

Dear PLANiTULSA members,

I am honored to send you this preview of the PowerPoint report that summarizes all the findings from the research we have conducted on your behalf. Some of you have already seen portions of this at last month's meeting. This version is more complete and incorporates your suggestions.

We have embedded quite a bit of detail in the "notes" section of the PowerPoint including key portions of the crosstabs. If you can't open the document, would like us to fax you, would like to pick up a hard copy or have any trouble interpreting the data that is shown, please feel free to contact us for assistance.

This is a preview for you only and we ask that you not distribute it until after the Monday meeting. We will be pre-briefing members of the press early next week and posting it to the PLANITULSA website on Tuesday, but wanted you to have a chance to review it first over the weekend.

I'll be presenting this material quickly at Monday's meeting and then hoping to have enough time to take your questions and have a good discussion. We will finalize the PowerPoint after incorporating any further suggestions that you all have, hopefully by the end of the July. Meanwhile, this is the version that we will be using for community discussion.

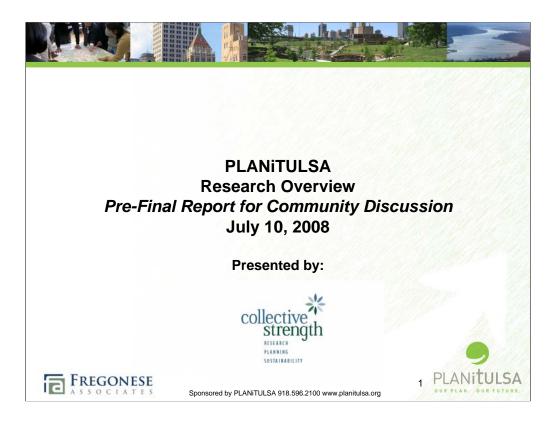
Please feel free to email or call me directly if you have any questions or comments before or after the meeting as well. I look forward to your thoughts on this material, and to working together to make sure that PLANiTULSA is closely aligned with the community's values and hopes.

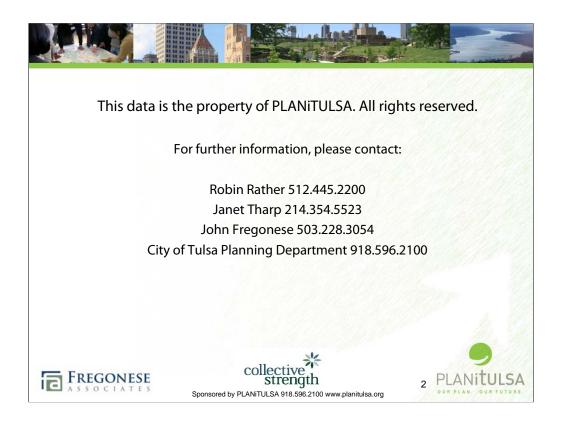
Thank you again for all the time and energy you put into helping with the research process. See you Monday!

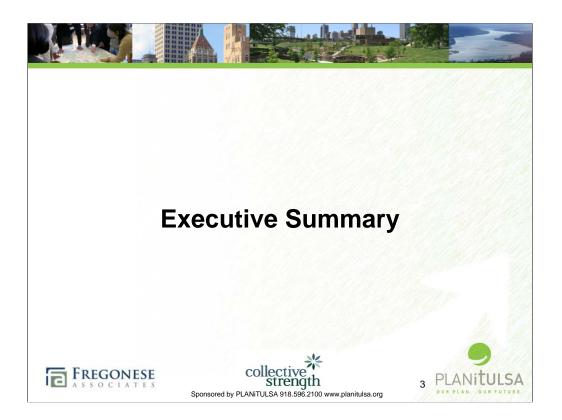
Sincerely,

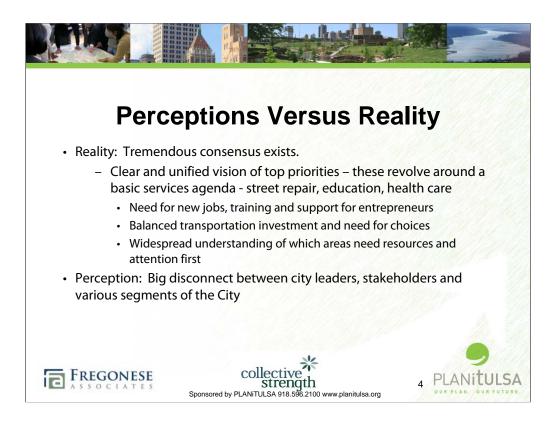
Robin Rather 512 632 0582 (cell, call anytime) 512 445 2200 (office) robin@collectivestrength.com Assistant: Ashli Knust 512 426 8545 (cell, call anytime)

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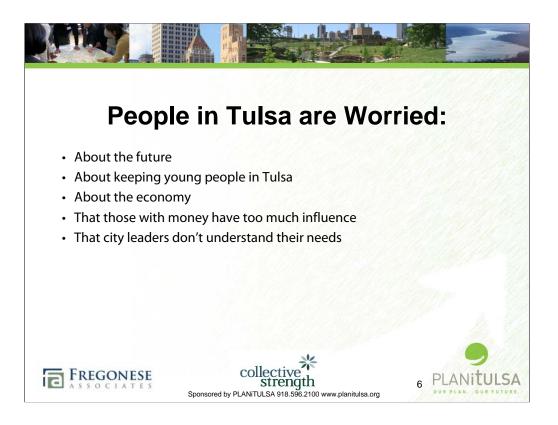


