

DOWNTOWN TULSA

DOWNTOWN TULSA COMMUNITY SURVEY SUMMARY

An online survey was developed as part of the strategic planning process led by the Downtown Coordinating Council (DCC) and City of Tulsa to identify priorities and improvements for Downtown Tulsa over the next 5 years. The responses to this survey will be used to help shape the DCC's work program and structure moving forward. The survey ran from February 4th, 2020 to March 3rd, 2020, and collected **3,714 responses**. The survey was distributed broadly, in English and Spanish, and received input from a variety of stakeholder types.

KEY FINDINGS

Downtown Tulsa Today

- The top ten words used to describe Downtown Tulsa today include: parking, fun, food, growing, homeless, restaurants, art, entertainment, construction, and work
- The top five factors rated as 'Very Important' in improving Downtown Tulsa over the past several years are: local restaurants and retailers (72%); entertainment (64%), retaining historic architecture (64%), general appearance/landscaping/beautification (60%), and parks and open space (55%)
- The factor that resonated least with respondents for improving Downtown Tulsa was having distinct districts within Downtown; only 23% of respondents cited that as 'Very Important'
- On a rating scale of Very Poor, Poor, Fair, Good, and Very Good, respondents generally rated services provided in Downtown today (e.g. trash removal, lighting, safety, cleanliness, graffiti etc.) as Fair-to-Good

Downtown Tulsa in the Future

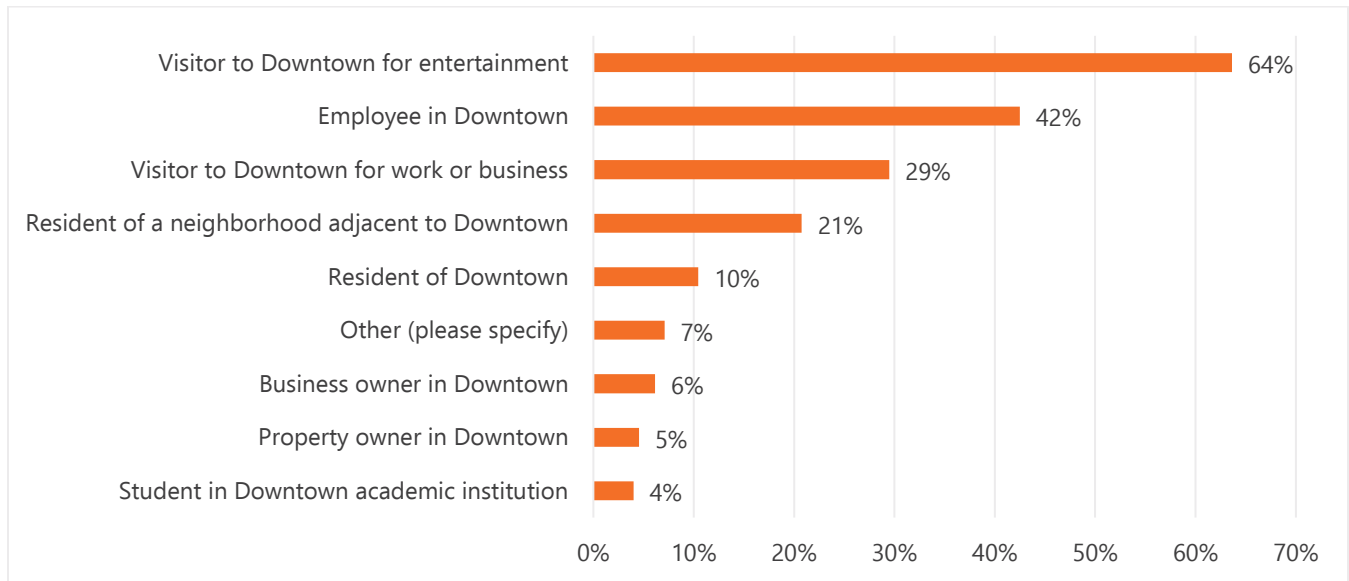
- The top ten words used to describe Downtown Tulsa in the future include: safe, parking, vibrant, clean, fun, walkable, accessible, affordable, diverse, and thriving
- The majority of respondents said the following were 'Very Important' for achieving their vision for Downtown Tulsa: create a more walkable/accessible Downtown (67%), improve parking management (64%), new resident/employee serving amenities (60%), ensure Downtown is diverse and welcoming (60%), increase services for people experiencing homelessness (58%), enhance safety (55%), more historic preservation/re-use (55%) and attract more retail and restaurants (53%)
- When asked to select just ONE action, the top three responses, each receiving over 10% were: new resident/employee serving amenities (12%), increasing services for people experiencing homelessness (11%), and improve parking management and experience (11%).
- Parking is a topic that appears throughout the survey and has varied dimensions. Based on responses to an open-ended question asking for one specific improvement to enhance Downtown Tulsa, the most recurrent

