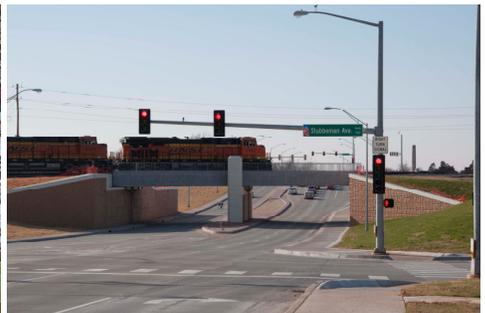




City of Norman 2013 Annual Report



City of Norman 2013 Annual Report

Welcome to the 2013 City of Norman Annual Report. This report is designed to keep the citizens of Norman in the loop and up-to-date on accomplishments in Norman.

The City Council and staff of the City of Norman believe maintaining strong lines of communication between Norman citizens and City government promotes community involvement and leads to an even stronger and better Norman.

The accomplishments listed in this report were a team-effort by elected officials, city staff and employees. Their dedication to the city's success is greatly appreciated.

We trust you will find this report informative and useful.



City of Norman Facts

The City of Norman was incorporated on May 13, 1891.

On June 28, 1919, the City adopted a City Charter and a City council/city manager form of government.

The City is divided into eight wards.

Elected members of the City Council serve a two-year term representing eight wards within the city.

The Mayor is elected city-wide and serves a three-year term.

The Mayor and other Councilmembers have an equal vote in all matters.

The City of Norman currently encompasses approximately 190 square miles.

The current estimated population is 116,151

Third largest city in Oklahoma

Introduction

In 1870, the U.S. Land Office commissioned Abner E. Norman to survey the unassigned lands in Oklahoma Territory, in anticipation of the future settlement of the area.

On April 22, 1889, the Oklahoma Land Run brought settlers streaming across the Kansas and Texas borders to claim their piece of land. In a single day, over 150 people piled off of the Santa Fe Railroad at the Norman station and spent their first night in makeshift camps on their newly established town site.

The city of Norman was formally incorporated on May 13, 1891, sixteen years before Oklahoma Statehood. By 1902, the downtown district already had two banks, two hotels, and a flour mill. By 1913, there were over 3,700 residents living in Norman. The city population reached 11,429 in 1940.

In 1941, the University of Oklahoma and Norman city officials established Max Westheimer Field, a University airstrip. During World War II, the airfield grew into the Naval Flight Training Center, commonly referred to as "North Base". A second training center, the Naval Air Technical Training Center known as "South Base", was established south of OU's campus along Highway 9, near the present-day location of the Lloyd Noble Center.

Researchers from the University and the National Oceanic and Atmospheric Administration used the equipment at Westheimer to develop the first Doppler weather radar. This research led to the development of NEXRAD, the nationwide radar network used to predict weather and created the national Severe Storms Laboratory. Today, Max Westheimer Airport is home of the University of Oklahoma College of Aviation. The breakthroughs in radar technology sparked the development of the National Weather Center, a unique partnership of National and International agencies that issues all of the severe weather warnings in the United States and predicts and tracks weather around the world from Norman, Oklahoma.

History is still alive in Norman. Seventeen landmarks are listed in the national Register of Historic Places, which includes the Cleveland County Courthouse, the DeBarr Historic District, the Oscar Jacobson House, the Santa Fe Depot, and the Moore-Lindsay House. The University of Oklahoma's Bizzell Library is a National Historic Landmark, one of only twenty in the state.

All of this progress has continued to move forward and today Norman is a vibrant and unique city. Norman is guided by a strong, competitive retail base. We have an open government which involves citizen input into City Council's decision-making process. We have a family-oriented community, valuing all generations with a diverse population that offers a quality living environment.

Steve Lewis
City Manager
Norman, Oklahoma

Review of City Wide Accomplishments

Tornado Response



On May 19, 2013, an EF4 tornado struck the eastern part of Norman around 5 pm. The tornado path started just east of Lake Thunderbird near Mohawk Road and north of Alameda Drive. The tornado continued moving to the northeast through Norman and exited the City near Indian Hills Road and 180th Avenue NE; then, continued through rural Cleveland County and into Shawnee. Two hundred and sixty-four homes were damaged or destroyed in the path of the tornado. The Red Cross, supported by Norman Emergency Response Volunteers, operated shelters and provided aid for the community during the recovery process.

This tornado was included in the federal disaster declaration making it eligible for reimbursement from the Federal Emergency Management Agency (FEMA) and the State of Oklahoma. The City used existing contracts to mobilize contractors to begin the removal and disposal of tornado debris. Over 35,000 cubic yards of vegetative debris and 5,000 cubic yards of construction and demolition debris were hauled by the City's contractor. The City was able to recover over 96% of the \$500,000 in costs for the removal and disposal of the tornado debris from FEMA and OEM.

Following May 19, 2013, an outbreak of tornados on May 20th, 21st and 31st impacted various metro cities. As the City of Norman was managing the damage internally, the Fire Suppression and Emergency Management Divisions concurrently provided immediate mutual aid to the City of Moore, as Moore addressed the EF5 tornado which severely damaged that community. Norman's Emergency Management, supported by the Norman Emergency Response Team Volunteers, coordinated and operated a 103,000 sq. ft. warehouse which received and distributed donations across all of the affected metro areas. The volunteers provided over 1,000 hours of volunteer support to the effort. Community organizations provided much needed labor to the private homeowners assisting in debris removal on private property and coordinated volunteer groups aiding in rebuilding homes. The Cleveland County Long Term Recovery Committee, still operational from the 2012 wildfires, modified its operational bylaws and immediately began the recovery process with the affected citizens.

Ice Storm Response



An ice storm occurred in Norman on December 20, 2013. The ice storm damaged thousands of trees across Norman. The City again implemented its Debris Management Plan to bring in a contractor to help with the removal of the ice storm debris. City crews and the contractor completed the clean up from the storm on February 7, 2014, at a cost exceeding \$800,000. No reimbursement was available from this storm from the Federal Emergency Management Agency (FEMA) or Oklahoma Emergency Management (OEM) because this particular storm was not declared as a federal disaster.

Public Safety & Justice

A More Comprehensive Prevention Program

The Fire Prevention Division has expanded the business fire inspection program to include a storm preparedness element. Staff will now provide information to assist in determining the best place to take shelter within the business in the event of severe weather. Additionally, they will provide information and support with developing comprehensive disaster plans for business that are interested.

Bullying Prevention

As part of an ongoing City-wide anti-bullying awareness effort, the Norman Police Department (NPD) helped with the continued growth of a local partnership between the NPD, the Norman Public School System, several local churches, the Xenia Institute, an OU Legal Clinic representative and a representative from the Oklahoma's alternative Dispute Resolution System. This year the group expanded on work from a public symposium that was held in 2012 by holding an "Above Bullying" public forum on Nov. 14th, 2013. It was a free public forum that was geared toward parents and students. Mr. Wes Moore, the guest speaker, is nationally recognized as both a speaker and writer on the topic of bullying. More than 200 people attended the two hour event. A panel of community leaders participated in a panel discussion responding to questions related to bullying. The planning committee will continue to meet to help identify issues related to bullying.