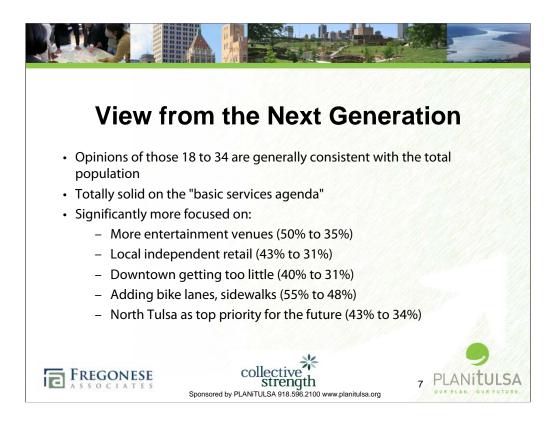






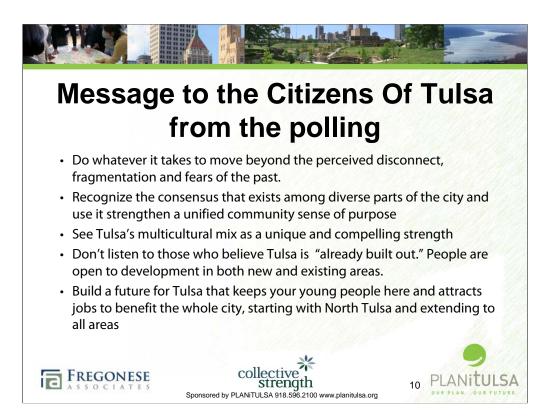






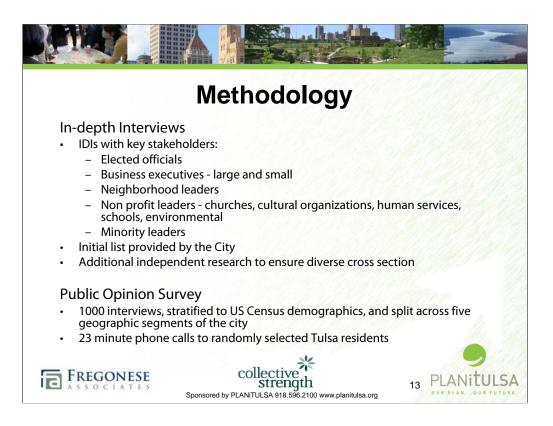


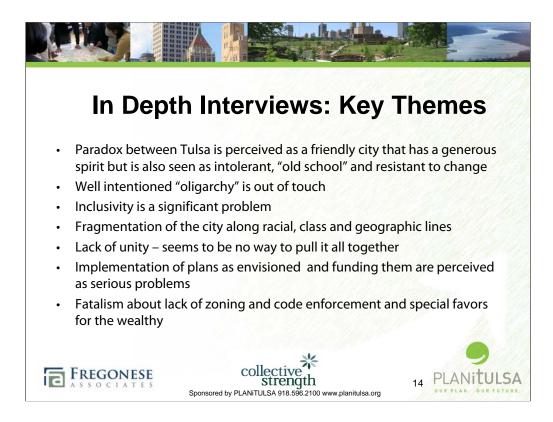


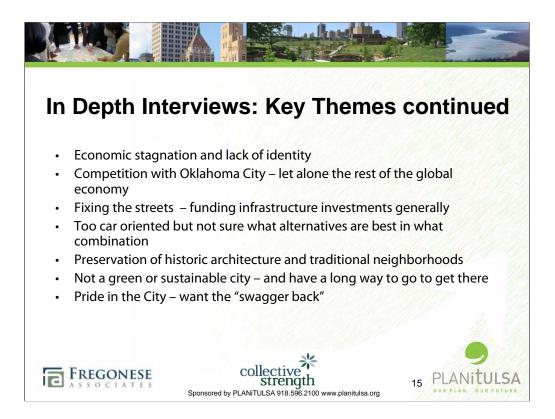


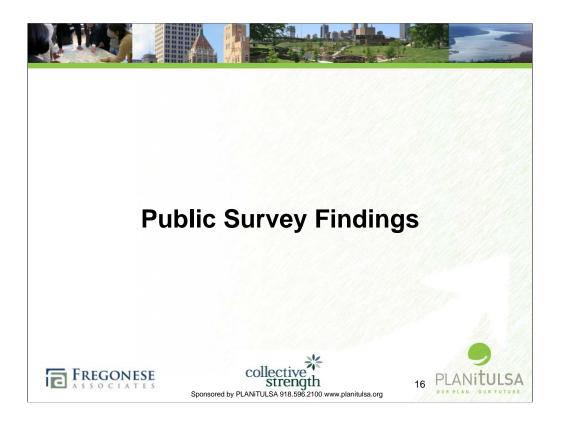










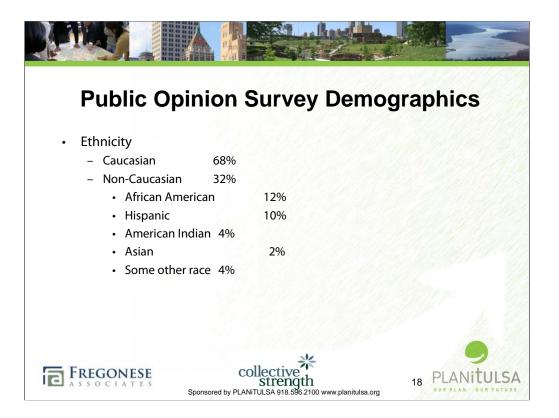


Public Opini	on Survey Demographics
• Age	
- 18-34	18%
- 35-44	18%
- 45-54	24%
- 55-64	16%
– Over 65	24%
Income	
 Less than \$25,000 	22%
– \$25,000 to \$50,000	30%
– \$50,000 to \$75,000	16%
– \$75,000 to \$100,000	9%
– Over \$100,000	11%
 Don't know/refused 	12%
FREGONESE	collective strength pred by PLANITULSA 918.596.2100 www.planitulsa.org

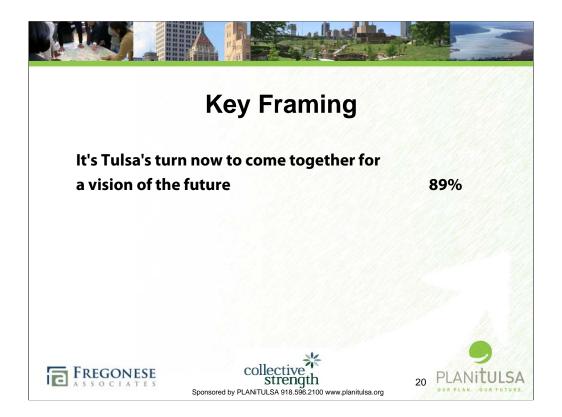
Census Bureau Stats for Tulsa 2000

White	70%
Black/ AA	15%
Hispanic	7%
American Indian and Alaska Native	5%
Asian	2%
Some other race	1%

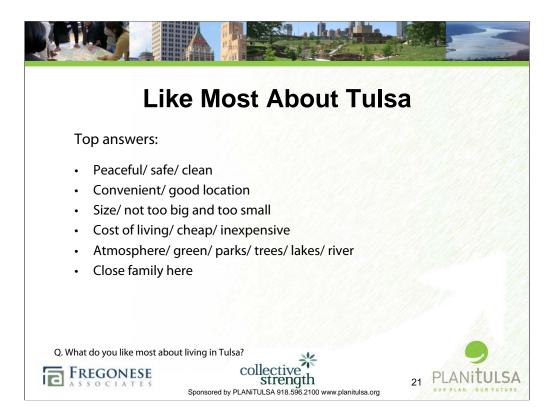
In 1990, Hispanics were at 2.6%. In 2000 at 7.2%, and in 2005 at 7.3%

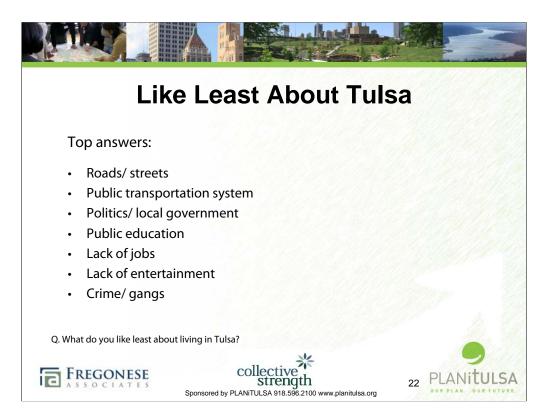


