



PLANiTulsa

Which Way Tulsa Survey Results

July, 2009



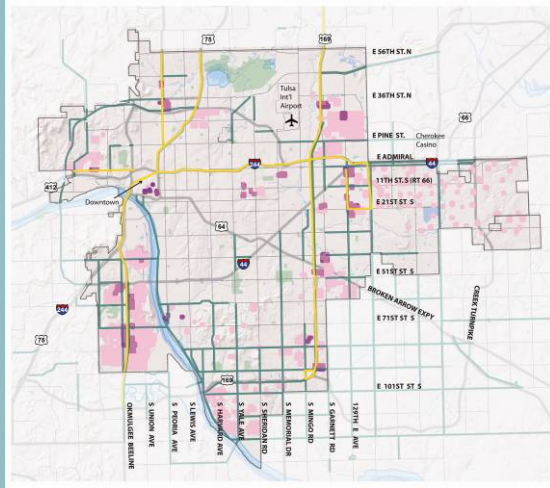
Three formal processes that ensure this guidance is fair and complete:

1. Statistically valid poll and stakeholder interviews (1,000 phone interviews)
2. Detailed Mapping Workshops (2,000 participants, 200 maps)
3. Scenario Preference Voting (5,000 responses)

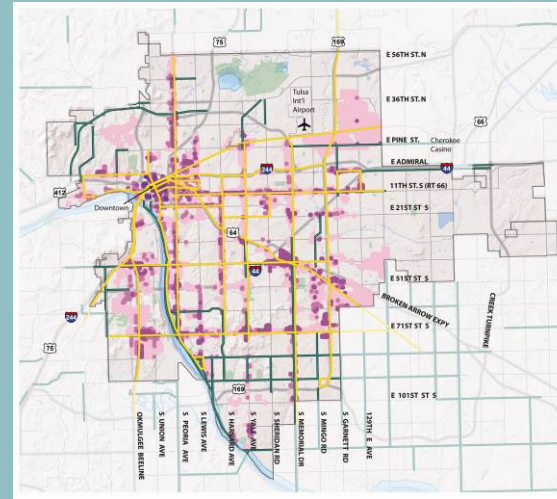
PLANiTulsa Scenarios



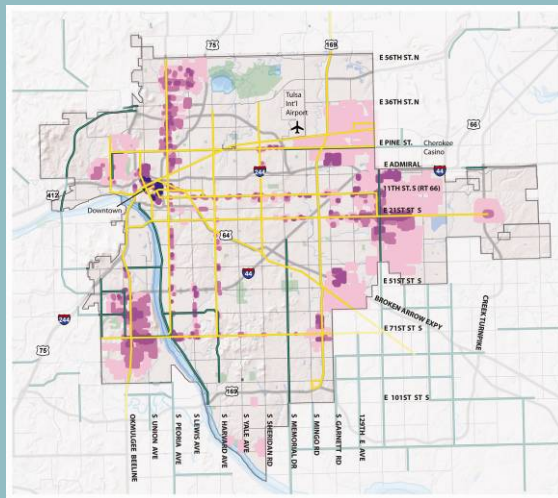
A TRENDS CONTINUE



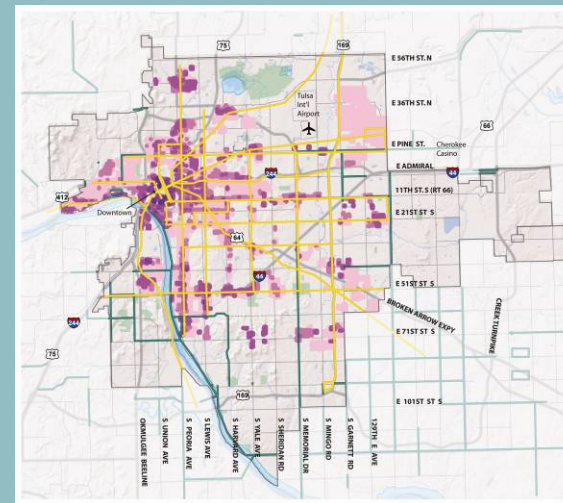
B MAIN STREETS



C NEW CENTERS



D CENTERED CITY



PLANiTulsa Scenarios



PEOPLE

Population Growth

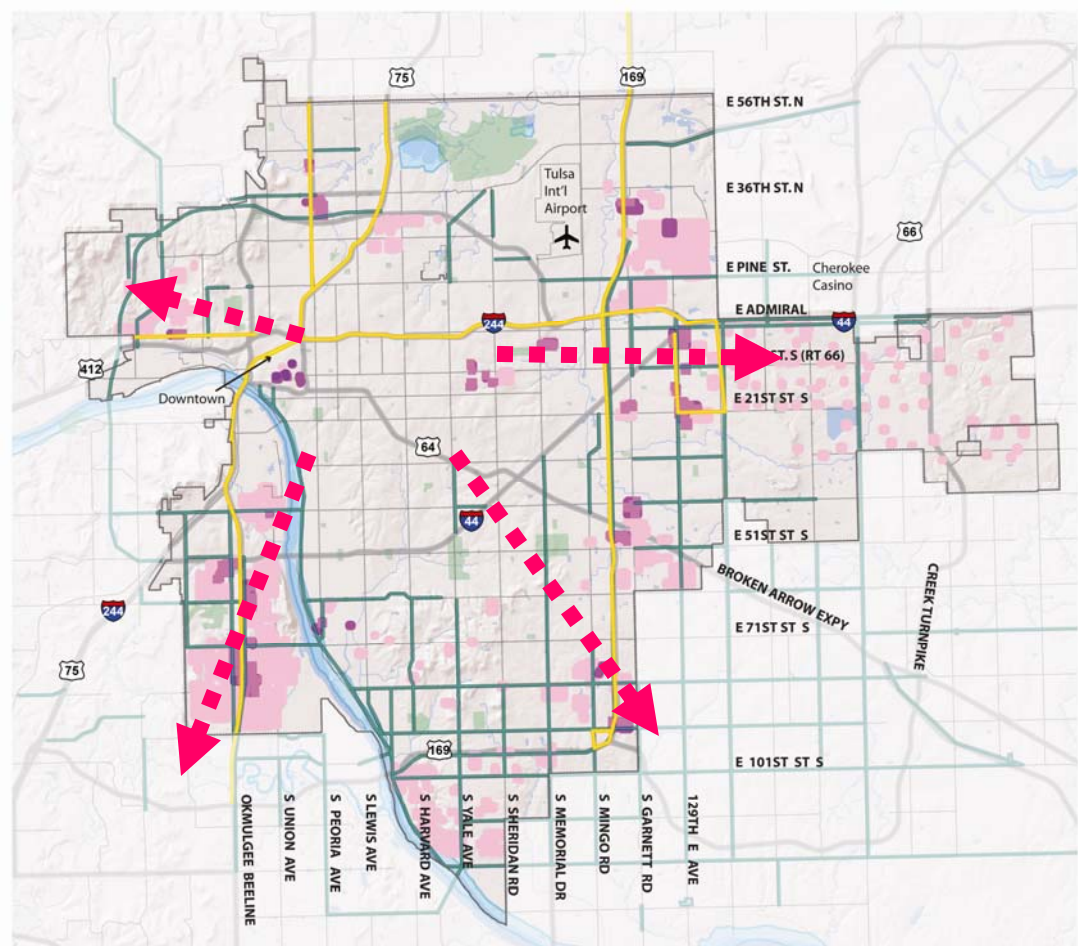
out of a total **164,000**
expected residents

