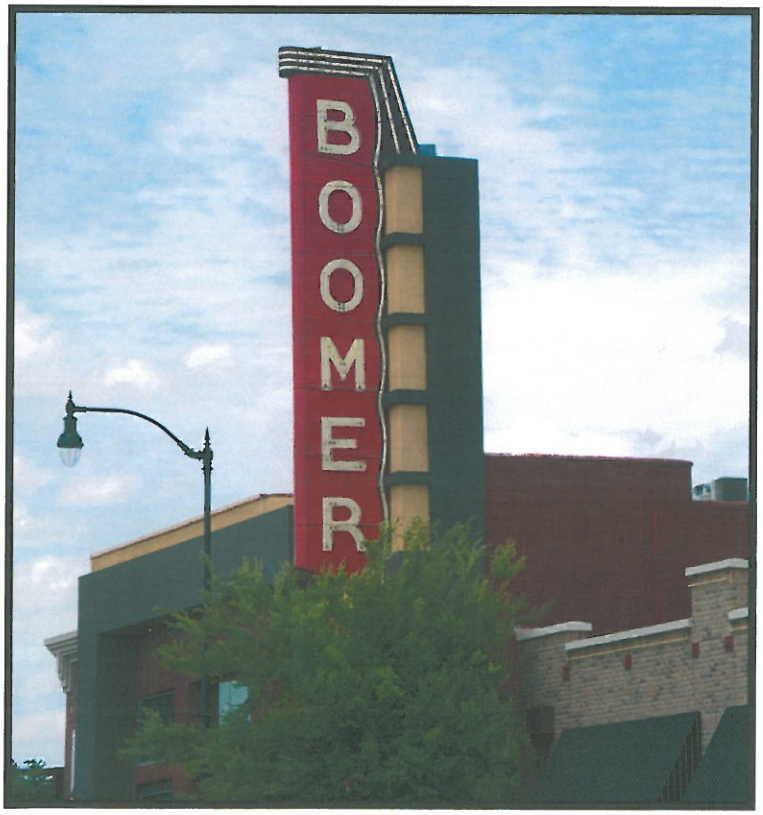
CITY OF NORMAN
2012 ANNUAL REPORT



Steve Lewis

City Manager

Norman, Oklahoma

Welcome to the 2012 City of Norman Annual Report. This report is designed to keep the citizens of Norman in the loop and up-to-date on important issues and events in your City. We hope this format provides a highlight of the programs, services and initiatives that had an impact on Norman in 2012.

This report is also available on the City of Norman web site. Our web site www.normanok.gov contains very useful information for our citizens. The web site allows you to sign up for Norman News and get the latest updated information regarding our city sent directly to you.

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. We trust you will find this report informative and useful and hope it contributes to your enjoyment of the place we all call home.

Steve Lewis

City Manager

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.

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 114,976
- Third largest city in Oklahoma
- Land size of 189.5 square miles

Review of City Wide Accomplishments

Tornado Response

On April 13, 2012, an EF1 tornado struck Norman around 4 p.m. The initial damage was reported just north of Lindsay Street and west of West 24th Avenue. The storm continued to the east along Brooks Street skipping across neighborhoods. As it passed north of Main Street at Flood Street it destroyed a Norman Regional Hospital warehouse and continued damaging units as it moved to the east, dissipating in the vicinity of East 12th Street and Robinson Street. The Red Cross supported by Norman Emergency Response Volunteers operated a shelter for the community.

Four City parks sustained damages. Frances Cate and Griffin parks suffered damages to roofs of buildings, fences and park furniture. Andrews Park had destroyed bleachers, and Rotary Park suffered a destroyed picnic shelter and damaged tennis court lights. Signs at all four of the parks were damaged. The cost of the damage and recovery to the City of Norman was $410,000 with the amount of debris removal at 28,300 cubic yards.

Over 150 private homes, businesses and apartments were damaged with seven properties completely destroyed and sixteen suffering major damage.

April 13 Tornado Damage

Wildfire Response

The August 3, 2012, wildfires had a profound effect on many residents and property owners in east Norman, damaging or destroying over 50 dwelling units in the area. The area affected was from 120th Avenue east to 156th Avenue east, from Highway 9 north to Maguire Road. This was approximately 15 square miles or over 9000 acres. In an effort to help those affected, the City Council enacted an ordinance that waived building permits fees for new homes, home remodels and mobile homes for property owners in the areas impacted by the wildfires.

Additionally, Council passed a Resolution that allows those affected property owners to place a temporary dwelling unit on their property as they continue their rebuilding efforts. These actions benefitted many residents on Norman's east side as they begin the process of rebuilding their homes and properties.

August 2012 Wildfires

Public Safety & Justice

TEAM

Teaching, Educating, and Mentoring (TEAM) was developed by Michigan State Police in 1998 as a program to give police the ability to teach children life skills without interfering with the school curriculum. The TEAM Program was developed in a partnership effort by Norman Public Schools and the Police Department. Four officers attended training and have trained several Norman Officers in the required curriculum, as well as classroom management. Those officers are currently teaching TEAM in several Norman Public Schools. This year, officers developed anti-bullying lessons using the TEAM model. Some of the topics taught include: Know My "Big 5" Safety Rules, What is "9-1-1", The Internet: Stay Safe and Have Fun and Laws and Rules – What is the Difference.

Bullying Prevention

The Norman Police Department and Norman Public Schools have partnered together along with several other organizations in the campaign against bullying. A public symposium will be held in the spring of 2013 to raise awareness and examine opportunities to prevent bullying through community wide efforts.

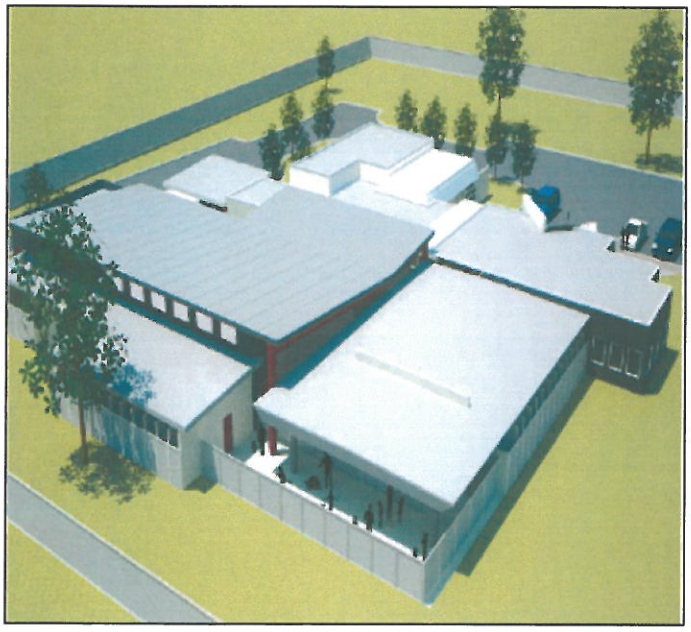
Police Training Officer Program (PTO)

This year the Police Department began the move to the Police Training Officer (PTO) Program for post academy field training. This program takes an educational approach known as problem-based learning. It was developed by the United States Department of Justice, Office of Community Oriented Policing Services to train police recruits once they graduate the police academy. It has been developed to train officers to match the needs of agencies that are striving to implement and maintain a community based model of policing that requires more critical thinking and problem solving skills.