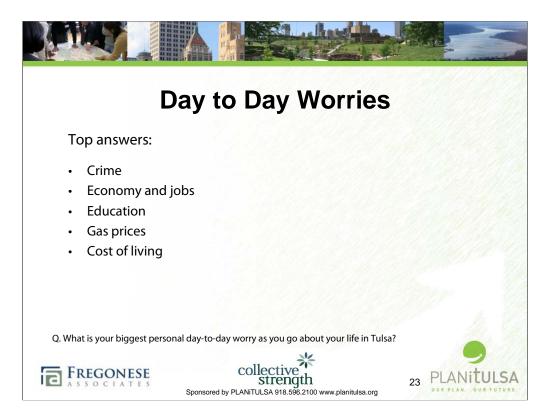
US	Census	s / This S	Survey
	Population	US Census	Tulsa Survey
North	75,549	18%	22%
Midtown/DT	113,419	27%	20%
West	48,199	11%	13%
East	91,696	22%	20%
South	93,450	22%	26%
FREGONESE		llective strength	19 PLANITULS



It's Tulsa's turn now to come together for a vision of the future		
North	87%	
East	86%	
South	90%	
West	91%	
Midtown/ DT	91%	
White	89%	
Non-white	89%	









Highest Ranking Top	Priorities
Strong Consensus High Priorities (More than 6	50%)
 Repairing and maintaining streets Improving public education New economic opportunities and jobs Clear air and water 	84% 80% 79% 78%
 Improving public safety Health care Renewable energy sources 	76% 71% 68%
 Keeping young adults in Tulsa Support for small business and entrepreneurs Housing that is affordable 	66% 64% 63%
Harmony among the races Q. For each of the following, please tell me if you believe it is a high, med Tulsa in the future? FREGONESE Sponsored by PLANITUL SA 918.596.2100 www.pla	25 PLANITULSA