A
Trends
Continue



- outside the city, suburbs
- inside the city

New Growth



PLANiTulsa Scenarios



PEOPLE

New Growth

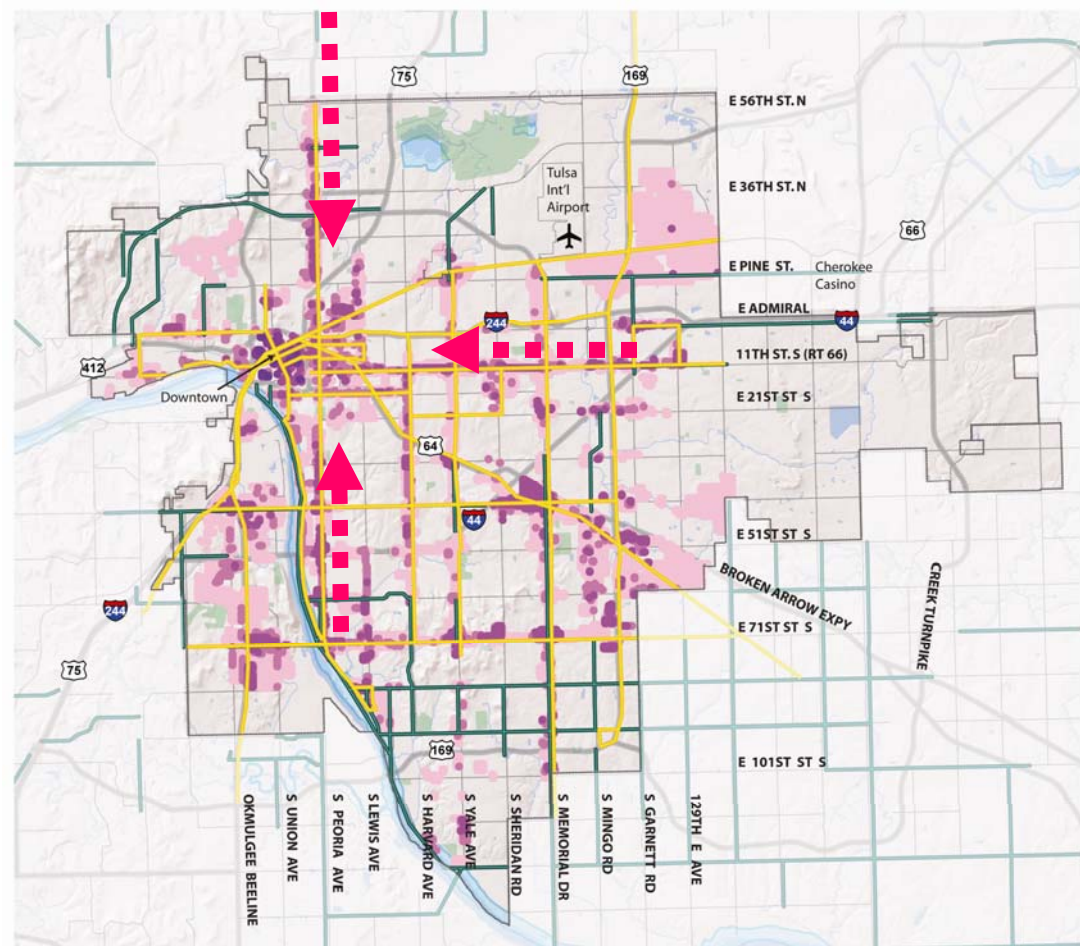
Population Growth

out of a total **164,000**
expected residents

B Main Streets

72,000

- outside the city, suburbs
- inside the city



PLANiTulsa Scenarios



PEOPLE

New Growth

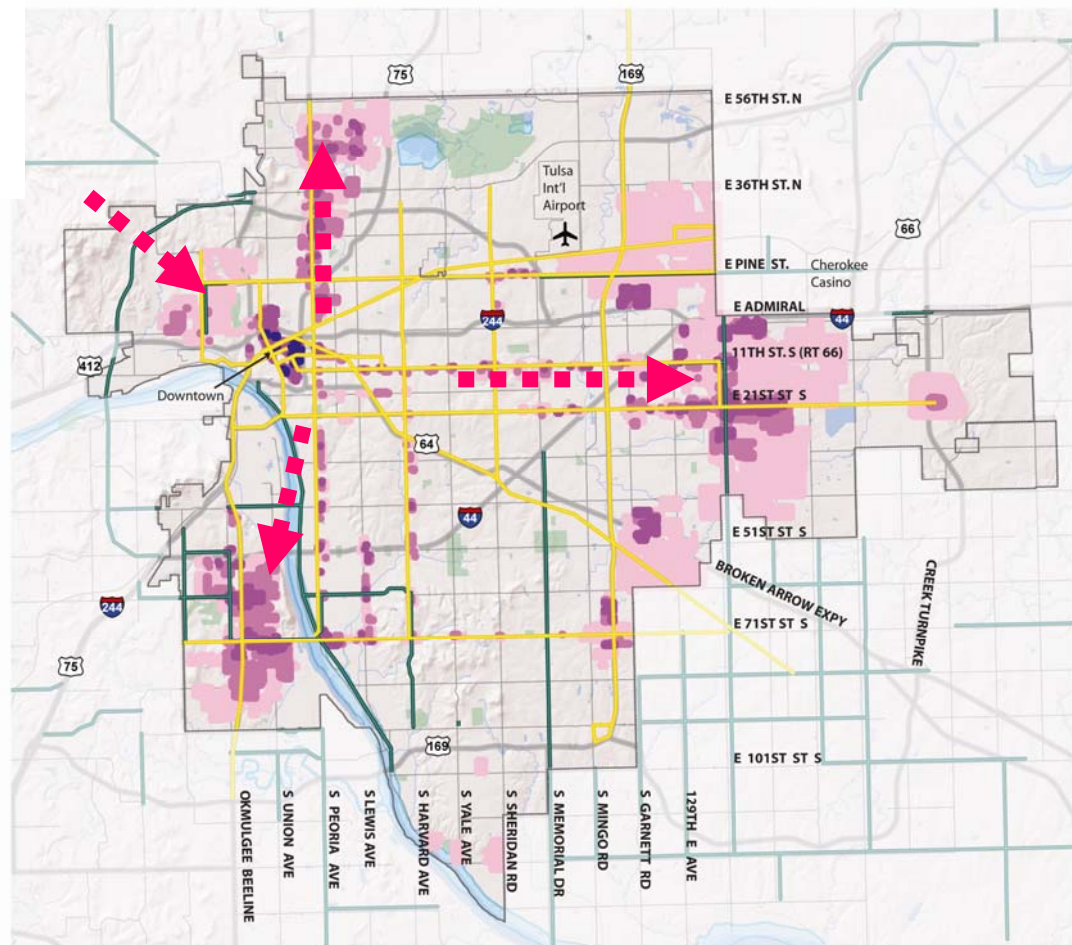
Population Growth

out of a total **164,000**
expected residents

C New Centers

101,000

- outside the city, suburbs
- inside the city



PLANiTulsa Scenarios



PEOPLE

New Growth

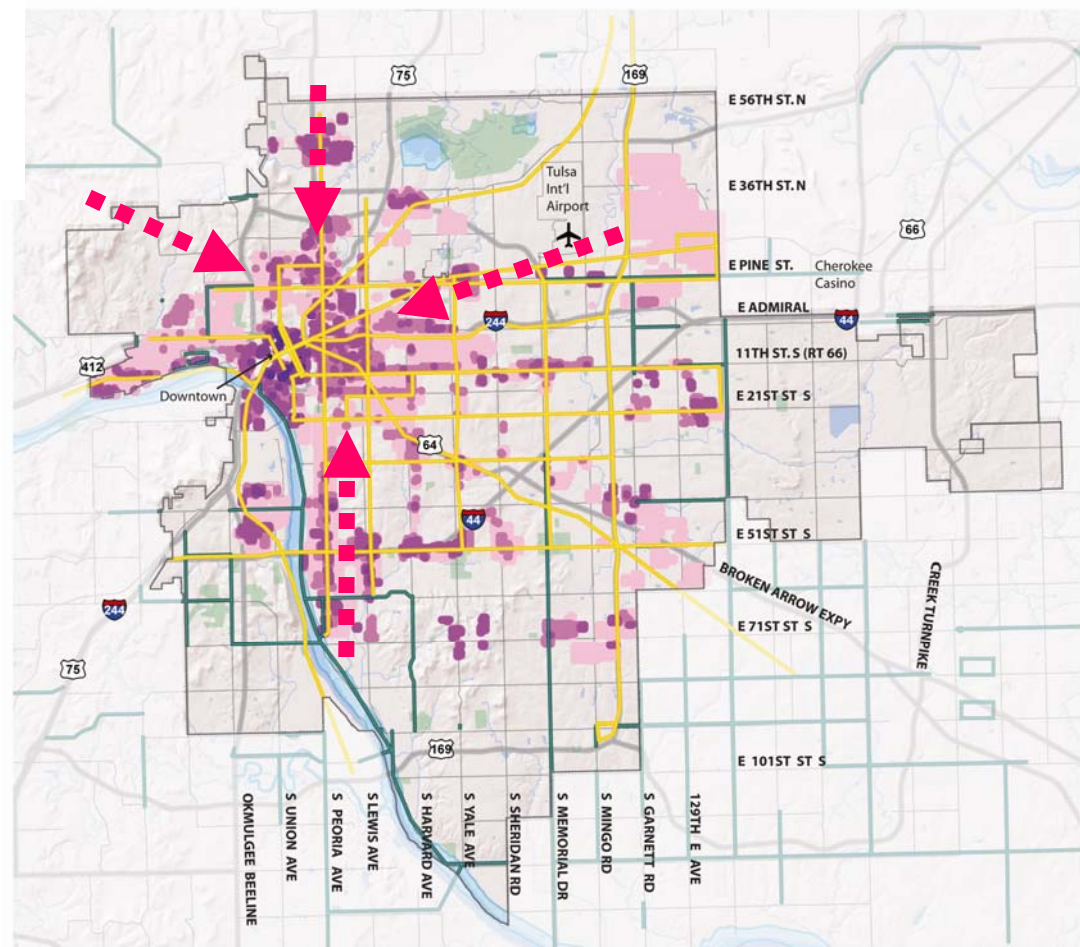
Population Growth

out of a total **164,000**
expected residents

D Centered City

102,000

- outside the city, suburbs
- inside the city



What we have learned



From the Scenario Survey

- Tulsa is looking for a new direction and does not want to stay on the current path
- Scenario D is the strong preference from most parts of the city
- Scenario C also resonates well
- Scenario B is less supported
- African Americans tended to choose B / C / D evenly with no strong preference. Other groups leaned more towards D / C.
- Younger Tulsans favor D most strongly of all.

Which Way, Tulsa?

Please read the following statements. How well do you think the scenario address these topics? For each question, choose the scenario that you think does the best job. Please select only one scenario per question.

	A Think Continue	B Revise Streets	C Revise Centers	D Get out City
1. Provides me and my family with the range of transportation options we need	☐	☐	☐	☐
2. Expands my access to good-paying jobs within the city	☐	☐	☐	☐
3. Builds the kind of housing options that I need	☐	☐	☐	☐
4. Invests transportation dollars in the things I care most about	☐	☐	☐	☐
5. Creates a lively and interesting city that attracts and keeps young people here	☐	☐	☐	☐
6. Makes it easy for me to access parks, the river, and open space	☐	☐	☐	☐
7. Results in a future for Tulsa that I am excited about and would help support	☐	☐	☐	☐

What to do with this survey?
Mail it. Fax it. Or drop it off.

CONTACT INFORMATION (optional)
Name: _____
Email: _____

What is your preference?
() None () Yes

When do you plan to travel?
☐ Next ☐ Within 3 months ☐ Within 6 months ☐ Later

What is your ethnicity or race?
☐ African American ☐ Asian American ☐ Asian ☐ Caucasian ☐ Hispanic ☐ Other (please specify)

What is your age?
☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

What type of housing would you most want to live in? Please select your favorite.
☐ New single-family construction
☐ Existing single-family neighborhood
☐ Townhome or apartment on a main street
☐ Downtown condo or apartment

11. In what kind of place would you most like to work? Please select your favorite.
☐ Suburban mid-office development
☐ "Main street" building
☐ Downtown
☐ Industrial/office park

12. What kind of transportation investments are important to you? Please select your favorite.
☐ Widen existing roads
☐ Build new roads
☐ Improve/expand the bus system
☐ Build a light rail/tram system
☐ Improve bike/pedestrian paths

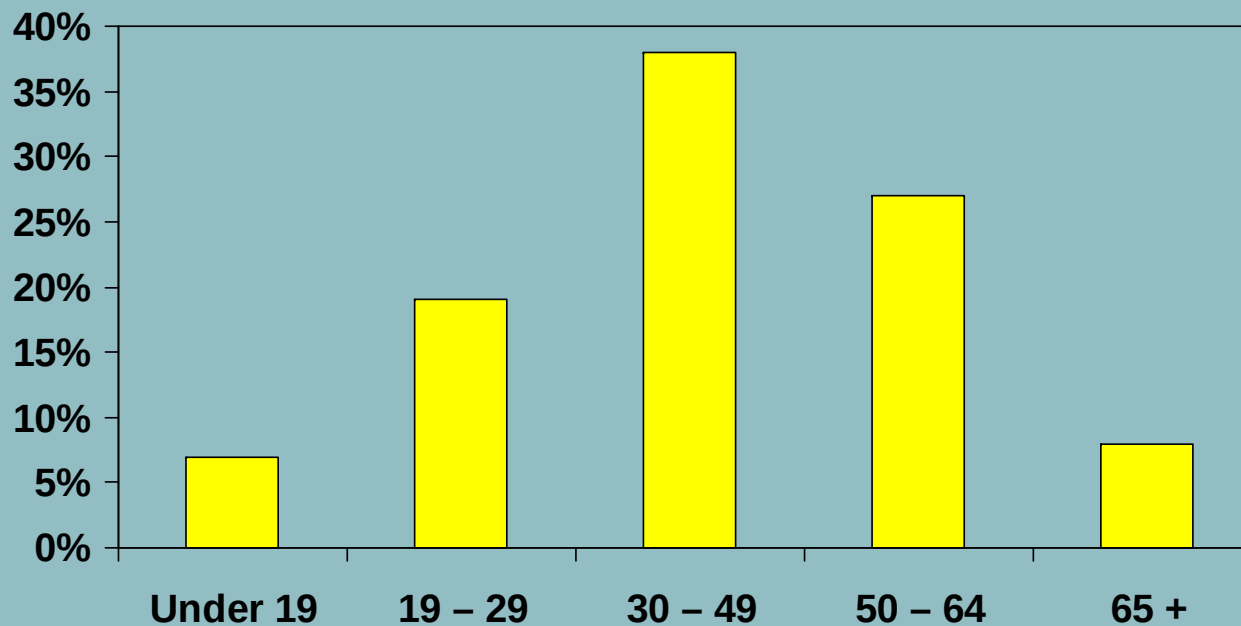
Please keep your survey confidential. Your responses will be kept confidential. We will not share your responses with anyone outside the City of Tulsa.

Scenario Survey Results



- 5,887 total responses
 - 4,339 submitted online
 - 1,548 filled out paper
- 1.5% of the City's Population filled out a survey
- 58% were between 19 and 49 years of age

Respondents by Age



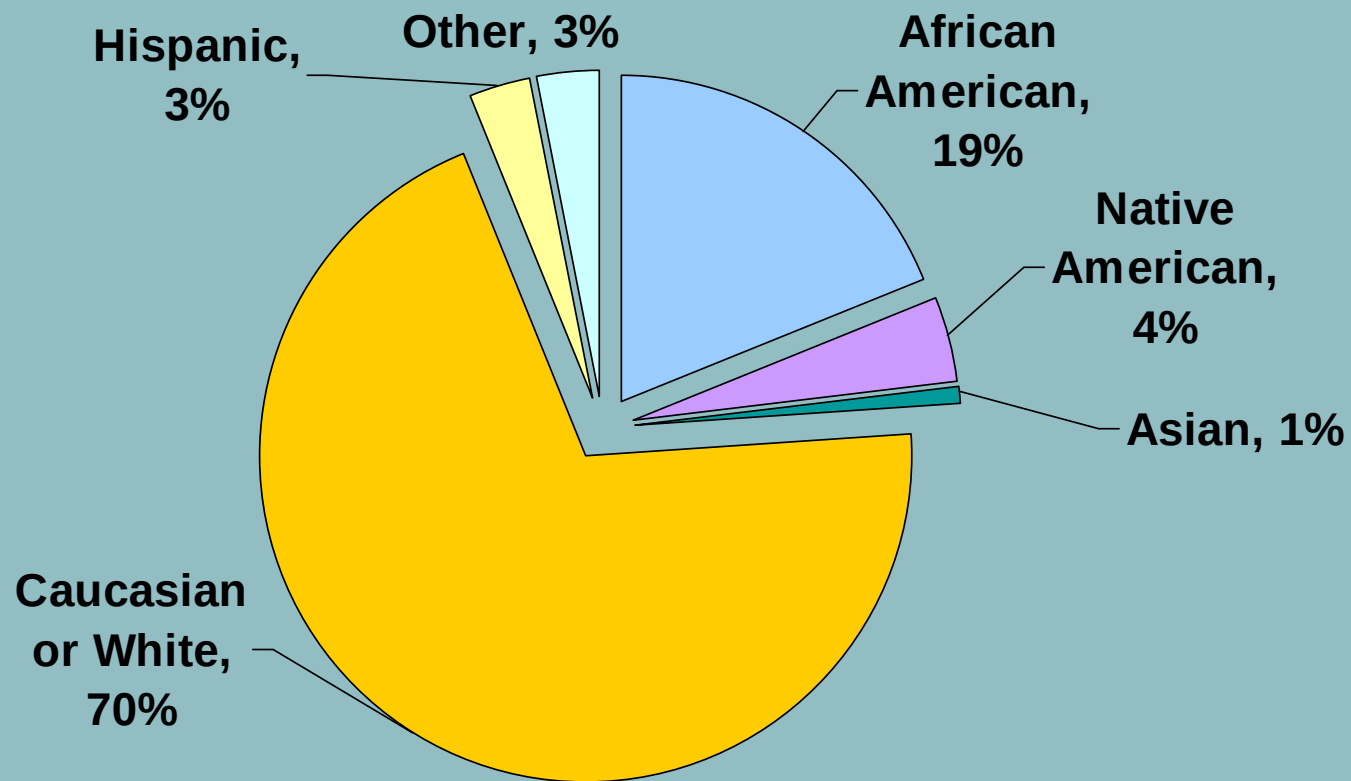
*Of those who answered question

PLANiTulsa Scenario Survey Responses



- A broad cross-section of Tulsa's ethnic communities were represented in the results

What is your ethnicity?

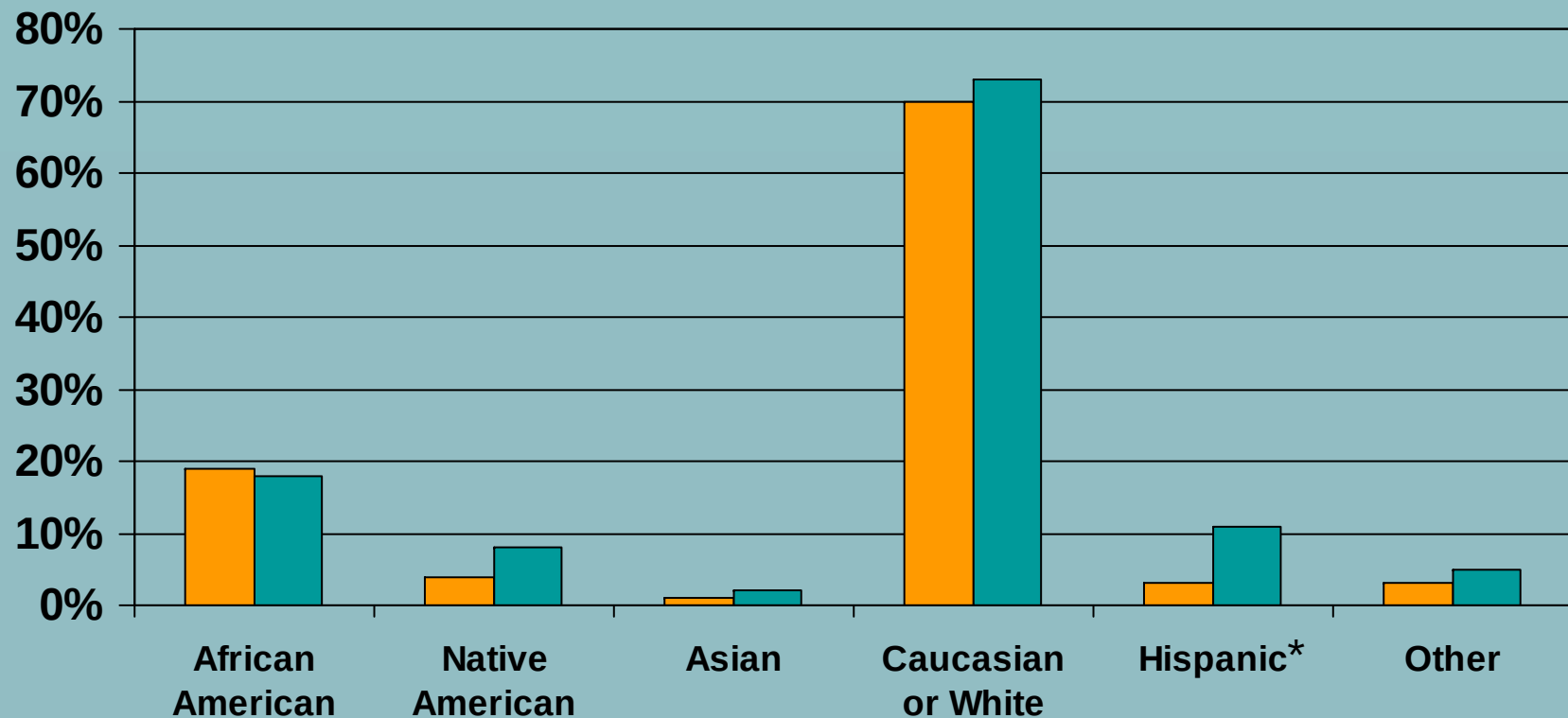


*Of those who answered question

PLANiTulsa Scenario Survey Responses



- Respondents represented the racial and ethnic make-up of the city, for the most part