This move is being made in partnership with the Oklahoma University Police Department. Officers attended an implementation course and a train-the-trainer course at the Southern Police Institute at Louisville University. Twenty-four (24) new Police Training Officers (PTO's) where chosen and are receiving 40 hours of instruction.

Animal Welfare Facility Improvements

On November 8, 2011, the citizens of Norman voted to authorize $3,035,000 in General Obligation Bonds to remodel and expand the City of Norman Animal Welfare Facility. The architect, along with the Animal Oversight Committee have studied the work flow, capacity and disease control issues and have made significant progress in the design planning in 2012. The actual construction is expected to begin in early to mid 2013 with construction expected to take about 10 months. The Animal Welfare Facility will remain open during the construction. New software was also installed at Animal Welfare, which will assist in tracking animals and managing the facility.



Concept Drawing of Animal Shelter Facility

Pet Licensing

Animal Welfare worked to increase education and awareness of the importance of pet licensing. As a result of this effort, over 4,500 City pet licenses were issued in 2012 as compared to 3,231 last year.

CAD System

In December 2012, the City approved a contract with New World Systems for the purchase and maintenance of a fully integrated Public Safety Software Solution. The contract represents the completion of another phase in the City's ongoing efforts to improve emergency service response, disaster mitigation, fire and police department record keeping, and efficiency. The New World software will provide significant improvement to the City's current Computer Aided Dispatch (CAD) system, Fire and Police Records Management Systems (RMS), and first responder Mobile Data Computer (MDC) systems. The implementation phase of the CAD Project is scheduled to last 12-15 months.

Crime Free Multi-Housing

The Police Department began implementing the Norman Crime Free Multi-Housing, which is a crime prevention program designed to reduce all types of criminal activity in apartment communities. The program consists of a three phase certification process, which includes an 8 hour management training class, a security survey of the property, and a safety social held for the residents of the property. In October the first training class was conducted with nineteen managers in attendance. This program has created and will continue to develop invaluable partnerships between several apartment communities and police.

Citizen's Police Academy

The Citizens' Police Academy (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 three CPA's since August 2011. There have been a total of 59 individuals that have graduated from the CPA, thus far. We are continuing with the pattern to host two CPA's per year, as well as hold CPA alumni classes once per month. The purpose of the CPA is to foster better communication between citizens and police through education.

Fire Station No. 9

Construction began on Fire Station No. 9 located at 3001 Alameda Street in May and we anticipate completion in the spring of 2013. The fire station was designed and is being constructed using energy and environmentally responsible concepts and will be LEED certified. This is the second of two fire stations funded by the 2008 temporary public safety sales

Fire Station No. 9

Insurance Service Office (ISO) Rating

The City of Norman was evaluated by ISO during 2012 to determine our Public Protection Classification (PPC). This rating is used by most companies in the insurance industry to assist in determining insurance cost as it reflects a community's ability to suppress structure fires.

Our ISO rating remained unchanged although we have made progress toward improving our PPC. We will continue working during the upcoming year to identify and implement changes to our system to enhance our response capabilities thereby improving the rating.

Ready, Set, Go

The Norman Fire Department has joined the Ready, Set, Go (RSG) program, a nationally utilized wildfire mitigation program. RSG seeks to help residents be Ready with preparedness understanding, be Set with situational awareness when fire threatens, and to Go, acting early when a fire starts. Since September we have presented the program to more than 1,300 students and plan to continue delivery of the program to all the schools in rural Norman this spring.

On-Line Payments

Municipal Court is in the process of implementing on-line payments for certain traffic, criminal, and parking tickets. Details of the process and procedures are being finalized, with public access planned for January, 2013. Violations not payable on-line will still require an appearance at the Court.

Youth Council visits Municipal Court

Parks & Neighborhood Services

Monroe Park Dedication

In November 2012, a ribbon cutting was held to dedicate Norman's newest neighborhood park located at Monroe Elementary School. The park was a cooperative project with Norman Public Schools and was funded with resources from the park-land development fund which was made available when the citizens of Norman approved Charter amendments in 2011.

Monroe Park Dedication

Sutton Urban Wilderness Management Plan

In October, members of the Sutton Urban Wilderness Advisory Committee presented a management plan to the Norman Board of Park Commissioners. The overall objective of the management plan is to maintain Sutton Urban Wilderness Park as a healthy ecosystem, representative of the natural ecology of Oklahoma, so that the people of Norman may have a restorative outdoor experience in an urban setting.

Firehouse Art Center

The Firehouse Art Center received a total exterior renovation over the winter and spring of 2012. It was discovered that the facility had also suffered extensive water damage behind the vinyl siding over the years; and these areas were all uncovered and repaired during the project. The Firehouse Art Center is now working on a fundraising campaign to build another addition to the building to house its ever-expanding roster of a wide variety of art classes and workshops.

Firehouse Art Center

Little Axe Park

Work began this year on the second phase of the Little Axe Park renovations. The baseball field lights were all replaced in 2011. Fencing around the fields was replaced with new galvanized material and the walkways throughout the sports complex were re-designed to provide modern handicap accessibility according to the Americans with Disabilities Act Guidelines. Next year, the restroom and concession building will be replaced.

Rotary and Normandy Parks

The final phase of the Rotary Park Renovation Project began in 2012. Work was done to replace the old baseball field lighting and fencing with new material and more energy-efficient systems at Rotary Park. Both parks received similar upgrades to their tennis courts—which were re-surfaced and re-striped, received new fencing and had their old lighting replaced with modern full-cutoff fixtures.

Art in the Parks

The City of Norman began a project to have public art displayed in the parks in cooperation with the Norman Public Arts Board. The first project is being done in conjunction with the Firehouse Art Center and consists of commissioning artists to paint their original work onto large-scale, fiberglass ducklings. The first two were placed at Andrews Park and Colonial Estates Parks next to the City's Splash Pads earlier this year.

Daddy Daughter Dance

On February 11th, 2012 the 12th Annual Daddy Daughter Dance took place at the Embassy Suites in Norman. The event was a total sell-out with over 3,000 dads and daughters attending the three dances for the largest event attendance in the history of the dance.

Daddy Daughter Dance

Westwood Golf Course

There were 36,909 rounds played at Westwood Golf Course in 2012. This is an increase of approximately 13% from 2011. The golf operations have benefited from the unseasonably warm fall weather. Men's Association activities continue to be the mainstay of programming and a recent focus on youth programs, i.e. SNAG, has been very successful.

