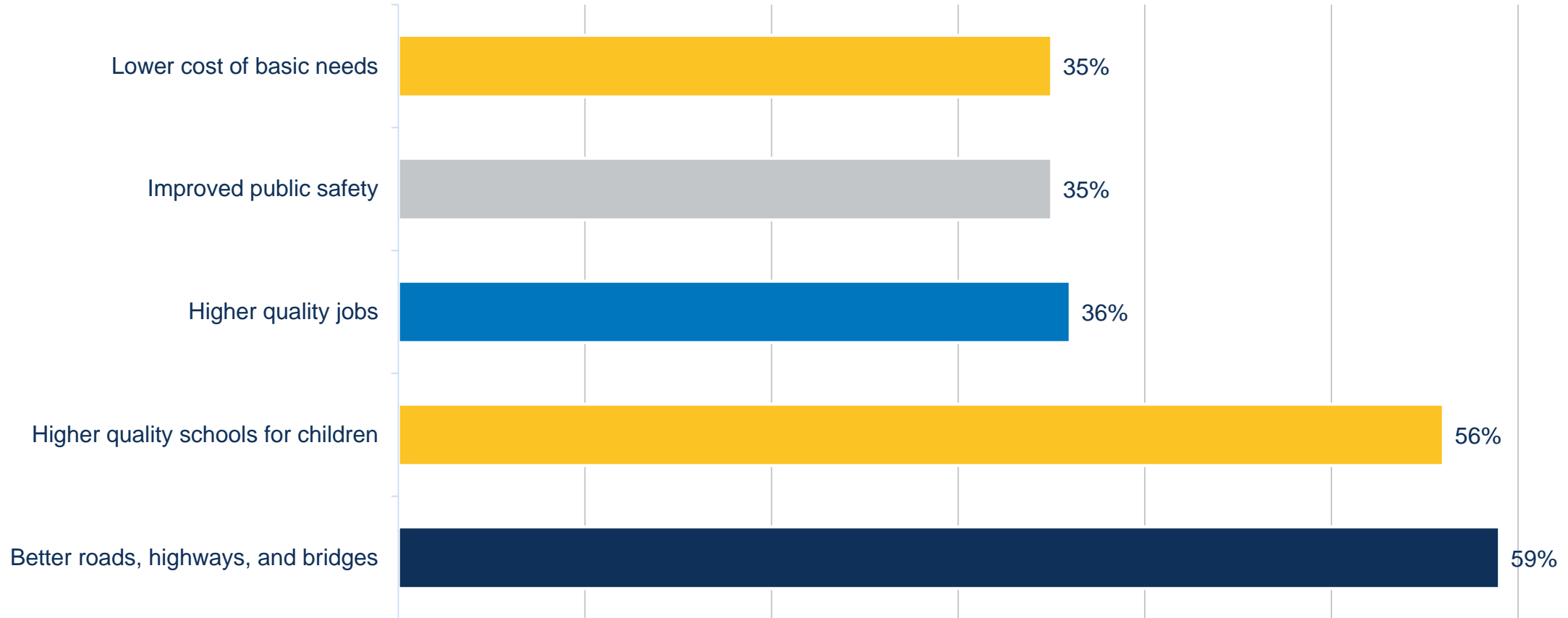
16%

Strongly disagree or
disagree

Tulsans most familiar with the reality of running a business are more likely to agree that Tulsa is a good environment for entrepreneurs.