themes related to parking where: greater affordability, more and easier parking, reducing surface parking lots, and adding parking garages.

SURVEY RESPONDENTS

What is your primary interest(s) in Downtown Tulsa?

N=3,323

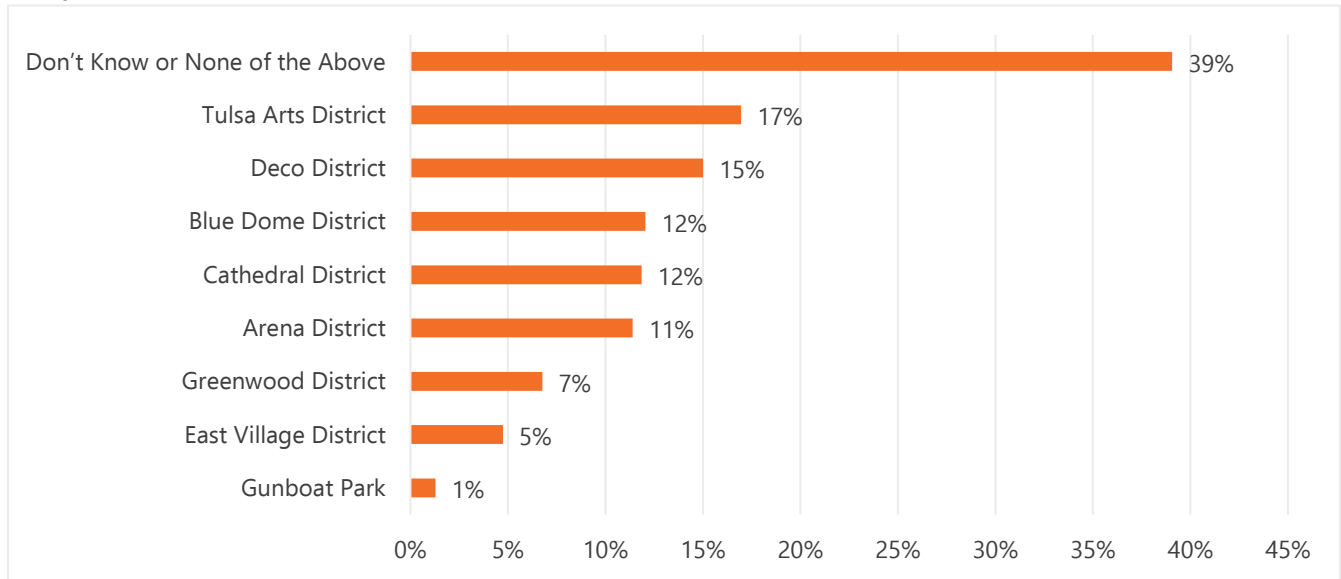


Responses in the 'other' category include:

- Attend church in Downtown Tulsa
- Volunteer
- Previously lived or worked in Downtown Tulsa
- Prospective resident of Downtown
- Live elsewhere in Tulsa, not in a neighborhood adjacent to Downtown
- Downtown shopping, dining, or personal services
- Exercise (cycling, running, etc.)
- Enjoy the Downtown experience – skyline views, walkability, culture, arts community

