



# Neighborhood Planning Academy Pilot Program Summer 2008 Plans and Findings

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**OUUDS**  
The University of Oklahoma Urban Design Studio

**TACSI**  
Tulsa Area Community Schools Initiative



## Neighborhood Planning Academy

### Executive Summary

#### Introduction

The Neighborhood Planning Academy was developed through a partnership between The University of Oklahoma Urban Design Studio (OUUDS) and the Tulsa Area Community Schools Initiative (TACSI).

The development of the Neighborhood Planning Academy was funded by a United States Department of Housing and Urban Development Community Outreach Partnership Center (COPC) grant. The Community Service Council through its support of TACSI provided the funds for piloting the Academy.

Over eighteen months, the Academy was designed through research and collaboration. Research was conducted on similar planning and leadership programs in over 30 cities. Additionally, many neighborhoods and neighborhood leaders throughout the Tulsa area contributed to the development process by participating in seven focus groups. The following eighteen neighborhoods sent a representative to one or more meetings: South Peoria NA, Heller Park NA, Quail Ridge HOA, Eastland Acres NA, Eastland Acres II NA, Cooper NA, McKinley NA, Dawson NA, Greenwood, Lacy Park Taskforce, W.O.R.T.H, Crutchfield NA, Barton-Cherokee NA (Kendall-Whittier), Red Fork NA, West Highlands NA, West Highlands II NA, Carbondale NA, Charles Page NA.

#### Goals

The Neighborhood Planning Academy is an program to train neighborhoods to address current issues and plan for the future by addressing neighborhood leadership and commitment, encouraging social development and teaching rudimentary planning techniques.

The goals of the Neighborhood Planning Academy are:

1. To create a more meaningful role for neighborhoods in planning and decision-making processes.
2. To educate neighborhoods on their roles and responsibilities and empower them to organize and accomplish their goals, as a result building pride in communities.
3. To encourage understanding and collaboration across neighborhoods and with experts and city officials.



## Methodology

The Neighborhood Planning Academy was piloted at ten community schools with the Tulsa Public Schools and Union Public Schools systems. The meetings were facilitated by a teacher or profession staff from the school. The Neighborhood Planning Academy is an open, inclusive and transparent process that invites any citizens or neighborhood leaders from the schools' adjacent neighborhoods to participate.

Each teacher was trained in facilitation, group dynamics and neighborhood planning techniques before and during the Academy. A detailed manual was created and to guide the facilitators through the process.

At the end of the Academy, participants were to produce Action Plans, addressing their primary concerns in their respective neighborhoods. A neighborhood resident, property owner or business person was nominated to be a spokesperson for each plan produced. These Plans were then documented and presented to representatives of the City of Tulsa.

## Outcomes

The Neighborhood Planning Academy was a successful pilot program overall. At the end of the four meetings, seven neighborhoods had created Action Plans to address their top priority issues, and six neighborhoods had elected representatives, many of which had more than one representative. There were three schools that did not produce Action Plans and one school that stopped having the Academy all together after two meetings due to lack of participation.

From the schools, which finished the Academy without Action Plans, there are lessons to be learned for future Neighborhood Planning Academies. For instance, in the future, in order to improve participation, there should be a further developed recruitment strategy in place months before the Academy begins. This allows for the parents and guardians of students to see the flyers around the school and ask questions. Additionally, the advertising of the Academy should extend well into the neighborhood, at businesses, libraries, places of faith, fire stations, etc.

The seven Action Plans that were created by the neighborhoods were thorough and well thought out. At the conclusion of the Neighborhood Planning Academy, many of the neighborhoods had detailed plans to continue meeting in order to reach the goal of the Action Plan. The goals the neighborhoods wished to reach ranged from the implementation of a Neighborhood Watch Program to the construction of a new hospital. The goals were:



Neighborhood	Action Plan Goal
Briarglen	Create an Alert Neighbors Program
Cooper	Build a hospital in east Tulsa
Kendall-Whittier	Improve neighborhood leadership
Mark Twain	Establish After School and Summer Programs for unsupervised children
Marshall and McClure	Bring Neighborhood Association representation to one central organization
McKinley	Create a Community Center

- neighborhood plans were shared with other neighborhoods in the study and with reps from the diff offices mayor's office WIN police dept., the neighborhood investigations,

### Conclusion

The Neighborhood Planning Academy pilot program helped neighborhoods around the Tulsa area come together as a community and work to achieve their goals. The training that led up to the Academy helped to train ten local teachers to facilitate neighborhood planning sessions. The skill of facilitation will be useful in a wide range of situations.

The benefit of this form of neighborhood planning is the empowerment of the neighborhoods themselves. The neighborhood is given the choice of goals and implementation. This method was well received by each community; it could be used as a model for neighborhood planning in active neighborhoods. Additionally, the Academy could serve as a useful tool for the City of Tulsa's Comprehensive Planning effort.



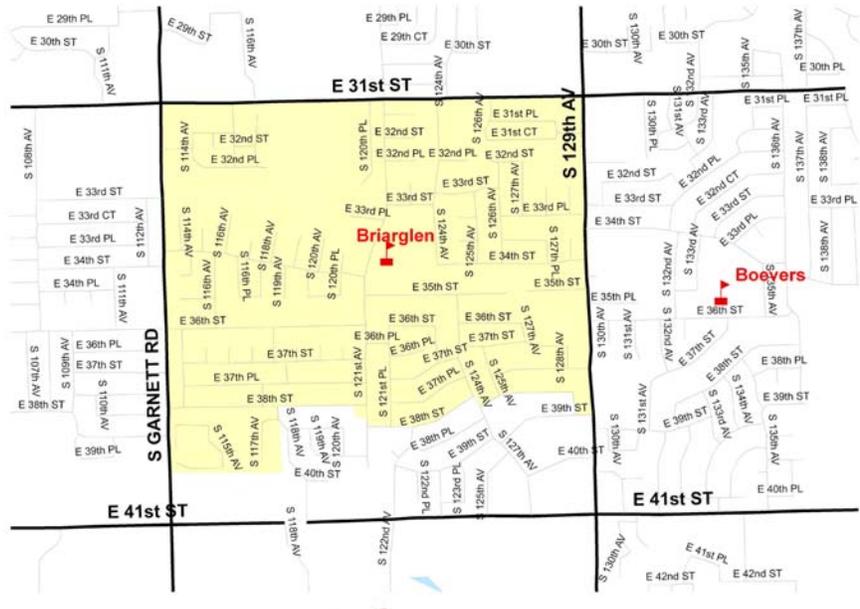
# Briarglen Neighborhood Planning Academy Action Plan

Facilitator: Cheryl Biggs

## Briarglen Elementary School Enrollment Area

Known Neighborhood  
Associations Active in the Area:

None





## **Neighborhood Planning Academy**

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1. To create a more meaningful role for neighborhoods in the decision-making processes that affect them.
2. To educate the neighborhoods on their roles and responsibilities and empower them to organize and accomplish their goals, as a result building pride in communities.
3. To encourage understanding and collaboration across neighborhoods and with schools, experts and city officials.

