

Community Report Card



**An Initiative Of LINK Norman
Norman, Oklahoma • 2009**

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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.

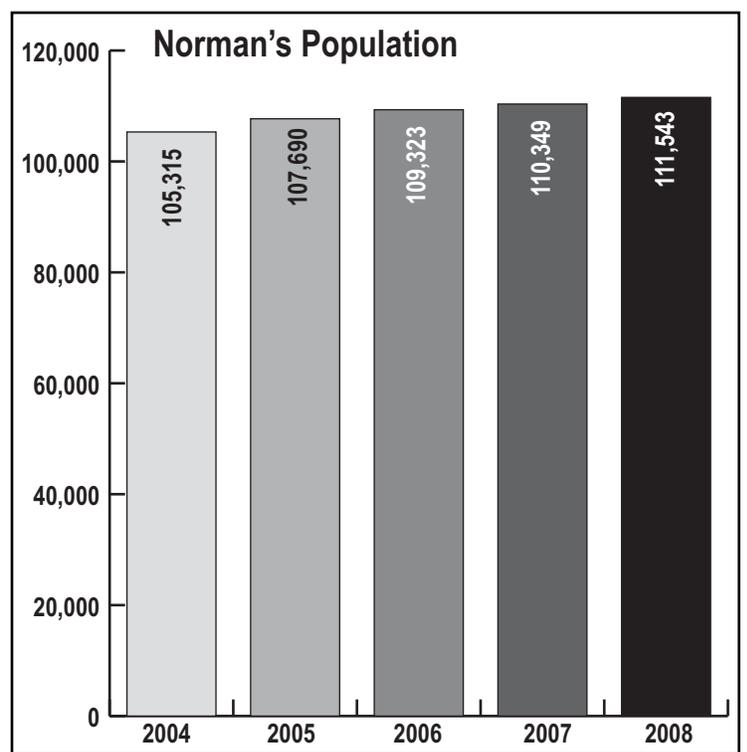
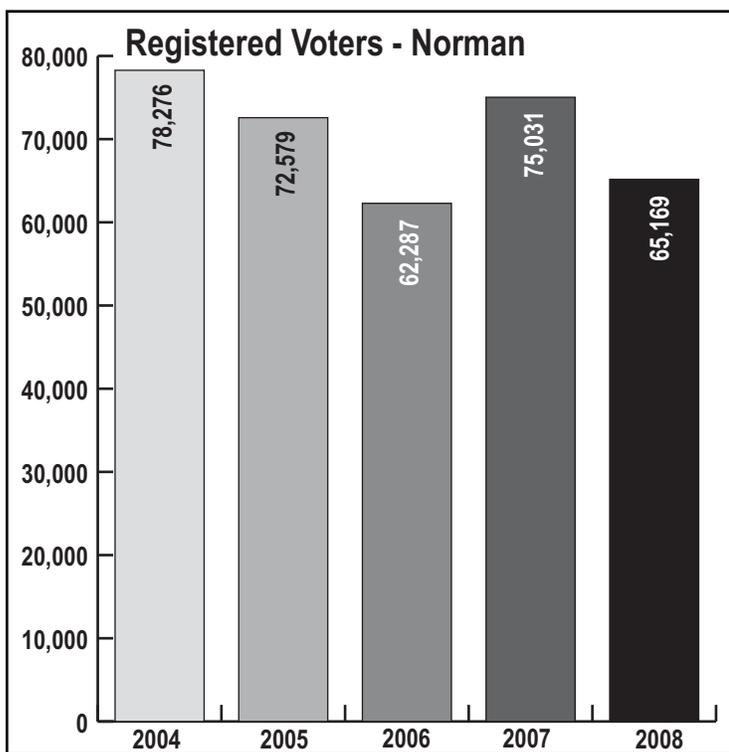
Civic Participation

Indicators	2004	2005	2006	2007	2008
Registered voters	78,276	72,579	62,287	75,031	65,169
Sales tax collections: percent change (fiscal year)	3.48%	7.07%	3.87%	5.46%	5.13%
City Council male/female ratio	6/3	6/3	6/3	6/3	6/3
Neighborhood Watch programs: National Night Out participants	32	35	37	39	46
Norman News membership (City's listserv)	N/A	695	936	887	879

www.normanok.gov

Census Information

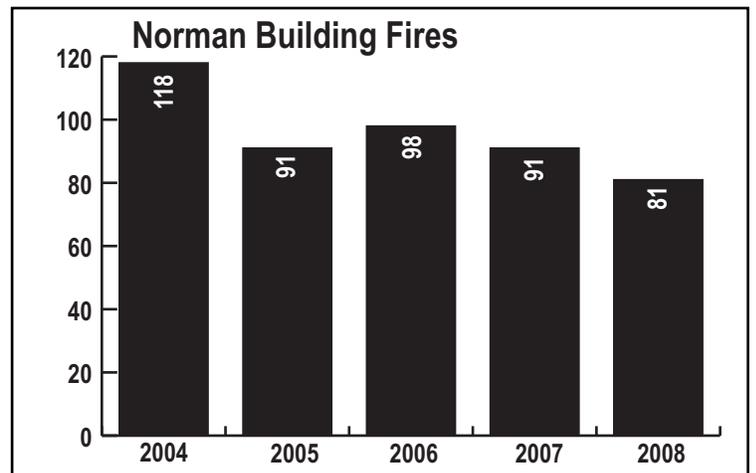
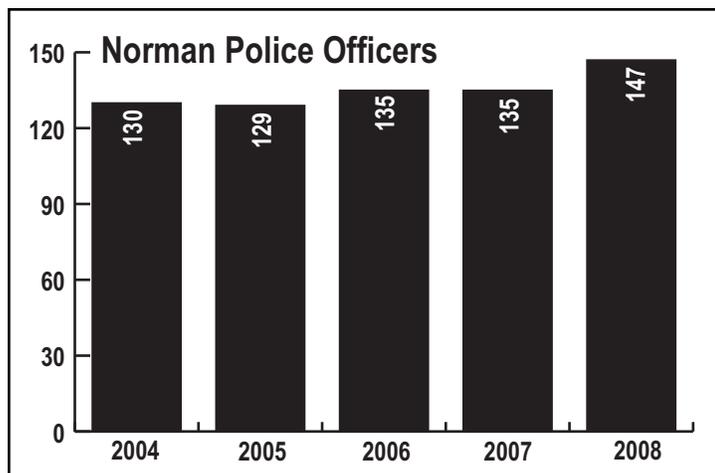
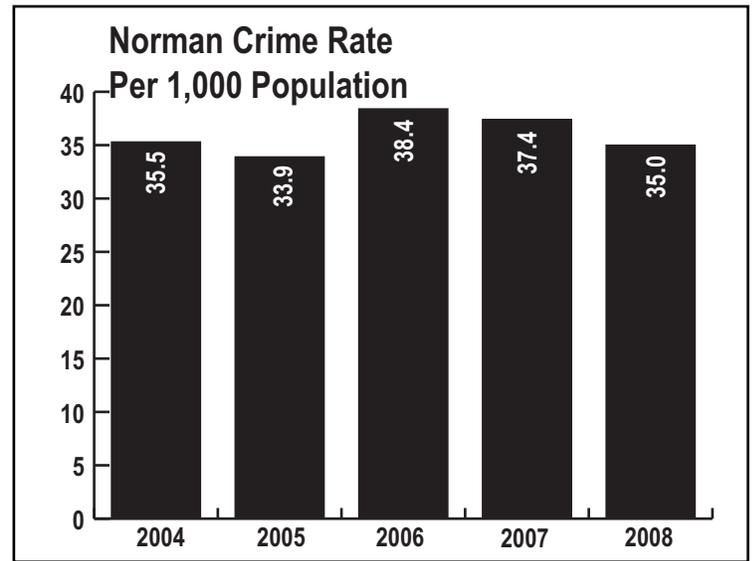
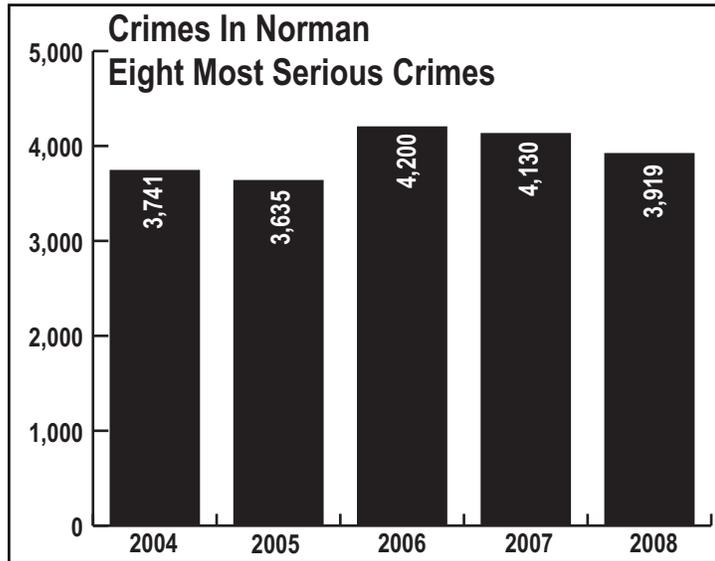
Estimated Population	105,315	107,690	109,323	110,349	111,543	
RACIAL COMPOSITION	White	Black	American Indian	Asian	Hispanic	
1980	90.6%	2.3%	3.2%	1.7%	NA	
1990	87.5%	3.6%	4.8%	3.2%	NA	
2000	83.0%	5.0%	5.0%	4.0%	4.0%	
AGE CATEGORIES	Under 5	Age 5-19	Age 20-24	Age 25-44	Age 45-64	Age 65 and over
1980	6.5%	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%



