



## GUIDING PRINCIPLES

### What are Guiding Principles?

Guiding Principles are a set of accepted guidelines formed by the Advisors and Partners that capture our citizen's values and priorities:

1. The Guiding Principles are our shared standard for evaluating development scenarios,
2. The Guiding Principles will guide the development of plan recommendations, i.e., the goals, objectives, and strategies of our Plan,
3. The Guiding Principles will help to ensure that the planning and implementation process moves forward in a predictable manner and that our Plan remains consistent with the shared vision of the citizens of Tulsa over time.

The Guiding Principles will help us answer the question: “What should Tulsa be in the future?”

### How are Guiding Principles used in the planning process?

Ideas that “measure up” to our Guiding Principles will find a home in the Plan. Ideas that are in conflict with our Guiding Principles will not. It sounds simple enough, but this will not be a static document. We must keep it consistent with Tulsans’ vision will therefore need to revisit and revise it frequently. At various points in the planning process (during the workshops; during the scenario evaluation), we will receive direct input from the citizens of Tulsa and may need to make changes to the Guiding Principles.

The Guiding Principles will be used in several ways through the planning process:

1. **Scenario Development** – The public input from the workshops will be used to create a series of future development scenarios. Although the citizens will pick a preferred development scenario directly, the Guiding Principles will be used to form evaluative criteria to be displayed alongside the scenario. If we do our jobs right, the information we provide will be useful in helping citizens decide their preferred scenario.
2. **Plan Development** – After the scenario selection and necessary revisions, the Guiding Principles will also serve as a checklist to ensure that planning recommendations and strategies reflect and support citizens’ core values. Guiding Principles will provide an important feedback loop that we can all understand, talk about, and use to guide our consultants to ensure that emerging recommendations reflect residents’ desires.
3. **Plan Implementation** – We’re not writing a plan that will sit on a shelf. The Guiding Principles will also be used to form criteria for monitoring and evaluating the success of the plan and the actions that result from it.



## How do we develop and prioritize the Guiding Principles?

We start by identifying key themes and potential priorities based on the “What do you Think?” work sessions, the project’s in-depth interviews, the values research, and input from the citizen’s committees. Once we have a list of potential principles, which may overlap or reflect differing opinions on a specific issue, we will begin to prioritize the Guiding Principles through an interactive exercise with the citizen committees.

## How will the committee prioritize the Guiding Principles?

At the October 27 citizen committee meeting we will review the potential Guiding Principles listed below and add other ideas that are not already listed. These Guiding Principles will be printed on large posters and hung around the room. Each committee member will have stickers to use to indicate their top 10 priorities. In this way participants can begin identifying and prioritizing the key principles held by Tulsa’s citizens. During the meeting we will discuss the results and the initial outcomes.

## Do we only have one shot at forming the Guiding Principles?

No, this will be just the initial prioritization of the Guiding Principles. PLANiTULSA Guiding Principles will evolve as we move through the planning process. As mentioned, we will need to keep our Guiding Principles consistent with the input we receive from the citizens of Tulsa. If we are diligent, our consultants will be able to begin to write a “story” around the principles. We will bring those back to you for refinement and discussion in future meetings as the story evolves into the Plan.

## Types of Guiding Principles

Some guiding principles are measurable and can be easily quantified, while others are more subjective. Guiding principles generally fall into one of three categories:

- 1) **Guiding principles that generate evaluation criteria that are used to measure the results of the different planning scenarios.** Criteria such as *“Cluster new development in areas already developed and served by infrastructure.”* can be measured, as the scenarios will contain enough detail to measure items such as the amount of acreage used for new development.
- 2) **Guiding principles that can be used to evaluate the implementation of the plan over time.** For example *“Design new residential areas with ‘personality’ so that residents may experience a sense of community and place.”* While this may be an important priority, it would be difficult to do in the comparison of land use scenarios. This is the type of indicator that is used for policy development and long term monitoring.
- 3) **Guiding principles that express important values of the city but are not specific to the land use and transportation vision.** These criteria guide the process. Social equity criteria, such as *“Ensure an inclusive planning process and treat all as equally important “* often fall into the



category of informing or driving the process, but are not always transferred into indicators to measure land use and transportation scenarios.

## **Before the Meeting...**

Please read through the following potential Guiding Principles and start to think about your priorities.

