

**Item**

Present and discuss Tulsa Planning Office Strategic Planning initiatives.

**Background**

**Strategic Planning** is a data-oriented process that directs the allocation of programs and services towards specific areas where funds and resources are most needed, can be readily utilized, and are most likely to achieve sustainable success in alignment with City priorities. For this process, the Tulsa Planning Office uses the **Strategic Planning Model**, a tool that combines quantitative and qualitative analysis to understand existing and adopted citywide planning principles. Key indicators within the model can be adapted and analyzed to provide insight on specific challenges throughout the city. In addition, the process relies heavily on outreach and building partnerships, as Tulsa Planning Office staff engages with stakeholders, leaders, and City of Tulsa staff to determine and review specific datasets to analyze and address various challenges.

Since July 2019, **Strategic Planning** has been mainly used to:

- Support various **City of Tulsa initiatives**.
- Support in the development of more **comprehensive planning programs and projects**, such as Plan 66 and future endeavors, including the Neighborhood Revitalization Program and what we currently call "Small Area Planning 2.0".

**CITY OF TULSA INITIATIVES**

- **The Strategic Planning Program has assisted ongoing projects on behalf of Mayor's Office, Council and City Department Heads.** Specific initiatives include:
  - **Streetlight Prioritization Project, on behalf of City of Tulsa Streets and Stormwater Department.** Staff developed a Streetlight Urgency Score to assist in the identification of prioritized areas in need of streetlight installation. The model will be used to address a backlog of citizen requests for streetlights, and to inform of areas in need of streetlight inventory.
  - **Assisted the Mayor's Office Director of Housing Policy in the development of their Housing Opportunity Program (HOP),** with the identification of vacant and underutilized properties for initiative and strategy implementation.
  - **The Mayor's Office of Resilience's Financial Empowerment Center Program,** with the identification of target areas that concentrate residents in need of financial counseling, for resource allocation.
  - **The Route 66 Bus Rapid Transit Study, on behalf of the Mayor's Office,** with route definition, stop location identification and marketing and outreach strategy. In addition to Strategic Planning, the Tulsa Planning Office is managing a broad outreach process and coordinating with the consultant and Tulsa Transit for operational and technical support. The team arranged and met with the Steering Committee and Staff Workgroup for the first time; team is currently preparing a second set of meetings to present the results of the analysis to select a final alignment. Next steps will include planning for stop locations and implementing marketing and outreach strategies.

- **Artlinks**, an envisioned collaboration between the **Tulsa Planning Office and Arts Commission** will fund public art interventions on prioritized areas adjacent to existing and planned Bicycle/Pedestrian corridors included in the GO Plan. Project is process through area identification.
- **GO Plan Strategic Implementation Program. The Tulsa Planning Office continues to engage with BPAC and Council** to ensure the alignment of sidewalk gaps and GO Plan corridor priorities with broader city policies and recommendations using data. Project is still in process.
- **Potential Destination District Identification. The Tulsa Planning Office** is working to identify areas throughout the City that meet specific criteria based on the goals and core values of the Destination District Program. The outcome will be the identification of target areas with potential to become Destination Districts, and their prioritization for strategy implementation per their resources and characteristics.
- **Sidewalk Prioritization Initiative, on behalf of City of Tulsa Streets and Stormwater Division.** Staff kicked-off this project by meeting with City of Tulsa Staff from Streets and Stormwater to discuss needs and objectives. Team is currently working on preparing a list of indicators and datapoints, as well as discussing potential partners to engage with on its review.
- **Neighborhood Revitalization Program. The Tulsa Planning Office** is currently defining a process to identify areas in need of assistance for COVID-related impact relief. Through research and outreach, team will define indicators that reflect neighborhood impact, prioritize based on urgency, and build potential resources to address the challenges.

### SPECIFIC PROJECTS AND PLANNING PROGRAMS

- **PLAN 66, TULSA'S ROUTE 66 MASTER PLAN UPDATE**
  - Staff is working on Plan 66, an update to Tulsa's Route 66 Master Plan, which was adopted in 2005.
  - A framework for the plan was developed, which includes doing research and analysis of existing conditions, planning documents and case studies; using strategic planning to identify prioritized target areas for resource allocation; a success report, derived from the previous plan's implementation; a comprehensive outreach process and a recommendations chapter, with implementation resources.
  - Staff is currently working on recommendations and will soon enter a review process with stakeholders. Potential dates for presentation to Route 66 Commission, TMAPC and Council have been established for action and completion by December 2020.

- **STRATEGIC PLANNING AS THE FUTURE OF SMALL AREA PLANNING**

- Staff is developing the framework for a proactive program that will assist neighborhoods in the identification of challenges using strategic planning and connecting them to resources. The project will focus on prioritizing areas of greatest need for funding and program allocation based on a three-tier approach, and will align with findings related to other initiatives, such as the Neighborhood Revitalization Program (outlines for deliverables are being created):
  - *Grassroot Action*, which will provide planning resources for neighborhood-scale tactical change (Outcomes: Dashboard and Toolkit)
  - *Strategic Action*, using strategic planning, serve identified target areas (Outcomes: Dashboard, Action Report, Implementation Strategies and Toolkit)
  - *Transformative Action*, through master and capital planning for strategic, high-priority areas (Outcomes: Dashboard, Action Report, Implementation Strategies, Vision and Toolkit).