

# STATE OF THE CITY

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**OWASSO, OKLAHOMA**

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# Relationships vs. Isolation

**“ Relationships will make or break  
your life.”**

**“ If you want to go fast, go by yourself, but  
if you want to go far, go with others.”**



**CITY**  
**VS.**  
**COMMUNITY**

**What is Real Community?**

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Foreword by  
**STEPHEN R. COVEY**  
*Author of *The 7 Habits of Highly Effective People**

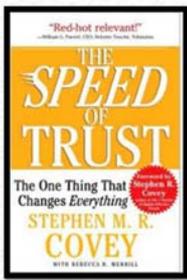
# THE *SPEED* OF TRUST

The One Thing That  
Changes *Everything*

**"Red-hot  
relevant!"**  
—William G. Parrott,  
CEO, Deloitte Touche  
Tohmatsu

**STEPHEN M. R.  
COVEY**

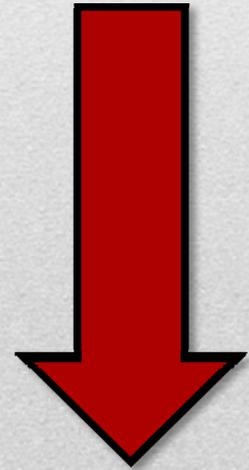
WITH REBECCA R. MERRILL

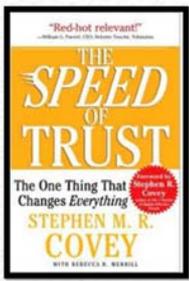


2005 Harris Poll – 27% Trusted Government

2013 Gallup Poll – 15% Trusted Government

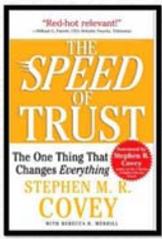
Trust in Government





In a **high-trust** relationship, you can say the wrong thing, and people will still get your meaning.

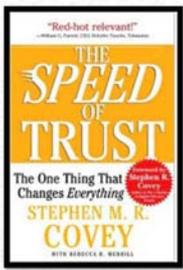
In a **low-trust** relationship, you can be very measured, even precise, and they will still misinterpret you.



# Economics of Trust

 Trust =  Speed  Cost

 Trust =  Speed  Cost



The fastest way to restore trust  
is to make and keep  
commitments.

***DO what you SAY you will DO!***

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“People are longing to rediscover true community. We have had enough of loneliness, independence, and competition.”