Community Safety

Phil Cotten

Indicators	2004	2005	2006	2007	2008
Crimes in Norman (eight most serious crimes)	3,741	3,635	4,200	4,130	3,919
Offenses reported	13,623	14,171	15,864	15,922	15,813 ★
Crime rate per 1,000 population	35.5	33.9	38.4	37.4	35.0 ★
Juvenile reported offenses (alcohol and crime)	1,132	1,014	1,187	1,180	1,365
Police officers per 1,000 population	1.23	1.20	1.19	1.22	1.32
Police officers	130	129	135	135	147
Firefighters per 1,000 population	1.21	1.19	1.14	1.18	1.15
Firefighters	127	125	125	129	133
Calls for fire service	7,769	8,716	9,326	10,470	10,750
Annual fire loss (\$1,000s)	\$2,601	\$1,940	\$3,018	\$2,120	\$3,869
Building fires	118	91	98	91	81
Fire code inspections	4,627	3,992	3,747	3,483	3,516



Indicators	2004	2005	2006	2007	2008
Calls for service - police only	53,786	56,132	55,946	58,161	68,019
Calls for service-total activity	80,868	78,644	85,694	90,598	95,202
Response Time PD Avg. (emergency)	3.99	4.00	4.42	4.45	4.77
Traffic citations	23,531	19,903	21,842	21,313	18,461
Traffic warnings	10,640	8,707	11,252	12,829	14,996
Traffic collisions (Fatal)	13	4	11	7	9
Traffic collisions (Injury)	906	893	838	841	836
Traffic collisions (Non-injury)	2,317	2,139	2,113	2,047	2,275
Criminal homicide	2	0	5	4	2
Rape	46	34	54	47	58
Robbery	34	44	55	56	65
Felonious assault	158	156	108	88	70
Burglary	747	694	888	852	788
Larceny	2,382	2,370	2,710	2,721	2,644
Motor vehicle theft	357	325	376	359	283
Arson	15	9	4	3	9
Assault and battery	474	595	695	686	680
Forgery and counterfeiting	170	186	206	176	191
Fraud	410	389	386	381	501
Embezzlement	90	87	88	110	81
Stolen property	41	94	102	105	120
Vandalism	1,059	1,102	1,160	1,145	1,063
Weapons violation	56	95	96	105	81
Sex offenses	48	64	58	54	65
Drug abuse violation	843	934	960	990	984
Offenses against family/children	14	13	9	13	9
Driving under the influence	752	729	700	758	705
Liquor law violations	412	418	425	365	330
Drunkenness	664	841	1,058	863	766
Disorderly conduct	159	155	89	55	36
All other misdemeanors	2,541	2,001	2,126	1,860	2,077
Curfew/loitering/vagrancy	89	139	162	135	164
Extortion/blackmail	2	5	1	4	10
Kidnapping/abduction	9	16	15	15	5
Peeping Tom	19	24	21	7	3
Public peace	718	989	1,281	1,557	1,765
Runaway	198	236	279	332	297
Threats	221	202	244	207	174
Trespassing	87	101	92	118	118
Warrants-local	488	601	805	966	1,027
Warrants-for other agency	284	450	542	580	538
Warrants-other	54	68	64	115	104
Total part 1 crimes	3,741	3,635	4,200	4,130	3,919
Total crimes	13,623	14,171	15,864	15,922	15,813

Indicators

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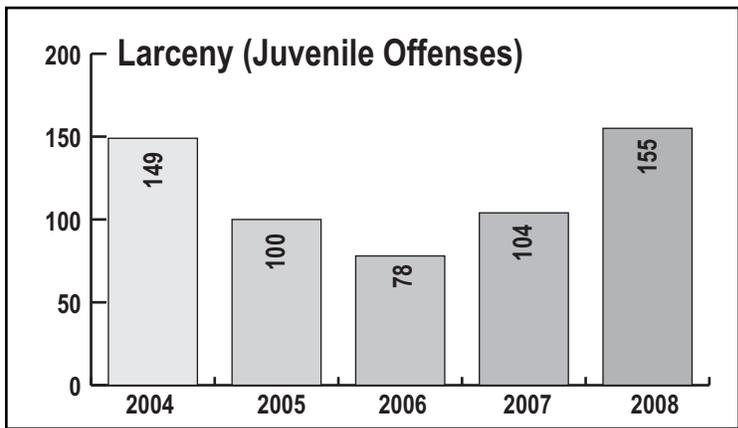
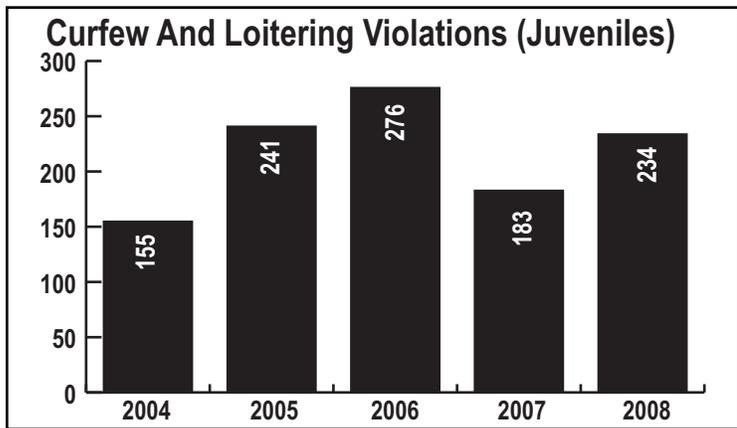
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JUVENILE OFFENSES

Criminal homicide	0	0	1	0	0
Rape	0	1	0	4	2
Robbery	1	1	4	5	1
Felonious assault	6	7	3	3	3
Burglary	20	5	11	22	23
Larceny	149	100	78	104	155
Motor vehicle theft	4	2	10	8	6
Arson	0	0	0	0	0
Assault and battery	22	9	27	25	22
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	1	0	0	3	1
Fraud	1	1	3	4	4
Stolen property	12	5	9	13	15
Vandalism	25	46	26	31	25
Weapons violation	12	9	18	17	5
Sex offenses	0	5	0	2	0
Drug abuse violation	95	87	108	106	131
Offense against family and children	6	8	2	1	0
Driving under the influence	15	13	13	10	5
Liquor law violations	80	61	50	37	36
Drunkenness	33	35	54	33	53
Disorderly conduct	29	31	2	4	6
Other misdemeanor/felony charges	409	275	427	475	573
Curfew and loitering violations	155	241	276	183	234
Runaway	57	72	65	90	65
Total juvenile offenses	1,132	1,014	1,187	1,180	1,365



Culture and the Arts

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 2008

NORMAN PUBLIC LIBRARY

Total materials circulated	604,207	638,983	716,031	767,202	793,433 ★
Average weekly attendance	5,733	6,304	11,496	8,992	8,980
Registered card holders	81,071	86,924	78,402	77,631	74,706
Circulation per resident	6.31 items	6.33 items	7.09 items	7.60 items	7.86 items
Average monthly public computer uses	6,252	5,863	5,905	3,530	6,240
Adult programs	179	227	276	198	195
Attendance	2,859	3,315	4,491	2,932	3,014
Teen programs	31	46	92	94	98
Attendance	1,524	1,120	5,412	6,446	5,379
Children's programs	885	885	823	593	621
Attendance	39,207	37,269	46,031	36,096	35,437
Intergenerational festivals and events	3	3	4	8	5
Attendance	3,000	3,000	3,820	4,990	5,120
Computer classes	291	274	216	278	314
Attendance	1,901	2,204	1,707	2,454	2,841
Literacy programs at NPL	32	35	26	29	13
Attendance	522	505	337	141	106
Total library programs	1,421	1,470	1,437	1,200	1,246
Total attendance	49,013	47,413	61,798	53,059	51,897
Meeting room use	1,064	1,036	875	739	473

SPECIAL PROGRAMS AT THE NORMAN PUBLIC LIBRARY - SUMMER READING PROGRAM

Children signed up	2,200	2,663	2,547	2,630	2,679
Children's programs	141	106	94	94	131 ★
Total attendance	8,366	8,936	8,652	9,149	9,221
Teens signed up	208	180	268	309	331
Teens' programs	22	18	18	24	22
Total attendance	411	296	626	1,184	620

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FINE ARTS PROGRAMS

Fine arts programs taught at Norman high schools	65	65	72	76	74
Fine arts programs taught at Norman middle schools	74	74	74	74	74
Fine arts subjects taught in Norman middle schools	10	10	15	7	7
Students in Elementary String Program	192	233	278	278	256
Students in Sixth Grade Band Program	277	260	182	183	215

Indicators	2004	2005	2006	2007	2008
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	7	8	10	10	10
For-profit galleries	7	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 Catlett, Morris	1,018	Rupel Jones Theatre	643
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'Brien 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)

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

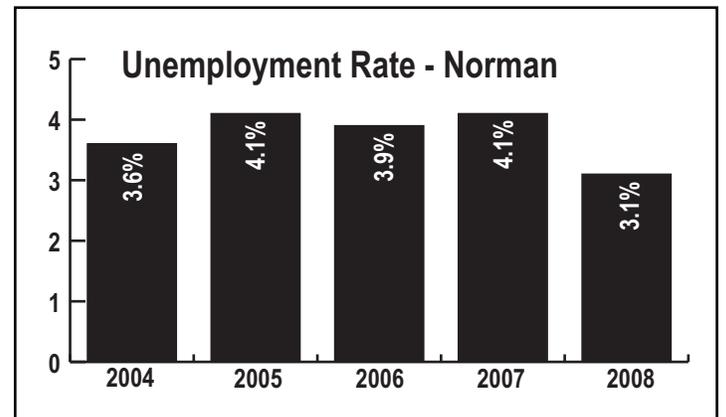
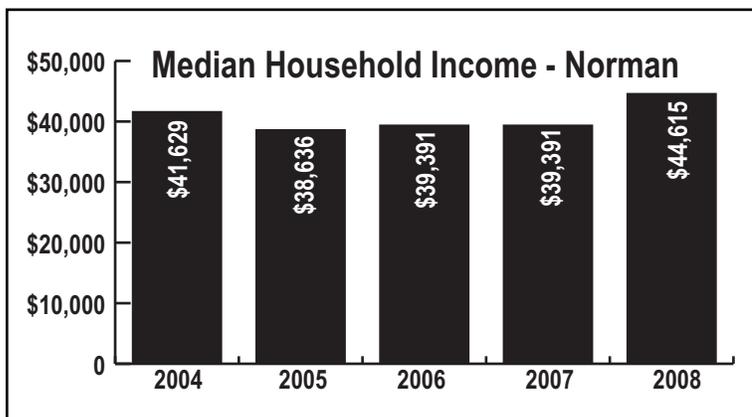
MAJOR FESTIVALS AND EVENTS and Attendance

January • Winterwind Concert Series-Performing Arts Studio-12,000 (total for all performances).
February • Daddy-Daughter Dance-2,224 • 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 • Norman's Best Easter Egg Hunt-N/A • OU Music Theater Opera: Developing Young Audiences: French-N/A; Impressionism in Art and Opera-650.
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 • Annual School of Art Student Exhibition, OU-N/A.
May • May Fair, Andrews Park-50,000 • 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-331 campers/4,420 audience members • Norman Day (Fourth of July)-18,000 • 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 • Intertribal Word Path Celebration of Indian Language/Culture, Cleveland County Fairgrounds-N/A • Winterwind Concert Series-Performing Arts Studio • Mummy-Son Masquerade Ball-225 • Halloween Spooktacular-2,000 • 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.