## **Meeting Dates and Attendance**

May 13<sup>th</sup>, 2008- 2 participants

May 27<sup>th</sup>, 2008- 9 participants

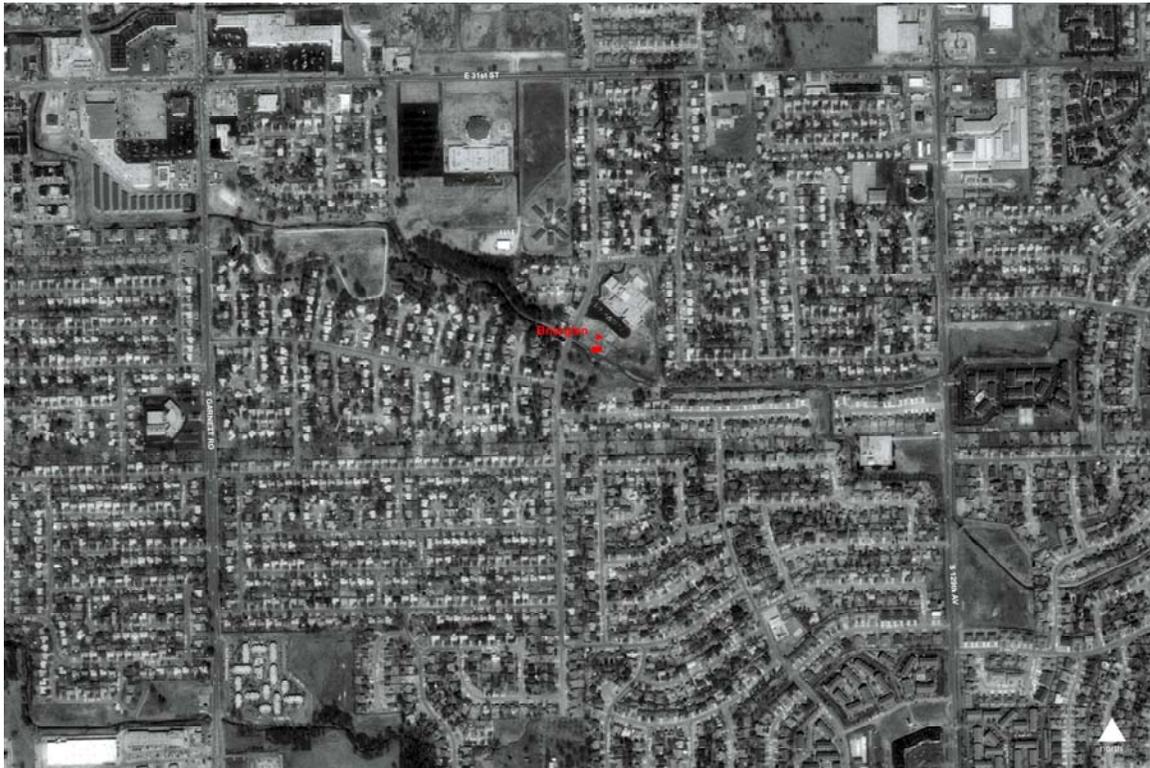
June 10<sup>th</sup>, 2008- 8 participants

June 24<sup>th</sup>, 2008- 100 participants



## Neighborhood Demographics

Total population:	6,013	Tulsa:	368, 725
Median Income:	\$39,093	Tulsa:	\$48,457
Median Age:	31 years	Tulsa:	36 years
Owner-occupied housing:	60%	Tulsa:	67%
Renter-occupied housing:	40%	Tulsa:	33%





## SWOT Analysis

On May 27<sup>th</sup>, 2008, at the second meeting of the Briarglen Neighborhood Planning Academy, community members took part in a SWOT analysis. SWOT is an acronym, which stands for strengths, weaknesses, opportunities and threats. The participants came up with different characteristics of their neighborhood, falling under each of these four categories. The results of the SWOT analysis are below (multiple votes noted in parentheses).

### Strengths

- Union Schools
- Parent involvement
- Blue collar/ down-to-earth people
- Layout of the neighborhood
- Businesses support the school
- Reasonable cost for Union housing
- Greenbelt/Creek in the neighborhood
- Problems are dealt with quickly by city
- Access to highway, etc.
- Promenade mall is close
- St. Francis is close, grocery stores, etc.
- Lots of people have stayed in this neighborhood for 20+ years

### Weaknesses

- Empty houses
- Foundation problems
- Rental properties/Section 8
- Many people in one house
- Too many cars parked out front
- No place for teens to gather
- Norberg Park hasn't been renovated in years
- Park is not safe
- School track is sinking
- Language barriers
- Lack of parent involvement
- Parent supervision at pool
- Older kids hanging around the school
- Unattended children and teens
- Speeding on 34<sup>th</sup> Street and others



Gate on creek needs to close

### Opportunities

Speed bumps  
Make Briarglen safe, welcoming place for all ages  
New signage for school  
New baseball fields/backstops/bleachers  
Redo playground and across creek area  
Parenting classes  
Covered areas/drinking fountains in playground/bathrooms  
Norberg Park renovated  
More street lights  
Involving minorities in school  
Spanish classes fro English speakers  
Neighborhood block party  
“Alert neighbors” here/safe child houses  
Neighborhood adult activities

### Threats

Drugs/crack houses  
Gangs  
Violent crime  
Theft/vandalism  
Soggy and smelly under white playground equipment  
Loose dogs  
Urban decay/unkept homes  
Speeding cars  
Rental houses/low income



## Results of voting: Action Plan and Neighborhood Representative

On June 24<sup>th</sup>, 2008, at the final meeting of the Briarglen Neighborhood Planning Academy, participants voted on their top priority to become the Action Plan. The group also voted on their neighborhood representative who will work to continue the efforts of the group. The neighborhood representatives for the Briarglen neighborhood is Rock Rodriguez:

Rock Rodriguez  
12447 E. 35th St.  
Tulsa, Ok. 74146  
918-408-0242  
rockr1@cox.net

## Briarglen Action Plan

### Goals and Measurements

On August 1, 2008, the Briarglen neighborhood will have a new Neighborhood Association. By October 1, 2008, the neighborhood will have an Alert Neighbors Program in place. As a result, the neighborhood expects to see an 8% decrease in crime in the one square mile neighborhood.