~ Jean Vanier

# **SOCIAL MEDIA is not always social:**

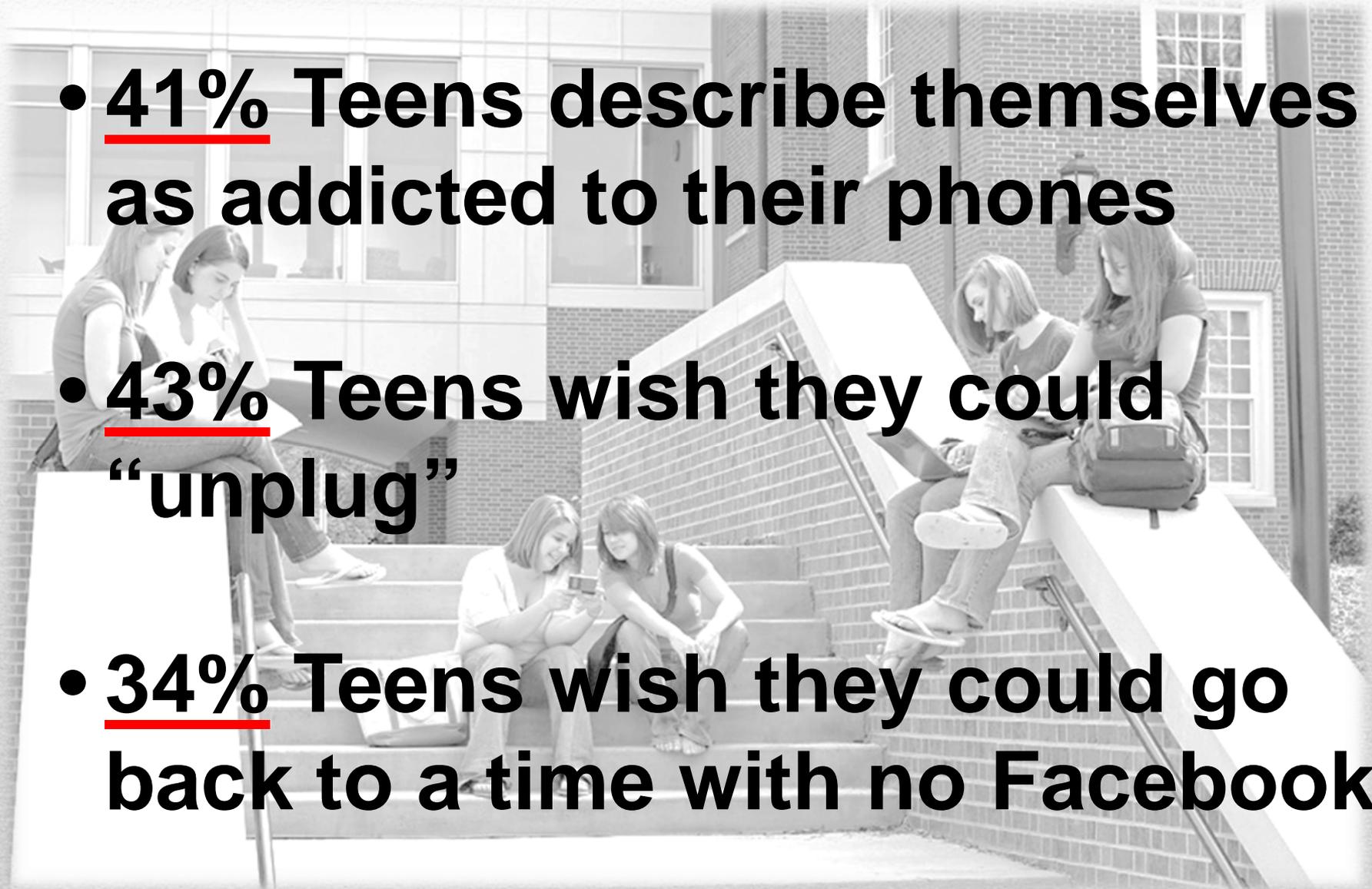
## *Technologized and Lonely*

*“Our world is more connected than ever and maybe more superficial than ever.”*

~ Paul Borthwick

# Recent Study found that:

- 41% Teens describe themselves as addicted to their phones
- 43% Teens wish they could “unplug”
- 34% Teens wish they could go back to a time with no Facebook



# Recent Study found that:

- **45% Teens say they get frustrated with friends for texting, surfing the Internet, or checking their social networking sites while the are hanging out together.**



# What is Owasso doing to build ...

## Sense of Community?

- Owasso Strong Neighborhood Initiative
- OSNI Neighborhood Leadership Conference
- Alert Neighborhood Programs
- Owasso C.A.R.E.S.



*“Strong Neighborhood Initiative has awakened the neighborly spirit that some of the bigger cities just don’t have.”*

*~ Patricia Hardy, Resident*

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# Building Community ...



- **Gathering on Main**
- **Block Parties**
- **Character Program**
- **Owasso Community Resources**

***“What attracts people most is other people”***

***~ William H. Whyte***

# Building Community ...

- Citizen Boards and Committees
  - Festivals, Parades, Fireworks
  - City Department Open House
  - Community Policing
  - Crime Mapping
  - Fire Prevention Programs
  - Lock Box for Emergencies
- 





**“...The great and curious truth of the human experience is that selflessness is the best thing you can do for yourself.”**

- *You Are Not Special*, by David McCullough, Jr.



# What HINDERS Sense of Community?

- Isolation
- Citizen Apathy
- Social Media Abuse
- Hiding Behind the Computer
- Lack of Gathering Space
- Citizen Mistrust of Government



*“ Our world is more connected than ever and maybe more superficial than ever.”*

*~ Paul Borthwick*

# QUALITY OF LIFE

PARKS – RECREATION - CULTURE

# TRANSPORTATION

PEDESTRIAN – BIKES - PUBLIC

# SAFETY

POLICE - FIRE - EMS

WATER – WASTEWATER – STORMWATER - REFUSE

STREETS

# the facts

1968

- **FIRST PENNY OF SALES TAX APPROVED**

1973

- **SECOND PENNY OF SALES TAX APPROVED**

1983

- **THIRD PENNY OF SALES TAX APPROVED**



the facts



**Owasso's main source of  
funding - Sales Tax**

***Collecting 3 pennies  
for every dollar spent  
on taxable goods***

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# Ad Valorem \$ Collected FY 2013

