

2012

COMMUNITY REPORT CARD

NORMAN, OKLAHOMA



AN INITIATIVE OF LINK NORMAN

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Welcome to Norman, Oklahoma's Community Report Card – founded on the belief that “Change will occur either by chance or by design.”

We value our community and take responsibility for making it all it can be. Through the vision of those early settlers who were looking for a little piece of ground on which to build their dreams, Norman has become a community of pride.

From September 1996 through May 1997, more than 100 people from all walks of life in Norman worked to create a vision for our community, identifying eight initiatives to launch the Norman community toward that vision.

As one of the original LINK Norman initiatives, this Community Report Card uses certain gauges, or indicators, to evaluate the quality of life in Norman, Oklahoma. By providing citizens with information about the needs in our community, we can define specific areas that crave our attention while celebrating those areas where we have achieved excellence. This Report Card provides a framework for future success. As Lee Iacocca stated, “We are continually faced by great opportunities brilliantly disguised as insoluble problems.”

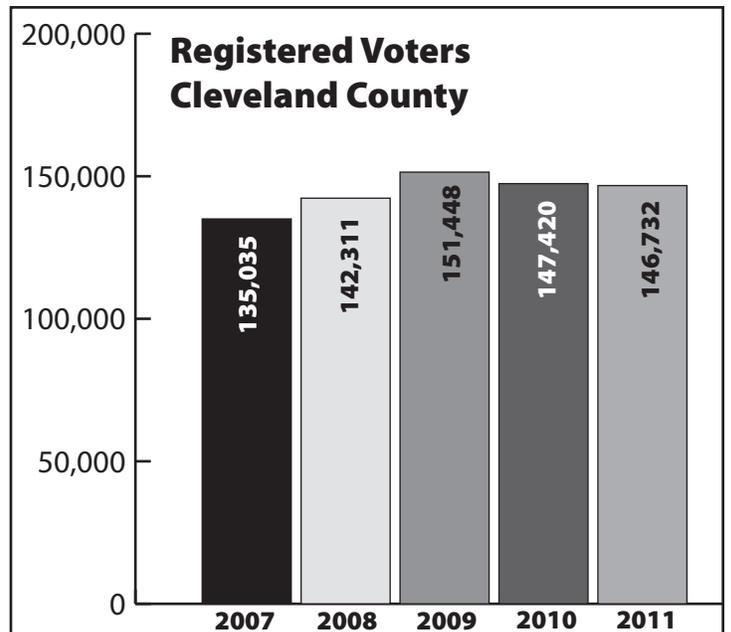
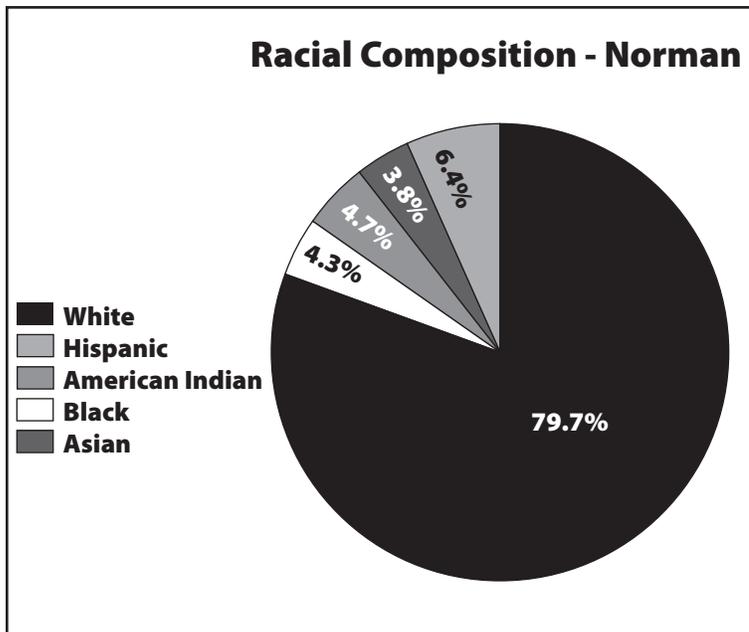
With the same pioneer “can do” spirit of those early settlers, today's residents are proactive in solving problems, building on strengths and designing our future. With a vibrant economy, strong volunteer spirit and compassion for those less fortunate, Norman looks to the future with hope and a promise to our children and grandchildren to preserve the quality of life we value.

Indicators	2007	2008	2009	2010	2011
Registered voters-Cleveland Co.	135,035	142,311	151,448	147,420	146,732
Sales tax collections: percent change (fiscal year)	5.40%	6.68%	3.28%	(1.89%)	4.59%
City Council male/female ratio	6/3	6/3	6/3	6/3	6/3
Neighborhood Watch programs: National Night Out participants	39	46	50	53	60
Norman News membership (City's listserv)	887	879	881	910	984

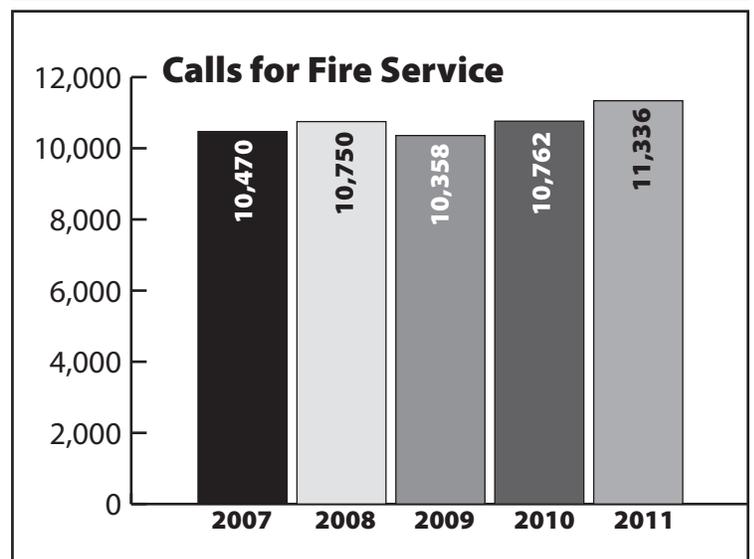
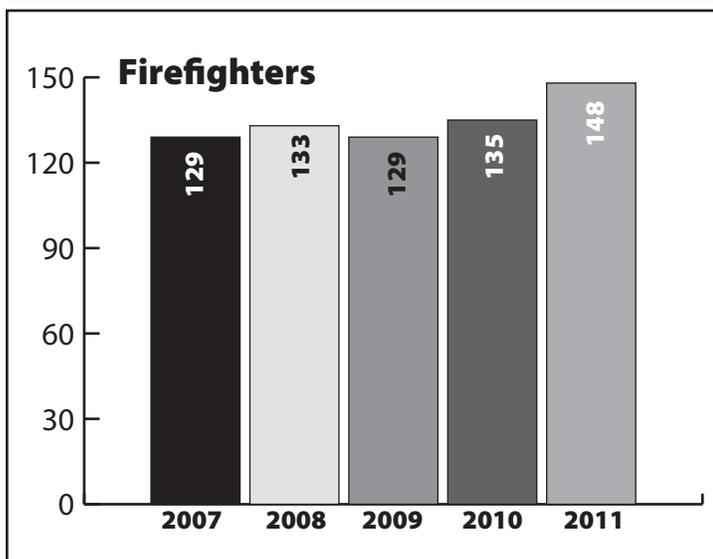
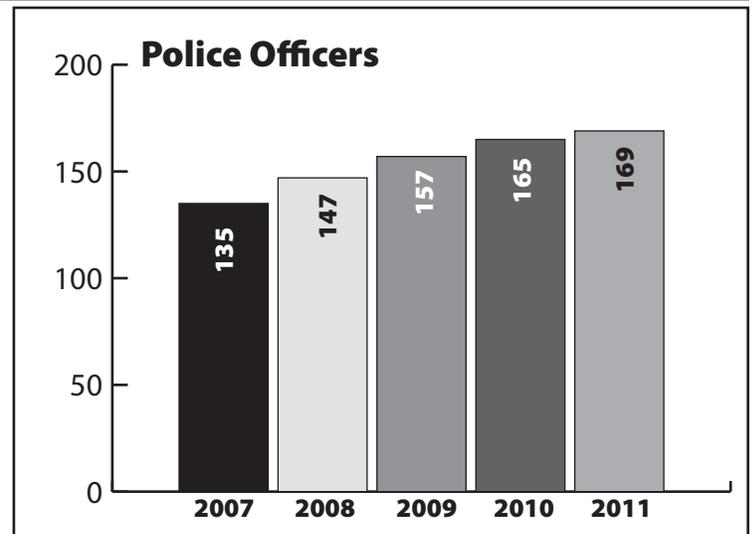
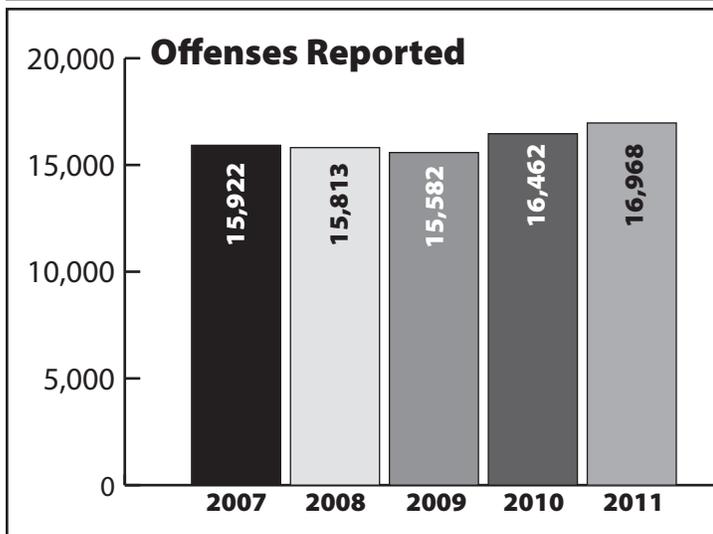
www.normanok.gov