SNAG

SNAG (Starting New at Golf) is a cutting edge learning program designed for all ages, endorsed by the PGA and

SNAG Program

National First Tee Program. It teaches the fundamentals of the full swing, putting, chipping and pitching using modified equipment that can be used indoors or outside. We have provided three sets of SNAG golf equipment to elementary PE teachers.

Community & Economic Development

Legacy Park

Bids for the construction of Legacy Park were opened on November 20, 2012. The low base bid was submitted by CGC, LLC out of Edmond, Oklahoma in the amount of $5,525,900. Alternate bid items were reviewed by the City Council on December 11, 2012 and again on January 8, 2013. The construction contract is expected to be considered on January 22, 2013. Work on the project is expected to be completed in March of 2014.

Legacy Park is proposed as a vibrant, multi-use 8 acre green space located within University North Park. The park serves as a link to the City of Norman Legacy Trail system, which connects to the park at the intersection of 24th Street. A large plaza area surrounds a turf amphitheater, complete with a tensile band shell. The amphitheater has a capacity to facilitate 800 to 1200 visitors during performance events. There will be a one acre pond that anchors the center of the park with a small network of walking trails.

Legacy Park Amphitheater

Greenways Master Plan

The City adopted the Greenways Master Plan in August of this year. The need for a greenway and trail system was originally established as one of the key goals by

by the citizens of Norman in the 2020 Land Use and Transportation Plan. The principal goal is to make Norman a pedestrian friendly community by determining how and where to link trails and open spaces to neighborhoods, schools, parks and businesses.

High Density Residential Discussion

Working with members of the City Council Community Planning and Transportation Committee, City planning staff is developing a draft high density residential zoning district.

The committee directed staff to undertake this project in response to community concern to zoning applications requesting density higher than has been previously built in Norman. The City received two applications in 2012 seeking density over 100 dwelling units per acre. Both of these applications were located in or near Campus Corner. Currently only the City's Mixed Use District (MUD) zone sets a specific density limit of 30 units per acre.

City Council asked staff to convene a community discussion on issues included in higher density development. Council chose the following topics for discussion: compatibility, location, building height, mixed uses, parking/traffic/infrastructure, and design. Staff organized five public workshops and a wrap-session on these topics. The entire series was later summarized in the "High Density Discussion Series Final Report". Committee members subsequently directed staff to draft a high density residential zoning district that could accommodate growing market demand for high density and community concerns about overall compatibility of such development with existing commercial districts and adjacent neighborhoods. Discussion of the proposed ordinance is underway.

Electronic Digital Signs

In April, City Council amended Chapter 18 to allow Off-Premise Digital Electronic Signs within the city limits and in October Chapter 18 was amended to allow On-Premise Digital Electronic signs. The regulations for each type of sign are very similar, however, Off-Premise Digital Signs are only allowed on I-35. Each type of sign has a specified "dwell" time for a message as well as requirements for the illumination levels for daytime and at night. Devices must be installed to adjust for ambient light levels as well as a device that will "freeze" the image if a malfunction occurs.

The On-Premise Electronic Digital Signs additionally require a separation of two hundred feet (200') between any digital sign and any nearby residential zoning district and restricts the location of digital signs near signalized intersections to be no closer than fifty feet (50') to the edge of the pavement. An exception to the two hundred foot rule is provided for churches, schools and other institutional uses to allow On-Premise Digital Signs for institutional uses when located in neighborhood areas.

Crematoriums

The City adopted an ordinance to allow the use of crematoriums with the approval of a Special Use in A-2, Rural Agricultural District, C-2, General Commercial District, and C-3, Intensive Commercial District. The use of crematoriums will be a permitted use by right in I-1, Light Industrial District and I-2, Heavy Industrial District.

Smalley Army Reserve Center

The City of Norman received from the Army Corps of Engineers the property formerly known as the Smalley Army Reserve Center located at 1507 West Lindsey Street. The primary use of the facility will be for Police and Fire Investigations, Police Lab, and Property Custody. Plans and specifications are being prepared to make the changes to the building necessary for the proposed uses. The facility should be ready for use in the spring of 2014.

Smalley Center

Neighborhood Plans

Two core area neighborhood plans, Original Townsite and Bishop Creek, were completed and adopted into the Norman 2025 Land Use & Transportation Plan. The preparation of two additional plans, University and Larsh/Miller neighborhoods, began in 2011 and are expected to be completed in 2013.

Citywide Proactive Code Compliance

On March 15, 2012, city-wide proactive code compliance was initiated. Prior to that date there were 14 small areas designated for proactive enforcement. As a result, 8,273 new cases were created in 2012 compared to 5,903 in 2011. 49.1% of the cases in 2012 were worked proactively compared to 21.4% in 2011. The percentage of voluntary abatement after notice rose slightly from 54.9% to 56.6%, a trend we hope to see continue as we make more people aware of the codes.

Building Permits On-Line Inspection Services

On-line inspection services became available for use by persons with an active building or trade permit to track the permit and to schedule and cancel inspections by entering comments for the Building Inspector; by viewing inspection results including important information from the Building Inspector by creating a master account login and paying fees using a credit card or debit card. The building community and others become aware and more familiar with the service.

Building Permits Automated Phone Line System (IVR) Upgrade

During the first quarter of 2012 the Building Permits IVR was upgraded with their most current software for Building Permits. At that time the Building Inspectors began utilizing the feature for automatic comment codes. This option eliminated the need for manual entry of the most generally used comment codes.

Mobile Field Inspection

The Mobile Field Inspection Program software installation and training was recently completed. The software is being tested before it is loaded on the Building Inspectors field devices. The Mobile Field Inspection Program will aid the Building Inspectors with their daily work and it is expected to be fully operational first quarter 2013.

Development Streamlining Options

City staff has presented options to streamline the City's current development process to the Council Business and Community Affairs Committee (BACA). These options were identified through staff review of the current development process and suggestions from the development community. These options included: extending the validity of Preliminary Plats to 5 years and adding an administrative plat extension process, review and approval of final plats by City Council only and optional pre-development meetings for Certificate of Survey properties.

Adoption of the 2009 International Code (IRC)

The City adopted the 2009 IRC. Leading up to the adoption, staff held public meetings presenting the significant changes and amendments that were adopted by the State and proposed for adoption by the City of Norman.

City of Norman Building "A" Renovation

City of Norman Municipal Building "A" that houses the Planning Department and Public Works Department employees received a significant interior renovation. The Permit Staff area in the lobby of Building "A" received a complete transformation allowing for better workspaces and overall customer service. The building renovation included renovation of the restrooms bringing them up to compliance with ADA standards as well as ADA improvements to the main entrance of the building.

Large Development Projects Approved

The Village at Oakhurst (RCB Bank) is located at the northwest corner of Imhoff Road and Oakhurst Avenue. This is a mixed use development to allow 148 apartment units and a church site in addition to the existing office buildings on 16.44 acres.