## PUBLIC SCHOOLS

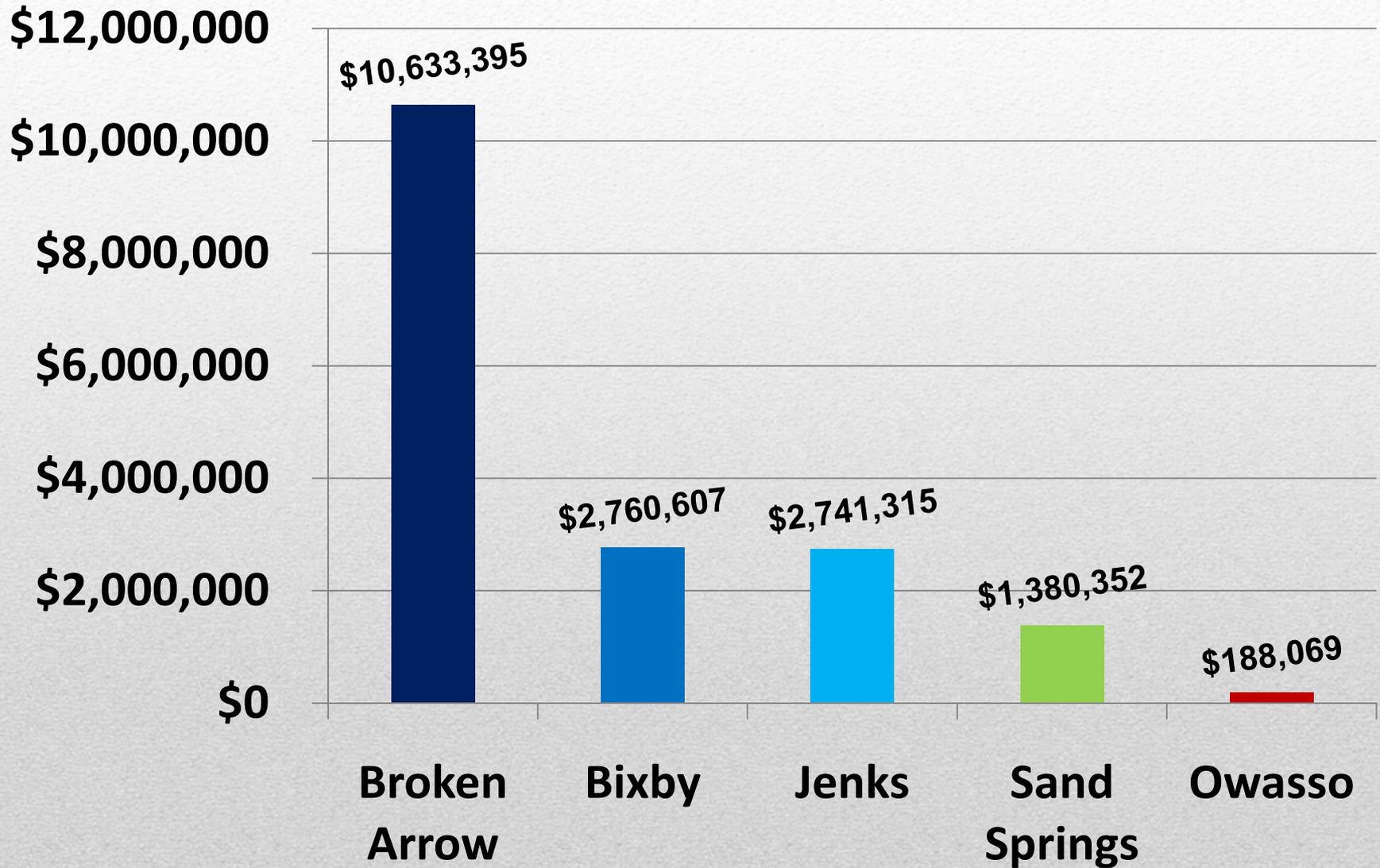
Tulsa Schools	\$141,193,503
Tulsa Tech	\$66,418,359
Union Schools	\$51,221,297
Jenks Schools	\$49,355,526
Tulsa Community College	\$35,924,711
Broken Arrow Schools	\$33,872,821
Bixby Schools	\$22,299,390
Owasso Schools	\$20,263,535

# Ad Valorem \$ Collected FY 2013

## CITIES

Tulsa	\$67,075,671
Broken Arrow	\$10,633,395
Bixby	\$2,760,607
Jenks	\$2,741,315
Sand Springs	\$1,380,352
Owasso	\$188,069

# Ad Valorem \$ Collected FY 2013



# CITY

# SALES TAX RATE %

Glenpool

4.0

Muskogee

4.0

Sapulpa

4.0

Collinsville

3.75

Bixby

3.5

Sand Springs

3.5

Catoosa

3.25

Tulsa

3.1

Bartlesville

3.0

Broken Arrow

3.0

Claremore

3.0

Jenks

3.0

**Owasso**

**3.0**



# the problem

*“How are we going to sustain public infrastructure and services offered to Owasso citizens while keeping up with the growth?”*

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# the Proposed SOLUTION

**Increase Sales Tax to  
3½ pennies collected  
for every dollar spent  
on taxable goods**



# the Proposed SOLUTION

$\frac{1}{2}$  penny = **Dedicated Revenue**

- Police
- Fire
- Streets

**to add personnel & equipment**



# the Proposed SOLUTION

**Terminate** the \$3.00 per month  
Public Safety Capital **fee** paid by  
Owasso water/sewer customers

**Saving customers \$36.00 per year**

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CITY

(CITY/COUNTY/STATE)