Economy and Employment

Indicators	2004	2005	2006	2007	2008
Estimated population	105,315	107,690	109,323	110,349	111,543
% of labor force high school graduate or higher	94.8%	98.3%	98.3%	98.3%	93.7%
% of labor force with a bachelor's degree or higher	44.2%	51.9%	51.9%	51.9%	44.1%
Median family income for Norman	\$58,043	\$55,478	\$55,741	\$55,741	\$59,419
Median household income for Norman	\$41,629	\$38,636	\$39,391	\$39,391	\$44,615
Median family income for Cleveland County	\$51,257	\$57,895	\$59,548	\$59,548	\$61,415
Median household income for Cleveland County	\$41,846	\$44,955	\$47,580	\$47,580	\$49,125
Total value of new single family residences (Exclusive of land)	\$108,269,569	\$120,939,273	\$117,554,721	\$73,581,021	\$90,285,889
Total employment-Norman	54,053	53,958	53,411	53,411	52,028
Unemployment rate-Norman	3.6%	4.1%	3.9%	4.1%	3.1% ★
Total employment for Cleveland County	116,682	116,112	114,935	114,935	112,859
Unemployment rate for Cleveland County	3.2%	3.6%	3.4%	3.7%	3.5%
Total number of people underemployed	6,816	12,131	12,131	12,131	12,131
Total sales tax revenue	N/A	N/A	\$47,305,251	\$42,158,747	\$45,565,002
Tourism/bed tax revenues (fiscal year)	\$618,176	\$634,569	\$669,023	\$766,801	\$905,341.17★
Residential (single family) building permits	652	724	669	419	564
Businesses constructed	118	73	97	136	141
Value of construction of new businesses	\$21,382,431	\$29,525,703	\$54,043,496	\$200,112,009	\$56,008,468



Education (Norman Public Schools)

Joe Siano

Indicators	2004	2005	2006	2007	2008
Enrollment	12,767	12,970	13,155	13,720	14,025
Norman's pupil/teacher ratio	20.0	18.3	17.7	17.3	N/A
Pupil/teacher ratio for similar districts ^a	19.8	19.1	18.5	18.4	N/A
State average pupil/teacher ratio ^x	17.7	17.2	16.8	16.8	N/A
FREE/REDUCED LUNCH PROGRAM					
% of students free/reduced lunch in Norman	33.74%	35.64%	36.65%	38.66%	41.68%
% of students free/reduced lunch in similar districts ^a	35.8%	33.6%	35.5%	36.7%	38.8%
% of students free/reduced lunch state average ^x	53.8%	54.7%	55.5%	56.0%	56.0%
EXPENDITURES					
Norman per pupil expenditures	\$5,542	\$5,909	\$6,091	\$6,501	\$6,726
Pupil expenditures in similar districts ^a	\$5,465	\$5,974	\$6,266	\$6,719	\$7,007
State average pupil expenditures ^x	\$6,094	\$6,554	\$6,882	\$7,311	\$7,605
TEACHERS WITH ADVANCED DEGREES					
% of teachers with advanced degrees in Norman	42.9%	39.8%	37.2%	35.1%	35.3%
% of teachers with advanced degrees in similar districts ^a	33.4%	31.1%	29.9%	28.6%	28.4%
State average teachers with advanced degrees ^x	29.3%	27.8%	27.0%	26.7%	26.5%
MINORITIES					
% of minority students	23.56%	24.3%	24.72%	28.77%	29.83%
# of languages spoken in Norman Public Schools	47	41	38	38	59
REVENUE SOURCES					
% of district revenue from local/county in Norman	46.3%	46.6%	46.0%	45.7%	47.5%
% of district revenue from local/county in similar districts ^a	42.8%	43.3%	43.2%	44.2%	44.3%
State average % of district revenue from local/county ^x	33.9%	34.1%	34.3%	34.8%	34.9%

a - Broken Arrow, Edmond, Lawton, Mid-Del, Moore, Putnam City, Norman
 x - State results reported in May following close of previous school year (2007-08 school year reported in May of 2009)

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REVENUE SOURCES

% of district revenue from the state in Norman	46.5%	46.0%	46.6%	47.4%	45.8%
% of district revenue from the state in similar districts ^a	49.1%	47.7%	47.4%	47.5%	47.3%
State average % of district revenue from state ^x	53.4%	52.2%	52.2%	52.7%	53.3%
% of district revenue from federal sources in Norman	7.2%	7.4%	7.5%	6.9%	6.7%
% of district revenue from federal sources in similar districts ^a	8.1%	9.1%	9.4%	8.3%	8.4%
State average % of district revenue from federal sources ^x	12.7%	13.8%	13.5%	12.5%	11.8%

ACT SCORES

Average ACT scores in Norman	22.7	22.8	23.0	23.0	23.5
Average ACT scores in similar districts ^a	21.9	21.9	22.1	22.3	22.5
State average ACT scores	20.7	20.6	20.6	20.8	20.8
National average ACT scores	20.9	21.9	21.1	21.2	21.1
% taking ACTs in Norman	73.2%	73.1%	74.1%	N/A	N/A
% taking ACTs in similar districts ^a	73.3%	72.2%	74.9%	N/A	N/A
State average % taking ACTs	68.1%	66.5%	70.80%	N/A	N/A

DROPOUT RATES

High school dropout rate in Norman	4.0%	14.1%	16.3%	11.1%	10.7% ★
High school dropout rate in similar districts ^a	3.3%	13.3%	12.9%	12.1%	11.2%
State average high school dropout rate ^x	3.5%	14.5%	14.1%	14.2%	13.2%

EIGHTH GRADE CURRICULUM TEST SCORES

% of eighth graders satisfactory score on curriculum tests in Norman in math	87.0%	91.0%	90.0%	94.0%	92.0%
% of eighth graders satisfactory score on curriculum tests for similar districts in math ^a	82.0%	83.0%	87.0%	90.0%	92.0%
State average % of eighth graders satisfactory score on curriculum tests in math ^x	77.0%	76.0%	80.0%	83.0%	85.0%
% of eighth graders satisfactory score on curriculum tests for Norman in science	94.0%	94.0%	94.0%	96.0%	96.0%
% of eighth graders satisfactory score on curriculum tests for similar districts in science ^a	89.0%	88.0%	91.0%	93.0%	95.0%

Indicators	2004	2005	2006	2007	2008
EIGHTH GRADE CURRICULUM TESTS					
State average % of eighth graders satisfactory score on curriculum tests in science ^x	84.0%	83.0%	86.0%	88.0%	92.0%
% of eighth graders satisfactory score on curriculum tests for Norman in writing	92.0%	N/A	96.0%	96.0%	99.0%
% of eighth graders satisfactory score on curriculum tests for similar districts in writing ^a	88.0%	N/A	95.0%	94.0%	97.0%
State average % of eighth graders satisfactory score on curriculum tests in writing ^x	82.0%	N/A	92.0%	92.0%	95.0%
% of eighth graders satisfactory score on curriculum tests for Norman in reading	94.0%	94.0%	95.0%	95.0%	93.0%
% of eighth graders satisfactory score on curriculum tests for similar districts in reading ^a	87.0%	88.0%	90.0%	91.0%	91.0%
State average % of eighth graders satisfactory score on curriculum tests in reading ^x	81.0%	81.0%	85.0%	85.0%	87.0%
NORMAN PUBLIC SCHOOL ENROLLMENT					
15 Elementary Schools	6,130	6,296	6,589	6,848	7,111
4 Middle Schools	2,730	2,781	2,779	2,816	2,949
2 High Schools	3,907	3,893	3,857	4,056	3,965
Total Number of Students	12,767	12,970	13,155	13,720	14,025
NORMAN PRIVATE SCHOOL ENROLLMENT					
All Saints Catholic - Pre-K-8	396	393	413	425	460
Blue Eagle Christian Academy - Pre-K-8	30	37	58	37	38
Children's House Montessori School - Kindergarten	47	48	38	41	26
Community Christian School PK-12	675	700	703	695	700
Norman Christian Academy PK-6	85	81	90	0	0
Robinson St. Academy K-12	0	40	40	40	35
Trinity Lutheran School PK-6	94	64	56	35	37
Total Private School Enrollment	1,327	1,363	1,398	1,273	1,296
NATIONAL MERIT SCHOLARSHIP PROGRAM					
Semifinalists	25	19	14	17	9
Finalists	24	19	13	16	8
Commended Students	10	5	7	7	12
College Boards National Hispanic Recognition Program		3	1	5	1
Outstanding National Achievement Scholarship Program - Honoring Academically Promising Black American High School Students				1	1

Education (Moore-Norman Technology Center)

Moore-Norman Technology Center

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.