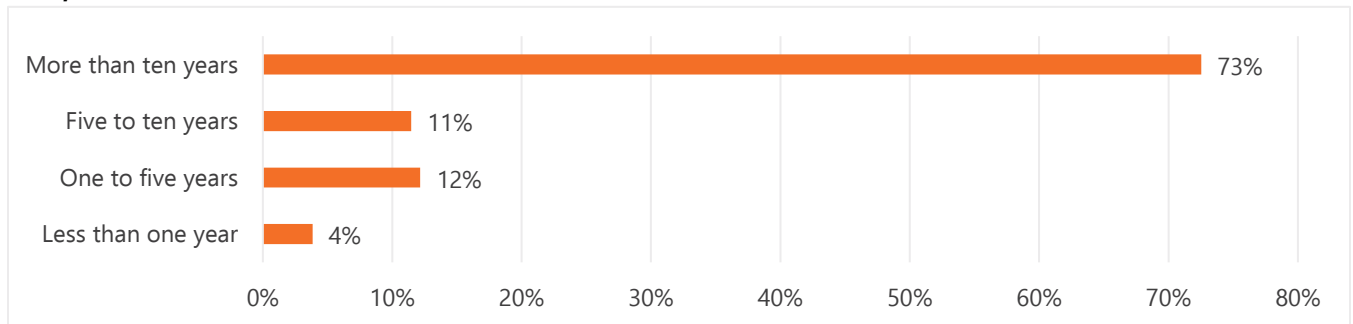
If you live and/or work in Downtown Tulsa, in what district(s)?

N=2,406



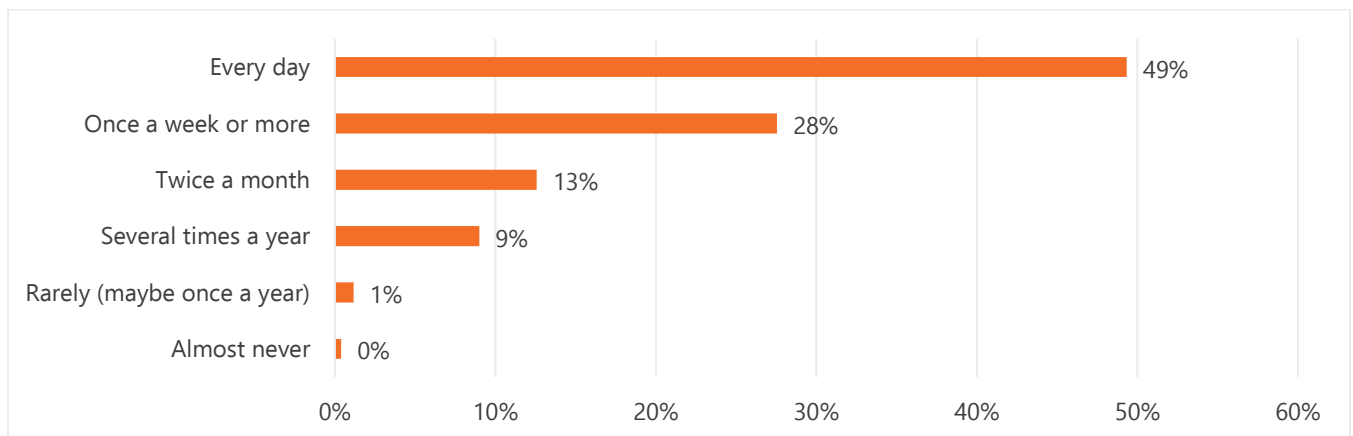
How long have you lived in Tulsa?

N=3,228



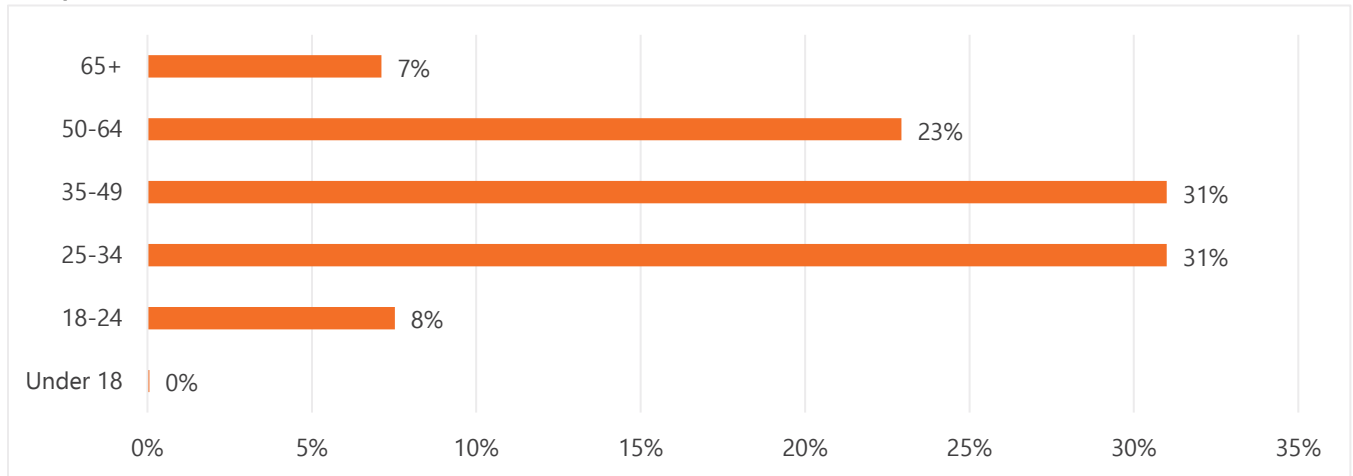
How often are you in Downtown Tulsa?