Wal-mart. A Wal-mart Neighborhood Market was approved on a 5.12 acre site at the northeast corner of Rock Creek Road and 36th Avenue NW. The building will be under construction soon. The approval allows the construction of a gas station in the future.

Santa Rosa (OSOI Development). This is an apartment complex with approximately 230 one, two and three bedroom units in six three-story buildings and a club house building on 13.86 acres located at 36th Avenue NW and Tecumseh Road.

Heart Plaza

Major Permit and Inspection Services

Multi-family Complex

	Address	Reported Valuation
The Falls at Brookhaven	3730 W. Rock Creek Rd.	$ 6,401,420.00
The Greens at Norman	3601-3769 24th Ave SE	$ 11,730,000.00
East Village at 12th Ave.	1420 12th Ave SE	$ 2,924,000.00

Commercial

	Address	Reported Valuation
Bricks & Mortar	370 Ed Noble Pkwy.	$ 1,200,000.00
Heart Plaza Shell	3500 Healthplex Pkwy.	$ 3,500,000.00
East Village Retail Bldg. 3	1400 12th Ave. SE	$ 1,076,000.00
On Cue Express	3601 N. Flood Ave.	$ 4,000,000.00
Greater Norman Surgery Cntr	3400 W. Tecumseh Rd 301	$ 1,414,000.00
OEC Warehouse	242 24th Ave. NW	$ 1,000,000.00
Sprouts Farmers Market	559 W. Main St.	$ 952,800.00
Homegoods	2030 24th Ave. NW	$ 1,875,000.00
DSW Shoe Warehouse	2020 24th Ave. NW	$ 1,092,000.00
Michaels Arts and Crafts	2040 24th Ave. NW	$ 1,646,000.00

Single Family Construction

CALENDAR YEAR	NUMBER OF SINGLE FAMILY DETACHED UNIT PERMITTED	TOTAL VALUE ($)	AVERAGE HOUSE SIZE (square feet)
2010	328	$57,675,989	3,067
2011	356	$66,944,719	3,144
2012	414	$74,416,561	2,994

Transportation

2012 Bond Election

A successful Bond Election was conducted on August 28, 2012 for transportation/storm water projects in the amount of $42.5 million. This was the largest bond election in Norman's history. Voters approved the referendum by a margin of 63% vs. 37%. Eight major projects were included in the package including West Lindsey Street from 24th Avenue West to Berry Road. The total project costs are estimated to be $89 million, with the remaining funds coming from federal transportation grants. This program is targeted for completion in 2018.

Other Federally Funded Projects

The City of Norman also secured almost $5 million in federal funds ($3.5 million in safety funds at 100% for construction) to improve the City's transportation infrastructure (12 different projects), including six projects that were accelerated. Those projects included:

- New traffic signal at the intersection of Jenkins Avenue and Brooks Street
- New traffic signal at the intersection of Jenkins Avenue and Stinson Street
- New traffic signal at the intersection of 24th Avenue SE and Reagan Elementary School
- New traffic signal at the intersection of Tecumseh Road and 48th Avenue NW
- Citywide School Zone upgrades
- SH-9 traffic signal interconnect upgrade (fiber)

Recently Opened Robinson Street Underpass

Robinson Street Underpass

The Robinson Street Underpass Project was substantially completed in November 2012. The Underpass Project was a part of the 2005 Bond Election. The estimated final costs for the underpass are $25,943,000. The improvements included the construction of the bridge over Robinson Street for the railroad tracks, improvements to the intersections at Flood Avenue and Robinson Street and Stubbeman Avenue and Robinson Street, and the construction of a storm water lift station to drain the underpass. The underpass has provided an uninterrupted route across the railroad tracks enhancing public safety and citizen convenience.

East Lindsey Street Widening Project

The East Lindsey Street Widening Project from Jenkins Avenue to the Burlington Northern Santa Fe (BNSF) Railroad tracks is a $ 5.1 million Bond Project that was approved by the voters in March 2005. It was the last of the 2005 bond projects to be constructed. The project was completed in June, 2012. The improvements to East Lindsey Street are listed below:

- A new four-lane divided parkway style roadway
- A new bridge for a tributary to Bishop Creek
- 10-foot-wide bike/hike trails on both sides of the road
- A new decorative signal at the intersection of George and Lindsey
- Decorative roadway and pedestrian lighting along both sides of the roadway

The spirit of cooperation and collaboration on this project between the City of Norman and the University of Oklahoma was remarkable. Construction occurred during the school year and football season. OU staff also designed and installed the final landscaping improvements. The University has also agreed to maintain the landscaping improvements at their cost in perpetuity.

Comprehensive Transportation Plan

In February 2012, the scoping phase, "Moving Forward", the preliminary step in the City's first-ever Comprehensive Transportation Plan (CTP) was completed. The City Council accepted the results of a community survey, guiding principles and goals and the final scope of services for a possible CTP to be developed in 2012/2013. In November 2012, the City Council awarded a professional services contract to the firm of Freese and Nichols. LLC of Fort Worth, Texas to assist the City of Norman in the development of the CTP. Four citizen subcommittees are being formed at this time to guide the CTP process in 2013. The final draft CTP will be completed in December 2013.

LED Street Lighting

The City of Norman secured $1.3 million in federal funds and implemented the first ever LED continuous roadway lighting project in Norman. This project replaced the antiquated street lighting system along Main Street, starting west of Merkle Drive and ending at University Boulevard (78 poles and 103 lamps). The new system features "green" technology with the use of light-emitting diode (LED) lamps as a pilot project for the first time in the state of Oklahoma. The upgrade is anticipated to save the City approximately $25,000 per year in operating costs. Design standards were developed in cooperation with Oklahoma Gas and Electric (OG&E) staff, who has agreed to provide maintenance of the system as part of the City's current street lighting contract.

Traffic Control Sign Assessment, Management and Inventory System

3M Company completed the assessment, inventory and development of our citywide traffic control sign management system. The city met the federal law requiring 23,730 Regulatory, Warning and Street Name signs

Signs considered being in poor condition accounted for only 3.8% of the total. All regulatory stop and yield signs in this critical category have already been replaced. Of the 895 critical signs identified in the assessment, we have already replaced 155, leaving 740 to be done (mostly No Parking signs and street name signs). Sign replacements are funded from the Traffic Division operating budget.

For a community the size of Norman, having only 3.8% of its traffic control signs in poor condition is below average. 3M reported that most communities experience 5 to 10% of their signs fall in this category and that this number is especially good because we have such a large rural area component and signs in such areas have a tendency to be neglected or vandalized in other parts of the country.

Downtown Parking Lot (Gray Street and Peters Street) Expansion

A 7,800 square foot City building known as the "Phillips Building" was demolished and the surface parking lot was expanded which added 47 parking spaces. The addition of modern parking meters will take place in January 2013 which will generate approximately $50,000 in revenue each year.