## **Potential Guiding Principles by Category**

### **Economy**

1. Create and retain good quality jobs for people of all ages, with a focus on our youth
2. Attract companies that bring a wide range of job opportunities to Tulsa's residents
3. Create an environment that supports new and expanding entrepreneurs and small business owners
4. Restore Downtown's vitality and enable it to regain its role as the region's economic engine
5. Attract people and businesses by developing vibrant urban centers
6. Provide adequate infrastructure in underserved parts of the city to encourage future growth
7. Promote new business growth in all areas of town: North, South, East, West and Midtown
8. Recognize quality of life, natural beauty, diversity and the uniqueness of the city as important elements in the city's economic development efforts to attract and keep businesses
9. Cooperate with regional economic development efforts to achieve economic success and prosperity for Tulsa's residents by strengthening the region's ability to compete effectively in the global economy
10. Support an educational system that results in an educated workforce in all segments of the community and includes training for a wide range of job skills
11. Foster cooperation among civic, business, and government stakeholders for continued economic success across the city avoiding competition between entities

### **Equity and Opportunity**

1. Eliminate the disparity in life expectancy between North Tulsa and South Tulsa by addressing public health issues
2. Lead the nation in health improvement, disease prevention and disease management efforts
3. Have an excellent K-12 school system that makes people want to live in Tulsa
4. Provide choices in the type of school systems available
5. Reduce dropout rates
6. Expand the opportunity for small, medium-sized and minority businesses
7. Involve youth and high school age children in planning for their future: labor market information, desired skills, wages, and demand forecasts for various jobs.
8. Ensure all residents have access to quality housing, jobs, education and health care
9. Commit Tulsa to be inclusive, have a variety of income levels, and be accessible to all races, cultures, and ethnicities



10. Respect the cultural and political identity of Native Americans
11. Respect the historic accomplishments as well as historic challenges of all races
12. Strive for greater community engagement in government and other civic activities
13. Ensure that intolerance and prejudice, explicit or covert, is not used in the formation of land use and other public policy
14. Make development information, regulations, and processes accessible and available on the internet and other information channels.
15. Build trust in government. Make government functions transparent, accessible, and participatory.

## **Environment**

1. Implement development patterns that restore, protect and conserve environmental resources
2. Make Tulsa more sustainable by moving toward carbon neutrality, reducing water consumption, reducing energy consumption and decreasing vehicle miles travelled and/or using more efficient transportation
3. Promote development that contributes to cleaner air and water and preservation of natural resources
4. Support and provide incentives for sustainable design and development
5. Consider open space as essential infrastructure on par with sewer, water and roadways
6. Ensure that parks and open spaces are easily accessible to residents in every neighborhood in the city
7. Maintain existing parks, pools and trails

## **Community and Housing**

1. Provide affordable housing of different types and styles for people of all ages
2. Create and maintain safe neighborhoods
3. Encourage a variety of housing options – in location, style and size
4. Protect historic neighborhoods and require compatible new development within these areas
5. Encourage new homes and jobs throughout the city
6. Provide quality housing and schools for people working in the city
7. Make Tulsa known nationally for its many assets - the fine arts, art deco architecture, the river, music, and our rich ethnic heritage
8. Provide accessible cultural, entertainment and public gathering spaces
9. Provide all Tulsans, young and old, with compelling reasons to remain in Tulsa; make Tulsa a destination city for all
10. Create an alternative to (not a replacement for) suburban living: places that offer high density urban environment with round-the-clock activity and support of alternative lifestyles
11. Make Tulsa's heart - downtown - healthy and vibrant
12. Increase density for sustainability, livability, walkability and cost-efficiency
13. Develop land use regulations that enhance and protect community livability
14. Extend opportunities to shop for basic needs in under-served areas of the city
15. Focus community investment in targeted areas of the city, i.e. North Tulsa
16. Enhance the quality of life in Tulsa to retain and attract young people to move to Tulsa



## **Transportation**

1. Create a seamless transportation system that includes multiple modes of transportation across the city
2. Create a high quality non-auto connection between the airport to downtown
3. Structure the transportation system to provide appropriate choices so that all segments of the community can meet daily living requirements
4. Develop walkable neighborhoods and commercial centers
5. Coordinate the transportation system with the land uses so that people can choose to reduce their reliance on the automobile by living closer to work, living or working close to transit, and living in pedestrian and bicycle friendly areas, i.e., trails and sidewalks
6. Provide efficient and cost-effective movement of goods both within and beyond Tulsa
7. Implement adequate and efficient new transportation infrastructure in underserved areas
8. Assure adequate and timely maintenance of existing infrastructure
9. Locate new centers of employment to make efficient use of existing transportation and other infrastructure and minimize the travel time and distance for employees
10. Develop and fund a preventive maintenance program that extends the life of our infrastructure.

## **Planning Process**

1. Provide transparency through open and "upfront" communications between the city and the public
2. Ensure fair and transparent administration of development regulations and code enforcement
3. Ensure transparent and inclusive planning efforts
4. Ensure that all of Tulsa's neighborhoods and the City work together on meaningful projects
5. Develop a clear implementation and funding program for adopted plans
6. Champion an inclusive planning program that incorporates community, housing, economic development, and transportation