Growth and Opportunity in Tulsa

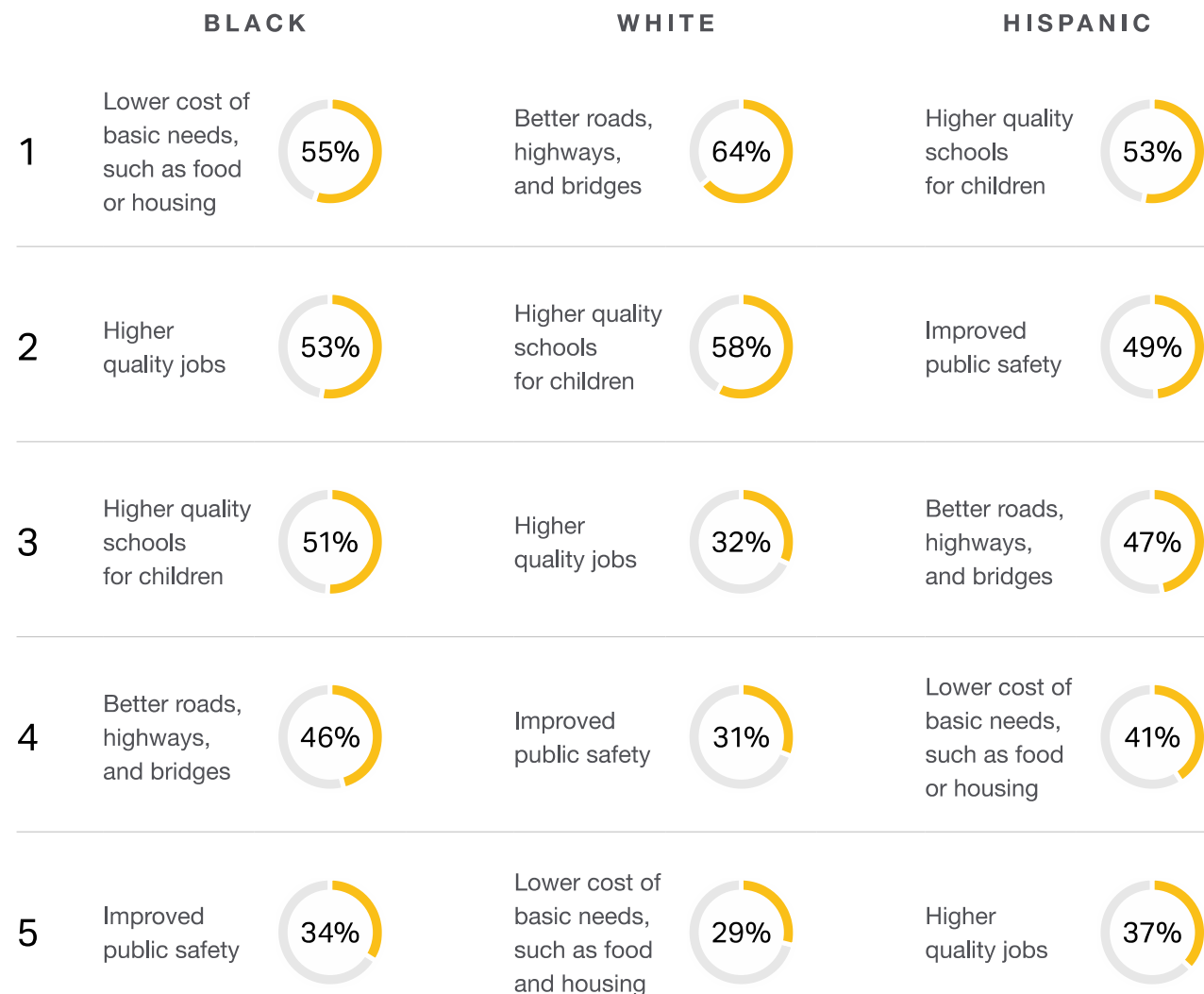
Which are most needed to improve Tulsa? Top five most common responses.