TEAM

Teaching, Educating and Mentoring (TEAM) continues to help children in Norman learn life skills, along with family and school. The Police Department taught TEAM in six schools this year, at the request of the schools, which amounted to approximately 70 hours in the classroom. The Police Department will continue to build strong bonds with the school system in Norman and the students and teachers that attend and work at these schools.

Crime Free Multi-Housing

In 2011, the Norman Police Department (NPD) started researching the Crime Free Multi-Housing Program (CFMH). The program has continued to move forward, with apartment managers and maintenance personnel continuing to work toward becoming fully certified properties. All 12 of the current properties have completed phase one of the certification process. Five properties have completed the phase two security surveys. One property has completed all three phases required to become a certified CFMH property. This property is permitted to use the program's logo in advertisements and place signage throughout the property.

Animal Welfare Facility Improvements



On November 8, 2011, the citizens of Norman approved a \$3,035,000 general obligation bond for the renovation of the Animal Welfare Facility. Construction started in November of 2013, and the project will be performed in two phases which allows the center to remain open during the renovation. The project is currently in phase one of the construction. This phase consists of the renovation and expansion of the adoption area of the project. Upon completion, the facility will have more holding capacity, quarantine areas for sick animals, and better disease control.

CAD System

The City experienced significant progress with the implementation of the City's Public Safety Software project in 2013. The City approved a contract with New World Systems in December 2012 for a fully integrated Public Safety Software Solution to include Computer Aided Dispatch (CAD), Fire and Police Records Management Systems (RMS),

and first responder Mobile Data Computer (MDC) systems. During 2013, the Information Technology (IT) Division managed numerous hardware and software upgrades to support this project. Administrative training has begun for use of the new software and user training is scheduled to continue through the Summer 2014. The project plan anticipates being active by Fall 2014.

Fire Station No. 9



Fire Station No. 9 located at 3001 Alameda Street was opened in September of 2013. The station was built using Leadership in Energy and Environmental Design (LEED) concepts and guidelines, and is currently awaiting its certification level.

Staffing Fire Station No. 9 required the addition of 15 firefighters. This addition completed the Fire Department staffing plan associated with the Public Safety Sales Tax, approved by the voters in 2008. The station is currently averaging over 100 calls of service each month and is making a positive impact on response times in east central Norman.

Citizen's Police Academy

The Norman Police Department (NPD) completed two Citizens' Police Academy (CPA) classes with 19 graduates and 18 graduates respectively. This now brings a total of 97 CPA graduates. The CPA offers citizens insight into how police officers perform their duties and how they serve the community. Continuing to use the Community Oriented Policing philosophy, the Police Department has now held five (5) CPA's since August 2011. The NPD plans to host two CPA's in 2014 to continue to foster better communication between citizens and police through education and interaction.

Citizens' Police Academy Alumni

Following graduation from the Norman Citizen's Police Academy (CPA), participants have the opportunity to continue attending advanced courses throughout the year. With oversight from the Police Department, CPA Alumni have created the Norman Citizen's Police Academy Alumni Association (NCPAAA). The first set of executive officers and the police advisor are working to create a charter and set of bylaws. The NCPAAA currently participates in the Adopt-A-Street program and is working toward participating in other service projects throughout the community.

Norman Investigations Center



In 2006 the U.S. Department of Defense (DOD) announced the closure of over 100 facilities nationwide including the Joseph A. Smalley Army Reserve Center located at 1507 W. Lindsey Street in Norman. In 2007, the City completed an application process and was ultimately awarded the facility in 2012.

The City of Norman Investigations Center (NIC) was remodeled to be utilized for Police and Fire Investigations, Police Lab and Property Custody. Construction began in July 2013 with completion estimated in the Spring of 2014.

When opened, the facility will be known as the "City of Norman Investigations Center". The building is expected to be fully operational by the Spring of 2014.

Once the facility is complete, the Criminal Investigations Division (CID), Fire Marshal and Inspectors Office, the Forensic Lab and Property Custody Office will be moved to the Investigations Center in phases.

DDACTS

Data Driven Approaches to Crime and Traffic Safety (DDACTS) is law enforcement operational model developed by the National Highway Traffic Safety Administration that integrates locations based crime and traffic crash data to determine the most effective methods of deploying law enforcement and other resources, drawing on the deterrent value of highly visible traffic enforcement and the knowledge that crimes often involve motor vehicles. The goal of the program is to reduce crime, crashes, and traffic violations. The Norman Police Department (NPD) utilized this concept and conducted traffic enforcement and high visibility patrols in areas throughout the city where there were noticeable accident and crime increases. Officers also took the opportunity to increase educational efforts by delivering crime prevention information door to door in certain areas of town. These combined efforts have proactively helped address and reduce specifically identified crimes and accident locations in the City.

Youth Law Day Program

April 5, 2013, marked the eleventh year that Norman Municipal Court and Norman Public Schools (Alcott, Irving,

Longfellow and Whittier) partnered in Law Day activities for middle school students. The activity was held at the University of Oklahoma College of Law in the Bell Courtroom. This facility provides the students with a view of a high-tech courtroom that demonstrates the latest applications in technology. Personnel from the City of Norman Municipal Court, Legal, and Police Departments made presentations and shared information about their respective professions, responsibilities, and the steps students should consider in preparing for careers in law, legal services, and law enforcement. The session included a mock trial to expose the students to the realism of the judicial process and consequences of illegal behavior. The students deliberated and determined whether the defendant should be found innocent or guilty.

Parks, Recreation and Library Services

Legacy Park

Legacy Park construction began on March 15, 2013. As of January 1, 2014, the construction is approximately 40% complete. Once complete, the park will have a 1,000-seat amphitheater, one acre pond, programmable fountains with LED lighting, promenade walkway around the perimeter of the pond and spaces for public art. Completion of the project is now estimated to be in August of 2014. With the help of the Sooner Theatre staff, a grand opening celebration is being planned that will feature the amphitheater and fountain facilities.



Legacy Park looking east across the pond

Legacy Trail South Extension

The Legacy Trail south extension was completed in the area around Campus Corner. The project extended the 10-foot wide path from Jenkins and Duffy west to Asp; and then south along Asp to the Campus Corner area at White Street. The project also included reconstruction of the sidewalks, driveway approaches and curb and gutter along the east side of Jenkins from Duffy Street to Boyd Street. New trees and decorative pedestrian lights were placed along the trail and sidewalks to match the rest of the project.

Artistic Bike Racks



Five artistic bike racks were placed in the Downtown area in July. The bike racks were created by local artists and funded with private funding raised by the Public Arts Board (PAB). The PAB will sponsor a second round of artistic bike racks in 2014 which will be placed in other areas in central Norman.