TOTAL RATE %

Catoosa

9.583

Sapulpa

9.5

Glenpool

9.417

Claremore

9.333

Collinsville

9.167

Muskogee

9.15

Bixby

8.917

Sand Springs

8.917

**Owasso w/ ½ Penny**

**8.917**

Tulsa

8.517

Bartlesville

8.5

Broken Arrow

8.417

Jenks

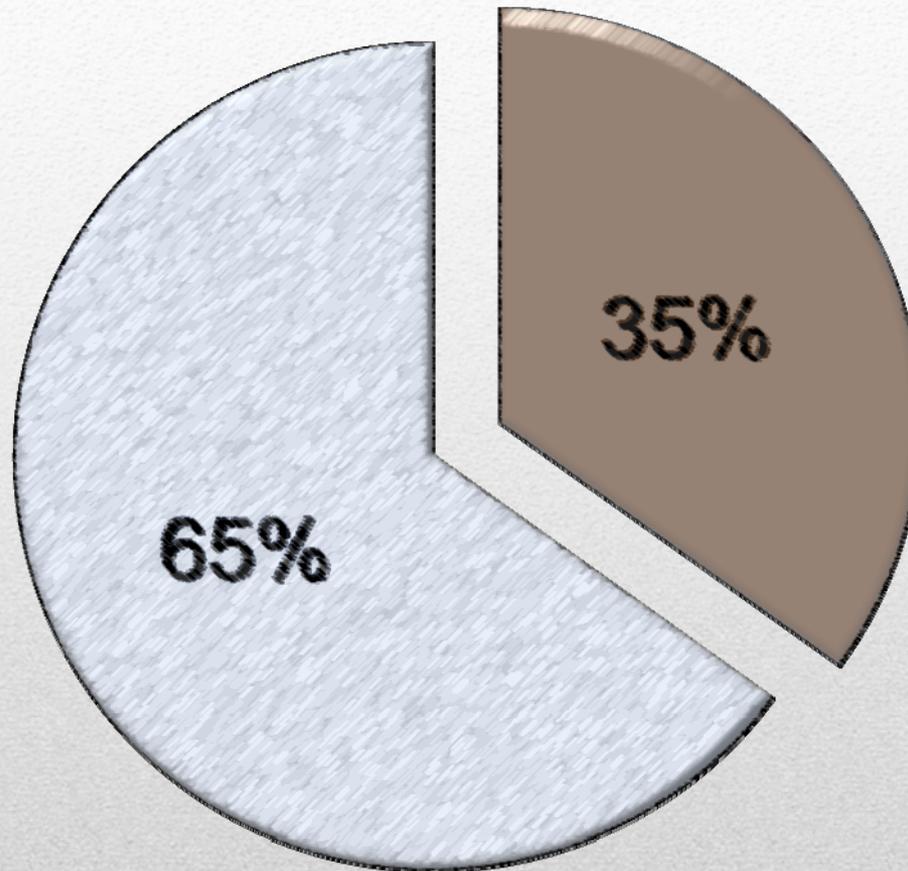
8.417

# the Proposed SOLUTION

<b>Annual Income</b>	<b>\$25,000</b>	<b>\$65,000</b>	<b>\$95,000</b>
Taxable Spending Amount *	\$7,500	\$19,500	\$28,500
Annual increase with ½ penny	\$38	\$98	\$142
Remove Public Safety Capital Fee	(\$36)	(\$36)	(\$36)
Annual Difference	\$2.00	\$62.00	\$106.00

