

CITY COUNCIL STUDY SESSION MINUTES

July 30, 2013

The City Council of the City of Norman, Cleveland County, State of Oklahoma, met in a Study Session at 5:30 p.m. in the Municipal Building Conference Room on the 30th day of July, 2013, and notice and agenda of the meeting were posted at the Municipal Building at 201 West Gray, and the Norman Public Library at 225 North Webster 48 hours prior to the beginning of the meeting.

PRESENT: Councilmembers Castleberry, Heiple, Holman, Jungman, Kovach, Miller, Williams, Mayor Pro Tem Griffith

ABSENT: Mayor Rosenthal

PRESENTATION FROM THE NORMAN POLICE DEPARTMENT REGARDING THE NORMAN 2013 DATA DRIVEN APPROACHES TO CRIME AND TRAFFIC SAFETY (DDACTS) PROGRAM.

Mr. Keith Humphrey, Chief, Norman Police Department (NPD), said NPD has identified some intersections and areas throughout the City as having high traffic and high accidents and NPD is combining the two initiatives between traffic and criminal enforcement divisions to provide the data to the officers so the officers can respond proactively. Chief Humphrey said NPD will continue trying to reduce the number of accidents city-wide.

Mr. Jason Redden, Crime Intel Analyst, NPD, said the Data Driven Approaches to Crime and Traffic Safety (DDACTS) is an operational model that uses integration of location-based crime and traffic data to establish effective and efficient methods for deploying law enforcement and other resources. The goal of the DDACTS program is to reduce the incidence of crime, crashes, and traffic violations in a community; thus, reducing social harm and improving the quality of life. The DDACTS program determines where the accidents and/or crimes are occurring; when they are occurring; the type of crime and/or crash; and how law enforcement can prevent it.

The City of Norman DDACTS implementation began with conducting data analysis and a selection of focus zones within the community. Records Management System (RMS) global records, Mobile System geosafe, and ArcGIS 10.0 software was utilized as resources. The scopes of the analysis include:

- What: type of accident or crime
- Who: who are the victims/targets
- When: time of accident or crime event occurred
- Where: location of accident or crime event
- How: accident factors or modus operandi

NPD highlighted the traffic and crime analysis component for the DDACTS and said the program began with two high density apartment complex areas broken down into east and west zones. Areas where there is a higher density of population can result in higher crime rates. Mr. Redden said the West Zone boundaries include Lindsey Street on the south, Main Street on the north, from 24th Avenue S.W. on the west, and Berry Road on the east. The East Zone boundaries include Alameda Street on the north, Lindsey Street on the south, 12th Avenue S.E. on the east, and 24th Avenue S.E. on the west. He said the traffic data from high density locations are identified by square miles to determine the two highest crime and traffic zones.

Mr. Redden said he produces recon packets for the NPD that are reports based on area traffic and crime history and Staff can use the recon packets to calculate where traffic and crimes would most likely occur. He highlighted the data/recon packets reflecting the breakdown of the statistics, i.e., larceny from vehicles, burglary, motor vehicle theft, robbery, rape, etc., for both the East and West zones since the inception of the DDACTS program in 2011.

Item 1, continued:

Mr. Redden said the next step was to develop products to implement the DDACTS program and they are as follows:

- Seven (7) Day Report: includes a standard push pin map that is broken down by beat and includes graphs that track five (5) year trends for the given week reflecting high and/or low data compared to previous years data providing officers a threshold of areas of focus for the week, as well as a colored dot map that identifies the cause, time of day, and the day of the week of when a specific intersection was the worst;
- Monthly Traffic Unit Report: forecasts what can happen in the next month utilizing data from the last five years, as well as data from the last 90 days, to see what NPD is currently doing and determine where resources are needed; and
- Monthly DDACTS Report: shows progress reflecting the normal averages of data incidents compared to what is presently occurring within the City.

Mr. Redden said overall, the East and West Zone reports have actively produced traffic enforcement operations, e.g., officers target specific areas, making as many contacts as possible, letting citizens know that the NPD is aware of issues in the areas. He said NPD has had an impact on both the East and West Zones as a result of the DDACTS Program.

Mr. Redden said the DDACTS Program has identified areas within Norman that need attention and empowered NPD with products, i.e., seven (7) day report, monthly traffic unit report, and monthly DDACTS report that allow the officers to use their problem-solving skills to determine how to correct the specific problem identified in their area. He said the DDACTS Program has changed the paradigm as well as the officer's mindset for the better. He said officers have indicated that they can utilize the data and the developed products to assist them in determining how to use their time more efficiently and effectively, e.g., the officers know what areas need more patrol when they are not on a specific call.