Westwood Park Golf Course

After 27 years as the Head Golf Professional at Westwood Park, Mr. David Lisle resigned his position to pursue a golf improvement business. After completing a search process, Mr. Rick Parish was appointed Head Golf Professional. Parish has been an Assistant Pro at Westwood since 1995 and is a Class A member of the PGA of America.

Westwood Tennis Court Improvements



In November 2013, all 12 of the tennis courts at Westwood Park were given a complete surface replacement. Seven of the courts were striped with blended lines to mark shorter 60 ft. courts for younger players. Westwood hosts over 40 local, state, regional and national tournaments each year.

Neighborhood Parks

Several parks received updates through funds made available from the CDBG program. Frances Cate Park received a new picnic shelter, picnic tables, benches and fencing improvements. Centennial Park received new park benches, picnic tables and a drinking fountain. McGeorge Park re-

ceived a new playground area, picnic tables, benches and trash cans. Sidewalks and new bridges were built in Ruth Updegraff Park.



McGeorge Park Playground

Rotary Park Pavilion



A new pavilion was built in Rotary Park to replace the shelter that was destroyed in the April 13, 2012, tornado. The new pavilion features stone and timber construction. The City plans to build more shelters of this type at other parks in the future. Park trees lost in the tornado are being replaced with the help of a \$5,000 donation from the Sooner Rotary Club.

Life Cycle of Recreation Programs

During the last several months, all City recreational programs were evaluated based on the program's growth, stability and viability. Programs determined to be no longer viable based on declining participation were replaced with programs better suited to fit the residents' recreational needs. From the results of the evaluation, two new dance and three new martial arts programs have been added.

Gym Flooring at Whittier and Irving Recreation Centers

The floors at both facilities were replaced in September with a rolled rubber flooring system that resembles the appearance of a wood floor, but will last longer and require less maintenance.

Reaves Park Softball Complex



The concession and restroom building at the middle softball complex was replaced with a building that offers more restroom facilities, improved office space and a modern concession area. The new building was completed in October 2013 and will be open for its first full season in the spring of 2014.

Point of Service Survey

A point of service survey is provided to each recreation program participant at the conclusion of each recreation class to gather input about customer habits and opinions about City recreation programs and facilities, satisfaction with program instructors and input regarding new programs. The information gathered in these surveys provides valuable input to staff when planning future programs.

Online Survey

An online survey was conducted through the City of Norman Parks and Recreation web page in September of 2013. Input about recreation center facilities, youth sports league scheduling, program pricing, methods for advertising and communicating with customers and new program requests was gathered. The survey will be conducted on an ongoing basis to allow staff to continuously monitor service in these areas.



Norman West Library

Library Services

Norman West Library. City Council approved a contract in March 2012, to enter into an agreement with Pioneer Library System (PLS) to lease up to 7,000 square feet for a west side satellite library in a section of the former Border's Bookstore purchased by PLS to be used as their administrative offices. Renovations were completed in late October 2013, and PLS administrative staff moved to the new facility. The west side satellite known as "Norman Public Library West" opened to the public on November 1, 2013, with an official ribbon cutting ceremony.

East Norman 24-Hour Automated Library. City Council approved a cooperative agreement with Pioneer Library System and Norman Public Schools in August 2012, for placement of a 24-hour automated library service machine located at Irving Middle School. This machine is the first of its kind in the U.S. This will serve as an interim solution to accommodate the library service needs for east Norman until such time that an eastside branch library is completed. An official ribbon cutting was conducted on October 29, 2013, and the first book was checked out by an Irving Middle School student.

Central Library Flooring Replacement Project. A project to replace the flooring began in December and is expected to be completed in February 2014.

Community & Economic Development

Mobile Field Inspection (MFI)

The MFI System works in conjunction with SunGard Public Sector Building Permits (BP) database allowing near "real time" inspection results, allowing the Building Contractors, Trade Contractors and others with an active permit the opportunity to obtain inspection results almost immediately. Inspection results may be viewed online or through the Automated Phone Line System. Between May and December 2013, 11,708 inspection results were entered using the MFI System.

City-wide Proactive Code Compliance

2013 was the first full year of City-wide proactive Code Compliance. These new procedures were initiated in March 2012, and the percentage of proactive cases versus complaint-based cases increased from 21% to 49%. In 2013, the proactive cases remained at 49%.

Adoption of the International Building Code (IBC)

The 2009 International Building Code (IBC) and related codes were approved and adopted in November 2013. These adopted codes include the International Fire Code, International Existing Building Code, International Fuel Gas Code, International Mechanical Code, International Plumbing Code, and the 2011 National Electric Code.

Major Permit and Inspection Services

Multi-family Complex	Address	Reported Valuation (Millions)
Avenue at Norman	3301 12 th Ave. SE	\$ 17.7
Windsor Apartments	3700 W. Tecumseh Rd.	14.5
ICON Apartments	6475 36th Ave. NW	\$ 10.6

Multi-family Complex	Address	Reported Valuation (Millions)
Crest Foods Stores	2550 Mount Williams Dr.	\$ 7.4
Community Christian School	3106 Broce Dr.	5.5
Kappa Sigma Fraternity	1100 College Ave.	5
Holiday Inn Express	2500 Conference Dr.	4.5
Northhaven Church Addn.	4600 36th Ave. NW	3.5
Crimson Capital LLC	3151 W. Tecumseh Rd.	3.5
Ashley Furniture	2831 Conference Dr.	3
Animal Welfare Center	3428 Jenkins Ave.	2.8
Phi Kappa Sigma	736 Elm Ave.	2.5
Heartland Harvest Church	6450 36th Ave. NW	2.5
First Baptist Church Remodel	211 W. Comanche St.	2.5
Neighborhood Walmart	3571 W. Rock Creek	2.4
Hey Day-Double Dave Addition	3201 Market Place	2.4
Buffalo Wild Wings	3010 Classen Blvd.	2.2
Nextep Inc. Office Remodel	1800 Interstate Dr.	2
Delta Upsilon Remodel	505 Emerald Way	1.8
Center for Children & Family	715 E. Eufaula St.	1.8
Absentee Shawnee Health	16051 Little Axe Dr.	1.7
NFD & NFP Investigations	1507 W. Lindsey St.	1.4
Goodwill	2430 W. Main St.	1.2
Aldi Food Store	2440 W. Main St.	\$ 1.2

Planning Application Process

The City approved ordinance amendments to allow "Concurrent Submittal" for Pre-Development, Greenbelt and Planning Commission applications. Traditionally, applicants were required to submit Pre-Development and Greenbelt applications one month prior to the Planning Commission application for rezoning.

Orthophoto-based Mapping

City Council approved a contract with Kucera International to take aerial photographs and perform planimetric map-

ping for the City of Norman. These photos have been uploaded to the mapping website for accessibility to the public.