\* Using an average of 30% of income spent on taxable goods

# Where does our sales tax come from?



-  **Resident**
-  **Non-Resident**

# POLICE



Pro-Active Policing



Maintain Low Crime Index  
w/ Growing Population

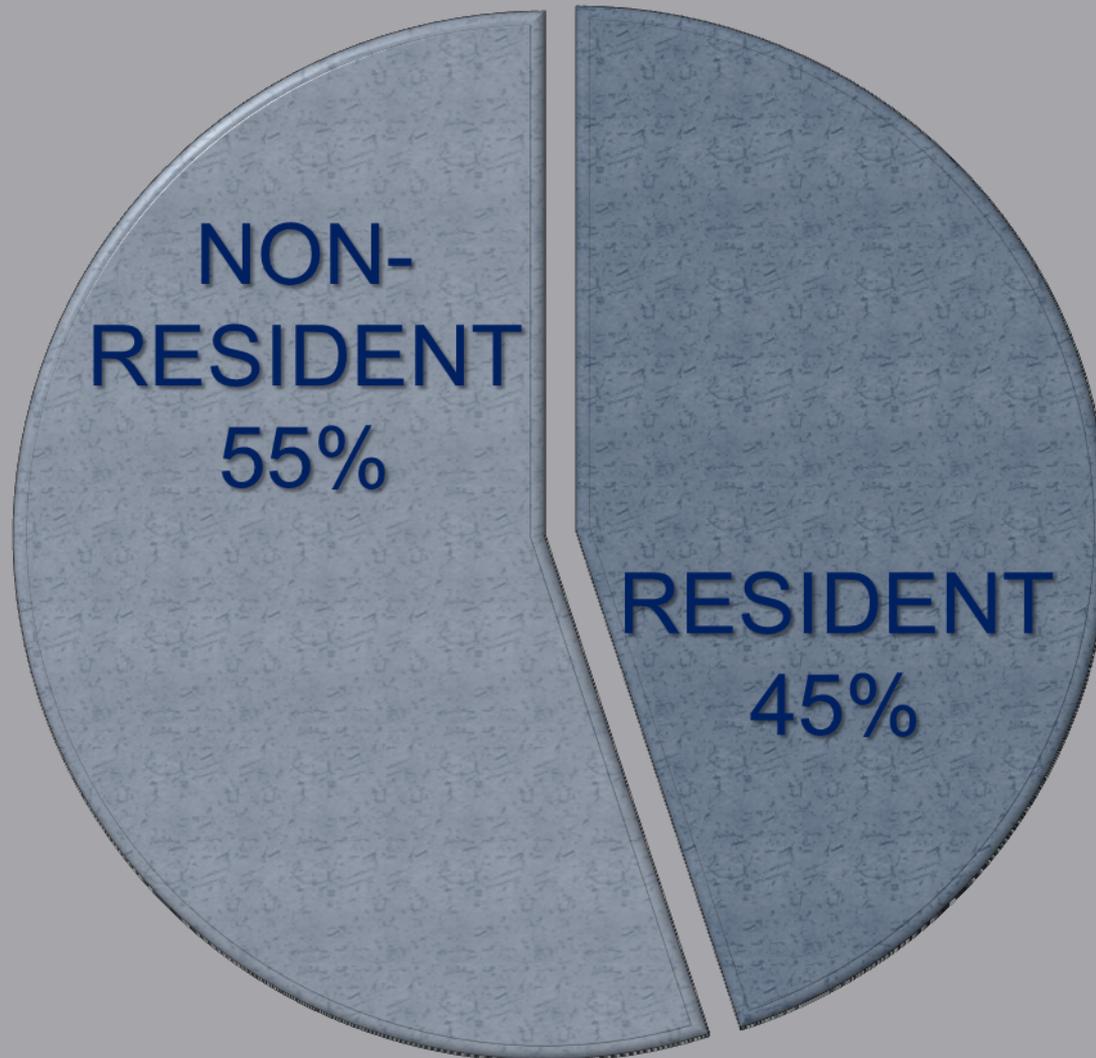


Increase Staffing Levels



Additional Vehicles &  
Equipment

# **POLICE ARRESTS 2013**



# FIRE



Decrease Response Times  
= Saved Lives



Additional Stations,  
Vehicles & Equipment

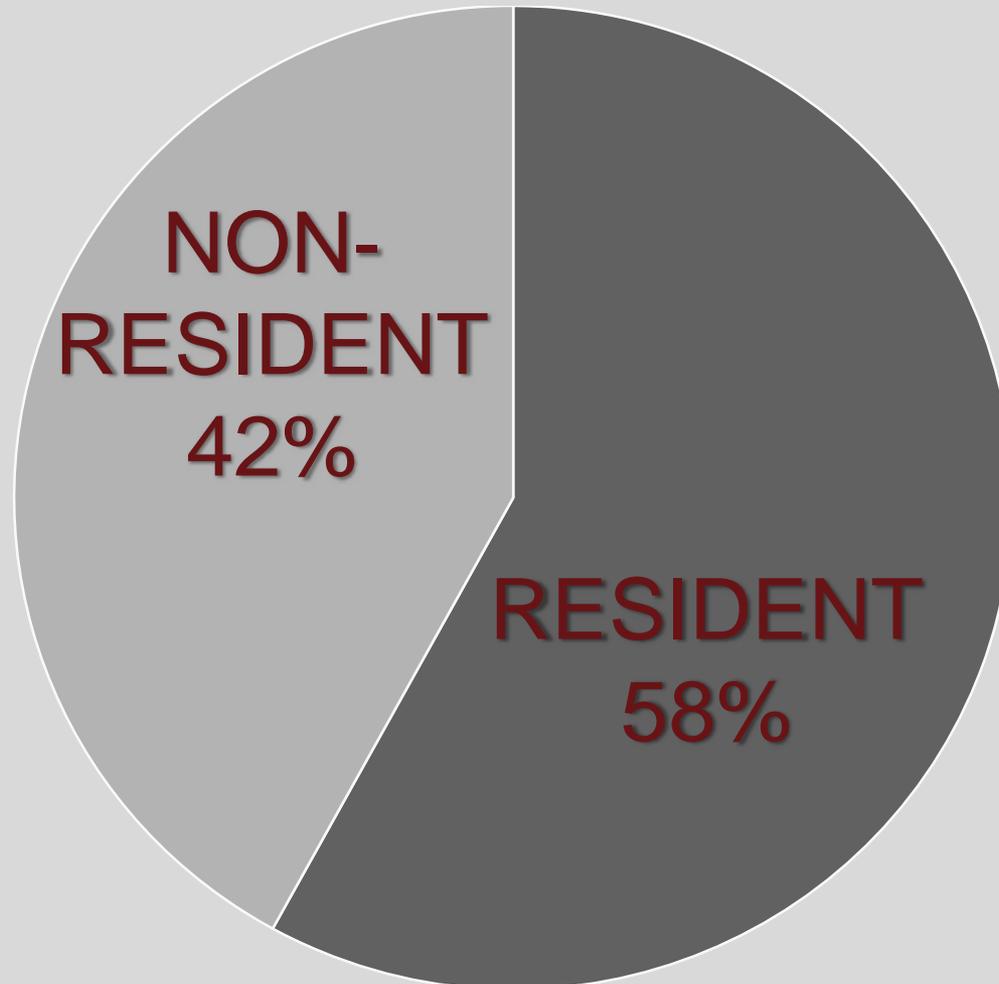


Increase Staffing Levels



Lower ISO rating w/  
Growing Service Area

# EMERGENCY MEDICAL TRANSPORT 2013



# STREETS



Rehabilitate Aging Transportation Infrastructure



Increase Staffing Levels to Improve Response & Repair Times



Additional Vehicles & Equipment



Maintain City Street Rating to a C Grade or Better

# 1996 STREET ASSESSMENT by Poe & Associates

**Recommended:**

**\$1.6 Million Annual  
Investment for  
Corrective Road  
Maintenance**



**Actual Spent – approx. \$365,000 annually**

# 1/2 Penny Schedule:

- Public Meetings to be held  
Sept - Oct – Nov
- Anticipate Council to call  
election in October
- Election - January 13, 2015