Growth and Opportunity in Tulsa

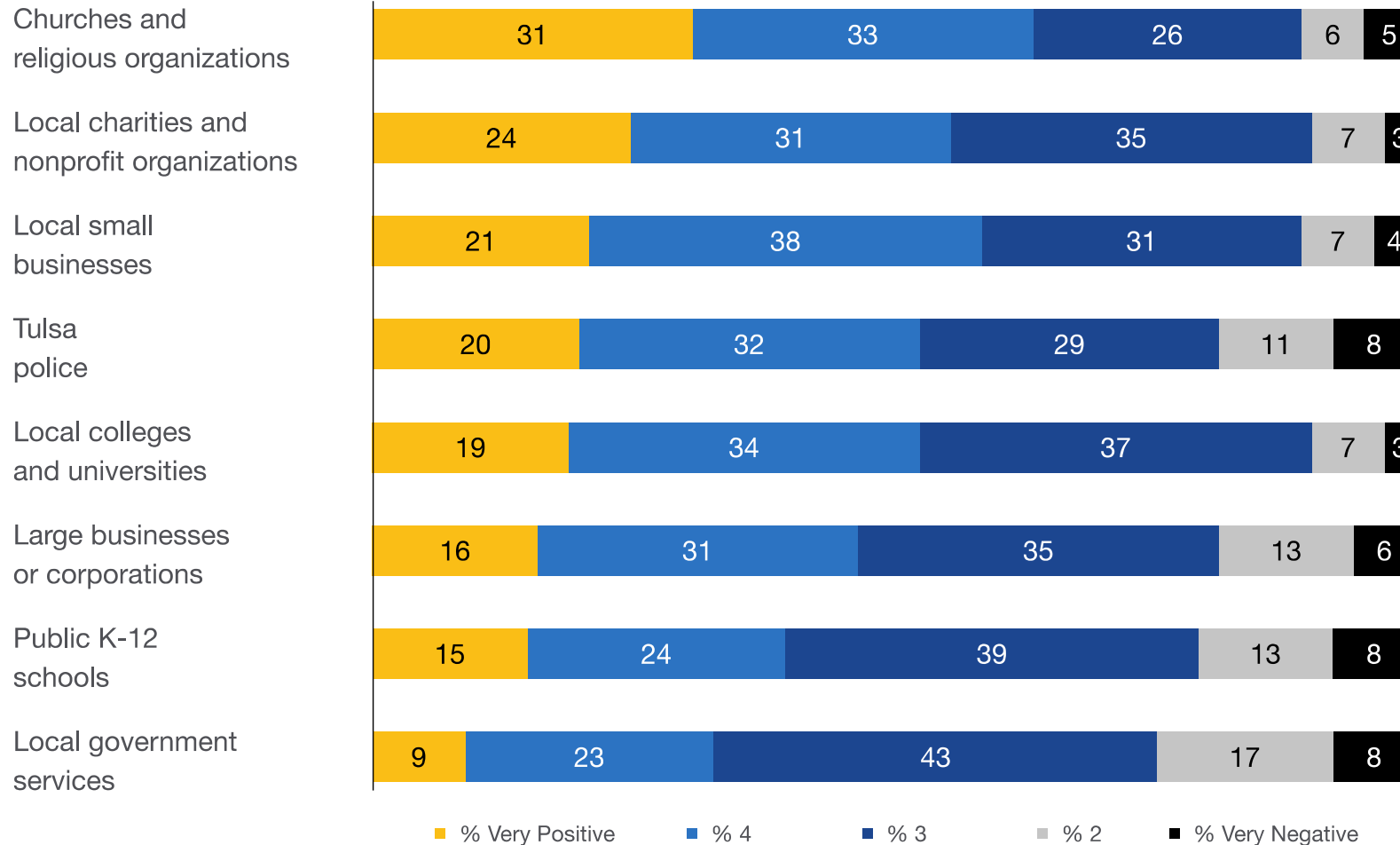
Lower cost of basic needs, such as food or housing, is the most common response **(61%)** among residents with a household income of \$27,000 or less, followed by better roads, highways and bridges **(48%)** and higher-quality schools for children **(43%)**.

Which of the following are most needed to improve Tulsa?
Please mark up to *THREE* responses. (Top five responses)