With both its Franklin Road and South Penn Campuses, MNTC remains 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

- ✘ **1,606:** Full-time students enrolled (FY09);
- ✘ **54,053:** Enrollments in part-time classes, industry training, advisement and conferencing (FY09);
- ✘ **5,853:** College credit hours earned by MNTC students through cooperative agreements with OCCC, Rose State and OSU-OKC (FY09);
- ✘ **96 percent:** MNTC students who were employed or continued education after graduation (FY08);
- ✘ **14:1:** Average student-to-instructor ratio (FY09);
- ✘ **\$27,601:** Average first-year salary for MNTC graduates (FY07);
- ✘ **98.8 percent:** Adult students who said classes were beneficial.

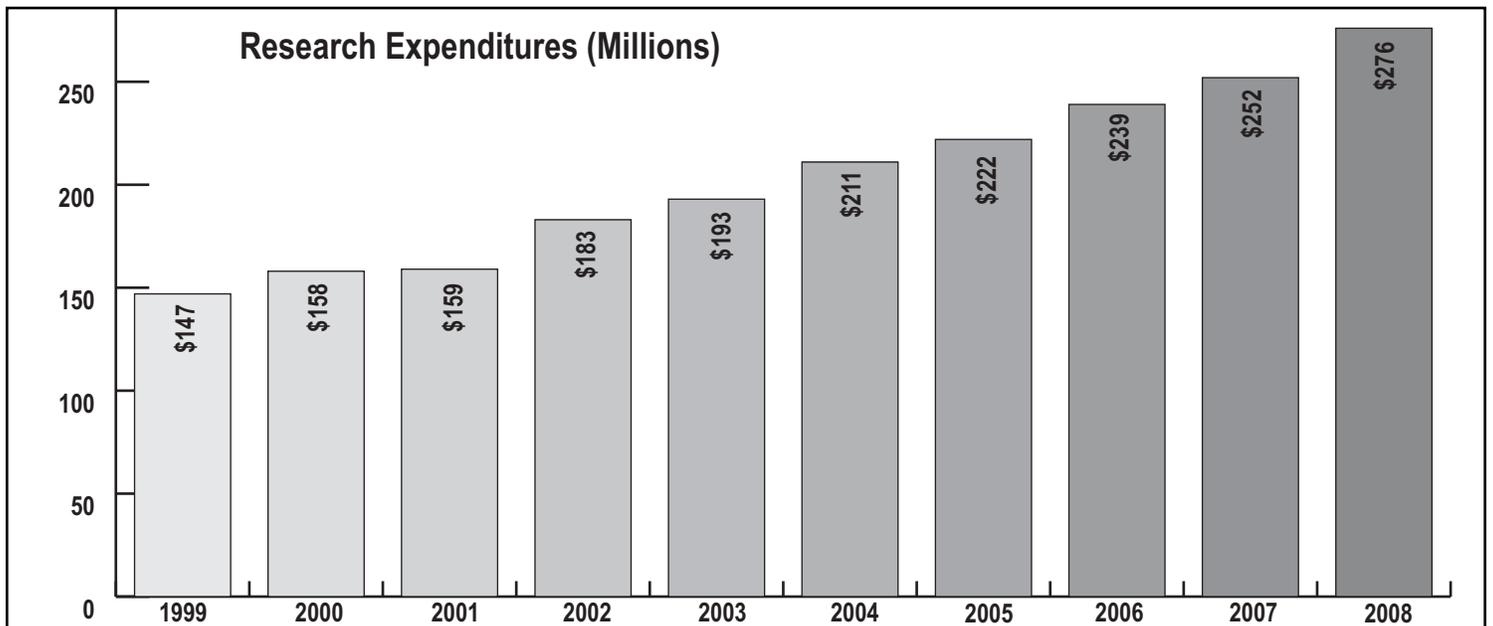
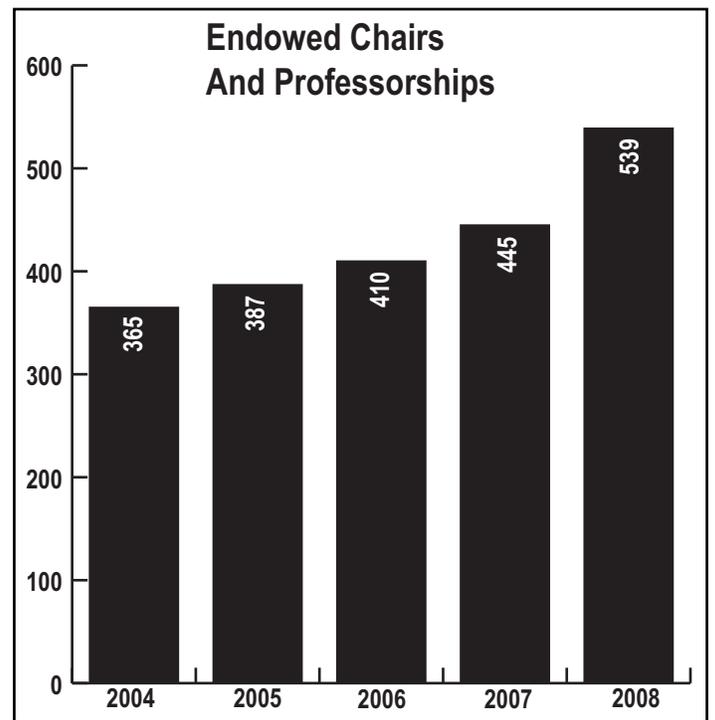
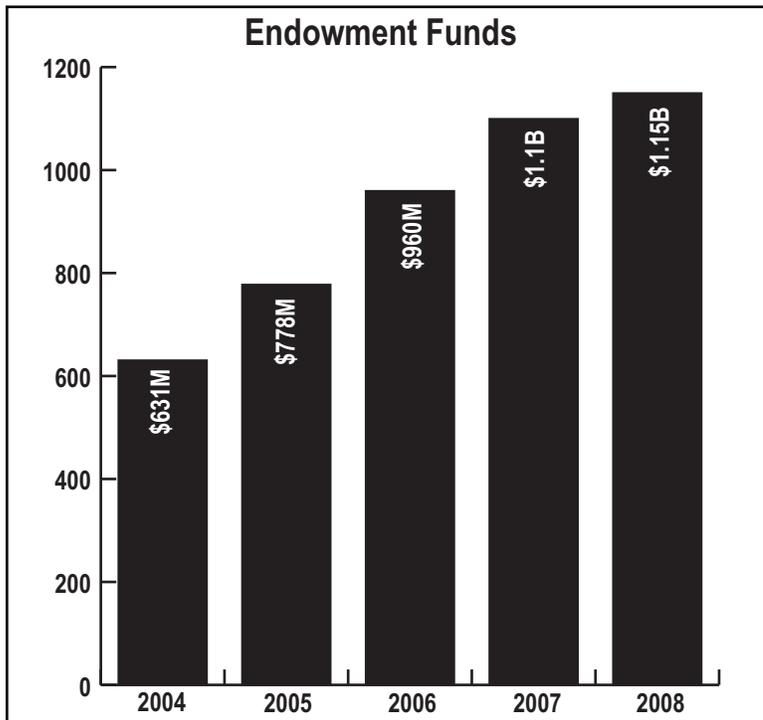
Economic Impact - 2005-2008

- ✘ **661:** Business clients served (FY09);
- ✘ **\$100M+:** Total annual economic impact for state from MNTC grads (FY09);
- ✘ **\$50M+:** Increase in profitability of Cleveland County businesses (FY03 - FY06);
- ✘ **100 percent:** Businesses that said MNTC met their training needs (FY08).

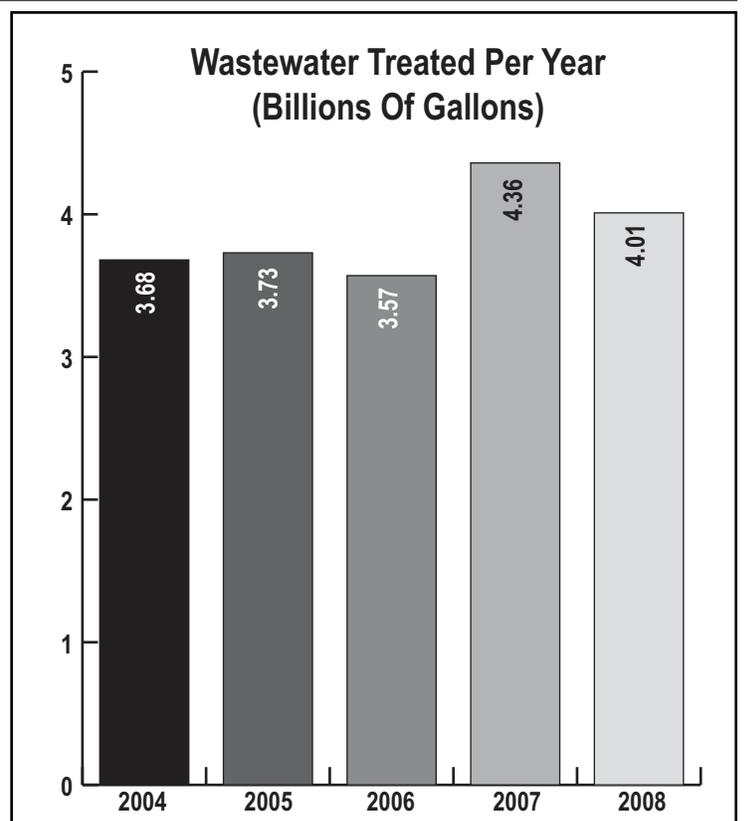
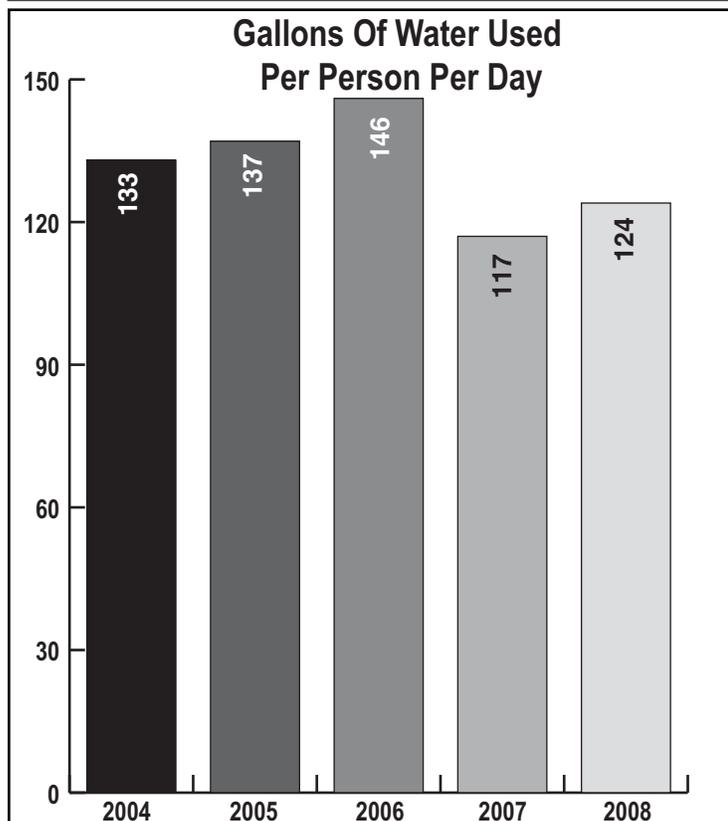
The University of Oklahoma