*Hispanic respondents may also identify as other races

Understanding the Validity of the Scenario Survey

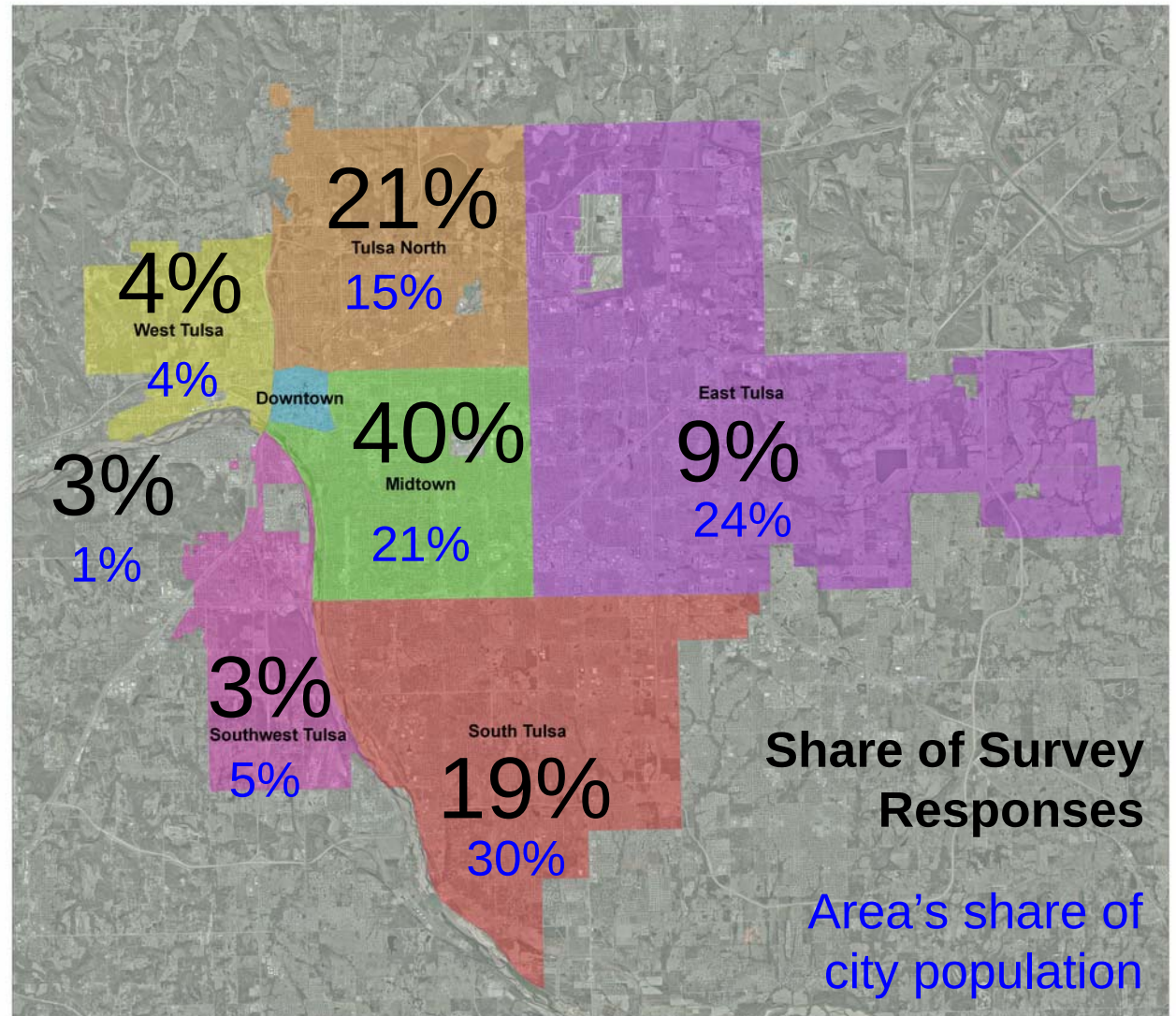


Unlike the upfront poll, the survey is NOT statistically valid.

It is directionally valid, like a huge focus group.

The data is not geographically proportionate. Meaning some areas of town are over-represented and some under.

*Of those who answered question

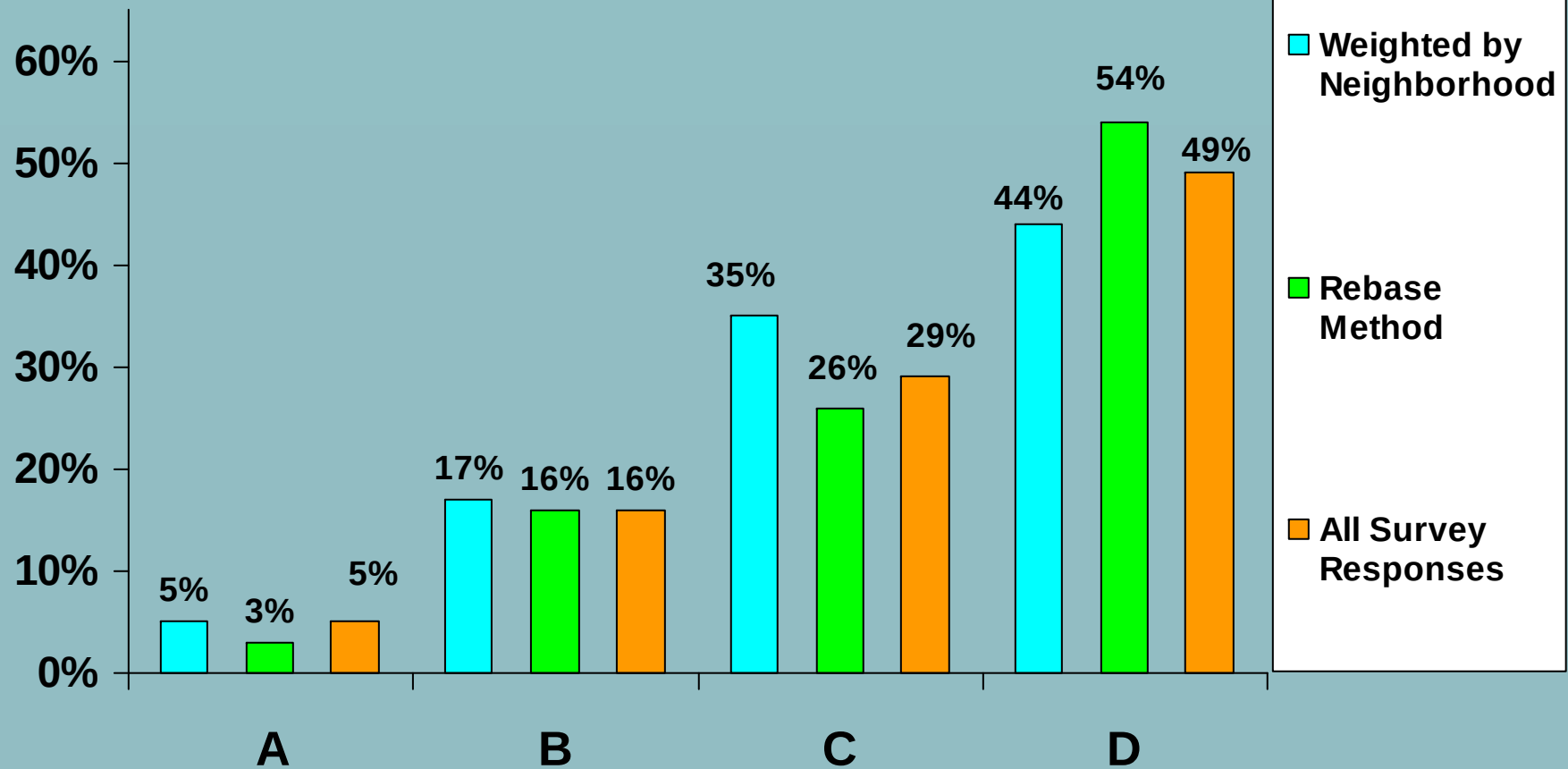


PLANiTulsa Scenario Survey Responses



Responses were very similar using each method

What scenario do you like best, overall?



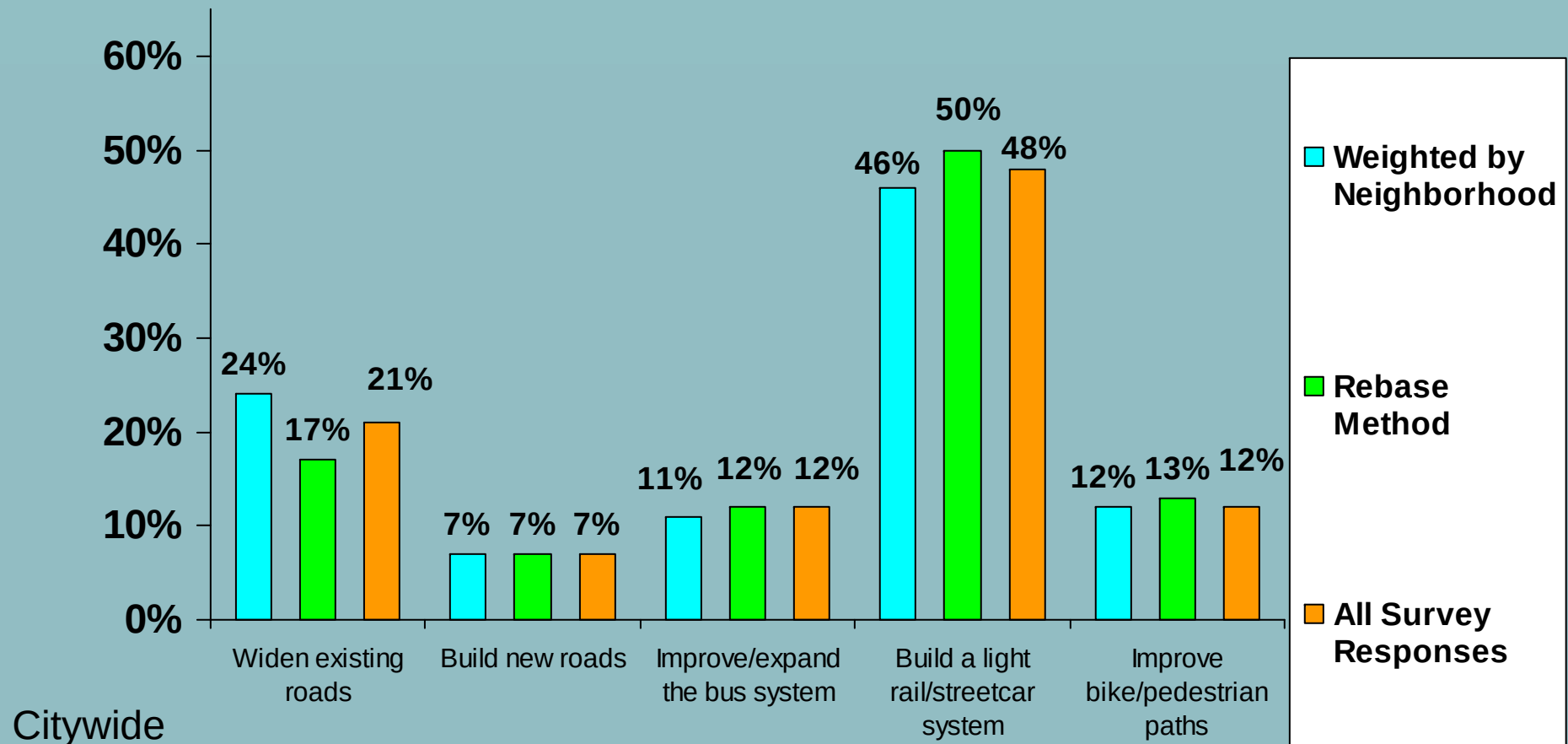
Citywide

PLANiTulsa Scenario Survey Responses



Responses were very similar using each method

What kind of transportation investments are important to you?



Area-by-area breakdown of preferred Scenario



A B C D

North Tulsa					
First Choice	5%	30%	28%	37%	
Second Choice	5%	33%	31%	31%	
Downtown					
First Choice	1%	10%	12%	77%	
Second Choice	1%	30%	49%	19%	
East					
First Choice	8%	12%	47%	34%	
Second Choice	6%	33%	31%	29%	
Midtown					
First Choice	1%	12%	23%	64%	
Second Choice	2%	31%	45%	22%	
South					
First Choice	7%	18%	38%	37%	
Second Choice	6%	32%	34%	29%	
Southwest					
First Choice	5%	16%	37%	42%	
Second Choice	11%	30%	33%	26%	
West					
First Choice	5%	13%	30%	52%	
Second Choice	5%	35%	38%	22%	
All Tulsa					
First Choice	5%	16%	29%	49%	
Second Choice	5%	32%	38%	25%	

Relatively even support for B, C, D

High Preference for D

Preference for C over D

High Preference for D

Even split between C and D

About even split between C and D

High Preference for D

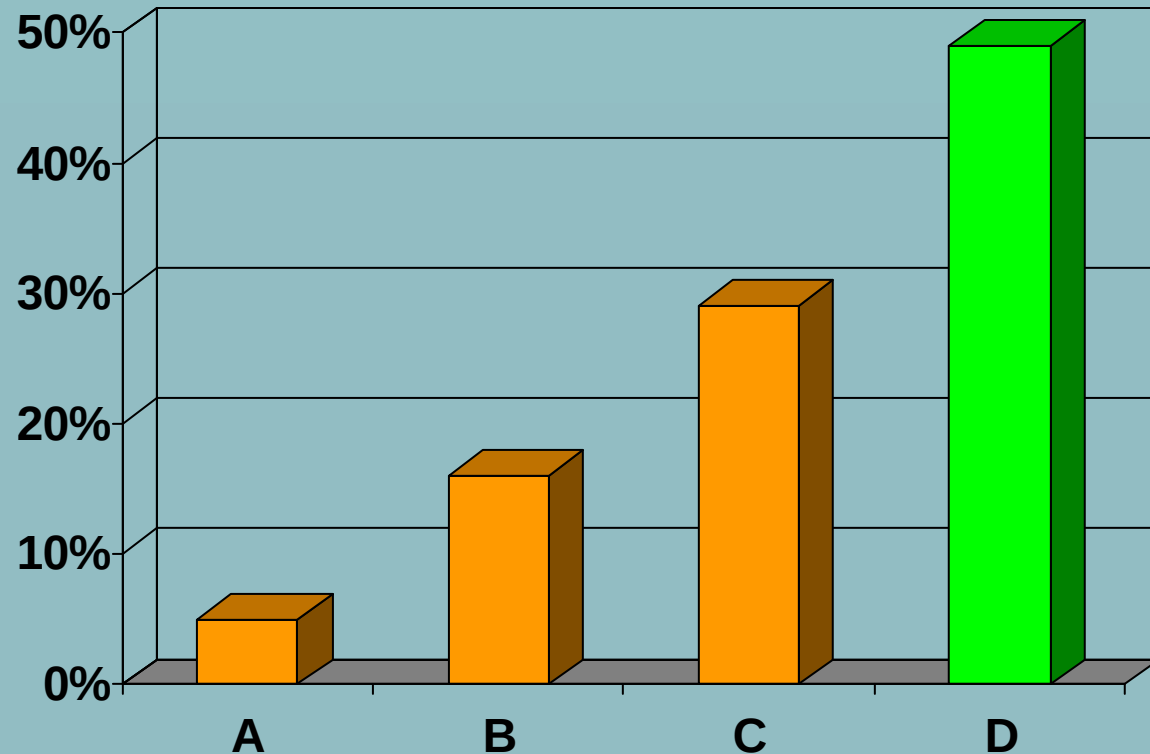
PLANiTulsa Scenario Survey Responses



About half (49%) of all respondents chose Scenario D as their favorite

Another third (29%) chose Scenario C as their favorite

Which scenario do you like the ***best***, overall?