### Actions

- ◇ The first action will be the first meeting of the Neighborhood Association on July 15, 2008 at 7:00 p.m. at Briarglen Elementary
- ◇ The group will invite a representative from the Alert Neighbors Program to help with implementation of this program in the neighborhood.
- ◇ The group will also invite Nancy Crayton from the Cooper Neighborhood Association to advise them on the next steps in starting Briarglen's own Association.
- ◇ Briarglen will also invite Major Evans of the Tulsa Police Department to attend the second meeting on July 29, 2008. This will be a discussion of home safety and security education for the neighborhood.
- ◇ The group will research the crime rates in the neighborhood now and measure those rates against the crime rates in one year to determine crime has decreased.



### Implementation

- ◇ The group will complete a Briarglen building usage form for the meeting.
- ◇ The group will make up flyers advertising the next meeting and distribute the flyers to the people in the neighborhood as well as surrounding businesses.
- ◇ The group will go door-to-door to talk about the new association and explain why they should get involved.
- ◇ The group will use the information gained in the meetings to be more alert to the crime or possible crime in the neighborhood.
- ◇ The group will use the information given to them by Major Evans to make the homes in the neighborhood safer from intruders.

### Evaluation

- ◇ The group will evaluate the success of the efforts to spread the word by how many people come to the next meeting. There is a goal to see 150 people at the July 15<sup>th</sup>, 2008 meeting.
- ◇ The group will gather crime statistics in June of 2009 and compare them to the crime rates seen now in the neighborhood to determine if there is an 8% decrease in crime. The group expects to see a decrease in crime as the Alert Neighbors Program is implemented.

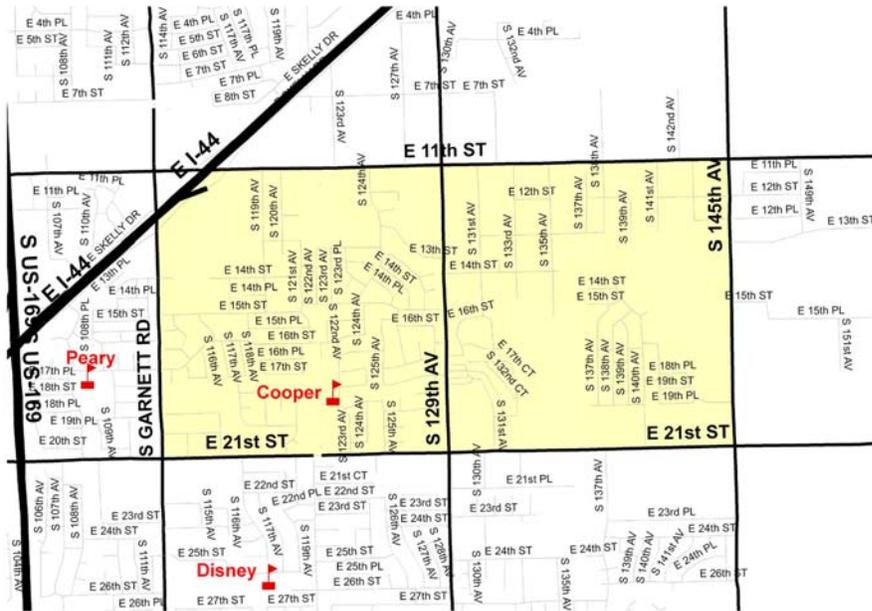


# Cooper Neighborhood Planning Academy Action Plan

Facilitators: Rita Kukura and Sameerah Ambris

## Cooper Elementary School Enrollment Area

Known Neighborhood  
Associations Active in the Area:  
Cooper Neighborhood





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2. To educate the neighborhoods on their roles and responsibilities and empower them to organize and accomplish their goals, as a result building pride in communities.
3. To encourage understanding and collaboration across neighborhoods and with schools, experts and city officials.

## **Meeting Dates and Attendance**

May 13<sup>th</sup>, 2008- 4 participants

May 27<sup>th</sup>, 2008- 5 participants

June 10<sup>th</sup>, 2008- 4 participants

June 24<sup>th</sup>, 2008- 3 participants



## Neighborhood Demographics

Total population:	6,330	Tulsa:	368, 725
Median Income:	\$34,623	Tulsa:	\$48,457
Median Age:	32 years	Tulsa:	36 years
Owner-occupied housing:	63%	Tulsa:	67%
Renter-occupied housing:	37%	Tulsa:	33%





## SWOT Analysis

On May 27<sup>th</sup>, 2008, at the second meeting of the Cooper Neighborhood Planning Academy, community members took part in a SWOT analysis. SWOT is an acronym, which stands for strengths, weaknesses, opportunities and threats. The participants came up with different characteristics of their neighborhood, falling under each of these four categories. The results of the SWOT analysis are below (multiple votes noted in parentheses).

### Strengths

- Churches – Bilingual Classes
- Availability of Parks
- Schools in Close Proximity
- Many Businesses
- Accessibility to Expressways - Helpful with Gas Prices
- Many Quick Trips
- Harvey Young Airport
- TCC-English Language Classes
- CNA – Cooper Neighborhood Association
- Collaboration with other Neighborhood Associations
- People
- East Tulsa Prevention Coalition
- Affordability of Housing- Great Quality

### Weaknesses

- Street Repairs
- Underdeveloped and Undeveloped
- Lack of Upscale Restaurants
- Lack of Community Center
- No Overall or Specific Plans for the Area
- Lack of Retail
- Difficult to Shop Locally
- No Entertainment – No Exercise, Roller rink, Movies
- White Flight – Affluent Neighbors do not Identify
- Communication, Language / Culture Barriers between Ethnicities
- Lack of Participation of other Ethnic Groups
- Parks have Inadequate Facilities – No Backstops
- Intersection of 21<sup>st</sup> and Garnett
- Dangerous Intersection (2 Second Delay – Double Red light)