N=3,326



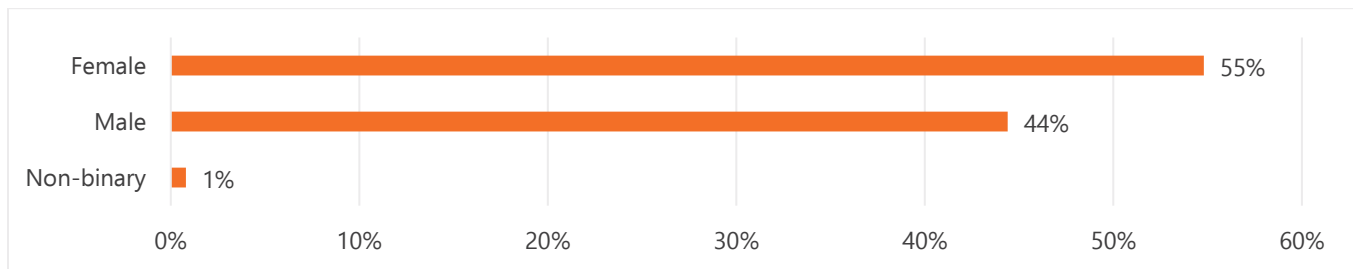
Age

N=3,271



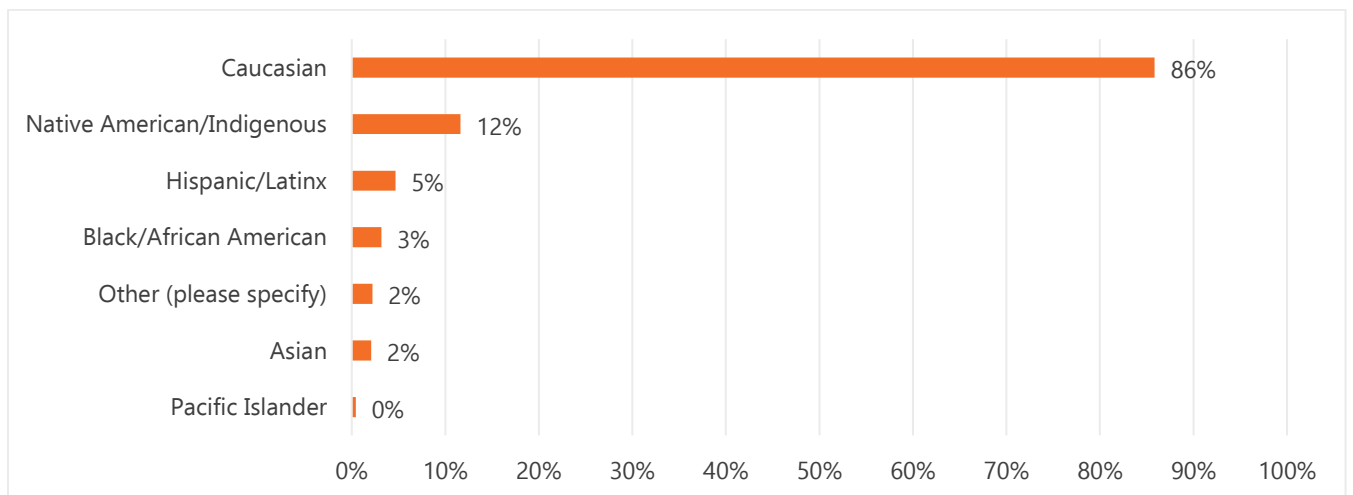
Gender

N=3,237



Ethnicity*

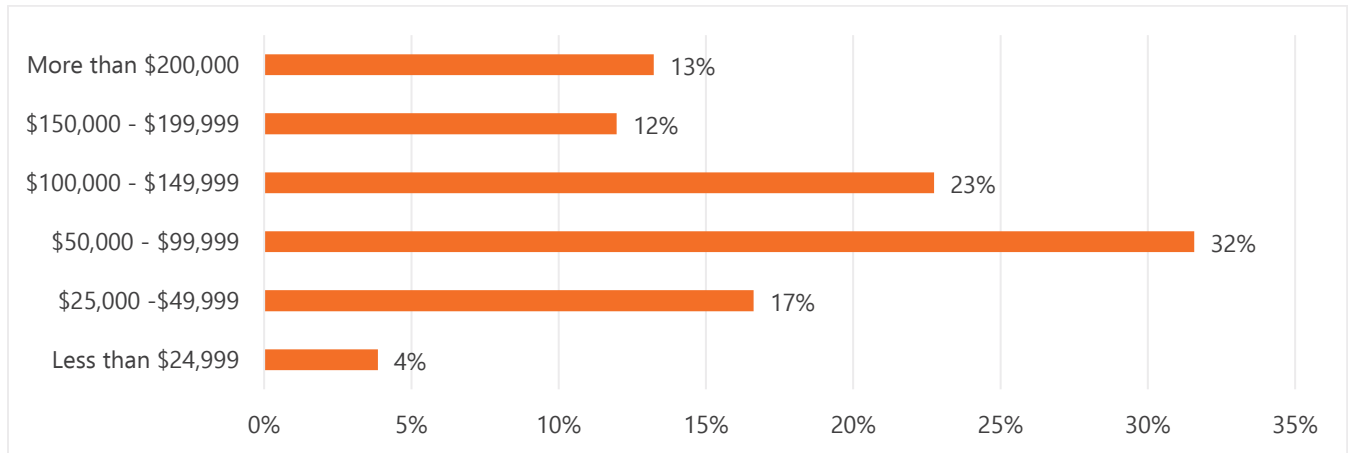
N=2,591



**This question was absent from the first 600 responses.*

Annual Household Income

N=3,008

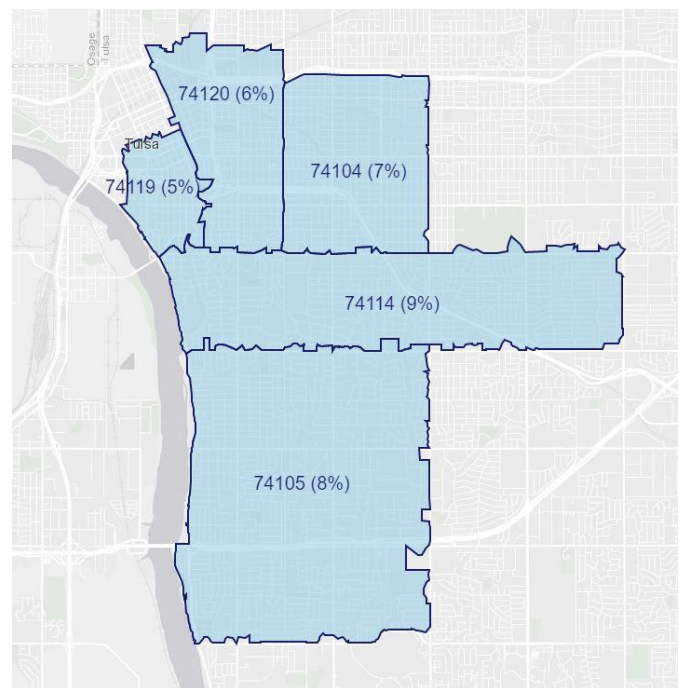


Home Zip Code

N=2,219

Survey respondents provided **82 different zip codes**, the majority of which are in the greater Tulsa area.

The zip codes with the most representation in the survey are: 74114 (9%), 74105 (8%), 74104 (7%), 74120 (6%), and 74119 (5%). These zip codes cover part of Downtown Tulsa and the areas south and east of Downtown, as seen in the map to the right.