# What others are saying about Owasso...

## ***AREAVIBES -***

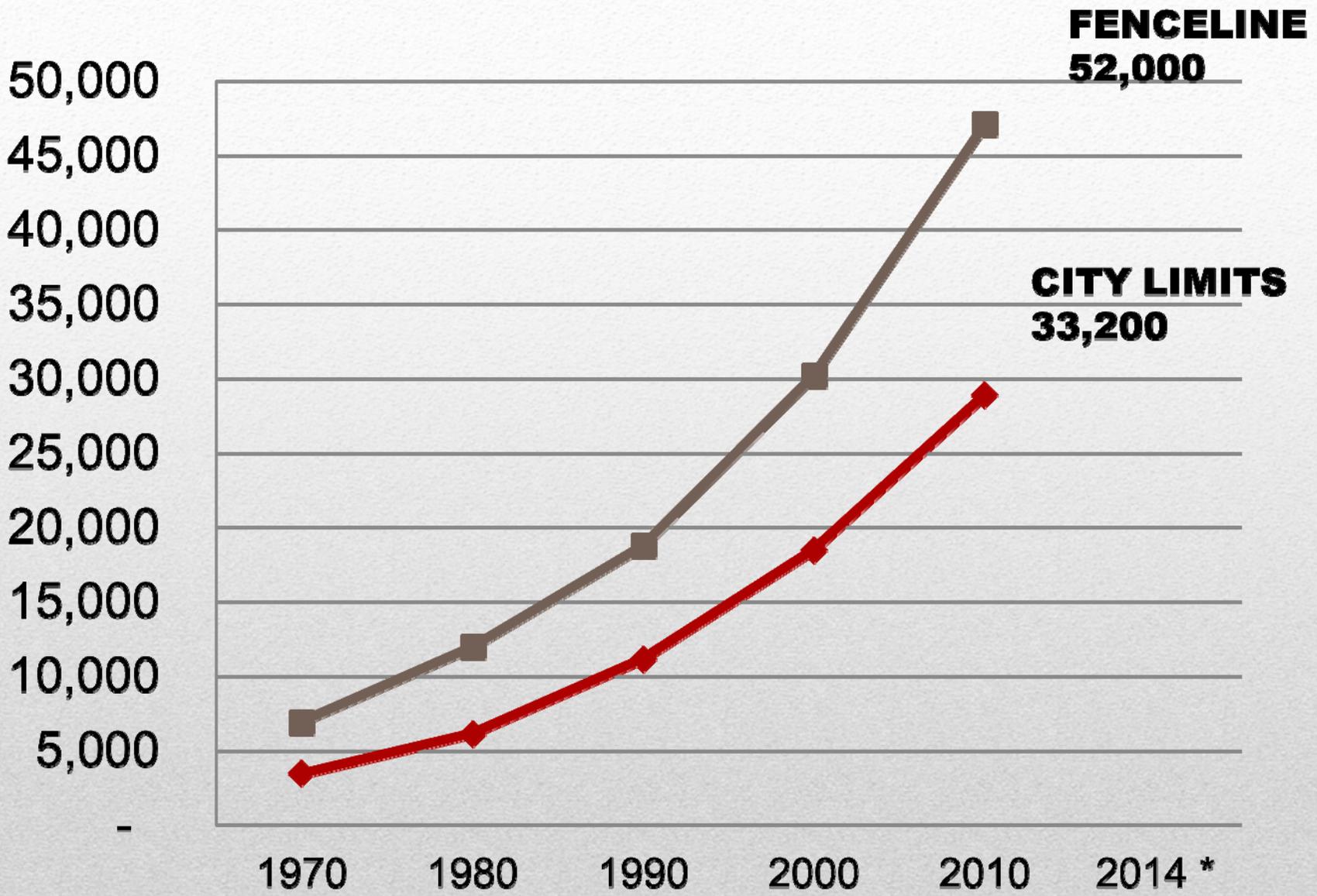
- Owasso ranked #2 in Oklahoma for Exceptional Livability