Gang Activity  
Lack of Property Upkeep (Unoccupied / Occupied)  
Summerstone Residents Have No Identity in the Neighborhood  
Internal Class Distinctions  
Negative Perceptions of East Tulsa

### Opportunities

Harvey Young Airport  
Land Available for Additional Housing  
Service 6000 Person Community  
Integrating Culture  
Newsletter (Communication Opportunity)  
Paradigm Shift – Makes One Rethink the need to Collaborate and Work Together  
Power of Community Organization  
Communicate with Parents through the Children  
Develop Parks for Usage  
Stock Creek for Children  
Garment Factory  
Homebase Business  
SE Corner 21<sup>st</sup> and 145<sup>th</sup> is Potential Site for a Community Center  
Eastgate Metroplex has Potential for Additional Development  
TV and Internet are Opportunities in Mass Communication  
Include Summerstone

### Threats

White Flight  
Inability to Make Economic Changes in a Downtown  
Retail and Other Business are Leaving Area – Less Jobs, Creating Delinquency  
Old American Fitness Center Vacant  
TV and Internet Create a Non-Involved Community Keeps People Isolated  
Affordability of Housing could Create Absentee Ownership  
Fear Flight



## **Results of voting: Action Plan and Neighborhood Representative**

On June 24<sup>th</sup>, 2008, at the final meeting of the Cooper Neighborhood Planning Academy, participants voted on their top priority to become the Action Plan. The group also voted on their neighborhood representative who will work to continue the efforts of the group. The neighborhood representatives for the Cooper neighborhood are:

Eric Paschall  
P.O.Box 472147  
Tulsa, Ok 74147  
918-437-8165  
[correprop@cox.com](mailto:correprop@cox.com)

Tom McBay  
1636 S. 117<sup>th</sup> E Ave  
Tulsa Ok  
437-6665  
[tommcbay@aol.com](mailto:tommcbay@aol.com)

Kevin Conwell  
422 South 128 E. Ave  
Tulsa, Ok 74128  
770-6432  
[revkconwell@yahoo.com](mailto:revkconwell@yahoo.com)

For their Action Plan, Cooper voted to build a hospital in east Tulsa within the next three to five years.

## **Cooper Action Plan**

### Goals and Measurements

There are multiple steps to reaching the larger goal of building a hospital, which make up this Action plan. One step is to broaden the community base regarding the establishment of a hospital, as well as other east Tulsa issues (e.g. Olympics, Route 66, Harvey Young Airport). The group would also like to get the neighborhood associations on board with the plan.





The neighborhood would like to gain a national model community center (160 acres), a multiple building complex. Additionally, the group wishes to provide the community with convenient and accessible health care. This complex would also include a nationally recognized medical and education institution.

Lastly, there are other goals the group would like to see reached in the neighborhood. First, Cooper hopes for the addition of a third runway at the Tulsa International Airport. Second, the group would like to see more upscale hotels come into the area.

### Actions

- ◇ The first action was a meeting with the mayor's office on June 26<sup>th</sup>, 2008.
- ◇ Next, the group will contact the local news media regarding the impact of this plan by the end of the year.
- ◇ The neighborhood also plans to meet with hospital representatives.
- ◇ The neighborhood will plan periodic meetings with influential people in the Tulsa community.
- ◇ Communication with the D6CC has also been planned by the group.
- ◇ The group will talk with other neighborhood associations about the plan.

### Implementation

- ◇ The neighborhood would like to contact the following people:
  - Nancy Crayton
  - Misty Blevins
  - Alice Blue
  - Bobbie Gray
  - Senator Jim Inhofe
  - Eric Paschall



- Major Evans
- Kathy Taylor
- George Kaiser
- Rita Kukura
- Chet Cadieux (QT)
- John Pilkington (President of OIOPA)
- Dennis Troyer
- Pat Kendall
- Charlie Jackson
- Mary Easley
- Tom Coburn
- Tom McBay
- Barbara Penrose
- Sue Tibbs
- Steve Carr
- The Sanditen family
- The Warren family (St. Francis)

### Evaluation

- ◇ The group plans to have periodic meetings to review the actions of the plan.
- ◇ There is hope to receive support from visionary investors and businesses.



# Mark Twain Neighborhood Planning Academy Action Plan

Facilitator: Teresa Baker

## Mark Twain Elementary School Enrollment Area

- Known Neighborhood
- Associations Active in the Area:
  - Neighbors Along the Line
  - Ziegler Crime Association





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2. To educate the neighborhoods on their roles and responsibilities and empower them to organize and accomplish their goals, as a result building pride in communities.
3. To encourage understanding and collaboration across neighborhoods and with schools, experts and city officials.

## **Meeting Dates and Attendance**

May 13<sup>th</sup>, 2008- 1 participant

May 27<sup>th</sup>, 2008- 13 participants

June 10<sup>th</sup>, 2008- 12 participants

June 24<sup>th</sup>, 2008- 10 participants



## Neighborhood Demographics

Total population:	8,614	Tulsa:	368, 725
Median Income:	\$21,431	Tulsa:	\$48,457
Median Age:	32 years	Tulsa:	36 years
Owner-occupied housing:	45%	Tulsa:	67%
Renter-occupied housing:	55%	Tulsa:	33%





## SWOT Analysis

On May 27<sup>th</sup>, 2008, at the second meeting of the Mark Twain Neighborhood Planning Academy, community members took part in a SWOT analysis. SWOT is an acronym, which stands for strengths, weaknesses, opportunities and threats. The participants came up with different characteristics of their neighborhood, falling under each of these four categories. The results of the SWOT analysis are below (multiple votes noted in parentheses).