Census Information

Estimated Population	110,349	111,543	112,551	110,925	112,384	
RACIAL COMPOSITION	White	Black	American Indian	Asian	Hispanic	
1980	90.6%	2.3%	3.2%	1.7%	NA	
1990	87.5%	3.6%	4.8%	3.2%	NA	
2000	83.0%	5.0%	5.0%	4.0%	4.0%	
2010	79.7%	4.3%	4.7%	3.8%	6.4%	
AGE CATEGORIES	Under 5	Age 5-19	Age 20-24	Age 25-44	Age 45-64	Age 65 and over
1980	6.5%	24.2%	18.4%	29.9%	13.8%	7.2%
1990	6.5%	21.8%	15.1%	33.4%	15.0%	8.2%
2000	6.0%	22.1%	16.0%	30.0%	20.0%	9.0%
2010	5.8%	19.8%	16.0%	26.5%	21.8%	10.0%



Indicators	2007	2008	2009	2010	2011
Crimes in Norman (eight most serious crimes)	4,130	3,919	4,275	4,166	4,286
Offenses reported	15,922	15,813	15,582	16,462	16,968
Crime rate per 1,000 population	37.4	35.0	37.4	37.5	38.3
Juvenile reported offenses (alcohol and crime)	1,180	1,365	880	913	913
Police officers per 1,000 population	1.22	1.32	1.39	1.49	1.51
Police officers	135	147	157	165	169
Firefighters per 1,000 population	1.18	1.15	1.14	1.21	1.31
Firefighters	129	133	129	135	148
Calls for fire service	10,470	10,750	10,358	10,762	11,336
Annual fire loss (\$1,000s)	\$2,120	\$3,869	\$2,560	\$4,329	\$4,452
Building fires	91	81	86	96	83
Fire code inspections	3,483	3,516	2,894	2,718	2,639

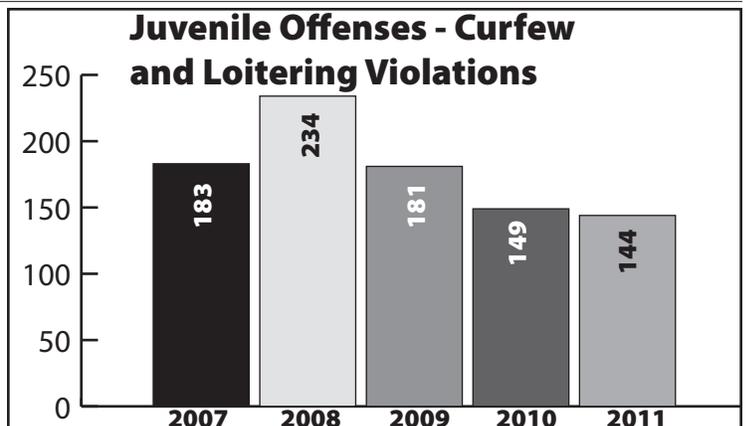
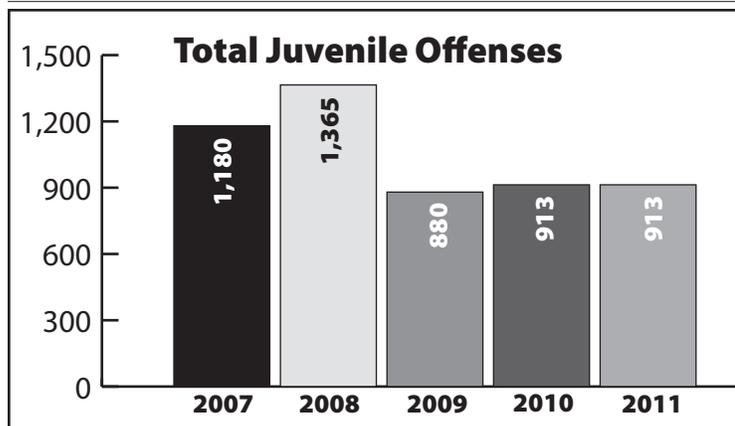


COMMUNITY SAFETY

Indicators	2007	2008	2009	2010	2011
Calls for service - police only	58,161	68,019	57,747	59,084	63,016
Calls for service-total activity	90,598	95,202	99,662	105,789	108,381
Response time PD avg. (emer.)	4.45	4.77	5.23	5.10	4.89
Response time avg. PD 1st Officer (emer.)	4.45	4.77	4.05	3.82	3.71
Response time PD Avg. 1st officer (non-emer.)	7.62	7.18	6.68	3.77	5.89
Traffic citations	21,313	18,461	16,949	19,415	15,978
Traffic warnings	11,252	12,829	14,996	18,809	14,531
Traffic collisions (Fatal)	7	9	8	6	5
Traffic collisions (Injury)	841	836	732	693	676
Traffic collisions (Non-injury)	2,047	2,275	2,249	2,275	2,317
Criminal homicide	4	2	0	2	2
Rape	47	58	54	61	77
Robbery	56	65	57	41	68
Felonious assault	88	70	79	73	80
Burglary	852	788	795	875	751
Larceny	2,721	2,644	3,077	2,934	3,080
Motor vehicle theft	359	283	207	174	220
Arson	3	9	6	6	8
Assault and battery	686	680	686	746	717
Forgery and counterfeiting	176	191	265	203	126
Fraud	381	501	575	467	400
Embezzlement	110	81	63	43	53
Stolen property	105	120	169	140	147
Vandalism	1,145	1,063	1,025	959	987
Weapons violation	105	81	59	89	87
Sex offenses	54	65	72	65	77
Drug abuse violation	990	984	897	1,065	1,234
Offenses against family/children	13	9	9	12	11
Driving under the influence	758	705	597	665	717
Liquor law violations	365	330	297	206	160
Drunkenness	863	766	572	768	867
Disorderly conduct	55	36	29	37	46
Other misdemeanors/felonies	1,860	2,077	1,941	2,515	2,458
Curfew/loitering/vagrancy	135	164	121	96	101
Extortion/blackmail	4	10	2	2	7
Kidnapping/abduction	15	5	9	10	12
Peeping Tom	7	3	6	6	12
Public peace	1,557	1,765	1,769	2,112	2,388
Runaway	332	297	199	221	213
Threats	207	174	188	152	186
Trespassing	118	118	79	98	98
Warrants-local	966	1,027	1,015	871	796
Warrants-for other agency	580	538	597	685	714
Warrants-other	115	104	66	63	68
Total part 1 crimes	4,130	3,919	4,275	4,166	4,286
Total crimes	15,832	15,813	15,582	16,462	16,968

COMMUNITY SAFETY – JUVENILE OFFENSES

Indicators	2007	2008	2009	2010	2011
Criminal homicide	0	0	0	0	0
Rape	4	2	1	3	3
Robbery	5	1	4	0	3
Felonious assault	3	3	3	4	1
Burglary	22	23	10	18	10
Larceny	104	155	133	118	104
Motor vehicle theft	8	6	4	3	2
Arson	0	0	0	0	0
Assault and battery	25	22	26	30	33
Assault and battery upon a police officer	0	0	0	0	0
Resisting or obstructing an officer	0	0	0	0	0
Forgery and counterfeiting	3	1	1	2	0
Fraud	4	4	0	0	0
Stolen property	13	15	8	18	15
Vandalism	31	25	12	27	18
Weapons violation	17	5	10	3	5
Sex offenses	2	0	0	14	8
Drug abuse violation	106	131	86	112	106
Offense against family and children	1	0	0	0	10
Driving under the influence	10	5	7	4	6
Liquor law violations	37	36	26	13	19
Drunkenness	33	53	16	15	25
Disorderly conduct	4	6	3	4	1
Other misdemeanor/felony charges	475	573	305	322	350
Curfew and loitering violations	183	234	181	149	144
Runaway	90	65	44	54	50
Total juvenile offenses	1,180	1,365	880	913	913



Working Together In Creative Ways

Community Oriented Policing is a philosophy based on the concept that Norman police officers and Norman citizens work together in creative ways to help solve contemporary community problems related to public safety, including crime, fear of crime, social and physical disorder and neighborhood decay. Since the revitalization of Community Oriented Policing in 2009, the Police Department has focused on building community partnerships, department reorganization and problem solving.