## ***MOVOTO REAL ESTATE -***

- Owasso ranked #9 in Oklahoma for Best Places to Live

## ***NERDWALLET -***

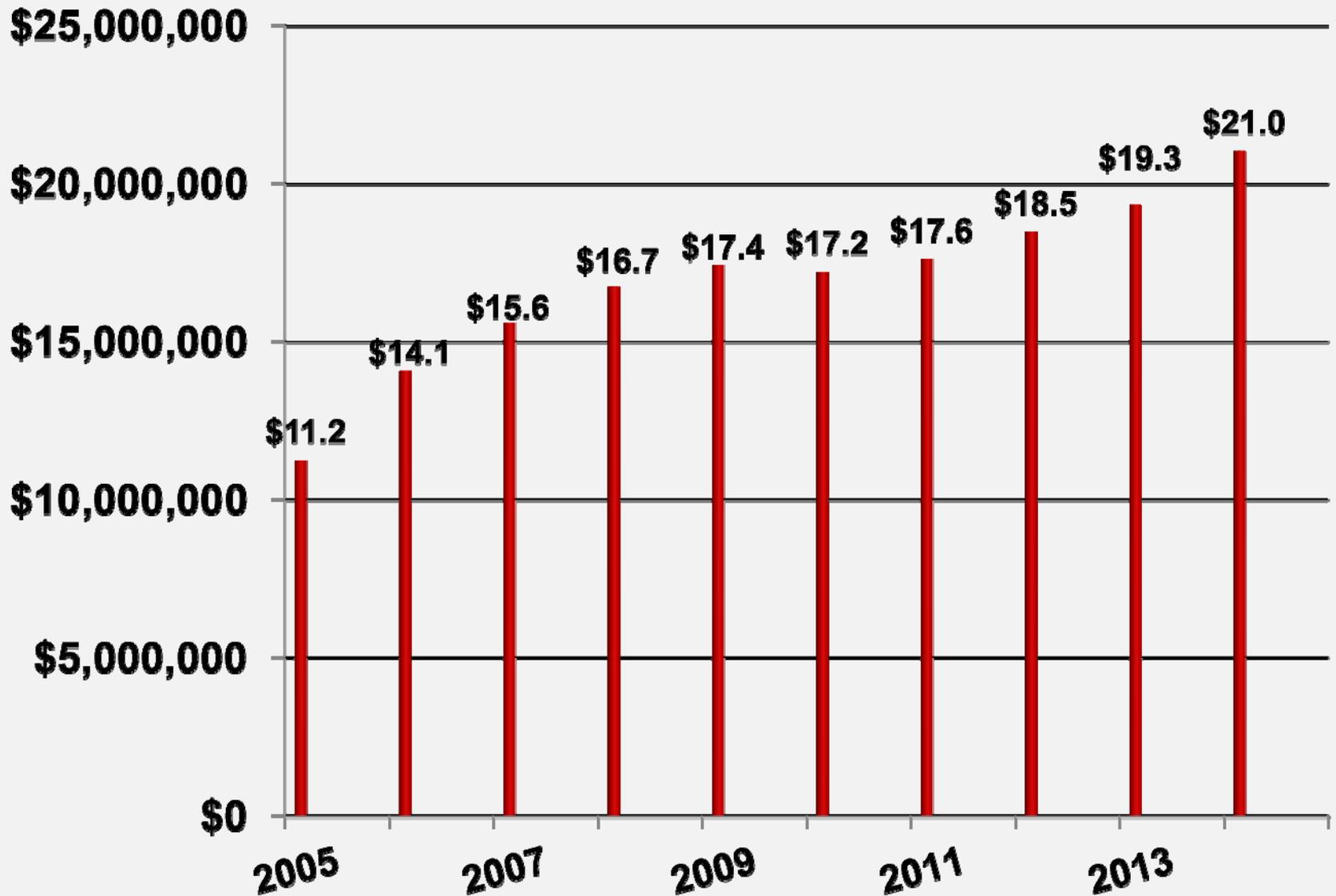
- Owasso ranked #3 in Oklahoma for Affordable Homeownership
  - Owasso ranked # 1 Fastest Growing City in Oklahoma
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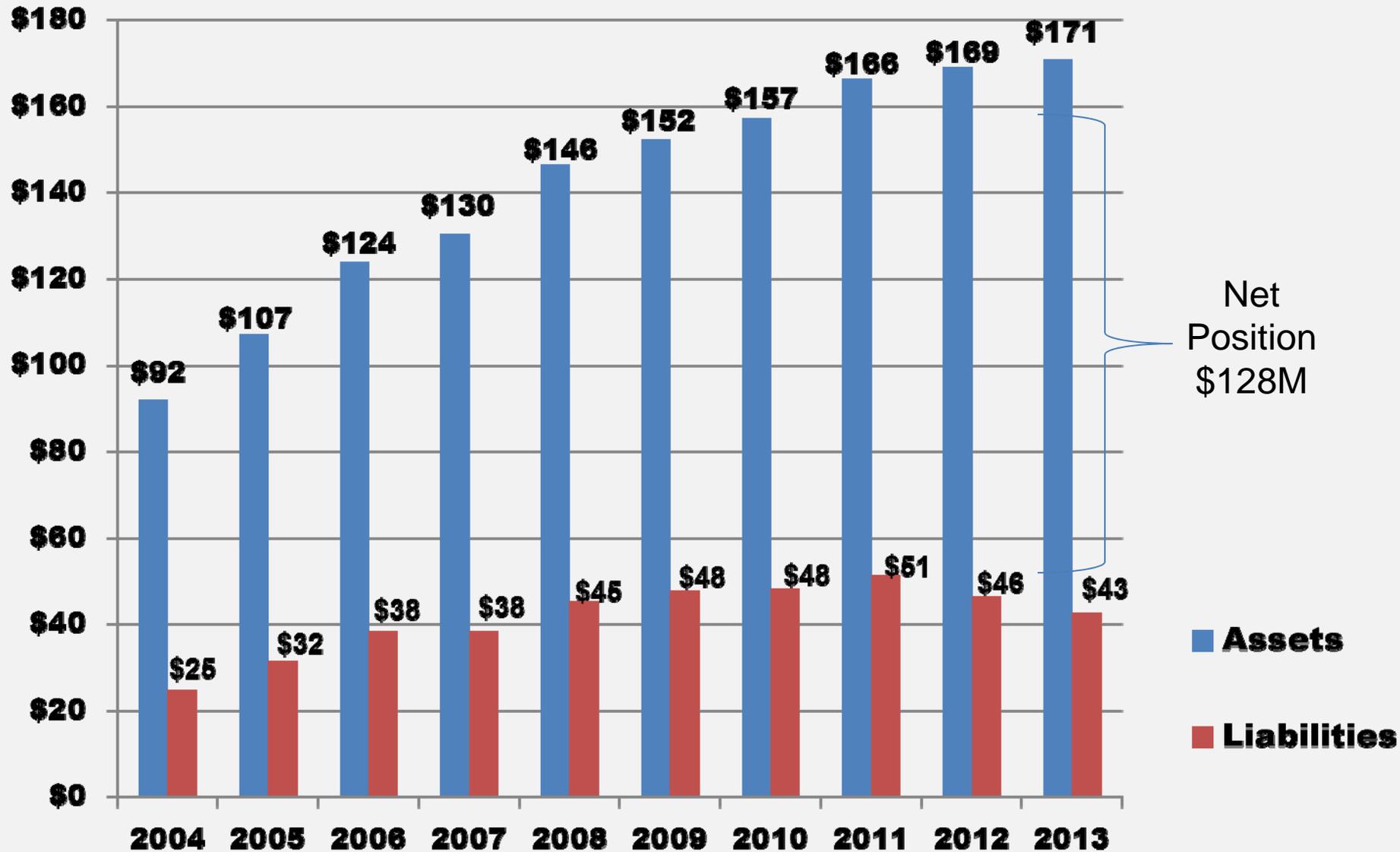
**POPULATION**