Large Development Projects Approved

The University North Park development opened several new businesses in 2013, including: Crest Foods Store, Design Shoe Warehouse, HomeGoods, Michael's Arts and Crafts and Zoe's Kitchen.

Hey Day-Double Dave's existing facility, located at Indian Hill Road and I-35, has been approved for a 31,319 sq. ft. expansion to accommodate new bowling lanes, a bar and lounge area.

"Brown Bag" Lunch Meetings

Staff from Planning and Community Development and the Development Coordinator have been meeting through the past year with members of the Builders Association of South Central Oklahoma (BASCO) in a series of "Brown Bag Lunch" meetings to discuss individual elements of the inspection process. The "brown bag" meetings began in January 2013 and were held monthly during the lunch hour at City offices. Residential inspections for basic trades (i.e. electrical, building, plumbing, mechanical) have been discussed. The City and BASCO are now meeting on a quarterly basis to address additional inspection topics and updates.

Development Streamlining Ordinance

Council passed amendments to the Subdivision Regulations (Ch. 19 of the City Code) designed by staff and members of the development community to streamline the City's regulatory platting process.

These amendments included:

- Extending the validity of preliminary plats to five years and adding an administrative approval process
- Review and approval of final plats solely by City Council
- Allowing pre-development and Planning Commission meeting submittal in the same application cycle
- Optional pre-development meeting for COS properties over 40 acres.

Development Services Customer Service Survey

Staff and members of the development community finalized a survey to be distributed on a monthly basis to trade contractors, builders and other project representatives to receive input on plan review and inspection services upon final Certificate of Occupancy. This survey is currently underway.

Storm Shelter Permits

During 2013, 1,571 Storm Shelter Permits were applied for and issued. This number is up significantly from 2012, when 532 Storm Shelter Permits were issued.

Transportation

2012 Bond Program

All of the 2012 bond projects (valued at nearly \$90M) are currently under contract for design, and seven of the eight projects have initial plans submitted to the Oklahoma Department of Transportation (ODOT) for initial review. Seven of the eight projects have also been placed on the 5 year transportation improvement program (TIP) administered by the Association of Central Oklahoma Governments (ACOG). This is the first step in obtaining the federal matching funds for completion of the projects.

The Cedar Lane Road reconstruction project will bid in March of 2014 and will be the first project completed in the 2012 Bond Program.

I-35/Indian Hills Road Overpass



In recent years, the Indian Hills Road overpass began showing serious signs of deterioration on the bridge deck and structural members. Throughout the years, there were several instances of concrete falling from the bridge deck, causing damage to vehicles travelling on I-35 in one instance. The City of Norman, in collaboration with the Oklahoma Department of Transportation, completed bridge deck repairs in 2013 extending the life of the overpass until an ODOT study and project can be completed for the full replacement of the bridge and interchange.

City's First Comprehensive Transportation Plan (CTP)

The firm of Freese & Nichols and staff facilitated several visioning committee meetings, public open houses, Council Committee meetings and Study Sessions to obtain valuable input for the development of the City's first ever Comprehensive Transportation Plan. The final draft of the plan was completed in December 2013 and is being reviewed by staff. Future meetings with the Council will be held in February and March 2014 prior to formal adoption of the plan.

I-35/Main Street Overpass

ODOT began construction of the Main Street Overpass. The overpass is designed to be a single point urban interchange (SPUI). This is the second SPUI to be constructed in the State of Oklahoma and is capable of safely moving large volumes of traffic. The City has funded aesthetic enhancements to be incorporated into the project. The enhancements depict the Land Run of 1889 and will include artwork on the retaining walls along I-35, and walk ways with planters across the overpass.

Arterial Street Resurfacing:

This project milled, overlaid and re-striped West Lindsey Street (between 36th Avenue SW and Ed Noble Parkway), West Tecumseh Road (between 60th Avenue NW and Healthplex/Journey Parkway) and 24th Avenue NW (between Boardwalk and Tee Drive). It also modified some sidewalks and wheel chair ramps for compliance with the American with Disabilities Act and provided minor drainage improvements.

Sidewalk Programs

Over the past year a few significant sidewalk projects have been completed that benefitted the community.

Sherry Avenue from Crestmont Street to Iowa Street. This project was located near Cleveland Elementary School and created a safer route for families in the area.

24th Avenue Sidewalk from Robinson Street to the Target Parking Lot. This project was possible due to the additional funding granted to the capital improvements project budget for sidewalk projects by the City Council. This sidewalk was constructed to serve the needs of citizens utilizing the CART bus system to access shopping in the University North Park Area.

Elmwood Drive. 800 feet of new sidewalk with 3 ramps were constructed along the north side of Elmwood Drive creating a connection with the pedestrian crossing across Imhoff Creek and the existing sidewalk on Pickard Avenue.

Parking Management Business Plan for Campus Corner

This plan details the strategies and payment options available to customers and visitors who park in the 159 public parking spaces along Boyd Street, Asp Avenue, Buchanan Avenue, University Boulevard and White Street. Plan highlights include:

- Parking Rate at \$1.00 per hour (currently 25¢ per hour)
- Maximum Parking Time of two hours (currently one hour)
- Applicable Times at 24 hours per day, 365 days per year (currently Monday-Saturday between 8 a.m. and 6 p.m., except Holidays).

Parking Management Business Plan for the Downtown Parking Lot

This plan details the strategies and payment options available to customers and visitors who park in the City's Gray Street Parking Lot.

Plan highlights include:

- Parking Rate at 25¢ per hour with 1st hour free (currently 25¢ per hour with 1st hour free)
- Maximum Parking Time at 24 hours (currently 24 hour)
- Applicable Times at 24 hours per day, 365 days per year (Currently Monday-Saturday between 8 a.m. and 6 p.m., except Holidays)

Smart Parking Meters in the Campus Corner Area

The City installed a sensor-based Smart Parking Meter System using Campus Corner Tax Increment Finance District funds. The system provides a credit card enabled single-space meter mechanism which was retrofitted into each of the existing on-street parking meter housings. In addition, the meter offers multiple payment options (coins, credit / debit card, smart card and tokens.), access to real-time data, solar-power technology, and a comprehensive web-based management system.

Citywide School Zone Flashing Beacon Upgrade Project

This project replaced school zone controllers and flashers at 28 different locations throughout the City. Equipment upgrades included flashing yellow lights and regulatory signage. The new controllers included a telemetry feature that enables City staff to program and troubleshoot units remotely.

City Wayfinding Plan

The City, in collaboration with the Norman Chamber of Commerce and the Norman Convention and Visitors Bureau, hired the firms of Guernsey Engineering and Kolar Design to develop a Wayfinding Plan. The entire City of Norman is included in the plan; however, some areas of the City feature much fewer potential destinations than other areas. Council adopted the plan on November 12, 2013.

Since adoption of the Wayfinding Plan, City staff has worked closely with the officials from Oklahoma Department of Transportation to incorporate the recommendations from the plan into the updated highway signage system for Interstate 35.