Clean air and water

North

East

South

West

Midtown/ DT

White

78%

79%

75%

77%

84%

79%

Repairing and maintaining existing streets	
North	81%
East	81%
South	85%
West	85%
Midtown/ DT	88%
White	90%
Non-white	70%

Non-white	76%
Improving Public	: Safety
North	76%
East	77%
South	76%
West	76%
Midtown/ DT	74%
White	76%
Non-white	76%

Improving Public Education		
North	81%	
East	80%	
South	75%	
West	81%	
Midtown/ DT	83%	
White	79%	
Non-white	82%	

Health Care		
North	75%	
East	73%	
South	66%	
West	73%	
Midtown/ DT	70%	
White	69%	
Non-white	74%	

Adding new economic opportunities and jobs	
North	77%
East	76%
South	81%
West	79%
Midtown/ DT	84%
White	80%
Non-white	78%

Keeping young adults in Tulsa		
North	62%	
East	64%	
South	65%	
West	66%	
Midtown/ DT	75%	
White	67%	
Non-white	65%	

Making sure that housing is affordable for students, seniors and working people		
North	69%	
East	70%	
South	55%	
West	68%	
Midtown/ DT	58%	
White	61%	
Non-white	69%	

West		62%			
Midtown/ DT		73%			
White		68%			
Non-white		68%			
Support for small businesses, independent businesses and entrepreneurs					
North		63%			
East		60%			
South		63%			
West		64%			
Midtown/ DT		68%			
	_				

Non-white

Making renewable energy available

North

East

South

68%

68%

66%

62%

Harmony among the various racial and ethnic groups who live there				
North	59%			
East	61%			
South	60%			
West	58%			
Midtown/ DT	64%			
White	62%			
Non-white	56%			

Job training for occupations that don't require a college degree

North	65%
East	57%
South	53%
West	62%
Midtown/ DT	56%
White	55%
Non-white	66%

Majority Priorities	
Majority priorities (Between 50% and 60%)	
Job training for jobs that don't require college	58%
Creating more transportation alternatives like rail or streetcar	55%
Support for large businesses relocating to Tulsa 53%	
Preserving historic buildings and architecture	53%
Protecting the character of neighborhoods	52%
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?	

Creating more transportation alternatives like rail or streetcar		Protecting the character of Tulsa traditional neighborhoods	acter of Tulsa's corporations interested suburb tional in relocating here from community of the states cooper states cooper cooper cooper states cooper coop		Cooperation wit Suburban Communities	1	
North	54%	North	49%	North	53%	North	49%
East	52%	East	51%	East	49%	East	45%
South	54%	South	48%	South	56%	South	48%
		0000	+0 /0	South	50%	West	46%
West	59%	West	58%	West	47%	West	40 /0
Midtown/ DT	59%	Midtown/ DT	59%		+	Midtown/ DT	39%
			3970	Midtown/ DT	55%	White	44%
White	56%	White	53%	White	53%		
Non-white	53%	Non-white	49%	Non-white	52%	Non-white	50%
					JZ70		

Preserving Tulsa's historic buildings and architecture				
North	51%			
East	47%			
South	52%			
West	58%			
Midtown/ DT	59%			
White	53%			
Non-white	49%			

Easing Traffic by widening existing streets					
44%					
53%					
56%					
45%					
45%					
50%					
48%					

Sustainability and green initiatives				
North	51%			
East	41%			
South	42%			
West	37%			
Midtown/ DT	50%			
White	45%			
Non-white	44%			

Just NOT High Prioritie	es
(Below 50%)	
Easing traffic by widening streets	49%
• Easing traffic by adding bike lanes, sidewalks, rights of wa	ay 48%
Easing traffic by building new roads	48%
Flood control with suburbs	48% Working 46%
Sustainability and green initiatives	45%
Making Tulsa more walkable and less car oriented	44%
Limiting immigration	40%
Q. For each of the following, please tell me if you believe it is a high, medium or low pr Tulsa in the future? Collective Sponsored by PLANITULSA 918.596.2100 www.planitulsa.org	riority for 28 PLANITULSA

Limiting immigration			Making Tulsa more walkable and less car-			Easing traffic by widening existing	
North	43%	oriented		North	50%	streets	
East	49%	North	46%	East	54%	North	44%
South	40%	East	42%	South	45%	East	53%
West	38%	South	40%	West	50%	South	56%
Midtown/ DT	30%	West	41%	Midtown/ DT	39%	West	45%
White	41%	Midtown/ DT	51%	White	43%	Midtown/ DT	45%
Non-white	37%	White	44%	Non-white	58%	White	50%
		Non-white	45%			Non-white	48%
Easing traffic by adding bike lanes, sidewalks and right of way for public		Arkansas River development an amenities	nd	More Entertainme venues and thing people to do		More local indeper retail shops and restaurants	ndent
transportation		North	22%	North	41%	North	39%
North	52%	East	20%	East	33%	East	28%
East	48%	South	41%	South	33%	South	23%
South	43%	West	30%	West	36%	West	40%
West	48%	Midtown/ DT	38%	Midtown/ DT	32%	Midtown/ DT	31%
Midtown/ DT	52%	White	31%	White	29%	White	26%
White	47%	Non-white	29%	Non-white	49%	Non-white	26%
Nanhita	E40/	1			1070		<u> </u>