Catherine Bishop

Indicators	2004	2005	2006	2007	2008
Endowed chairs and professorships	365	387	410	445	539
Contributors to the university	98,288	103,202	107,960	112,818	117,330★
Endowment funds	\$631M	\$778M	\$960M	\$1.1B	\$1.15B
Fiscal year cash and in-kind gifts (millions)	\$98.3	\$115.3	\$122.0	\$138.9	\$199.5
Full-time faculty	1,198	1,230	1,304	1,368	1,400



Indicators	2004	2005	2006	2007	2008
Utility meters in service	32,195	33,080	33,229	34,102	34,532
Gallons of water used per person per day	133	137	146	117	124
Gallons of water produced per year (billions of gallons)	4.37	4.87	5.36	4.35	4.56
Average daily flow of wastewater treated per day (millions of gallons)	10.0	10.2	9.8	11.95	10.99
Wastewater treated per year (billions of gallons)	3.68	3.73	3.57	4.36	4.01
Total solid waste (tons)	91,264	90,009	92,253	91,924	97,818
Per capita solid waste (pounds)	1,733	1,678	1,688	1,666	1,754
Yard waste collected and converted to compost (tons)	9,005	8,102	7,797	9,349	10,548
Percentage of waste diverted from landfills	12.3%	11.3%	8.5%	12.92%	14.27% ★
Tons of recyclable products collected - drop-off centers and curb-side recycling (not including compost)	2,207	2,039	2,258	2,528	3,409 ★



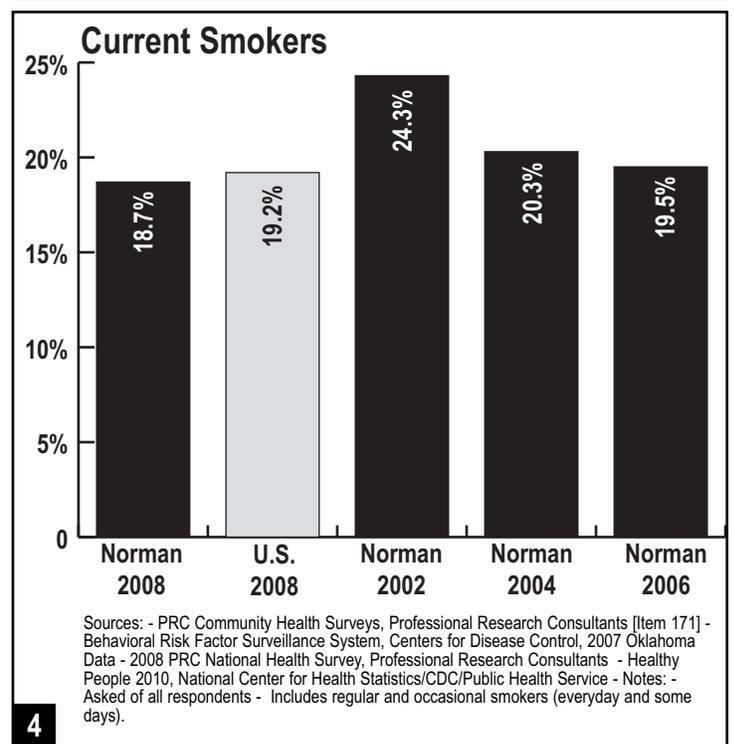
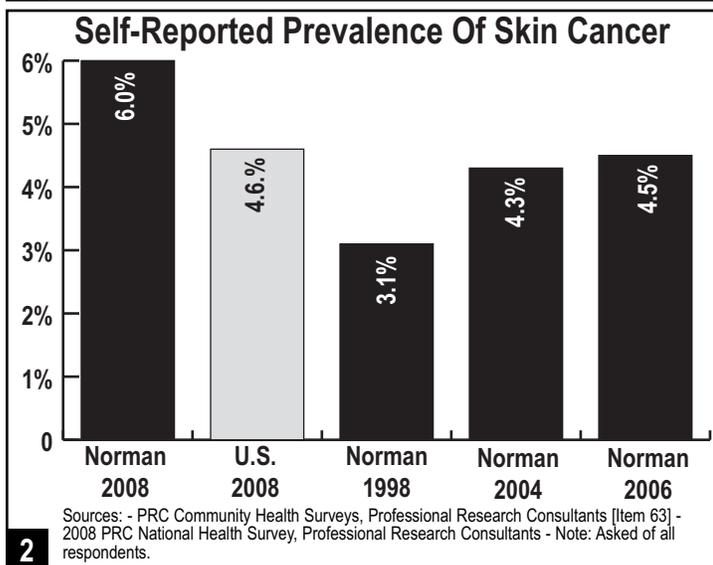
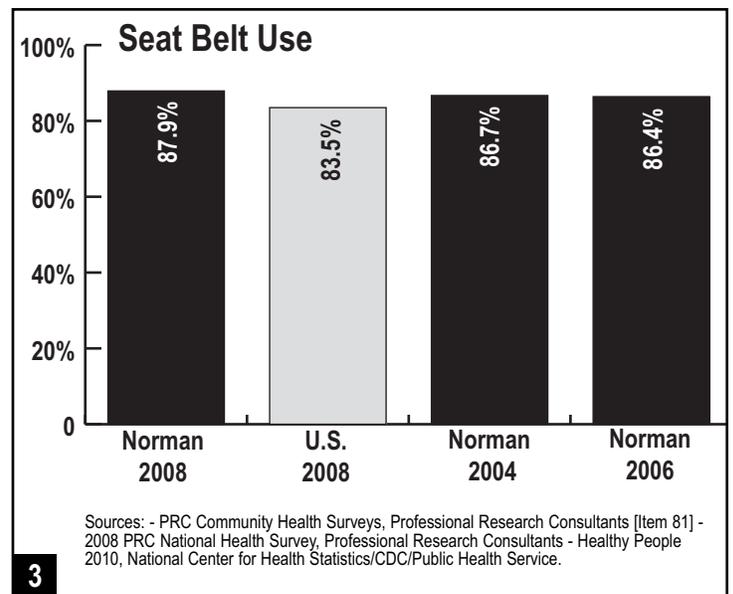
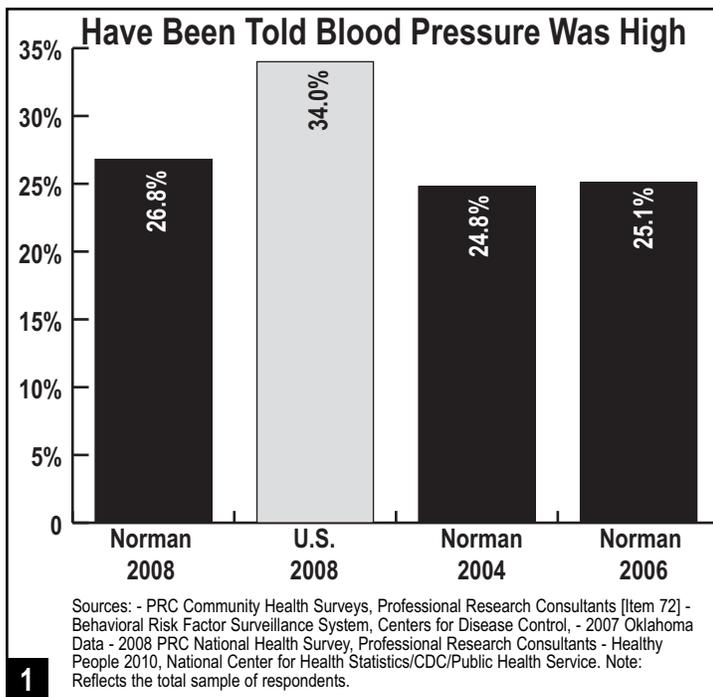
Based on 2008 Community Health Needs Assessment Survey

1. High blood pressure - In looking at high blood pressure rates in Norman, 26.8 percent of adults have been told their pressure is too high. Out of this group, 90 percent are taking action to control their condition such as medication, diet and exercise.

2. Skin cancer - Skin cancer rates in the community of Norman are higher than those found across the United States. The 2008 survey marks a statistically significant increase from the 3.1 percent rate found in 1998. Early detection is the key to prevention, with monthly self-exams and daily use of sunscreen SPF of 15 or higher.