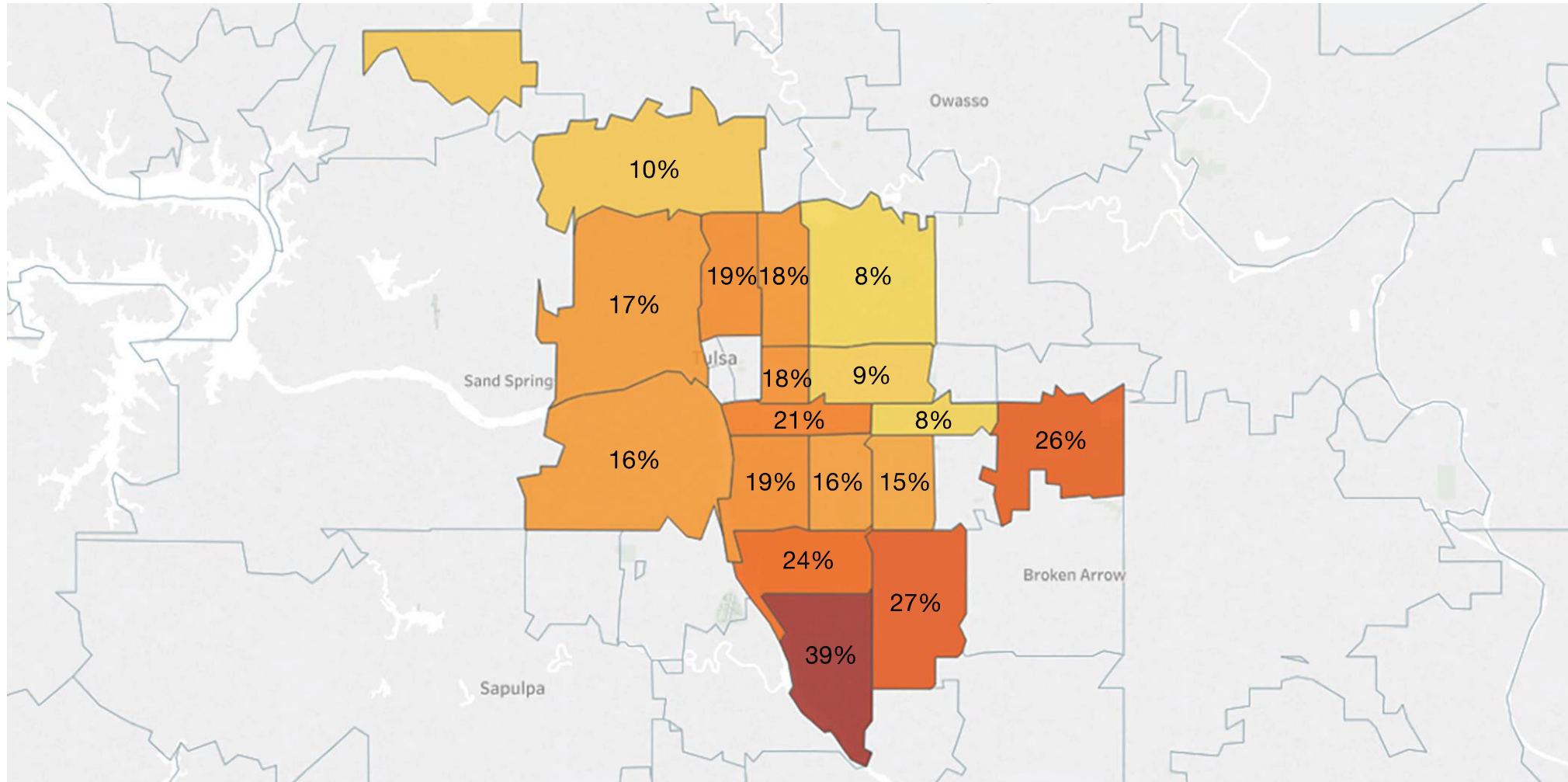
Civic Support for a Thriving Tulsa

In your opinion, what kind of impact do each of the following institutions have on the area where you live in Tulsa?*



Civic Support for a Thriving Tulsa

I always feel safe and secure in the area where I live in Tulsa. (%Strongly agree)

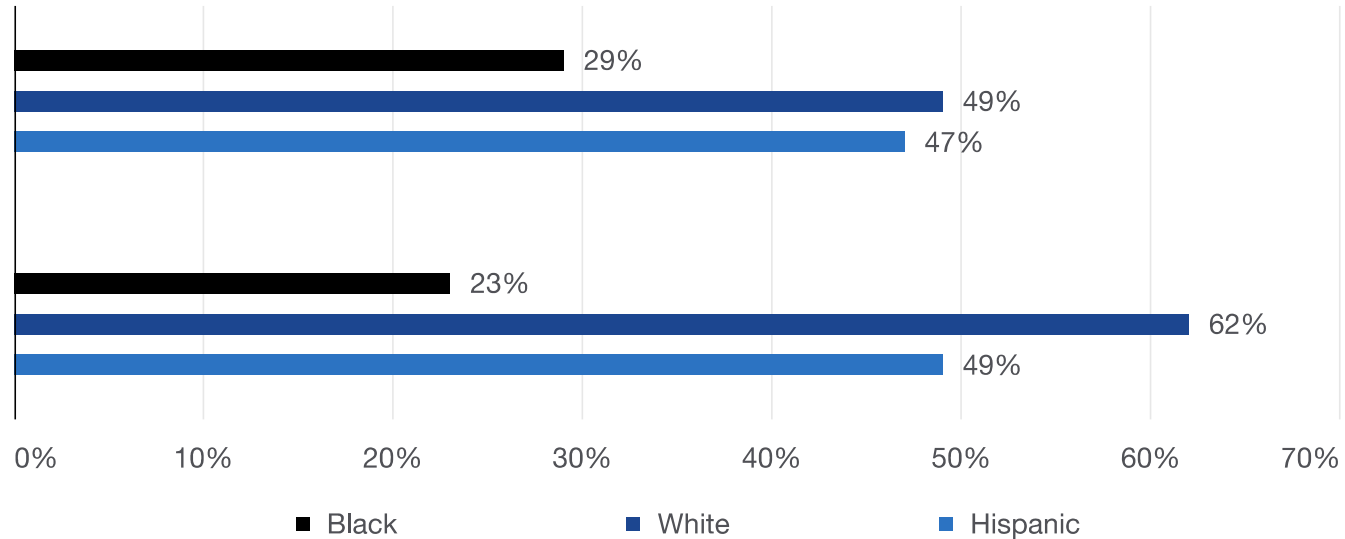


Civic Support for a Thriving Tulsa

% Strongly Agree or Agree

I can easily access police officers in my community if I have any questions or problems.