In addition, city staff has submitted a project request for the City's FYE Capital Improvement Program which will complete the Main Street Pilot Program as recommended in the Wayfinding Plan. City staff also continues to collaborate with the Norman Chamber of Commerce and the Norman Convention and Visitors Bureau to determine other funding opportunities for future Wayfinding Signage projects. Finally, city staff is pursuing grant funding opportunities with the Oklahoma Department of Transportation for

transportation enhancement funds which can be used for wayfinding signage in municipalities.

Environmental & Utility Services

Light Emitting Diode (LED) Lamp Lighting Projects

The first roadway upgrade project along Main Street, between Merkle Drive and University Boulevard, replaced the existing antiquated street lighting system with a new state-of-the-art LED lighting system, including new concrete decorative poles and underground wiring.

The second roadway upgrade project along Jenkins Avenue, between South Highway 9 and Constitution Street, replaced the existing antiquated street lighting system with a new LED lighting system, including new concrete decorative poles and underground wiring.

Rain Barrels

As part of the City of Norman's continuing educational effort for wise water resource usage, the Environmental Control Advisory Board (ECAB) continued to provide free rain barrels, Water Wise Workshops and a Water's Worth It Poster contest. To date, over 800 rain barrels have been distributed.

Ozone Project



Carollo Engineering was hired to design the Phase II improvements at the Water Treatment Plant. Part of the Phase II improvements includes changing the disinfection procedures to meet new regulations and includes a method to help reduce/eliminate taste and odor occurrences. The use of ozone (a very strong disinfectant and oxidant) for disinfection and removing taste and odor is being considered. A small scale testing facility was set up on site and operated in actual conditions for six months. The testing was completed in 2013 and the final treatment train recommendations are being compiled and will be brought to the City Council early in 2014.

Phase 2 Water Reclamation Facility Expansion



The Norman Utilities Authority received Department of Environmental Quality (DEQ) approval for the construction of the Phase 2 Water Reclamation Facility Improvements. The improvements are estimated at \$63M and provide improvements to three major categories: regulatory, capacity and maintenance. The regulatory category is necessary to meet the changing requirements of the new discharge permit and include disinfection and additional aeration to the effluent. Capacity is required to increase the treatment plant capacity from 12 MGD (Million Gallons per Day) to 17 MGD. The plant is operating at about 90% capacity, and the additional treatment will carry the plant for many years to come.

Many of the major individual treatment sections have outlived their expected lives, so maintenance of the facility is needed. Some sections were installed in the 1950s and 1960s. With the DEQ approval, construction bidding is expected to start in the spring of 2014 with construction following in the summer.

Norman Utilities Authority submitted a wastewater rate increase to the voters of the City of Norman to fund this Phase 2 expansion. The citizens voted on November 12, 2013, and approved (almost 76% in favor) the requested rate increase.

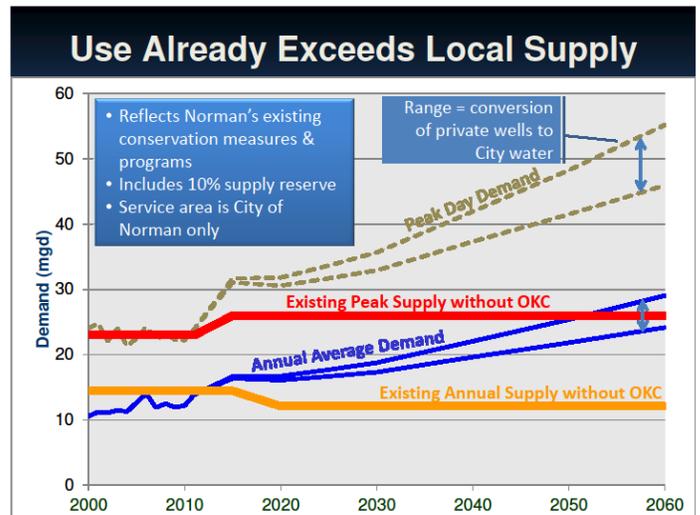
Household Hazardous Waste Event

For the second time, the annual household hazardous waste collection event was held in the fall, rather than the spring, on October 19, 2013. Close to 1,500 households brought their waste to be disposed of properly. Approximately 28,000 pounds of miscellaneous chemicals, 1,025 gallons of oil, 175 gallons of antifreeze, 66,000 pounds of paint and 31,000 pounds of electronics were some of the items collected in the five-hour period. Year round disposal of petroleum oils, antifreeze, tires and cooking oil is provided at no charge for Norman residents.

Strategic Water Supply Plan Update

The national engineering firms of Carollo and Tetrattech began a Strategic Water Supply Plan Update that will pro-

vide a portfolio of water supply options for the next 50 years. A Citizen's Ad Hoc committee was formed to assist with the effort. A total of 14 portfolios were developed and rated on many criteria, such as economics, phasing potential, long term supply reliability, efficient use of water resources, environmental stewardship, etc. A draft report has been presented, which has narrowed the alternatives. A final presentation will be scheduled with the City Council in early 2014.



Curbside Recycling

The City of Norman has provided residential curbside recycling services since March 2008. The initial five year contract expired and new Requests for Proposals (RFP) for residential curbside recycling were issued. The new contract brought many changes. The Norman Municipal Utility approved a five year contract with Republic Services that began in August 2013. The changes to the curbside recycling service include: (1) Switching from dual stream recycling, where all recycled materials are sorted at the curb, to single stream recycling, where all the recyclables can be comingled; (2) Replacing the 18 gallon collection tube with a new City-purchased, blue, 95-gallon polycart; and, (3) Bi-weekly and acceptable recyclable materials expanded to include cardboard, chipboard and metal utensils. With five months of history, the new collections almost doubled participation rates and increased tons collected by 33%.

Manufactured Fertilizer Ordinance

The City Council adopted the Manufactured Fertilizer Ordinance. This was the first manufactured fertilizer ordinance of its kind to be adopted in Oklahoma. This ordinance was adopted in an effort to reduce nutrient loading to Lake Thunderbird to protect Norman's drinking water source. The ordinance includes restrictions on the use of continuing phosphorus fertilizer application guidelines, point of sale educational boards and commercial applicator registration.

Main Feed Water Line from Lake Thunderbird to the Water Treatment Plant



There are 8.2 miles of raw water line from the Lake Thunderbird intake facility to Norman's Water Treatment Plant. This year, Line Maintenance replaced 2.5 miles of this raw water line increasing the size from 30" diameter to 48" diameter. This replaces the 50-year-old line and will allow the plant to receive 17 MGD (Million Gallons per Day) up from 14 MGD.

Strategic Support

Consideration of an Onsite Employee Health Clinic

Site visits were conducted with various cities that offer their employees an onsite clinic. Employer health clinics are designed to provide more meaningful, effective and higher quality health care to employees and their dependents. City staff along with our benefit consultant will make a recommendation soon.

