
TULSA DEVELOPMENT AUTHORITY BOARD MEETING

MEETING OF: APRIL 7, 2016

TO: CHAIRMAN AND BOARD MEMBERS
FROM: OFFICE OF TULSA DEVELOPMENT AUTHORITY
SUBJECT: TDA OPERATIONAL PLAN DEVELOPMENT

Background: **Redeveloper:** **Tulsa Development Authority**
 Owner: **Tulsa Development Authority**
 Developer: N/A
 Engineer: N/A
 Location: N/A
 Size of Tract: N/A
 Number of Lots: N/A
 Development Area: N/A
 Comp Plan: N/A
 Fair Market Value: N/A
 Executive Director: O.C. Walker

On July 9, 2016, the TDA Board of Commissioners reviewed and approved Resolution No. 6117 approving and adopting the 2015 – 2021 Strategic Plan for the Tulsa Development Authority prepared by EverMore Services, LLC. In the Strategic Plan, it was suggested that TDA create an annual operating plan, with the associated annual planning process, to set out the specific actions and resources needed towards achieving the Strategic Plan.

- The first and second strategic initiatives to “Grow Tulsa” and “Enrich Communities” are dependent upon the completion of North Tulsa and Kendall-Whittier Sector Plans.
- The third strategic initiative to “Partner for Economic Development” has actions that have been undertaken.
- The fourth strategic initiative to “Secure the Future” should be given the second priority by TDA, particular to develop TDA staff and streamline its processes to achieve the plan.

This is a request for the TDA Board of Commissioners to authorize negotiations with EverMore Services, LLC to create an annual operating plan for 2016 – 2017. EverMore’s Services will help in achieving many of the project deliverables, as well as to mentor, coach and train staff in perpetuating the new practices that come from the deliverables.

Attachments: TDA Operational Plan Development – Proposed Approach

ACTION: APPROVAL: _____ APPROVAL W/ CONDITION: _____ DENIAL: _____ TABLED: _____
VOTE: _____

Recommendation: Staff recommends that the TDA Board of Commissioner enter into negotiations with EverMore Services, LLC to create a 2016 – 2017 Operational Plan.

Reviewed by: O.C. Walker II
Executive Director

ACTION: APPROVAL: _____ APPROVAL W/ CONDITION: _____ DENIAL: _____ TABLED: _____
VOTE: _____



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TDA Operational Plan Development – Proposed Approach

Building on TDA’s work during the Strategic Planning process in 2015 to adopt and publish the 2015-2021 Strategic Plan, TDA has several major deliverables to fulfill the Strategic Initiatives, Outcomes and Actions outlined on pages 27-30. These deliverables include:

#	Deliverable	Status
2nd IIP	Annual Operational Plan	
1.A	TDA Redevelopment Plan	Dependent on 2.B
1.B	Joint ventures for development projects	Dependent on 1.A
2.A	Targeted development projects (per Redevelopment Plan)	Dependent on 1.A
2.B	Sector Plans	In progress
3.A	Strong Economic Development partnerships	Pursue where needed
3.B	Research on why projects fail or succeed	Pursue
4.A	Creative incentives for developers	Pursue
4.B	Federal program designation for projects	Pursue
4.C	Operating revenue funds	Pursue
4.D	Staff development & streamlined workflows	Pursue

The first priority for TDA is to create an annual operating plan for 2016, with the associated annual planning process, to set out the specific actions and resources needed towards achieving the Strategic Plan.

The fourth strategic initiative to “Secure the Future” should be given the second priority by TDA, particularly 4.D to develop TDA staff and streamline its processes to achieve the plan.

The third strategic initiative to “Partner for Economic Development” has actions that have been undertaken on 3.A.i-iii. However, items 3.A.iv-v can proceed at any time.

The first and second strategic initiatives to “Grow Tulsa” and “Enrich Communities” are dependent upon the completion of the north Tulsa and Kendall-Whittier sector plans. That deliverable date is uncertain, however as soon as these plans are



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available, TDA should proceed with these two initiatives and the Redevelopment Plan.

We propose that TDA use EverMore’s services to help in achieving many of the deliverables as listed below, as well as to mentor, coach and train staff in perpetuating the new practices that come from these deliverables. The suggested priority order and due dates are subject to discussion. Fees may be project-based by treating each item as a separate project with its own fee; or a monthly retainer to cover both staff coaching and project work at a fixed price based on the agreed to deliverables and due dates.

#	Ref.	Deliverable	Due	Fee
1	P. 27	2016 Operational Plan with specific actions, resources and timelines to execute the Strategic Initiatives, Outcomes & Actions		
2	4.D.i	Research report on other urban authorities (how they are financed, operated and how they spur development)		
3	4.D.ii	Streamlined Workflows for TDA processes including IT system specification for automation		
4	4.D.iii & iv.	Staff Development Plan <ul style="list-style-type: none"> a. Define Staffing Requirements (Roles, Responsibilities, Required Skills, Experience, Competencies, Compensation) b. Write Job Descriptions for All Positions c. Conduct Individual Staff Assessments d. Write Individual Development Plans 		
5	4.C	Confirmed Revenue Sources		
6	4.C.i-ii & 4.D.v	Operating Expense Budget		
7	3.B	Research Findings on Project Success & Failure		
8	3.A.iv-v	Feasibility of Quarterly Roundtables and Annual Conferences		
9	1.A.i	Redevelopment Planning Process for evaluating, planning and pursuing projects annually based on the new Sector Plans resulting in Redevelopment Plan		
10	1.B	Process for qualifying and pursuing Joint ventures		