Several community programs were continued or newly implemented to address partnership and problem-solving issues. The Citizens' Police Academy, started in 2011, is one example. Since then, 40 community members have attended the 12-week class. These graduates have been excellent ambassadors for the city of Norman and the Police Department. The Police Department also has continued partnerships with Sooner Mall, Sooner Rotary and the Norman Fire Department to organize a Safety Town program annually. These classes focus on teaching elementary school children bicycle safety and other general safety related topics. Approximately 400



Safety Town 2011.



Vehicle display at "I Love My Neighborhood" event.

children attend this program annually. that cover subjects such as how to be a good neighbor, who to contact if you want to start a neighborhood watch and how to contact our action center and encouraging residents to find out what the standards are for the neighborhood regarding noise, parking and yard maintenance.

The Police Department has implemented a K-12 school program, Teaching, Educating and Mentoring (T.E.A.M),

that is currently being taught in some public schools. The program continues to build a positive relationship between children and the police.

These are just a few of the programs the Police Department has implemented or improved since 2009.



Citizens' Police Academy - class 2.



Citizens' Police Academy - class 1.

Another new program is "Community Pride, Neighborhood Wide." We have spent approximately 12 hours in three separate neighborhoods (campus, Kennedy Elementary and Oakhurst), walking the area and hanging door hangers



National Night Out at Target - 2011.

Indicators

2007
July 1, 2006, to June 30, 2007

2008
July 1, 2007, to June 30, 2008

2009
July 1, 2008, to June 30, 2009

2010
July 1, 2009, to June 30, 2010

2011
July 1, 2010, to June 30, 2011

NORMAN PUBLIC LIBRARY

Total materials circulated	767,202	793,433	995,440	1,097,030	1,129,660
Average weekly attendance	8,992	8,980	9,187	10,519	10,500
Registered card holders	77,631	74,706	68,559	67,729	72,769
Circulation per resident	7.60 items	7.86 items	9.47 items	10.87 items	15.52 items
Adult programs	198	195	201	208	494
Attendance	2,932	3,014	2,941	3,256	8,744
Teen programs	94	98	93	101	115
Attendance	6,446	5,379	2,383	2,817	6,649
Children's programs	593	621	706	750	762
Attendance	36,096	35,437	39,720	42,841	40,464
Intergenerational programs	8	5	5	4	157
Attendance	4,990	5,120	4,363	4,258	12,500
Computer classes	278	314	345	355	275
Attendance	2,454	2,841	2,988	3,241	2,202
Literacy programs at NPL	29	13	14	12	63
Attendance	141	106	159	114	300
Total library programs	1,200	1,246	1,364	1,424	2,010
Total attendance	53,059	51,897	52,554	55,415	59,062
Total meeting room uses	739	473	557	2,581	344
Total meeting room attendance	N/A	N/A	N/A	52,699	10,127

SPECIAL PROGRAMS AT THE NORMAN PUBLIC LIBRARY - SUMMER READING PROGRAM

Children signed up	2,630	2,679	2,849	2,817	3,202
Children's programs	94	131	179	178	149
Total attendance	9,149	9,221	12,328	10,190	9,265
Teens signed up	309	331	308	312	303
Teen programs	24	22	35	30	16
Total attendance	1,184	620	869	762	769
Adults signed up	121	64	125	99	250
Adult programs	N/A	N/A	N/A	N/A	20
Total attendance	N/A	N/A	N/A	N/A	497

Indicators

2007

2008

2009

2010

2011

FINE ARTS PROGRAMS

Fine arts programs taught at Norman high schools	76	76	74	75	73
Fine arts programs taught at Norman middle schools	74	74	74	74	71
Fine arts subjects taught in Norman middle schools	7	7	7	10	10
Students in Elementary String Program	278	256	270	267	289
Students in Sixth Grade Band Program	183	215	216	223	192

CULTURE AND THE ARTS

Indicators	2007	2008	2009	2010	2011
Total performance sites	16	16	16	16	16
Capacity of performance sites	7,500	7,500	7,500	7,500	7,500
Local church auditoriums available for concerts	6	6	6	6	6
Non-profit galleries	10	10	10	10	10
For-profit galleries	9	9	9	9	9
Free art and performance programs in public parks	8	8	8	8	8

SEATING CAPACITY OF PERFORMANCE SITES

Andrews Park Amphitheatre	1,200	Reynolds Performing Arts Center.	750
Catlett, Paul E. Sharp Concert Hall	1,018	Rupel Jones Theatre	643
Catlett, Morris Pittman Recital Hall	123	Sooner Theatre.	570
Catlett Choir Room.	123	The Depot	150
Lab Theatre-Old Science Hall	80	Weitzenhoffer Theatre	208
Nancy O'Brian Performing Arts Center	1,200		

NON-PROFIT GALLERIES AND MUSEUMS (10) and Attendance

Charles M. Russell Center for the Study of Art of the American Southwest .N/A	
Firehouse Art Center	1,600
Fred Jones Jr. Museum of Art	38,000
Jacobson House Native Art Center	20,000
Moore-Lindsey House Historical Museum	N/A
Norman Arts Council	1,200
Sam Noble Oklahoma Museum of Natural History	150,000
University of Oklahoma School of Art Lightwell Gallery	N/A
The Performing Arts Studio	7,000
Dreamers Concepts, Studio & Foundation	N/A

FOR-PROFIT GALLERIES

(Attendance records not available)

- Blue Apples Gallery
- Downtown Art & Frame
- Hall of Tatoos
- Mainsite Gallery
- Michaelangelo's
- Ring of Fire Studio
- Shevaun Williams & Assoc.
- The Crucible Foundry
- The Main Gallery
- Windmill Gallery

MAJOR FESTIVALS AND EVENTS and Attendance

January • Winterwind Concert Series-Performing Arts Studio-12,000 (total for all performances).

February • Daddy-Daughter Dance-2,545 • Firehouse Art Center-Chocolate Festival-2,000 • Mardi Gras Parade, Downtown Norman-N/A • Winterwind Concert Series-Performing Arts Studio.

March • Medieval Fair, Reaves Park-325,000 • Winterwind Concert Series-Performing Arts Studio.

April • Kids for Kindness Earth Day Festival, Reaves Park-5,000 • Norman's Best Easter Egg Hunt-N/A • Winterwind Concert Series-Performing Arts Studio • 89er Day Festival and Parade-1,000 • Norman Music Festival-40,000.

May • May Fair, Andrews Park-40,000 • Outdoor Indian Art Market-5,000 • Spring Art Walk, Downtown Norman-500.

June • Jazz in June-Brookhaven Village/Andrews Park-50,000.

July • Midsummer Nights Fair, Lions Park-8,000 • Sooner Theater Camps-358 campers/4,860 audience members • Norman Day (Fourth of July)-15,000 • Summer Breeze Concert Series, Lions Park-25,000 (total for all performances).

August • Summer Breeze Concert Series, Lions Park • Folk Music Poetry Festival, The Performing Arts Studio-N/A.

September • Summer Breeze Concert Series, Lions Park • Norman GrooveFest-10,000.

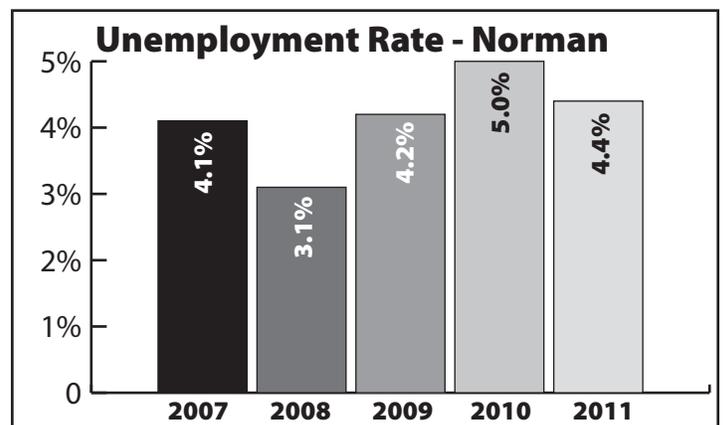
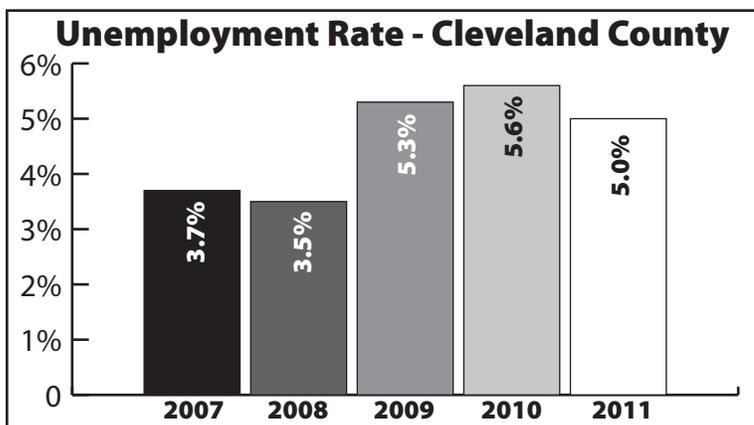
October • Winterwind Concert Series-Performing Arts Studio • Mummy-Son Masquerade Ball-240 • Accademia Filarmonica Concert Series, OU-3,000.