### Strengths

- Mark Twain Elementary School
- Longevity of neighbors in the neighborhood
- Neighborhood Association
- Diversity of churches in the area
- Several food pantries in the area
- Strong Police presence (patrols in the area)
- Plenty of parks
- Lucky Lamons (D-Rep) attends meetings & is involved with school, various neighborhood functions
- Programs at Zeigler Park (Community Center)

### Weaknesses

- Police presence in area & response time
- Jack Henderson (City Councilman) never responds to residents/neighborhood
- Crime in Sandy Park (low rent apartment complex)
- Some residents don't take care of their yards/property
- Feelings of little or no pride in the area
- No school zone signs on 41<sup>st</sup> W. Ave
- No traffic control signals in busy areas
- No lights on the jogging trail
- Residents feel like this side of town has been forgotten
- Road conditions/potholes are ignored
- Abandoned school (Riley) and properties in the neighborhood are an eyesore
- Code enforcement doesn't respond and there are loopholes when they do address issues such as vacant houses
- Gang graffiti on area businesses
- Not many programs for kids after school



No school team sports (have to go to other areas to play sports)  
Communication breakdown between different organizations in the neighborhood

### Opportunities

“Project Transformation” (Summer day camp by Grace United Methodist Church)  
S.P.A.R.K. program for kids at Zeigler Park  
New bridge across the river  
People can attend Neighborhood Association meetings & become involved  
Cooperation with Police Department & schools, organizations  
More families are involved in activities at school & neighborhood association  
Teens in neighborhood are volunteering to do yard work & landscaping for residents  
More organized sports at Zeigler Park  
Opportunities for businesses in the area  
Neighborhood block parties/West Fest (Sep. 20<sup>th</sup>)  
Encourage Safety programs offered by local Fire Dept.  
Bring C.E.R.T. (Citizen Emergency Response Team) program to our area  
Think about starting M.O.P.S. (Mothers of Preschoolers) program in the area

### Threats

Crime in neighborhood (breaking into cars, stolen bikes, stolen vehicles, drugs, vandalism)  
No pride in neighborhood  
Church base is leaving the area  
Lack of communication between neighbors  
Unsupervised children at parks, stores  
“Gang” activity & graffiti on businesses/abandoned property  
Little or no support for neighborhood association from some churches in the area  
Job opportunities  
This part of town is known as “Sand Springs Line” so there is a gray area between city & county boundaries (who is responsible? City Police or County Sheriff Dept.)



## **Results of voting: Action Plan and Neighborhood Representative**

On June 24<sup>th</sup>, 2008, at the final meeting of the Mark Twain Neighborhood Planning Academy, participants voted on their top priority to become the Action Plan. The group also voted on their neighborhood representative who will work to continue the efforts of the group. The neighborhood representative for the Mark Twain neighborhood is:

Pastor K.J. Jackson  
(918) 521-7052  
[kj@nbcctulsa.com](mailto:kj@nbcctulsa.com)

The Alternate Representative is:

Michelle Quantrille  
(918) 813-5237  
[jones\\_michelle@hotmail.com](mailto:jones_michelle@hotmail.com)

For their Action Plan, Mark Twain create After School and Summer Programs for unsupervised children.

### **Mark Twain Action Plan**

#### Goals and Measurements

The Mark Twain neighborhood would like to implement summer programs like day camps and summer reading programs for the children in the neighborhood.

Additionally, the group would like to start an after school tutoring program, which would take place from approximately 3:00 p.m. until 5:30 p.m. on weekdays.

The group would also like to create organized sports teams, including soccer, basketball, football, baseball and softball. These teams would practice one to two nights per week. These practices could possibly follow the tutoring sessions described above.



Another goal the neighborhood would like to achieve is the creation of a program that matches senior citizens with students. The senior citizens would act as mentors, possibly having lunch with students or reading to them.

These programs would target grades from kindergarten to 12<sup>th</sup>. Finally, the desired commencement of these programs would be the 2008-2009 school year.

### Actions

- ◇ First, the group will conduct community surveys of parents, students, residents, volunteers, teachers, and support staff of local schools. These surveys will be conducted throughout various agencies.
- ◇ There will be collaboration between area agencies, including schools, churches, community centers, neighborhood associations, and neighborhood resource centers.
- ◇ Tulsa Public Schools will provide breakfast and lunch for the summer programs.
- ◇ Churches and other organizations in the area will recruit volunteers. Volunteer recruitment would be specific to the program.
- ◇ The group will look for funding sources.

### Implementation

- ◇ The group will have support from the Tulsa Parks Department for sports activities. The Parks Department will provide equipment and coaches.
- ◇ The faith based community will provide volunteers and apply for grants toward after school programs and summer programs.
- ◇ There will be continued communication to the neighbors and various organizations in the area through Mark Twain Elementary and Charles Page Community Action Group, which is the neighborhood association.
- ◇ Neighbors Along the Line will act as a resource for information about the programs in the area.



## Evaluation

- ◇ The Plan will be evaluated every quarter at the neighborhood association meetings by the representative and the alternate representative, as well as the school principals, community schools coordinator, residents of the neighborhood and various community leaders.
- ◇ The first evaluation and update will begin on July 10, 2008 at 6:30 p.m. at the neighborhood association meeting.
- ◇ The Parent Survey will be evaluated in September of 2008.
- ◇ The inventory of resources will be evaluated on Thursday, November 13, 2008 at 6:30 p.m. at the neighborhood association meeting.
- ◇ Community involvement will be assessed throughout 2008 and 2009.



# Marshall and McClure Neighborhood Planning Academy Action Plan

Facilitator: Amy Putnam and Christi Wyatt

## Marshall Elementary School Enrollment Area

Known Neighborhood  
Associations Active in the Area:  
Riverwood South



## McClure Elementary School Enrollment Area

Known Neighborhood  
Associations Active in the Area:  
Riverwood South  
Southern Hills View  
Willows Condos  
St. Thomas Square





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## **Meeting Dates and Attendance**

