Game Day in Norman

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Norman, Oklahoma
Home of the University of Oklahoma

- Non-Game Day Population: 124,086
- Student Population: 28,000 – 30,000
  - Expected to grow significantly with SEC membership
- Game Day Population: 205,000 – 225,000
  - Expected to grow significantly with SEC membership

Game Day Challenges

- Preparing for Game Day
  - Coordination
  - Special processes
  - Allocation of Resources

- On Game Day – Part 2
  - Public Safety -
  - Transportation and Parking

Coordination

- City staff and University staff start meeting in August; generally meet early in each week there is a home game
- Evaluate biggest risks, biggest needs
- Involves OU and City Emergency Operations Command, National Weather Service, etc.

Factors Impacting Preparation

- Staffing levels
- Weather
- Time of Game
- Quality of Opponent and How Well They Travel

Special Processes

Special Event Permits

- Outdoor event expected to last 2+ hours, is open to the public, and reasonably expected to attract 1,000+ people

- Application
  - At least 90 days prior to the event
  - Fees may include electrical permit fee, sign permit fee, temporary food service fee, a solicitor/peddler license fee, street closure permit fee, traffic control fee, park rental fee, sanitation fee, beer license fee, noise variance fee, building permit fee
  - Map of event area showing all street closures, fire lanes, barricades, booths or vendors, stage or production areas, portable toilets, location of water supplies, points of illumination, tents, trash containers, first aid stations, EMS stations, parking areas, public entry points, banners, and other equipment or materials intended to be used in the event areas
  - Promotional literature for event
  - Sponsor of event
  - Certificate of Liability insurance, naming City as an additional insured
  - Each person affected by a street closure must sign a document indicating whether he/she supports or opposes the closure – must have at least 75% of affected persons sign in commercially-zoned areas.

Special Processes

Special Event Permit

- Can’t block a street in a manner that blocks pedestrians
- Can charge an entry fee
- Must provide adequate personnel for security and crowd control
- Comply with all State, County and City regs related to alcohol and food sales
- Banners across the street only during the event
- Spray clean sidewalks after event
- Work with sanitation for adequate trash receptacles

Special Event – Campus Corner

- Special Event permit process used to close streets and control the space within the street; event is managed by the Campus Corner Association
- Participating merchants must be in good standing and provide CCA a certificate of liability insurance
- Sidewalks to remain clear
- Merchants must assist in maintaining the 15 foot emergency vehicle lane
- Merchants may only sell products they regularly sell inside of their premises – no subletting allowed.
- Merchants must pick up trash in their direct area of set up; no dumping of ice on the street
- City sanitation provides enhanced pickup in the area with a crew on the ground by 8:00am – rotate and empty trash cans into a centrally located truck; dumpster pick up the following day


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GAME DAY

Other Special Processes
(AKA Regulations We Ignore on Game Day)

Parking

- Parking is limited to one side of the street on many of the narrow streets around campus EXCEPT during OU Stadium Events
- Parking in the grass is prohibited, EXCEPT on game day
  - We've seen attempts to sell spots on the public street

Binge-Drinking

- Enforcement is limited, typically doesn't begin until a few hours after the game
- Public intoxication - Sign and go if cited at all
- Carrying open containers with liquor

Allocation of Resources

- City of Festivals
- Staffing shortages
- Ensure remainder of City isn't vulnerable to crime during game day; adequate staffing to respond to a worst case scenario

QUESTIONS?

Contact Presenter at Kathryn.Walker@NormanOK.gov