Pedestrian /Bicycle-Friendly Intersections on SH-9

The City completed the pedestrian upgrade project along State Highway 9. The project added sidewalks, sidewalk ramps, pedestrian push buttons, pedestrian signals and painted crosswalks at seven signalized intersection along State Highway 9 (McGee Drive, Imhoff Road, Berry Road, Chautauqua Avenue, Jenkins Avenue, 12th Avenue SE and 24th Avenue SE). The improvements were funded with 100% federal funds ($538,970).

Safe Driving Campaign

City staff successfully developed and launched a Safe Driving Campaign through the Oklahoma Traffic Engineering Association. This presentation is geared toward high school students and shows them the impacts of their decisions relative to impaired and distracted driving as well as seat belt usage. The program has been offered in five schools across the state reaching more than 3,200 students so far.

Environmental & Utility Services

CNG Fueling Facility

This $2 million Compressed Natural Gas Fueling Facility opened in January 2012. Public sales of fuel have doubled beyond projections. The City's savings in fuel costs have exceeded our goals. Since opening, over 72,000 gallons of fuel have been dispensed. The city has used 30,000 gallons for our fleet. The revenue generated from public sales is over $110,000.

Strategic Water Supply Plan

The national engineering firm of Carollo/Tetratech began a Strategic Water Supply Plan Update that will provide a portfolio of water supply options for the next 50 years. A Citizen's Ad Hoc committee was formed to assist with the effort. The project is expected to conclude in early 2013.

Household Hazardous Waste Event

For the first time ever, the annual household hazardous waste collection event was held in the Fall rather than the Spring. Approximately 1700 customers participated.

CNG Fueling Facility Grand Opening, May 4, 2012

Lift Station D Rehabilitation

Lift Station D rehabilitation project was completed in 2012. Increasing its pumping capacity from 1.5 to 6 MGD (Million Gallons per Day) and enlarging the flow equalization (EQ) storage from 1.5 to 4.8 MG. The total project cost of about $7.6 million was financed through a low interest SRF (State Revolving Fund) loan, with a grant (loan forgiveness) of $2 million.

Phase 2 Water Reclamation Facility Expansion

The Norman Utilities Authority approved preparation of an Engineering Report (ER) by Garver Engineering. The existing Water Reclamation Facility (WRF) is operating at over 90% of its design capacity. The improvements are estimated at $52 million and the proposed capacity will be increased from 12 MGD to 17 MGD (Million Gallons per Day). In addition, adding effluent disinfection and effluent aeration is a requirement of the latest Department of Environmental Quality (DEQ) permit. Staff is waiting for DEQ's final approval of the Engineering Report.

Water Treatment Plant - 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 including 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 test facility is set up on site to ensure the proposed process works as

Ozone Project

Curbside Recycling

The City of Norman has provided residential curbside recycling services for five years in March of 2013. Staff released a Request for Proposal (RFP) for residential curbside recycling for the next five years. The new RFP prioritizes options for the selection of recycled materials, collections as single stream or dual stream and weekly or bi-weekly collections.

Strategic Support

City of Norman Bonded Debt Management

The credit worthiness of the City of Norman was reviewed by major bond rating agencies, and the outstanding Aa2 rating of the City's general obligation debt was confirmed by Moody's Rating Service in advance of the sale of bonds in January and December, 2012. In January, the City sold $15,000,000 in bonds to pay for street resurfacing improvements; $3,035,000 for reconstruction and expansion of the City's Animal Shelter; and $290,000 for the replacement of carpet and furnishings in the Norman Public Library. In December, the City of Norman sold $20,050,000 in general obligation bonds for street widening, bridge replacement and storm water drainage improvements. The December sale was authorized by the voters of Norman in August in a package authorizing over $42,000,000 in bonds to widen arterial roads throughout Norman.

The Norman Utilities Authority has a rating of A1 for its revenue bond debt (bond sales backed by utility revenues, instead of the general taxing authority of the City), and the Norman Tax Increment Finance Authority's bonds for improvements in the University North Park Tax Increment Finance District has a rating of BBB+ by Standard and Poor's Ratings Service, confirmed in December, 2012.

Bank Relationship Management

During 2012, the City moved its major depository banking business to Bank of Oklahoma (BOK). It is expected that the services provided by BOK will continue to secure the City's funds on deposit, provide efficient check, credit and debit card processing services to our customers and provide effective payment processing services for City of Norman payments to our vendors. It is also expected that the new banking service relationship will provide cost savings to the City.

Sales and Use Tax Compliance Activities

The City continues to seek to increase its revenues through the collection of delinquent sales and use taxes that are due to the City. During 2012, new contracts were established with third-party consultants to perform tax compliance audits with businesses who collect City sales taxes as the City's agent, and for City staff to conduct or participate in tax education and compliance activities.

Financial Reporting Excellence

The City received an unqualified opinion from external auditors that the financial statements prepared by Finance Department staff for the fiscal year ended June 30, 2012 fairly represent the financial position of the City in all material respects. This "clean" opinion shows that the City's finances are fairly reported to the public, to bond rating agencies and to federal and state governmental granting agencies. 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.

Customer Service Training

In support of our City of Norman Mission, "Working Together to Provide Exceptional Service" and toward continual service improvement, the Human Resources Department led a customer service training program for all City employees. The training program was selected based on key learning points of Service, Attitude, Consistency, and Teamwork. The interactive workshops provide employees with the opportunity to identify ways to improve customer service standards, work together to address specific challenges in their service areas, identify practices to ensure consistency of service, and determine goals and action plans.

The program provides for follow-up training which stresses servant leadership to both our citizens and City employees. Emphasis is placed on how leaders throughout the City organization influence others to work together to achieve goals.

Wellness Program

In March, 2012, the City of Norman implemented a wellness program with the cooperation and agreement of IAFF, FOP and AFSCME unions. There were approximately 1100 participants (employee and spouses) which represent 90% of the membership. This number was well above the projected number which exceeded the City's expectations.

The wellness program consists of health screenings and a health risk assessment. The City is offering health coaching services to employees to help with the management of chronic health conditions. The City will continue to modify the program aimed at improving the health of the membership and ultimately resulting in cost savings for the City.

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 will begin in January 2013.

Paperless Agenda Packets

iPads were deployed to Council to assist them when conducting City business. With the implementation of the use of iPads, City Council is capable of using an internal automated agenda routing system which saves staff time and resources. While improving efficiency, it also offers a more environmentally-sustainable, paperless way of handling the often high quantity of staff reports and related documents. Overall, the program has been successful and staff is looking to expand its use. It is anticipated, the program will be fully implemented in 2013 with the remaining Councilmembers and key staff personnel utilizing paperless agendas.

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 2012. We are proud of our dedicated employees who continue to make Norman a model for other municipalities throughout the nation.