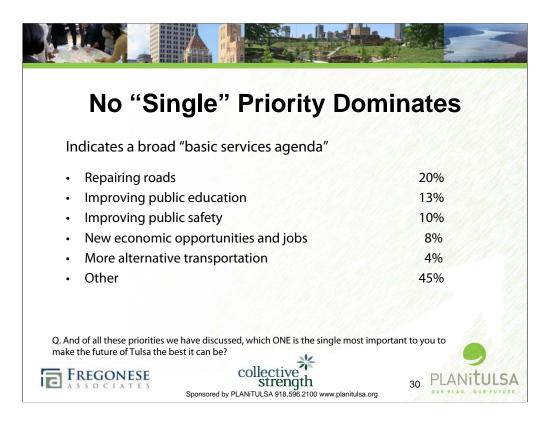
Just NOT High Priori	ties continued
More entertainment venues	35%
Arkansas River development	31%
More local independent retail	31%
More parks	31%
• Infill	27%
More national chain retail	15%
	Call Charges 1
Q. For each of the following, please tell me if you believe it is a hig Tulsa in the future?	gh, medium or low priority for
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More parks and natural areas				
North	38%			
East	31%			
South	26%			
West	33%			
Midtown/ DT	31%			
White	27%			
Non-white	43%			

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Adding more infill development			
North	33%		
East	26%		
South	23%		
West	28%		
Midtown/ DT	24%		
White	25%		
Non-white	30%		

More national chain retail stores			
North	25%		
East	15%		
South	14%		
West	11%		
Midtown/ DT	8%		
White	7%		
Non-white	31%		



Transportation Summary of P	riorities
Fix the streets - What it's about?	
 Repairing and maintaining streets Creating more transportation alternatives 	84%
like rail or streetcar	55%
Easing traffic by widening streets	49%
Easing traffic by adding bike lanes, sidewalks,	1999 11 11 11
rights of way	48%
Easing traffic by building new roads	48%
Making Tulsa more walkable and less car oriented	44%
Collective Strength Sponsored by PLANITULSA 918.596.2100 www.planitulsa.org	31 PLANITULSA

Repairing and maintaining existing streets		
North	81%	
East	81%	
South	85%	
West	85%	
Midtown/ DT	88%	
White	90%	
Non-white	70%	

Easing traffic by adding bike lanes, sidewalks and right of way for public transportation			
North	52%		
East	48%		
South	43%		
West	48%		
Midtown/ DT	52%		
White	47%		
Non-white	51%		

Creating more transportation alternatives like rail or streetcar		
North	54%	
East	52%	
South	54%	
West	59%	
Midtown/ DT	59%	
White	56%	
Non-white	53%	

Building new roads		
North	49%	
East	50%	
South	50%	
West	50%	
Midtown/ DT	42%	
White	47%	
Non-white	51%	

Easing traffic by widening existing streets		
North	44%	
East	53%	
South	56%	
West	45%	
Midtown/ DT	45%	
White	50%	
Non-white	48%	

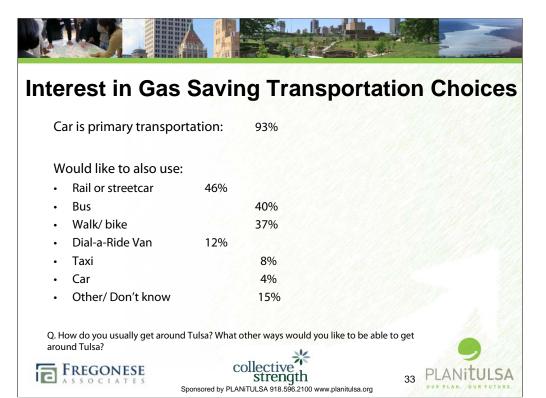
Making Tulsa more walkable and less car- oriented		
North	46%	
East	42%	
South	40%	
West	41%	
Midtown/ DT	51%	
White	44%	
Non-white	45%	

Transpo	ortation Satisfaction
70% Not very satisfied	
Satisfied with transportation	on choices:
 Very satisfied 	30%
 Somewhat satisfied 	43%
 Not satisfied 	26%
Don't know	1%
Q. How satisfied are you with the trans	sportation choices you currently have?
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	How do you usually get around in Tulsa?		CAR	BUS
	North		86%	6%
	East		93%	1%
	South	1	95%	3%
	West		95%	0%
	Midtown/	' DT	94%	2%
	White	;	94%	1%
	Non-wh	ite	89%	6%
are the tra ch	ow satisfied you with nsportation oices you rrently have?	VERY SATIS FIED	SOME- WHAT	NOT SATISF IED
	North	27%	47%	26%
	East	33%	39%	26%
	South	35%	43%	21%
	West	30%	43%	27%
1	Vidtown/ DT	26%	45%	29%
	White	29%	44%	26%
	Non white	220/	400/	000/