Citywide

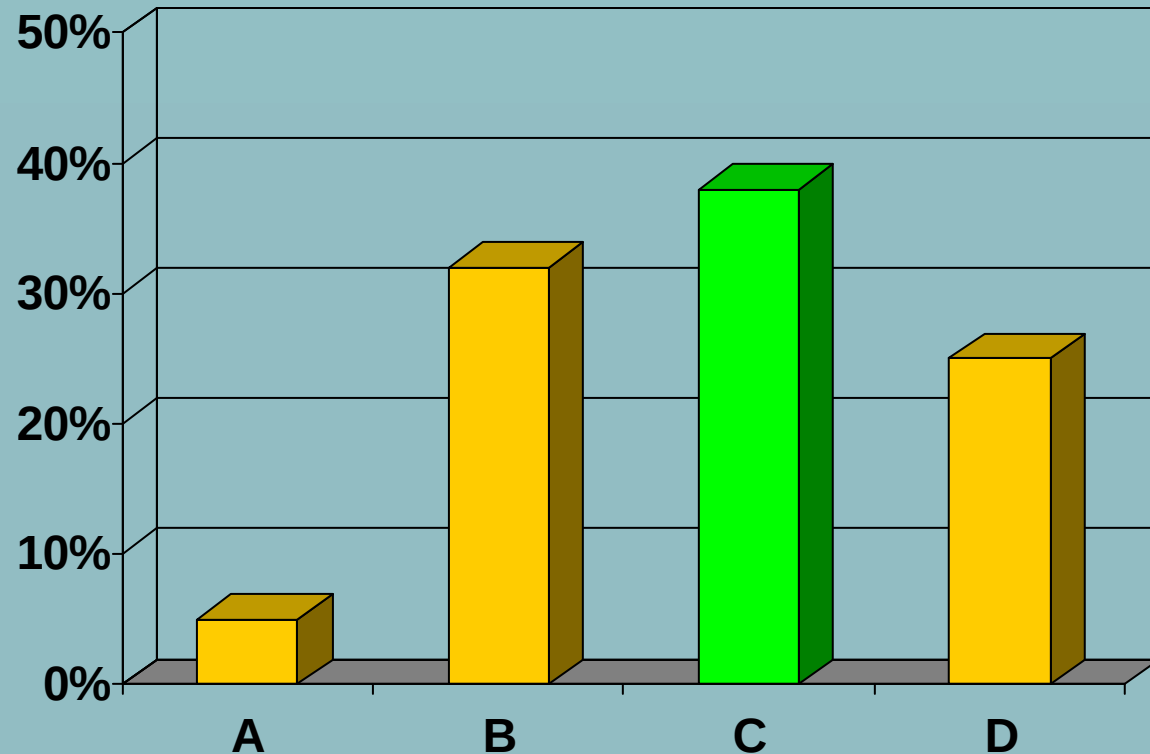
PLANiTulsa Scenario Survey Responses



When asked what their second choice would be, 38% chose Scenario C and 32% chose Scenario B

Scenario A was the least popular overall

Which scenario do you like the ***second*** best, overall?



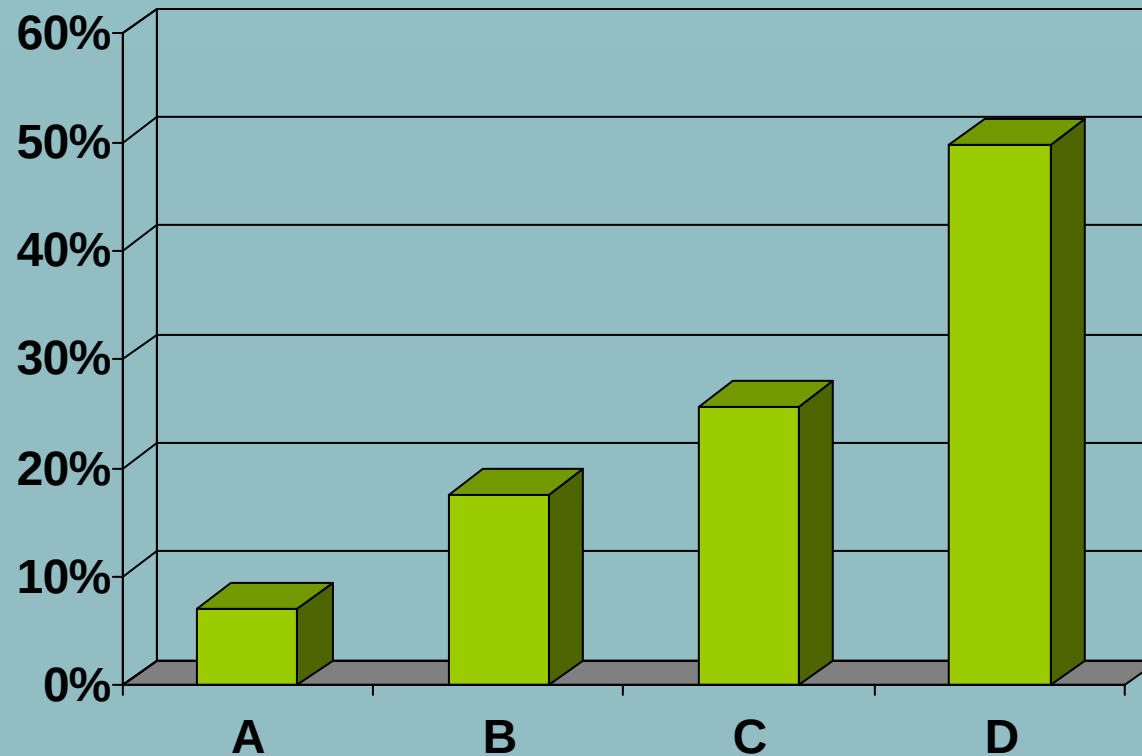
Citywide

PLANiTulsa Scenario Survey Responses



Respondents also ranked D highest when responding to these statements:

The scenario that...
*Provides me and my family
with the range of
transportation options*

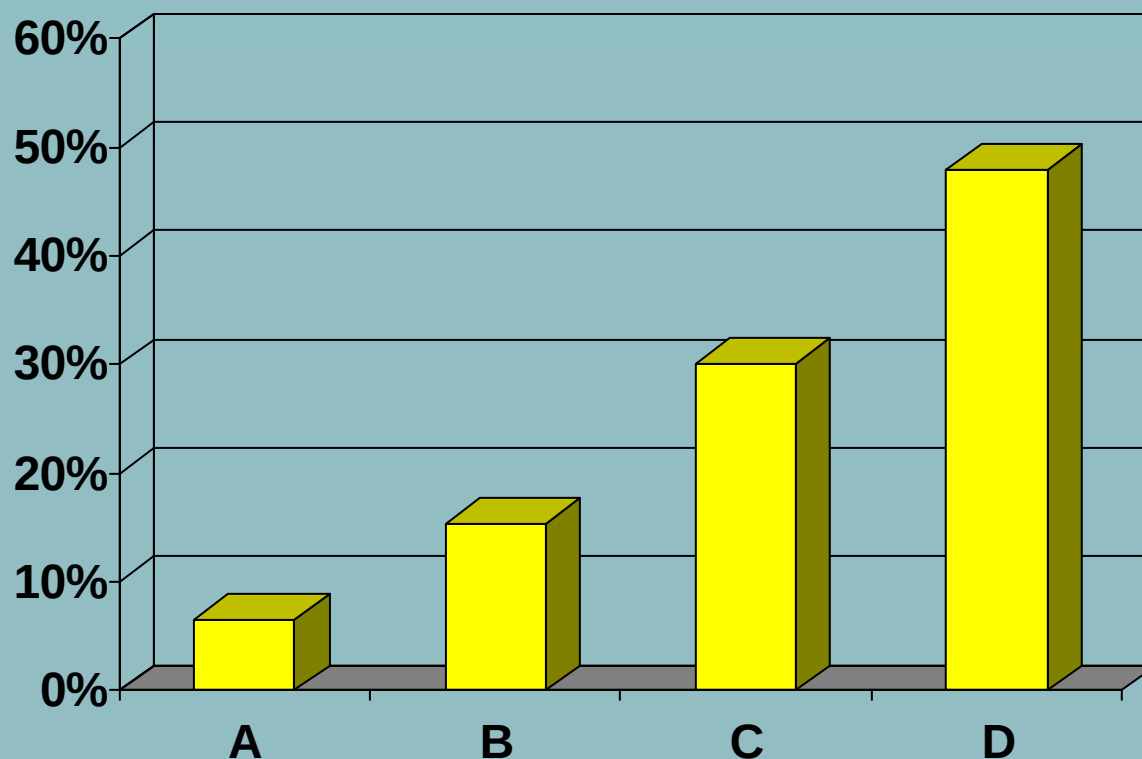


Citywide

PLANiTulsa Scenario Survey Responses



The scenario that...
Expands my access to good-paying jobs within the city

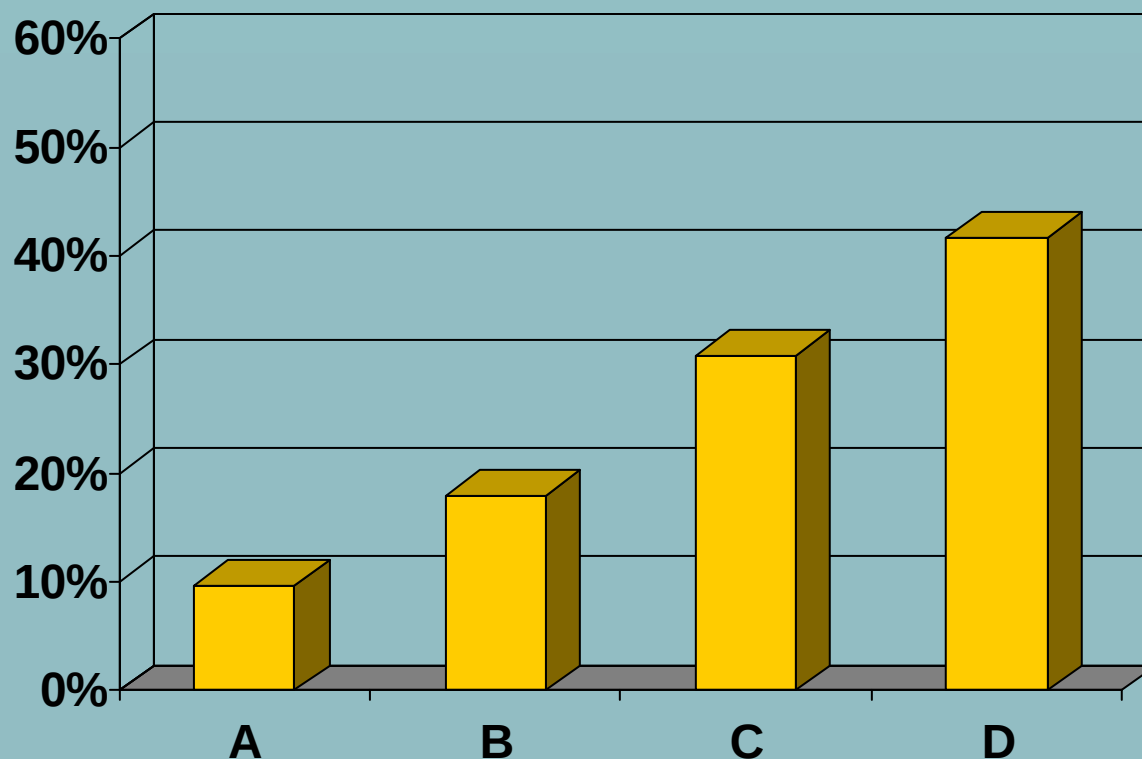


Citywide

PLANiTulsa Scenario Survey Responses



The scenario that...
*Builds the kind of housing
options that I need*

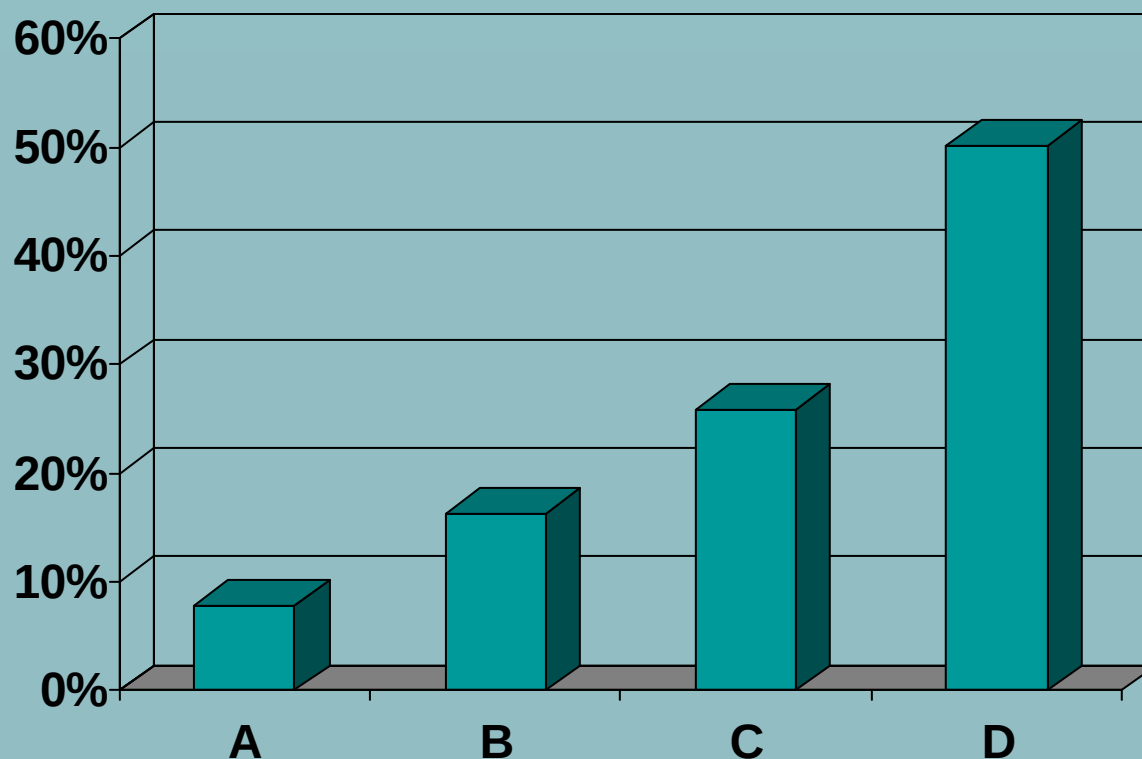


Citywide

PLANiTulsa Scenario Survey Responses



The scenario that...
*Invests transportation dollars
in the things I care most about*



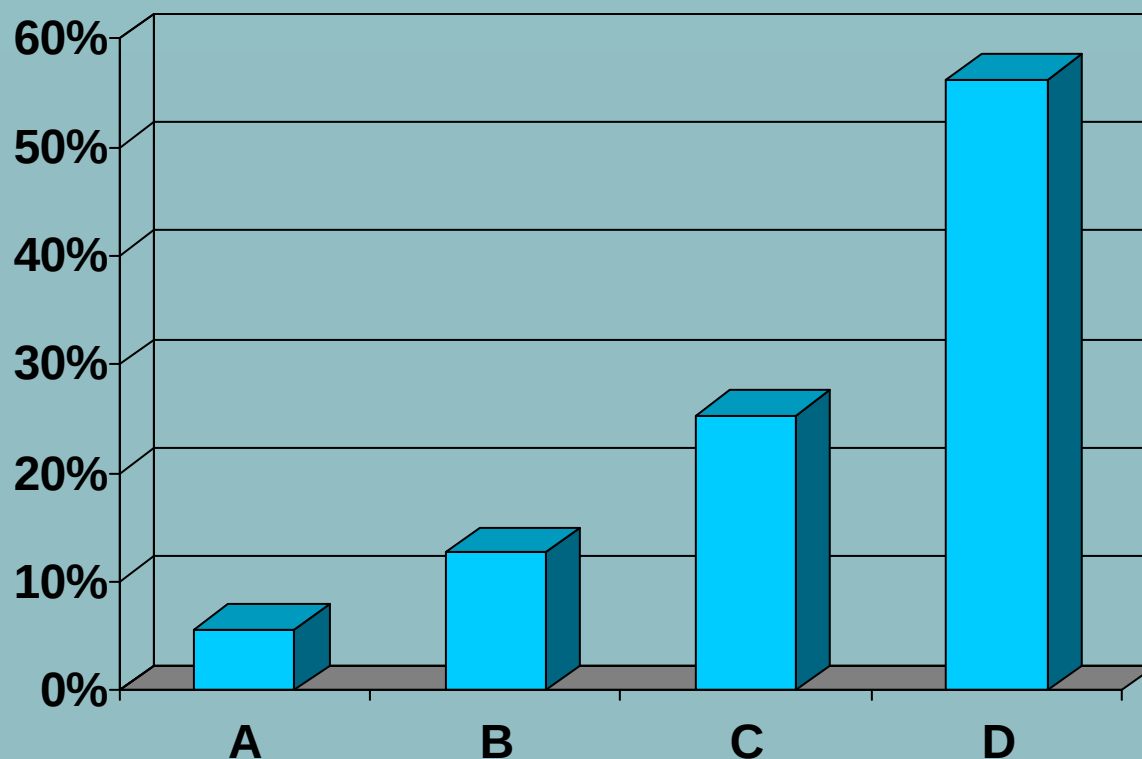
Citywide

PLANiTulsa Scenario Survey Responses



The scenario that...