November • Winterwind Concert Series-Performing Arts Studio.

December • Norman Ballet Co. for The Nutcracker-600 • Winterfest, Holiday Events throughout Norman-N/A • Winter Artwalk, Downtown Norman-500 • Winterwind Concert Series-Performing Arts Studio.

Indicators	2007	2008	2009	2010	2011
Estimated population	110,349	111,543	112,551	110,925	112,384
% of labor force high school graduate or higher	98.3%	93.7%	93.7%	93.7%	93.7%
% of labor force with a bachelor's degree or higher	51.9%	44.1%	44.1%	51.9%	51.9%
Median family income for Norman	\$55,741	\$59,419	\$64,370	\$64,318	\$62,826
Median household income for Norman	\$39,391	\$44,615	\$44,801	\$43,119	\$44,396
Median family income for Cleveland County	\$59,548	\$61,415	\$65,155	\$64,350	\$62,956
Median household income for Cleveland County	\$47,580	\$49,125	\$52,535	\$51,068	\$50,967
Total value of new single family residences (Exclusive of land)	\$73,581,021	\$90,285,889	\$57,374,157	\$57,675,989	\$66,944,719
Total employment-Norman	53,411	52,028	52,271	51,751	52,718
Unemployment rate-Norman	4.1%	3.1%	4.2%	5.0%	4.4%
Total employment for Cleveland County	114,935	112,859	114,160	113,196	115,358
Unemployment rate for Cleveland County	3.7%	3.5%	5.3%	5.6%	5.0%
Total number of people underemployed	12,131	12,131	12,131	12,131	12,131
Total sales tax revenue	\$42,158,747	\$45,565,002	\$52,149,443	\$45,941,802*	\$47,751,473*
Tourism/bed tax revenues (fiscal year)	\$766,801	\$905,341	\$991,435	\$1,033,060	\$1,069,124
Residential (single family) building permits	419	564	339	328	357
Businesses constructed	136	141	115	84	104
Value of construction of new businesses	\$200,112,009	\$56,008,468	\$76,070,877	\$43,942,938	\$68,649,818

* This number excludes the public safety sales tax (temporary seven-year sales tax).



Indicators	2007	2008	2009	2010	2011
NORMAN SCHOOL ENROLLMENT					
Enrollment	13,720	14,025	14,366	14,644	15,022
FREE/REDUCED LUNCH PROGRAM					
% of students free/reduced lunch in Norman	38.66%	41.68%	41.88%	40.03%	44.74%
% of students free/reduced lunch in similar districts ^a	36.7%	38.8%	41.7%	41.9%	40.0%
% of students free/reduced lunch state average	56.0%	56.0%	56.3%	58.9%	60.6%
EXPENDITURES					
Norman per pupil expenditures	\$6,501	\$6,726	\$7,070	\$7,093	\$6,737
Per pupil expenditures in similar districts ^a	\$6,719	\$7,007	\$6,949	\$7,051	\$6,924
State average per pupil expenditures	\$7,311	\$7,605	\$7,780	\$7,809	\$7,586
TEACHERS WITH ADVANCED DEGREES					
% of teachers with advanced degrees in Norman	35.1%	35.3%	33.9%	33.6%	33.4%
% of teachers with advanced degrees in similar districts ^a	28.6%	28.4%	27.1%	28.2%	28.4%
State average teachers with advanced degrees	26.7%	26.5%	25.7%	25.9%	26.1%
MINORITIES					
% of minority students	28.77%	29.83%	26.72%	27.0%	27.0%
# of languages spoken in Norman Public Schools	38	59	47	44	52
REVENUE SOURCES					
% of district revenue from local/county in Norman	45.7%	47.5%	47.1%	48.1%	48.1%
% of district revenue from local/county in similar districts ^a	44.2%	44.3%	48.2%	47.0%	47.4%
State average % of district revenue from local/county	34.8%	34.9%	34.5%	36.1%	37.4%
% of district revenue from the state in Norman	47.4%	45.8%	45.9%	39.3%	38.8%
% of district revenue from the state in similar districts ^a	47.5%	47.3%	44.2%	40.0%	39.2%
State average % of district revenue from state	52.7%	53.3%	52.0%	46.5%	45.5%

EDUCATION (NORMAN PUBLIC SCHOOLS)

Indicators

2
0
0
7

2
0
0
8

2
0
0
9

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1
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2
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1

REVENUE SOURCES

% of district revenue from federal sources in Norman	6.9%	6.7%	7.0%	12.6%	13.2%
% of district revenue from federal sources in similar districts ^a	8.3%	8.4%	7.6%	13.1%	13.4%
State average % of district revenue from federal sources	12.5%	11.8%	13.6%	17.4%	17.0%

ACT SCORES

Average ACT scores in Norman	23.0	23.5	23.3	23.3	23.2
Average ACT scores in similar districts ^a	22.3	22.5	23.2	22.3	22.6
State average ACT scores	20.8	20.8	20.7	20.8	20.7
National average ACT scores	21.2	21.1	21.1	21.1	21.1

DROPOUT RATES

High school dropout rate in Norman	11.1%	10.7%	8.1%	7.1%	3.9%
High school dropout rate in similar districts ^a	12.1%	11.2%	11.1	9.9%	9.1%
State average high school dropout rate	14.2%	13.2%	12.4	11.1%	10.2%

EIGHTH GRADE

2009 test scores based on newly established increased state benchmarks

CURRICULUM TESTS

% of eighth graders satisfactory score on curriculum tests in Norman in math	94.0%	92.0%	80.0%	83.0%	84.0%
% of eighth graders satisfactory score on curriculum tests for similar districts in math ^a	90.0%	92.0%	79.0%	83.0%	80.0%
State average % of eighth graders satisfactory score on curriculum tests in math	83.0%	85.0%	65.0%	69.0%	70.0%
% of eighth graders satisfactory score on curriculum tests for Norman in science	96.0%	96.0%	95.0%	98.0%	96.0%
% of eighth graders satisfactory score on curriculum tests for similar districts in science ^a	93.0%	95.0%	94.0%	95.0%	96.0%
State average % of eighth graders satisfactory score on curriculum tests in science	88.0%	92.0%	90.0%	91.0%	93.0%

EDUCATION (NORMAN PUBLIC SCHOOLS)

Indicators

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EIGHTH GRADE CURRICULUM TESTS

% of eighth graders satisfactory score on curriculum tests for Norman in writing	96.0%	99.0%	97.0%	97.0%	95.0%
% of eighth graders satisfactory score on curriculum tests for similar districts in writing ^a	94.0%	97.0%	97.0%	97.0%	94.0%
State average % of eighth graders satisfactory score on curriculum tests in writing	92.0%	95.0%	95.0%	95.0%	91.0%
% of eighth graders satisfactory score on curriculum tests for Norman in reading	95.0%	93.0%	83.0%	84.0%	92.0%
% of eighth graders satisfactory score on curriculum tests for similar districts in reading ^a	91.0%	91.0%	83.0%	85.0%	88.0%
State average % of eighth graders satisfactory score on curriculum tests in reading	85.0%	87.0%	72.0%	74.0%	81.0%

NORMAN PUBLIC SCHOOL ENROLLMENT

16 Elementary Schools	6,848	7,111	7,289	7,445	7,726
4 Middle Schools	2,816	2,949	3,013	3,146	3,154
2 High Schools	4,056	3,965	4,064	4,053	4,142
Total Number of Students	13,720	14,025	14,366	14,644	15,022

NORMAN PRIVATE SCHOOL ENROLLMENT

All Saints Catholic - Pre-K-8	425	460	440	450	450
Blue Eagle Christian Academy - Pre-K-8	37	38	32	24	11
Children's House Montessori School - PK-Kindergarten	41	26	43	43	47
Comm. Christian School-PK-12	695	700	681	665	680
Robinson St. Academy-K-12	40	35	20	10	N/A
Trinity Lutheran School-PK-6	35	37	43	26	31
Total Number of Students	1,273	1,296	1,259	1,218	1,219

NATIONAL MERIT SCHOLARSHIP PROGRAM

Semifinalists	17	9	12	13	17
Finalists	16	8	9	12	14
Commended Students	7	12	10	5	9
College Boards National Hispanic Recognition Program	5	1	0	3	1
Outstanding National Achievement Scholarship Program - Honoring Academically Promising Black American High School Students	1	1	0	2	0

a - Broken Arrow, Edmond, Lawton, Mid-Del, Moore, Putnam City, Norman

Moore Norman Technology Center was established in 1976 as one of 29 technology centers in the Oklahoma *CareerTech* System. MNTC is accredited by the North Central Association of Colleges and Schools through its Commission on Accreditation and School Improvement (CASI). MNTC's purpose is to help students and businesses succeed. It provides quality

career and technology education to high school and adult students within the Moore and Norman school districts and assists businesses in achieving their goals.