What other ways would you like to be able to get around Tulsa?	(RAIL/ STRE ETCA R)	BUS	WALK/ BIKE
North	44%	46%	32%
East	45%	37%	37%
South	42%	38%	36%
West	51%	38%	37%
Midtown/ DT	52%	40%	45%
White	47%	36%	37%
Non-white	44%	47%	37%

	DIAL A RIDE	ΤΑΧΙ	CAR
North	13%	9%	9%
East	10%	9%	2%
South	10%	5%	3%
West	13%	11%	2%
Midtown/ DT	14%	9%	2%
White	11%	7%	2%



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	How do you usually get around in Tulsa?		CAR	BUS
	North	North		6%
	East		93%	1%
	South	ı	95%	3%
	West		95%	0%
	Midtown/ DT		94%	2%
	White		94%	1%
	Non-white		89%	6%
are the tra ch	w satisfied you with nsportation oices you rrently have?	VERY SATIS FIED	SOME- WHAT	NOT SATISF IED
	North 2		47%	26%
	East 33%		39%	26%
	South 35%		43%	21%
	West 30%		43%	27%
Midtown/ DT 26%		45%	29%	
	White	29%	44%	26%

Non white

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What other ways would you like to be able to get around Tulsa?	(RAIL/ STRE ETCA R)	BUS	WALK/ BIKE
North	44%	46%	32%
East	45%	37%	37%
South	42%	38%	36%
West	51%	38%	37%
Midtown/ DT	52%	40%	45%
White	47%	36%	37%
Non-white	44%	47%	37%

	DIAL A RIDE	ΤΑΧΙ	CAR
North	13%	9%	9%
East	10%	9%	2%
South	10%	5%	3%
West	13%	11%	2%
Midtown/ DT	14%	9%	2%
White	11%	7%	2%

Transportation	Investment
2/3 to roads - 1/3 to other choices	
• Streets	\$38
Highways	\$21
Toll roads	<u>\$5</u>
Total for transportation choices	\$64
Rail or street car	\$15
• Buses	\$11
Sidewalks/ bike paths/ trails	<u>\$10</u>
Total for other transportation choices	\$36
Q. And If you had \$100 to invest for the City of Tulsa to invest in transp divided among tolls roads, highways, streets, rail or streetcar, buses, ar	
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Toll Roads			
North	\$8.42		
East	\$6.11		
South	\$5.22		
West	\$2.88		
Midtown/ DT	\$3.65		
White	\$3.49		
Non-white	\$10.60		
Highways			
North	\$20.61		
East	\$23.10		
South	\$19.48		
West	\$25.20		
Midtown/ DT	\$18.80		
White	\$21.20		
Non-white	\$21.19		

Rail or streetcar	
North	\$14.69
East	\$13.00
South	\$13.36
West	\$13.60
Midtown/ DT	\$18.20
White	\$14.97
Non-white \$12.57	
Buses	
North	\$10.94
East	\$11.40
South	\$10.96
West	\$9.34
Midtown/ DT	\$9.76
White	\$9.50
Non-white	\$12.90

Sidewalks, bike paths or trails			
North	\$7.27		
East	\$9.69		
South	\$10.86		
West	\$11.20		
Midtown/ DT	\$10.40		
White	\$9.89		
Non-white	\$9.97		
Streets			
North \$38.0			
East	\$36.70		
South	\$40.11		
West	\$37.80		
Midtown/ DT	\$39.20		
White	\$40.95		
Non-white	\$32.77		

ſ	New D	evelopment	
Citizens want new	developm	ent to be located in:	
Mostly new vacan	it areas	8%	
Mostly already de	veloped	18%	
• Both		74%	19 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
			and the second s
Q. Do you feel that new develo where development already e	xists or a mix of	be mainly located in "new vacant" area both? collective strength ANITULSA 918.596.2100 www.planitulsa.org	s or in areas

Do you feel that new development should be mainly located in new vacant areas or in areas where development already exists or a mix of both?	NEW VACANT	ALREADY DEVELOPED	Both
North	13%	17%	70%
East	6%	19%	75%
South	9%	15%	77%
West	5%	19%	76%
Midtown/ DT	6%	23%	72%
White	6%	20%	74%
Non-white	13%	14%	73%

	sa Widely Perceived ugh Attention and R	
Concerns also ex	kist about West and East Tulsa	
• North	83%	
• West	65%	
• East	43%	
Downtown	31%	
Midtown	22%	
• South	9%	
5	as of Tulsa, please tell me if you think they have rece nt of attention and resources they need? (too little s	
hown)		

For each of the following areas of Tulsa, please tell me if you think they have received too little, too much or just the right amount of attention and resources they need? (too little summary shown)

South Tulsa	TOO LITTLE
North	6%
East	6%
South	18%
West	9%
Midtown/ DT	6%
White	9%
Non-white	9%
North Tulsa	
North	91%
East	79%
South	80%
West	82%
Midtown/ DT	82%
White	83%
Non-white	84%

East Tulsa	
North	38%
East	55%
South	41%
West	28%
Midtown/ DT	47%
White	45%
Non-white	39%
West Tulsa	
North	69%
East	58%
South	60%
West	77%
Midtown/ DT	63%
White	66%
Non-white	61%
	<u> </u>

	ds as Priority For Future: and Midtown Follow
North	34%
Downtown	26%
Midtown	12%
• West	6%
• East	8%
South	7%
All equally	4%
Don't' know	3%
attention and resources for the future?	a should be THE MOST important priority area for
TREGONESE	*