Mayor Pro Tem Griffith asked if utilizing the DDACTS Program over time will cause the five-year average to drop and Mr. Redden said yes, stating that eventually a plateau or baseline will be reached and the NPD will strategically begin targeting different types of crimes in different areas.

Councilmember Heiple asked if the City of Oklahoma City (OKC) uses the DDACTS Program and Mr. Redden said OKC utilizes a similar program called Intelligent Led Policing. Mr. Kevin Foster, Major, NPD, said Oklahoma County utilizes the DDACTS program, but not by zones, whereas he felt the NPD data is put to better use.

Mayor Pro Tem Griffith asked if DDACTS will be utilized for every beat and Major Foster said yes, Staff selected the two zones that they felt would be the most effective to show how DDACTS could work even with limited resources. Major Foster said once the DDACTS program reduces crimes in the selected two zones; NPD will move to different zones/areas where high crime may have moved to. He said DDACTS provides the zones/zoning; however, NPD also uses power driven approaches utilized by most towns/cities looking at the data provided and giving the information to the officers. Chief Humphrey felt this causes the officers to communicate even better with one another and other shift officers as well.

Councilmember Castleberry asked how Staff would address outliers/anomalies and Mr. Redden said by averaging out five (5) years of data. Major Foster said all the data is examined to determine what is causing the crime(s), individually and as a trend.

Item 1, continued:

Councilmember Heiple asked if the City is trying to collect data to predict areas of risk and Mr. Redden said the recon packets utilized by NPD offer historical statistics which assist in making educated guesses based on the data. Mr. Redden said the recon packets are provided to officers so they will know what can be expected for a particular area and what areas might be of most interest to them.

Councilmember Holman asked if there are collaborative efforts in the DDACTS program with the University of Oklahoma (OU) and Cleveland County. Major Foster said OU does not use the same system; however, NPD does share data with both OU Police Department and Cleveland County. However, the City is not able to receive OU's and Cleveland County's data into our system. Mr. Humphrey said Norman also shares data with other City departments, e.g., Municipal Court, City Attorney's Office, and the Traffic Division.

Ms. Joy Hampton, The Norman Transcript, asked if whether the data provided by the DDACTS Program will benefit the Community Oriented Policing (COP) and Chief Humphrey said yes, stating the on-going communication as a result of the DDACTS Program is a very important piece of the COP. Mayor Pro Tem Griffith agreed stating he felt the DDACTS Program will enhance the communication between the officers and citizens making the program a major component in implementing and promoting COP.

Items submitted for the record

1. PowerPoint presentation entitled, "Norman 2013 DDACTS (Data Driven Approaches to Crime and Traffic Safety), dated July 30, 2013

Item 2, being:

DISCUSSION REGARDING A FEDERAL LANDS ACCESS PROGRAM GRANT APPLICATION FOR THE LAKE THUNDERBIRD MULTI-MODAL PATH.

Mr. Jud Foster, Director of Parks and Recreation, highlighted the Federal Lands Access Program (FLAP) grant program stating it is a new grant program for states, counties, tribes, and local governments that provides funding for transportation projects that provide access to Federal lands. He said emphasis is placed on access to high-use recreation sites and approximately \$6.6 million in funding will be available in Oklahoma over the next five (5) year period. Mr. Foster said the grant is an 80/20 matching grant; 80% funding from Federal Highway Bill (M.A.P. 21) with a 20% match by the local applicant. He said the Oklahoma Tourism and Recreation Department (OTRD) contacted Staff regarding their willingness to share one-half of the local 20% match for the feasibility study with the City (approximately \$51K each) as well as be responsible for 20% match on State Park property (approximately \$240,000). Mr. Foster said the City's share would be approximately \$195,000 per year with construction being done over a four year period. He said applications are due August 5, 2013, and grant selection and funding will be announced in December 2013.

Mr. Foster said OTRD will take the lead and submit a grant application for the Lake Thunderbird Multi-Modal Path on behalf of OTRD, the City of Norman, and the U.S. Bureau of Reclamation as co-sponsors on the application. He said the Lake Thunderbird Multi-Modal Path project will fit perfectly with the goals of the new grant program. Mr. Ron McWhirter with OTRD will author the grant with City of Norman's input. Mr. Foster said OTRD and the City will seek support letters from the Cleveland County Commissioners, Native American Tribes, Bicycle Advisory Committee, Park Board, etc.