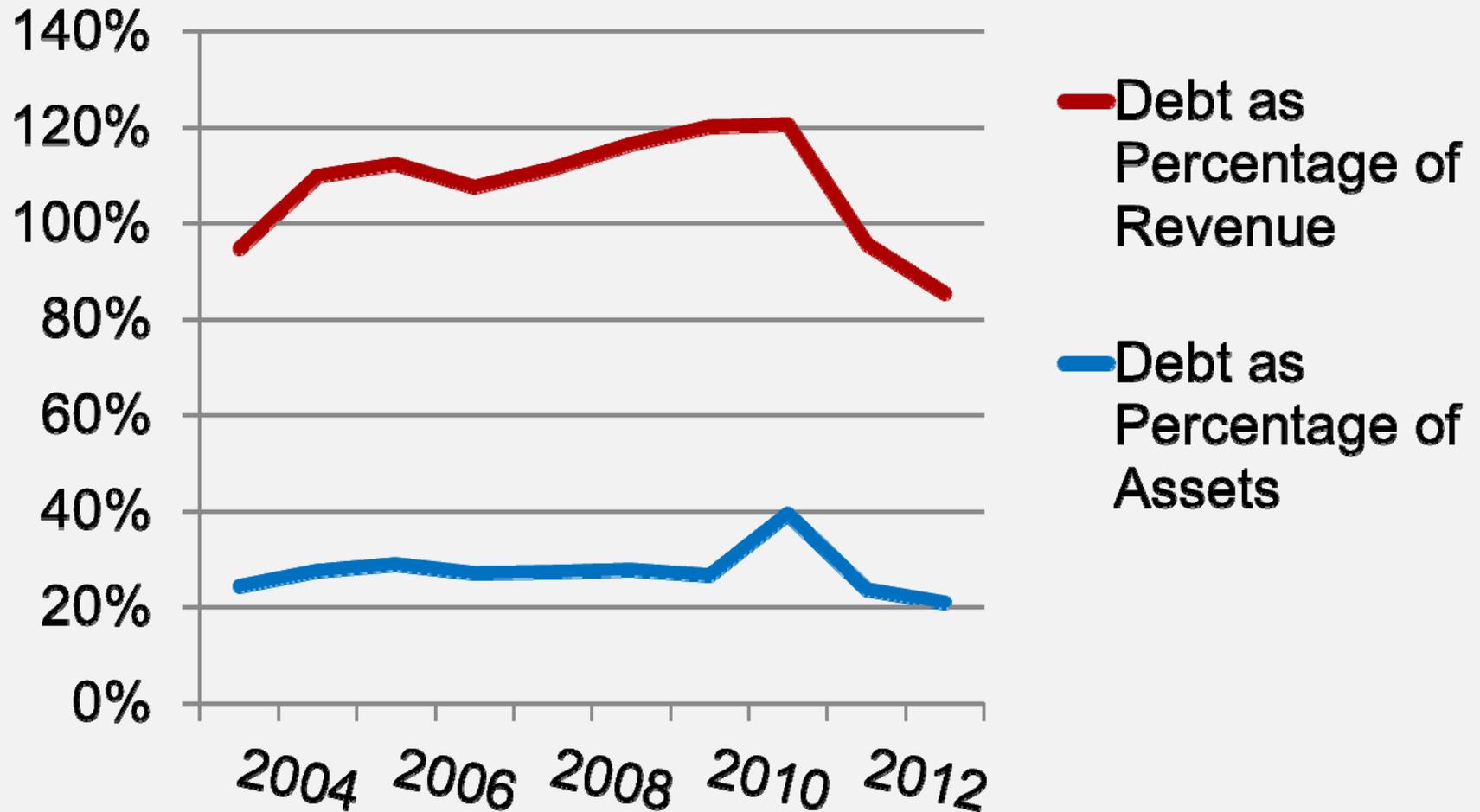
# Sales Tax Revenues Steadily Grow



# Assets - Liabilities = Net Position

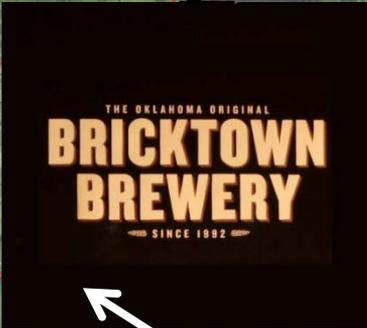


# Debt to Revenue and Assets



## In the Works...

- SK&O Railroad Plans
  - Dog Park / Rayola Park
  - Vision 2025 Funds  
(\$5-6 Million Excess)
  - Quarry Lake
  - Folds of Honor
-



N Sheric

emc

N Mingo

N Garne

N 145th E Ave



Announcement  
Coming  
Soon

Announcement  
Coming  
Soon

Announcement  
Coming  
Soon

Announcement  
Coming  
Soon

AND COMING SOON



E 116th St N

E 96th St N

E 86th St N

E 66th St N

169

Sheridan Rd

Memorial Rd

Mingo Rd

N Garnett Rd

N 161st E Ave

N 177th E Ave

N 193rd E Ave

N

*“Every decision should be made with  
the goal of increasing community.”*

~ David Boren

*University of Oklahoma,  
Placemaking Conference*

OWNASSO

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REAL People

REAL Character

REAL Community