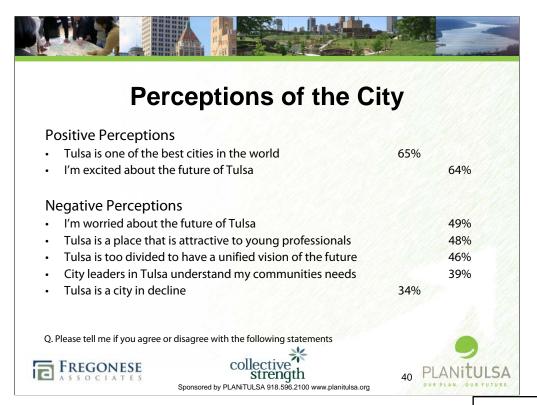
Which ONE of the following parts of Tulsa should be THE MOST important priority area for attention and resources for the future?	North
North	62%
East	33%
South	25%
West	24%
Midtown/ DT	25%
White	29%
Non-white	48%

Housing	g for the Future
Citizens may want to live i	in these types of housing:
Single Family Home	80%
Condominium	25%
Town home	24%
Rental apartment	14%
Duplex	13%
Don't know	7%
5 ,	ily lives in now, do you think that at some point you
or members of your immediate family might housing?	* 2000
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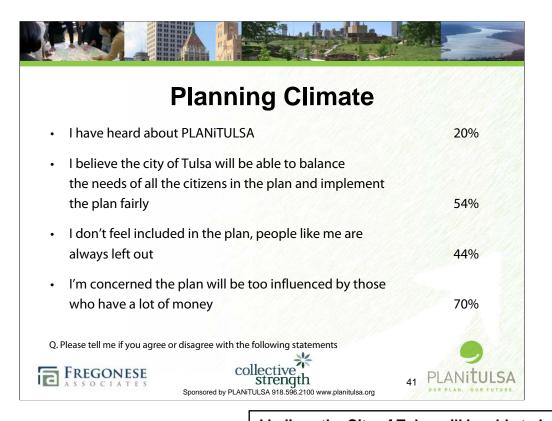
Regardless of what kind of home your family lives in now, do you think that at some point you or members of your immediate family might want to live in any of the following types of housing?	Single Family Home	Rental Apartment	Duplex	Tome Home	Condo
North	80%	14%	13%	23%	24%
East	77%	14%	13%	21%	21%
South	80%	15%	13%	23%	28%
West	84%	8%	6%	22%	20%
Midtown/ DT	80%	15%	16%	29%	32%
White	81%	12%	11%	22%	23%
Non-white	78%	18%	18%	28%	30%

	My neigh- borhood	Somewhere else in Tulsa	Both	Neither	Don't know	
Single Famil					KIIOW	
Home 43%	0	9%	43%	4%	1%	
Town home	21%	29%		36%	12%	1%
Condominiu	m 18%	37%		32%	13%	1%
Duplex Rental	17%	37%	3	31%	15%	1%
apartment	10%	45%	2	26%	17%	1%

SINGLE FAMILY HOME	Own neighbor hood	Some where else	Both	Neithe r	RENTAL APARTME NT	Own neighb orhood	Somewh ere else	Bot	:h	Neithe r	ý
North	43%	10%	42%	4%	North	12%	44%	299		14%	
East	39%	7%	49%	5%	East	7%	39%	26%		26%	
South	45%	9%	41%	4%	South	11%	51%		20%		
West	49%	9%	39%	3%	West	13%	48%	237	-	12% 16%	
Midtown/						13%	40%	237	/0	10%	
DT	43%	8%	45%	3%	Midtown/ DT	9%	45%	269	%	19%	
White	44%	7%	44%	3%	White	8%	49%	249	-	17%	
Non-						-					_
white	41%/wn	1đởme	41%	5%	Non-white	15% Own	38% Some	29%	6	18%	
DUPLEX	neighbor hood	where else	Both	Neith er	TOWN HOME	neighbo rhood	where else	Both	Nei	ther	
North	18%	33%	33%	14%	North	26%	29%	33%	11	%	
East	13%	36%	30%	19%	East	17%	26%	40%	15	5%	
South	18%	42%	26%	13%	South	19%	34%	36%	10)%	
West	20%	39%	24%	16%	West	23%	30%	34%	12	2%	
Midtown/ DT	15%	33%	37%	12%	Midtown/ DT	23%	26%	38%	10)%	
White	16%	41%	29%	13%	White	19%	32%	37%	11	%	
Non-white	18%	29%	35%	18%	Non-white	28%	22%	35%	14	1% 39)



