

# Tulsa Online 2.0

If we always do what we've always done,  
we'll always be where we've always been.

Empowering the community.  
Creating accessible regulations.  
Building a bridge to the knowledge of land development planning.

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## **Mission:**

Create an online community education resource that gives clarity to land use regulations, directions to navigate through public planning processes, and assistance with individual site development challenges.

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## **A municipal website...**

Often the critical first impression for individuals  
and businesses considering Tulsa as a home.

Tells a lot about a city's image of itself.

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## **A municipal website...**

A primary portal to land development and  
planning information.

Essential information for important economic  
decisions affecting real property.

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## A municipal website....

Education purpose

Marketing purpose

Essential public information purpose

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## **A municipal website...**

Serves a diverse community of people with many levels of understanding and reasons for visiting.

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## **A municipal website...**

Provide engaging and intuitive tools to assist visitors with many varied tasks.

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**A municipal website...**

Strive to meet Federal Accessibility standards.

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## **A municipal website...**

Compliant with standards of the  
World Wide Web Consortium to  
assure reliability on  
all browsers and platforms.

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## **A municipal website...**

Follow best practices of Web usability  
so visitors of average ability and experience  
can navigate easily and accomplish tasks  
without frustration.

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## Who needs it?

Local community members.

Visitors from across the U.S. researching Tulsa's development environment.

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## Who needs it?

Anyone who wants to understand zoning, development regulations, and local processes to accomplish a personal or commercial development project.

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## Who needs it?

Anyone who wants to understand the impact of development on the neighborhood and community, or participate in the public planning process.

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## What Is It?

Self-service resource for understanding Tulsa's land development regulations and processes.

Full featured set of *Web Applications* .

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## What Is It?

Usable, searchable, accessible zoning codes, subdivision regulations, and comprehensive plan information.

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## What Is It?

Interactive tools delivering education or assistance to understand and apply land use regulations and development processes.

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## What Is It?

Has an ombudsman-like focus that helps level the field to improve accessibility to regulations and processes.

Creates a bridge to the tools, vocabulary and knowledge of land development planning.

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## When is it needed?

Yesterday.

Web technologies have progressed beyond  
Tulsa's current offering.

It's become a common expectation to not  
merely view, but to *interact*  
with information on the Internet.

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## Why go to the effort?

Tulsans want and deserve major improvements in openness and transparency of land development and planning processes.

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## Why go to the effort?

Improve public perception of local government and promote inclusive dialog and access to timely information.

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## Why go to the effort?

Present a progressive and welcoming image to businesses looking at Tulsa as a place to build.

Create useful tools for developers to engage in the process, improve efficiency, reduce frustration, manage expectations.

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## Desirable Features

Searchable and navigable zoning codes, subdivision regulations, development processes

Processes and Players details - identify players and describe processes to get land use approvals

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## Desirable Features

Basic tutorials - get a legal description, draw a site plan, plan a project, be effective at public hearings, communications with staff and PR with neighborhood

GIS interface for current zoning, comprehensive plan, transportation plans, parcel data, etc.

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## Desirable Features

Searchable log of current case status and legacy case data  
Online application filing and payment with real-time logging  
and posting to public meeting agendas  
Private subscription area for development project files with  
storage/retrieval, map and site plan making tools.



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## Desirable Features

Content management system with administration tools and help features for use by municipal employees for content maintenance

Exploit technology for rapid, accurate updates of ordinances, land use applications, and other public information.

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## How do we get there?

Seek input from select community members with diverse interests to help steer project development.

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## **How do we get there?**

Work with stakeholders to assure integrity and sustainability of the information.

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## How do we get there?

Conduct usability testing on existing online resources to validate assumptions.

Develop a solid information architecture road map.

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## How do we get there?

Employ a world class consultant team to partner with local steering committee to develop a sustainable and scalable web application framework.

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## How do we get there?

Commit to ongoing circular program of continual improvement:

Usability feedback

User support

Content management

Software upgrades

Development and improvement of features

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## Task Force Recommendation

1. Appoint steering committee with members representing:

- Visioning
- Web Development
- Lay Citizens
- Land Development
- City Planning and Development Process

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## Task Force Recommendation

2. Develop program scope, detailed use cases, projected costs, requirements for essential expertise of consultant team. Allocate \$15,000 to accomplish this item.
3. Request for Qualifications distributed to web development community.
4. Evaluate submissions from RFQ; Select short list



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## **Task Force Recommendation**

5. Distribute Request for Proposals
6. Receive proposals, conduct presentations/interviews
7. Select consultant team
8. Consultant and Steering Committee develop end product

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## Resources

### Accessibility:

<http://www.section508.gov> - Rehabilitation Act removing barriers to electronic and information technology

<http://www.w3.org/WAI/GL> - Web Accessibility Initiative of the World Wide Web Consortium (W3C)

### Usability:

"*Don't Make Me Think*" A Common Sense Approach to Web Usability, by Steve Krug

"*Designing the Obvious*" A Common Sense Approach to Web Application Design, by Robert Hoekman, Jr.

### Information Architecture:

"*Information Architecture for the World Wide Web*" by Louis Rosenfeld and Peter Morville

### Web Standards:

<http://www.w3.org/> - World Wide Web Consortium - an international consortium who's mission is "To lead the World Wide Web to its full potential by developing protocols and guidelines that ensure long-term growth for the Web."

"*Designing with Web Standards*" by Jeffrey Zeldman

### Open Source Web Development:

<http://www.opensource.org> - Open Source Initiative - harnesses the power of distributed peer review and transparency of process. The promise of open source is better quality, higher reliability, more flexibility, lower cost, and an end to predatory vendor lock-in.

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