May 13<sup>th</sup>, 2008- 2 participants

May 27<sup>th</sup>, 2008- 9 participants

June 10<sup>th</sup>, 2008- 9 participants

June 24<sup>th</sup>, 2008- 12 participants



## Neighborhood Demographics

Total population: 16,367                      Tulsa: 368, 725

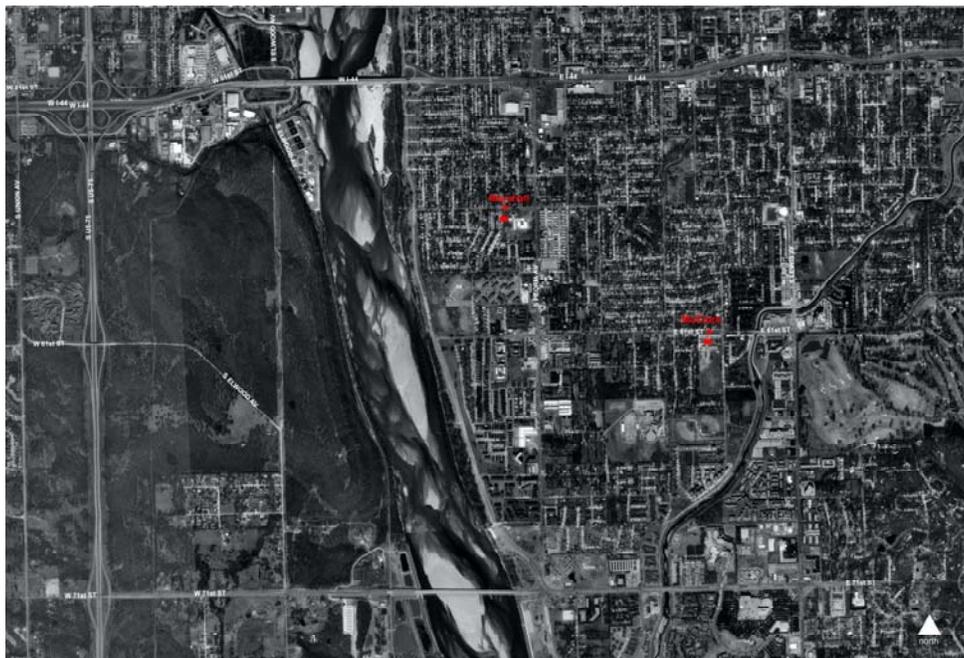
Median Income: \$29,941                      Tulsa: \$48,457

Median Age: 30 years                      Tulsa: 36 years

Owner-occupied housing: 28%                      Tulsa: 67%

Renter-occupied housing: 72%                      Tulsa: 33%

*(U.S. Census Bureau, 2000 Census)*





## SWOT Analysis

On May 27<sup>th</sup>, 2008, at the second meeting of the Marshall and McClure Neighborhood Planning Academy, community members took part in a SWOT analysis. SWOT is an acronym, which stands for strengths, weaknesses, opportunities and threats. The participants came up with different characteristics of their neighborhood, falling under each of these four categories. The results of the SWOT analysis are below (multiple votes noted in parentheses).

### Strengths

- Housing
- Marshall and McClure Schools
- Proximity to downtown
- River Parks
- Security- some neighborhoods are fenced in
- Close to the river
- Small town feel in a big city
- Parks
- Diversity- and being able to overcome issues that come with it
- Walking path on Joe Creek
- Heller Theater
- Turkey Mountain
- Neighborhood Associations
- Trees

### Weaknesses

- Poor transportation
- Section 8 Housing / Multiple apartment buildings
- River is underdeveloped
- High percentage of rental property
- Drainage problems
- Crime
- Peoria should be widened
- Vacant buildings
- Lack of grocery stores
- 61<sup>st</sup> street traffic
- Lack of community involvement
- Peoria
- Traffic accidents



Upkeep of parks

Noise

At Johnson park

Motorcycles

Barking dogs

### Opportunities

New homes

New business property

River Development

Possible hotel development at 71<sup>st</sup> and Peoria/Riverside

Build up parks and add to them

### Threats

Abandoned/vacant houses

Out of town property owners

City

Government officials that do not listen

Undereducated/underage parents

Low teacher salaries

Empty buildings

I-44 expansion

Number of sex offenders in our neighborhood

Speeders



## **Results of voting: Action Plan and Neighborhood Representative**

On June 24<sup>th</sup>, 2008, at the final meeting of the Marshall and McClure Neighborhood Planning Academy, participants voted on their top priority, which would become the Action Plan. The group also voted on their neighborhood representative who will work to continue the efforts of the group. The neighborhood representative for the Marshall and McClure neighborhood is:

Daryl Foster  
1907 E. 66<sup>th</sup> Street  
Tulsa, OK 74136

## **Marshall and McClure Action Plan**

### Goals and Measurements

For their Action Plan, the group voted to attempt to bring Neighborhood Association representation to one central organization. The neighborhoods would also like to continue the Backpack for Kids Program at Marshall and McClure. There is also a desire to continue the breakfast and lunch programs in schools through the summer. Finally, the group would like to investigate the ownership of various rental properties in the area as well as programs attached to Section 8 housing.

### Actions and Implementation

- ◇ The group plans to Investigate zoning.
  - First, talk to Mary Graham about past watchdog efforts. This task is assigned to Amy Putman. The completion date goal is July 15, 2008.
  - Next, take past information and create a plan with Jim Costas. This task is assigned to Scott West with a completion date of July 30, 2008.
- ◇ The group will bring Neighborhood Association representation to South Peoria Neighborhood Connection Foundation meeting. This action is assigned to Amy Putman and Christi Wyatt to be completed by July 17, 2008.



- ◇ In an effort to continue the Backpack for Kids program, Linda Moody will work on gathering donations. The goal date for this action is September 1, 2008.
- ◇ The neighborhoods will make a "Welcome" packet with items in English and Spanish to hand out to new students and families. Christi Wyatt and Josh L. will be in charge of creating the prototype by July 17, 2008.
- ◇ The group also plans to work on a Summer Nutrition Program. This is assigned to Rev. Johnson, to be completed by February 2009.
- ◇ By July 10, the group plans to investigate Section 8 housing. This action is assigned to Scott West.
- ◇ Finally, to be completed by August, the neighborhoods would like to gain media coverage of the various actions in the Plan.



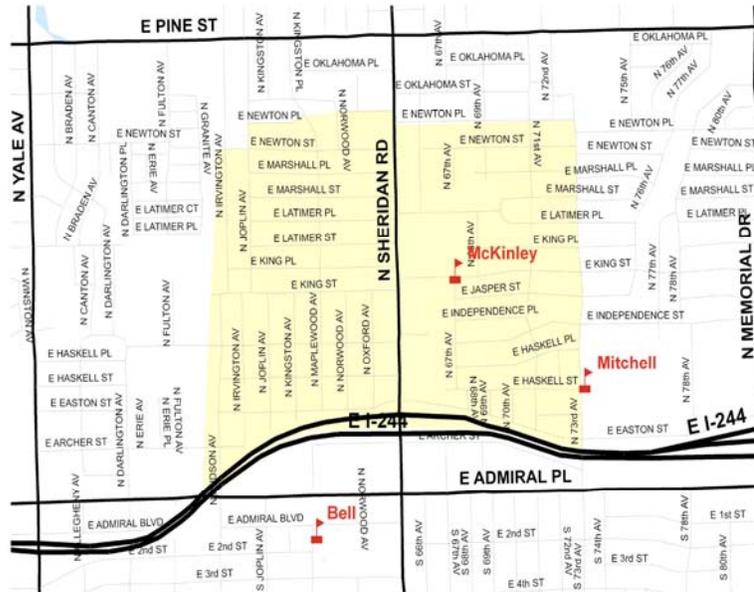
# McKinley Neighborhood Planning Academy Action Plan