Budget in Brief

The City of Norman's fiscal year 2013-2014 Budget documents are available for review from the City's website (<http://www.normanok.gov>) or at the Norman Public Library. For the first time, the City's Budget Division has produced an easy-to-read and more user-friendly summarized budget document, the "Budget in Brief" which is also available at <http://www.normanok.gov/sites/default/files/WebFM/Norman/Financial%20Services/Budget%20in%20Brief.pdf>.

New Third-Party Health Insurance Administrators

During 2013, a request for proposal was received from interested Third Party Administrators. Effective January 1, 2014, the City of Norman changed third-party health insurance administrators which helped achieve improved administration and customer service, while reducing administrative costs by approximately \$200,000 per year. A new pharmacy benefit administrator was also put in place, which improved pricing for prescription drugs and reduced pharmacy costs by \$250,000 per year.

Fleet Management Study

On March 12, 2013, City Council engaged Mercury Associates to evaluate various aspects of the City's fleet management and maintenance programs. The study evaluated the current size and composition of the fleet, Fleet Division practices, the overall effectiveness of the operation, financial management and customer service. The evaluation identified where "Best Fleet Practices" are being used. Mercury found areas where the Fleet Management Division excels and follows best management practices. Some of these areas include, but are not limited to having numerous competent staff members whom are knowledgeable and dedicated to the management and maintenance of the fleet division. The Fleet Division also utilizes vehicle and equipment maintenance practices that are solid.

In addition, Mercury found areas for potential improvement with maintenance, operational savings and short and long term capital. Sixty-nine improvement action items were identified to take place over the next 5-10 years. Among those, three major short term savings opportunities were identified: (1) Conduct a Fleet Rightsizing Study and establish a formal shared use Fleet Motor Pool Program; (2) Contract with an onsite Inventory Management Company for the City's in-house parts operation, estimated to save the City up to \$350,000 the first year; (3) Develop a more extensive pre-trip inspection program, which will reduce breakdowns in the field and improve the user department's productivity.

Municipal Building Audio/Video Replacement Project

This project includes replacement of the entire audio, video, and recording equipment currently servicing the Council Chambers, conference room, and lobby area of the Municipal Building as well as the installation of a standalone audio, video, and recording system for the Multi-Purpose Room. Plans and specifications for the project were prepared and let for bid in September 2013. On-site installation is expected to begin in January 2014, and the project is expected to be completed in late March 2014.

Information Technology Simplification Assessment

The City of Norman contracted with Dell Consulting Services for an Information Technology (IT) Simplification Assessment during 2013. Dell provided a detailed analysis of the current mode of operations, spanning the entire IT environment, identified current service delivery costs, comparing those costs to industry benchmarks, and assessed the effectiveness of infrastructure management capabilities and disciplines, as compared to IT Best Practices and industry averages.

The study recommended several areas for improvement:

- Develop a Three-Year Technology Strategic Plan;
- Increase Internal/External Communications with Users
- Implement I.T. Governance Practices
- Establish an Enterprise Service Desk
- Develop Formal Disaster Recovery Plan

Information Technology Projects

During 2013, several major projects involving expansion and/or improvement of the City of Norman's Information Technology support networks and systems were completed or are ongoing. These included providing optical fiber cabling and high-speed, broadband network connection services to renovated or newly-constructed City facilities at Fire Station Number Nine; the Smalley Army Armory – Norman Investigations Center; the Animal Welfare Center; the new Computer-Aided Dispatch, Police and Fire Records Management and Mobile Data Network services (discussed in Police Department report); and at inter-connected traffic signals citywide.

The City of Norman is also replacing its analog Private Branch Exchange telephone systems with digital Voice-Over Internet Protocol (VoIP) telephone network systems. During 2014, this upgrade will expand the City's customer service and communications capabilities.

Governance

Charter Review Commission

In February 2012, City Council adopted a Resolution establishing a Charter Review Commission for the purpose of conducting a targeted review of the Norman City Charter and to reports its findings to Council. The Commission is comprised of 13 registered voters residing in the City of Norman; one from each ward and five at-large.

The members were formally appointed in November 2012, with an organizational meeting held in December. Formal meetings began in January 2013. The Commission completed its review of the targeted areas in November 2013. They made final recommendations in their January 2014 meeting. A final report will be forwarded to Council.

Transient Guest Room Tax

At an election held on April 2, 2013, voters approved (77%) a 1% increase to the Transient Guest Room Tax for rents from occupancy or hotel rooms, for a total of 5% effective May 1, 2013.

National, Regional and State Recognitions and Awards

The City of Norman's innovative programs, services and initiatives drew the attention of regional, state and national organizations in 2013. We are proud of our dedicated employees who continue to make Norman a model for other municipalities throughout the nation.

Department/Divisions

CDBG and HOME Programs

The Community Development Block Grant (CDBG) Program and Home Investments Partnerships (HOME) Program Consolidated Annual Performance and Evaluation Report (CAPER) for FYE 2013 was submitted to the Office of U.S. Housing and Urban Development (HUD). HUD's review of the CAPER again noted that "The City of Norman provides one of the best CAPERs in relating annual activities to the five-year Consolidated Plan. The activities noted in the performance report are diverse and leveraging appears to be used well, extending the benefit of the HUD funds received. The grantee is utilizing its grant to effect positive changes in its defined low/moderate income neighborhoods. Program progress is excellent." HUD also noted that 93,816 persons benefited from the program in FYE 2013.

Blue Seal of Excellence Award

The City Fleet Division was awarded the Blue Seal of Excellence by the National Institute for Automotive Service Excellence (ASE) for the sixth consecutive year. The award is given to vehicle repair shops with 75% or more of their automotive technicians certified in each area of service.

National Public Works Week, May 2013

As part of the City's National Public Works Week celebration, ten (10) Norman Public Works employees volunteered with Habitat for Humanity to help in the renovation of the house at 1614 Abe Martin Drive. In addition, multiple city departments participated in a Demonstration Day at Kennedy Elementary School where approximately 60 5th grade students were able to learn about city services and view city equipment on their campus.

Providing Educational Opportunities and Local Interest

The Water Reclamation Facility, Water Treatment Plant and Compost Facility hosted almost 50 tours during 2013. These tours, seminars and visits offered educational opportunities, environmental information, training and facts to about 500 people of all ages.

Norman Police Pistol Team

The Norman Police Department's Pistol team attained multiple top honors at the 2013 Dale DeBerry Memorial Regional and Oklahoma State Police Pistol Combat Championships. Over 50 law enforcement individuals participated. The Governor recognizes the top 20 Oklahoma shooters, and eight Norman team members secured a slot in the Top 20. Sgt. William Crew earned the top title of State Champion in the shotgun match, and Norman team members secured the 4-man Semi Auto Team Regional Champion title.

Financial Reporting Excellence

The City's *Comprehensive Annual Financial Report and Budget* documents have received national awards for excellence in presentation and conformance with all legal and statutory requirements and with generally accepted accounting and budgeting principles.