*Creates a lively and interesting city that
attracts and keeps young people*



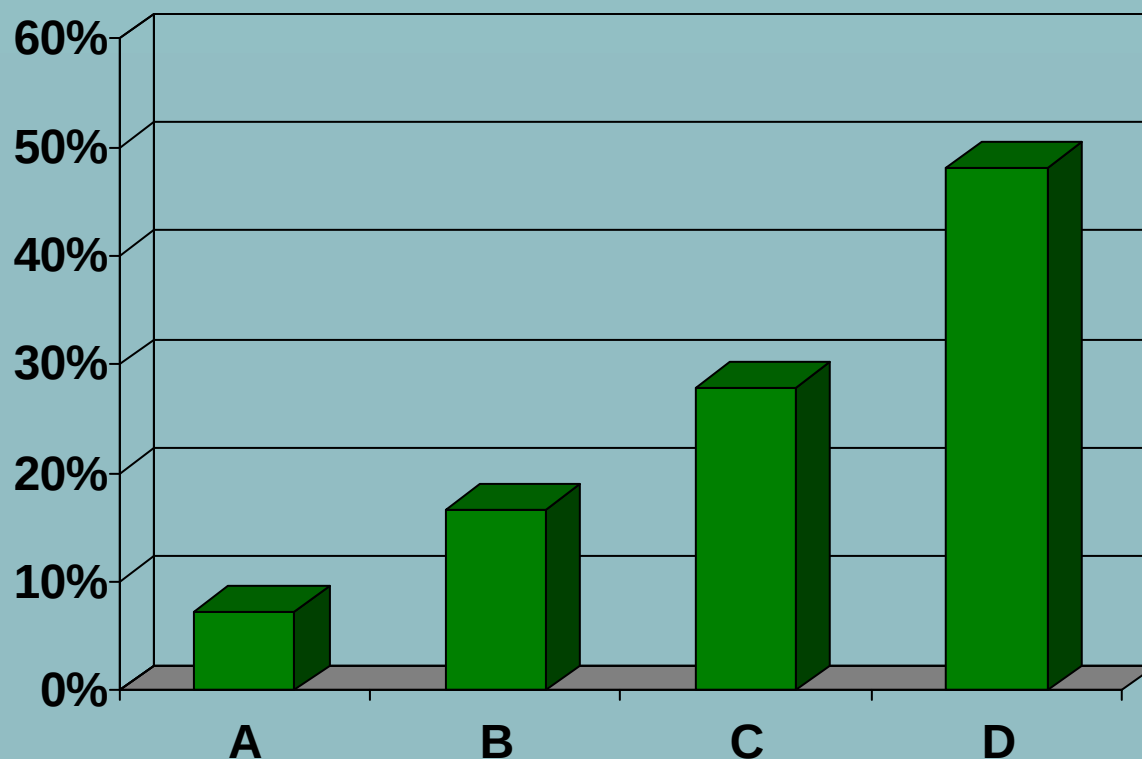
Citywide

PLANiTulsa Scenario Survey Responses



The scenario that...

*Makes it easy for me to access parks,
the river, and open space*

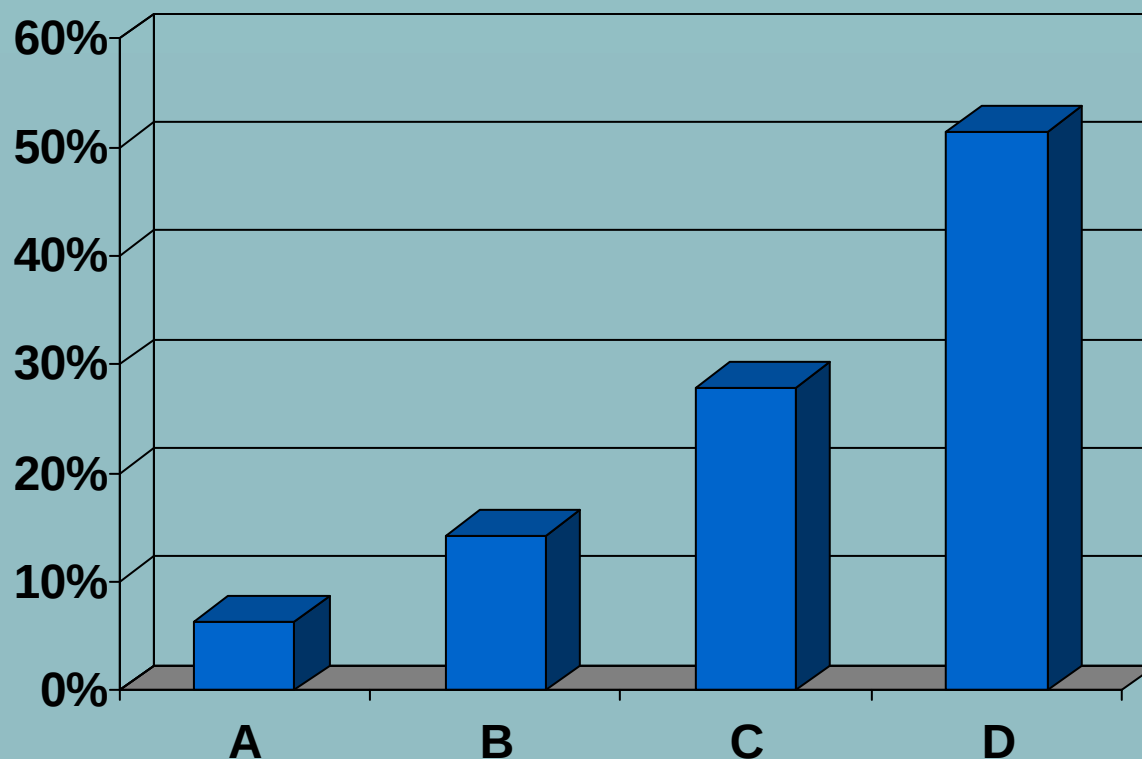


Citywide

PLANiTulsa Scenario Survey Responses



The scenario that...
*Results in a future for Tulsa that I am
excited about*



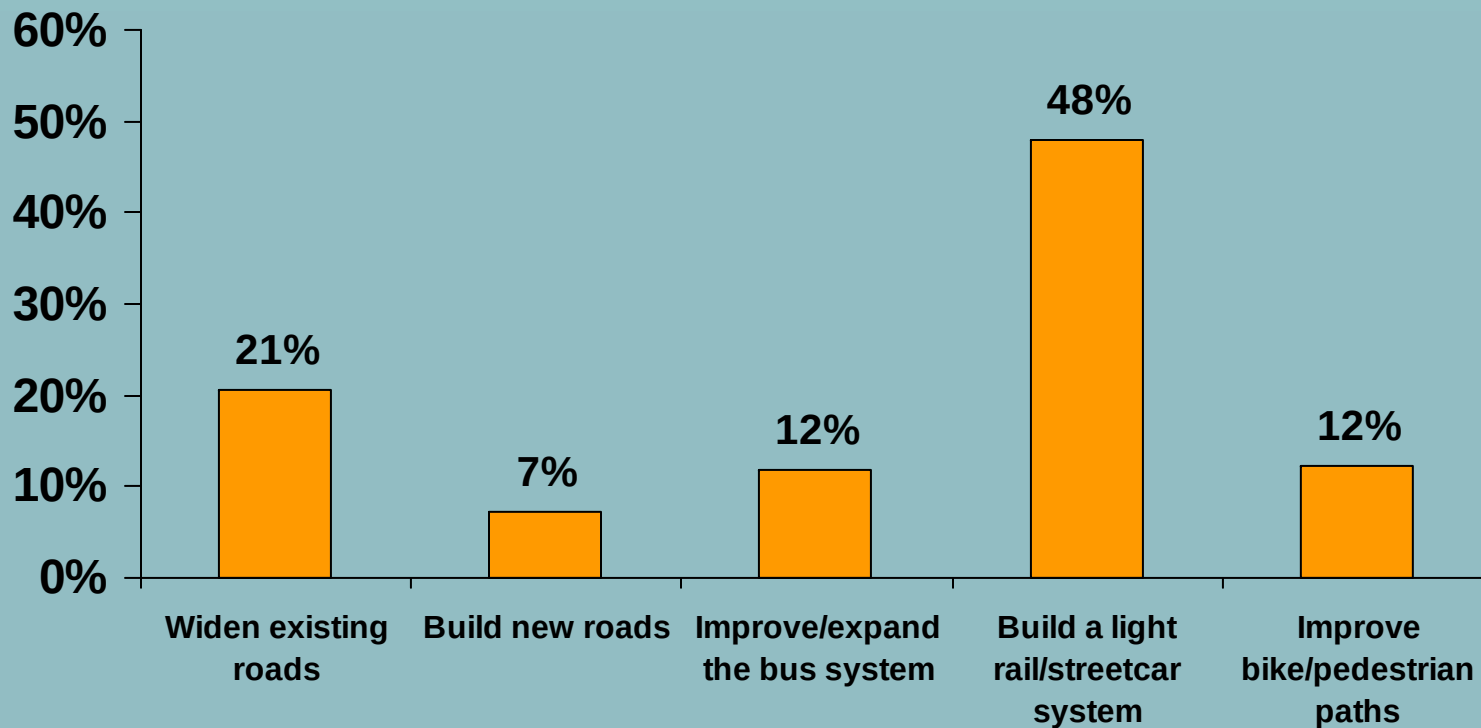
Citywide

PLANiTulsa Scenario Survey Responses



There was strong support for light rail and streetcars

What kind of transportation investments are important to you?



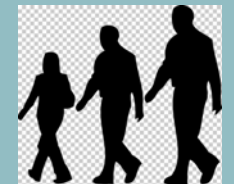
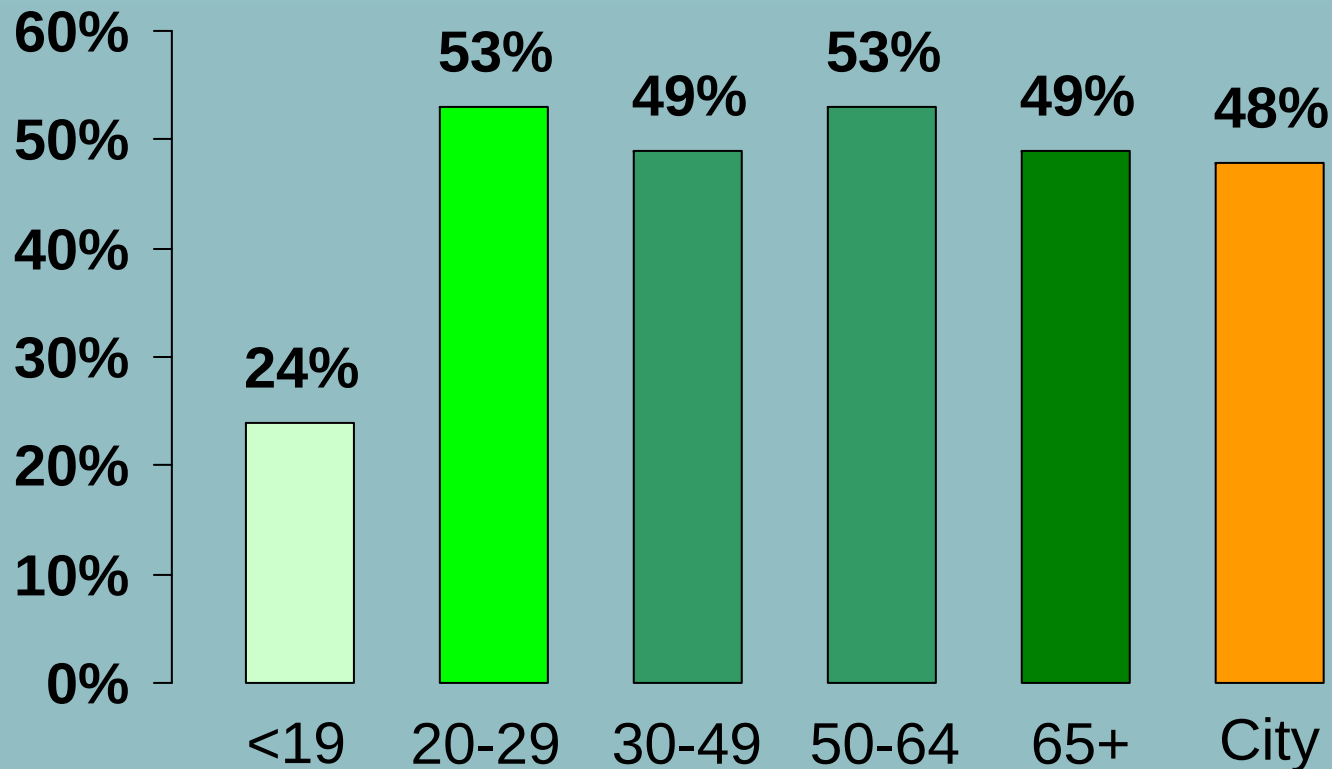
Citywide