Facilitator: Debbie Craig

## McKinley Elementary School Enrollment Area

Known Neighborhood  
Associations Active in the Area:

- McKinley
- Maplewood





## **Neighborhood Planning Academy**

The Neighborhood Planning Academy is a collaboration between the University of Oklahoma Urban Design Studio and the Tulsa Area Community Schools Initiative. The Academy has been designed with the following three goals in mind:

1. To create a more meaningful role for neighborhoods in the decision-making processes that affect them.
2. To educate the neighborhoods on their roles and responsibilities and empower them to organize and accomplish their goals, as a result building pride in communities.
3. To encourage understanding and collaboration across neighborhoods and with schools, experts and city officials.

## **Meeting Dates and Attendance**

May 13<sup>th</sup>, 2008- 6 participants

May 27<sup>th</sup>, 2008- 5 participants

June 10<sup>th</sup>, 2008- 3 participants

June 24<sup>th</sup>, 2008- 6 participants



## Neighborhood Demographics

Total population:	9,941	Tulsa:	368, 725
Median Income:	\$31, 360	Tulsa:	\$48,457
Median Age:	32 years	Tulsa:	36 years
Owner-occupied housing:	67%	Tulsa:	67%
Renter-occupied housing:	33%	Tulsa:	33%





## SWOT Analysis

On May 27<sup>th</sup>, 2008, at the second meeting of the McKinley Neighborhood Planning Academy, community members took part in a SWOT analysis. SWOT is an acronym, which stands for strengths, weaknesses, opportunities and threats. The participants came up with different characteristics of their neighborhood, falling under each of these four categories. The results of the SWOT analysis are below (multiple votes noted in parentheses).

### Strengths

- Easy access to airports
- Access to highways
- McKinley is a community school (1)
- Zoo
- Parks (1)
- Maxwell Library
- Homeland Security-National Guard
- Friendly police
- Churches (1)
- Lots of kids
- Job opportunities close to where you live
- Bus service

### Weaknesses

- Bars
- Abandoned buildings
- Homeless
- Overgrown grass
- Low budget hotels
- Slow police reaction (1)
- Graffiti and tagging (1)
- Robbery
- Abandoned furniture
- Drugs (1)
- Shootings (1)
- Kids do not have enough to do (3)
- Drainage problem
- Traffic around school
- Apathy
- Speeding (1)



## Opportunities

Youth center—place for kids' activities (2)  
Retail sales  
Clothing store  
To be a good first impression of Tulsa (1)  
To clean our streets  
Repair streets  
Place to express art publicly (1)  
More restaurants  
Better trash pick-up/inform people about bulk trash pick-up  
Mayor's Action Line: 596-2600  
Neighborhood garage sale  
Neighborhood block party

## Threats

More bars (1)  
Cheap hotels  
Increase in crime (2)  
Gangs  
More buildings being abandoned  
Businesses closing



## **Results of voting: Action Plan and Neighborhood Representative**

On June 24<sup>th</sup>, 2008, at the final meeting of the McKinley Neighborhood Planning Academy, participants voted on their top priority to become the Action Plan. The group also voted on their neighborhood representative who will work to continue the efforts of the group. The neighborhood representative for the McKinley neighborhood is Lucretia Thurman (803 N. Norwood Ave., Tulsa, OK 74115).

For their Action Plan, McKinley voted to create a community center, which would include a safe educational environment for all ages and cultures. The center would provide a variety of services and programs for the community. Young and elderly people could serve one another.

## **McKinley Action Plan**

### Goals and Measurements

The goal of the Action plan is to establish a community center. The center will be a safe, accessible educational environment for community members from various age groups and backgrounds. Additionally, the center will provide a number of family-oriented services and programs five days a week.

The new community center could be a meeting place for Alcoholics Anonymous, Narcotics Anonymous, Weight Watchers, parents' night out (like the YMCA program), tutoring, and recreation. A good model for this would be the Boys and Girls Club on Harvard. The facility would need to be a large space, such as a gymnasium in a church or school.

### Actions

- ◇ The neighborhood would like to meet with Dr. Funderburk, the principal of McKinley Elementary School about the possibility of using the school facility.
- ◇ Next, the group will develop a questionnaire to be distributed to the neighborhood by volunteers.



- ◇ Businesses will be contacted for help in the form of in-kind services and donations.
- ◇ The neighborhood will then create a plan for security, which will require the services of an off-duty police officer or a security guard.
- ◇ Community agencies will be contacted about staffing.
- ◇ The group will talk to Day Spring about counseling services
- ◇ Rules and procedures will be created for using the center.
- ◇ The group will contact the middle and high schools for honor students and others to assist at the center.
- ◇ It is necessary to learn how to do background checks on the staff.

#### Implementation

- ◇ First, participants will brainstorm items to be part of the questionnaire.
- ◇ Volunteers will then distribute the questionnaires.
- ◇ The neighborhood will decide on the method for the collection of the completed questionnaires (e.g. Warehouse Market, Quick Trip).

#### Evaluation

- ◇ By the summer of 2009, McKinley School will have a community center open five days a week with regular attendance.



# Kendall-Whittier Neighborhood Planning Academy Action Plan

Facilitators: Jania M. Wester and Monica Carrizalez

## Kendall Whittier Elementary School Enrollment Area

Known Neighborhood  
Associations Active in the Area:

- Kendall Whittier
- Pearl District
- Terrace Drive
- Renaissance
- Turner Park
- Cherry Street
- Fair Heights





## **Neighborhood Planning Academy**

The Neighborhood Planning Academy is a collaboration between the University of Oklahoma Urban Design Studio and the Tulsa Area Community Schools Initiative. The Academy has been designed with the following three goals in mind:

1. To create a more meaningful role for neighborhoods in the decision-making processes that affect them.
2. To educate the neighborhoods on their roles and responsibilities and empower them to organize and accomplish their goals, as a result building pride in communities.
3. To encourage understanding and collaboration across neighborhoods and with schools, experts and city officials.