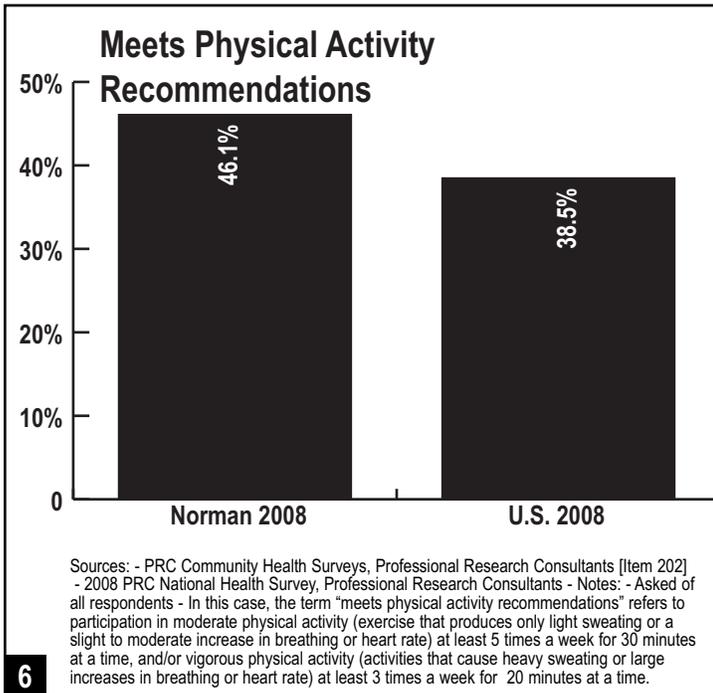
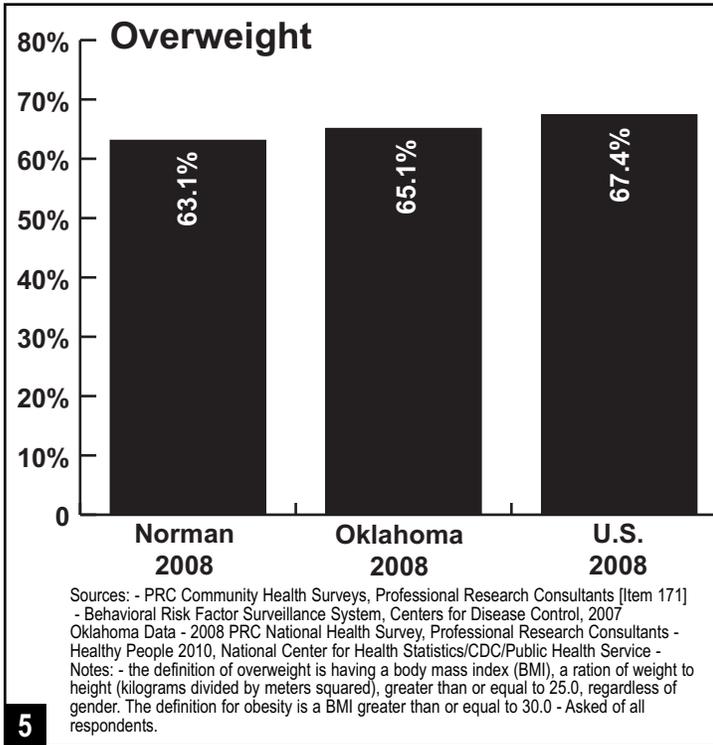
3. Seat belt use - Unintentional vehicle injuries are avoidable when wearing a seat belt. 87.9 percent of Norman adults wear a seat belt when driving or riding in an automobile. Nearly all parents (99.7 percent) reported that their child "always" wears an appropriate restraint.

4. Tobacco use - In Norman, the proportion of adults who smoke cigarettes has decreased significantly from the high of 24.3 percent reported in 2002. The use of smokeless tobacco also experienced a decrease in 2008.



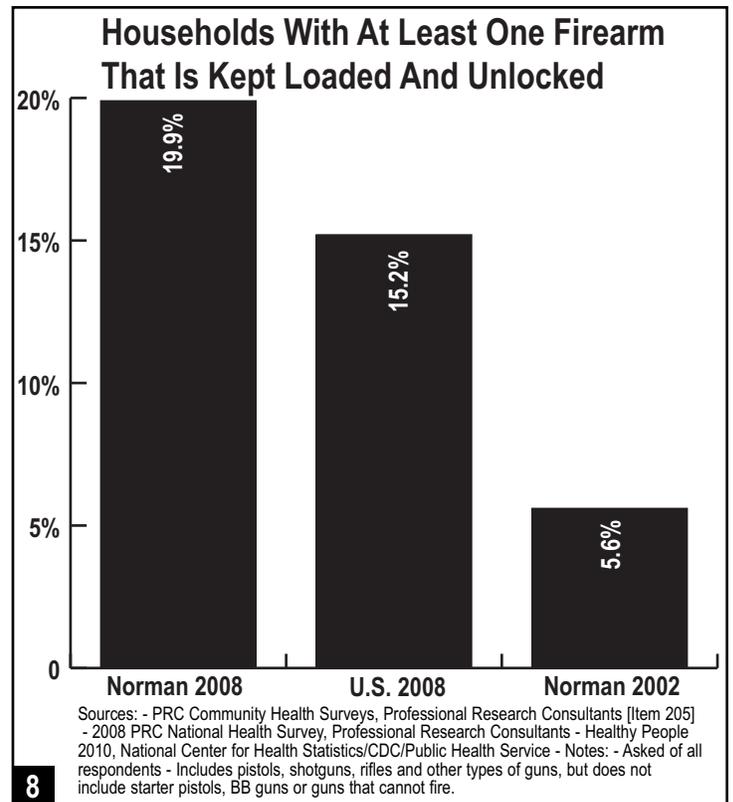
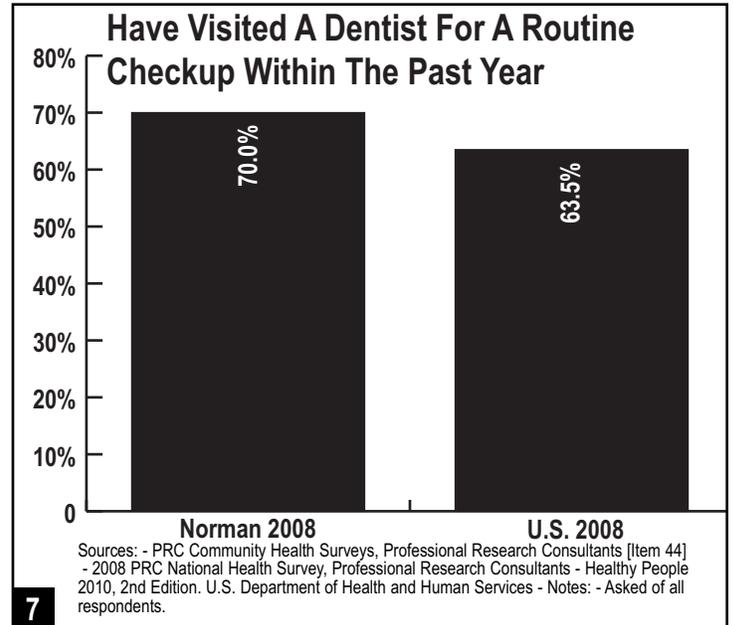
5. Healthy weight - Norman adults continue to struggle with their attempts to achieve a healthy weight. Based on reported height and weight, 63.1 percent of Norman adults are overweight, consistent with Oklahoma and U.S. rates.

6. Physical activity - Regular physical activity improves health and the quality of life for people of all ages. Adults should strive to get moderate exercise 30 minutes a day, five or more days a week. In Norman, 46.1 percent of adults participate in regular, sustained moderate or vigorous physical activity.



7. Dental care - 70 percent of adults have visited a dentist or dental clinic in the past year, which is better than the national average of 63.5 percent. Of concern is the strong correlation between income and dental health – persons with lower incomes report much lower utilization of oral health services (56.6 percent).

8. Injury control-firearms - 19.9 percent of Norman adults reported having a firearm that is kept unlocked and loaded in or around the home. These findings are much less favorable than survey responses in 2002 and those recorded nationally in 2008.



Healthy Community - Youth

Paula Price

All questions except BMI are based on the 2008 Community Health Needs Assessment Survey

1. Bicycle helmet use - Studies show that helmet use can reduce the likelihood and severity of head injury. 35.1 percent of Norman parents of children age 5-16 report that their child “always” wears a helmet. This is lower than the national average.