Tulsa is one of th cities in the world			a is one of the best in the world I am excited about the future of Tulsa						Γulsa is a ci decline	ty in	City leaders in Tulsa understand my community's needs		
North	58%		North 56%				North	39%					
East	62%		East		62%		East	38%	North	27%			
South	71%		South		70%		South	30%	East	34%			
West	69%		West		63%		West	37%	South	48%			
Midtown/ DT	66%		lidto	own/ DT	64%		Midtown/		West	27%			
White	70%		White 65% Non-white 63%		DT	30%	Midtown/ DT	52%					
						White	34%						
Non-white	56%			-write	0070		Non-white	35%	White Non-white	41% 35%			
I am worried ab the future of Tu					a place the ive to you onals			Tulsa is too divided to have a unified vision for the future					
North		55%		1	North		41%		North	58%			
East		52%			East		54%		East	50%			
South		41%		5	South		53%		South	33%			
West	West		47%		West		48%	West		54%			
Midtown/ D	Т	52%		Midt	own/ DT		45%	М	idtown/ DT	40%			
White		46%		l v	Vhite		51%		White	41%			
Non-white		54%		No	n-white		43%		Non-white	58%			



I have heard about PLANiTULSA						
North	20%					
East	16%					
South	20%					
West	24%					
Midtown/ DT	20%					
White	18%					
Non-white	25%					

I do not feel included in the planning process, people like me are always left out						
North	59%					
East	52%					
South	31%					
West	51%					
Midtown/ DT	32%					
White	38%					
Non-white	60%					

I believe the City of Tulsa will be able to balance the needs of all the citizens in the plan and implement the plan fairly		
North	50%	
East	51%	
South	61%	
West	55%	
Midtown/ DT	53%	
White	55%	

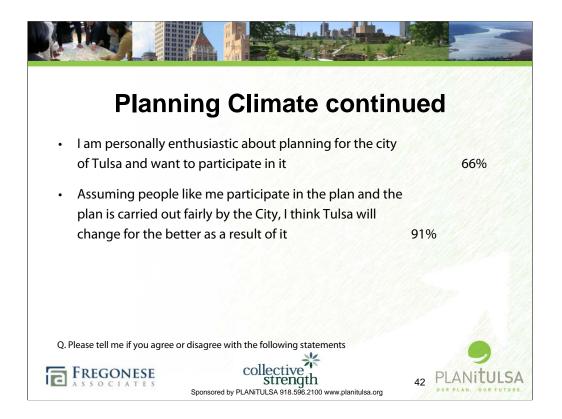
.

54%

I'm concerned the plan will be too
influenced by those who have a lot of
money

Non-white

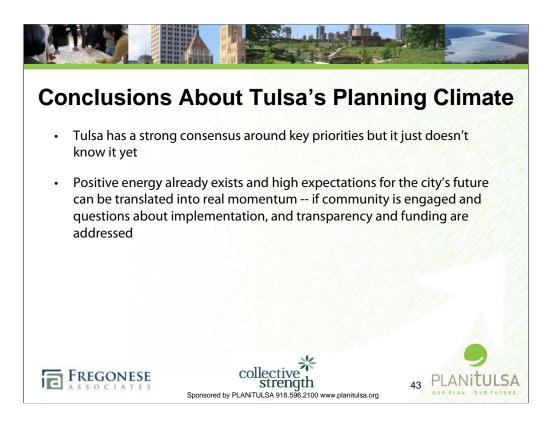
North	80%
East	74%
South	61%
West	77%
Midtown/ DT	60%
White	66%
Non-white	78%

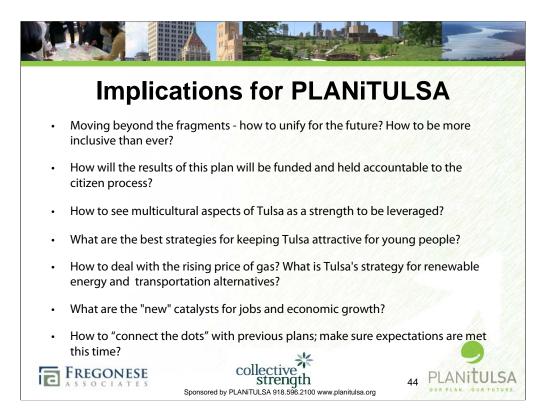


I am personally enthusiastic about planning for the city of Tulsa and want to participate in it		
North	67%	
East	67%	
South	65%	
West	63%	
Midtown/ DT	66%	
White	62%	
Non-white	76%	

Assuming people like me participate in the plan and the plan is carried out fairly by the city, I think Tulsa will change for the better as a result of it

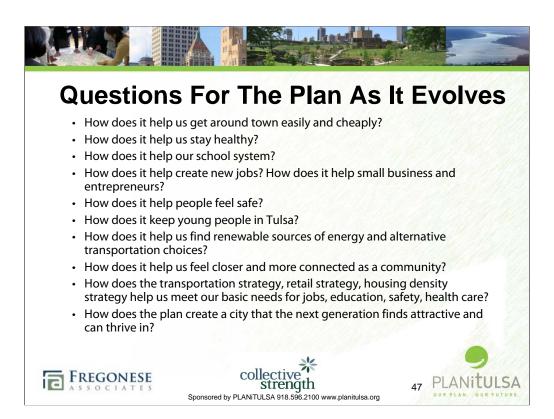
North	90%
East	91%
South	92%
West	93%
Midtown/ DT	89%
White	91%
Non-white	93%











It's Tulsa's turn now to come together for a vision of the future		
North	87%	
East	86%	
South	90%	
West	91%	
Midtown/ DT	91%	
White	89%	
Non-white	89%	