## **Meeting Dates and Attendance**

May 13<sup>th</sup>, 2008- 7 participants

May 27<sup>th</sup>, 2008- 13 participants

June 10<sup>th</sup>, 2008- 11 participants

June 24<sup>th</sup>, 2008- 13 participants



## Neighborhood Demographics

Total population:	16,027	Tulsa:	368, 725
Median Income:	\$29,828	Tulsa:	\$48,457
Median Age:	30 years	Tulsa:	36 years
Owner-occupied housing:	45%	Tulsa:	67%
Renter-occupied housing:	55%	Tulsa:	33%

*(U.S. Census Bureau, 2000 census)*





## SWOT Analysis

On May 27<sup>th</sup>, 2008, at the second meeting of the Kendall-Whittier Neighborhood Planning Academy, community members took part in a SWOT analysis. SWOT is an acronym, which stands for strengths, weaknesses, opportunities and threats. The participants came up with different characteristics of their neighborhood, falling under each of these four categories. The results of the SWOT analysis are below (multiple votes noted in parentheses).

### Strengths

KWI- good neighborhood  
Good lighting (7<sup>th</sup> and Columbia)  
K-W School  
Educare Center  
Public Library  
KW Food Pantry  
Sidewalk accessibility (HC) Pretty good  
Diversity  
University of Tulsa  
Post Office  
Good business: Perry's, Swinney's, People's Bank, Ability Resources, Murdock Villa, Center for People with Physical Challenges, Ziegler's, BAMA, Warehouse Markey, Circle Cinema, Las Americas, QT, Diverse Churches, Crosstown daycare, good restaurants, TU Early Childhood, Perez video, Ann's Bakery, Trish's beauty supply  
Physical design of the neighborhood  
Cycle-way (3<sup>rd</sup>-4<sup>th</sup> Street)  
Community-wide activities (Lights On, Beautification Project)  
History and Historical  
Resident Age diversity  
Area has character  
Politically plugged in- personally generated concern about neighborhood  
Connected  
Concerned citizens  
Public transportation  
Personal, active, personally committed—KWTF, KWI, KWNA, etc.  
Individuals taking personal responsibility for issues of change  
Increase in area home ownership



## Weaknesses

Under reporting of crime  
Pedestrian ways between 11<sup>th</sup> and 4<sup>th</sup> on Lewis, feeling unsafe-daytime or nighttime  
Park needs more light-stalking, personal safety  
Buy out of property at 5<sup>th</sup> and Atlanta  
“Real” fear of taking personal responsibility for issues of change  
Lack of responsibility of property maintenance  
Increase in rental property which is not maintained to standard  
The closer you get to Lewis (commercial area), the less desirable the neighborhood  
Not consistent development/neighborhood  
Restaurants  
Sidewalks are not (HA) consistent through the neighborhood-curb cuts for wheel chair or walking accessible  
Transients-undesirable people in and out  
Liquor store on Lewis attracts transients and homeless drunks  
Cycle way on 3<sup>rd</sup> and 4<sup>th</sup> streets  
Lack of youth activities and lack of interest  
Park development for adults  
Park design  
Closed pools/parks- Turner and Archer  
No major retail  
Warehouse Market- bad produce and unprofessional workers  
Local middle school is not as strong as the elementary school  
Accessible housing available

## Opportunities

Better connection with the middle school (and high school) for school, student and family transition  
Small commercial development/neighborhood center: Clothing Store, Business development office, Neighborhood services, youth-oriented-youth development  
Youth sports-Soccer  
Park development-Archer, Admiral, Turner, Benedict, and KW  
Neighborhood Leadership Development (youth-families-school)  
Increase public safety  
Beautification project: neighborhood network, personal relationships, increased awareness, building community  
Spanish language classes



## Threats

Apathy

Communication with TPS

“Not my responsibility” belief

Crime (prostitution, drugs, gangs, vandalism, robbery)

Quality of schools (middle and high schools)

Aging of homes

Vacant homes

Properties not maintained

Loss of historical design

Gentrification (age, homes, race, etc.)

Too much or not enough success

Lack of diversity: race, economic, development, it is not just about property value

Loss or lack of communication: political influence, strong opinions and unwillingness to compromise, my needs over yours

## **Results of voting: Action Plan and Neighborhood Representative**

On June 24<sup>th</sup>, 2008, at the final meeting of the Kendall-Whittier Neighborhood Planning Academy, participants voted on their top priority to become the Action Plan. The group also voted on their neighborhood representative who will work to continue the efforts of the group. The neighborhood representatives for the Kendall-Whittier neighborhood are:

Kirk Wester  
2312 E. 5th Place  
Tulsa, OK 74104

Brian Goetsch  
1311 S. Trenton  
Tulsa OK 74120

Roberto Perez  
2438 E. 4th St.  
Tulsa, OK 74104





## Kendall-Whittier Action Plan

### Goals and Measurements

The first goal for the neighborhood is getting residents outside the group involved. Next, the group will organize sub groups. There will be a group of leaders identified and equipped in quad (2A to start). In order to learn how to equip this group, they will meet people on the block and develop communication skills. The group will measure the goal by the number of contacts made by quad (six per quad).

### Actions

- ◇ First, the group will identify current leaders and obtain contact information.
- ◇ The group will set up a booth at the neighborhood 4<sup>th</sup> of July parade. The booth will feature blown up pictures of the quads. Residents will be invited to identify their homes and sign up if interested.
- ◇ The group will schedule a follow up meeting with Academy attendees in order to review contacts made at the 4<sup>th</sup> of July parade. At this meeting, the group will plan for future action. The date will be July 8<sup>th</sup>, 2008 at 6:00 p.m. at Kendall-Whittier Elementary.

### Implementation

- ◇ Kirk and Genell will identify and contact current leaders by the week following the last meeting of the Academy.
- ◇ Items needed for the 4<sup>th</sup> of July parade:
  - Table- Paul
  - Large maps- Sergeant O'Keefe
  - Chairs- Tricia
  - Paper- Tricia
  - Pens- Tricia
  - Colored push pins- Tricia



- ◇ Manning of the booth:
  - 9:00 a.m. – 10:00 p.m.
  - Volunteers: Roberto, Genell, Yolanda

### Evaluation

- ◇ First, meet with a list of six leaders and their contact information. Next, the group will evaluate and decide on the next action steps.