In 2011, after nearly eight years under the leadership of John Hunter, Jane Bowen was named MNTC's superintendent. She formerly served as superintendent at Northwest Technology Center, with campuses in

Alva and Fairview. Her experience with multiple-campus districts is important because MNTC operates in two locations as well, at its Franklin Road and South Penn campuses. Moore Norman Technology Center is focused on offering unmatched technical education, training and business services that create a positive economic impact in the Moore, Norman and south Oklahoma City communities.

Moore Norman Technology Center: elevating the economy, careers and lives.

Enrollment

- ✓ **1,170:** Full-time students enrolled (FY11)
- ✓ **57,743:** Enrollments in part-time classes, industry training, advisement and conferencing (FY11)
- ✓ **4,300:** College credit hours earned by MNTC students through cooperative agreements with OCCC, Rose State and OSU-OKC (FY11)
- ✓ **92%:** MNTC students who were employed or continued education after graduation (FY11)
- ✓ **25:1:** Average student-to-instructor ratio (FY11)
- ✓ **\$26,957:** Average first-year salary for MNTC graduates (FY11)
- ✓ **98.8%:** Adult students who said classes were beneficial (FY10)
- ✓ **99%:** Customers that would use MNTC's services again (FY11)

Economic Impact

- ✓ **500+:** Business clients served (FY11)
- ✓ **\$100M+:** Total annual economic impact for state from MNTC grads (FY11)
- ✓ **400+:** Conference events hosted (FY11)

OU's Economic Impact

\$7.65 to \$1 - OU generates a \$7.65 economic impact on area income for every \$1 in state legislative appropriations.

FY 2010 appropriations to OU (most recent data available) total \$231.5 million, compared to OU's \$1.77 billion economic impact on wage and salary income in Cleveland, Oklahoma and Tulsa counties – locations of OU's three campuses).

\$1.552 billion - Total university-related operating expenditures.

\$262 million - Sponsored research expenditures – excluding the University of Oklahoma-Tulsa.

Estimated to support 3,720 jobs in direct employment and 7,640 total jobs, including direct, indirect and induced employment; represents \$350.3 million in wage and salary income for Cleveland and Oklahoma counties.

\$639 million - Estimated wage and salary income generated in FY 2011 in the regional economy from sponsored research expenditures.

For every \$1 in sponsored research expenditures, an estimated \$2.21 is generated in surrounding economies.

\$1.46 million - Royalty/license income revenue generated by technology development and transfer.

\$391,000 - Patent reimbursement revenue.

\$988 million - Total compensation and benefits for 18,058 faculty, staff and students.

\$1.77 billion - Estimated total annual economic impact on wage and salary income.

Wage and salary income generates spending by households that directly and indirectly generates jobs and income, inducing more and a higher level spending by households. The \$1.77 billion estimate was derived with an income multiplier of 1.78 for the Norman campus and 1.81 for the Health Sciences Center and the University of Oklahoma-Tulsa.

\$366 million - Off-campus expenditures by students and visitors, including attendees at museums and athletic events on the Norman campus

Spending by these individuals also generates an estimated \$270 million in annual sales for non-real estate and utilities area businesses.

42,681 - Estimated total number of jobs generated annually in surrounding economies, directly from university expenditures and expenditures by students and visitors off-campus and indirectly from expenditures by university employees, supplier industries and other induced expenditures.

For every Norman campus job, an estimated 2.2 jobs are generated in the surrounding economies. For every Health Sciences Center/the University of Oklahoma-Tulsa campus job, an estimated 2.68 jobs are generated in surrounding economies.

\$172 million - Construction expenditures for capital projects for all three campuses.

Construction on the three campuses generates 1,934 direct jobs and 2,887 total jobs, including indirect and induced employment. A total of \$98.5 million in wage and salary income is represented by these jobs.

\$1.418 billion - Construction expenditures on the three campuses for the 12-year period ending in FY 11.

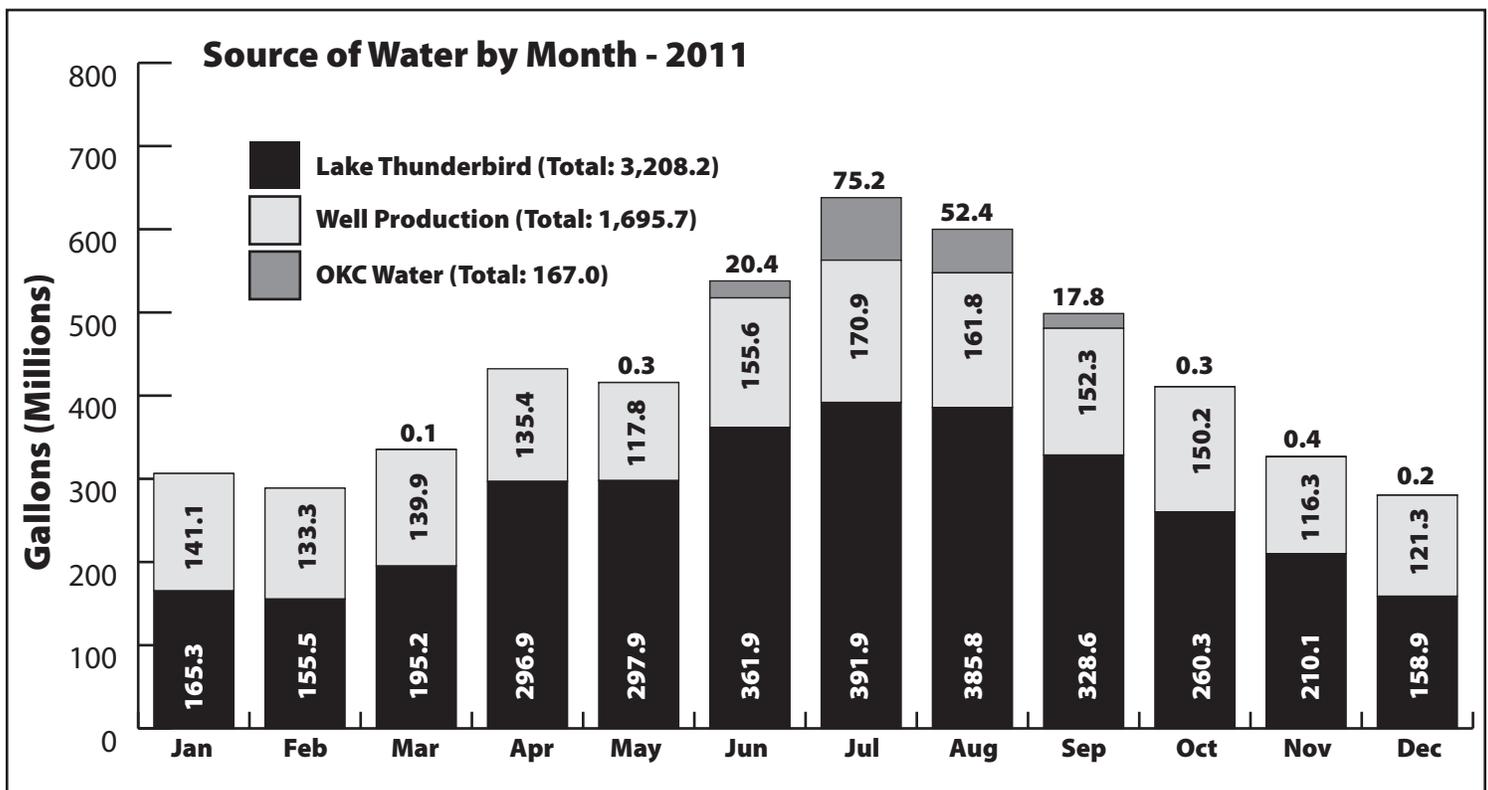
\$918.8 million - Total estimated cost of capital projects currently under construction (\$270.1 million), in planning and design (\$112.9 million) and pending (\$535.8 million).

\$348.1 million - Approximate federal, state and local annual taxes associated with OU's economic activity.

Economic activity generated by the Norman campus is estimated to contribute \$50.5 million to local governmental tax collections in sales and property taxes. The Health Sciences Center and the University of Oklahoma-Tulsa campuses contribute an estimated \$54.3 million to local government coffers.

For information about these numbers, contact Robert Dauffenbach in the OU Center for Economic Management and Research.