The Tulsa Police Department treats people like me fairly.



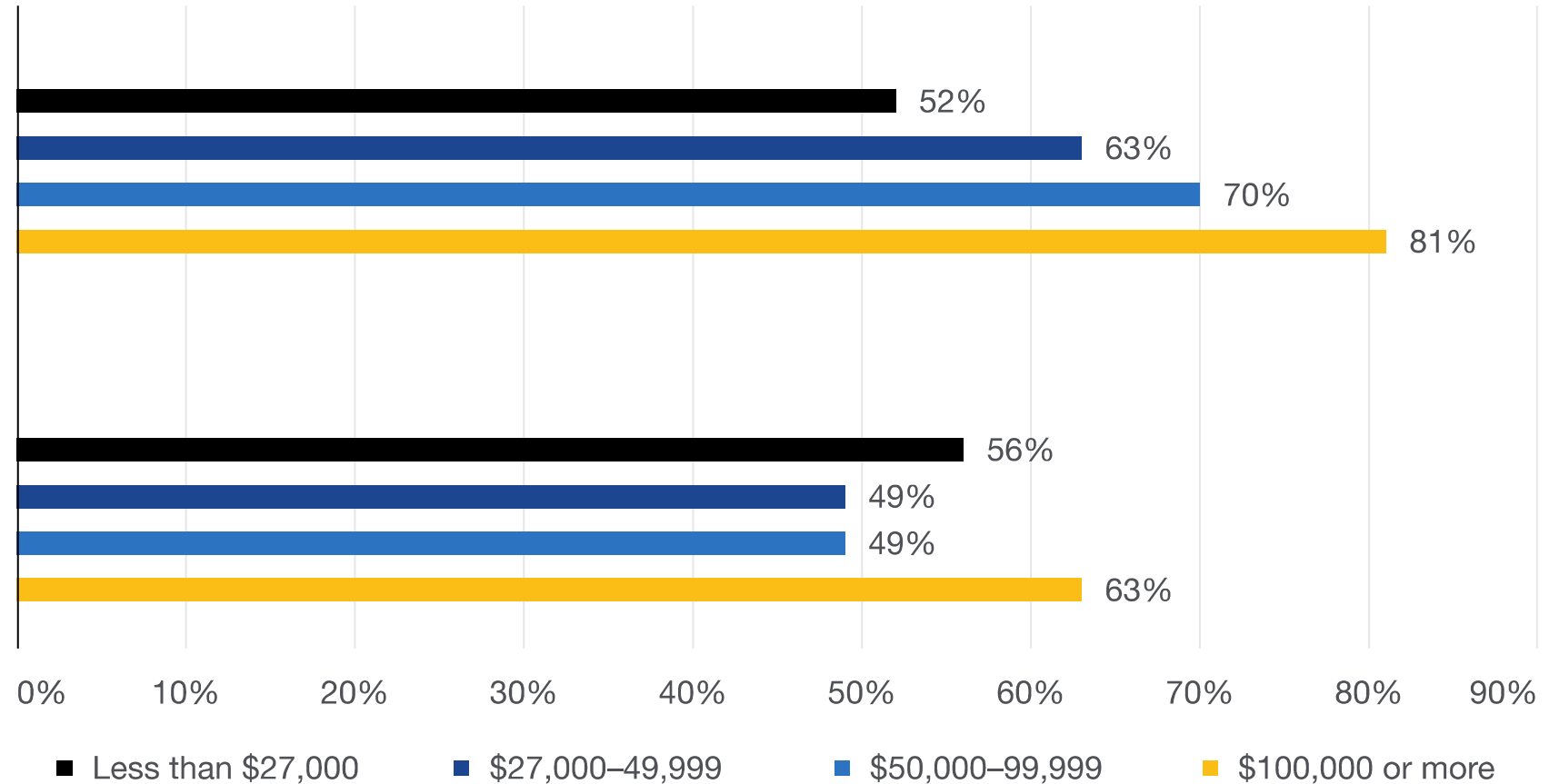
Less than one in four residents (**24%**) who sometimes feel unsafe strongly agree or agree that they can easily access police officers in their community if they have any questions or problems.