DOWNTOWN TULSA TODAY

When you think about Downtown Tulsa today, what three words first come to mind?

N=3,524

The word cloud below represents the words most frequently used by respondents to describe how they see Downtown Tulsa today. The size of the word indicates how frequently it was used, with the largest words being those used most often.



The **top ten words** used most frequently to describe Downtown Tulsa today:

1. Parking
2. Fun
3. Food
4. Growing
5. Homeless
6. Restaurants
7. Art
8. Entertainment
9. Construction
10. Work

How important have the following factors been in improving Downtown Tulsa over the past several years?

N=3,697

The chart below shows how respondents rated the importance of several factors. The majority considered all factors as either 'Very Important' or 'Important' to improving Downtown Tulsa. The top five factors considered 'Very Important': local restaurants and retailers (72%), entertainment (64%), retaining historic architecture (64%), general appearance, including landscaping and beautification (60%), and parks/open space (55%).

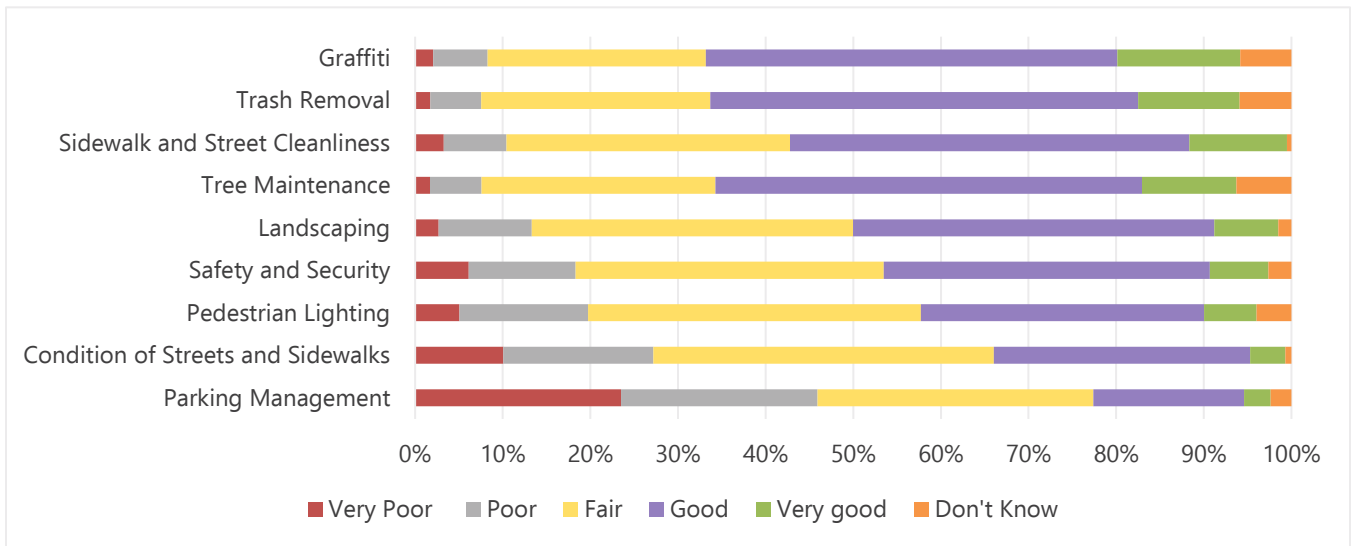
	Very Important	Important	Neutral	Somewhat Important	Not Important
Local restaurants and retailers	72%	21%	4%	2%	1%
Entertainment (e.g. BOK Center, ONEOK Field, Cain's)	64%	27%	5%	2%	1%
Retaining historic architecture	64%	26%	7%	2%	1%
General appearance, including landscaping and beautification efforts	60%	31%	6%	2%	1%
Parks and open spaces (e.g. Guthrie Green)	55%	33%	8%	3%	2%
Arts and cultural activities	53%	35%	8%	3%	1%
Businesses and jobs	52%	34%	10%	3%	1%
Festivals and events	47%	39%	10%	3%	2%
Residents and housing	32%	32%	22%	7%	7%
Distinct districts within Downtown	23%	32%	29%	7%	10%

How would you rate the following conditions in Downtown Tulsa today?