Department/Divisions

Treatment Plant of the Year

The Oklahoma Water and Pollution Control Association recognized Norman's water treatment plant this year for the "Large Water Well System of the Year" award. Four Norman Water Treatment Plant employees brought home individual awards. Bryan Hapke received the large Water Plant Supervisor of the year, Greg Apperson received the Large Water Well Operator of the year, Scott Lewis received the Large Water Well newcomer of the year, and Johann Baer received the Large Water Plant newcomer of the year. We are very proud of the operators that keep the water system of Norman running and producing quality water for our customers.

Environmental Services received Commendations for Exceptional Performance Administering and Implementing the Pretreatment Program by the Oklahoma Department of Environmental Quality. The audit consisted of discussion with staff, examination of files and site visits to industries. The Commendations for Exceptional Performance was above and beyond the normal regulatory requirements' rating.

Treatment Plant Operator Magazine (TPO)

Norman Water Reclamation Facility was honored to be selected as the cover story for TPO magazine September 2012 edition. TPO is a nationally recognized magazine that is dedicated to municipal wastewater professionals with a circulation over 90,000 across the United States.

Norman Police Pistol Team

Our team participated in four matches, Texas State, Arkansas State, Oklahoma State and the National Police Shooting Championships. Several awards were won; most notably eight team members earned positions on the Oklahoma State Governor's 20 (top 20 Oklahoma shooters at the state match).

Westwood Tennis Center

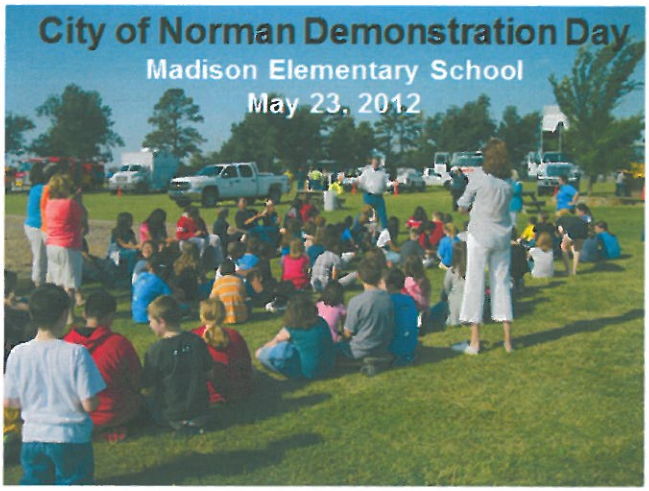
The Westwood Tennis Center received the 2012 United States Tennis Association/Missouri Valley Section Tournament of the Year award and Marc Claude received the U.S.T.A./Missouri Valley 10 and Under Coach of the Year award.

CDBG and HOME Programs

The CDBG and HOME Program Consolidated Annual Performance and Evaluation Report (CAPER) for FYE 2012 was submitted to the Office of U.S. Housing and Urban Development (HUD). HUD's review of the CAPER 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."

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 fifth consecutive year. The award is given to vehicle repair shops with 75% or more of their automotive technicians certified in each area of service. There are 18 areas of ASE service including light and heavy duty vehicles. 100% of Norman's ten eligible auto technicians currently have 64 total ASE certifications including all 18 service areas.



National Public Works Week, May 2012

As part of the City's National Public Works Week celebration, fourteen (14) Norman public works employees volunteered with Habitat for Humanity to make repairs to their facility located at 1835 Industrial Boulevard in Norman. In addition, multiple city departments participated in a Demonstration Day at Madison Elementary School where over 75 5th graders were able to learn about city services and view city equipment on their campus.

Individual Recognitions

Oklahoma Flood Plain Manager's Association (OFMA) Award

Todd McLellan, City Development Engineer, received the Special Recognition Award from OFMA at the annual Fall conference. Mr. McLellan was recognized for his leadership in Norman's acceptance into the Federal Emergency Management Agency (FEMA) Community Rating System (CRS. In essence, Norman's rating indicates that this community has a very proactive flood plain management program which is designed to save lives, protect the properties of our citizens during flooding events and qualify certain residents to receive a 25% discount on their flood insurance.

Steven D. Hardeman received the Oklahoma Water Environmental Federation awarded the 2012 William D. Hatfield Award. The Hatfield Award is presented to operators of wastewater treatment plants for outstanding performance and professionalism.

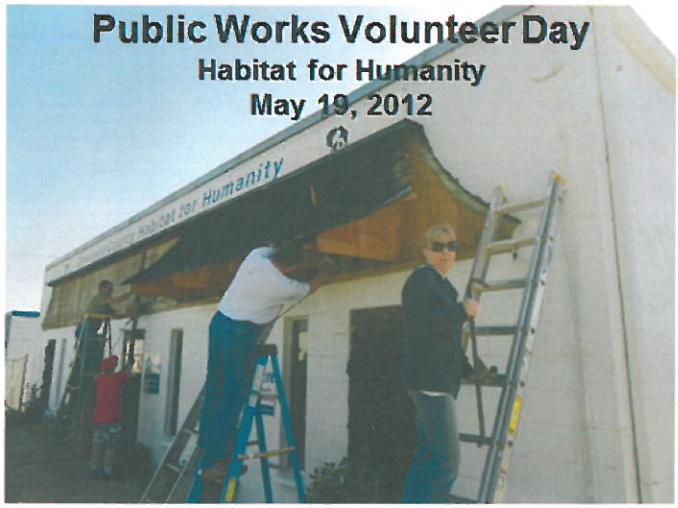
Janita Hatley, Code Compliance Inspector, served as Secretary of the Oklahoma Code Enforcement Association (OCEA) in 2012 and will continue in that role in 2013.

Assistant Fire Chief Grant Deason currently serves as the President of the Oklahoma State Fire Chiefs Association.

Fire Marshal Fred Henderson serves as the President of the Oklahoma Chapter of the International Association of Arson Investigators.

Fire Chief James Fullingim is the Immediate Past President of the Southwestern Division of the International Association of Fire Chiefs.

Brenda Hall, City Clerk, was appointed to serve as a board member for the Oklahoma Municipal Clerks, Treasurers, and Finance Officials Association (OMCTFOA).



Suzanne Krohmer, the City's Budget Manager, completed the rigorous requirements for the Certified Public Finance Officer (CPFO) credential in 2012. The CPFO credential is presented by the Government Finance Officers Association to public finance professionals and academicians. In order to be awarded the CPFO Credential, finance officials must successfully complete five examinations in major areas of public finance.