Indicators	2007	2008	2009	2010	2011
Utility meters in service	34,102	34,532	35,299	36,208	36,511
Gallons of water used per person per day	132	130	122	125	140
Gallons of water produced per year (billions of gallons)	4.35	4.56	4.36	4.45	5.07
Average daily flow of wastewater treated per day (millions of gallons)	11.95	10.99	10.72	10.81	10.1
Wastewater treated per year (billions of gallons)	4.36	4.01	3.92	3.94	3.67
Total solid waste (tons)	91,924	97,818	91,789	90,473	87,290
Per capita solid waste (pounds)	1,666	1,754	1,631	1,631	1,560
Yard waste collected and converted to compost (tons)	9,349	10,548	8,732	10,051	8,381
Percentage of waste diverted from landfills	12.92%	14.27%	14.9%	17.4%	16.18%
Tons of recyclable products collected - drop-off centers and curb-side recycling (not including compost)	2,528	3,409	4,953	5,650	5,742



Indicators

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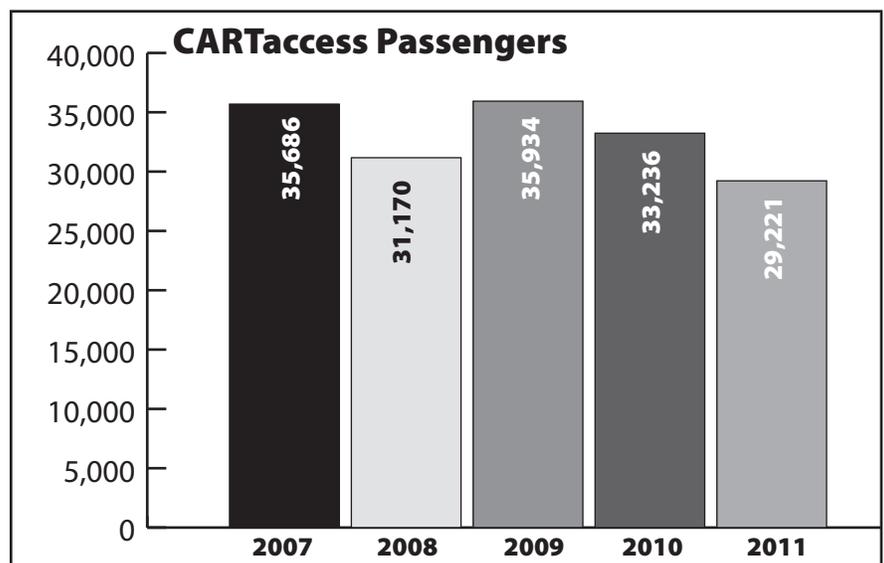
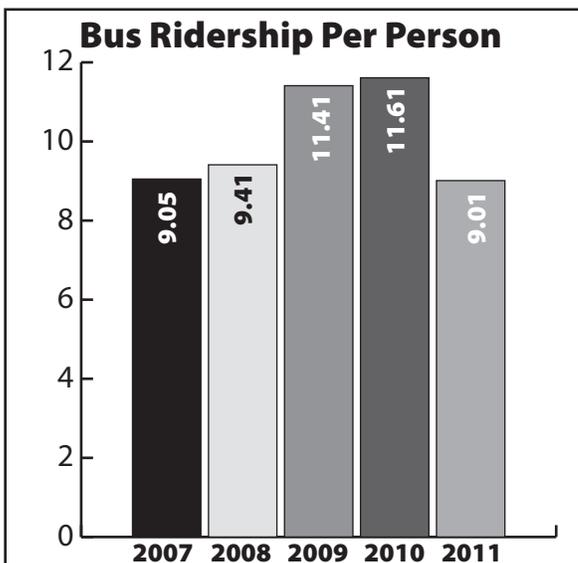
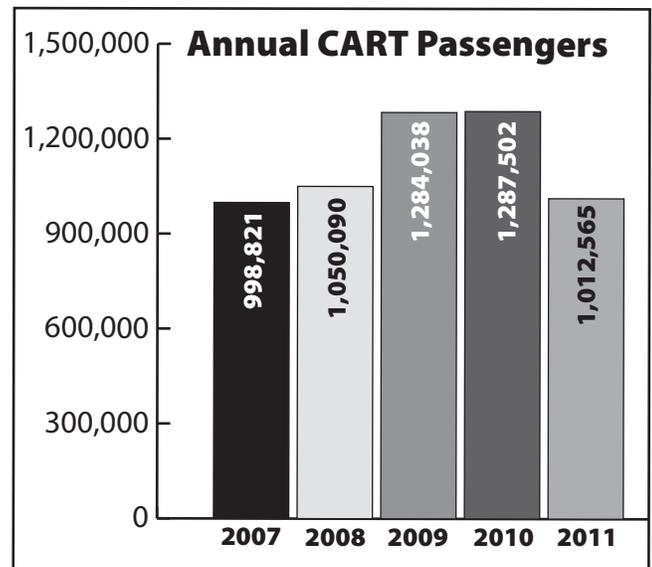
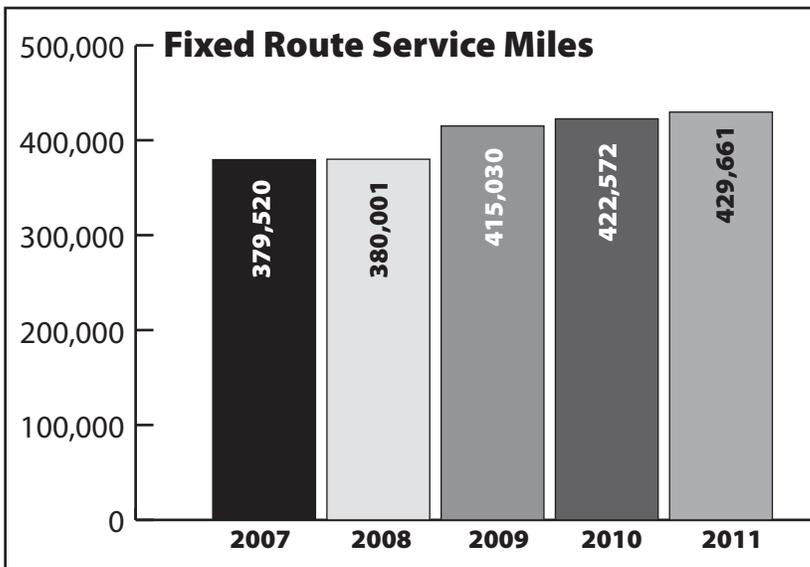
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TRANSIT SERVICE

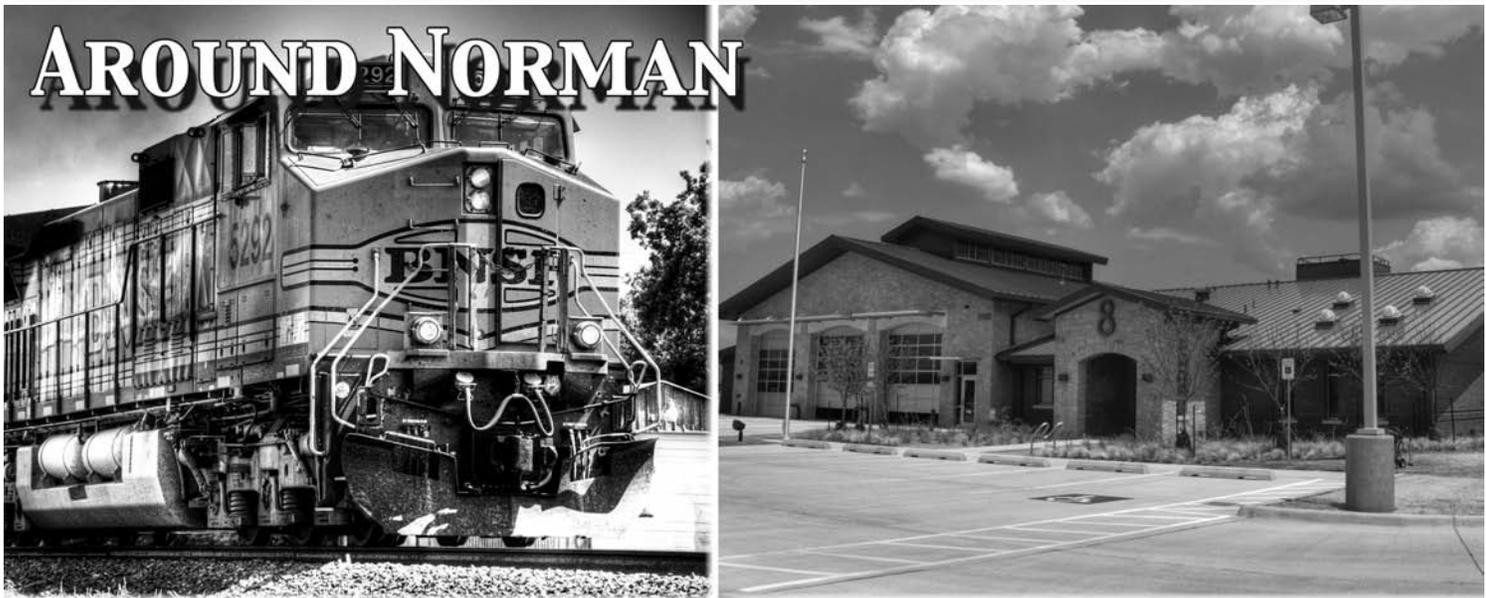
Fixed route service miles	379,520	380,001	415,030	422,572	429,661
Fixed route service hours	30,267	30,611	31,142	33,348	29,162
Annual CART passengers	998,821	1,050,090	1,284,038	1,287,502	1,012,565
Bus ridership per person	9.05	9.41	11.41	11.61	9.01
Bus ridership per service mile	2.63	2.76	3.09	3.05	2.36
Bus ridership per service hour	33.0	34.3	41.23	38.61	34.72
CARTaccess service miles	147,299	145,982	162,850	140,114	162,145
CARTaccess service hours	17,564	15,526	17,944	14,002	13,913
CARTaccess passengers	35,686	31,170	35,934	33,236	29,221
Paratransit ridership per service hour	2.03	2.01	2.0	2.37	2.1



Health Care Utilization

Community members of all ages visit Norman Regional Health System to receive care for preventive and screening services, diagnosis, treatment, medical counseling, emergency and acute care. Multiple factors determine how much health care community members use, the types of health care services accessed and timing of that care. Factors such as a growing population, increases in the prevalence of chronic disease and new procedures and technologies all increase the need for and access to health care services. The types of services used are an indication of the general health of the community and what types of care they seek for health issues. The information below is a sample of health system services and how they were utilized by community members in 2010 and 2011.