PLANiTulsa Scenario Survey Responses



Light rail and streetcars received strong support across age groups

Build Light Rail / Streetcar System



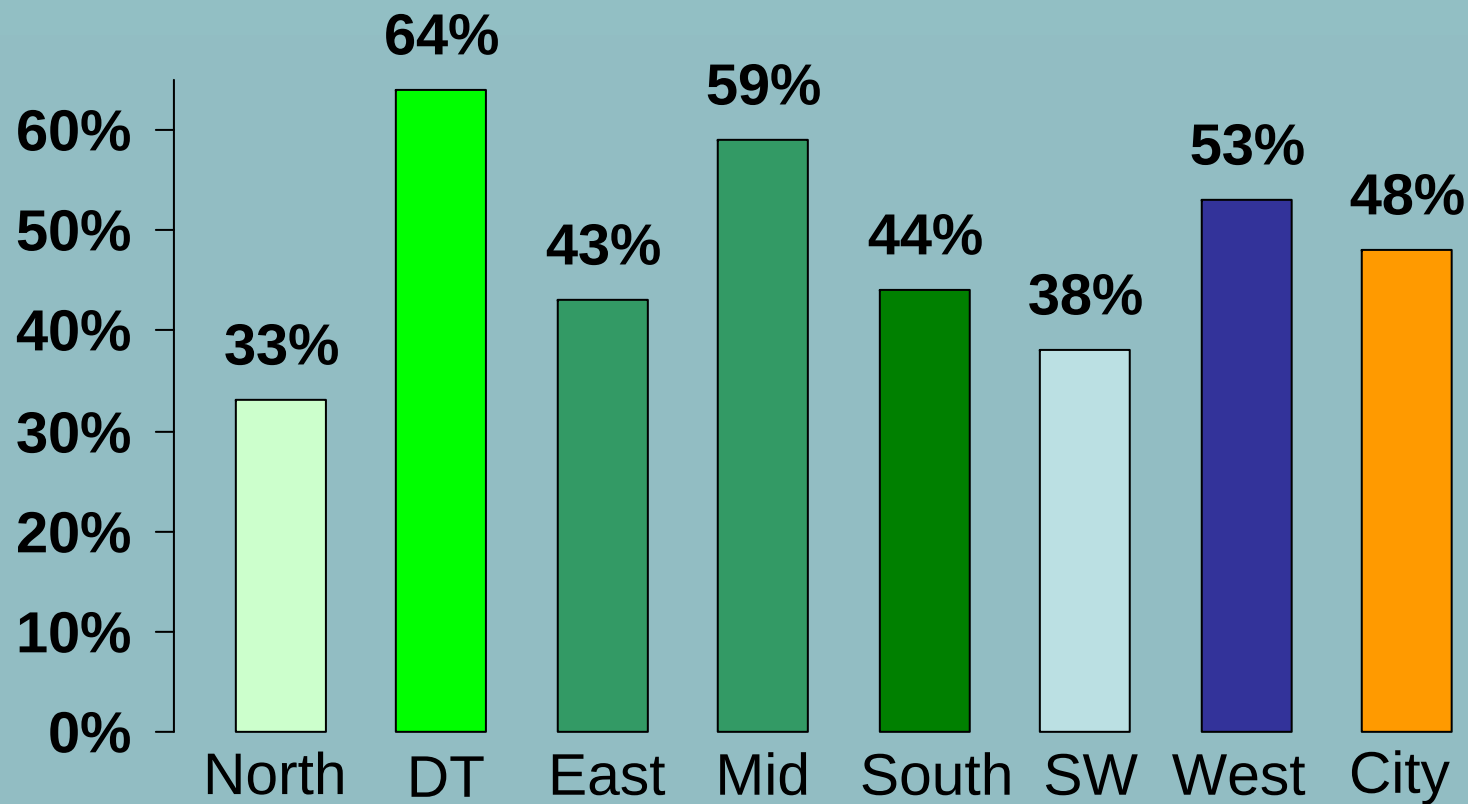
Age Groups

PLANiTulsa Scenario Survey Responses



And strong support across different areas of the city

Build Light Rail / Streetcar System



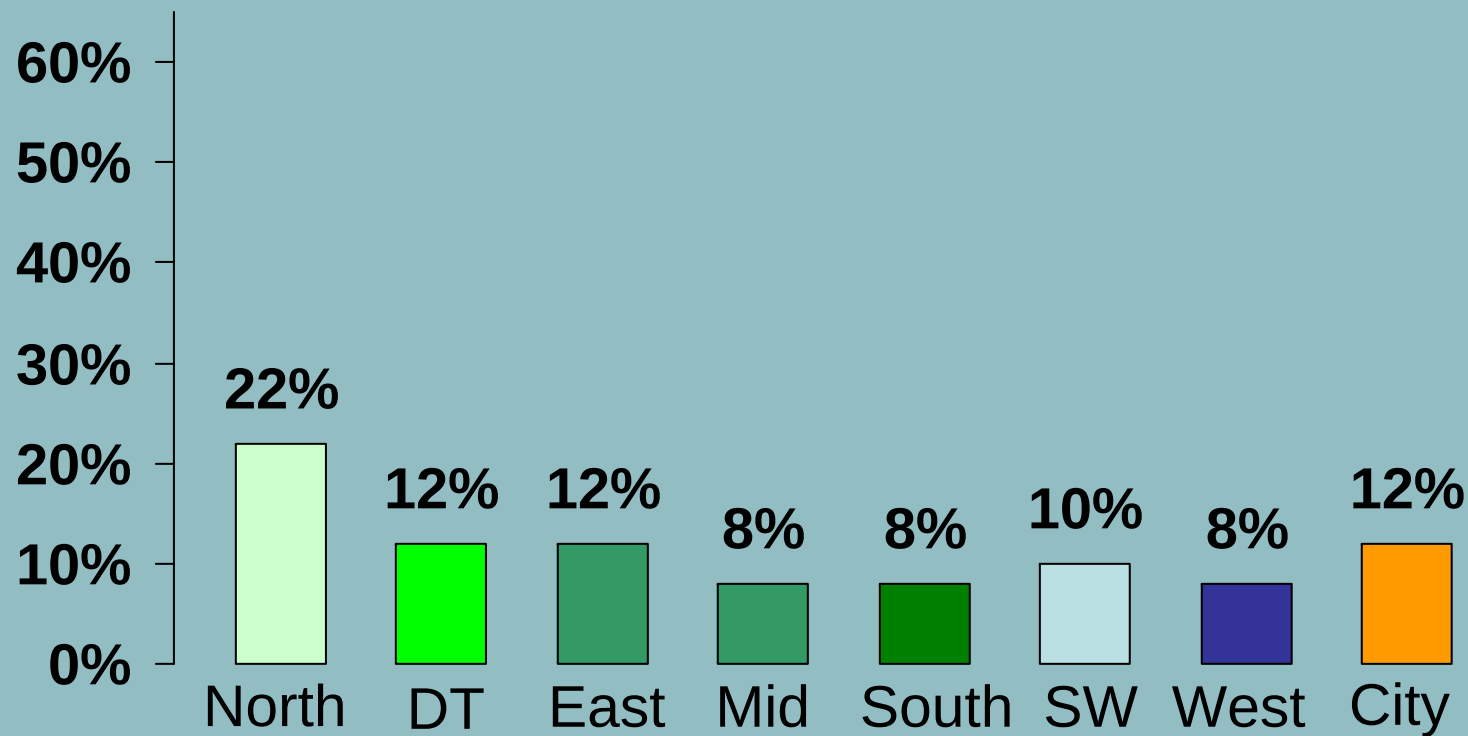
Areas

PLANiTulsa Scenario Survey Responses



Tulsa North supports expanding the bus system more than other areas

Improve Existing Bus System



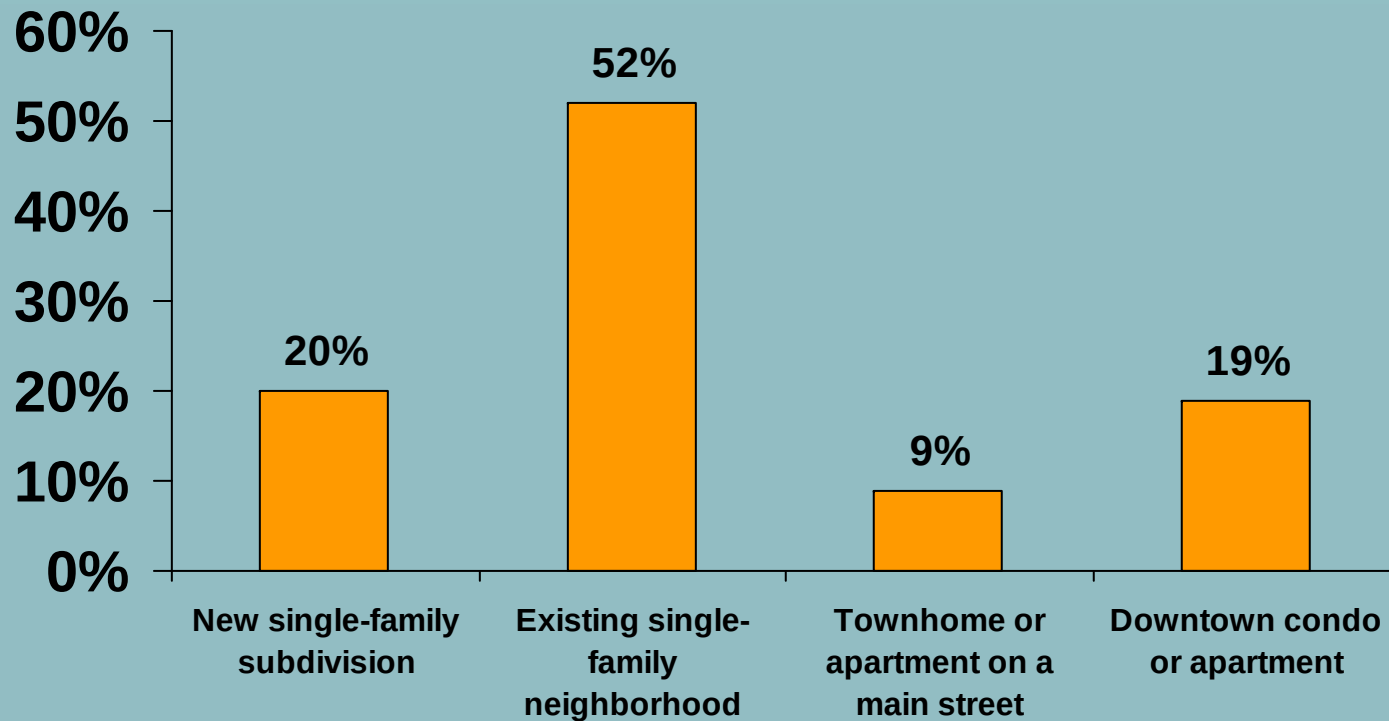
Areas

PLANiTulsa Scenario Survey Responses



Existing neighborhoods are an important asset, but there was also support for downtown housing

What kind of housing would you most want to live in?



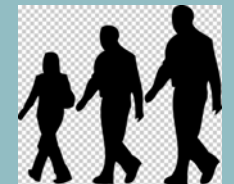
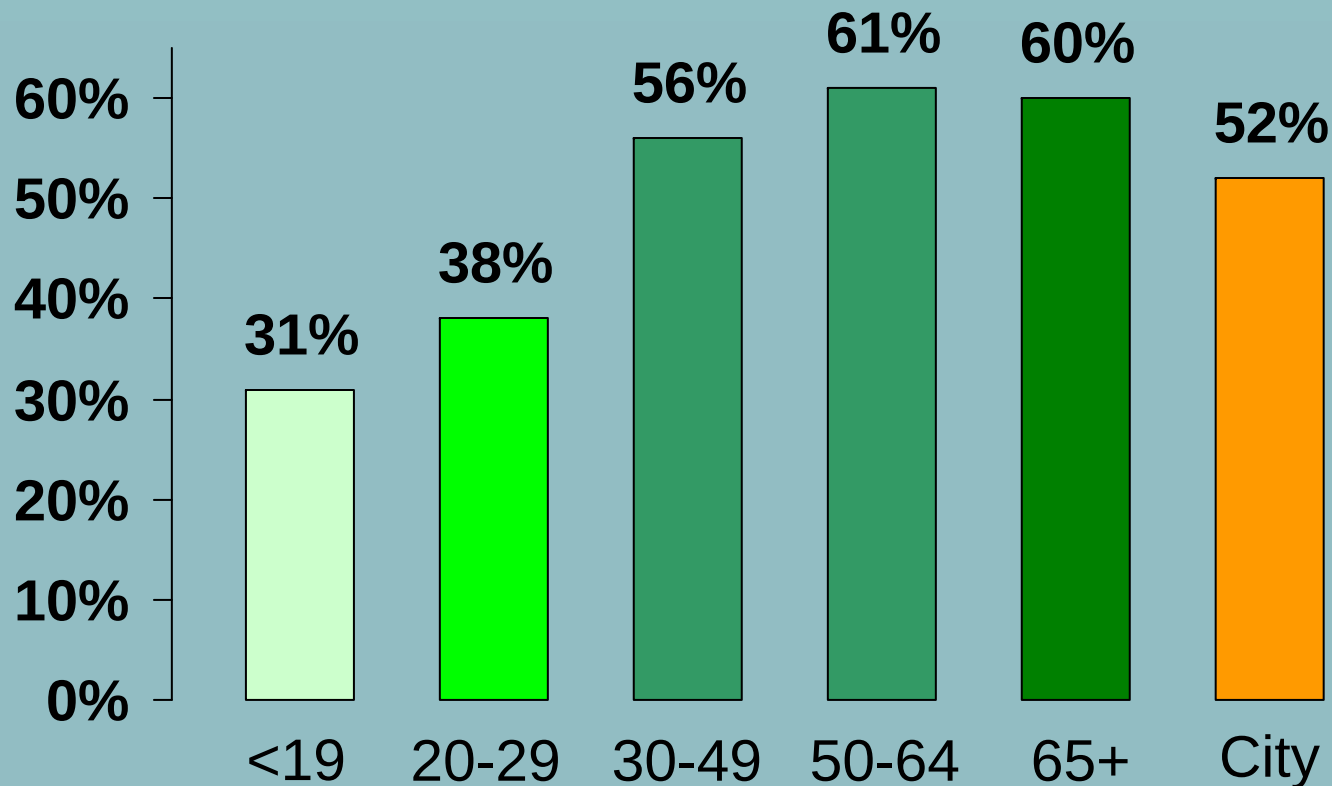
Citywide

PLANiTulsa Scenario Survey Responses



Younger Tulsans were less interested in this sort of housing than older generations