Civic Support for a Thriving Tulsa

% Strongly Agree or Agree

Other than the people in my household, there is someone who lives near me who I could turn to for help if I was facing a personal crisis.

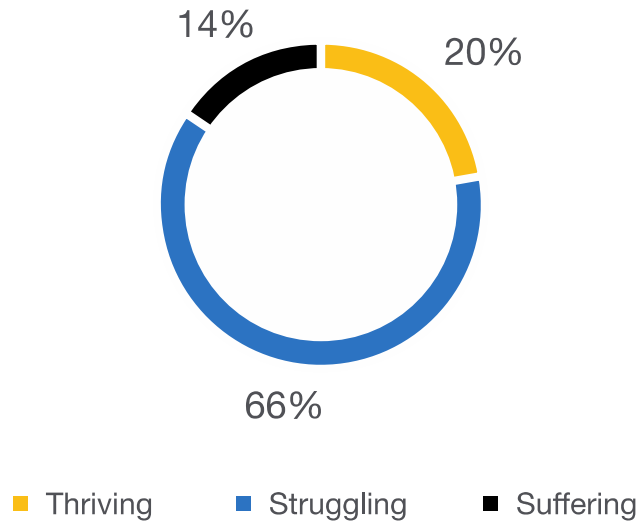
There is a local organization I know that I can turn to if I needed help getting healthcare, housing or food.



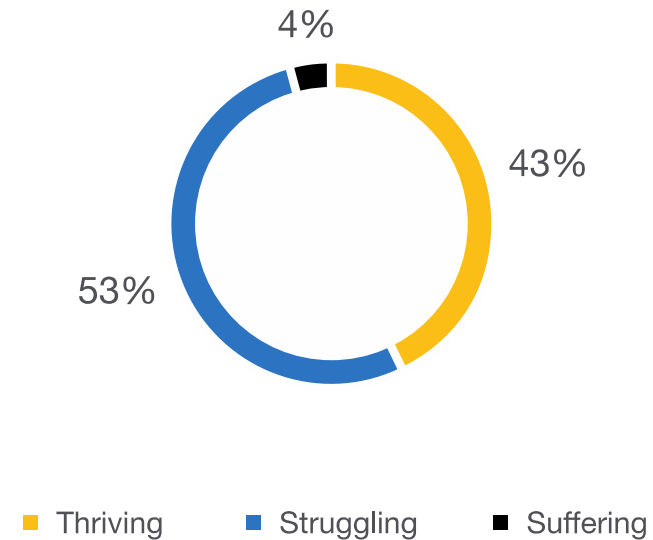
Civic Support for a Thriving Tulsa

The impact of knowing a local organization to turn to for help getting healthcare, housing or food on life evaluation. (Residents with a household income below \$50,000)

Residents who **do not** know an organization (Strongly disagree)



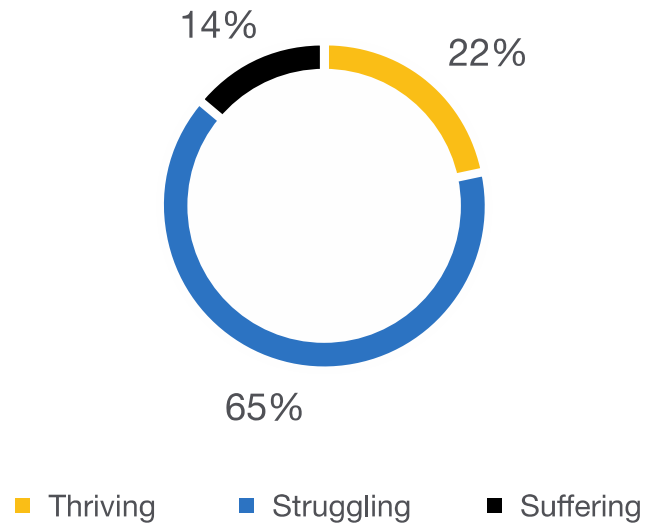
Residents who know an organization (Strongly agree)