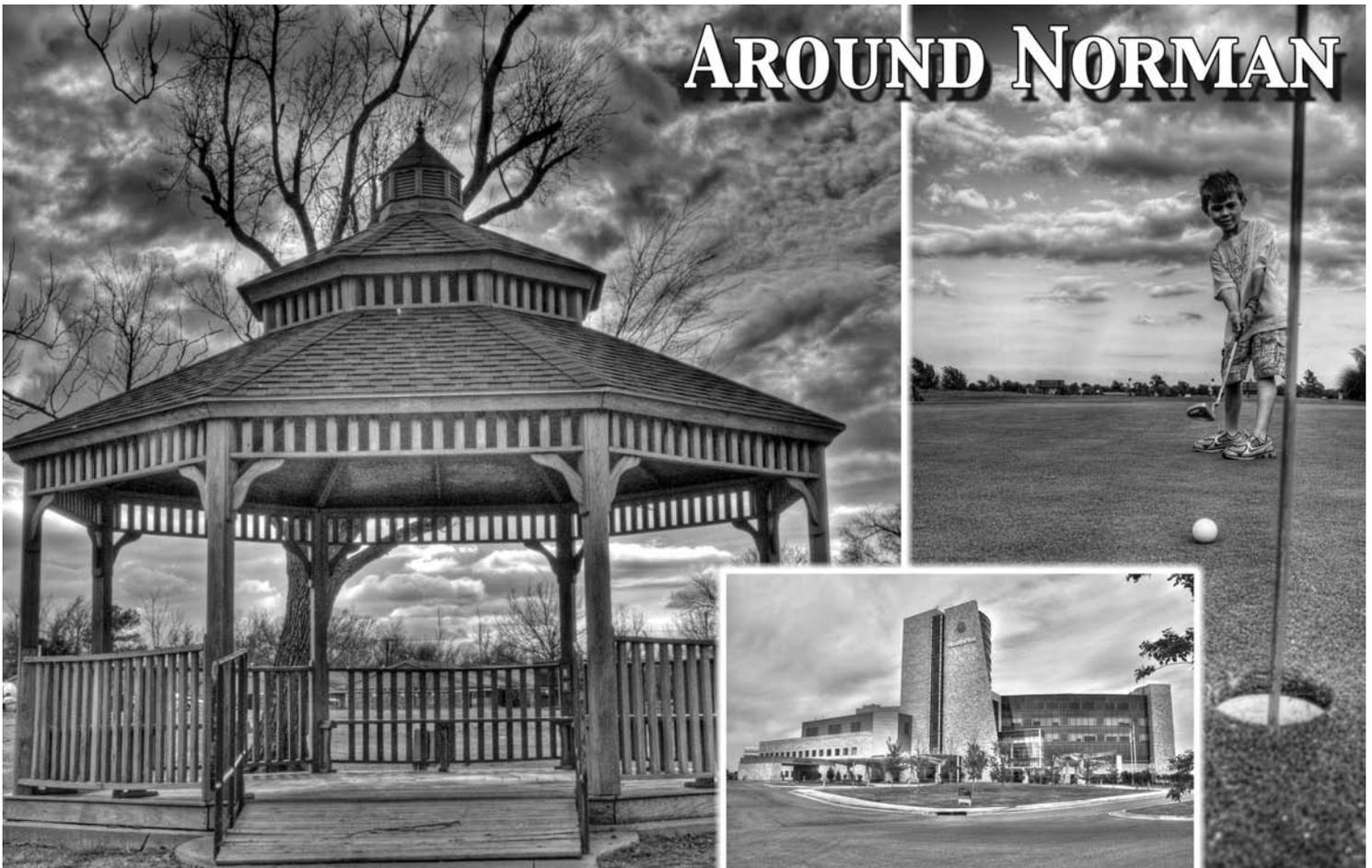
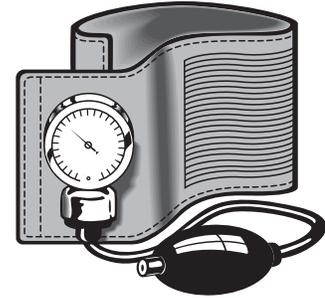
AMBULANCE SERVICE CALLS	15,028
EMERGENCY ROOM VISITS	108,552
ADMISSIONS FROM THE EMERGENCY ROOM	11,716
HEALTH SYSTEM ADMISSIONS	17,185
OUTPATIENT VISITS	256,432
BABIES DELIVERED	2,990
BABIES IN NEONATAL INTENSIVE CARE	301
SURGERIES	12,399
BREAST CARE CENTER PROCEDURES	20,394



Top 10 Health System Admissions in 2010



1. LABOR AND DELIVERY
2. PULMONARY
3. ORTHOPEDICS
4. CARDIOLOGY
5. GENERAL SURGERY
6. PSYCHIATRY
7. GASTROENTEROLOGY
8. NEUROLOGY
9. INVASIVE CARDIOLOGY
10. NEPHROLOGY

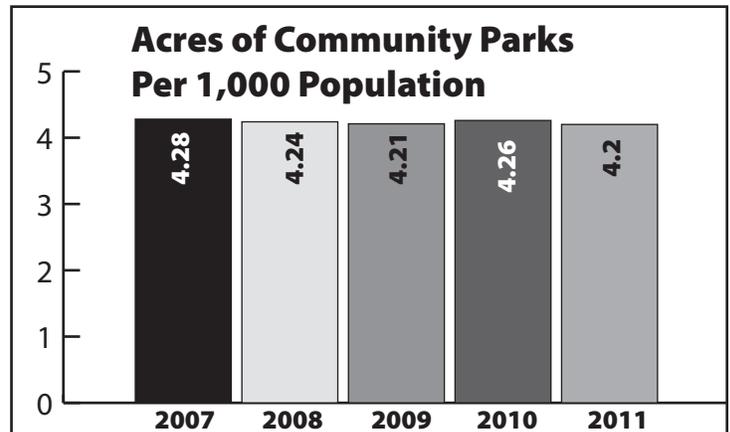
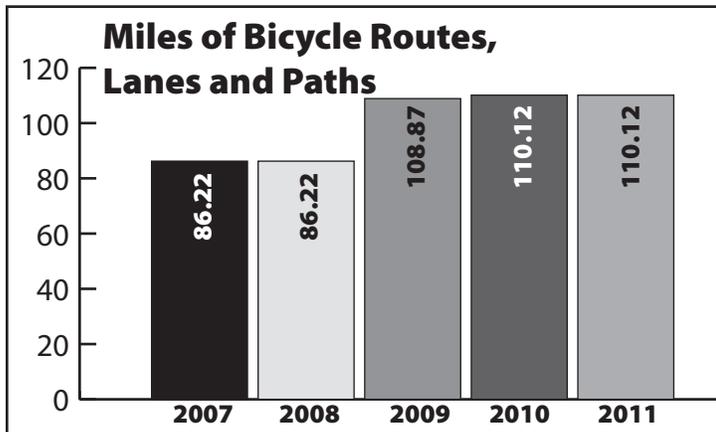
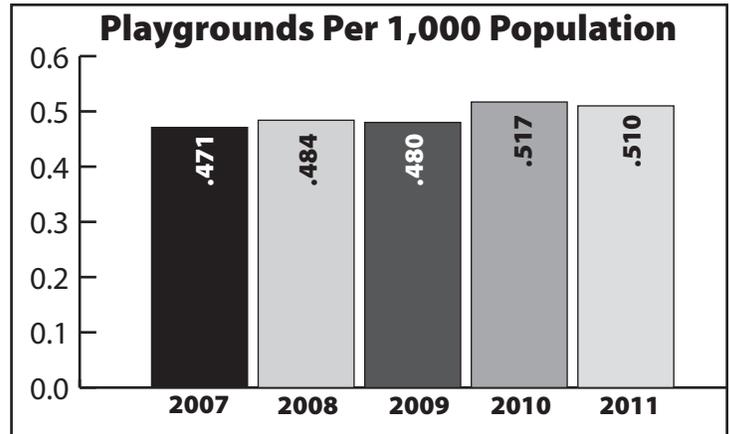
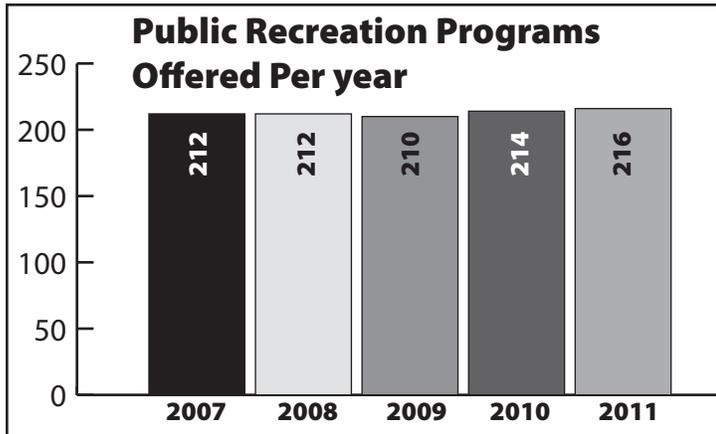