Existing Single-family neighborhood

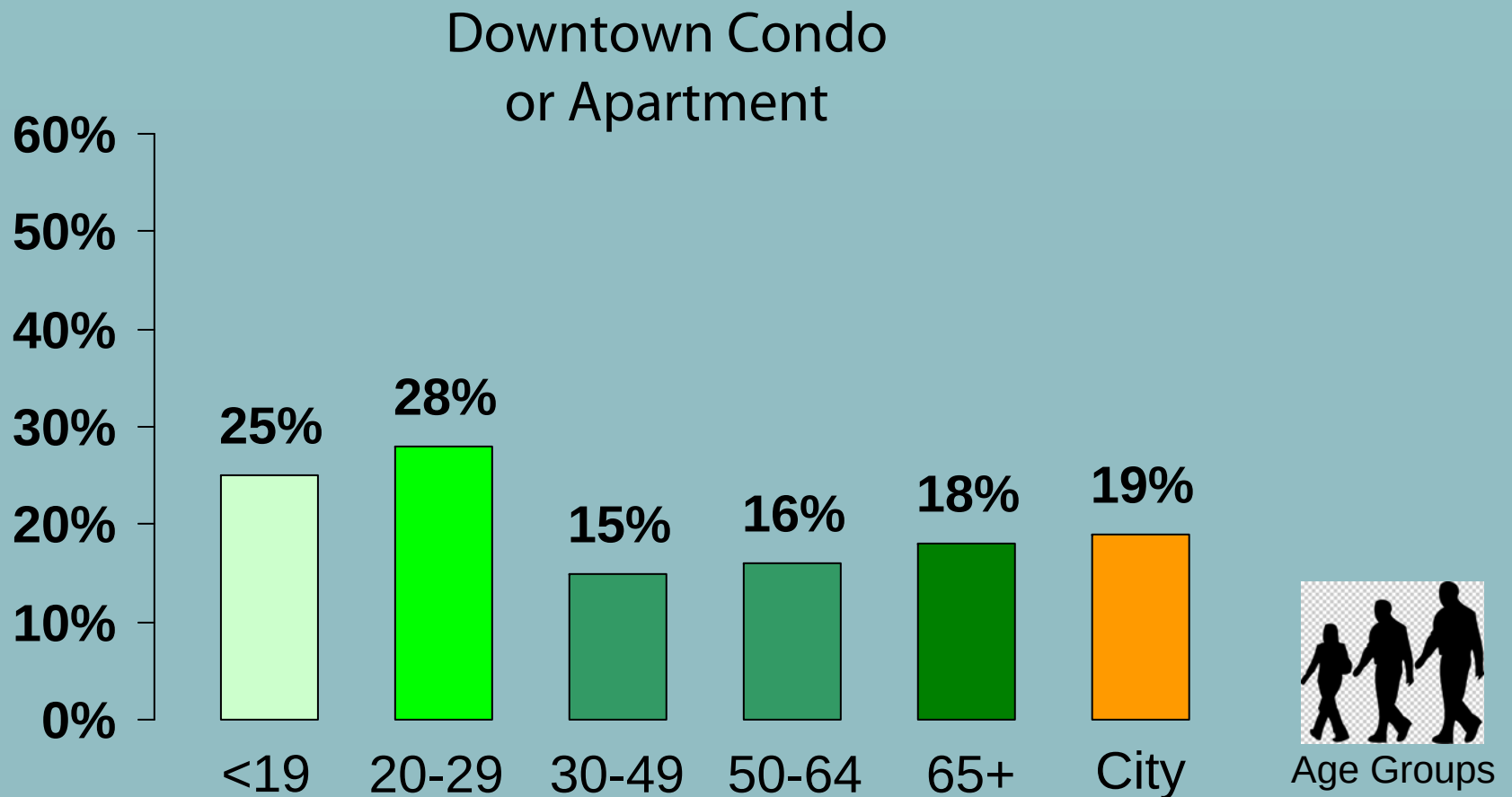


Age Groups

PLANiTulsa Scenario Survey Responses



Younger Tulsans were most interested in downtown condos or apartments

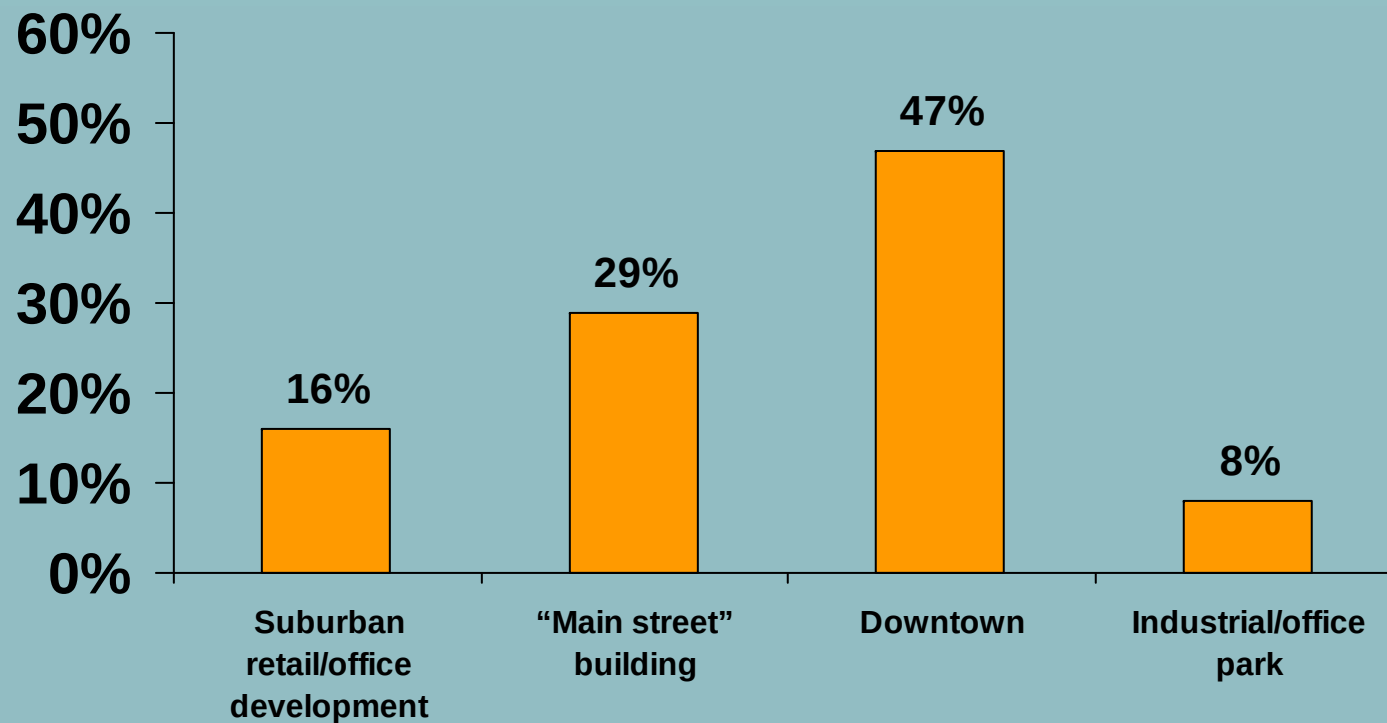


PLANiTulsa Scenario Survey Responses



Many people answered that they would prefer to work downtown or on a main street

In what kind of place would you most like to work?



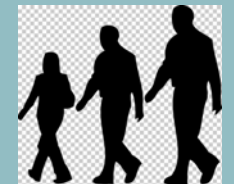
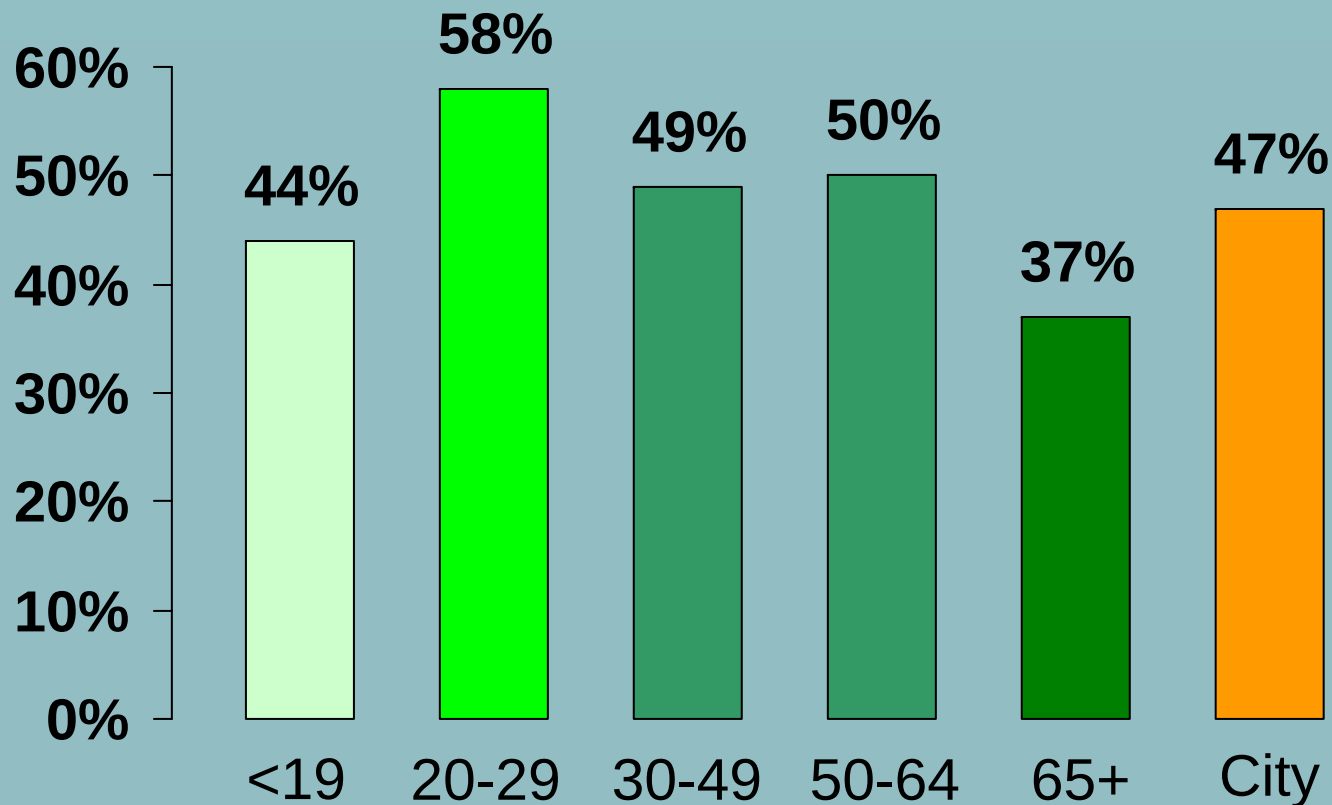
Citywide

PLANiTulsa Scenario Survey Responses



Younger Tulsans were also more supportive of working downtown

Would Prefer to Work Downtown



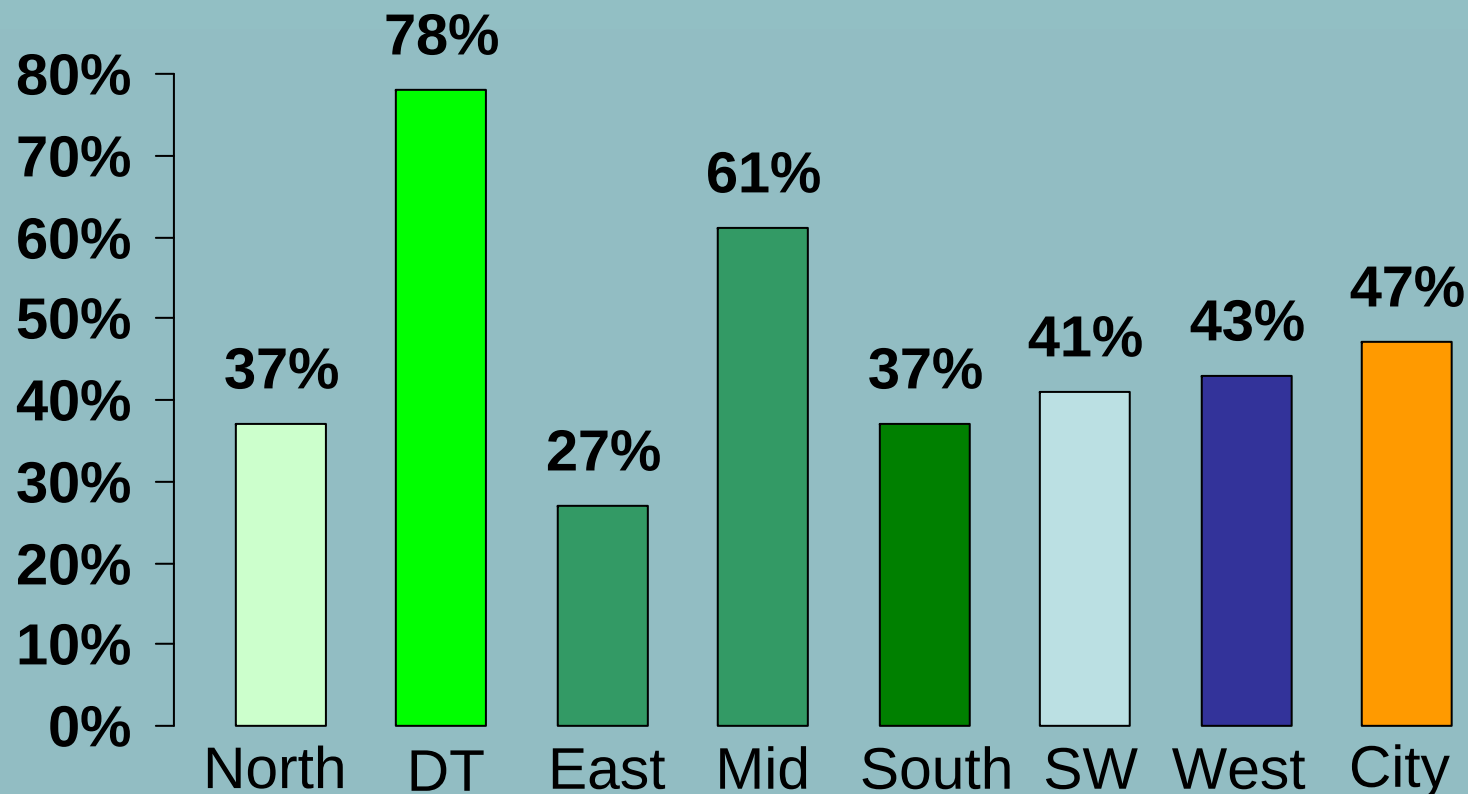
Age Groups

PLANiTulsa Scenario Survey Responses



Respondents from different parts of the city also generally would prefer to work downtown (working on a main street was also popular)

Would Prefer to Work Downtown



Areas

PLANiTulsa Citizen Input: Overview



Statistically Valid Poll Mid 2008

- The poll was done upfront to define values, identify priorities, understand hopes and fears and benchmark results. This is a high level look at issues.

Workshops: Late 2008 – Early 2009

- The workshops were done to creatively develop a consensus based “picture” of what the community wants the city to look like. This is citizen based planning on maps of the city, area by area, tradeoff by tradeoff. These maps are synthesized into scenarios.

Which Way Tulsa Scenario Survey: Mid 2009

- The scenario Preference survey to involve the public in deciding what specific direction the plan should take.

What we have Learned



From the Statistically Valid Poll:

- Tulsa wants a unified vision of the future – and realized there was more common ground than expected.
- Tulsa wants the vision to be implemented this time and not ignored.
- The key drivers for the plan are:
 - Transportation (Fixing and maintaining what we have, mix of roads and other alternatives, healthy demand for transit)
 - Economy (attracting new industries, creating jobs and job training)
 - Sustainability (clean air, water and renewable energy)
 - Addressing the needs of North Tulsa first and better connections throughout the city
 - Keeping young people in Tulsa

Poll Results



Priorities

Strong Consensus High Priorities

Repairing and maintaining streets	84%
• Clear air and water	78%
• Improving public education	80%
• New economic opportunities and jobs	79%
• Improving public safety	76%
• Health care	71%

Q. For each of the following, please tell me if you believe it is a high, medium or low priority for Tulsa in the future?

Poll Results



Priorities (continued)

Strong Consensus High Priorities continued

Keeping young adults in Tulsa	66%
• Renewable energy sources	68%
• Harmony among the races	61%
• Housing that is affordable	63%
• Support for small business and entrepreneurs	64%
• Job training for jobs that don't require college	58%

Q. For each of the following, please tell me if you believe it is a high, medium or low priority for Tulsa in the future?

Majority Priorities

Majority priorities:

- Creating more transportation alternatives like rail or streetcar 55%
- Protecting the character of neighborhoods 52%
- Support for large businesses relocating to Tulsa 53%
- Preserving historic buildings and architecture 53%
- Easing traffic by widening streets 49%

Could be majority priorities:

- Working with suburbs 46%
- Sustainability and green initiatives 45%

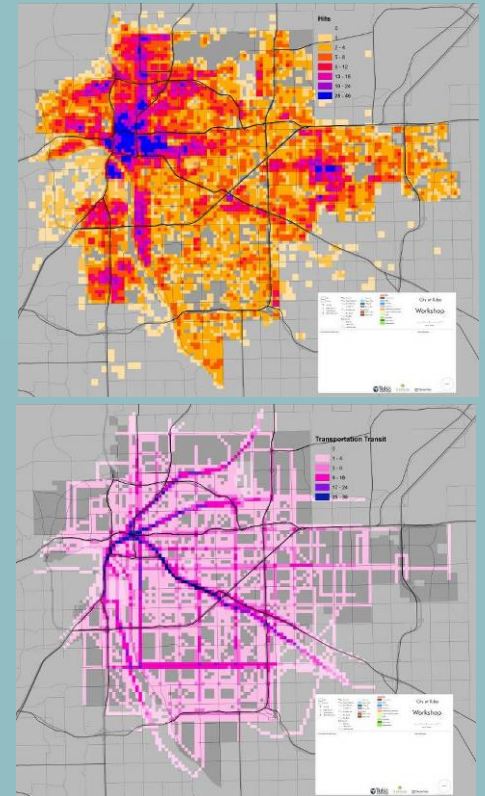
Q. For each of the following, please tell me if you believe it is a high, medium or low priority for Tulsa in the future?