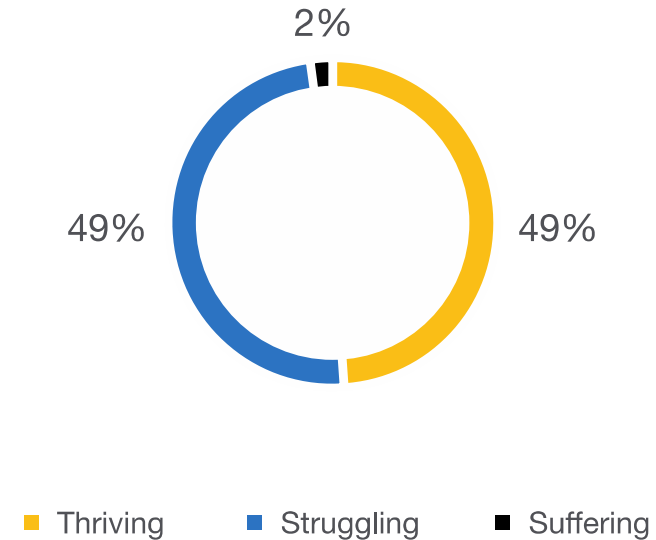
Civic Support for a Thriving Tulsa

The impact of knowing someone nearby, other than household members, to turn to for help if facing a personal crisis. (Residents with a household income below \$50,000)

Residents who **do not** know someone near them (Strongly disagree)

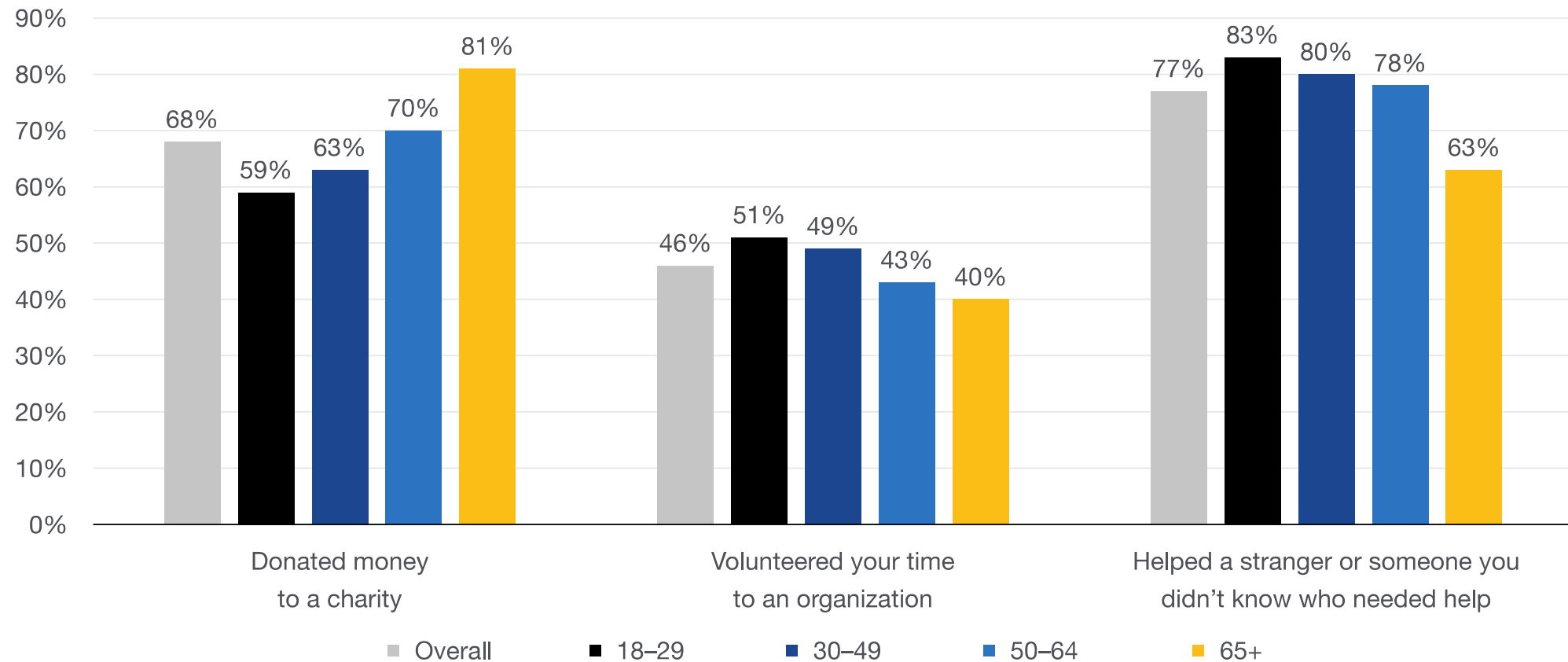


Residents who know someone near them (Strongly agree)