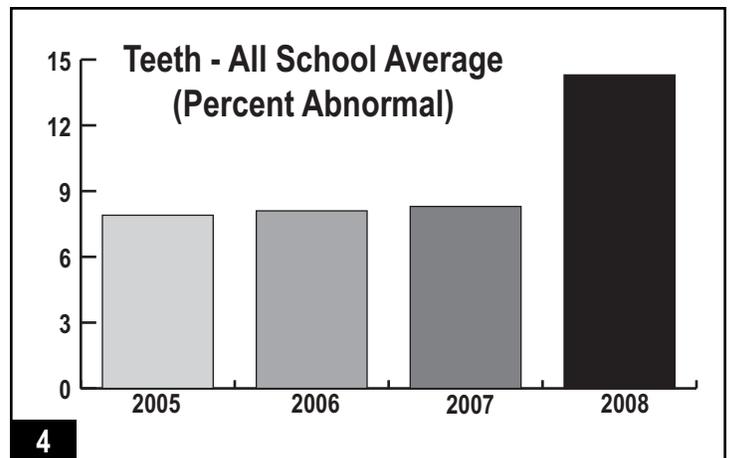
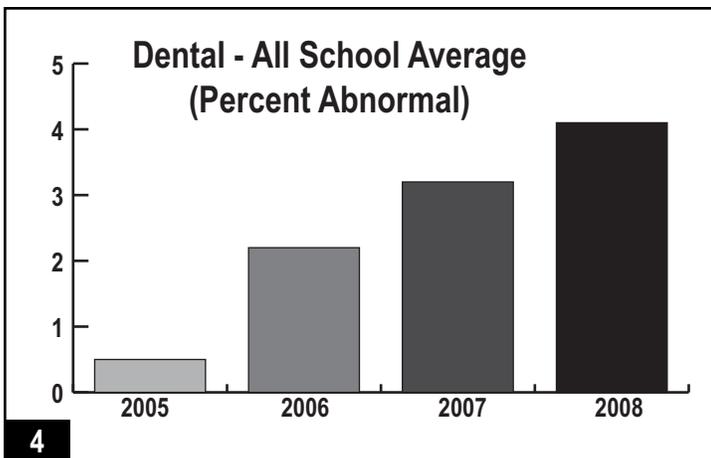
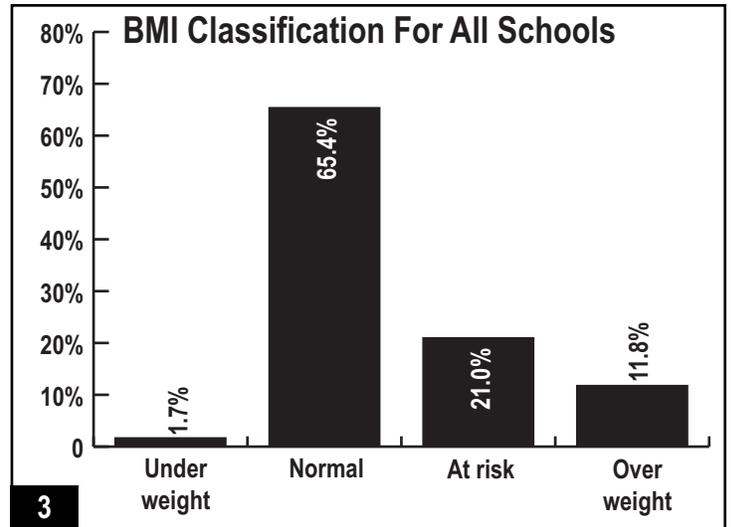
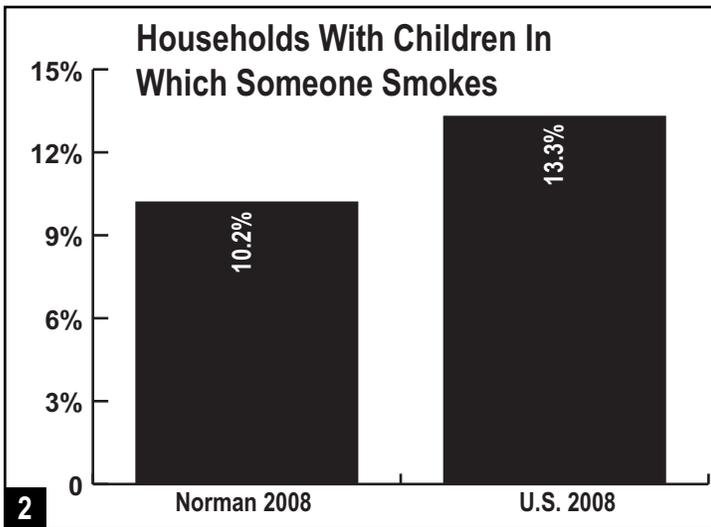
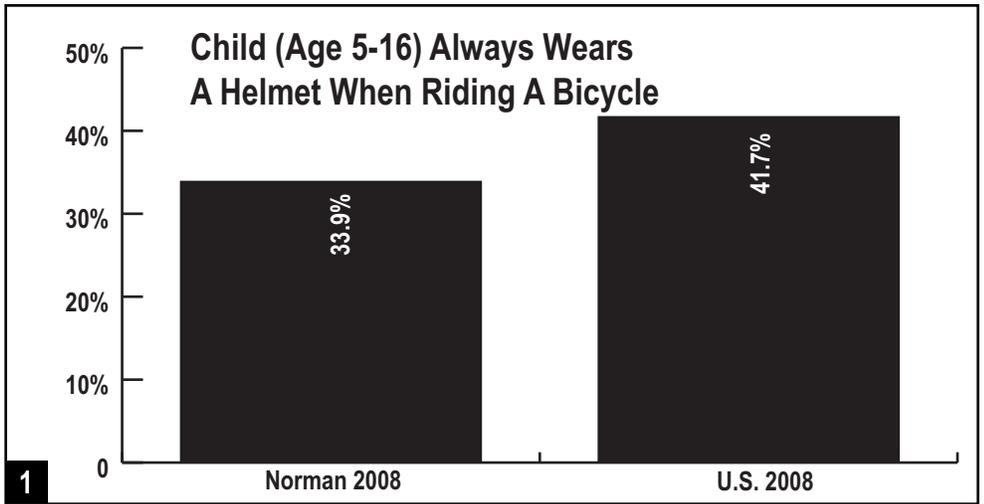
2. Households with children in which someone smokes - The home is the place where children are most exposed to secondhand smoke. Norman has made significant progress in reducing that exposure and has met the Healthy People 2010 goal of less than 10 percent for children younger than 7.

3. Body mass index - for children

in all Norman schools, based on 2008-2009 Healthy Youth school screenings.

4. Dental and Oral Health - In

2008, all schools experienced an increase in cavities and poor dental hygiene. Good dental hygiene and healthy teeth are an important part of a child’s overall health.

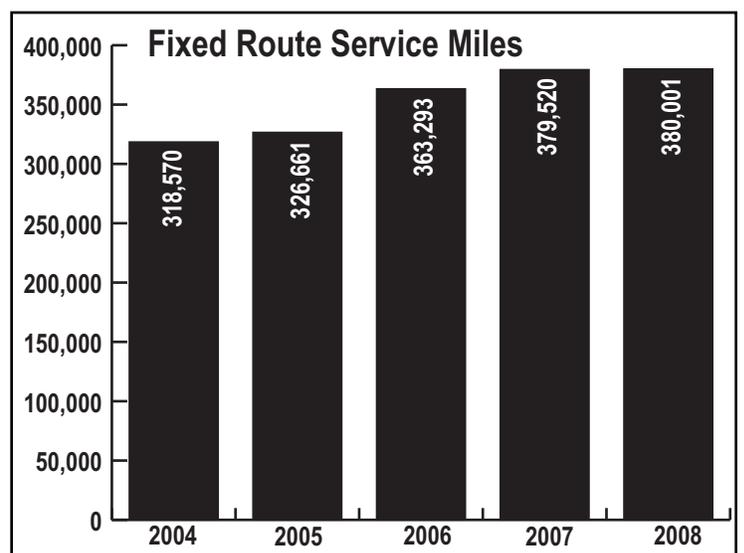
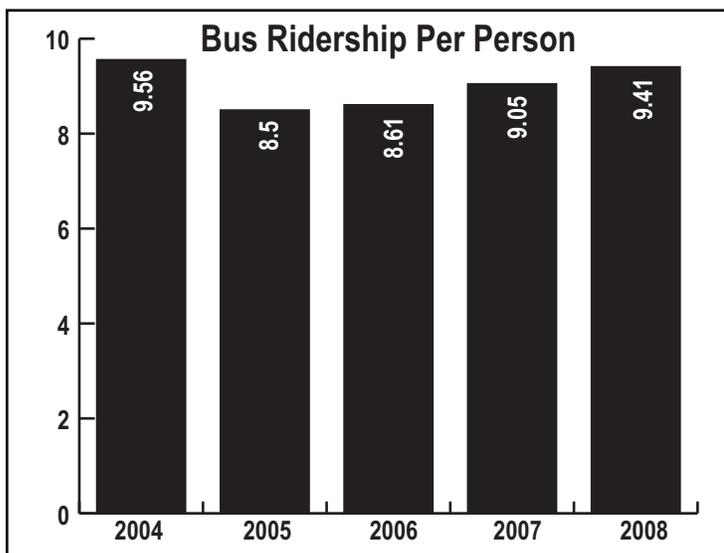
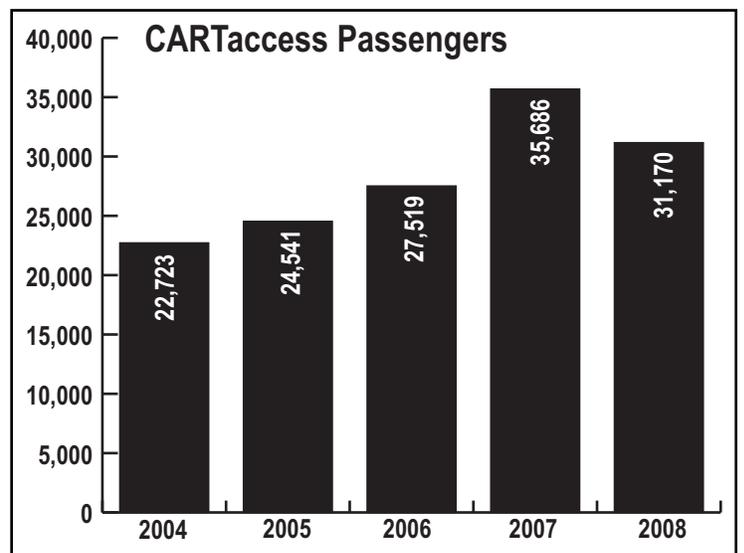
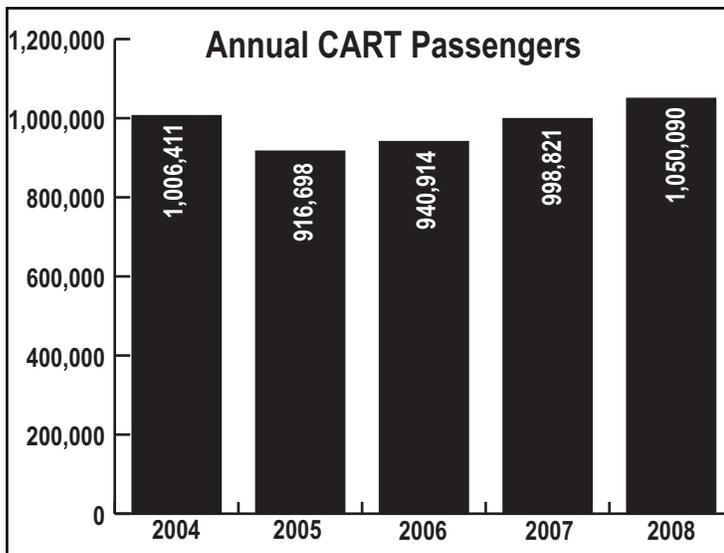