Conferences Hosted in Norman

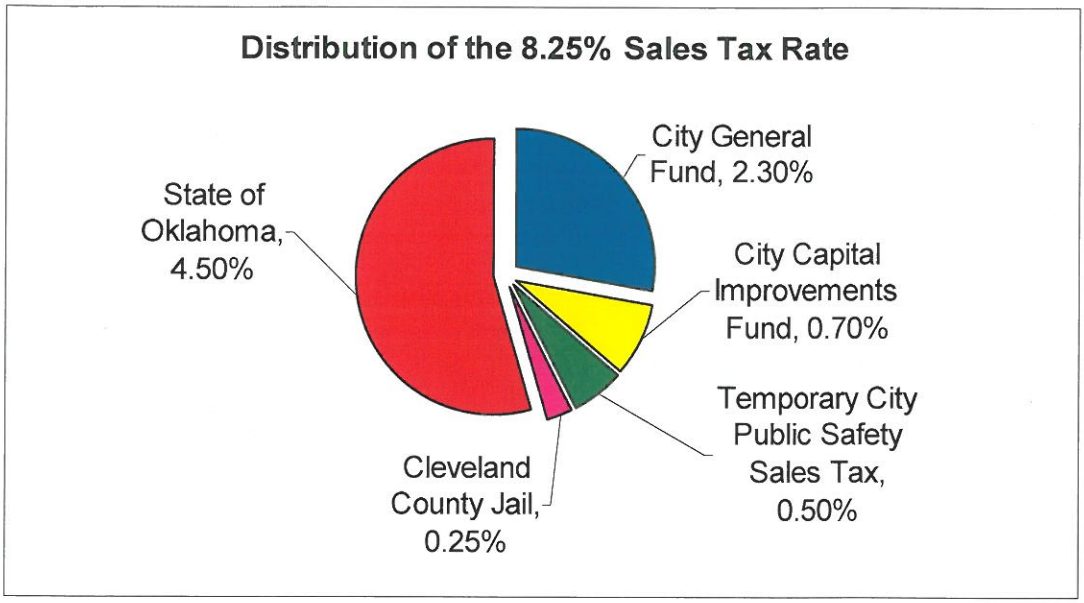
The Fire Department hosted several State conferences in 2012 including the Oklahoma State Fire Chiefs, Oklahoma State Firefighters, Oklahoma Emergency Managers and the Oklahoma Chapter of the International Association of Arson Investigators. All of the associations were very pleased with the hospitality shown in Norman and considered their events to be very successful. In total, the conferences spanned fourteen days and had over twelve hundred registered participants.

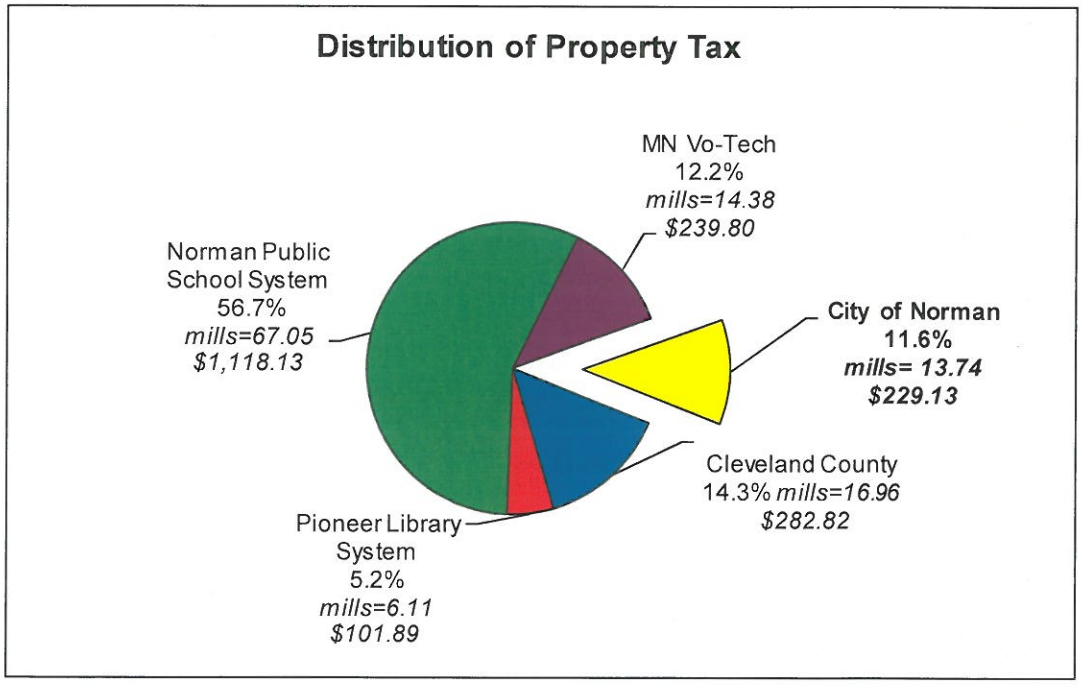
The Norman Police Department hosted the 2012 Oklahoma Public Safety conference with the Oklahoma Chapters of the Association of Public Safety Officials (APCO) and the National Emergency Number Association (NENA).

The Water Reclamation Facility was the location for a regional DEQ (Department of Environmental Quality) license renewal class in May. The four hour class is a requirement for maintaining treatment plant operator's license.

The Water Treatment Facility was the location for a two day Water Quality Inspector training workshop, sponsored by EPA and DEQ (U.S. Environmental Protection Agency and Oklahoma Department of Environmental Quality). The two day event provided participants with classroom training, tours of the water treatment facility, wells, and storage towers and hands on inspection instruction for about 25 new State and Federal water quality inspectors.

In this document we have highlighted some of the significant successes that we shared together in 2012 and recognized accomplishments achieved by our city and our employees. As we continue into 2013, we will continue adhering to our mission: *"working together to deliver exceptional service".*



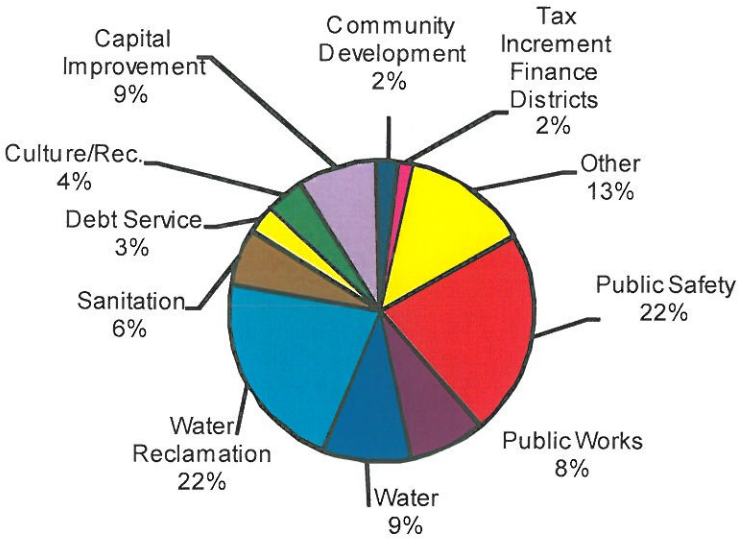


Note: This example is for taxes payable in 2012 and assumes a $147,300 home in the Norman school district. Total property tax rate is 118.24 mills.