AROUND NORMAN

RECREATION AND OPEN SPACES

JUD FOSTER

Indicators	2007	2008	2009	2010	2011
Population	110,349	111,543	112,551	110,925	112,384
Playgrounds per 1,000 population	.471	.484	.480	.517	.510
Parks (Developed)	61	61	61	61	61
Acres of parks (Developed)	909.66	909.66	909.66	909.66	909.66
Acres of neighborhood parks per 1,000 population	2.60	2.57	2.55	2.59	2.56
Acres of community parks per 1,000 population	4.28	4.24	4.21	4.26	4.2
Acres of special use parks per 1,000 population	3.30	3.26	3.24	3.28	3.34
Public landscaped acres	20.79	20.79	20.79	20.79	20.79
Public recreation programs offered per year	212	212	210	214	216
Miles of bicycle routes, lanes and paths	86.22	86.22	108.87	110.12	110.12
Miles of walking trails	12.83	12.83	13.48	13.48	13.48



Indicators	2007	2008	2009	2010	2011
CHILD ABUSE/NEGLECT - Cleveland County					
Total confirmed abuse/neglect	316	309	203	240	293
Confirmed/victims/child abuse	N/A	37	23	22	39
Conf./victims/child neglect	N/A	222	148	197	226
Confirmed/victims/both	N/A	50	32	21	28
FOSTER CARE - Cleveland County					
Children in out-of-home care	N/A	398	258	327	334
Foster care homes	N/A	N/A	N/A	263	21
CHILD CARE - Cleveland County					
Homes	254	226	225	227	215
Capacity in home care	N/A	N/A	N/A	1,920	1,798
Centers	127	113	122	125	124
Capacity in center care	N/A	N/A	N/A	9,059	9,101
% facilities with 2-star rating	N/A	N/A	N/A	N/A	33.6%
% facilities with 3-star rating	N/A	N/A	N/A	N/A	5.1%
ADMITTED PERSONS SERVED - CLEVELAND COUNTY					
Community Mental Health Ctr.	2,150	2,512	2,689	2,738	2,991
Hospital	591	580	665	332	381
Other	227	272	267	297	269
Residential care	93	108	62	39	28
Substance abuse	929	948	1,002	824	716
POINT IN TIME SURVEY					
Homeless people	624	625	617	585	619

RESULTS OF THE 2011 POINT-IN-TIME SURVEY

The number of homeless individuals and families living in Cleveland County in 2011 was 816, substantially higher than the 569 reported in 2010.

✘ Of the total, 619 met the HUD definition of homeless.

- 162 were sheltered in emergency shelters (including domestic violence shelters) and transitional housing facilities.

- 457 were unsheltered. This includes individuals counted on the streets as well as participants of the chronic homeless outreach program.

- Of those meeting the definition of HUD homeless, 58 are designated as chronic homeless.

✘ A total of 325 children were reported by the Norman Public Schools (301) and Lexington Public Schools (24) as homeless and are included in the number of unsheltered HUD homeless above. This number increased from 268 in 2010, with only NPS reporting.

✘ An additional 53 persons were counted in institutional settings not recognized by HUD for the Point-in-Time count, such as residential rehabilitation facilities, hospitals and jails. Of these persons, 26 can be considered chronic homeless.

✘ The Department of Human Services provided data on 144 persons receiving benefits who were identified as homeless on this date.

✘ Of the 162 sheltered persons, 102 (63%) were identified as having a severe, persistent mental illness; 55 (34%) were identified as having a substance abuse disorder; 15 were identified as physically disabled; 10 were identified as mentally retarded or developmentally disabled; and three were identified as being HIV positive.

✘ A total of six veterans were identified.

It is very difficult to compare results from previous PIT counts. Changes in the categorical determination and methodology from one count to the next makes it impossible to compare apples to apples. Since the adoption of the ECHO 2015 plan in 2005, Cleveland County has ranged from a low of 301 in 2005 to a high of 625 in 2008. While it appears that the incidence of homelessness is increasing, the data is simply becoming more reliable and our efforts of identification and enumeration are improving. This is simply a snapshot of a single day; numerous factors are in play as to whether an individual or family is accounted for on that day. These are only individuals and households that meet the HUD definition.

With each count, the continuum becomes more proficient in the reliability of the data that is collected. Beginning in 2010, a survey was collected from each person who was sheltered during the night of the PIT count. These surveys have become very valuable in telling the story the raw numbers cannot.

Indicators	2007	2008	2009	2010	2011
United Way Goal	\$2,125,000	\$2,100,000	\$2,100,000	\$1,950,000	\$2,000,000
United Way actual funds raised	\$2,115,934	\$1,887,115	\$1,913,361	\$1,980,385	\$2,041,704



EDUCATION

United Way works to ensure children and youth achieve their potential.

2011 Results

- ✓ 70 percent of children improved academically through mentoring programs.
- ✓ 90 percent of students increased youth development assets (positive identity, positive values, social competencies) through Neighborhood Center programs.
- ✓ 95 percent of children learned ways to protect themselves from predators through outreach and prevention programs.

INCOME

United Way works to promote financial stability and independence among working individuals and families.

2011 Results

- ✓ 71 percent of residents in transitional housing programs made regular payments to pay off their debt.
- ✓ 74 percent of individuals improved their work-related skills while part of a transitional living program.
- ✓ 77 percent of individuals increased or maintained living skills in relation to mental illness, housing safety, physical care and wellness, financial stability and social and interpersonal skills.

HEALTH AND SAFETY

United Way works to improve health among youth and adults.

2011 Results

- ✓ 79 percent of children increased their daily vigorous activity during after-school programs.
- ✓ 75 percent of children demonstrated increased knowledge of nutrition and healthy eating.
- ✓ 93 percent of patients in the dental program stopped using the emergency room to gain temporary relief from dental disease.

INDEPENDENCE

United Way works to improve independence and quality of life for seniors and persons with disabilities.

2011 Results

- ✓ 97 percent of individuals said meal service allowed them to live independently.
- ✓ 89 percent of people in an activity center program improved social skills and made new friends.
- ✓ 100 percent of participants in a life enrichment program maintained or improved weight, blood pressure and nutrition.

ACKNOWLEDGMENTS

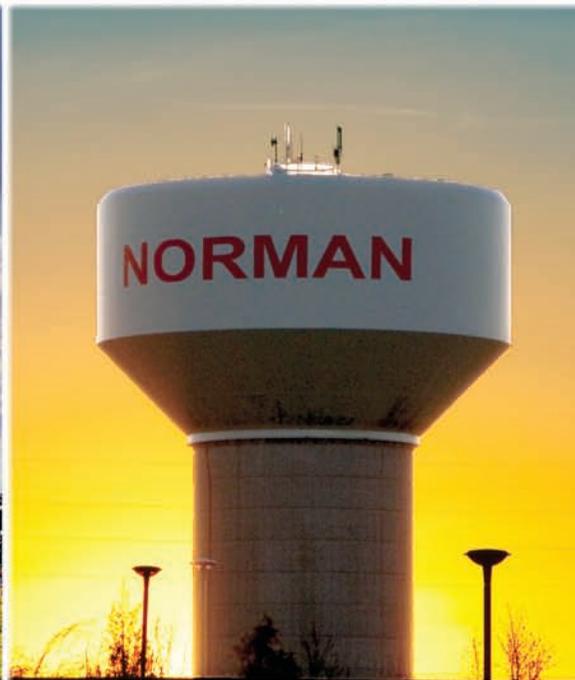
On behalf of the entire Norman community, we offer our most sincere thanks to the following individuals for their synergistic contributions to this Community Report Card. We appreciate their knowledge of our community and their dedication and skill in providing a model for others to use in community problem solving.

For additional information, please call (405) 366-5404.

Thank you.

COMMUNITY REPORT CARD COMMITTEE

Chair: Carol ColesCity of Norman
Catherine BishopUniversity of Oklahoma
Kristin CollinsUnited Way of Norman
Katie FitzgeraldCenter for Children and Families, Inc.
Jud FosterCity of Norman Parks and Recreation
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Anne MastersPioneer Library System
Sgt. Jennifer NewellNorman Police Department
Paula PriceNorman Regional Health System
Joe SianoNorman Public Schools
Don WoodNorman Economic Development Coalition



COMMUNITY REPORT CARD
NORMAN, OKLAHOMA
AN INITIATIVE OF LINK NORMAN