What we have learned

From the Workshop Results

Participants were interested in seeing:

- Economic Development largely in existing centers
- A balance of jobs and housing
- More infill development
- Transit investment with housing and jobs nearby
- Improvements to existing roads
- More multi-family and small-lot housing options

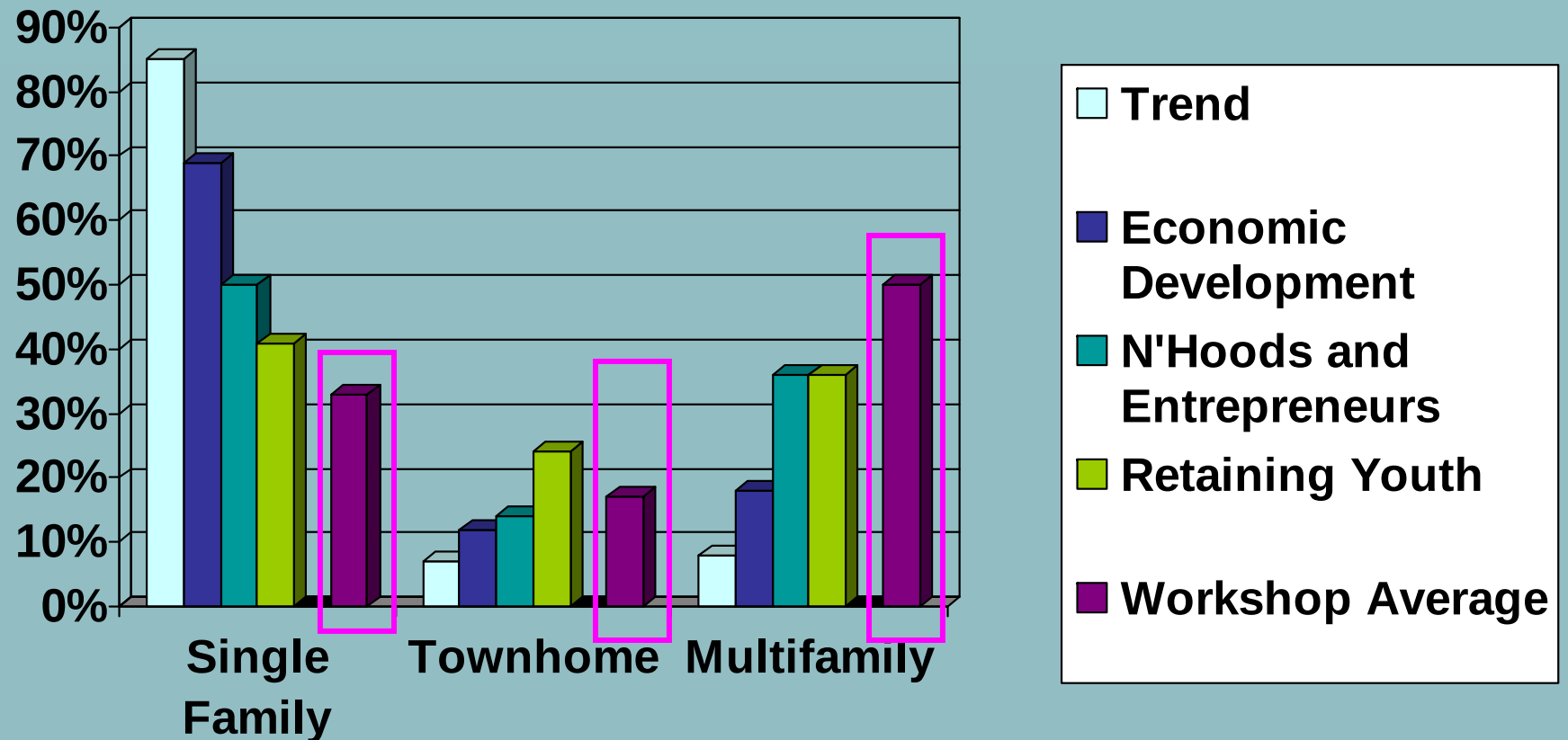


Original Chipsets vs. Workshop Results



High average preference for building more multi-family and attached housing

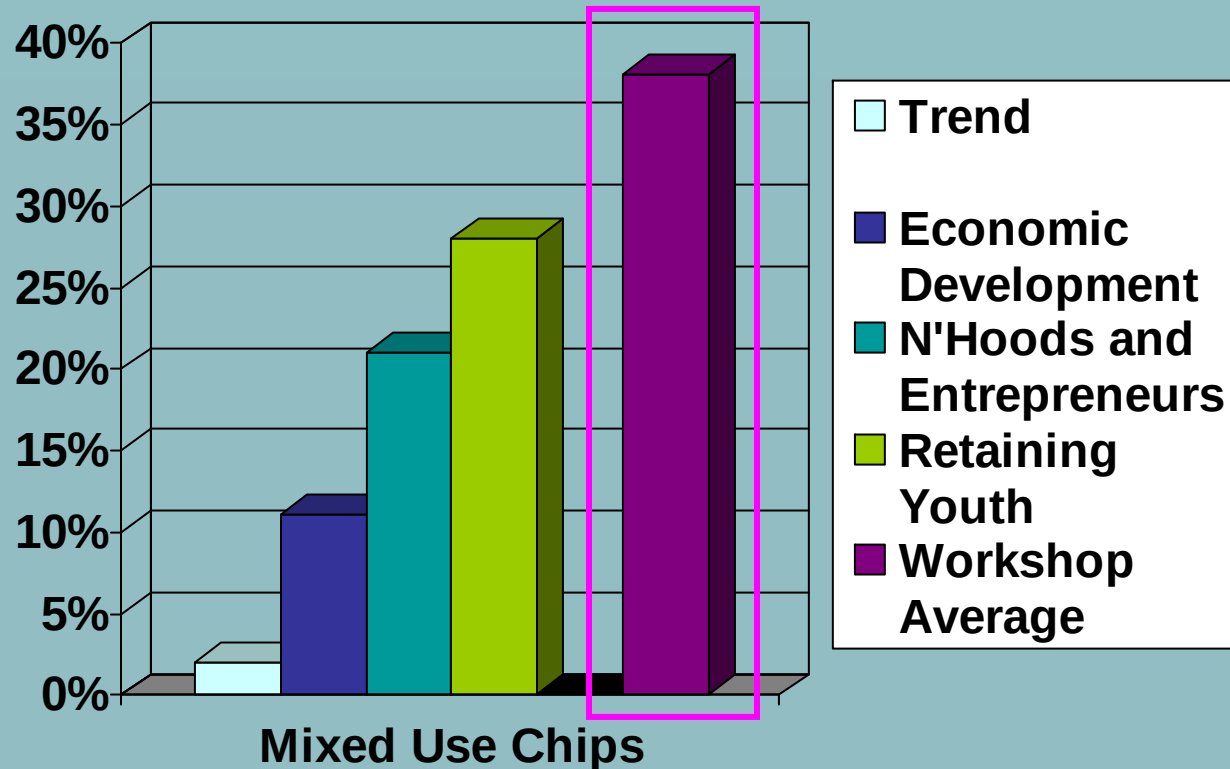
Housing Types



Original Chipsets vs. Workshop Results

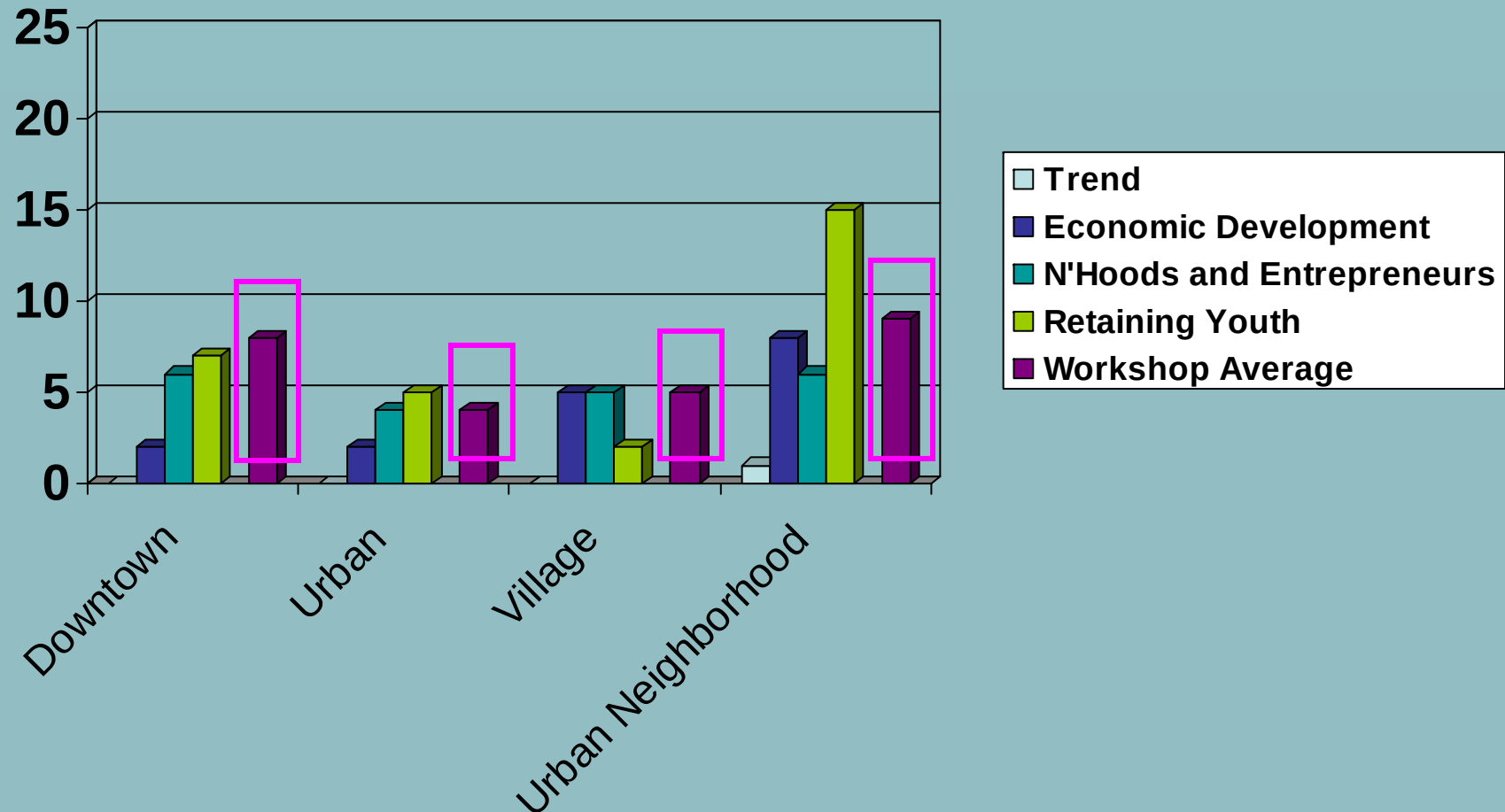
There was a high preference for mixed-use chips

Mixed Use Chips Placed



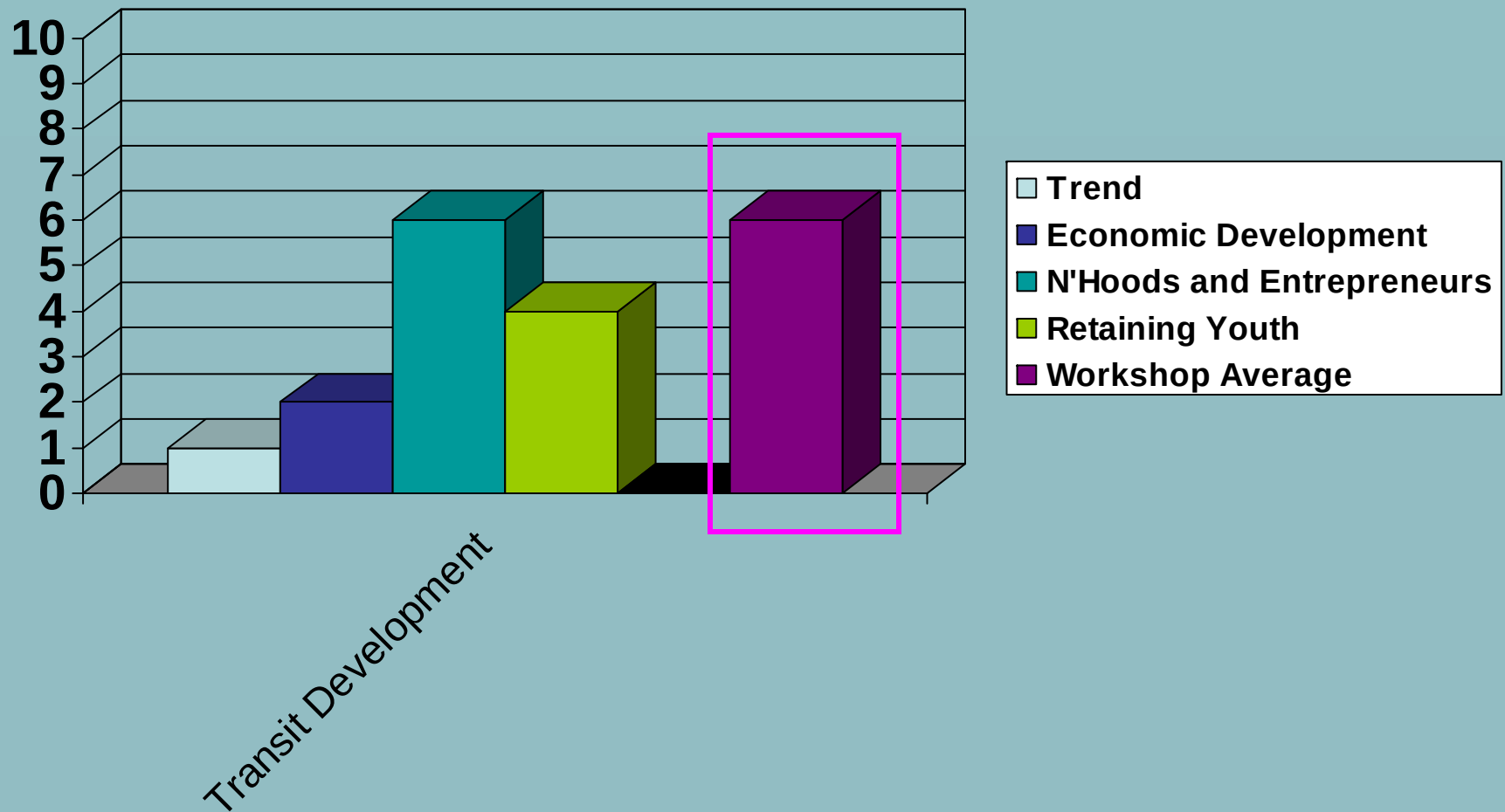
Original Chipsets vs. Workshop Results

High Density Chips: Overall, there was a high-degree of comfort with the higher density chips



Original Chipsets vs. Workshop Results

Transit Development: This was a very popular chip across the workshop maps



PLANiTulsa Scenario Survey Responses



Conclusions:

- Tulsa has spoken consistently from the beginning. There are no big contradictions between the community input methods.
- There is a high degree of unified “vision: Tulsa wants to see a change in direction from the “business as usual” approach.