Individual Recognitions

Code Enforcement/Compliance

The American Association of Code Enforcement (AACE) held its annual conference in Oklahoma City in November 2013.

Kelvin Winter was also presented with the 2013 Distinguished Service Award by AACE at the national conference.

Oklahoma Flood Plain Managers Association

Todd McLellan, Development Engineer, was elected Chairman of the Oklahoma Flood Plain Managers Association for 2013-2014.

Oklahoma Traffic Engineering Association

David Riesland, Traffic Engineer, was elected President of the Oklahoma traffic Engineering Association for 2013-2014.

Oklahoma Water Environment Association

Ken Komiske, Director of Utilities, was installed as President of the Oklahoma Water Environment Association, the State chapter of the national Water Environment Federation.

Electrical Trades-Automated Industrial Systems

Andy Bruehl, Operations & Maintenance Technician at the Water Treatment Plant, was appointed to the Electrical Trades-Automated Industrial Systems advisory board at Moore-Norman Technology Center.

Treatment Plant Operators (TPO) Magazine Recognition

Steve Hardeman, Superintendent of the Water Reclamation Facility, was interviewed by Treatment Plant Operators (TPO) magazine for an article titled, "Building Better Leaders". TPO is a nationally recognized magazine dedicated to municipal wastewater operators.

Certified Municipal Clerk

Brenda Hall, City Clerk, has earned the designation of Certified Municipal Clerk (CMC), which is awarded by the International Institute of Municipal Clerks (IIMC), Inc. IIMC

grants the CMC designation only to those clerks who complete demanding education requirements, and who have a record of significant contributions to their local government, community and state.

2013 Williams D. Hatfield Award

Ryan Bart, Supervisor at the Water Reclamation Facility, received the 2013 William D. Hatfield Award from the Oklahoma Water Environmental Federation. The Hatfield Award is presented to operators of wastewater treatment plants for outstanding performance and professionalism.

American Society of Sanitary Engineering

Geri Wellborn, Lab Manager at the Water Treatment Plant, obtained her certification as a backflow tester from the American Society of Sanitary Engineering.

Oklahoma Water Purification Control Association Recognition

At the 2013 Short School and Conference of the Oklahoma Water Purification Control Association (OWPCA), several members of the Water Reclamation Facility were recognized for their exceptional contributions:

- Ryan Bart, Supervisor, Large Wastewater Plant Administrator of the Year
- John Baze, Plant Mechanic, Large Wastewater Plant Maintenance Operator of the Year
- Darrell Schwartz, Laboratory Manager, Large Wastewater Plant Lab Tech of the Year
- Angel Perez, Plant Operator, Large Wastewater Plant "Most Improved" Operator of the Year

In addition, Chris Mattingly, Utilities Superintendent of the Water Treatment Plant, was named Superintendent of the Year.

2013 Supervisor, Officer and Civilian Employee of the Year Awards

Each calendar year, the Norman Police Department recognizes a supervisor, officer and civilian employee, who has distinguished himself/herself by exceptional conduct, performance or contributions in accomplishing the Mission of the Norman Police Department.

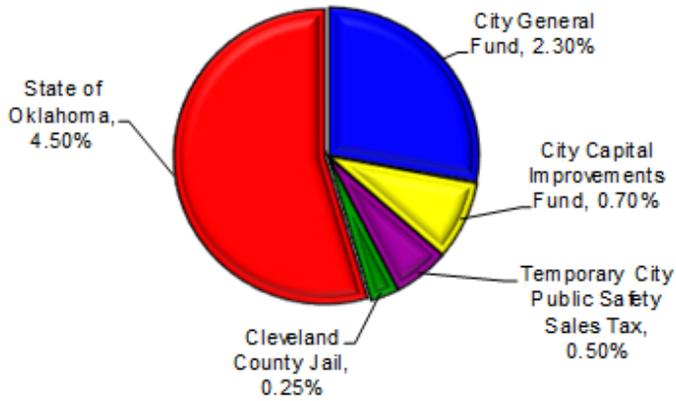
- Lt. Jamie Shattuck was selected as the 2013 Supervisor of the Year.
- Lt Stacey Clement was selected as the 2013 Officer of the Year.
- Scott Walsh, Communications System Technician, was selected as the 2013 Civilian Employee of the Year.

Oklahoma Municipal Court Clerk Association

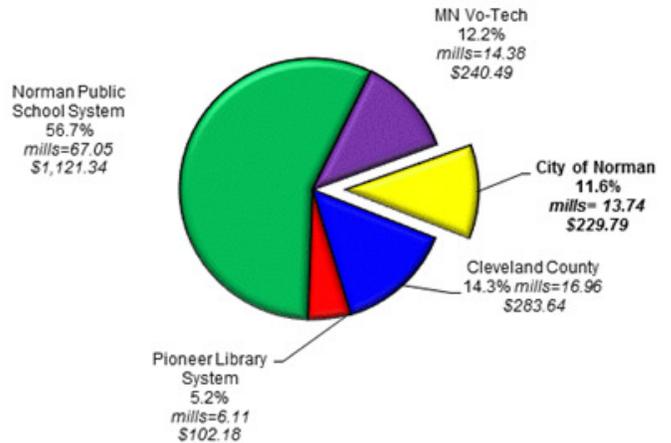
Ronda Guerrero, Court Administrator, currently serves on the Board of Directors of the Oklahoma Municipal Court Clerk Association.

Taxes Payable in 2013

Distribution of the 8.25% Sales Tax Rate



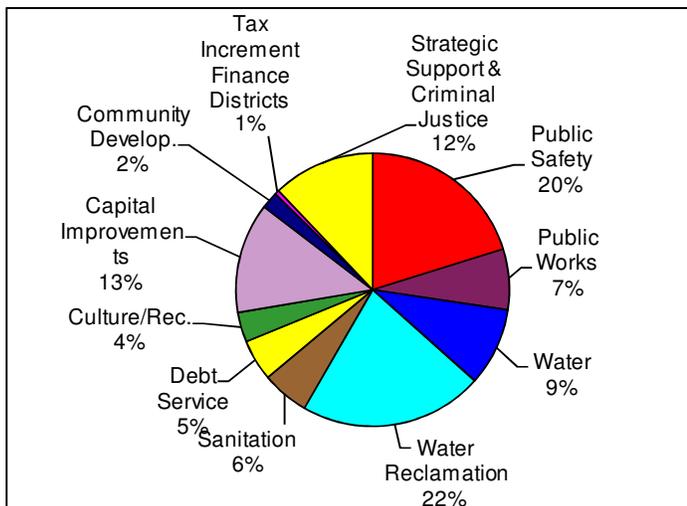
Annual Property Tax Distribution based on \$147,700 Median Home Value - 2012