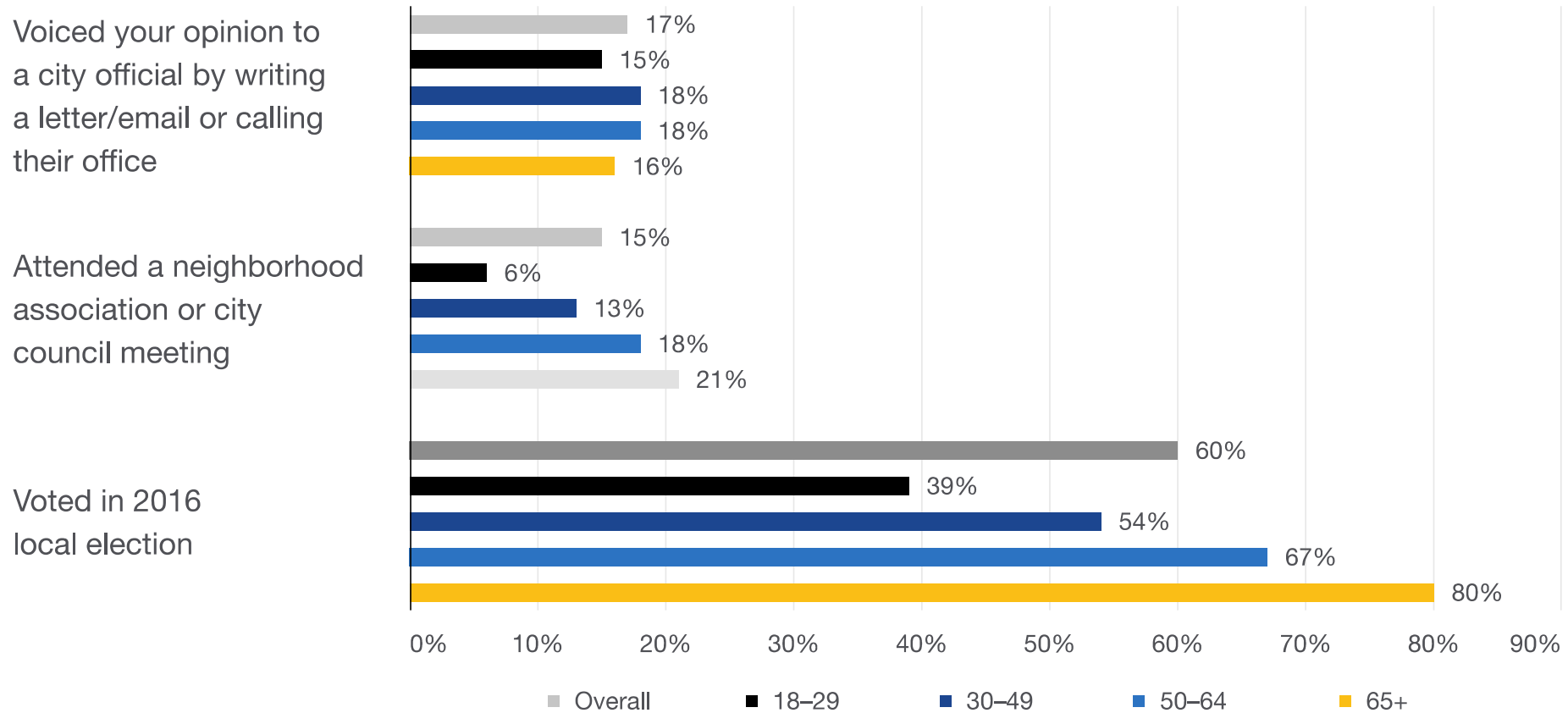
Civic Support for a Thriving Tulsa

Have you done any of the following in the past year? (% Yes)



Civic Support for a Thriving Tulsa

Have you done any of the following in the past year? (% Yes)



Next Steps

Next Steps

Community Engagement and Support

- Public discussion of findings
- Further analysis for partner organizations
 - Cross-tabs by gender, race, income, age, and other demographics
 - Mapping results by zip code

Policy Implementation and Assessment

- Create policies and interventions based on baseline findings
- Adjust survey to support any new initiatives
- Measure impact in Year 2 of CitiVoice Index

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