Mr. Foster provided an aerial map depicting the limits of the Lake Thunderbird Multi-Modal Path, located on the north side of Highway 9, beginning just east of 36th Avenue S.E. extending to the Clear Bay area of Lake Thunderbird State Park. He said the last two miles of the Lake Thunderbird Multi-Modal Path,

Item 2, continued:

from 120th Avenue S.E. to the Clear Bay area; will be on State Park property. He said the portion on State property would be the State's responsibility to match and the portion from 36th Avenue S.E. to 120th Avenue N.E. would be the City's responsibility. Councilmember Holman said the multi-modal path will be so close to the Little Axe area and asked if any consideration had been given to extend the path to Little Axe. Mr. Foster felt it would not require a lot to extend the path to the Little Axe area and said Council could certainly choose to do so. Councilmember Miller asked if the path would tie into the current Highway 9 Trail Project and Mr. Shawn O'Leary, Director of Public Works, said it will pick up where the current project ends.

Mr. O'Leary highlighted the Lake Thunderbird Multi-Modal Path project as follows:

- 10 foot wide multi-modal concrete path – located on north side of Highway 9; Approximately 8.5 miles beginning ¼ mile east of 36th Avenue S.E. to Lake Thunderbird State Park Trailhead (Clear Bay Area) located at 142nd Avenue S.E.;
- Continuation of current City Highway 9 Trail Project;
- Project consistent with goals of Norman Bicycle Plan, Parks and Recreation Master Plan, and the Greenway Master Plan;
- Approach grant application in phases - 80% Federal/10% State/10% City:
 - ❖ Engineering feasibility study (Phase 1)
 - ❖ Construction plans (Phases 2-5)
 - ❖ Right-of-way (ROW) acquisition (Phases 2-5)
 - ❖ Project construction (Phases 2-5)
- Estimated project cost is \$600,000 per mile without ROW purchase;
- Construction in Oklahoma Department of Transportation (ODOT) ROW preferred;
- Path will be separated from the highway and will be owned and maintained by the City; and
- Grant application will seek to build path in phases corresponding with Highway 9 widening phases.

Mr. O'Leary said the City is eligible to receive the grant because the multi-modal path matches the grant goal of linking urban areas with recreation areas on Federal land, there are probably very few applications in Oklahoma, and the City already has a Transportation Enhancement grant to start the initial 1¼ miles of path from 24th Avenue S.E. However, ODOT is reluctant to allow construction by other entities on Highway 9 ROW and is changing their policy to no longer allow anything in the State ROW. Having to purchase significant State ROW would be too expensive for the City. Councilmember Castleberry asked how far the path would be from the ROW and Mr. O'Leary said the goal will be to place the path as far as possible from the ROW in order to steer clear of any future ODOT conflicts such as highway widening and/or expansion; however, there are physical impediments such as hills, valleys and channels.

Mr. O'Leary said another issue is that the timeline for the Highway 9 widening phases may extend beyond the grant timeline. He said ODOT has an eight (8) year commitment to enhancing Highway 9 and it would make sense to do this grant project in phases, simultaneously with the Highway 9 project.

Councilmember Miller asked what funding sources could be utilized for the City match and Staff said the funding sources would be both Capital and the Greenbelt acquisition funds. Councilmember Williams asked why the priority is so high and Mr. O'Leary said the large picture is to meet the ultimate goal. Councilmember Kovach asked when ODOT will let the City know about the ROW use and if it would be helpful to get Norman delegation together to talk to ODOT.

Ms. Joy Hampton, The Norman Transcript, said she does not understand why the City keeps using cement because bicyclists prefer asphalt and Mr. Angelo Lombardo, Traffic Engineer, said the Bicycle Advisory Board recommended concrete.

Item 2, continued:

It was the consensus of Council to move forward with the grant application.

Items submitted for the record

1. PowerPoint presentation entitled, "Federal Lands Access Program Lake Thunderbird Multi-Modal Path Grant Application," presented by Shawn O'Leary, Director of Public Works, and Jud Foster, Director of Parks and Recreation, dated July 30, 2013

The meeting adjourned at 6:40 p.m.

ATTEST:

City Clerk

Mayor