N=3,696

Survey respondents generally rated the services provided in Downtown (shown in the chart below) as **Fair-to-Good**. Based on a weighted average, with 1 being 'Very Good' and 5 being 'Very Poor', graffiti removal, trash removal and sidewalk/street cleanliness received the best ratings (2.3, 2.3, and 2.5 respectively). Parking management and the condition of streets and sidewalks had the lowest ratings, at 3.5 and 3.0 respectively. 46% of respondents said parking management was either 'Poor' or 'Very Poor.'

Conditions in Downtown Tulsa Today



DOWNTOWN TULSA IN THE FUTURE

Ten years from now, what three words would best describe your ideal Downtown Tulsa?

N=3,178

The word cloud below represents the words most frequently used by respondents to describe how they would like to see Downtown Tulsa in the future. The larger the word, the more frequently it was used.



The **top ten words** used most frequently to describe Downtown Tulsa in the future:

1. Safe
2. Parking
3. Vibrant
4. Clean
5. Fun
6. Walkable
7. Accessible
8. Affordable
9. Diverse
10. Thriving

To achieve your vision for Downtown Tulsa, which of the following actions will be important?

N=3,377

A majority of respondents said the actions in the table below were either 'Very Important' or 'Important'. The top five 'Very Important' actions for improving Downtown Tulsa are: create a more walkable and accessible downtown (67%), improve parking management (64%), new resident/employee amenities (60%), ensure downtown is diverse and welcoming (60%) and increase services for people experiencing homelessness (58%).

	Very Important	Important	Somewhat Important	Not Important	Don't Know
Create a more walkable and accessible DT	67%	23%	7%	3%	0%
Improve parking management and experience	64%	24%	9%	2%	1%
New resident and employee serving amenities (e.g. full-service grocery store, childcare, dog park, sports courts, parks)	60%	24%	11%	4%	1%
Ensure DT is diverse and welcoming to all	60%	24%	11%	5%	1%
Increase services for people experiencing homelessness	58%	26%	10%	5%	1%
Enhance safety and security	55%	33%	9%	1%	0%
More historic preservation and re-use	55%	29%	12%	4%	1%
Attract more retail and restaurants	53%	31%	12%	3%	0%
Enhance transit options throughout DT	49%	29%	15%	6%	1%
Improve connections throughout DT and to adjacent neighborhoods	47%	31%	15%	5%	2%
More outdoor events, programming, and family friendly entertainment	45%	36%	15%	3%	1%
More beautification (e.g. flowers, trees, public art, banners)	44%	36%	17%	3%	0%
Recruit primary employers	43%	35%	16%	3%	3%
Improve cleanliness and maintenance	43%	44%	12%	1%	0%
More affordable housing	35%	28%	22%	14%	2%
Enhance branding and marketing of DT	21%	34%	31%	13%	1%