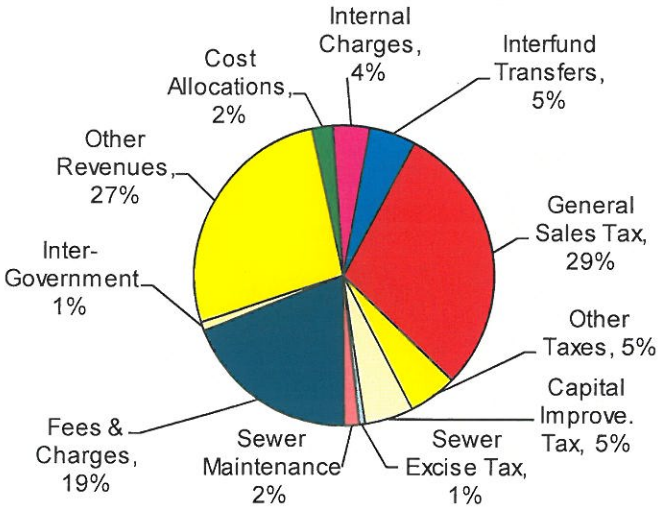
11.6% of your property tax bill is designated for the City of Norman

THE APPROVED TOTAL CITY BUDGET FOR FYE 13 IS $204,970,419

EXPENDITURES

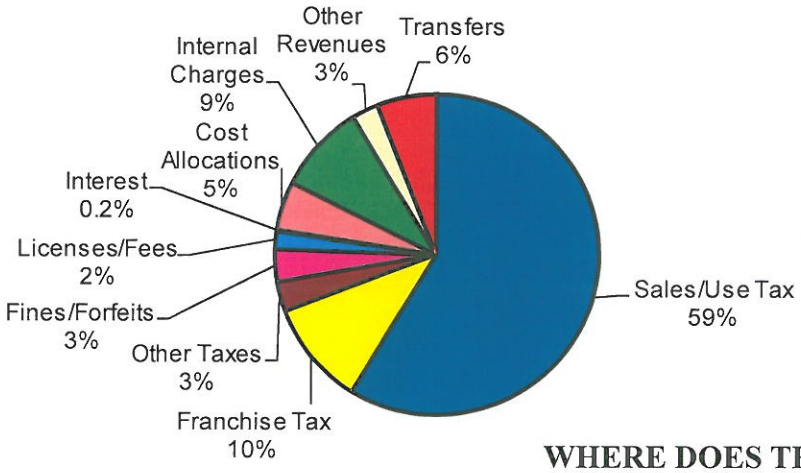


FUNDING SOURCES



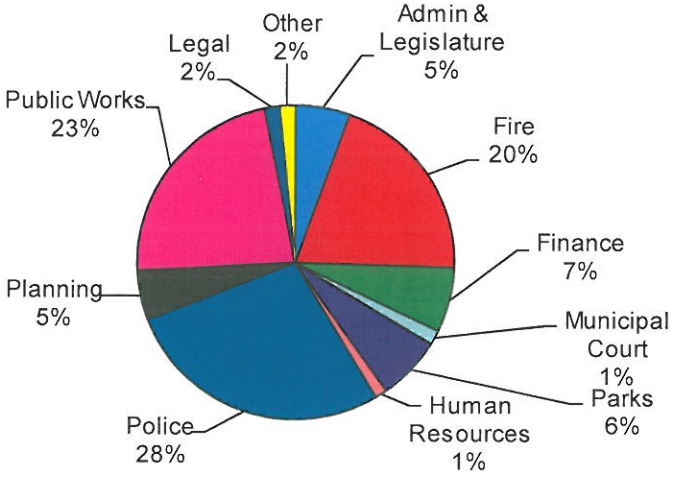
THE APPROVED GENERAL FUND CITY BUDGET FOR FYE 13 IS $71,407,364

WHERE DOES THE GENERAL FUND MONEY COME FROM?



Sales/Use Tax	$ 39,985,131
Franchise Tax	7,210,000
Other Taxes	2,054,272
Fines/Forfeits	2,231,602
Licenses/Fees	1,228,895
Interest	103,000
Cost Allocations	3,349,787
Internal Charges	6,119,927
Other Revenues	1,812,798
Transfers	$ 4,064,707

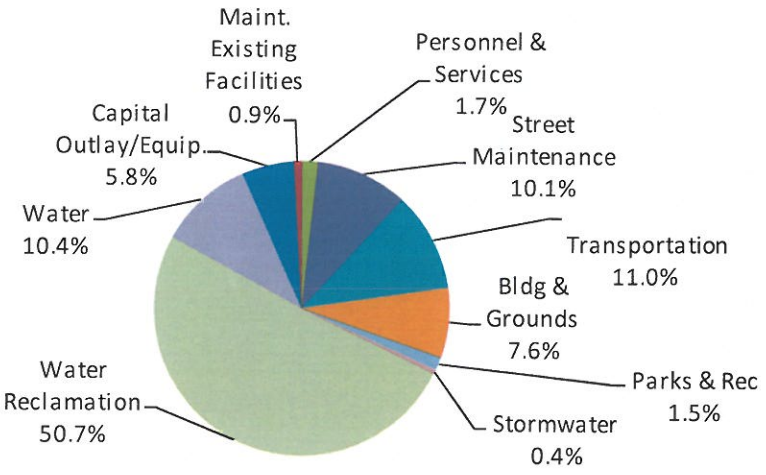
WHERE DOES THE GENERAL FUND MONEY GO?



Admin & Legislature	$ 4,017,709
Fire	14,456,181
Finance	4,845,485
Municipal Court	1,066,550
Parks/Recreation	4,725,023
Human Resources	877,077
Police	20,035,781
Planning	3,672,036
Public Works	16,408,696
Legal	1,137,343
Other	$ 1,165,483

FYE 2013 ADOPTED CAPITAL BUDGET
USE OF FUNDS ($53,677,727)

Capital Outlay/Equipment	$	3,096,988
Maint. Existing Facilities		492,500
Personnel & Services		902,648
Street Maintenance		5,415,032
Transportation		5,878,179
Bldg & Grounds		4,094,797
Parks & Rec		780,500
Stormwater		235,000
Water Reclamation		27,204,792
Water	$	5,577,291



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.

Financial Fast Facts about Norman

Area in Square Miles: 189.5
Estimated Population: 114,976
Number of Employees: 834 (full-time & permanent part-time)
Employees per 1,000 citizens: 7.3
Expenditures per capita: $1,783
Bond Rating: Moody's Aa2
Unemployment Rate: 4.5%
Adopted City Budget for Fiscal 2013: $204,970,419
City Sales Tax Rate: 3.5%
Median Family Income: $62,826
Median Income per Household in 2010: $44,396
Median Value of Housing Units: $147,300
Median Real Estate Tax: $1,996
General Merchandise Sales in 2012 (Estimated) : $419,900,000
Total Taxable Sales in 2012 (Estimated): $1,691,100,000