Mobility and Transportation

Theta Dempsey

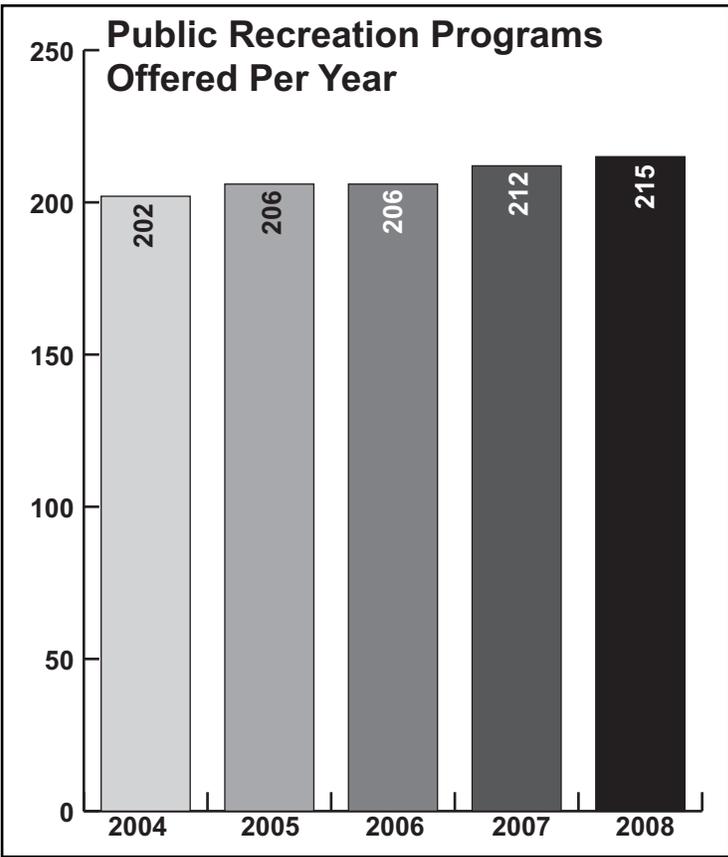
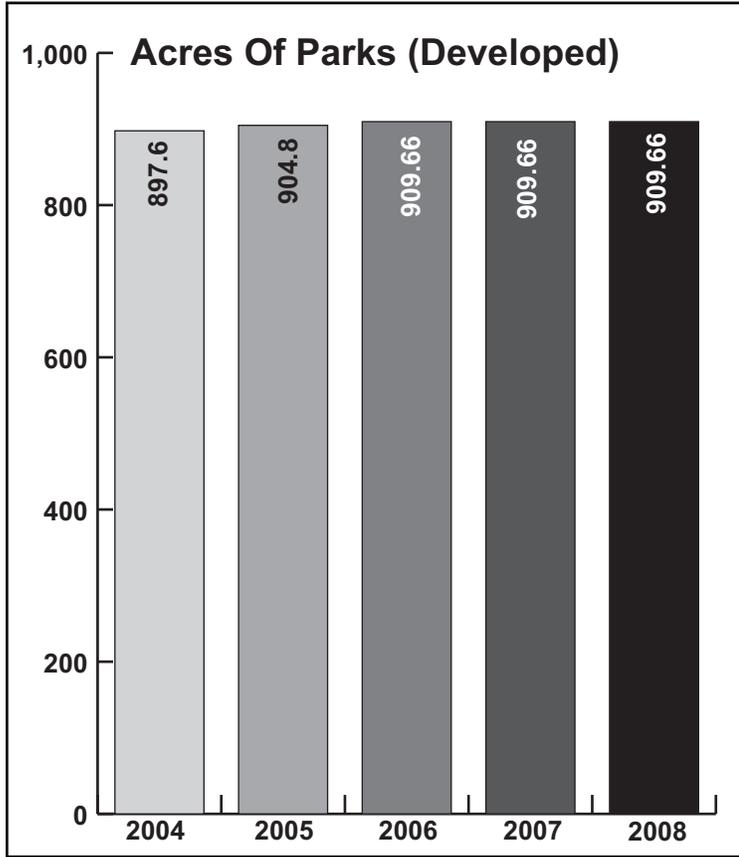
Indicators	2004	2005	2006	2007	2008
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TRANSIT SERVICE					
Fixed-route service miles	318,570	326,661	363,293	379,520	380,001
Fixed-route service hours	25,378	25,378	29,962	30,267	30,611
Annual CART passengers	1,006,411	916,698	940,914	998,821	1,050,090
Bus ridership per person	9.56	8.5	8.61	9.05	9.41
Bus ridership per service mile	3.16	3.00	2.59	2.63	2.76
Bus ridership per service hour	39.66	35.96	31.4	33.0	34.3
CARTaccess service miles	95,233	116,346	131,944	147,299	145,982
CARTaccess service hours	10,250	10,250	13,566	17,564	15,526
CARTaccess passengers	22,723	24,541	27,519	35,686	31,170
Paratransit ridership per service hour	2.13	2.39	2.03	2.03	2.01



Recreation and Open Spaces

Indicators	2004	2005	2006	2007	2008
Population	105,315	107,276	109,323	110,349	111,543
Playgrounds per 1,000 population	.458	.466	.457	.471	.484
Parks (Developed)	58	60	61	61	61
Acres of parks (Developed)	897.60	904.80	909.66	909.66	909.66
Acres of neighborhood parks per 1,000 population	2.50	2.64	2.63	2.60	2.57
Acres of community parks per 1,000 population	2.49	2.40	4.32	4.28	4.24
Acres of special use parks per 1,000 population	3.46	3.39	3.33	3.30	3.26
Public landscaped acres	15.59	15.59	18.79	20.79	20.79
Public recreation programs offered per year	202	206	206	212	212
Miles of bicycle routes, lanes and paths	85.60	85.60	86.22	86.22	86.22
Miles of walking trails	12.21	12.21	12.83	12.83	12.83



Social Environment

Linda Terrell

Indicators	2004	2005	2006	2007	2008
TEEN PREGNANCY - Cleveland County					
Births to teens ages 17 and under	80	54	57	52	70
Births to teens ages 18 and 19	161	141	180	181	173
CHILD ABUSE/NEGLECT - Cleveland County					
Confirmed abuse/neglect	437	453	393	316	309
FOSTER CARE - Cleveland County					
Monthly average of foster care placements	276	317	377	426	398
CHILD CARE - Cleveland County					
DHS Child Care Licensing-child care homes	291	271	255	254	226
Child care centers	109	109	106	108	113
2-star facilities (Homes and centers)	92	114	123	127	117
3-star facilities (Homes and centers)	15	17	20	17	16
ADMISSIONS BY CLEVELAND COUNTY RESIDENTS - ODMHSAS					
Community Mental Health Center	1,450	1,537	1,766	2,150	2,512
Hospital	722	764	766	591	580
Other	250	203	190	227	272
Residential care	83	102	99	93	108
Substance abuse	886	878	929	929	948
HOMELESS POPULATION					
Age 0-4	36	21 (Age 0-3)	33	64	39
Age 5-17	46	68 (Age 4-6)	22	45	32
Age 18-25	39	60 (Age 7-17)	68	99	110
Age 26-45	60	115 (Age 18)	23	11	31
Age 46-65	56	33 (Age 19-64)	263	396	394
Over 65	1	4 (Over 65)	1	9	1
Total	238	301	410	624	607

*The age breakdown for the homeless population count was changed in 2006 to conform with other cities.

Indicators	2004	2005	2006	2007	2008
United Way Goal	\$1,785,000	\$1,800,000	\$2,100,000	\$2,125,000	\$2,100,000
United Way actual funds raised	\$1,715,339	\$1,878,830	\$2,050,283	\$2,115,934	\$1,887,115

United Way of Norman

The United Way of Norman has gathered and analyzed extensive data to determine the most critical needs in the Norman community in a year-long process including 40 community volunteers. In order to address these determined needs, the United Way of Norman adopted a Community Impact strategy in 2008. This strategy incorporates prevention and response programs to improve lives as well as supporting basic and emergency services. For FY 2010, the United Way of Norman has 23 funded partners, encompassing 36 funded programs.

Desired Community Outcomes

Children & Youth

- ✘ Enter kindergarten with the physical, social and emotional skills they need to succeed;
- ✘ Reach educational goals and succeed in school;
- ✘ Are able to develop character and skills for a positive lifestyle;
- ✘ Are physically healthy, active and well-nourished;

- ✘ Are free from abuse and neglect;
- ✘ Are mentally healthy and free from substance abuse.

Individuals & Families

- ✘ Maximize and increase income;
- ✘ Build savings and gain/sustain assets;
- ✘ Achieve sustained employment;
- ✘ Are mentally healthy and free of substance abuse;
- ✘ Receive the health care services they need;
- ✘ Are free from violence.

Seniors & Persons With Disabilities

- ✘ Are engaged in active social and recreational networks;
- ✘ Are able to find meaningful paid and non-paid work in the community;
- ✘ Receive affordable and adequate health care;
- ✘ Are able to get transportation to meet their needs;
- ✘ Are able to stay in the home of their choice;
- ✘ Improve lives by supporting caregivers.

Around Norman



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 Coles	City of Norman
Joe Siano	Norman Public Schools
Catherine Bishop	University of Oklahoma
Kristin Collins	United Way of Norman
Chief Phil Cotten	Norman Police Department
Theta Dempsey	University of Oklahoma
Jud Foster	City of Norman Parks and Recreation
Rick Fry	Norman Arts Council
David Joplin	Moore-Norman Technology Center
Ken Komiske	City of Norman Utilities
Anne Masters	Pioneer Library System
Paula Price	Norman Regional Hospital
Linda Terrell	Center for Children and Families, Inc.
Don Wood	Norman Economic Development Coalition

★ Indicates an area where Norman is making progress.

□ Indicates an area where improvement is needed.

N/A indicates that figures are not available.

Community Report Card



Norman, Oklahoma

2009