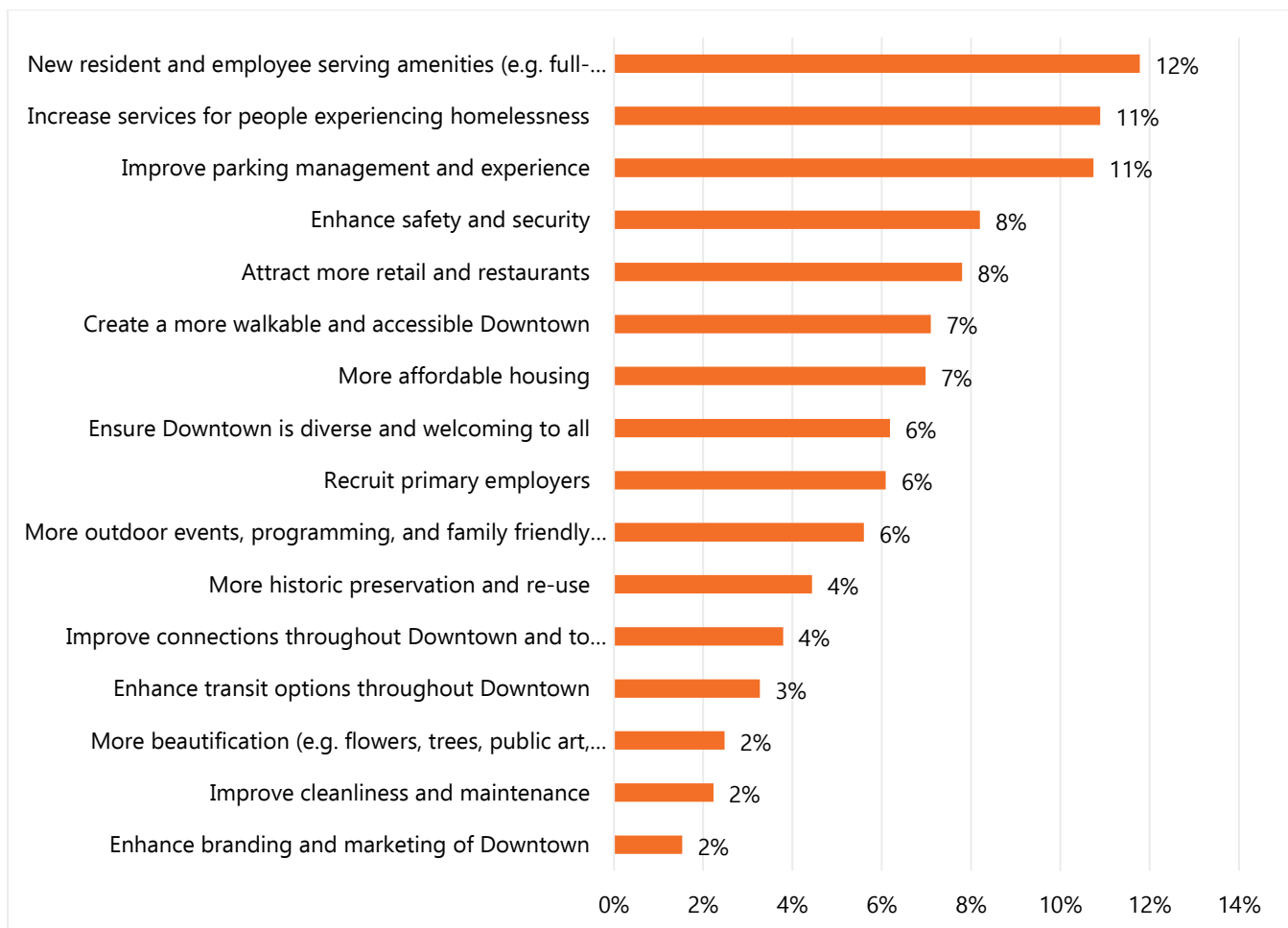
Respondents were also able to select 'other'. Frequently mentioned '**other**' actions include:

- Improve street/sidewalk infrastructure, traffic flow, and ADA accessibility
- Infill development on surface parking lots
- Services and amenities for all ages
- Increase the amount of green space; improve tree canopy
- Maintain historic architecture/identity

To achieve your vision for Downtown Tulsa, which ONE action (from the preceding question) is the most important?

N=3,268

When required to select just one action, it is been P.U.M.A.'s experience that any selection receiving over 10% of responses is generally considered significant. The three actions that received more than 10% of the responses, include new resident/employee amenities (12%), increased services for the population experiencing homelessness (11%), and improved parking management (11%). However, as the chart below shows, there was not a significant spread between the percentage of votes and a number of actions were considered important, including enhanced safety and security (8%), attract more retail/restaurants (8%), create a more walkable Downtown (7%) and more affordable housing (7%).



Actions that appeared multiple times in the 'other' category include:

- More visible traffic lights/signals
- Increase housing ownership options
- Affordable commercial spaces (for artists, diverse/inclusive businesses, locally-owned retail, etc.)
- Maintain historic architecture/identity

If you could suggest one specific improvement to enhance Downtown Tulsa, not listed above, what would it be?

N=1,853

The word cloud below represents the words respondents used to suggest an improvement for Downtown Tulsa in an open-ended question format. The size of the word indicates how frequently it was used, with the largest words used most often.



The greatest number of comments (436) related to **parking** in Downtown, with the most common themes being:

More affordable/free parking (82 comments); easier and better parking (53 comments); reduce surface parking lots (34 comments); and build parking garages (22 comments).

Additional common suggestions include:

- Creating fewer one-way-streets
- Addressing homelessness
- Better coordination and use of events large and small
- Better transit throughout Downtown districts (trolley; shuttle)
- A full-service grocery store
- More family-friendly activities/entertainment