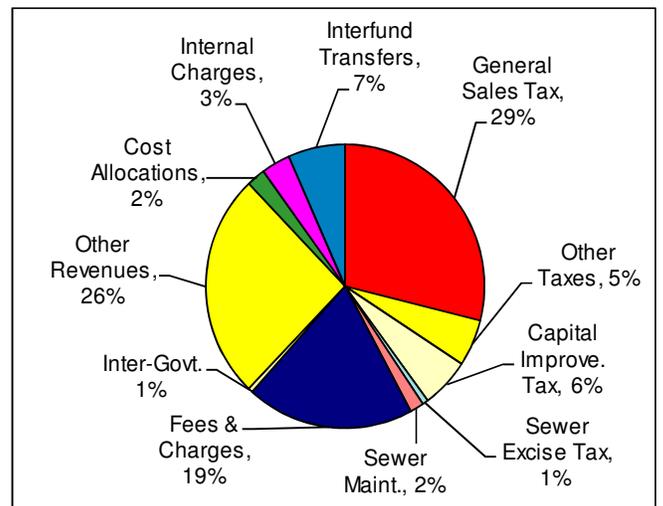
Note: This example is for tax payable in 2012 and assumes a \$147,300 home in the Norman school district. Total property tax rate is 118.24 mills; 11.6% of your property tax bill is designated for the City of Norman.

Approved Total City Budget for FYE14 is \$225,053,962

EXPENDITURES

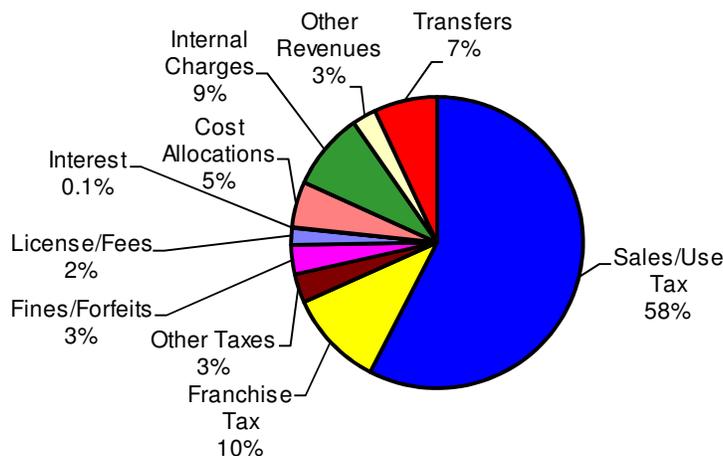


FUNDING SOURCES



Approved General Fund City Budget for FYE14 is \$71,185,227

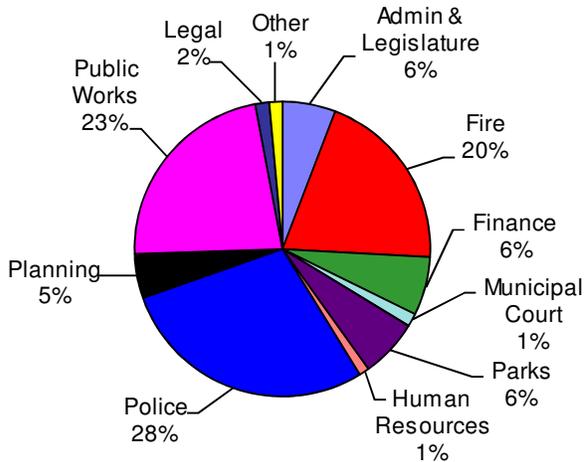
Where does the General Fund money come from?



Sales/Use Tax	\$	39,824,641
Franchise Tax		7,426,300
Other Taxes		2,200,536
Fines/Forfeits		2,253,918
Licenses/Fees		1,303,243
Interest		40,000
Cost Allocations		3,518,192
Internal Charges		5,933,121
Other Revenues		1,830,926
Transfers	\$	4,845,891

Approved General Fund City Budget for FYE14 is \$71,185,227

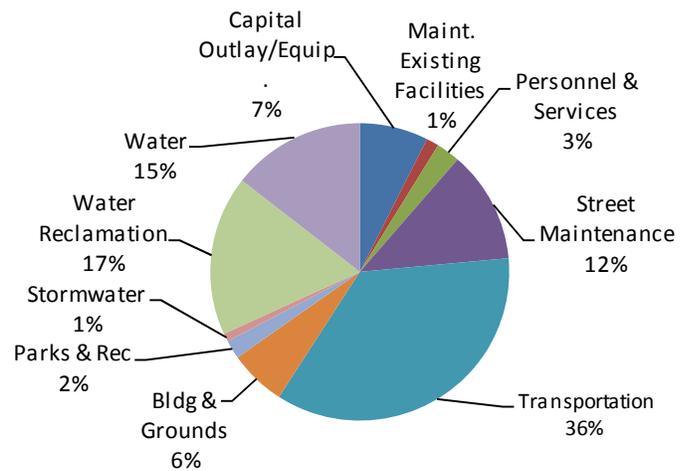
Where does the General Fund money go?



Admin & Legislature	\$ 4,189,041
Fire	14,436,429
Finance & IT	4,609,435
Municipal Court	1,040,075
Parks	4,603,231
Human Resources	808,863
Police	20,427,486
Planning	3,483,214
Public Works	16,255,280
Legal	1,098,075
Other	\$ 1,034,098

FYE14 Adopted Capital Budget Use of Funds \$43,501,582

Capital Outlay/Equipment	\$ 3,222,296
Maint. Existing Facilities	597,500
Personnel & Services	1,121,820
Street Maintenance	5,291,993
Transportation	15,476,827
Bldg & Grounds	2,682,600
Parks & Rec	880,000
Stormwater	385,000
Water Reclamation	7,558,771
Water	\$ 6,284,775



Financial Fast Facts about Norman

Area in Square Miles:	189.5
Estimated Population:	116,151
Number of Employees:	829 (full-time & permanent part-time)
Employees per 1,000 citizens:	7.1
Expenditures per capita:	\$1,936
Bond Rating:	Moody's AA2
Unemployment Rate:	4.3%
Adopted City Budget for Fiscal 2014:	\$225,053,962
City Sales Tax Rate:	3.5%
Median Family Income:	\$62,826
Median Income per Household in 2011:	\$47,815
Median Value of Housing Units:	\$147,700
Median Real Estate Tax:	\$1,996
General Merchandise Sales in 2013 (Estimated):	\$290,697,000
Total Taxable Sales in 2013 (Estimated):	\$1,712,058,000

The majority of the categories on this chart are funded by the City's sales tax receipts. Seventy percent (70%) of one percent (0.7%) of sales tax is set aside for capital improvements.

The Water projects are primarily funded with a combination of user charges and fees and a capital improvement charge of \$1.50 per month for residential customers.

The Wastewater projects are funded by a combination of user charges and fees, a \$5 per month sewer maintenance fee, a capital improvement charge of \$0.50 per month for residential customers, a new development excise tax based on square footage of the project, and a temporary five-year sewer sales tax of an additional 1/2 percent that ended in September of 2006.